

**Question on Notice
No. 1161
Asked on 12 October 2021**

MR D CRISAFULLI ASKED THE MINISTER FOR TOURISM, INNOVATION AND SPORT AND MINISTER ASSISTING THE PREMIER ON OLYMPICS AND PARALYMPICS SPORT AND ENGAGEMENT (HON S HINCHLIFFE) —

QUESTION:

With reference to 'holiday dollars' travel vouchers program—

Will the Minister advise (reported separately for each of the regions involved (Cairns, Brisbane, Whitsundays and Gold Coast)) (a) the number and dollar value of vouchers offered to the public, (b) the number of vouchers claimed by members of the public, (c) the number and dollar value of vouchers redeemed with tourism operators and (d) the number of participating tourism operators?

ANSWER:

The objective of the Queensland Holiday Dollars program was to support those regions significantly impacted by the loss of international tourism by driving bookings for tourism experiences and accommodation. Through the successful *Good to Go* campaign, we saw Queenslanders stepping up and supporting Queensland tourism with record intrastate travel in the last year.

Across the four campaigns in Cairns, the Whitsundays, Brisbane and the Gold Coast, more than 39 000 bookings were made using the vouchers, with \$11 million going to tourism operators and accommodation providers in these regions. Refer to **Table 1** for a breakdown of the vouchers.

The consumer feedback has been overwhelmingly positive with 92 per cent of consumer survey respondents being overall satisfied or very satisfied with the program. The program has helped to boost consumer confidence, showing that our tourism regions are safe and ready to welcome visitors. Operator feedback has also been very positive with 81 per cent of operator survey respondents being overall satisfied or very satisfied with the program.

Any unused funding from the Holiday Dollars program has been reallocated to the other travel incentive programs such as the Great Queensland Getaway campaign.

Table 1: Breakdown of vouchers

Region	Vouchers available	Voucher Value (inc GST)	Vouchers redeemed	Value of vouchers redeemed (inc GST) \$million	Participating operators
Cairns	15 000	50% off up to \$200	6278	\$1.049	126
Brisbane	30 000	50% off up to \$100	12 458	\$1.146	220
Whitsundays	6 000	50% off up to \$200	4618	\$0.715	42
Gold Coast	30 000	50% off up to \$100	15 857	\$1.473	184