

Tourism - a strong future for the Gold 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

STATE ELECTION PRIORITIES 2017-2020 GOLD COAST

- Gold Coast Cruise Ship Terminal
- Gold Coast Cultural Precinct
- Stage Three Light Rail (Government has committed matching \$5 million with City of Gold Coast to scope works)
- Extension to capacity at the Gold Coast Convention and Exhibition Centre



 **5 MILLION**
VISITORS TO THE
GOLD COAST ANNUALLY

 **\$5 BILLION**
INDUSTRY FOR THE
GOLD COAST

 **7.9 MILLION**
DAY TRIPPERS
ANNUALLY

 **77,500**
VISITORS TRAVEL
FOR EDUCATION

46,000
 **JOBS**

 **9.5 NIGHTS**
AVERAGE STAY AT THE
GOLD COAST



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

**2020 INDIGENOUS
TOURISM GOALS**



#Voicesoftourism



"Tourism represents a formidable 17% of the Gold Coast economy and continues to deliver unprecedented growth.

The sector remains a catalyst for driving investment, infrastructure and trade for the region, and therefore requires unequivocal support from government to match the level of investment we see year-on-year from private enterprise on the Gold Coast."

- Martin Winter, Gold Coast Tourism

"Nature based tourism is vitally important to the Gold Coast because it transforms our region into a destination that is rich and diverse in experiences. This increased experience offering drives repeat visitation and increases length of stay on the Gold Coast as visitors now have many compelling reasons to stay our region

Nature Based Tourism is continuing to evolve, improve and grow across the state, it's important the State Government continues to invest in and support that growth through assisting small businesses in experience development and job creation to ensure this important segment of the tourism industry remains competitive across the state."

- David Taylor, TreeTop Challenge



"Aboriginal & Torres Strait Islander tourism is building momentum across the state and has incredible growth potential. Indigenous tourism products allow sharing of culture, provides a place for mob to work and sets pathways to success for so many. Benefits are felt not just by visitors but also for those reconnecting with their heritage through these experiences.

Moving forward, we need government to walk side-by-side with us, to be a part of this journey, sharing and promoting cultural experiences. Beyond that, government involvement in aligning resources with the needs of Aboriginal and Torres Strait Islander tourism businesses is necessary to support development of experiences and ventures and provide opportunities. A collaborative approach to assist in development of new Indigenous tourism products will support growth targets. Let's work together for a better future" - Preston Campbell, Preston Campbell Foundation

"In order to accommodate and sustain future growth in the hospitality and tourism industry, business owners must take advantage of new technologies and continue to innovate to remain competitive and relevant in such a dynamic industry.

It's crucial tourism receives ongoing investment to entice and upskill school leavers and those interested in pursuing a long term career in this rewarding industry."

- Brad Illich, Newbook



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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