



2019 FEDERAL ELECTION TOURISM PRIORITIES

"We are urging all candidates for the federal election to strengthen their partnership with tourism, one of Australia's largest and fastest growing industries.

Tourism has emerged as one of the most resilient and future-proof sectors of the global economy, growing at almost double the rate of the rest of the economy and generating significant employment. It is time to invest in an industry that strengthens communities, builds pride and offers long-term sustainable career opportunities for thousands."

Daniel Gschwind, CE QTIC

Image courtesy of Tourism and Events Queensland

#VOTEFORTOURISM

- Invest in the next generation of iconic Australian attractions
- Grow our gateways for better access
- Assist the tourism industry in responding to climate change
- Encourage Australians to holiday at home
- Strengthen our tourism workforce and skills
- Support a national Quality Tourism Framework
- No new or increased tourism taxes

What do Queenslanders think about the benefits of tourism?

- 89% see the important economic benefits
- 89% see the greater cultural diversity
- 69% see the value in new infrastructure
- 69% identify increased local pride

Why tourism matters in Queensland



\$64M

Overnight visitor expenditure totals **per day**



\$25B

Tourism contributes 7.8% of Queensland's Gross State Product



55,000
TOURISM
BUSINESSES

9/10 are small, employing fewer than 20 people



\$7.4B
EXPORTS

Tourism produces 11.1% of Queensland's exports



217,000
JOBS

Across all of Queensland



\$1.14B

Net tax revenue from tourism in Queensland



Invest in the next generation of iconic Australian attractions

The Australian Government must demonstrate practical partnership in supporting projects identified by the tourism industry as critical opportunities to developing destinations across the country.

"In the world of delivering quality tourism products, we are on the world stage, we must compete at a world class level, we must deliver world class attractions".

- Elizabeth Hackett, Jimmy Crow



Strengthen our tourism workforce

Building a strong, skilled workforce that can deliver a quality tourism experience is essential to destination competitiveness.

Supporting an efficient and effective workforce with the ability to deliver a consistent, quality, tourism experience must be a priority. A balance of a fair visa system, a review of training package and the provision of skills training should be prioritised.



Support a national Quality Tourism Framework

The tourism industry needs a genuine national commitment from the Australian Government to an industry-driven program to develop quality tourism. Commitment from the Federal Government for a package to train, mentor and support tourism operators as the industry continues to grow would demonstrate support of an industry that is driving growth across the country.



Assist the tourism industry in responding to climate change

The World Economic Forum identifies that climate change is one of the greatest risks to businesses globally. Failure to act now puts the future of Australia and its iconic natural assets at risk. Businesses are already leading the way working to cut emissions and act as stewards to the natural environment. A strong and supportive transition agenda led by Federal Government is essential in meeting the commitments Australia pledged to achieve.

"It's quite clear. With accelerating climate change the industry has to prepare for more business disruptions, changes in underlying resources, and changing consumer preferences. The Queensland tourism industry is in a healthy state and now is the time to make tough decisions that help future proof the industry."

- Prof. Susanne Becken, Griffith University



Encourage Australian's to holiday at home

Domestic visitation makes up the majority of the Australian tourism market. The Australian Government can play a greater role in leading and pursuing collaboration among State and Territory destination marketing organisations and industry sector bodies on national campaigns reminding Australians of the value in holidaying at home.



Grow our gateways

Regional connectivity and seamless transport options by road, rail and air makes strategic sense for visitor dispersal. Supporting second tier airport developments and ensuring road networks are connected and accessible create benefits for locals and visitors alike.

From rainforest to reef, stunning gorges, national parks and outback, to wildlife encounters, exceptional dining experiences and friendly locals, Southern Great Barrier Reef destinations have it all. That's why 2.1 million of us, annually, just love holidaying at home and supporting our local businesses!"

- Southern Great Barrier Reef Regional Tourism Organisations

The Voice of Tourism

Image courtesy of Tourism and Events Queensland



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

t 07 3236 1445 | e info@qtic.com.au

w www.qtic.com.au |

Level 5, 189 Grey Street SOUTH BRISBANE QLD 4101
PO Box 13162, George Street BRISBANE QLD 4000