

Tourism - a strong future for Southern Queensland Country

"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

SOUTHERN QUEENSLAND COUNTRY'S STATE ELECTION PRIORITIES 2017-2020

- Toowoomba Quarry Gardens initiative
- Toowoomba conference and events centre
- Improved way finding and digital technology



1.9 MILLION
VISITORS TO
SOUTHERN QUEENSLAND
COUNTRY ANNUALLY

\$915 MILLION
INDUSTRY FOR SOUTHERN
QUEENSLAND COUNTRY

3.4 MILLION
DAY TRIPPERS

8,304
VISITORS TRAVEL
FOR EDUCATION

9,500 JOBS

28.9 NIGHTS
AVG. STAY IN THE
SOUTHERN QUEENSLAND
COUNTRY REGION

SQC EVENTS

- 191,900 VISITORS ATTENDED SPORTING EVENTS
- 252,800 VISITORS ATTENDED FESTIVALS/ CULTURAL EVENTS

IMPORTANCE OF EVENTS

#Voicesoftourism



"Strong leadership and support from State Government is vital to the growth and sustainability of the tourism industry. The recognition of the Regional Tourism Organisation network and financial support provided across the network allows Southern Queensland Country Tourism to implement a number of activities for our industry from education and capacity building, to infrastructure planning and strategic global marketing.

All this activity contributes to the significant economic return tourism brings to Queensland. State Government's support of the tourism industry must be viewed as a smart investment. Tourism is a \$25B industry for Queensland and generates \$915M for the Southern Queensland Country region. This must be seen as a sound investment in an industry that continues to prosper and benefit all business in the state."

- Mary-Clare Power, Southern Queensland Country Tourism

"The regional tourism industry benefits from having industry bodies working tirelessly like SQCT, and QTIC assisting all operators, especially the smaller ones with ways to improve their position and product in the marketplace. The assistance with workshops and regional advertising opportunities they provide is invaluable. Without these agencies I have no idea where our industry would be or how visitors would find the right operator or a trusted experience they are looking for without a centralised body taking care of industry standards, and providing localised information.

More focus needs to be provided on ensuring quality of products and that businesses are delivering exceptional quality experiences. To achieve this, State Government support is required to back the importance of accreditation and quality regional experiences. The opportunities this can create in smaller communities is infinite."

- Di Kerr, Highlander Motor Inn



"Tourism is such a huge part of the economy in Southern Queensland Country. With the demise of so many traditional employers in the country, tourism has now become a major employer. So many people and business now depend on tourism for their livelihood, so it is so very important that local and state governments continue to support growth of tourism in Southern Queensland.

In my 15 years in tourism business, I have seen the increase of visitors from the city, beaches or from interstate and overseas who want to discover the hidden gems of Southern Queensland Country. They want to taste local flavours and enjoy a relaxing country experience. To recharge and refresh. To keep country areas alive we need more investment in product, which will increase visitation in our region. With continued or increased government support this will be a win, win situation for everyone."

- Bev Ruskey, Spring Creek Mountain Cottages and Cafe

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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