

Tourism - a strong future for the Fraser Coast

"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

THE FRASER COAST REGION'S STATE ELECTION PRIORITIES 2017-2020

- Financial support for the Hervey Bay sports precinct to further enhance sports tourism
- Continued development (enhancement) and implementation of the Hervey Bay Foreshore Plan
- Support for the Urangan Harbour Marina project
- Improved highway access



 **719,000**
VISITORS TO
THE FRASER COAST
ANNUALLY

 **\$386**
MILLION
INDUSTRY FOR THE
FRASER COAST

 **816,000**
DAY TRIPPERS

 **9,431**
VISITORS TRAVEL
FOR EDUCATION

4,100
JOBS

 **4.4**
NIGHTS
AVG. STAY IN THE
FRASER COAST REGION

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

**2020 INDIGENOUS
TOURISM GOALS**



#Voicesoftourism



"Infrastructure development is the Fraser Coast's most pressing State requirement. Our tourism region is predominantly a drive market and road access, while improving, still requires substantial upgrading with more dual carriageway and passing lanes between Gympie and Maryborough. A bipartisan approach and a less combative relationship with the Federal Government is also required so national highway flood trouble spots, that still disrupt the region too frequently, can be rectified. State capital is also needed to accelerate the development of the Hervey Bay Sports Precinct to serve locals and drive more sports tourism, and the long-standing need to extend the Urangan marina complex and continue the foreshore upgrade remains. The State also needs to extend structured funding programs managed by local government to supplement regional tourism marketing following Tourism and Events Queensland's move to promoting 'best of' experiences."

- Martin Simons, Fraser Coast Tourism and Events

"Hervey Bay is one of the best places in the world to watch whales - we have a beautiful, sheltered bay and our humpbacks are not migrating so they're more relaxed and curious in these waters. My dream is for Hervey Bay to be recognised as a Whale Heritage Site to acknowledge how special this place is. A financial commitment from the State Government to support our efforts would be a welcome boost. We're also requesting a more proactive and cooperative relationship with government departments to deliver better outcomes for tourism businesses in marine parks. An example would be reducing the distance from whales that a person is allowed to enter the water to swim with them."

- Peter Lynch, Blue Dolphin Marine Tours



"As one of the largest industries in our region and one which has almost unlimited potential for sustainable growth, the Fraser Coast region needs to focus on ensuring the experiences we offer to our visitors are of the highest standard. Through industry development programs we have a significant opportunity to assist tourism businesses to grow and prosper therefore the availability of funds for these programs is very important. Access to a skilled workforce is perhaps our biggest challenge and government assistance with training and development for our people is a good and worthwhile investment which should be a priority. Transport access is key to a regional area such as the Fraser Coast and the timely and continuous upgrade of the Bruce Highway is a must."

- David Hay, Kingfisher Bay Resort Group

"Maryborough's emerging military trail is shaping up to be a major drawcard for the city alongside its heritage attractions. Continued support from the State Government for the military trail as an educational asset for schools throughout Queensland is integral to its success. Investment in tourism as a sector will help replace some of the secondary industry lost in Maryborough and grow the economy as a region. Investing in better roads will also improve access for tourists who drive to our area."

- John Meyers, Maryborough Military and Colonial Museum



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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