



MEDIA RELEASE



SENATOR NICK SHERRY

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

JAN JARRATT MP

Minister for Tourism,
Manufacturing and
Small Business

AUSSIE ICONS TOP DRAWCARDS FOR QUEENSLAND OUTBACK

Outback legends remain a strong tourist drawcard, with visitors to Outback Central West Queensland citing The Stockman's Hall of Fame and the Qantas Founders Museum as motivators for travel to the region, according to a new report released today.

The *Queensland's Outback Central West Visitor Profile and Satisfaction Report* by Tourism Research Australia reinforces that tourism operators need to promote what the Outback has to offer – because visitors want to see it.

“The results of the survey show that while satisfaction with attractions is high, visitors lack enough knowledge of the region to take full advantage of what's on offer,” Minister Assisting on Tourism, Senator Nick Sherry said.

“People want to experience the Australian Outback and will spend more time if they know what's out there – it would benefit the region to improve its market readiness.”

The research paints a fuller picture of visitors to the region and helps with tourism planning, development and marketing.

“Queensland's Outback Central West has a large number of attractions, including cultural and heritage locations, dinosaurs and fossils, and National Parks.

“Add that to the region's convenience as a stop-over for travellers, and the ingredients are there for a winning combination.”

Queensland Tourism Minister Jan Jarratt said the Outback research project had revealed the motivations, satisfaction and experiences of visitors to Queensland's Outback.

“This survey shows us visitors want to travel to the Queensland Outback, in search of a unique experience they can't find in similar types of regions across Australia,” Ms Jarratt said.

“The research suggests that Queensland's Outback is viewed quite differently to other regions in Australia, offering distinctive Australian heritage experiences and visitors travelling to the region intend to visit specific attractions.

“Half of all those surveyed were first time visitors and reported Queensland's Outback delivered more as a destination than they had expected and that they would recommend the region to others, which is very encouraging.

“This work gives us a better insight into the wants and needs of visitors to Outback Queensland which will help guide industry development decisions, investment initiatives and marketing strategies.

“Providing a more authentic tourist experiences will attract more tourists and more industry support – which is a win-win for everyone.

The survey showed the majority of visitors were:

- Aged 55 or over
- Travelled as a couple, rather than with family or in a group
- Used their own vehicle to travel the region

Flooding affected many parts of Queensland’s Outback Central West including Barcaldine, Blackall-Tambo, Longreach and Winton. These results and recommendations will be used to help the local tourism industry plan in the re-building process.

“One thing must be made clear however – despite the floods, Queensland’s tourism operators are open for business – and nothing beats a visit to Queensland’s Outback to experience the state’s famous hospitality,” Ms Jarratt said.

Tourism Research Australia carried out the research in partnership with Tourism Queensland. The report can be downloaded at www.ret.gov.au/tra

Media contacts: Joe Scavo – 0413 800 757 (Senator Sherry)
Lou Robson – 0417 815 223 (Minister Jarratt)