

# Tourism - a strong future for the Sunshine 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

## SUNSHINE COAST REGION'S STATE ELECTION PRIORITIES 2017-2020

- Develop, identify and create new and appropriate tourism products and attractions
- Iconic convention and cultural centre
- Branded 5 star hotel
- Develop capacity in preparation for the new airport - international and domestic
- Development of industry in preparation for the new airport



 **3.7 MILLION**  
VISITORS TO THE  
SUNSHINE COAST ANNUALLY

 **\$2.5 BILLION**  
INDUSTRY FOR THE  
SUNSHINE COAST

 **6.1 MILLION**  
DAY TRIPPERS  
ANNUALLY

 **40,762**  
VISITORS TRAVEL  
FOR EDUCATION

**25,800**  
 **JOBS**

 **10.3 NIGHTS**  
AVERAGE STAY AT THE  
SUNSHINE COAST

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

**Qld's 2020 INDIGENOUS TOURISM GOALS**



# #Voicesoftourism



"The tourism industry is a driving force for the Sunshine Coast economy.

Infrastructure development – road, rail and air – are all essential for growing tourism, while proactive policies to support major events bidding, along with increases in tourism marketing, are vital if the Sunshine Coast is to compete effectively in the marketplace. There is also an urgent priority to encourage and enhance training and development of industry staff to ensure we deliver the highest quality service standards.

With the Australian dollar now over 10% higher than it was two years ago, and with airlines and overseas destinations providing incentives to Australians to travel overseas as a result of historically low prices, the next three years will be crucial for the Queensland tourism industry to build on its natural assets and ensure the progress made in recent years is continued. We look to the State Government to ensure that tourism is treated as a tier-one industry, with the necessary investment allocated to support the sector's potential to deliver an even higher level of economic development and employment for the State." - *Simon Latchford, Visit Sunshine Coast*

"The tourism industry is at a time where it is more crucial than ever to embrace the technological and lifestyle changes that society is experiencing, and consequently equip our next generation of industry leaders with necessary skills to meet demands of tourists, and to attract them to Queensland. These include both technical and people skills since the foundation of our industry is people – a feature of the tourism industry that I believe will not change. Government can continue to support our industry by spreading the message that tourism offers dynamic career opportunities that meet the aspirations and needs of individuals at different stages of their lives. It is also important to emphasise the flexible education and training paths in the industry which allow young people to develop different skills and choose a path that best suits their career goals." - *Hannah Payer, Live it Tours*



"The attraction of the Sunshine Coast cannot be overstated. From pristine beaches, the freshest of local produce, rolling green hills to ancient rainforest, it truly is a world class destination. The benefits of tourism are profound, bringing visitors from far and wide to experience (and spend) in our region, supporting local jobs and communities. Small businesses form the majority of tourism businesses, and are focussed on delivering the best experience possible. We need the support of government to ensure that our destinations live up to the expectations of our visitors. Infrastructure supporting access to our natural attractions is vital, as well as the resources to effectively market to audiences in a growing and ever increasingly crowded space. It is critical that State Government continues to grow its investment in tourism and tourism businesses and to work to attract business investment to ensure that Queensland is recognised as the premier tourism destination in Australia."

- *Mark Skinner, Narrows Escape Rainforest Retreat*

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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