

OUTBACK QUEENSLAND



LOCAL GOVERNMENT ELECTIONS 2016

#VOTEFORTOURISM

The Outback Queensland Tourism Region includes the electoral areas of Mount Isa, Gregory and Warrego.

By 2020 the Outback Queensland region will be famous for its characters, culture, history and ancient landscapes where visitors feel the genuine embrace of a vast network of welcoming communities.



OUTBACK QUEENSLAND INFRASTRUCTURE PRIORITIES FOR TOURISM

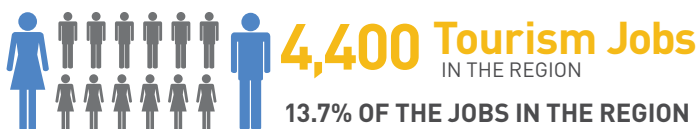
- EXPAND TOURISM EXPERIENCES IN PUBLIC OWNED ASSETS (NATIONAL PARKS)
- ECO TOURISM INFRASTRUCTURE INVESTMENT
- BROADBAND INFRASTRUCTURE
- OVERCOMING ACCESS CONSTRAINTS TO THE REGION
- TOURING ROUTE DEVELOPMENT AND SIGNAGE
- ROAD INFRASTRUCTURE INVESTMENT

Visitor economy in Outback Queensland



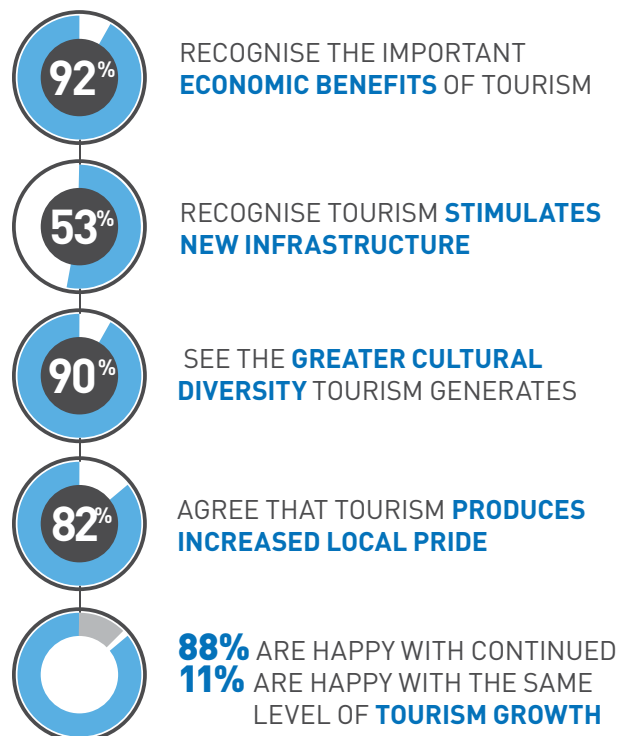
Why tourism matters to Outback Queensland

TOURISM IN OUTBACK REGION CONTRIBUTES **\$0.5b¹** TO QUEENSLAND'S GSP



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

What do Outback Queensland 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. RIS2990

