

GLADSTONE REGION



LOCAL GOVERNMENT ELECTIONS 2016

#VOTEFORTOURISM

The Gladstone tourism region covers the electorates of Gladstone, Callide and Burnett.

By 2020 the Destination Vision for Gladstone Region and Banana Shire is to develop its leisure and business experiences to their full potential to enhance the liveability and tourism appeal of the destination.



GLADSTONE REGION INFRASTRUCTURE PRIORITIES FOR TOURISM



Visitor economy in the Southern Great Barrier Reef* Region



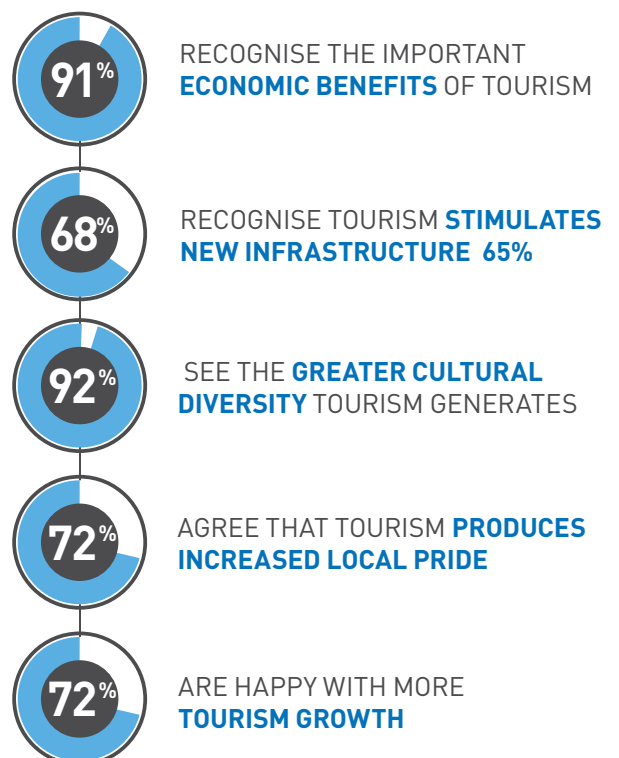
Why tourism matters

TOURISM IN SOUTHERN GREAT BARRIER REEF* CONTRIBUTES **\$1.4b¹** TO QUEENSLAND'S GSP



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

What do Queensland residents think about tourism?



* Southern Great Barrier Reef region includes Capricorn, Gladstone and Bundaberg subregions.

¹ Estimated contribution of the region's visitors economy to total tourism Gross State Product. RIS2589

Source of all data: 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.

