

Question on Notice

No. 715

Asked on Thursday, 12 June 2025

HON L ENOCH ASKED MINISTER FOR THE ENVIRONMENT AND TOURISM AND MINISTER FOR SCIENCE AND INNOVATION (HON A POWELL)—

QUESTION:

With reference to First Nations cultural tourism in Queensland—

Will the Minister provide (a) the expected revenue forecasted over the next 12 months, (b) a breakdown of specific expenditure by Tourism and Events Queensland since November 2024 and (c) details of the role Tourism and Events Queensland's First Nations Advisory Group played in the government's recent 'That Holiday Feeling' campaign?

ANSWER:

- (a) The Department of the Environment, Tourism, Science and Innovation and Tourism and Events Queensland (TEQ) do not generate any revenue from First Nations cultural tourism, and are not able to provide forecasted revenue over the next 12 months. The most recent research completed by Tourism Research Australia in relation to First Nations tourism in October 2024 does not provide expenditure data but does provide trip numbers. The data states that there were almost three million trips across Australia in 2023-24 that incorporated First Nations activities. The data also states that during the period from 2021-22 to 2023-24, Queensland had 20 per cent of the nation's domestic overnight trips that incorporated First Nations activities, second only to New South Wales with 22 per cent.
- (b) Since November 2024, TEQ has spent \$610,981 on First Nations cultural tourism activities, including familiarisations, event funding support, exposure to global buyers through Australian Tourism Exchange activities, operator subsidies and brand development. Additionally, TEQ is committed to showcasing First Nations cultural tourism experiences as a key part of Queensland's visitor offering. As First Nations content is embedded throughout our domestic and global campaign activity – rather than delivered as standalone activity – it is not possible to separately attribute a specific expenditure figure. This approach ensures First Nations tourism is featured across all relevant platforms, reflecting its significance to Queensland's identity and appeal.
- (c) TEQ's Aboriginal and Torres Strait Islander Committee, which includes both TEQ Board members and external advisors, were consulted in the development of the 'That Holiday Feeling' campaign, providing advice and guidance to TEQ. Consultation and feedback received from the Committee saw elements of the campaign modified through the development process. Regional tourism organisations, relevant government departments, and Traditional Owners were also engaged throughout the campaign's development. TEQ's campaign development approach supports its statutory objectives to promote tourism visitation for the economic benefit of Queensland. It also complies with all applicable legislative and regulatory requirements, aligns with the Queensland Government's broader policy positions, and serves the public interest.