



## 3 A vision for Queensland tourism



The QTS establishes the shared vision for the Queensland tourism industry over the next decade. In doing so, it provides common goals and targets for unifying industry and government action.

The aim is to create a Queensland tourism industry that is economically, environmentally and socially sustainable, a significant driver of economic growth and a creator of individual wealth and prosperity.

In developing tourism, industry and government in partnership will create a better Queensland, a better place to live and grow, a better place to visit, a better place to work, and a better place to play.

### Tourism in Queensland – 2016

By 2016, Queensland will have retained the position as Australia's number one holiday destination and will have significantly grown its profile as a leading event and business location. It will also be universally recognised for its distinct reputation as a relaxing, casual and friendly place to visit offering a tropical climate, accessible activities and destinations and a diverse range of attractions and experiences. Our unique natural environment and culture will be recognised and valued as the cornerstone of a Queensland experience.

Through the development of new tourism products and the effective marketing of each of Queensland's regional destinations, Queensland will have gained an enviable reputation for offering diverse experiences.

The benefits of tourism will have grown tremendously as a result of a decade of investment in infrastructure and improved access to all parts of the State. This will have been achieved through a well resourced tourism network structure and partnerships.

There will be a culture of decision-making and innovation based on sound research and future insights. Tourism businesses will be attracting and retaining a highly skilled workforce and the wider community will reap the benefits of a greater understanding of and support for tourism.

By 2016 Queensland will be recognised for having successfully implemented the fundamentals for sustainable tourism growth including:

- government, industry and the community working seamlessly in support of tourism;
- the supply of investment and infrastructure meeting industry demand;
- a skilled and career driven workforce providing excellent service;
- tourism operators and protected area managers collaborating to achieve sustainable tourism outcomes; and
- targeted and evidence based marketing activities.

In doing so, Queensland will retain its position as Australia's number one destination for leisure, whilst significantly growing business and events tourism and offering a unique and diverse tourism experience. Queensland's natural environment and culture will be recognised as the State's defining tourism asset.

*'The vision takes a strong position regarding Queensland's lifestyle and culture and considers the unique aspects of what makes our tourism offer different.'*

– SOUTHBANK CORPORATION



# Queensland Tourism Strategy Map



3 Vision

<b>Queensland Government Priorities</b>	<ul style="list-style-type: none"> <li>■ Managing urban growth and building Queensland's regions</li> <li>■ Protecting the environment for a sustainable future</li> <li>■ Growing a diverse economy and creating jobs</li> </ul>		
<b>Vision</b>	<p><b>A flourishing Queensland tourism industry by 2016 that:</b></p> <ul style="list-style-type: none"> <li>■ showcases Queensland as a leading, vibrant and innovative tourism destination</li> <li>■ delights visitors with enriching, enjoyable and exciting visitor experiences that are distinctly 'Queensland'</li> <li>■ generates business growth and profitability, creates jobs, and stimulates the growth of the Queensland economy</li> <li>■ enriches the lifestyles of Queensland communities</li> <li>■ celebrates and protects our Queensland culture, heritage and our magnificent natural environment</li> <li>■ champions an industry-wide culture of partnership and mutual respect</li> </ul>		
<b>Goals</b>	<ul style="list-style-type: none"> <li>■ Increase visitor expenditure in Queensland</li> </ul>	<ul style="list-style-type: none"> <li>■ Increase visitor expenditure in all Queensland destinations</li> </ul>	
<b>Performance Measures</b>	<ul style="list-style-type: none"> <li>■ Growth in visitor expenditure</li> <li>■ Growth in Queensland's national share of visitor expenditure</li> </ul>	<ul style="list-style-type: none"> <li>■ Growth in visitor expenditure in each destination</li> </ul>	
<b>Year 2016 Targets</b>	<ul style="list-style-type: none"> <li>■ 7.1% increase above forecast (additional \$1.43 billion)</li> <li>■ 1.92% increase in total overnight share</li> </ul>	<ul style="list-style-type: none"> <li>■ 7.1% increase above forecast in each destination (refer to p.24 for the equivalent dollar value per destination)</li> </ul>	
<b>Themes</b>	<ul style="list-style-type: none"> <li>■ Coordination, partnerships and community engagement</li> </ul>	<ul style="list-style-type: none"> <li>■ Investment infrastructure and access</li> </ul>	<ul style="list-style-type: none"> <li>■ Workforce development</li> </ul>

Diagram 4: Queensland Tourism Strategy Map



<ul style="list-style-type: none"> <li>■ Networks and alliances</li> <li>■ Collaboration</li> <li>■ Commercialisation and entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>■ Research and development</li> <li>■ Technology diffusion</li> <li>■ Connectivity</li> </ul>	<b>Elements of a Smart State</b>	
<p><b>Principles that underpin development and implementation of the Strategy:</b></p> <ul style="list-style-type: none"> <li>■ Sustainable and responsible tourism should deliver positive economic, social and environmental outcomes</li> <li>■ Tourism benefits should be dispersed across destinations</li> <li>■ An integrated, destination management approach should be used for the development and marketing of Queensland destinations</li> <li>■ Tourism should support and engage the community</li> <li>■ Strong partnerships and a collaborative approach are needed for effective implementation</li> </ul>		<b>Principles</b>	
<ul style="list-style-type: none"> <li>■ Increase the value of tourism to Queensland</li> </ul>	<ul style="list-style-type: none"> <li>■ Maximise sustainable tourism growth for the social and environmental benefit of all Queenslanders</li> </ul>	<b>Goals</b>	
<ul style="list-style-type: none"> <li>■ Growth in economic contribution to GSP</li> <li>■ Growth in employment</li> </ul>	<ul style="list-style-type: none"> <li>■ To be developed as an action of the QTS (see theme 5 action plan)</li> </ul>	<b>Performance Measures</b>	
<ul style="list-style-type: none"> <li>■ Tourism GSP: \$12.5 billion (additional \$830 million above forecast)</li> <li>■ Tourism employment: 177,000 jobs (additional 11,000 jobs above forecast)</li> </ul>	<ul style="list-style-type: none"> <li>■ To be developed as an action of the QTS</li> </ul>	<b>Year 2016 Targets</b>	
<ul style="list-style-type: none"> <li>■ Developing and marketing a Queensland style visitor experience</li> </ul>	<ul style="list-style-type: none"> <li>■ Natural environment and culture</li> </ul>	<ul style="list-style-type: none"> <li>■ Future insights and research</li> </ul>	<b>Themes</b>

