

Question on Notice
No. 69
Asked on 13 February 2014

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

With reference to the increase in tourism bookings on the Gold Coast and the South East

QUESTION:

Will the Minister detail the effective tourism policies of the government that have made this happen?

ANSWER:

The Queensland Government recognises tourism as one of the four pillars of the Queensland economy. This commitment is reflected in our ambitious target to double overnight visitor expenditure from \$15 billion to \$30 billion by 2020.

Partnerships are at the core of Queensland's approach to tourism. Our whole-of-government approach under the *DestinationQ* strategy continues to flourish. Annual *DestinationQ* forums, including the 2013 forum on the Gold Coast, have become Queensland's premier industry and government event and are the envy of other states and industry sectors.

Since the inaugural 2012 *DestinationQ* Forum, an industry and government partnership approach has underpinned all our efforts, reflected in annual partnership agreements between the Queensland Government and the Queensland Tourism Industry Council.

The long-term prosperity for our tourism industry has been secured with the recent launch of a new 20 year plan, *Destination Success*. This plan sets the goals, target and vision for tourism in Queensland for the next 20 years. Implementation of the plan will focus around the themes of:

- building strong partnerships;
- preserving our nature and culture;
- delivering quality, great service and innovation;
- targeting a balanced portfolio of markets;
- offering iconic experiences; and
- growing investment and access.

Its implementation will have state-wide benefits; ensuring the industry is able to prosper, attract new investment, create job opportunities, guide infrastructure planning and meet growth forecasts.

Central to the partnership between industry and government is a destination-based approach to developing and marketing tourism. A key outcome of the first *DestinationQ* 12 Month Action Plan was a commitment to develop formalised partnership agreements with each of Queensland's regional tourism organisations (RTOs). A partnership agreement between Tourism and Events Queensland (TEQ) and Gold Coast Tourism is reviewed annually and focuses on:

- joint decision making;
- the 2020 tourism expenditure target;
- the vision for the region; and
- priority actions and key performance indicators.

The agreement aligns with the proposed Gold Coast Destination Tourism Plan (DTP) and our new 20 year plan.

The State Government, through TEQ, is also assisting each RTO to develop DTPs for each of their destinations. This includes the Gold Coast. Once developed, the DTPs will be used to drive tourism marketing and development for each destination and give them shared goals for their industry and operators alike.

The Queensland Government has also agreed to an industry proposal to partner with key theme park operators to support a \$15 million advertising campaign to boost visitor numbers to Gold Coast theme parks and the Gold Coast region generally.

The campaign was launched on 8 October 2013 and commenced on 27 October 2013. It is aimed at reinforcing the Gold Coast's position as Queensland's leading tourist destination by focusing on its world-class theme parks.

The campaign has been targeting the domestic Australian market and New Zealanders. The campaign represents a great example of how the private and public sector can collaborate to generate significant tourism benefits for Queensland.

While focused on the Gold Coast theme parks, the campaign has already benefited the region's wider economy through increased accommodation and retail spending.

It is anticipated we will see increases not only in theme park tickets sales, but in hotel bookings, visitor expenditure and brand awareness of the Gold Coast.

All of this is the result of a government that is taking tourism seriously, has committed to a genuine partnership with industry, and which is delivering results for the Gold Coast. As a key pillar of the economy the Queensland Government will continue to pursue opportunities to assist the tourism industry in Queensland.