

Question on Notice
No. 622
Asked on 30 April 2019

MR D CRISAFULLI ASKED THE MINISTER FOR INNOVATION AND TOURISM INDUSTRY DEVELOPMENT AND MINISTER FOR THE COMMONWEALTH GAMES (HON K JONES) —

QUESTION:

With reference to Tourism and Events Queensland's Marketing Strategy 2025—

Will the Minister advise (a) the total cost of the strategy's development and (b) what destination marketing measures are included within the strategy?

ANSWER:

(a) I am advised Tourism and Events Queensland (TEQ) developed the marketing strategy in-house and within existing resources.

(b) The strategy is available online at:
<https://cdn1-teq.queensland.com/~media/4a485818787c492599513012bc0d4927.ashx?vs=1&d=20180823T104754>