

Question on Notice
No. 934
Asked on 7 June 2007

MS CROFT ASKED THE MINISTER FOR TOURISM, FAIR TRADING, WINE INDUSTRY DEVELOPMENT AND WOMEN (MRS KEECH)—

Will she outline the benefits gained for Queensland from hosting an event such as the Australian Tourism Exchange which was held in Brisbane last week?

ANSWER:

I thank the Honourable Member for the question and commend her on her contribution to the tourism industry in her electorate.

Australian Tourism Exchange (ATE) is the largest travel trade fair in the Southern Hemisphere and was held in Brisbane from 26 May until 1 June 2007. The event aims to familiarise and connect international buyers with Queensland and Australian tourism product.

The 2007 ATE was highly successful with 1,700 Australian delegates attending from 630 companies. Queensland product made up one third of the available floor space. Queensland operators represented 29% of all Eastern Hemisphere sellers and 30% of all Western Hemisphere sellers.

Approximately 300 buyers from the Eastern Hemisphere and 500 buyers from the Western Hemisphere attended the event with significant increase in the number of buyers from the international markets of France (71%), Singapore (33%), Italy (31%) and China (11%). There were 92 buyer companies registered to attend ATE for the very first time.

These international buyers scheduled 25,904 appointments with the Australian delegates, resulting in significant levels of new business for Queensland and Australia.

The event injected approximately \$10 million into the Brisbane economy with around 13,000 visitor nights over the week-long event. The ATE provided Brisbane with an opportunity to showcase the State and city to the world's buyers. Tourism Queensland's strategy was to highlight the beauty of life on the Brisbane River, through events held at the new Gallery of Modern Art, South Bank Parklands, Eagle Street Pier, as well as a variety of similar venues throughout the city.

Queensland also gained exposure of its regions and tourism product through an extensive pre and post touring program, which provided international buyers the opportunity to gain valuable first-hand experience and education of the destinations. Approximately 420 international buyers and media took part in the familiarisation program and experienced one or more regions in Queensland.

Around 50 international tourism and trade journalists also had the opportunity to attend the event and participate in pre and post touring to experience Queensland in greater detail. This will no doubt bring benefits to Queensland by generating publicity for the State through various media and print publications.

My portfolio, through Tourism Queensland, used the ATE to launch a number of important new initiatives including:

- market strategies for Japan, China, India and Korea. These were launched as discussion papers and Tourism Queensland is now encouraging industry feedback before finalising the three-year plans;
- a new touring route for Southern Queensland – The Great Sunshine Way. Within 48 hours of launching, commitments had already been made from three wholesalers in Germany and strong interest from wholesalers in the United Kingdom, the USA and elsewhere to include the product in their brochures. This will lead to a tangible increase in visitor nights spent in Southern Queensland;
- new language websites for China and Japan, allowing Queensland to take a more prominent place in online marketing in these two essential source markets;
- Tourism Queensland's flagship publication for international travel marketing, the *International Travel Planner 2007* features over 220 of Queensland's top tourism products and enables buyers to put together packages to suit their clients; and
- a trade launch of the new international marketing campaign 'Islands of the Great Barrier Reef'. For the first time the islands have been placed under one marketing banner to provide a stronger sales message and cohesion in the marketplace. The campaign was launched to the wider community by the Premier on 18 June 2007.

The ATE is the best opportunity for the Queensland industry to gain access to international buyers. Tourism Queensland's aim is now to increase Queensland's share of brochure space in wholesaler brochures around the world next year. General feedback regarding the event has been extremely positive. Additional feedback from industry on the business and value of the event suggest the return on investment has been strong.