

SOUTHERN QUEENSLAND COUNTRY



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

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



SOUTHERN QUEENSLAND COUNTRY INFRASTRUCTURE PRIORITIES FOR TOURISM

→ TOOWOOMBA QUARRY GARDENS INITIATIVE

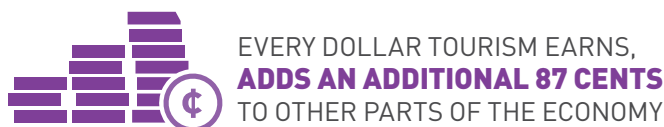
→ TOOWOOMBA CONFERENCE AND EVENTS CENTRE

→ IMPROVED WAY FINDING AND DIGITAL TECHNOLOGY

Visitor economy in the Southern Queensland Country Region



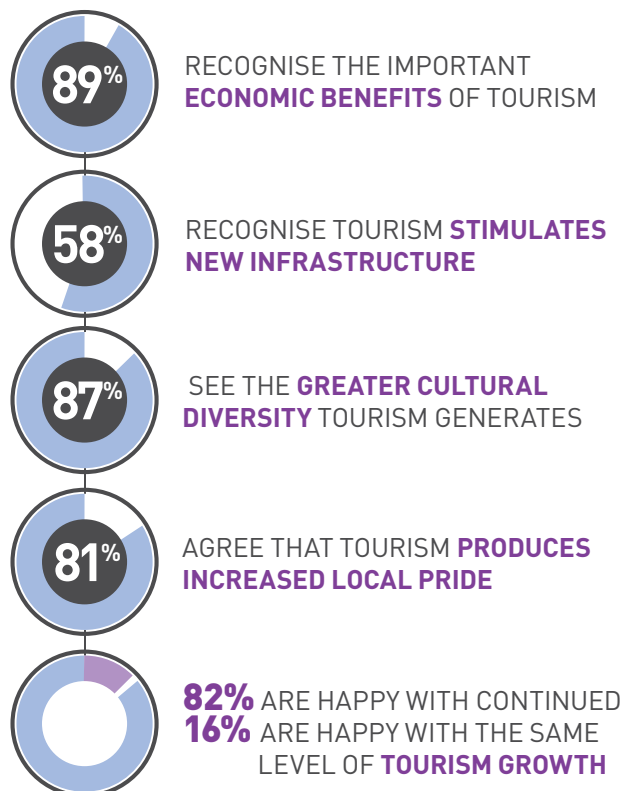
What tourism means to Southern Queensland Country



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**

What do Southern Queensland Country Residents think about tourism?



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

