

**Question on Notice
No. 1571
Asked on 29 October 2008**

MR MESSENGER asked the Minister for Tourism, Regional Development and Industry (MS BOYLE) —

QUESTION:

Will she provide details (in table format) of funds spent on destination marketing in each of the following regions: (a) Brisbane, (b) Gold Coast, (c) Sunshine Coast, (d) Tropical North Queensland, (e) Whitsundays, (f) Outback, (g) Central Queensland, (h) Fraser Coast, (i) Mackay, (j) Townsville, (k) South East Queensland, (l) Bundaberg, Coral Coast and Country and (m) Western Downs?

ANSWER:

I thank the Member for Burnett for the question.

At a time of a global economic downturn and in view of the challenging times our tourism industry is going through, promoting Queensland's regions and continuing to attract tourists to our State has become more important than ever. The Bligh Government realises this and is committed to ensuring the tourism industry in tomorrow's Queensland is strong. We understand that investment in marketing initiatives today is essentially investment into the future of Queensland's tourism industry.

Our regions are incredibly diverse and so the ways in which we promote them are customised to highlight the competitive strengths of each region. There is plenty to see and do here in Queensland and the large variety of experiences on offer mean that there is something for everyone: from enjoying our great beaches and scenic hinterland walks to outback tours, dining out and shopping.

Information on destination marketing expenditure, as requested by the Member, is contained in Attachment A of this document. The attached table details Tourism Queensland's marketing investment in domestic campaign activity, the cooperative amount invested by industry partners in these campaigns and the total investment for each region in 2007-08. Internationally, as previously outlined in my response to Question on Notice No. 376 of 12 March 2008, it is not possible to provide a regional break down of Tourism Queensland's investment. However, I am pleased to report that in 2007-08 Tourism Queensland invested \$9.6 million in international activities including marketing, with industry contributing an additional \$3.4 million.

To maximise the outcomes for Queensland's tourism industry and get the best value for the taxpayer dollar, the largest destination marketing investments are made in the regions that offer the greatest return on investment in terms of tourist expenditure. This investment is in addition to significant whole-of-

state marketing investment to promote Queensland in international and domestic markets, the publicity activities undertaken by Tourism Queensland and destination and product development initiatives. In 2007-08 Tourism Queensland invested \$3.9 million marketing Queensland domestically (on a whole-of-state basis) with industry contributing an additional \$2.2 million.

In lesser developed destinations, Tourism Queensland invests in working with local industry to further develop these destinations and new tourism experiences for Queensland. This is an important part of developing our regional tourism product. Key activities include coordinating market research to identify the investment and infrastructure needs of emerging destinations and working with local industry to boost new product development.

I take this opportunity to highlight several valuable promotional initiatives that were made possible as a result of the \$12.03 million combined destination marketing investment. Of course, this is just a snapshot of the extensive work undertaken to promote destinations across Queensland's regions.

In the Brisbane region, a series of four "Experience Brisbane" magazines were included with The Sunday Mail, outlining experiences on offer during each season. Ongoing cooperative marketing is undertaken in newspapers such as The Weekend Australian and The Sunday Mail. Furthermore, an interstate campaign focussing on promoting Moreton Bay and Islands was launched with Virgin Blue and Blue Holidays.

The Bundaberg, Coral Coast and Country region benefits from the Southern Great Barrier Reef drive campaign featuring turtle season and 'Coast and Islands', targeting the intrastate market between October and April. The region was also featured in the ongoing Reef to Outback — An Undiscovered Australian Journey international trade initiative targeting Europe, the United Kingdom and New Zealand. In partnership with Capricorn Tourism, Tourism Queensland worked to secure an industry grant to further develop the Dig the Tropic — Outback to Reef project to promote the region as a leader in geo-tourism experiences.

A \$230,000 interstate campaign ran during May and June in Sydney and Melbourne, highlighting the Fraser Coast region's natural attractions. This campaign was run in partnership with Virgin Blue and Fraser Coast South Burnett Regional Tourism Board. Further to this, the annual whale watch campaign began in June running for four months. The \$300,000 campaign included a Brisbane City Transport Loop Bus branded with Fraser Coast whales circulating the city for 12 weeks. Other whale watching promotional activities included television, radio, billboard advertising, cooperative advertising and online marketing.

The Gold Coast region featured in a wide range of cooperative and partnership marketing campaigns. For example, an online campaign in June included dedicated Gold Coast holidays deals pages on the Queensland Holidays website and an e-newsletter sent to more than 355,000 subscribers.

Also, Gold Coast Magazine editions were inserted in Fairfax newspapers in Sydney and Melbourne with mail box drops undertaken in Brisbane.

A Boating, Camping, Fishing campaign was launched in June to raise awareness of the Mackay region as an ideal short break destination for those within reasonable driving distance. To attract visitors who live some distance away, a \$130,000 campaign in partnership with Virgin Blue to promote direct flights to Mackay ran from October to November. A campaign with Blue Holidays in February targeted Brisbane and Sydney and included press, online, outdoor marketing and radio activities.

Queensland's Outback region offers a range of experiences to the potential visitor and they were showcased in the 101 Things to Experience in Queensland's Outback guide, released in May. Significant cooperative and partnership marketing campaigns were also undertaken. As part of our destination development efforts, a new international campaign, linking the Great Barrier Reef and Queensland's Outback was developed.

Four seasonal campaigns targeting Brisbane, South-East Queensland and northern New South Wales were run to promote the South East Queensland Country region. Furthermore, the tenth edition of the South East Queensland Country Guide was released with 150,000 copies printed and distributed through visitor information centres and RACQ Travel Centres. A wine and tourism experiences campaign in partnership with Fraser Coast South Burnett Tourism and Wine Industry Development ran in newspapers, magazines and on television in June. South East Queensland Country also featured in a range of magazine, newspaper and online advertising.

A collaborative campaign undertaken by Tourism Queensland, Tourism Sunshine Coast and industry partners focussed on promoting the Sunshine Coast region. The \$600,000 included television, billboard, press and online advertising. In addition, a \$100,000 online retail campaign ran between February and June with the campaign website receiving more than 77,000 unique visitors, an increase of 84 percent on the previous year.

Townsville and Magnetic Island holiday packages and an associated online holiday competition were promoted to the Brisbane market. Townsville features appeared in The Sunday Mail and RACQ's Road Ahead magazine in April and May.

The Bligh Government wants to ensure that Queensland's tourism industry is not only strong, but also green. We want to protect our lifestyle and the beautiful natural environment we are so lucky to have.

Being from the Tropical North, I was particularly passionate about an online Daintree campaign to educate people about the environmental and tourism significance of the Daintree rainforest. As part of the campaign, a commitment was made that a tree would be planted for every five people referred to the site. The campaign was a great success, with more than 2000 trees earmarked for planting in the first 24 hours.

A series of marketing campaigns throughout the year showcased the very popular Whitsunday region. More than \$1million was invested in those campaigns, including press, billboard, magazine, television and online advertising. The region was featured in the Islands of the Great Barrier Reef international campaign which generated interest from international trade and retail partners. An interactive map was introduced on the Whitsundays consumer website highlighting where the islands were located in relation to the mainland and the must-see natural attractions.

Further to our efforts outlined above, additional domestic and international marketing activity was implemented recently under the Bligh Government's \$4 million Tourism Assistance Package, announced on 5 June 2008. The Package places specific emphasis on supporting our largest tourism destinations during these challenging times.

Tourism Queensland also generates publicity for the regions. In 2007-08 alone, \$348 million was generated in domestic and international publicity and next year's amount is expected to increase.

When it comes to the Bligh Government's efforts in promoting Queensland's regions to potential visitors, the marketing activities outlined here are just the tip of the iceberg. We are serious about building a strong, green tourism industry in tomorrow's Queensland. Therefore, we will continue to work in partnership with industry to promote Queensland as a preferred holiday destination in both domestic and overseas markets.

It is also important to note that while we have provided figures for the areas you have asked, as a result of the recent changes I announced as part of the network review, Tourism Qld now operates administratively across seven zones rather than the areas detailed in this question.

Attachment A

Domestic Marketing Expenditure by Tourism Queensland per region 2007-08

2007-08	Townsville	Mackay	Central Qld	Bundaberg, Coral Coast and Country	Fraser Coast	South East Queensland Country	Western Downs	Outback **	Sunshine Coast	Brisbane ##	Gold Coast	Whitsunday	Tropical North Queensland
Tourism Queensland Investment	\$234,113	\$156,721	\$252,141	\$117,099	\$330,926	\$437,352	\$13,337	\$204,929	\$855,421	\$1,006,441	\$959,497	\$861,909	\$919,011
Cooperative Income	\$136,804	\$95,535	\$138,452	\$10,300	\$315,191	\$439,612	\$21,999	\$113,696	\$716,218	\$873,580	\$1,219,591	\$639,197	\$970,714
Total	\$370,917	\$252,256	\$390,593	\$127,399	\$646,117	\$876,964	\$35,336	\$318,625	\$1,571,639	\$1,880,021	\$2,179,088	\$1,501,106	\$1,889,725

** Includes Outback Funding Grant .2M Expense for Marketing. .05K was for Development
 ## Includes Brisbane Interstate Marketing Campaign of .5M Income & Expense