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

$7.8m VISITORS DAILY SPEND IN LOCAL ECONOMY

$2.836b VISITORS SPEND PER YEAR

$4.349b 2020 POTENTIAL

2.6m VISITORS PER YEAR

15.8m OVERNIGHT STAYS PER YEAR

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 EARNED, ADDS AN ADDITIONAL 70 CENTS TO OTHER PARTS OF THE ECONOMY

What do Tropical North Queensland Region Residents think about tourism?

RECOGNISE THE IMPORTANT ECONOMIC BENEFITS OF TOURISM 95%

RECOGNISE TOURISM STIMULATES NEW INFRASTRUCTURE 75%

SEE THE GREATER CULTURAL DIVERSITY TOURISM GENERATES 96%

AGREE THAT TOURISM PRODUCES INCREASED LOCAL PRIDE 82%

87% ARE HAPPY WITH CONTINUED TO TOURISM GROWTH 12%

1 Estimated contribution of the region’s visitor economy to 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

#VOTEFORTOURISM

QTIC Local Election Priorities 2016