

# Tourism - a strong future for Bundaberg & North Burnett Region

"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

## STATE ELECTION PRIORITIES 2017-18 FOR BUNDABERG & NORTH BURNETT REGION

- \$12.5 million for the development of the Mon Repos Turtle Centre into a year round, world-class visitor experience.
- Support the implementation of the Bundaberg Tourism Workforce Strategy, including locally developed Ambassador and Leadership programs.
- Port of Bundaberg and Burnett Heads infrastructure upgrades to facilitate the development of a major tourism precinct.
- \$20 million investment for the Bundaberg CBD and Riverside revitalisation to enhance the visitor experience.
- Investment in the flood proofing of roads connecting the North Burnett, to enhance accessibility for drive tourism.



**2.2 MILLION**  
VISITORS TO SOUTHERN GREAT BARRIER REEF ANNUALLY

**\$976 MILLION**  
INDUSTRY FOR SOUTHERN GREAT BARRIER REEF

**2.6 MILLION**  
DAY TRIPPERS

**20,165**  
VISITORS TRAVEL FOR EDUCATION

**9,600 JOBS**

**16.7 NIGHTS**  
AVG. STAY IN THE SOUTHERN GREAT BARRIER REEF



# #Voicesoftourism



"The tourism industry contributes 10.7% to the GRP in the Bundaberg and North Burnett regional economy and directly supports over 5000 jobs in our local community.

To ensure that Queensland is known for delivering extraordinary visitor experiences, the State Government needs to dedicate investment in building our industry capability, through workshops, mentoring programs and industry leadership support. Recognizing and supporting the value of the people behind the tourism industry will build a strong and resilient tourism industry that will foster trust in the Queensland brand and work towards delivering on the 'best address on earth' promise."

- Katherine Reid, Bundaberg North Burnett Tourism

"The Bundaberg & North Burnett region has so much to offer, whether it's access to the world heritage listed Great Barrier Reef, outstanding beaches, world class food and drink, or the characters that call this place home. Every year when visiting our region, tens of thousands of people make their way to the Bundaberg Rum Distillery Visitor Experience as a result of our business innovating and investing in our tourism experience.

Continued investment from the State Government focussed on world class tourism initiatives in our region is key to growing a strong Bundaberg & North Burnett tourism industry. A thriving local tourism industry not only creates jobs, it creates long term tourism career opportunities whilst contributing significantly to the local economy." - Duncan Littler, Bundaberg Rum



"The Great Barrier Reef is a national icon, its protection and preservation is crucial for the livelihood of many operators/businesses/citizens... but also critical for the planet as a whole. The Reef was recently valued to be worth \$56 billion as an economic, social and iconic natural asset, with tourism the largest contributor. Together alongside our State and Federal Governments, we all need to ensure the future of the largest living structure on Earth is protected. The natural environment is critical for the future of the tourism industry as the Great Barrier Reef offers an incredibly diverse array of experiences.

From our perspective here on Lady Elliot Island, we consider the Great Barrier Reef a natural wonder that is trying to tell us the planet urgently needs our help and we believe that we can make a difference! Everyone in Australia and all people around the world can make a difference regardless of how big or small... every little bit helps. On Lady Elliot Island, we intend to do our bit to leave this spectacular natural gift in a better place than we found it."

- Peter Gash, Lady Elliot Island

"Home to the largest concentration of nesting sea turtles on the east Australian mainland, the Mon Repos Turtle Rookery gives Bundaberg a real point of difference amongst the many coastal destinations in Queensland and the world. It is one of the only tours where conservation and tourism combine to create an experience that visitors take with them and pass on the vital conservation message the tours encompasses. The importance of conserving the Rookery is vital to the protection of the turtles and to the continued visitor growth to the Bundaberg Region. To see the turtles by nothing but moonlight and a ranger's guidance has real resonance with visitors. Campaigns such as 'Cut the Glow' play a pivotal role in educating, as well as giving the community a real sense of pride and ownership. However, State Government needs to recognise the importance that conscious tourism plays in the long term sustainability of the Mon Repos turtle experience and the regional economy. They can do this by supporting investment in redevelopment of the Turtle Centre into a year round visitor experience and by allowing respectful and mutually beneficial commercial partnerships to be created that will help both the conservation of turtles, enhance appreciation of the natural wonder and also increase the economic sustainability of this world-class attraction". - Loni Hammond, Kellys Beach Resort, Bargara



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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