



# Queensland Tourism Strategy

The future is bright for tourism  
in Queensland.



**Queensland Government**  
Department of Tourism, Regional Development  
and Industry



**Queensland  
the Smart State**

# What is the **vision for tourism** in Queensland?

The Queensland Government's commitment to tourism is quite simple: deliver more opportunities for Queenslanders.

From operators to industry bodies, the government and Tourism Queensland have recognised what needs to be built, developed and improved to ensure a bright future for the state's operators.

The priority is now to implement the actions identified under the plans and strategies.

By 2016, our vision is to ensure:

- Queensland is a leading, vibrant and innovative tourism destination
- We exceed visitor expectations with experiences that are distinctly 'Queensland'
- Tourism generates business growth and profitability, creates jobs and is a key driver of the Queensland economy
- Tourism improves the lifestyles of Queensland communities
- Tourism celebrates and protects our culture, heritage and magnificent natural environment and
- The state has a tourism industry built upon partnerships and mutual respect.

*We will be Australia's number one tourism destination.*

## Key Themes

To simplify the approach to growing and improving our tourism industry, six key themes have been identified to represent the main areas of focus:

1. Coordination, partnerships and community engagement
2. Investment, infrastructure and access
3. Workforce development
4. Developing and marketing a Queensland-style visitor experience
5. Natural environment and culture
6. Future insights and research.

# The Top 10 Actions – Queensland Tourism Strategy

So how will we do it? What will the Queensland Tourism Strategy achieve?

## 1. Implement the Tourism Network Review

**How will we do it?** An independent review is now being undertaken of the structure of the tourism industry—both government and industry—to improve our effectiveness. Queensland will have the best managed tourism industry in Australia, with all parts of the tourism network working in partnership to grow profits.

**When?** The Network Review will be completed by mid 2008.

## 2. Increase tourism to regional Queensland

**How will we do it?** By implementing development and marketing plans for each destination within Queensland. We have identified specific projects to be undertaken to make each region an even better tourism destination. We will also increase our focus on attracting increased air services for the state.

**When?** Plans are being finalised and implemented right now.

## 3. Build new tourism infrastructure

**How will we do it?** By driving investment in tourism infrastructure from private and public sectors. This involves government working more closely with councils and private organisations to identify key projects and turn plans into reality.

**When?** Regional Tourism Investment and Infrastructure Plans are being developed in 2008.

## 4. Create a highly skilled tourism workforce

**How will we do it?** Through a coordinated approach to education and training, in partnership with the Queensland Tourism Industry Council, we will deliver employment training programs that will build on a highly-skilled tourism workforce. Tourism will be positioned as a career of choice in Queensland.

**When?** Right now.

## 5. Develop new market segments and experiences

**How will we do it?** Queensland has so many tourism stories to tell. We are developing strategies to broaden the Queensland tourism message to drive even greater numbers of visitors to our state. Current strategies under development will target tourists interested in arts and culture, business events, Indigenous tourism, Cape York and Torres Strait, cruise shipping and drive tourism.

**When?** Plans will be implemented in 2008. Many are now underway.

## 6. Implement a digital marketing revolution

**How will we do it?** Queenslandholidays.com is one of the most powerful tourism marketing tools in the country, but it is just the tip of the iceberg.

By using state-of-the-art online technology and digital marketing tools in partnership with our industry partners, Tourism Queensland will increase its focus on digital communication as a key marketing platform.

**When?** Right now.

## 7. Increase our focus on key Asian markets

**How will we do it?** By aggressively increasing our marketing campaigns in primary opportunity markets, particularly Japan, China, India and Korea. We will also focus on working with the Queensland industry to further develop the types of products and experiences our Asian visitors wish to have.

**When?** Following indepth consultation with the Queensland industry, the three-year plans will be launched in early 2008.

## 8. Protect Queensland's precious natural environment and culture

**How will we do it?** Increase our focus on our most important physical asset—our amazing natural environment. We have implemented climate change workshops, introduce more formal management of tourism in protected areas and develop an online tourism operator handbook—to name just a few.

**When?** Right now.

## 9. Increase our focus on high-yield visitors

**How will we do it?** By identifying high-spending visitors and shifting our research, marketing and product development focus toward them. Queensland is a high quality destination filled with professional tourism operators; our industry is focused on high-yielding guests. The government will support this focus.

**When?** Right now.

## 10. Conversion!

**How will we do it?** We will maintain our aggressive approach to the marketing of Queensland and its many regions and experiences. The Where Else But Queensland campaign, supported by a variety of destination and experiential campaigns, will convince international and interstate travellers that Queensland is the tourism destination of choice. The tourism industry benefits all Queenslanders—we will continue to be proud to promote our brand to the world.

**When?** Right now, and into the future.

## The Queensland Tourism Strategy

The future is bright for tourism in Queensland.

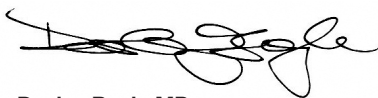
In 2006/2007 the Queensland Government worked closely with industry to plan for the future. The launch of the Queensland Tourism Strategy heralded a new era for the tourism industry in this State.

The Strategy is a \$48 million Queensland Government commitment to tourism marketing and development. We aim to find the perfect balance between environmental, social and economic returns for the state's operators and industry. This is reflected through the vision, goals, targets and actions of the strategy, which outline clear plans to meet the challenges facing the industry over the next ten years.

The strategy is the first of its kind for Queensland, designed to secure the prosperity of every Queenslanders whose livelihood depends on tourism.

Tourism is our second largest export earner, generating more than \$8.4 billion for the state and directly employing 103,000 Queenslanders.

The Queensland Government is excited about the benefits that will flow from this strategy and I look forward to continuing to work with operators and industry to grow tourism in Queensland.



**Desley Boyle MP**

Minister for Tourism, Regional  
Development and Industry



## More info

For further information about the Queensland Tourism Strategy, visit the website [www.tq.com.au](http://www.tq.com.au)