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.

FLOOD PROOFING KEY ACCESS ROUTES

IMPROVED ACCESS TO NATIONAL PARKS TO DELIVER THE POTENTIAL OF KEY NATURE AND ADVENTURE LOCATIONS ACROSS THE REGION

ESTABLISHING A MAJOR NEW DRIVE ROUTE, SUPPORTED BY APPROPRIATE SIGNPOSTING

RE-INTRODUCTION OF TRAINEESHIP JOB SCHEME FOR TOURISM, HOSPITALITY AND SERVICE INDUSTRIES

FUNDING FOR REGIONS AND REGIONAL DEVELOPMENT PROGRAMS

Visitor economy in the Southern Great Barrier Reef* Region

- $3.62m VISITORS DAILY SPEND IN LOCAL ECONOMY
- $1.3b VISITORS SPEND PER YEAR
- $1.7b 2020 POTENTIAL
- 2.067m VISITORS PER YEAR

Why tourism matters

- TOURISM IN SOUTHERN GREAT BARRIER REEF contributes $1.4b1 TO QUEENSLAND’S GSP
- 15,700 Tourism Jobs ACROSS SOUTHERN GREAT BARRIER REEF
- EVERY DOLLAR TOURISM EARDS, ADDS AN ADDITIONAL 87 CENTS TO OTHER PARTS OF THE ECONOMY

What do Queensland residents think about tourism?

- RECOGNISE THE IMPORTANT ECONOMIC BENEFITS OF TOURISM 91%
- RECOGNISE TOURISM STIMULATES NEW INFRASTRUCTURE 68%
- SEE THE GREATER CULTURAL DIVERSITY TOURISM GENERATES 92%
- AGREE THAT TOURISM PRODUCES INCREASED LOCAL PRIDE 72%
- ARE HAPPY WITH MORE TOURISM GROWTH 72%

* 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