

FRASER COAST REGION



LOCAL GOVERNMENT ELECTIONS 2016

#VOTEFORTOURISM

The Fraser Coast tourism region includes electorates of Hervey Bay, Maryborough and parts of Callide and Gympie

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



Why tourism matters to the Fraser Coast

TOURISM IN FRASER COAST REGION CONTRIBUTES **\$0.6b¹** TO QUEENSLAND'S GSP



EVERY DOLLAR TOURISM EARNS, **ADDS AN ADDITIONAL 87 CENTS** TO OTHER PARTS OF THE ECONOMY

What do Fraser Coast residents think about tourism?



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

