

Executive Summary

Brisbane isn't changing, it has changed! Brisbane today is a vibrant and dynamic destination offering a wide range of unique urban, natural, coastal and island experiences. The city is a modern and diverse subtropical metropolis. From the city, visitors can access both coastal and country experiences within a 200km radius of an international airport. With a capital city experience boasting world-class sporting, cultural, and convention facilities, Brisbane has all the trimmings of an emerging international city. Brisbane as a destination is comprised of a number of distinctive and attractive sub-destinations:

- Brisbane City and Surrounds
- Brisbane's Moreton Bay and Islands
- Greater Brisbane Country (including the Scenic Rim and Country Valleys)

The destination is located in one of Australia's fastest growing population centres, South East Queensland. Leisure visitation to the destination is dominated by intrastate day trips and short breaks of three nights or less. International visitation is a growing component of total trips with longer average stays than the domestic market, accounting for 42% of the destination's visitor nights.

The destination is emerging from the perception of being a sleepy little town to be one of the nation's most dynamic cities, renowned for its business opportunities. It is increasingly being recognised as a leisure and tourism destination offering a number of exciting new tourism products and experiences.

As the State's capital, Brisbane and the destination surrounding it play a key role in the State's tourism industry. A key access point to the State, Brisbane provides 80% of the international air capacity to Queensland and the lion's share of domestic seat capacity. Not just a gateway to the rest of Queensland, Brisbane hosts the largest share of domestic and international visitors. In fact almost one third of all international expenditure and almost one fifth of all of the State's domestic tourism expenditure occurs in the Brisbane destination.

The destination's key challenge is to develop a strong and unique brand, then educate the target markets on the destination's attributes and build the products and services required to meet the increasing demand and expectations of global travellers. New products including the Gallery of Modern Art, the Brisbane Cruise Terminal, urban adventure experience, new retail outlets, and a number of boutique hotels have created a renewed interest in Brisbane as a leisure destination. With the increased promotion of Southern Queensland as an international destination, Brisbane needs significant product development, as well as skills and training to establish its place as a key plank in the Southern Queensland experience.

Marketing Brisbane

Brisbane is seen as a city that is growing, modern, upcoming and on the way to defining its future. Compared with Sydney and Melbourne, Brisbane can genuinely claim to be a youthful, progressive, outdoors and active city that goes about its business in its own unique style. Taking advantage of record levels of migration from the southern states and rapid economic growth, Brisbane is rising but is yet to clearly establish its place on the domestic leisure tourism scene.

The core positioning strategy for Brisbane is to clearly differentiate the destination from key competitors by establishing a distinctive and attractive brand image based on its main strengths and appeals, in consideration of the perceived needs and interests of target markets. This positioning will be the focus of all tourism development and marketing activities and is the primary reference point for stakeholder partnerships.

While it is envisaged that the positioning of the destination will focus on the characteristics of specific target markets, the overall brand platform for Brisbane provides a consistent, unified, overarching theme as the basis for all destination development and marketing activities.



Local produce, Redlands

Destination Goals

1. Increase awareness, preference and intention in key target markets
2. Increase visitor expenditure
3. Increase number of tourism jobs
4. Increase tourism investment and infrastructure in the Brisbane destination
5. Ensure sustainable development of the destination's tourism product

Key Strategic Priorities

In terms of charting a direction for the next three years (2008–2011), key strategic priorities have been identified through a process of industry feedback and key stakeholder workshops. These priorities are:

1. Improve brand perceptions and awareness through targeted marketing

Market perceptions and product awareness of the Brisbane destination need to be strengthened primarily in key domestic markets to maintain market share. Innovative and targeted marketing both domestically and internationally is essential to change brand perceptions and raise awareness of the depth of tourism products and experiences. In order to achieve this Tourism Queensland (TQ) and Brisbane Marketing (BM) will embark on a major branding project for the destination in 2008 and continue to concentrate on cooperative advertising, media and public relations in key markets.

2. Encourage development of sustainable product that delivers the Brisbane destination experience

A greater emphasis is to be placed on facilitating the development of new tourism product in the Brisbane destination. In particular, TQ and BM will work to encourage further accommodation and attraction development in the destination, and advocate the continued investment by government stakeholders in securing events and festivals. Both Brisbane's Moreton Bay and Islands and the Scenic Rim sub-destinations will be a focal point for such activity in addition to the Brisbane City and Surrounds.

3. Improve access, dispersal and participation in the Brisbane destination tourism experience

The Brisbane destination's competitive advantage lies in having the facilities and services of an international city in close proximity to outstanding natural attractions in a sub-tropical setting. Improved access to and within the destination, development of the emerging sub-destinations, along with enhanced visitor information provision, will ensure greater dispersal throughout Brisbane.

4. Encourage participation in industry training and education

While hospitality and retail services in Brisbane have improved dramatically in the past five years, there remains a need to enhance the quality of service throughout the destination. Attracting and retaining quality staff as well as investing in appropriate education and training is a key priority. Greater networking and sharing of information across the industry and other stakeholders will also be encouraged.

5. Leadership and partnerships

Stakeholders across the destination recognise the continuing need to articulate and market the benefits of tourism. TQ and BM will work with industry to continue to improve communication and coordination, and encourage a leadership structure that is locally based and representative.



A Planned Approach

Tourism is Queensland's second largest export industry, and is one of the main drivers of the State's economic growth. A multifaceted, many-layered service industry, it comprises a wide variety of private and public sector stakeholders that are either directly or indirectly engaged in the business of tourism. For Queensland and Brisbane to continue to secure the benefits of tourism, the Queensland Tourism Strategy (QTS) has been developed to offer a ten year vision (2006–2016) and to ensure there is strong coordination and links between business and government throughout the State.

At the regional level, this need is addressed by the production of a suite of Destination Management Plans (DMPs). This document represents the outcome of destination management planning for the Brisbane destination. The Brisbane DMP will guide the planning processes and programs of BM, and TQ over the next three years (2008–11). It is envisaged that the key ideas and strategies outlined in the plan will also inform the action plans of other stakeholders with an interest in the coordinated and sustainable development of tourism in the destination.