

Tourism - a strong future for Brisbane

"A significant share of new jobs created is generated by tourism businesses across the state. **Billions of investment dollars are flowing into Queensland** to build new and exciting tourism infrastructure. **Communities challenged by economic transition can rely on a thriving visitor economy.**

Now is the time for the business sector and governments at all levels to focus on building on this momentum."

Daniel Gschwind – CEO, QTIC

BRISBANE'S STATE ELECTION PRIORITIES 2017-2020

- Support investment in major infrastructure projects across the region to increase average length of stay
- Support improved air, road, rail and marine connectivity through such projects as airline route development, river-based infrastructure, Brisbane Metro and Cross-River Rail projects
- Support the development of leisure and entertainment products, experiences and precinct to deliver a vibrant 24 hour economy
- Grow and attract significant leisure and business events to create a year round events calendar



 **7.6 MILLION**
VISITORS TO
BRISBANE ANNUALLY

 **\$8.1 BILLION**
INDUSTRY FOR
BRISBANE

 **13.4 MILLION**
DAY TRIPPERS
ANNUALLY

 **176,000**
VISITORS TRAVEL
FOR EDUCATION

70,300
 **JOBS**

 **21.5 NIGHTS**
AVERAGE STAY IN
BRISBANE

- 1,000 NEW INDIGENOUS JOBS
- 20 NEW INDIGENOUS BUSINESSES

2020 INDIGENOUS TOURISM GOALS



#Voicesoftourism



"Brisbane's tourism industry is experiencing significant growth at the moment. Tourism injects more than \$6 billion in overnight visitor expenditure to the Greater Brisbane economy and our destination is welcoming record numbers of visitors. New infrastructure is ready to transform the industry. Projects including Queen's Wharf Brisbane, Howard Smith Wharves, Brisbane Airport's new runway, new hotels and a new cruise ship facility will provide new product and access that will give us unprecedented opportunities to grow the sector. Working with industry and all levels of government, we are attracting more direct air routes, growing our major events calendar and securing significant conferences. It is vital we continue this collaboration to keep growing our region's visitor economy, with obvious benefits for businesses and jobs." – Brett Fraser, CEO, Brisbane Marketing.

"Our state's profile as a cultural tourism and major events destination is growing exponentially and is driving both economic and community benefits for Queenslanders. Queensland Performing Arts Centre (QPAC) and our cultural precinct partners at South Bank continue to deliver a diverse range of cultural events and invest in attracting exclusive events. This ensures Queenslanders have access to world class events, that we provide opportunities to grow the capacity of local artists and industry and attract visitors to our state, driving the Queensland visitor economy. Importantly, with more than half of Queensland's population living outside the greater metropolitan area of Brisbane, we have a role to play in driving a vibrant intrastate tourism market. For QPAC, our long term commitment to presenting the big touring stage productions to Queensland audiences underpins this role and delivers constant value to the tourism industry in Brisbane and surrounds." John Kotzas, Chief Executive QPAC



"Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) has a vision for Quandamooka Country to sensitively showcase the island's natural beauty and the Quandamooka people's timeless cultural heritage.

We will be engaging all the main parties on the region's enormous potential, especially as an international eco-cultural tourism destination."

- Cameron Costello, Quandamooka Yoolooburrabee Aboriginal Corporation

"Innovation and the ability to change is critical to the running of any tourism business. Innovation stimulates tourism growth across the state – new products, experiences, processes and targeting new markets, helps to ensure the relevancy of Queensland as a destination and position us as a competitive destination.

With such incredible product being developed across the country, continued investment in innovation from our State Government, especially for small business, is integral to the future competitiveness of the Queensland tourism industry." - John Sharpe, Riverlife



The Queensland Tourism Industry Council (QTIC) is the peak body for Queensland tourism industry, providing strong voice for Queensland's tourism, hospitality and accommodation operators. We work with business owners, industry bodies, government and the community to build a sustainable, world-class tourism industry for Queensland.

Queensland Tourism Industry Council

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