

Brisbane City Council
GPO Box 1434
Brisbane Qld 4001

30 March 2018

Re: Transport Plan for Brisbane

The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to respond to Transport Plan for Brisbane – Strategic Directions paper.

QTIC is the state’s peak body for tourism in Queensland and represents the interests of the tourism industry. QTIC is an independent membership-based organisation with more than 3,000 members, operating in all sectors of the tourism industry, including business operators, Regional Tourism Organisations (RTOs), sector associations and training providers.

The tourism industry in Queensland contributed \$25.0 billion to Queensland’s Gross State Product (GSP), representing 7.9% of total GSP¹ and generated \$7.1 billion in exports in the year ending June 2016², making it one of the state’s largest export industries accounting for 14.8% of total Queensland exports. The tourism industry consists of over 53,000 businesses across Queensland; nine out of ten of these businesses are small to medium enterprises.

There were over 6.7 million domestic overnight visitors to the Brisbane region year ending September 2017³. International overnight visitors accounted for approximately 15% of the overnight visitor market with over 1.2 million visitors during the same period. A further 14.3 million day-trippers explored the Brisbane region (year ending September 2017). The day trip market spent over \$1,363m in the region during their travels.

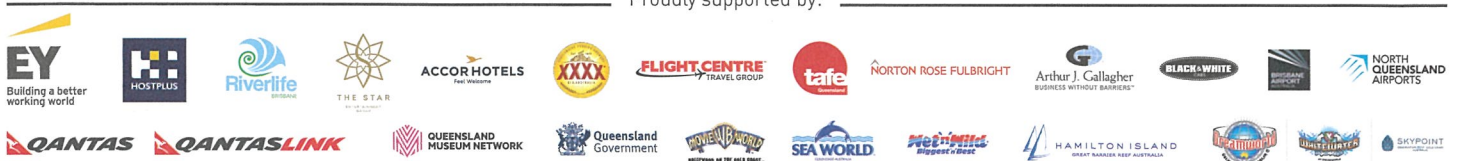
To indicate the impact of overnight and day visitors to Brisbane, it is instructive to consider that the non-resident population in Brisbane on an average day amounts to 184,000 persons. Their transport and other infrastructure needs are significant and diverse and must be considered in the context of any planning and investment.

¹ Tourism Research Australia, *State Tourism Satellite Accounts 2015-2016*

² Tourism Research Australia - *State Tourism Satellite Accounts 2015-16*, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry.

³ Brisbane Regional Snapshot. Sept 2017. Tourism and Events Queensland.

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QTIC supports the plan's acknowledgement of the significant impact that climate change will have on the region. Tourism in general, including in the Brisbane region, is dependent on natural attractors and experiences. This dependence places it at a higher risk from future climate change impacts that may affect natural resources and the built infrastructure. Research indicates that climate change will have both economic and non-economic impacts on destinations⁴. Forecasts suggests a profound impact will be seen on tourism flows with some destinations likely to become significantly less appealing to tourism, shifting the visitation patterns of tourists and potentially leading to a decline in visitor numbers⁵. It is understood that tourists are more likely to react to sudden or extreme weather events as opposed to average weather, thereby heightening the impact of such occurrences on visitation to the region⁶. Australia's vulnerability to the impacts of climate change is likely to be exacerbated by the potential increase of frequency and intensity of a range of extreme weather events, including heat waves, fires, floods, landslides, droughts and storm surges influenced by climate change⁶. These extreme events will impact and influence the transport systems of the city and QTIC supports the consideration of this risk in the plan.

This plan plays an important role in Australia's commitment to the Sustainable Development Goals (particularly 13 climate action and 11 make cities and human settlements inclusive, safe, resilient and sustainable) and this should be acknowledged explicitly within the document.

QTIC supports an ambitious program for the integration of a network of low emission, electric vehicles through the region. Consideration must be given to the broader scope of transport users when developing action items, including opportunities to encourage rental companies to preference low emission vehicles. One of the major challenges associated with the integration of electric vehicles is the supporting infrastructure and the supporting facilities to promote the shift.

The focus on walking and cycling routes is also a valuable aim for the plan. Routes need to be accessible and offer convenient connectivity with other transport modes. Particularly with non-residents in mind, clear wayfinding infrastructure, including digital opportunities will be critical to promote a positive experience.

QTIC welcomes the identification of tourism and visitors as a key opportunity for the region. The emphasis of a suitable transport infrastructure is integral to supporting the growth of tourism not just in Brisbane but state-wide. Convenience, accessibility and connectivity has a significant influence on the attractiveness of a destination and the propensity for visitors to stay and disperse across the region.

Attention also needs to be given to the link between transportation options and the connectivity between different forms of transport (e.g. bus, ferry and rail connection), ensuring that transition points are appropriate for the sub-tropical climate, including effective shading of walkways.

⁴ Turton, S et al. "Developing an approach for tourism climate change assessment: evidence from four contrasting Australian case studies" *Journal of Sustainable Tourism*. 18. (2010): 429-447.

⁵ Amelung, B., Nicholls, S and Viner, D. "Implications of Global Climate Change for Tourism Flows and Seasonality." *Journal of Travel Research*, 45 (2007): 285-296.

⁶ Amelung, B., and Nicholls, S. "Implications of climate change for tourism in Australia". *Tourism Management*. 41 (2014). 228-244

Connectivity also extends beyond the immediate Brisbane urban centre, links to the extended Brisbane catchment and to key neighbouring regions, such as the Gold and Sunshine Coasts should be carefully planned and considered to maximise visitor and resident experience.

QTIC supports the action to expand transport services to support business, convention, sporting and entertainment events and facilities. Flexibility should be considered when supporting these services ensuring that the large numbers of guests are catered for.

Expanded operating hours of transport not only supports visitors to the region but also assists employers in 24-hour-industries, such as tourism, to ensure that staff are able to reach their place of work safely and in an affordable manner.

The acknowledgement of accessible travel is an important consideration with over 1.3 million Australians with a disability travelling annually⁷. Queensland has a positive reputation regarding accessible tourism with 59% of Australians with disabilities indicating that they would recommend the destination to other travellers with a disability, based on the attractions and experiences on offer. To improve accessible travel within Queensland it is recommended that information and a specialised planning tools be made available to assist in visitation planning. This should be taken into consideration in the development of action items to deliver the *Brisbane Transport Plan*. As a further reference point, the Queensland Government's *Inclusive Tourism Guide* may assist in ensuring the plan reflects a diverse set of needs.

In summary, we commend the Brisbane City Council for preparing a strategic and forward-looking plan for the city's transport infrastructure and applaud the inclusive scope of considerations included in the document. We look forward to supporting the council in achieving the best possible outcomes for both residents and visitors to our region and the state.

For all enquiries regarding the points raised in this letter, please contact me or the QTIC Policy Team on (07) 3236 1445 or email policy@qtic.com.au.

Kind regards



Daniel Gschwind
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⁷ Tourism Research Australia. Accessible Tourism in Australia and Queensland. (2017).