

Question on Notice
No. 369
Asked on 21 May 2013

MR PUCCI ASKED THE MINISTER FOR TOURISM, MAJOR EVENTS, SMALL BUSINESS AND THE COMMONWEALTH GAMES (MRS STUCKEY)—

QUESTION:

How will the Newman Government support tourism in electorates like Logan?

ANSWER:

I thank the Member for Logan for the question.

The Queensland Government recognises tourism as a pillar of the Queensland economy and electorates like Logan will benefit from the Government's focus on tourism.

As outlined in the *DestinationQ Blueprint 2012-15*, the government has a goal to double overnight visitor expenditure from \$15 billion to \$30 billion by 2020. Achieving this goal requires strong collaboration and commitment between Government, industry and local governments.

I was therefore pleased to join Cr Pam Parker, Mayor of Logan City Council recently to launch the Logan City Tourism Strategy developed in partnership between Logan City Council, the Logan Tourism Association, Brisbane Marketing and Tourism and Events Queensland. The Logan City Tourism Strategy is a strong commitment from the Logan City Council to growing tourism as part of the Logan economy and identifies their plan to develop innovative and sustainable tourism experiences.

The first step in the Logan City Tourism Strategy was the unveiling of a new consumer website, visitlogan.com.au. The website uses responsive web technology, to provide a novel platform to showcase the region to both domestic and international visitors. The website displays products from the Australian Tourism Data Warehouse directly promoting Logan's experiences. The website was developed in partnership between Logan City Council, the Australian Tourism Data Warehouse and Tourism and Events Queensland.

The Logan electorate is also supported through the Government's formal partnership with Brisbane Marketing. This partnership agreement has driven marketing activity to showcase the greater Brisbane region, including the current Visit Brisbane campaign. The campaign aims to promote the greater Brisbane region to the intrastate market and includes print, online, outdoor and television media.