

Question on Notice

No. 830

Asked on Thursday, 26 June 2025

HON C DICK ASKED MINISTER FOR THE ENVIRONMENT AND TOURISM AND MINISTER FOR SCIENCE AND INNOVATION (HON A POWELL)—

QUESTION:

With reference to the Destination 2045 tourism strategy, which states that Queensland will require an additional 40,000 tourism accommodation rooms by 2045—

Will the Minister advise (a) what data, modelling, or analysis was used to determine this projected figure, (b) what baseline year and data sources were used to calculate existing supply and projected demand and (c) what assumptions were made regarding visitor growth, average length of stay, room occupancy rates, and regional distribution of demand?

ANSWER:

- (a) The Queensland Treasury Corporation oversaw and managed the modelling process, leveraging the expertise of BDA Marketing.
- (b) The modelling analysed historical data since 2009 and projections spanning to 2045. For accommodation supply estimates, December 2024 data was used as the baseline. Data sources included:
 - Tourism Research Australia visitor expenditure and visitation data;
 - Australian Bureau of Statistics accommodation and employment datasets;
 - Queensland-specific industry data on room supply and occupancy; and
 - Insights from stakeholders and agencies involved in *Destination 2045* planning.
- (c) Key assumptions within BDA Marketing's accommodation supply modelling included:
 - commercial accommodation includes formal establishments such as hotels, motels, serviced apartments, and permanent cabins in holiday parks;
 - domestic and international visitor growth based on historical relationships with economic parameters;
 - regional destinations growing at the same rate as statewide tourism demand for each source market;
 - stable average length of stay over the projection period;
 - room occupancy rates improving as demand increases, with additional accommodation required only when occupancy exceeds 75 per cent; and
 - non-tourism use of commercial accommodation remaining constant.