

**Anna Bligh**  
**KEEP**  
**QUEENSLAND**  
**STRONG.**



# **TOURISM BLUEPRINT TO PROTECT JOBS**

**Queensland Election 2009**

Protecting Tourism Jobs

9 March 2009



**Tourism contributes approximately \$9 billion a year to the Queensland economy and directly employs an estimated 119,000 Queenslanders.**

In the current global economic climate where consumer spending is slowing, the government needs to put in place plans to ensure Queensland can maintain the visitor numbers that drive our tourism economy.

The depreciating Australian dollar provides an opportunity to highlight Queensland as a lower cost, high value, tourism destination to both international and Australian tourists.

To achieve this we need to ensure that the Queensland Tourism Product is fresh, relevant and exciting.

Queensland is blessed with natural wonders - the reef, our rainforests in the tropical north and the vibrancy of the Gold Coast. The raw material exists but now it is time to build on our natural advantage and take our tourism product to a new level.

The Bligh Government has a strategy that takes account of all the various elements that make for a vibrant tourism industry. We need to build on what nature has provided.

In these difficult times we need investment in infrastructure. That is why we have committed to projects such as the Cairns and Townsville Cruise Ship Terminals, and redevelopment of the Whitsunday airport.

In these difficult times we need to make our tourism product accessible. That is why we will continue to invest to lure airlines like Emirates and Etihad to bring international tourists to our shores.

In these difficult times we need to market our product to the world. That is why we initiated the Best Job in the World Campaign to help ensure that tourists continue to have Queensland at the forefront of their mind when considering a holiday.

In these difficult times it is by tackling the tourism challenge from the ground up - infrastructure, airline access and marketing that our industry will continue to prosper.

**We must do everything possible to grow the Queensland tourism industry.**

Our plan will:

- Provide an additional \$36 million over three years for new regionally focused tourism marketing and product development campaigns
- Provide \$1.8 million over three years to drive travel market
- Deliver new tourism infrastructure to bolster industry attractions and create new jobs

- Maintain annual funding commitments to Tourism Queensland and the successful Queensland Investment Incentive Scheme.

This Tourism Blueprint will contribute towards our Strong, Green, Smart and Healthy ambitions.

It will deliver more than more than 1,000 jobs and is expected to generate tourism spend in regional and rural communities of more than \$120 million a year.

In difficult times it will help protect Queensland jobs and open up the most beautiful region in the world to more visitors.

## Making Real Progress

Tourism is the state's second largest export earner, generating around \$3.2 billion annually and is around \$15 billion to the Queensland economy annually. International visitor numbers have increased from 1,231,808 in 1998 to 2,098,000 at the start of 2009 - an increase of approximately 70%.

Some of Labor's recent achievements supporting tourism include:

- Funding the \$48 million Queensland Tourism Strategy . This has already resulted in the establishment of a tourism investment attraction program, the development of Regional Tourism Investment and Infrastructure plans and the launch of new international and domestic marketing campaigns.
- Investment in new Tourism Infrastructure including:
  - Townsville Strand
  - Tilt Train to Cairns
  - Cairns Esplanade Lagoon
  - Hamilton Cruise Ship Terminal
  - Mamu Canopy Walk
  - Gold Coast Rail line duplication and extension to Varsity Lakes.
  - World class convention centres in Cairns, Brisbane and on the Gold Coast.
- Since Anna Bligh became Premier the Bligh Government has taken further steps to build tourism by;
  - Providing a \$4million injection into the tourism industry to encourage new airline entrants into the market.
  - Acting to protect the Great Barrier Reef by developing tough new laws to prevent chemical run off into the reef.
  - Committing to an increase of 50% more area as National Park in Queensland and declaring 5.4million hectares of new national park.
  - Delivering Regional Plans in the South East and Far North to support the development of eco tourism.
  - Attracting the Rugby League World Cup to Queensland
  - Bringing National Surf Life Saving Championships back home to the Gold Coast
  - Delivering the Best Job in the World Campaign which has generated in excess of \$50 million in public relations value across the world.
  - Delivering the \$1 million Too Easy Domestic Campaign in late 2008 to assist operators coping with the economic downturn. This campaign resulted in an additional 16,000 bed nights across the state.
  - Following the success of the Too Easy Campaign launching the Home Grown Campaign to encourage Australians to holiday at home.
  - The Tourism Network Review which will deliver additional funding and resources across Queensland's regions.
  - Delivering a \$1.3 million Bonus Breaks campaign to target southern tourists with quality bargain holiday breaks in key Queensland tourism regions in time for the first Federal Government cash bonuses which will be delivered this month

## Protecting Tourism Jobs

Our policy to protect Tourism Jobs will:

**Deliver an additional \$12 million each year for the next 3 years for new regionally focused tourism marketing and product development campaigns.**

- In addition to the almost \$138 million budget provided to Tourism Queensland we will provide to an additional \$12 million a year to undertake targeted marketing campaigns to encourage domestic and international tourism
- The new money will allow Tourism Queensland to boost regional destination marketing efforts, support the industry and keep tourism jobs.

**Deliver \$1.8 million over three years to deliver roadside infrastructure to support the drive travel market**

- In celebration of Queensland's 150<sup>th</sup> birthday we are already delivering the 150 Must-Do's in Queensland - a program with the RACQ showcasing 150 fabulous things to see and do around Queensland. Already 120,000 people have registered votes for their favourite Queensland must - see destination.
- We will deliver \$1.8 million over 3 years to deliver roadside infrastructure to support the drive travel market.
- This funding of up to \$50,000 per project will be available to local Council's, Regional Tourism Organisation's or local community groups to undertake capital projects along Queensland's highway network
- The grants will be available for minor roadside infrastructure such as interpretive signs, toilet facilities and shaded picnic areas.
- In order to get local tradespeople engaged on the projects as soon as possible the first year's funding will be brought forward with applications due by the end of April so that projects can be underway this financial year.

**Maintain annual funding commitments to Tourism Queensland and the successful Queensland Investment Incentive Scheme**

Maintaining annual funding commitments to current programs will provide industry with certainty and security in these difficult economic times.

Maintaining funding to the Queensland Investment Incentive Scheme will ensure new and existing international airline access is attracted to rural and regional Queensland.

## For further information

For further information about this or any other of Anna Bligh's policies

- go to [www.anna4qld.com.au](http://www.anna4qld.com.au)
- or email [information@qld.alp.org.au](mailto:information@qld.alp.org.au)