

Foreword

Regional Tourism Organisation Chairman

Brisbane is amongst the world's most desirable destinations. As a city it has extraordinary strengths; its wonderful subtropical climate and meandering river, its diverse and rewarding leisure and travel experiences, its unconventional, youthful and progressive personality.

Working collaboratively with all of industry and government, Brisbane Marketing is committed to ensuring Brisbane's product offer and promotional approach is consistent to cement the city's standing as a world class destination. This relationship has already resulted in growing national and international visitor numbers, countless articles dedicated to Brisbane as a tourist destination in the global media and billions of dollars injected into our city's economy.

This destination management plan is the road map for all those involved in the tourism industry to ensure Brisbane's tourist offering is second to none, to build on the outstanding work already done and secure our position on the world stage.

■ **MR IAN KLUG** Chairman

Regional Tourism Organisation Chair

Destination Overview

Brisbane is a diverse subtropical destination offering visitors a range of experiences all within one hour's drive of the metropolitan area. The Brisbane destination includes: Brisbane City and surrounds, offering a capital city experience; Brisbane's Moreton Bay and Islands, offering a coastal experience; and Greater Brisbane Country, offering a range of hinterland, rural and country experiences.

Vision

Brisbane is recognised amongst the world's most desirable destinations for leisure, business and lifestyle. It is a youthful and progressive Australian city offering access to diverse and rewarding tourism experiences.