



MEDIA RELEASE



Queensland
Government

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation and
Public Sector Superannuation
Minister Assisting on Tourism

PETER LAWLOR MP

Minister for Tourism
Minister for Fair Trading

BETTER MARKET INTELLIGENCE FOR QLD TOURISM

The \$9.2 billion Queensland tourism industry now has access to the latest regional market intelligence with the release of the *Regional Tourism Profiles 2009/10* today.

The profiles have been developed as a tool for business in 81 regions throughout Australia to give local tourism businesses the information they need to drive investment and tourism development in their communities.

Minister Assisting on Tourism, Senator Nick Sherry, is encouraging tourism businesses and investors to use the profiles as the first stop for information when planning future investments and marketing initiatives.

“Local tourism businesses and investors now have region-specific information on growing tourism market segments and consumer insights into why people travel to Queensland,” Senator Sherry said.

“The Australian Government developed the profiles after the *National Long-Term Tourism Strategy* and *Jackson Report* identified the need for more accurate regional data to assist both government and the private sector with future planning.”

The profiles provide detailed tourism data on the 12 tourism regions in Queensland including the number of arrivals, tourism’s contribution to local economies, consumer profiles and a breakdown of reasons for travel.

Queensland Minister for Tourism, Hon Peter Lawlor MP, said that information in the profiles would give Queensland tourism businesses a vital information resource to help them target their investments after the recent natural disasters.

“Queensland business can use the data to better target their investments, spending money where they are more confident of getting the best return,” Minister Lawlor said.

“Around half of the visitor expenditure occurred in the flood affected regions of the state with domestic visitors spending \$7.9 billion and international visitors spending \$1.8 billion in these areas.”

Senator Sherry said the data would be an important resource to help tourism businesses direct their investments and disaster recovery efforts.

“In the wake of the floods, the Australian Government and Queensland Governments partnered to provide emergency loans of up to \$25,000 to help the many affected businesses get back on their feet,” Senator Sherry said.

“Although the clean-up in Queensland continues in many areas, it is important for potential visitors to realise the regions are still open for business.”

The profiles incorporate data from Tourism Research Australia’s National Visitor Survey and International Visitor Survey as well as data from the Australian Bureau of Statistics.

The Queensland Regional Tourism Profiles 2009/10 can be downloaded at www.ret.gov.au/tra

BRISBANE

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