

Tourism - a strong future for Townsville

"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*

TOWNSVILLE'S STATE ELECTION PRIORITIES 2017-2020

- Fund and complete a full business case for a new Townsville Entertainment and Exhibition Centre (\$1M), following completion of the preliminary evaluation
- Provide funding support to enable the realisation of a new multipurpose 'Townsville Entertainment and Exhibition Centre' venue by 2020 – 2022 (\$150M)
- Provide \$5M to support the development of the Southern Hemisphere's first Underwater Art Museum
- Commit \$18.5M to the Drive It NQ Driver Education and Motorsport Precinct.
- Support local stakeholders in the 2020 State of Origin Bid and provide financial support to deliver the event in North Queensland
- Fund the master plan, feasibility and design of the Townsville Concert Hall (\$1M)
- Fund the delivery of a 800–1,000 seat Concert Hall located at Central Park (\$35M)



1.2 MILLION
VISITORS TO
TOWNSVILLE

\$843 MILLION
INDUSTRY FOR
TOWNSVILLE

1.8 MILLION
DAY TRIPPERS

12,783
VISITORS TRAVEL
FOR EDUCATION

8,300 JOBS

9.5 NIGHTS
AVG. STAY IN
TOWNSVILLE



#Voicesoftourism



"Global tourism is by far the world's largest discretionary consumer market. Investments by governments into tourism enabling infrastructure is vital to ensure we deliver world class experiences that complement our world class natural assets.

Projects such as the Museum of Underwater Art proposed for Townsville, North Queensland must be delivered with support from the State Government to enable our region to capitalise on our world leading strengths in marine sciences, enhance our international profile and attract increased visitation from domestic and international markets."

- Bridget Woods, Townsville Enterprise

"The Great Barrier Reef offers unforgettable experiences and is central to who we are as a nation and how we are seen around the world. We must ensure we invest in the protection of the reef, and other natural assets, to ensure they are around for years to come.

Our priority is to engage the world in the future of the Reef. The role of communities and businesses are key to drive meaningful action but this must be met with equal determination from those who have the political mandate to drive the change required. Much of the world believes that the reef is dead, it is critical that we do not give up on the Reef and illustrate with every practical measure that Queensland will do everything it can to protect the most famous natural icon on the planet. We need funding and legislative backing to protect our natural assets, their contribution to the economy, and to send a clear signal that we will lead by example in order to mobilise the world." - Andy Ridley, Citizens of the Great Barrier Reef



"Investment into key tourism infrastructure such as Townsville Stadium, The Hive Project, the accommodation sector, the Museum of Underwater Art and Transport Facilities into the Townsville Region will see exciting opportunities for the next generation of tourism and hospitality professionals to make their mark.

Government and industry need to look to the next generation of Tourism Leaders to ensure the success of the industry into the future. This is through continuation and further development of the Young Tourism Leaders Program that works with schools in the Townsville Region to inspire students to look at a fulfilling career in tourism, events and hospitality. This program can be developed further by work experience programs with local schools, mentoring of young leaders and volunteer programs to help local community events."

- Norman Jenkin, Sealink and Young Tourism Leader

"The business of tourism is close to the heart of The Ville Resort-Casino and its 350+ staff. Construction of the resort's \$40million refurbishment is just months away from completion, ensuring The Ville's place at the top of the destination ladder in North Queensland. The Morris Group's Orpheus Island, Daintree Eco Lodge and soon to open Mt Mulligan Cattle Station, further extend the company's reach, in terms of tourist numbers and dollars in to the local economy, helping us showcase Townsville and North Queensland as a great destination for local, interstate and international visitors to the Great Barrier Reef. As a significant driver of employment, Morris Group and The Ville have made a commitment to building the infrastructure required to realise our vision of a strong Reef-related tourism model, right here in Townsville. Our hope is that government at all levels acts to build on this capacity so that our region truly realises its potential." - Michael Jones, The Ville Resort-Casino



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

Level 5, 189 Grey Street, South Brisbane 4101 / qtic.com.au / info@qtic.com.au / 07 3236 1445