Question on Notice
No. 376
Asked on 12 March 2008

MR MESSENGER asked the Minister for Tourism, Regional Development and Industry (MS BOYLE) —

QUESTION:

Will the Minister provide a breakdown, in table format, of funding for tourism campaigns for the past three years for the following regions: (a) North Queensland, (b) Central Queensland (not including the Whitsundays), (c) Sunshine Coast, (d) South East Queensland (not including Gold Coast and Brisbane), (e) Brisbane, (f) Gold Coast and (g) the Whitsundays?—

ANSWER:
I thank the Member for his question.

Tourism Queensland's marketing division invests the greatest amount of money in the destinations that will offer the greatest return on investment for the State through tourist expenditure.

Table 1 (attached) outlines Tourism Queensland's investment in domestic campaign activity for each region, the cooperative amount invested by industry partners and the total value for 2004-05, 2005-06 and 2006-07.

In addition to regional activity, Tourism Queensland also markets Queensland on a whole-of-state level through the Brand Queensland campaign, Where Else But Queensland. In 2006-07 the Queensland Government committed $6.5 million over four years to the campaign through Queensland Tourism Strategy special initiative funding, and Tourism Queensland will invest $5.2 million over the same period – a total of $11.7 million.

It is not possible to break down Tourism Queensland's international marketing into regions as international travellers look to visit for example, Tropical North Queensland or The Great Barrier Reef rather than individual Queensland destinations. Last year Tourism Queensland invested around $13 million in international marketing activities, and the industry contributed an additional $4 million through cooperative opportunities. This is clearly reaping rewards with international visitor expenditure in Queensland in 2007 increasing by four percent to $3.7 billion.

2004-05	Tropical North Queensland **	Townsville **	Central Queensland	Sunshine Coast	South East Queensland Country	Brisbane	Gold Coast	Whitsundays
TQ Spend	**$844,024**	**$200,425**	**$314,383**	**$686,821**	**$561,601**	**$506,176**	**$1,026,637**	**$854,892**
Cooperative Income	$547,782	$141,521	$201,212	$922,804	$582,725	$908,250	$1,350,468	$1,055,419
Total	$1,391,806	$341,946	$515,594	$1,609,625	$1,144,326	$1,414,425	$2,377,104	$1,910,311

2005-06	Tropical North Queensland ** ^^	Townsville **	Central Queensland	Sunshine Coast	South East Queensland Country	Brisbane ##	Gold Coast	Whitsundays
TQ Spend	**$1,100,858**	**$205,438**	**$275,688**	**$784,593**	**$495,311**	**$1,093,288**	**$1,095,888**	**$1,220,221**
Cooperative Income	$650,672	$234,659	$137,676	$1,077,142	$556,632	$2,862,968	$1,573,284	$735,284
Total	$1,751,530	$440,096	$413,364	$1,861,734	$1,051,943	$3,956,256	$2,669,172	$1,955,505

2006-07	Tropical North Queensland **	Townsville **	Central Queensland	Sunshine Coast	South East Queensland Country	Brisbane ##	Gold Coast	Whitsundays
TQ Spend **	**$1,025,692**	**$195,771**	**$255,739**	**$775,253**	**$533,485**	**$1,094,998**	**$1,068,454**	**$824,195**
Cooperative Income	$871,709	$187,007	$213,430	$853,695	$412,314	$848,198	$2,316,203	$612,442
Total	$1,897,400	$382,778	$469,169	$1,628,948	$945,798	$1,943,196	$3,384,657	$1,436,637

##	**Includes Brisbane Interstate Marketing Campaign of .5M Income & Expense**
^^	**Includes Cyclone Larry Recovery Expense $0.25M & Cape York Development $0.5M Expense**
**	**Queensland's tourism network in North Queensland is broken down into Tropical North Queensland and Townsville regions.**