SOUTHERN QUEENSLAND COUNTRY

By 2020 Southern Queensland Country will be recognised as Queensland’s premier country getaway destination known for its distinct seasons and regional flavours.

LOCAL GOVERNMENT ELECTIONS 2016
#VOTEFORTOURISM

The Southern Queensland Country tourism region includes electorates of Southern Downs, Toowoomba, Goondiwindi, Balonne, Cherbourg, Western Downs and South Burnett.

SOUTHERN QUEENSLAND COUNTRY INFRASTRUCTURE PRIORITIES FOR TOURISM

TOOWOOMBA QUARRY GARDENS INITIATIVE
TOOWOOMBA CONFERENCE AND EVENTS CENTRE
IMPROVED WAY FINDING AND DIGITAL TECHNOLOGY

Visitor economy in the Southern Queensland Country Region

27,690 VISITORS PER DAY
$1.2b TOTAL VISITOR EXPENDITURE
16,903 DIRECT TOURISM JOBS

What do Southern Queensland Country Residents think about tourism?

RECOGNISE THE IMPORTANT ECONOMIC BENEFITS OF TOURISM
RECOGNISE TOURISM STIMULATES NEW INFRASTRUCTURE
SEE THE GREATER CULTURAL DIVERSITY TOURISM GENERATES
AGREE THAT TOURISM PRODUCES INCREASED LOCAL PRIDE
82% ARE HAPPY WITH CONTINUED TOURISM GROWTH

What tourism means to Southern Queensland Country

SOUTHERN QUEENSLAND COUNTRY IS THE 4TH MOST POPULAR VISITOR DESTINATION IN QUEENSLAND
EVERY DOLLAR TOURISM EARNED, ADDS AN ADDITIONAL 87 CENTS TO OTHER PARTS OF THE ECONOMY
SOUTHERN QUEENSLAND COUNTRY HAS INCREASED ITS MARKET SHARE BY 2.4%

DESPITE AN OVERALL DECLINE IN QUEENSLAND VISITATION OVER THE PAST FEW YEARS, THE MOST NOTABLE INCREASE WAS IN INTRASTATE AND HONG KONG VISITORS

Source of all data: Tourism and Events Queensland, Tourism Economic Key Facts, September 2015; EarthCheck, Southern Queensland Country Tourism Highlights 2014; Tourism and Events Queensland, Social Indicators 2013. RIS2984