

Question on Notice
No. 36
Asked on 16 February 2011

MR HOOLIHAN ASKED THE MINISTER FOR TOURISM AND FAIR TRADING (MR LAWLOR) —

QUESTION:

In the aftermath of the recent flooding across the Capricorn region, will the Minister advise how the Bligh Government is supporting our local tourism industry in these tough times?

ANSWER:

While this question was asked of the Minister for Tourism and Fair Trading, due to recent changes in Ministerial responsibility, I am now the Minister responsible for this matter and therefore provide this response.

The Bligh Government is committed to supporting Queensland's tourism industry impacted by the floods. On 28 January 2011, we announced a \$10 million Tourism Assistance Marketing Package to assist the industry recover from the recent devastating impacts of the floods and cyclone. *Nothing beats Queensland* is the message that will be promoted to Australia and the world. The domestic and international marketing campaign will get underway soon, backed up by the largest ever contingent of travel media to showcase our wonderful state.

Building on from this, an additional \$2 million recovery and resilience package will go beyond addressing the immediate aftermath of the recent natural disasters, and help to build longer-term resilience through a suite of industry development programs. Through this, Tourism Queensland will support Capricorn operators who are registered to attend the Australian Tourism Exchange, the southern hemisphere's biggest travel trade event, in April 2011.

In addition, grants, concessional loans and wage assistance are available for employers under the National Disaster Relief Recovery Arrangements.

Tourism Queensland also hosted a number of industry development seminars for Capricorn operators, including a digital marketing workshop held on 19 January 2011 with over 40 operators in attendance; a trade mentoring program that commenced with a workshop in Rockhampton on 17 February 2011 with 13 operators committing to a three month program of trade mentoring; and the Sustainable Regions Program which encourages sustainable practices and cost savings for operators across the region.

Tourism Queensland continues to roll out a number of additional marketing initiatives to entice more visitors to travel to the Capricorn region a \$945,000 'Welcome to Queensland's Hottest Deals' campaign between Tourism Queensland, Sunlover Holidays and Virgin Blue.