

Tourism - a strong future for Outback Queensland

"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

OUTBACK QLD's ELECTION PRIORITIES 2017-2020

- Improve access through Outback airports with better access, competition and scheduling
- Improve Queensland Rails offering on the Inlander and Westlander with sleeping and dining cars
- Improve capacity and capability with investment in additional human resources
- Increase investment in the Outback Education Subsidy
- Invest in roads leading to natural and man made attractions
- Complete the sealing of the Hann Highway and Torrens Creek to Aramac roads



OUTBACK EVENTS

80,000 FESTIVAL
ATTENDEES

51,000 SPORT EVENT
ATTENDEES



818

THOUSAND
VISITORS TO THE
OUTBACK ANNUALLY



\$214

MILLION
INDUSTRY FOR
OUTBACK QLD



537
THOUSAND
DAY TRIPPERS
ANNUALLY



4,921
VISITORS TRAVEL
FOR EDUCATION



2,000
JOBS



18
NIGHTS
AVERAGE STAY IN
THE OUTBACK



2020 INDIGENOUS TOURISM GOALS

1,000 NEW
INDIGENOUS
JOBS

20 NEW
INDIGENOUS
BUSINESSES

#Voicesoftourism



"Following a few tough years for Outback Queensland, tourism has been a pillar of the economy. Through times of drought and suffering, tourism has kept jobs, created jobs and provided outback businesses with a reason to remain open."

Moving forward, Outback Queensland needs the State Government's support in capacity and infrastructure development in order to realise the goal of being the number one authentic outback experience on offer in the country. In particular, a focus on access and connectivity is key to driving growth in Outback Queensland."

Peter Homan, CEO Outback Queensland Tourism Association

"Events and festivals offer great benefits to regional communities across Queensland. They're a wonderful opportunity to encourage visitors to engage in our Outback lifestyle and culture, not to mention the genuine destination profiling and economic impact it can have for regional communities. Many Queensland towns are synonymous with their events, such as Boulia Camel Races, Birdsville Races and the legendary Mount Isa Rotary Rodeo. I can't imagine the image of Mount Isa without the rodeo, or the rodeo without Mount Isa. Many events are born from need, to diversify our economies, often due to drought. Desperate to encourage overnight stays, many communities, such as Winton, have created events such as Vision Splendid Outback Film Festival, Outback Festival and the new Way Out West Festival. Events give visitors a reason to book now and many have the potential to develop a new, special interest market for Outback Queensland."

Krista Hauritz, Owner, Krista Hauritz - Tourism, Marketing and Consulting



"Tourism in regional parts of Queensland such as where I live in Longreach is quite different in terms of the experiences you get from larger centres or even coastal areas. You experience a strong cohesive and collaborative region that understands how important our industry is to small communities."

Tourism has such a wide and varied reach across our region that impacts the sustainability of a community on many levels. Our state needs to enable support for new and emerging businesses in tourism and help support the innovators."

Tony Martin, CEO, Qantas Founders Museum

"Our Outback is the heart of this great land and we need to value it and support it!"

We're not just making a living for today but investing in tomorrow and following in the traditions of the old fellas. It's been tough - just like everything else out west - but we have to do our best for our visitors, the land, the region and build something worthwhile for the future. After more than 5 years of drought we're learning what innovation and sustainability means.

With ongoing investment by our Government we can attract more visitors to the region, which is the lifeblood for many of our small towns and communities."

Richard Kinnon, Founder - Outback Pioneers



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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