

# WHITSUNDAYS



By 2020 the Whitsundays will be globally recognised as one of the world's leading tropical island and marine leisure holiday destinations.

## LOCAL GOVERNMENT ELECTIONS 2016

### #VOTEFORTOURISM

The Whitsundays tourism region includes the electorates of Burdekin, Whitsunday and Mirani.



## WHITSUNDAYS INFRASTRUCTURE PRIORITIES FOR TOURISM

- INTERNATIONAL ACCESS TO WHITSUNDAYS COAST AIRPORT
- RESORT/ HOTEL DEVELOPMENT, INCLUDING A FULL SERVICE INTERNATIONALLY BRANDED HOTEL AT AIRLIE BEACH
- COMMUNITY, ENTERTAINMENT AND EVENTS CENTRE
- INVESTMENT IN GREAT BARRIER REEF CONSERVATION AND EXPERIENCE DEVELOPMENT

### Visitor economy in the Whitsundays Region



### Why tourism matters to the Whitsundays

TOURISM IN WHITSUNDAYS REGION CONTRIBUTES **\$0.7b<sup>1</sup>** TO QUEENSLAND'S GSP



EVERY DOLLAR TOURISM EARNS, **ADDS AN ADDITIONAL 87 CENTS** TO OTHER PARTS OF THE ECONOMY

### What do Whitsundays residents think about tourism?



<sup>1</sup> 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 Australia, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2992

