Highlights

- 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 is important to Queensland

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
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?