Growing Indigenous Tourism in Queensland

Jeffrey McAlister, Deputy Director-General, Tourism & Major Events

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Indigenous tourism: it’s already important to Queensland
Opportunity to take it to next level, for Queensland and TOs
Supporting through partnerships
Opportunities for People and Place
How a business can start, grow and employ local people
Example businesses
Questions
Indigenous tourism creates jobs and cultural awareness

443,000 domestic and international visitors to Queensland participated in an Indigenous experience

Popular activities:
Aboriginal arts and crafts (6.7%)
Aboriginal dance or theatre performances (6%)

Inbound international visitors who participate in an Indigenous experience

- 43% New Zealand
- 21% USA
- 20% Canada
- 14% Australia
My first indigenous tourism experience c.1977
Tourism funding investment in culture 2018

Department of Innovation and Tourism Industry Development
Taking it to the next level in Queensland

- Greatest assets in tourism – places and people
- Only we have two living cultures – distinct advantage
- Getting back on Country – economic and social development benefits
Supporting Indigenous tourism through partnerships

• Supporting the growth of Indigenous business and partnerships is a priority for us

• Indigenous Tourism Working Group

• Government programs
Opportunities for People and Place

- Secure land tenure and business confidence
- Involvement in national parks
- From souvenirs to exports
- New relationships
Getting started in business

Traditional Owners can:

• Create their own tourism business, or partner with another tourism business

• Work for and/or collaborate with existing operators – a great place to start and learn

• Get started with events
A few examples

• Creating a sense of place and pride
• Supporting cultural awareness and reconciliation
• Starting with events.
A few examples

Major new operations – collaborative models

Tourism spurring trade
Thank you
Questions?