



Snorkelling, Lady Elliot Island

Key Strategic Priorities

In terms of charting a direction for the next three years (2008-2011), Tourism Queensland and industry stakeholders have identified the following key strategic priorities for the adventure tourism sector, based on an analysis of the industry's Strengths, Weaknesses, Opportunities and Threats. The priorities complement those in the Queensland Tourism Strategy.

1. Improve the profile of adventure tourism in Queensland.

- Raise awareness of Queensland's adventure tourism experiences to encourage regional dispersal and increase visitation and length of stay.
- Focus on collaborative approaches to marketing and provision of appropriate information to key target audiences.
- Raise awareness of the safety and quality of Queensland's dive products.
- Dispel misconceptions of climate change impacts on the Great Barrier Reef and the Queensland dive experience.

2. Encourage development of sustainable product that delivers the Queensland adventure experience:

- Ensure the long-term sustainability of the adventure tourism sector by encouraging the adoption of sustainable business practices.
- Identify and facilitate the development of new tourism adventure product and packages.
- Advocate climate change adaptation and mitigation initiatives for the industry, especially for the dive and snorkel segment.
- Encourage training and development opportunities to strengthen the professionalism and safety standards of the adventure tourism sector.
- Encourage the adoption of Adventure Activity Standards.

3. Improve industry cohesion and partnerships

- Facilitate the development of a cohesive industry sector, improving regional partnerships and cooperative product marketing at a local, regional and state-wide level.

- Improve communication and coordination of adventure tourism activities across the state.

4. Improve research availability

- Provide appropriate research in line with the needs of adventure tourism operators (qualitative and quantitative).
- Provide market research into quality and safety of the adventure tourism industry.

Actions to Achieve the Vision

Based on the above key strategic priorities, actions have been developed to address these priorities and achieve the Vision.

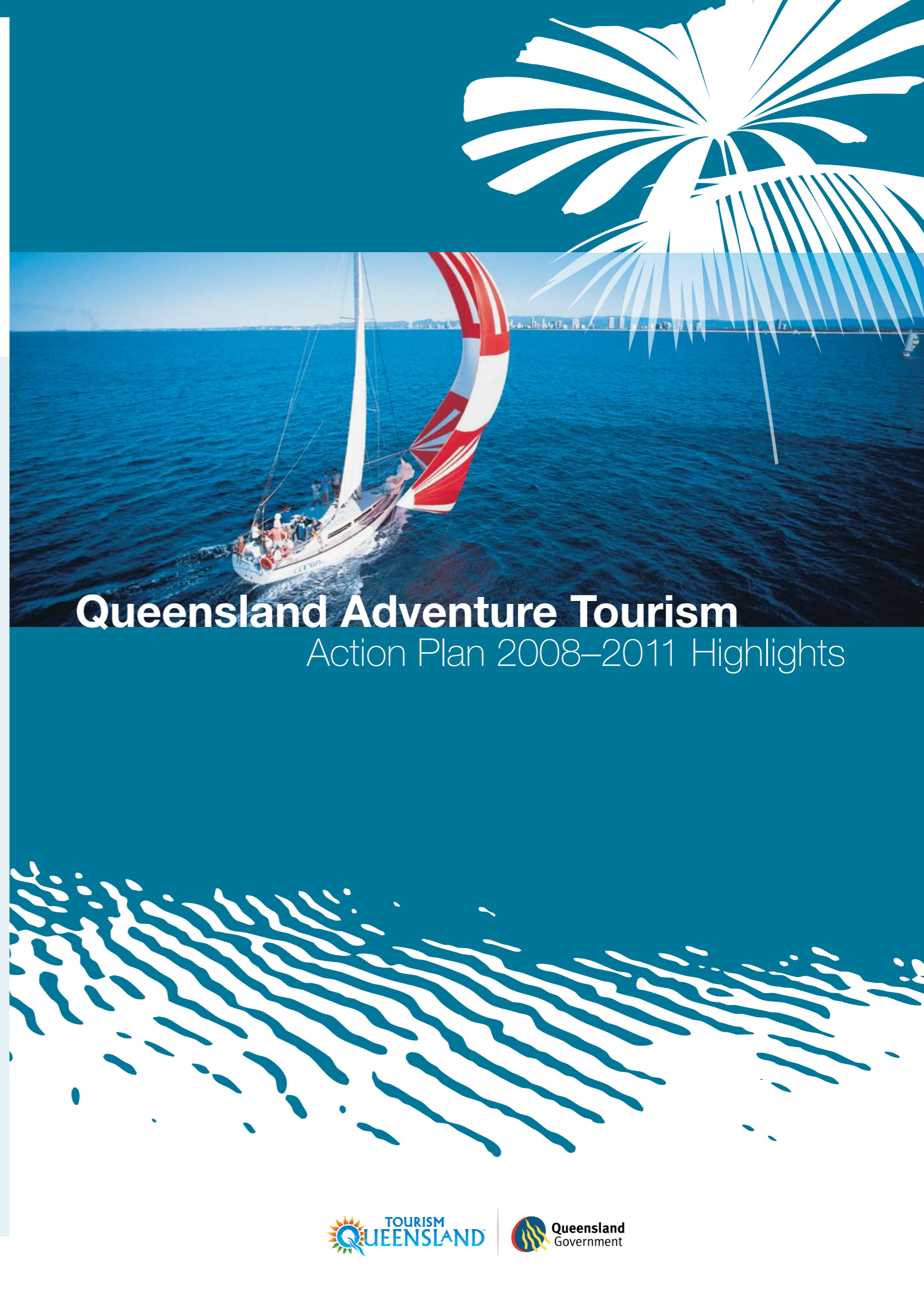
All actions can be viewed in the full version of the Adventure Tourism Action Plan, available at www.tq.com.au.



Abselling at Kangaroo Point Cliffs, Brisbane

For further information on the Adventure Tourism Action Plan visit tq.com.au

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Queensland Adventure Tourism

Action Plan 2008–2011 Highlights

Vision

Queensland is to be recognised as the premier soft adventure destination in Australia, for both domestic and international visitation

Adventure tourism has been identified as one of the fastest growing tourism segments worldwide, with an ever-expanding variety of activities appealing to a growing audience.

As nature is clearly identified as an important element of many adventure activities, Queensland, with its diverse landscapes and world-renowned natural areas, is well positioned to capitalise on the growing adventure tourism segment.

This Action Plan has been developed to provide industry stakeholders, government and Tourism Queensland with a clear direction for the future development and marketing of the adventure tourism sector over the next three years (2008-2011).

What is Adventure Tourism?

“A trip or travel with the specific purpose of activity participation to explore a new experience or controlled danger associated with personal challenges, in a natural environment or exotic outdoor setting.”¹

Adventure tourism differs from nature-based and ecotourism through the inclusion of the element or perception of risk or danger.

Goals and Measures

To assist Queensland in achieving its vision, the following goals and performance measures have been identified for the next three years (2008-2011).

Some Adventure activities in Queensland include:

Abseiling/Rappelling	Hiking/Bushwalking	Scuba Diving
Aviation (scenic/joy flights)	Horseback/Camel Riding	Sea Kayaking
Ballooning	Jet Skiing	Skydiving
Bungy Jumping	Jet Boating/Ocean Rafting	Snorkelling
Canoeing	Kite Surfing	Surfing
Cycling/Mountain Biking	Parasailing	Whale/Dolphin Watching
Four Wheel Drive Excursions	Quad Biking	White Water Rafting
Gliding	Rock Climbing	Wildlife Swim Programs
Go-Karting	Rollerblading	Windsurfing
Hang Gliding	Sailing	Zorbing

1. Goal: Increase visitor expenditure and length of stay

Measure:

- Growth in visitor expenditure and average length of stay, by those who undertake adventure activities in Queensland

2. Goal: Ensure sustainable development of adventure tourism product

Measures:

- Stakeholder support and consideration of content of the Adventure Tourism Action Plan through references to the document in their strategic planning
- Development of product suited to the needs of the target market
- Increase in adventure tourism product that is internationally ready
- Reference to the Adventure Tourism Action Plan into Destination Management Plans and Regional Tourism Investment and Infrastructure Plans

3. Goal: Build awareness of Queensland adventure tourism product

Measures:

- Growth in media exposure and delivery of marketing activity targeting the adventure traveller
- Growth in market share of adventure travellers compared to other Australian states



White Water Rafting on Tully River

Main attributes and appeals for the Queensland adventure tourism segment

- Range of adventure experiences offered state-wide
- Great Barrier Reef as premier diving and snorkelling location
- Clusters of adventure products in key regions
- Tropical climate and warm weather
- Nature-based assets as the backdrop for adventure activities
- Relaxed and casual lifestyle

Target Markets

Market segments that provide the greatest potential for the growth of adventure tourism in Queensland have been identified by looking at current source markets, Tourism Australia segmentation research, market intelligence and an analysis of Queensland's strengths, weaknesses, opportunities and threats.

Queensland received 1.2 million international visitors who participated in adventure activities in the year ended December 2006 (64% of all adventure travellers to Australia).

International source markets are visitors from

- United Kingdom
- Europe* (excluding the UK and Germany)
- Japan
- United States of America
- New Zealand*
- Korea*
- Germany

The target segment within these markets are the “Self Challengers”. There are variations within the Self Challenger segment between source markets however generally they “travel to fulfil an inner drive to challenge themselves and the reward is intensely personal” (Tourism Australia).

Domestically, Queensland received approximately 2.8million travellers participating in adventure activities in the year ended December 2006 (23% of all domestic adventure travellers in Australia).



Para Gliding, Mt Tamborine

Domestic source markets are visitors from

- Brisbane
- Other Queensland
- New South Wales
- Victoria

Within these source markets participating in adventure activities travellers tend to be 25-55 years old, however significant growth is expected in the over 55 years age bracket. Tourism Queensland is currently conducting segmentation research into the motivations and characteristics of the domestic market.

* Denotes that Tourism Australia segmentation data is not currently available for this source market.

¹ Heidi H. Sung, Alastair M. Morrison and Joseph T. O'Leary, *Definition of Adventure Travel: Conceptual Framework for Empirical Application from the Providers Perspective*, May 1997