

Tourism - a strong future for the Whitsundays

"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

WHITSUNDAY'S STATE ELECTION PRIORITIES 2017-2020

- Investment in underwater infrastructure to increase visitor experience
- Investment in above water infrastructure to increase visitor experience
- Government department facilitation of Tourism Recovery projects
- Aviation and route development
- Focus on island resorts
- Increase in moorings and protection markers
- Investment in implementation of water quality strategies



#Voicesoftourism



"The Whitsundays offers a great diversity of attractions, activities and experiences with the stunning backdrop of the Great Barrier Reef and 74 island wonders. We believe that the Whitsundays offers, quite simply, the best Great Barrier Reef experience there is, being situated right in the heart of this vast living structure, which is one of the seven natural wonders of the world. Almost half of all trips to the Great Barrier Reef take place in the Whitsundays. The Great Barrier Reef hosts one third of the world's coral species and is home to more than 1,500 species of fish as well as turtles, whales, dolphins, dugongs, reef sharks, manta rays and giant clams. The reef also protects the Coral Sea that surrounds the Whitsunday islands and mainland, creating an aquatic playground in which visitors can swim, sail, snorkel and scuba dive in safe, calm waters. The economic impacts derived from visitors experiencing the natural wonders of Queensland is a significant underwriter to the Queensland economy and further investment is needed along the whole Great Barrier Reef Marine Park.

- Craig Turner, Tourism Whitsundays

"To keep building and growing our tourism regions, especially in remote Queensland, we need to place visitor experience first and foremost. To do this we need Government support and approvals for infrastructure projects aimed at diversifying the visitor experience and increasing length of stay in our tourist towns and cities. In the Whitsundays, Cyclone Debbie reminded us that climate change and extreme weather events, which may become the "norm" in the future, can impact our lives and businesses, especially in coastal tourist towns which rely on the Great Barrier Reef for their tourism dollars. Diversified tourism products in regional Queensland will allow our communities to survive, adapt and attract visitors into the future in the ever changing tourism industry."

- Jan Claxton, Ocean Rafting Whitsundays and Ocean Safari Cape Tribulation



"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

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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