1. In the year ending June 2016, the Queensland tourism industry has experienced very strong growth, with international visitors spending a record $5.1 billion in Queensland. During this period, China continued to be Queensland’s largest international tourism market with 468,000 Chinese travellers visiting the state, which was an increase of 30.5% over the previous year. These historic figures represent a significant opportunity to grow the economy and jobs for Queenslanders. Over the same timeframe, domestic overnight visitor expenditure increased 7% to $14.6 billion.
2. To seize this opportunity, Queensland requires a modern, focused and agile tourism strategy to drive growth and jobs creation.A draft strategy was released for public consultation on
25 August 2016 at the Connecting with Asia Forum in Cairns.
3. The draft strategy was developed in partnership with the Queensland Tourism Industry Council, Tourism and Events Queensland and other key industry and Queensland Government agencies. Nine industry consultation sessions as well as online consultation have also been undertaken.
4. The finalised strategy retains a focus on four initiatives that will grow jobs, attract increasing numbers of visitors and drive overnight visitor expenditure by:
* growing quality products, events and experiences
* investing in infrastructure and access
* building a skilled workforce and business capability
* seizing the opportunity in Asia.
1. Cabinet approved the public release of the finalised *Advancing Tourism 2016-20: Growing Queensland Jobs* strategy.
2. Attachments
* [*Advancing Tourism 2016-20: Growing Queensland Jobs*](Attachments/Strategy.pdf)