

Question on Notice
No. 501
Asked on 6 August 2013

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

QUESTION:

Will the Minister advise the importance of major events for the Gold Coast economy and how they benefit residents in the Broadwater Electorate?

ANSWER:

I thank the Member for Broadwater for the question.

Supporting major events is part of the government's strategic approach to double annual overnight visitor expenditure from \$15 billion to \$30 billion by 2020.

Successful events not only deliver a significant economic boost to Queensland they also make a strong, positive statement about the communities who host them and are a great source of community pride. In 2012-13 Tourism and Events Queensland's (TEQ's) major event calendar is estimated to have delivered an economic impact of \$270.8 million.

Events also drive visitation increases and have flow-on benefits to the local tourism industry and local businesses. For the year ended March 2013, the Gold Coast welcomed 4.4 million overnight visitors who spent 22.1 million nights in the region and spent \$4 billion during their visit. (Source: National Visitor Survey and International Visitor Survey Year Ended March 2013, Tourism Research Australia.)

In 2012-13 the government supported a number of major events on Queensland's Gold Coast including:

- Quiksilver and Roxy Pro;
- Magic Millions Race Day and Carnival;
- Magic Millions National Sale;
- Australian Surf Life Saving Championships (except in 2014);
- Gold Coast Airport Marathon;
- Blues on Broadbeach;
- Australian University Games;
- Gold Coast Sevens;
- NetFest;
- AFL Draft;
- Gold Coast 600;
- 2012 Pan Pacific Masters Games; and
- Coolangatta Gold.

The Gold Coast Airport Marathon held in July 2013 was particularly successful with 27,675 participants - 2,200 participants from overseas and 7,500 participants from interstate.

In addition, last year the government, through TEQ, added Blues on Broadbeach to Queensland's major event calendar, providing additional support in recognition of the event's ability to drive significant economic and social benefits for the Gold Coast. According to an independent economic impact report the 2013 event attracted 95,000 attendees over the four day festival, of these attendees 33 per cent were from interstate. Local accommodation providers also benefited with a total of 55,363 room nights.

As Queensland looks toward the Commonwealth Games, it is successful events like these that demonstrate the Gold Coast's ability to host high-calibre international events.