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)
- Overcoming Access Constraints to the Region
- Eco Tourism Infrastructure Investment
- Touring Route Development and Signage
- Broadband Infrastructure

Visitor Economy in Outback Queensland

- $0.7m Visitors Daily Spend in Local Economy
- $255m Visitors Spend Per Year
- $445m 2020 Potential
- 442,000 Visitors Per Year
- 2.6m Overnight Stays Per Year

Why Tourism Matters to Outback Queensland

- Tourism in Outback Region Contributes $0.5b1 to Queensland’s GSP
- 4,400 Tourism Jobs in the Region (13.7% of the Jobs in the Region)

What do Outback Queensland Residents think about tourism?

- Recognise the Important Economic Benefits of Tourism (92%)
- Recognise Tourism Stimulates New Infrastructure (53%)
- See the Greater Cultural Diversity Tourism Generates (90%)
- Agree that Tourism Produces Increased Local Pride (82%)
- 88% are happy with continued tourism growth
- 11% are happy with the same level of tourism growth

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 Austria, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2990