

**Question on Notice
No. 227
Asked on 10 March 2011**

MS GRACE ASKED THE MINISTER FOR TOURISM, MANUFACTURING AND SMALL BUSINESS (MS JARRATT) —

QUESTION:

Will the Minister advise what benefits to the tourism industry will come from the announcement of the \$10m additional funding for tourism in Queensland?

ANSWER:

The joint \$10 million Bligh and Gillard Government Tourism Industry Support Package aims to benefit Queensland's tourism industry by creating immediate awareness that Queensland is open for business and ready to welcome visitors from Australia and overseas. Importantly, it aims to drive holiday bookings from the interstate market for the Easter holiday period through the \$4.5 million Nothing Beats Queensland – Where Australia Shines campaign.

Additionally, the package includes \$1 million for intrastate marketing designed to encourage Queenslanders to 'support their mates' by holidaying at home.

Other measures include \$2.2 million for retail campaigns in key international markets; \$800,000 for a global youth and adventure traveller campaign aimed at drawing the youth market and backpackers to Queensland; \$700,000 for global publicity to encourage key travel writers, bloggers and other media to write and air Queensland stories to counteract flood and cyclone coverage; and \$300,000 for marketing activities in other international markets.

Coordinated by Tourism Queensland and Tourism Australia, these initiatives will alert Queensland's key Australian and international markets that the state is ready to welcome visitors and help generate holiday bookings for the state's tourism operators and businesses.