

TROPICAL NORTH QUEENSLAND



LOCAL GOVERNMENT ELECTIONS 2016 #VOTEFORTOURISM

The Tropical North Queensland tourism region includes the electorates of Cook, Barron River, Cairns, Mulgrave, Mount Isa, Hinchinbrook and Dalrymple.

The world's best destination to engage with nature.



TNQ INFRASTRUCTURE PRIORITIES FOR TOURISM

- AVIATION DEVELOPMENT / RESORT HOLIDAY / MONO DESTINATION POSITIONING OF TNQ IN CHINA
- AQUIS / INTEGRATED RESORT DEVELOPMENT LICENCE FOR CAIRNS
- ROADS, BOARDWALKS, AMENITIES, GENERAL UTILITIES, TRAILS, TRACK AND SIGNAGE
- INVESTMENT IN PUBLIC INFRASTRUCTURE TO LEVERAGE LOCAL GOVERNMENT SPORTS AND EVENTS DEVELOPMENT PLANS
- INVESTMENT IN WI-FI AND 4G SERVICES TO SUPPORT EXISTING COMMUNICATIONS COVERAGE THROUGHOUT TNQ

Visitor economy in the Tropical North Queensland Region



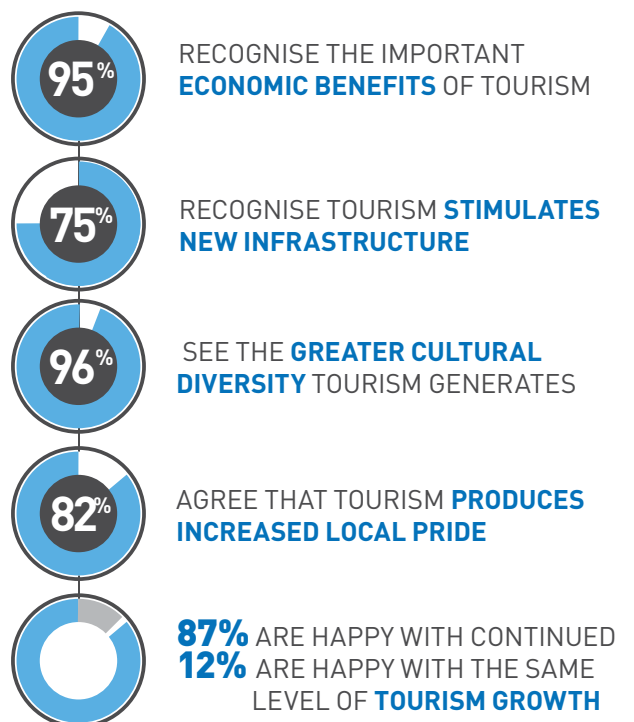
Why tourism matters to Tropical North Queensland

TOURISM IN TROPICAL NORTH QUEENSLAND CONTRIBUTES **\$2.4b¹** TO THE TNQ GROSS REGIONAL PRODUCT

24,500 DIRECT & INDIRECT Tourism Jobs IN THE REGION

EVERY DOLLAR TOURISM EARNS, **ADDS AN ADDITIONAL 70 CENTS** TO OTHER PARTS OF THE ECONOMY

What do Tropical North Queensland Region Residents think about tourism?



¹ Estimated contribution of the region's visitor economy to total Gross Regional Product employment and expenditure in TNQ including 'flow-on' effects.

Source of all data: Tourism Research Australia IVS and NVS, June 2015; Tourism and Events Queensland, 2020 Potential; Deloitte Access Economics, Queensland Tourism Industry Outlook Potential to 2020, August 2012; EC3 Global; ABS Small Area Tourism Accommodation Data; Tourism and Events Queensland, Social Indicators 2013; Tourism Research Australia, Tourism's Contribution to the Australian Economy 1998-2013, April 2014; TTNQ/Cummings Economics, Tourism in Tropical North Queensland, Economic Impact, May 2015; Regional Priorities for Tourism sourced from Regional Destination Tourism Plans in consultation with the Regional Tourism Organisation. RIS2985

