The Fraser Coast is to be globally recognised for world class personal natural encounters, World Heritage Listed Fraser Island and as Australia’s number one whale experience destination.

**FRASER COAST REGION INFRASTRUCTURE PRIORITIES FOR TOURISM**

**URANGAN HARBOUR MARINA PRECINCT PROJECT**

**AVIATION INFRASTRUCTURE AND ROUTE DEVELOPMENT**

**SHIPWRECK DIVE SITE IN HERVEY BAY**

Visitor economy in the Fraser Coast Region

- **$1m** Visitors daily spend in local economy
- **$360m** Visitors spend per year
- **$758m** 2020 potential
- **701,000** Visitors per year
- **3.1m** Overnight stays per year

What do Fraser Coast residents think about tourism?

- **88%** Recognise the important economic benefits of tourism
- **64%** Recognise tourism stimulates new infrastructure
- **92%** See the greater cultural diversity tourism generates
- **78%** Agree that tourism produces increased local pride
- **77%** Are happy with continued 18% are happy with the same level of tourism growth

Why tourism matters to the Fraser Coast

- Tourism in Fraser Coast region contributes **$0.6b** to Queensland’s GSP
- **7,000** Tourism jobs in the region, 19.5% of the jobs in the region
- Every dollar tourism earns, adds an additional 87 cents to other parts of the economy

Footnote: 1 Estimated contribution of the region’s visitors economy to total tourism Gross State Product.

Source of all data: Tourism Research Australia (IVS and NVS), June 2015; Tourism and Events Queensland, Tourism Economic Key Facts; September 2015; Deloitte Access Economics, Queensland Tourism Industry Outlook Potential to 2020, August 2012; Tourism Research Australia, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2993

*QTIC Local Election Priorities 2016*