



Speech By  
**Hon. Jann Stuckey**

**MEMBER FOR CURRUMBIN**

---

Record of Proceedings, 30 October 2013

## **MINISTERIAL STATEMENTS**

### **North Queensland, Tourism**

 **Hon. JA STUCKEY** (Currumbin—LNP) (Minister for Tourism, Major Events, Small Business and the Commonwealth Games) (2.18 pm): The front pages of this morning's *Courier-Mail* and *Cairns Post* delivered great news for Queensland's tourism industry. After years of neglect by Labor, our proud tourism industry is rebounding as we return it to its rightful position as Australia's No. 1 tourism destination. Tropical North Queensland was the nation's best performing international destination last financial year. Research shows that one in five overseas visitors to Australia enjoyed the delights of tropical North Queensland during their stay. The international market is rediscovering its love for Queensland and her countless attributes. The sheer breathtaking beauty of the reef and our rainforest has made it a must-see destination for international visitors.

This government made the commitment to Queensland to prioritise tourism as one of the four pillars of the economy and restore the industry to its pre-eminent position. Today's news demonstrates that the Newman government's DestinationQ tourism policy is delivering for this key pillar of the Queensland economy. During 2012-13, Queensland saw an increase of six per cent in international visitors while international visitor expenditure increased by four per cent. These strong numbers have been spurred by growth in key markets including China, with a 24 per cent increase; the US, a 10 per cent increase; the UK, a seven per cent increase and Indonesia, a 32 per cent increase. Our friends up in tropical North Queensland experienced a bumper 2012-13, seeing an increase of 15 per cent in international visitors, an increase of 17 per cent in international holiday-makers and an increase of 12 per cent in international expenditure.

Honourable members, there is no one single Queensland tourism experience from Cairns to Coolangatta. Each region has something special that makes it unique. That is why this government has introduced a destination marketing approach, working with each region to emphasise their signature 'hero' experiences. Today's news shows that our approach is working. Almost one in two international holiday-makers are visiting Queensland and they are staying here longer than anywhere else. With the far-north tourism industry tipped to be worth \$4.4 billion by the year 2020, it is clear that to get Queensland back on track we need to tap into this economic potential. I congratulate Tourism Tropical North Queensland and its CEO, Rob Jason, for their work in leading the pack.

Although MPs representing North Queensland love to hear me continue to spruik the strength of the Cairns market, we must not forget that there is great news across other regions, such as my home, the Gold Coast. During 2012-13, the Gold Coast received a four per cent increase in international visitors while Brisbane saw a 10 per cent increase—a direct influence of this government's focus on attracting increased airline capacity to Queensland.

When the Newman government took office, the tourism industry told us that a new approach was needed. We set about implementing our DestinationQ plan to revitalise this sector. In responding to today's news, QTIC's Daniel Gschwind said it was obvious that Cairns had 'its mojo back'. I think it is safe to say that, under the Newman government, right across Queensland tourism has its mojo back.