

BRISBANE REGION



By 2020 Brisbane will be recognised as a serious player in Asia Pacific. It will be Australia's most welcoming, spirited and energised subtropical capital city, offering world class major events, coastal, island and countryside experiences.

LOCAL GOVERNMENT ELECTIONS 2016

#VOTEFORTOURISM

The Brisbane tourism region includes cities of Brisbane, Ipswich, Redland and Logan and the Lockyer Valley, Moreton Bay, Scenic Rim and Somerset region LGAs.



BRISBANE MARKETING
ECONOMIC DEVELOPMENT BOARD



BRISBANE REGION INFRASTRUCTURE PRIORITIES FOR TOURISM

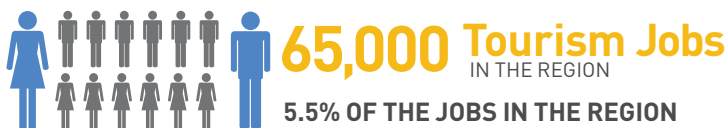
- SUPPORT INVESTMENT IN MAJOR INFRASTRUCTURE PROJECTS ACROSS THE REGION TO INCREASE AVERAGE LENGTH OF STAY
- DEVELOP PRODUCTS AND PRECINCTS THAT DELIVER A 24 HOUR CITY
- WORK WITH BRISBANE AIRPORT ON COORDINATED ROUTE DEVELOPMENT STRATEGY
- GROW AND ATTRACT EVENTS TO CREATE A YEAR ROUND EVENTS CALENDAR
- DEVELOP PRODUCTS AND PRECINCTS THAT EMBRACE THE REGIONS OUTDOOR AND ACTIVE LIFESTYLE
- PURSUE CRUISE SHIP TERMINAL OPPORTUNITIES

Visitor economy in Brisbane Region



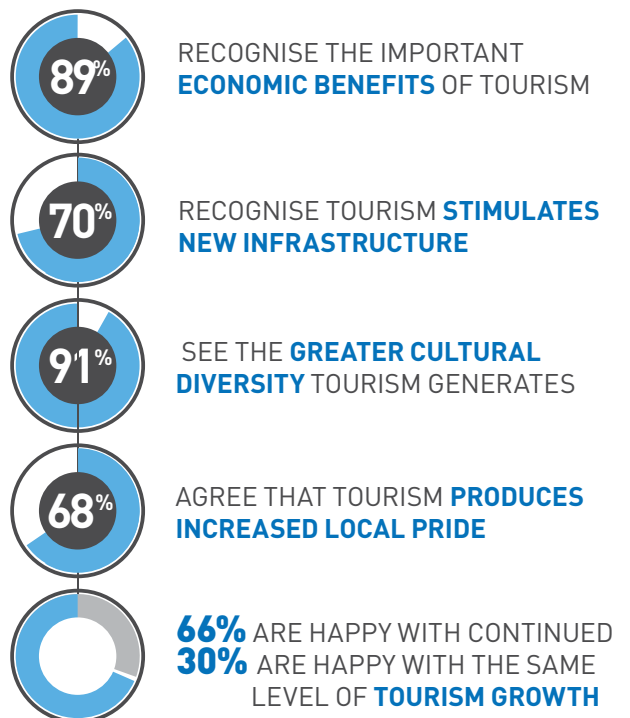
Why tourism matters to Brisbane Region

TOURISM IN BRISBANE CONTRIBUTES **\$5.7b¹** TO QUEENSLAND'S GSP



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

What do Brisbane Region residents think about tourism?



¹ Estimated contribution of the region's visitors economy to total tourism Gross State Product.

The Brisbane tourism region includes the electoral areas of Nanango, Beaudesert, Lockyer, Glass House, Pumicestone, Pine Rivers, Morayfield, Kallangur, Murrumba, Redcliffe, Ferny Grove, Ashgrove, Cleveland, Moggill, Ipswich West, Inala, Algester, Redlands, Bundamba, Ipswich, Logan, Aspley, Nudgee, Everton, Stafford, Clayfield, Lytton, Brisbane Central, Bulimba, Mount Coot-tha, South Brisbane, Indooroopilly, Greenslopes, Chatsworth, Yeerongpilly, Tarnya Smith, Sunnybank, Capalaba, Mansfield, Stretton, Springwood, Woodridge, Waterford.

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. RIS2969

