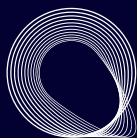
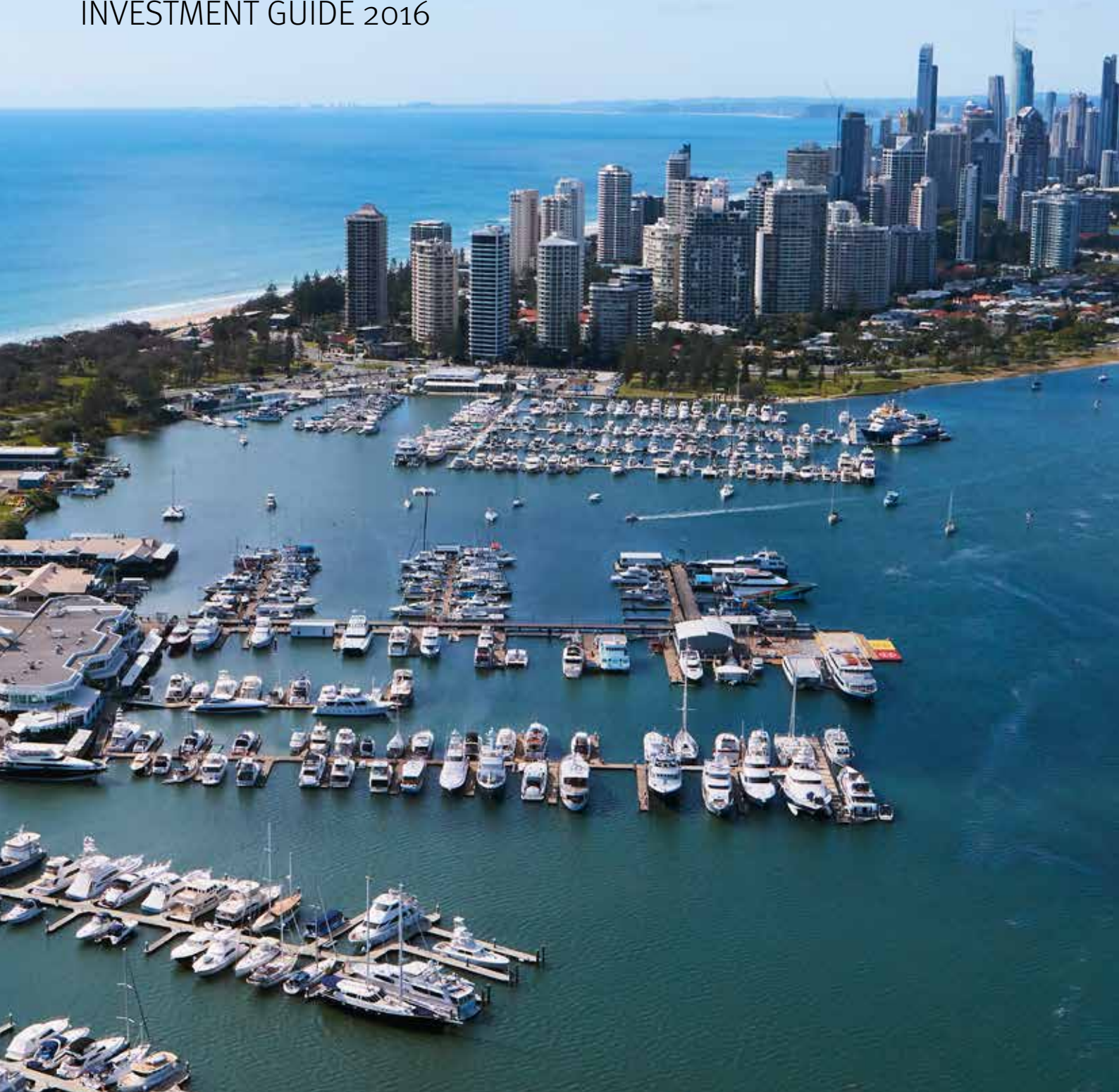


QUEENSLAND TOURISM

INVESTMENT GUIDE 2016



Queensland
AUSTRALIA

endless opportunities





Cover: Gold Coast, Queensland.
Image courtesy of Tourism and Events Queensland



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MINISTER'S FOREWORD

Welcome to Queensland – where Australia shines.

Queensland is a premier tourism destination with matchless natural attractions. As a safe and stable region perfectly positioned on the doorstep to Asia, this is a great time to invest.

In the last year, we welcomed more than 22 million visitors to this unique and wonderful place. Nowhere else in the world boasts the Great Barrier Reef, World Heritage rainforests, pristine beaches, awe-inspiring outback adventures and sumptuous food and wine trails.

With the Queensland Government's pro-business attitude and focus on infrastructure investment, we have a keen interest in working with our investment partners to develop more quality tourism assets.

Right now there are opportunities for investors to be part of our expanding air and sea ports, integrated resorts and hotels, transport networks and a wide range of tourism experiences from golf courses to retail.

A favourable exchange rate makes this the ideal time to invest in our great state – so come and join our journey.

You are more than welcome.

The Honourable Kate Jones MP

**Minister for Education and
Minister for Tourism and Major Events**



*I welcome you to Queensland,
where Australia shines.*



Queensland is home to the Great Barrier Reef – nature’s greatest gift to Australia and a living tapestry stretching 2300 km along the coastline.

QUEENSLAND TOURISM – WHY HERE, WHY NOW?



Queensland's tourism industry is investment-ready, with an open and competitive economy, unique investment opportunities and strong support from all levels of government.

Location is everything. As Australia's Sunshine State, Queensland is perfectly positioned to capitalise on our globally competitive tourism industry. The time to invest is now.

A DYNAMIC AND RESILIENT ECONOMY

Australia has the 12th largest economy in the world. Within this, Queensland's economy is worth more than \$300 billion per annum. Queensland is Australia's fastest growing state and is forecast to grow by 4¹/₂% in 2016–2017.

Queensland is a modern, dynamic economy characterised by a transparent and stable operating environment.

The strength of the Queensland economy is illustrated by the strong employment growth, where more than 60 000 jobs were created in 2015, underpinned by a skilled workforce.

Business is recognising the strength of the state's economy, with business confidence in Queensland being amongst the highest of all the mainland states.

Encompassing Australia's north-eastern coastal and inland regions, Queensland shares a compatible time zone with its Asian neighbours, making the state a preferred location for doing business.

Queensland is also an ideal location for businesses with offices in Europe and in the Americas, as its time zone spans the close of business in the Americas and the opening of Europe's trading day.

Queensland has effective regulation of contracts, loans, banking, real estate and the stock market, and full protection of intellectual property and patents, making it a safe harbour for global capital.

A growing international education sector, robust corporate activity and attractive tourism and leisure opportunities for visitors are stimulating domestic and international travel.

KEY DETAILS

- Queensland economy worth more than \$300 billion per annum
- Forecast solid economic growth of 4¹/₂% in 2016–17
- A skilled workforce. More than 60 000 jobs created in 2015

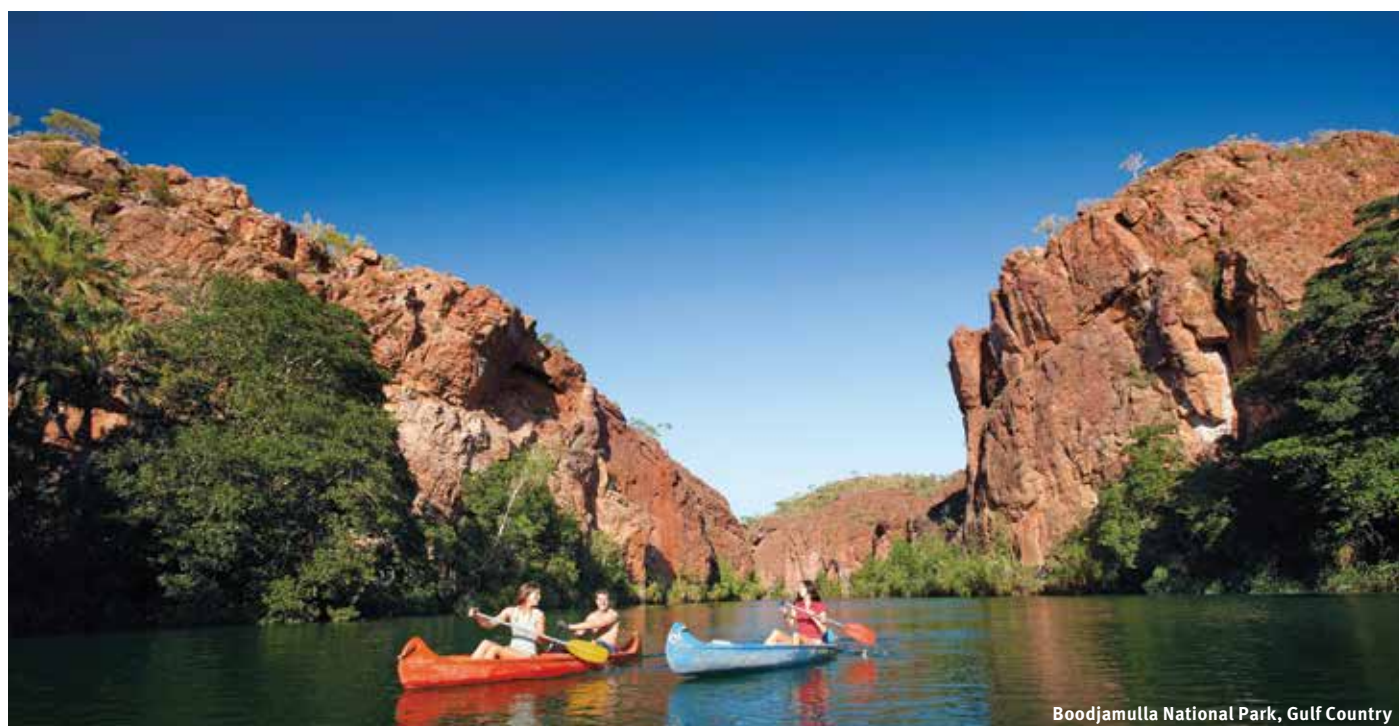
WORLD-CLASS ATTRACTIONS DRIVING INCREASED VISITOR SPENDING

Queensland is one of the world's most popular and aspirational visitor destinations, with world-class tourism attractions already drawing millions of international visitors annually.

Covering an area of almost 1.8 million square kilometres, Queensland is home to the natural wonders of the Great Barrier Reef, Whitsunday Islands and the Daintree Rainforest, and offers five World Heritage Areas. Its stunning beaches, islands, rainforests and outback landscapes are serviced by a world class tourism industry and vibrant cities and regional communities.

As a large, growing and high-yielding market located on the door step of the world's fastest growing outbound tourism markets in Asia, Queensland is well positioned to benefit from transformational growth opportunities.

Independent data from Tourism Research Australia shows that Queensland attracted in excess of 2.25 million international visitors who spent \$4.65 billion in the year ending September 2015. International visitor expenditure increased by 14% in the



Boodjamulla National Park, Gulf Country

past year. Queensland's domestic tourism industry was just as strong, with almost 20 million domestic overnight visitors spending over \$14 billion in the year ending September 2015.

Data from the United Nations World Tourism Organisation shows that Australia is the highest yielding tourism market in the world, with visitors spending more money on an Australian visit than visiting any other country.

Australia is ranked as the most competitive in the Asia-Pacific region, and the seventh most competitive tourism destination in the world, ranking higher than Italy, Singapore and Hong Kong.

KEY DETAILS

- A large, growing and high-yielding market on the doorstep of the world's fastest growing outbound tourism markets in Asia
- Attracted in excess of 2.25 million international visitors who spent \$4.65 billion in the year ending September 2015
- Globally competitive tourism industry

A GLOBALLY ACCESSIBLE DESTINATION

Queensland has five mainland international passenger airports located in Brisbane, Cairns, Gold Coast, Townsville and the Sunshine Coast. These airports provide global access to modern dynamic cities and regional centres. Customs clearance facilities at Rockhampton Airport allow for future international passenger services.

Being highly accessible to visitors from China, Hong Kong, Japan, and Singapore places Queensland at a significant competitive advantage to other markets, such as Europe and North America that are long-haul markets for East Asian travellers.

Investment in improved infrastructure will further enhance accessibility including the introduction of a new runway at Brisbane Airport. On completion in 2020, the runway will give Brisbane the best runway system in Australia with the total number of international and domestic flights forecast to grow from 227 000 in 2014–15 to more than 360 000 by 2035.

The Queensland Government-led \$10 million Attracting Aviation Investment Fund continues to secure new and expanded airline routes for the state. Recent examples include Hong Kong Airlines flights connecting Hong Kong to the Gold Coast and Cairns, China Eastern which will commence services from Shanghai to Brisbane, and Jetstar services from Wuhan in China to the Gold Coast. In addition Air Canada will commence services from Vancouver to Brisbane in June 2016.

The introduction of these new flights reflects confidence in Queensland's tourism industry, the industry growth potential and the untapped commercial opportunities that exist in the market for prospective investors.

KEY DETAILS

- The Queensland Government has committed \$10 million to attracting new international airline routes
- 4.6 million seats on international passenger services into Queensland airports in 2015
- Significant investment in improved infrastructure

A STRONG AND GROWING INVESTMENT PIPELINE

The industry potential is reflected in a strong and growing investment pipeline valued at over \$8 billion. Local and international investors are demonstrating confidence in the future of Queensland tourism by making significant investments in new tourism resorts and attractions.

In Tropical North Queensland, the Fullshare Group is investing over \$40 million on the world famous Sheraton Mirage Port Douglas. In Cairns, a new \$50 million aquarium attraction is under construction, highlighting the wonders of the Great Barrier Reef.

Over \$1.4 billion of investment is planned or underway for Queensland island resorts alone. This includes the proposed \$600 million development and expansion of Lindeman Great Barrier Reef Resort, a luxury boutique resort development on Brampton Island, and the planned \$592.5 million Great Keppel Island Resort in the Southern Great Barrier Reef.

In 2015, the Destination Brisbane Consortium was awarded the contract for the \$3 billion Queen's Wharf Brisbane development. The integrated resort and entertainment precinct development is expected to deliver a \$1.69 billion annual increase in tourism expenditure and generate an additional 1.39 million tourists each year.

Chinese investors, the Dalian Wanda Group and the Ridong Development Group, have collaborated to develop the Jewel Towers project on the Gold Coast.

These investments are expected to attract increased tourism demand and grow the tourism industry.

KEY DETAILS

- More than \$1.4 billion of current or planned investment in Queensland's island resorts
- \$3 billion Queen's Wharf Brisbane development
- Chinese investment in Jewel Towers on the Gold Coast

WHOLE OF GOVERNMENT SUPPORT

The Queensland Government has a long-term commitment to grow the state's tourism industry. Its Advancing Tourism Strategy, which is under development, will be supported by the Government's election commitment to increase Tourism and Events Queensland's budget by \$400 million over four years.

The Queensland Government is driving demand by attracting conferences and events, including the 21st Commonwealth Games that will be held on the Gold Coast in 2018 and will be the biggest event in Australia this decade.

The State Infrastructure Plan will coordinate infrastructure investment across government and encourage the private sector to partner with government and put forward innovative market-led proposals that respond to Queensland's infrastructure needs in an efficient and value-for-money way.

Work has commenced to develop an Asia Strategy to attract more visitors from strategic Asian markets and meet the expectations of Asian tourists. A Tourism and Transport Strategy is being developed to better connect visitors with tourist attractions and enhance the travel experience.

The government recognises islands as jewels of Queensland tourism and is working on a Great Barrier Reef Island Resorts Strategy to facilitate increased investment in both reinvigorating existing and developing new world-class resort product that will further differentiate Queensland from other visitor destinations.

Widely recognised for its pristine natural environment, Queensland's vast and varied network of national parks attract many domestic and international visitors. The Queensland Government is providing leadership in ecotourism through the development of the Queensland Ecotourism Plan to unlock new opportunities.

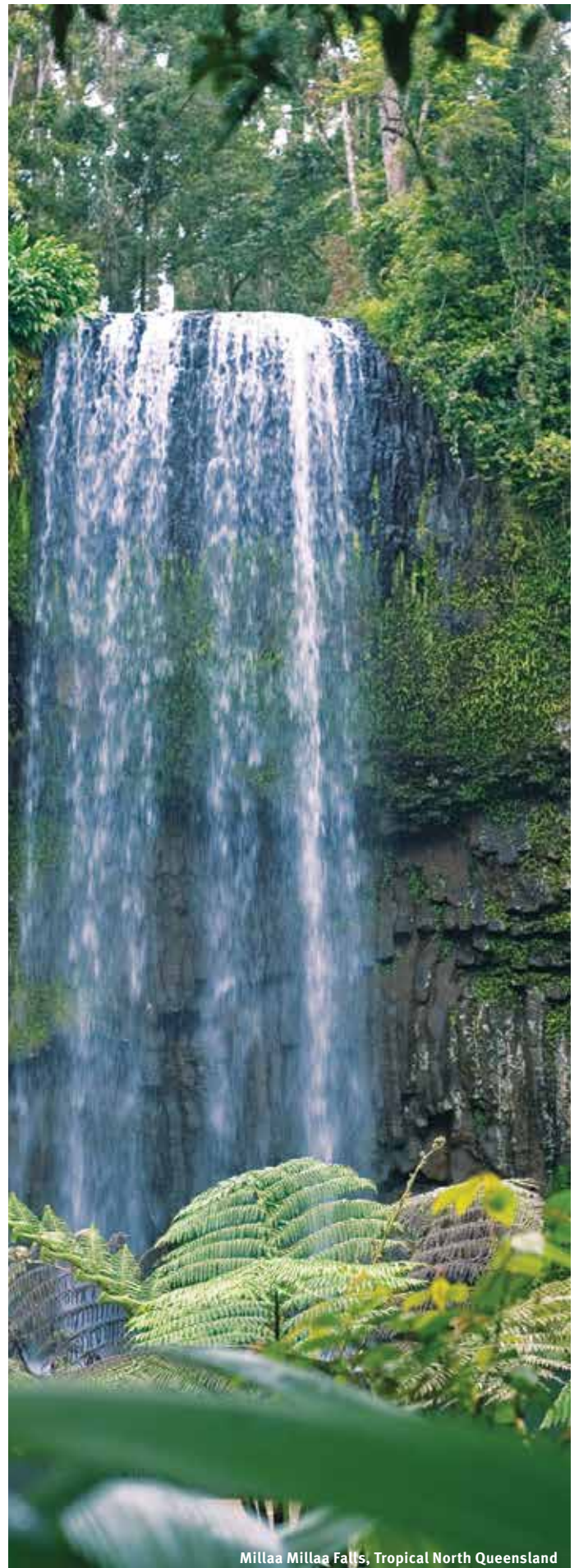
The Queensland Government is developing an Inclusive Tourism Guide to assist investors and tourism operators to cater for people of all abilities, regardless of their disability or age, so that tourism experiences are inclusive and reach an increasing market.

A specialised Tourism Investment Attraction Unit in the Queensland Government works with the Australian Government's Tourism Major Project Facilitation Service and local governments to assist investors with tourism infrastructure projects.

These measures demonstrate the Queensland Government's commitment and strong support for tourism investors providing world-class products and services.

KEY DETAILS

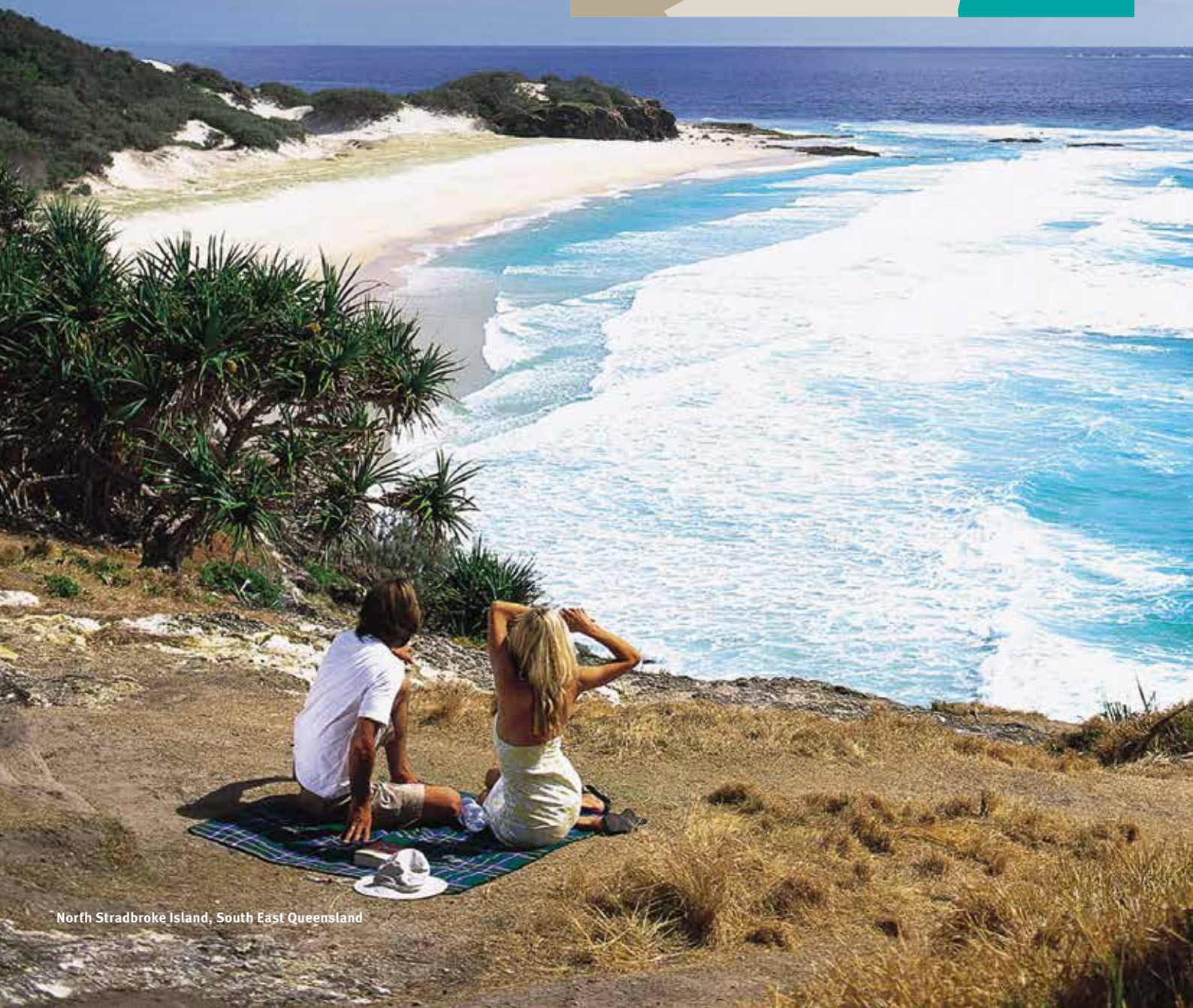
- Government strategies to increase the attractiveness of Queensland's tourism industry
- \$400 million committed over four years to increase visitation to Queensland
- Gold Coast 2018 Commonwealth Games will be the biggest event in Australia this decade



Millaa Millaa Falls, Tropical North Queensland

BRISBANE TOURISM REGION

The Queensland capital, Brisbane, merges its international reputation as one of the world's most liveable cities with commerciality, investment activity and ongoing infrastructure development. Comprising the major urban areas of Logan and Ipswich as well as the Greater Brisbane region, including Moreton Bay, this dynamic burgeoning hub is home to almost half the state's population, and is one of the fastest growing regions in Australia. High level investment development has accelerated in recent years and continues to grow, with sustained growth expected for several decades.



North Stradbroke Island, South East Queensland



ECONOMIC OVERVIEW

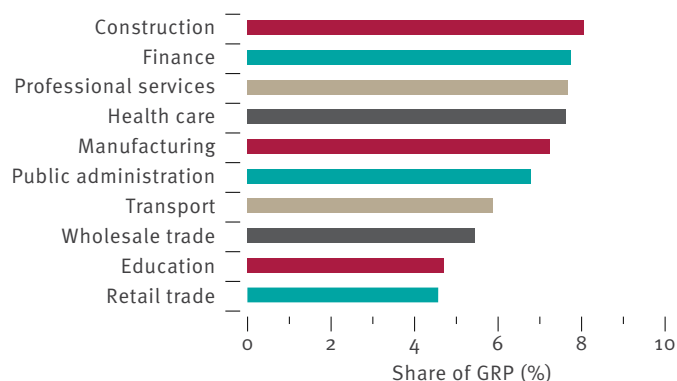
The professional, finance and health care service industries together with the construction industry drive Brisbane's economy, which is now valued at \$146 billion. Over the past three years the city has enjoyed growth of 2.1% per annum.

With its corporate connectivity and proximity to leading Asian markets, Brisbane is well placed as a location for national and international corporations to establish a base.

The city is at an exciting juncture. It is undergoing a transformational redevelopment, that will redefine the tourism economy with significant projects throughout the city and transport hubs.

Major projects include the \$3 billion Queen's Wharf Brisbane integrated resort development as well as the Howard Smith Wharves tourism development, and the former Supreme Court mixed-use hotel development. These projects, among others, will further diversify the economy and significantly enhance the value of the visitor economy and its investment appeal.

Chart 1 Top 10 industries by share of Gross Regional Product (GRP)



Source: Deloitte Access Economics.



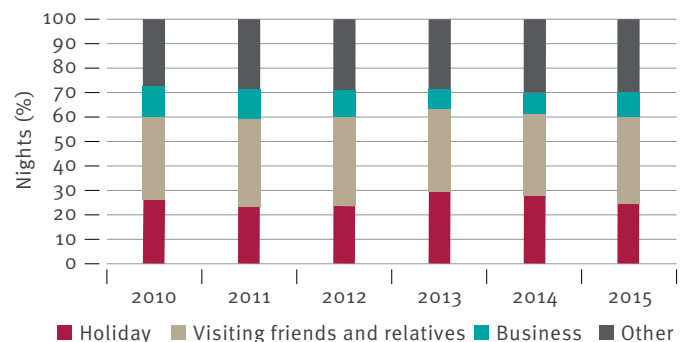
DEMAND

Brisbane has experienced high levels of international demand, especially from Asian markets. The moderation of the Australian dollar has enhanced Brisbane's position as a competitively priced destination for inbound international travel.

Total visitation to Brisbane has grown 4.4% per annum from 2010 to 2015, increasing from 5.3 million to 6.6 million per annum, while domestic visitation accounts for approximately 84% of all visitors. International guests are staying longer accounting for 58% of the total 41.3 million visitor nights in the city in 2015. The number of nights visitors stay in the city is growing by 5.9% annually, indicating a trend towards longer stays. A large proportion of visitors are travelling to see family and friends and the total visitor expenditure has grown 38% over the past five years, now injecting \$5.38 billion into the Brisbane economy.

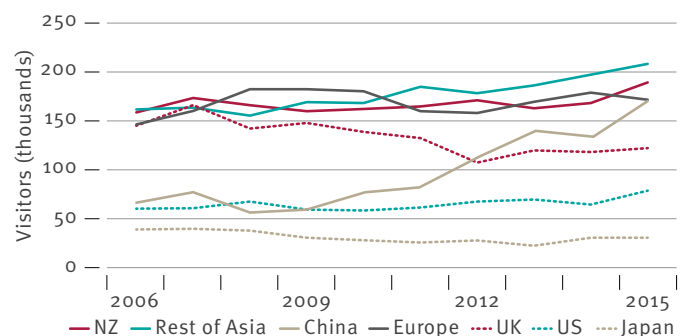
Following the G20 Leaders' Summit in 2014, Brisbane now commands attention as an international host venue of substance and style. The hotel development pipeline and airport infrastructure investment allow the city to fully capitalise on this position, providing an increased source of tourism revenue to the region.

Chart 2 Visitor nights by purpose



Source: Tourism Research Australia.

Chart 3 International visitors by country



Source: Tourism Research Australia.

The inbound tourism demand from Asian markets is being driven mostly by China as a key source market. Chinese tourist numbers have more than doubled in the past 10 years.

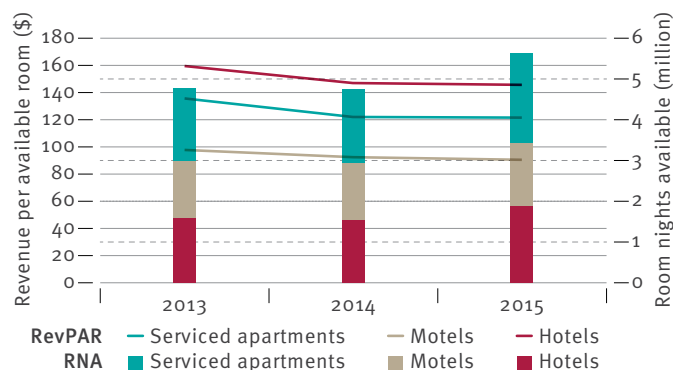
Visitor nights from China and the US have also grown significantly, increasing by 18% and 13.1% per annum from 2010 to 2015.



SUPPLY

Brisbane has 5.6 million total room nights available in the city, with occupancy rates around 70% for serviced apartments and slightly higher occupancy rates for hotels.

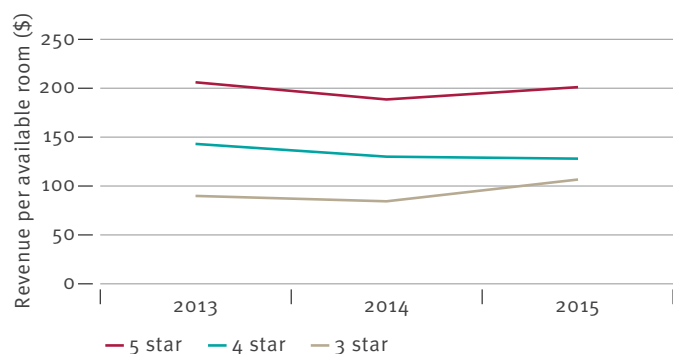
Chart 4 Room nights available and RevPAR by room type



Source: ABS, Tourism Accommodation, 2014–15.

A variety of hotel stock is available in Brisbane, with more rooms set to enter the market in the next five years.

Chart 5 Revenue per available room by star rating



Source: ABS, Tourism Accommodation, 2014–15.

Average daily room rates increased most significantly for accommodation rated 3 stars and under, increasing from \$130 in 2013 to \$163 in 2015.

The Brisbane region also boasts world-class facilities and an enviable record for hosting major conferences, exhibitions and sporting events.



ACCESS

Brisbane is Queensland's primary access point and gateway, with modern road, air, rail and marine infrastructure. Continued investment in public infrastructure will support the region's growth, while Brisbane's position as a leisure destination benefits from its close proximity to Asia.

A project of particular importance to the tourism sector is the expansion of Brisbane Airport, which includes international and domestic terminal redevelopments and the construction of a second runway to support more flights to Queensland.

Over the next decade \$3.8 billion will be invested in the new runway and redevelopment of the precinct. This will see Brisbane Airport operate at the same capacity as Changi Airport in Singapore and Hong Kong International Airport. On completion of the new runway in 2020 it will be the most efficient runway system in Australia.

This expansion is a critical investment catalyst with significant appeal to new industries looking for a centre with logistical advantages in terms of state-wide, national and international distribution. This increased capacity is set to provide an enormous boost to international tourism investment in the region.

The Brisbane International Airport facilitated 5.2 million international passenger movements in 2015. During the same period, the Brisbane domestic airport had approximately 16.8 million domestic passenger movements.

Brisbane region sample venue capacity

Venue	Location	Highest hosting capacity
Suncorp Stadium	Milton	52 400
Brisbane Cricket Ground (The Gabba)	Woolloongabba	42 000
Brisbane Showgrounds (main arena grandstands)	Bowen Hills	18 000
Brisbane Entertainment Centre	Boondall	14 500
Riverstage, City Botanic Gardens	CBD	9 500
Brisbane Convention and Exhibition Centre	South Brisbane	8 000
Queensland Tennis Centre	Tennyson	5 500
Royal International Convention Centre	Bowen Hills	3 000
Queensland Performing Arts Centre (QPAC)	South Bank	1 800
Queensland Art Gallery/Gallery of Modern Art (QAGOMA)	South Bank	1 500

Major transport infrastructure development

Project	Stage	Description
Legacy Way	Completed	Legacy Way is a 4.6 kilometre road tunnel connecting the Western Freeway to the Inner City Bypass.
Brisbane Airport runway	Under construction	Development of a new runway at Brisbane Airport which is expected to be operational by 2020 and will deliver significantly increased capacity.
Brisbane Airport Terminal redevelopment	Under construction	In 2015, the international terminal redevelopment was completed. A new domestic satellite terminal is due to be completed in 2018.
Cross River Rail	Under study	Combining a north-south rail line beneath Brisbane's river and CBD with new underground stations, Cross River Rail will unlock capacity for the entire South East Queensland rail network, triggering transformation of the entire regional transport network and providing a platform for regional growth, development and prosperity.



OPPORTUNITIES

Tourism investment is set to grow stronger as a result of leading leisure-based initiatives facilitated by the State Government. CBD land has been made available for tourism investment, allowing Brisbane to establish as a major regional and international leisure destination in terms of capacity, diversity and numbers. The development pipeline reflects this anticipated growth, with initiatives in place to host events of scale.

Opportunities exist for attraction development that integrates with the natural assets of the destination. In particular, the opportunity exists for new ecotourism developments on the Moreton Bay islands, in close proximity to the State's capital.



Kurilpa Bridge, Brisbane

Major tourism development pipeline

Project	Stage	Description
Queen's Wharf Brisbane Integrated Resort Development	Approved	Queen's Wharf Brisbane will provide visitors with a unique and vibrant setting that will offer world-class gaming facilities (casino), premium accommodation, entertainment, retail outlets, restaurants and bars. The river-front location, iconic new infrastructure, heritage buildings and open public space will be accessible to all ages.
300 George Street	Under construction	Following the purchase of the former Supreme and District Courts site, the Shayher Group is constructing a large mixed-use scheme incorporating commercial, residential, retail and a luxury hotel.
Brisbane Showgrounds Regeneration	Under construction	This phased regeneration project involves 340 000 square metres of new residential, commercial offices, retail and hotel development, as well as upgrades and new pavilions, ovals and stands.
Howard Smith Wharves Revitalisation Project	Approved	A dining, retail and tourism centre with 5 star hotel, open spaces and parkland, as well as 1500 square metres of exhibition space.
Toondah Harbour Redevelopment	Preferred developer selected	Proposed \$1.3 billion redevelopment of Toondah Harbour in the Redlands, including a ferry terminal and marina, waterfront retail and commercial space, apartments and public parks.
Brisbane Mega-Cruise Ship Terminal	Under study	Proposed \$100 million "mega" cruise ship terminal concept prepared by the Port of Brisbane Pty Ltd. The proposed terminal and associated port facilities will enable support of vessels greater than 270 metres in length near the entrance of the Brisbane River.



Queen's Wharf Brisbane

© Destination Brisbane Consortium. All rights reserved. Artist's impression. Subject to planning approvals.

INVESTOR CASE STUDY

QUEEN'S WHARF BRISBANE

“The Destination Brisbane Consortium (DBC) is the contractor for the \$3 billion Queen's Wharf Brisbane redevelopment project, an iconic world-class integrated resort and entertainment precinct to be built adjacent to the CBD and riverfront, and connected to South Bank.

This development will be a game changer for Brisbane, bringing a new dimension to tourism and economic growth in Queensland. It is expected to deliver investments in improved connectivity for the city, more than 2000 jobs during construction, more than 8000 jobs once operational, a \$1.69 billion annual increase in tourism, 1.39 million additional tourists each year and \$4 billion to Gross State Product.

It is a project that will have something for everyone, with 50 new bars and restaurants; 12 football fields of public space, most notably a revitalisation of the river front; five new hotels; significant retail facilities including local and international brands; and repurposed and restored heritage buildings that will be accessible to all ages.

Leading DBC is The Star Entertainment Group, a well-established employer and corporate citizen in Brisbane, the Gold Coast and Sydney. Across its Treasury Casino and Hotel in Brisbane and Jupiters Hotel and Casino at the Gold Coast, The Star Entertainment Group employs more than 3500 people and strives to support and promote initiatives that benefit people and visitors within the communities in which it operates. For Brisbane, this means building the city's reputation as an event destination, a cultural hotspot, and a contributor to local community groups.

Brisbane's close proximity to Asia, its ease of reach to other major regional centres with attractions of their own, along with its safe environment and enviable climate, create a compelling investment opportunity for The Star Entertainment Group and its Hong Kong-based consortium partners, Chow Tai Fook and Far East Consortium.

Both Asian partners are bringing their expansive knowledge and experience in the premium hotel and retail industries, which will enhance DBC's ability to leverage growth opportunities in inbound international tourism to Queensland.



Queen's Wharf Brisbane

© Destination Brisbane Consortium. All rights reserved. Artist's impression. Subject to planning approvals.

Tourism Research Australia statistics show that visitation from Asia to Australia is forecast to grow by 3.5 million by 2020. Furthermore, Brisbane Airport Corporation statistics show that the number of international passengers coming through Brisbane Airport has increased by 5.4% in the 2015 financial year to more than 5 million total passenger movements. According to Tourism Research Australia's International Visitor Survey, international visitors to Queensland spent a record \$4.6 billion in the year ending September 2015 – a 13.5% increase.

With more airport expansion to come, new direct air services, and continued significant growth from Asia, Queen's Wharf Brisbane is positioned to provide an exciting, new global destination for visitors and locals alike.”

The Star Entertainment Group

GOLD COAST TOURISM REGION

The Gold Coast is a vibrant, globally recognised tourism destination. Located in the south-east corner of Queensland, with access to two international airports, it is the State's second largest city and a perfectly positioned destination for business, investment, sport, events and tourism. Famous for its stunning beaches, the Gold Coast is increasingly known for the green beyond the gold – the national parks and extensive waterways. It is also home to a high level of tourism and event infrastructure. The region will host the 2018 Commonwealth Games and is undergoing significant infrastructure development.



Surfers Paradise, Gold Coast

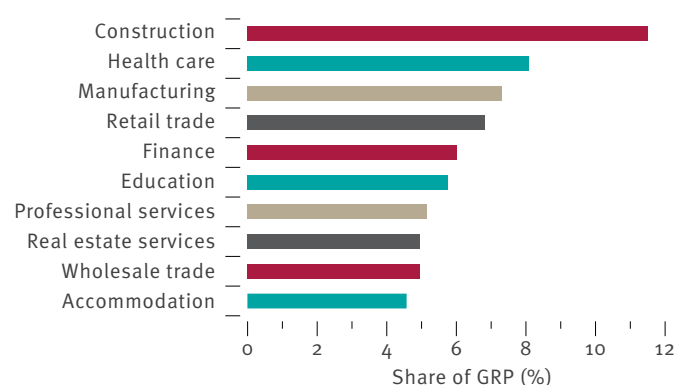


ECONOMIC OVERVIEW

The Gold Coast economy reached a value of \$42.6 billion in 2015 following steady growth of 1.9% per annum over the past three years.

While construction is a strong contributor, health care, manufacturing and retail trade are also significant industries. Retail thrives in the region, with a wide variety of national and international brands entering the market and enjoying their own market share. A surge of investment in this sector is current with more national and international brands looking to the region for a foothold. Hospitality is also a highlight of the region, with accommodation and food and beverage business experiencing strong growth.

Chart 6 Top 10 industries by share of GRP



Source: Deloitte Access Economics.



DEMAND

The region offers visitors a diverse range of holiday experiences including the opportunity to explore stunning beaches, national parks and theme parks. These attractions, along with many days of sunshine, appeal to domestic and international travellers alike.

Theme parks and attractions

Australian Outback Spectacular

Currumbin Wildlife Sanctuary

David Fleay Wildlife Park

Dreamworld

Infinity

Paradise Country

Sea World

Skypoint

Warner Bros Movie World

Wet'n'Wild Gold Coast

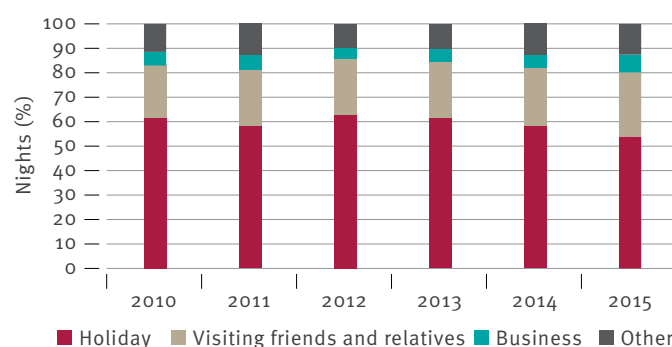
Whitewater World

The Gold Coast 2018 Commonwealth Games will put a spotlight on the region.

The Gold Coast attracts over 4 million visitors every year. Overnight expenditure is now more than \$3.9 billion. While domestic visitors make up 80% of visitation, international visitors are having longer stays making up 37% of visitor nights from 2010 to 2015.

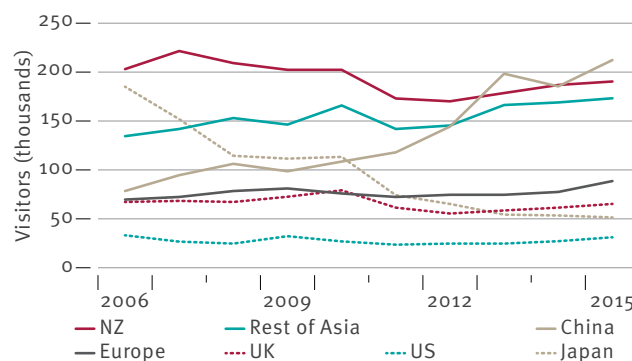
Almost a quarter of international visitors come from China, a source market that has grown rapidly at 14.3% per annum on average over the past five years.

Chart 7 Visitor nights by purpose



Source: Tourism Research Australia.

Chart 8 International visitors by country



Source: Tourism Research Australia.



SUPPLY

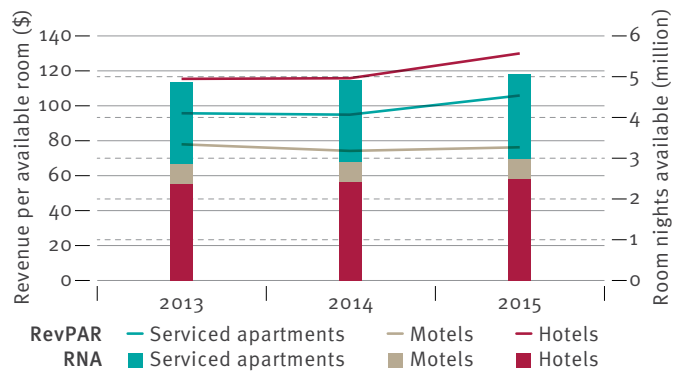
The region is renowned for its spectacular stretches of golden beaches and a glittering skyline of high-rise buildings. Many of these distinct buildings make up the diverse mix of tourism-related accommodation, with more developments under construction.

The supply of upscale and luxury accommodation is excellent, including the internationally acclaimed Palazzo Versace, the QT Gold Coast, Surfers Paradise Marriott Resort and Spa, Sheraton Mirage, Hilton Surfers Paradise, Sofitel Broadbeach, Peppers Broadbeach and Peppers Soul. Wanda Ridong's Jewel development and the Ralan Group's Ruby Project are under construction. The Star Entertainment Group's Jupiters Gold Coast is undergoing a \$345 million upgrade ahead of the Gold Coast 2018 Commonwealth Games, which will include a new 6 star luxury all-suite hotel tower. Further luxury projects planned include a Banyan Tree resort development and an integrated resort development proposed by ASF Consortium. All endorse the region as a secure investment environment.

Taking advantage of the national parks, lookouts, rainforests and waterfalls that accentuate the region, the Gold Coast hinterland also offers a generous supply of tourist accommodation and attractions.

Room nights available have remained steady in recent years and are expected to increase as the new projects come onto market. Revenue per room has increased in recent years, reflecting the increased interest in the region.

Chart 9 Room nights available and RevPAR by room type



Source: ABS, Tourism Accommodation, 2014–15.

Occupancy rates improved for 4 star and 5 star accommodation in the region, with 4 star accommodation increasing to 79% in 2015 and 5 star accommodation increasing to 65% over the same time period.

The combination of an improvement in occupancy rates and room rates saw revenue per available room increase significantly across 4 and 5 star accommodation. Between 2013 and 2015, this revenue per available room increased most significantly by 26% for 5 star accommodation.



O'Reilly's Rainforest Retreat, adjacent to Lamington National Park

ACCESS

Accessing the Gold Coast is easy. The region is serviced by a dedicated international airport, with direct international flights to China, Hong Kong, Malaysia, Singapore, Fiji, Japan and New Zealand, as well as numerous domestic flights.

The airport facilitated approximately 880 000 international passenger movements in 2015 and approximately 5 million domestic passenger movements, growth that has averaged 2.5% per annum for the past five years.

Development plans are underway for the airport which will make it more accessible as an entry point to Australia for international visitors and appealing to airlines for route development.

Gold Coast Light Rail is a flagship project that will significantly transform the region with major tourism benefits.

OPPORTUNITIES

The region boasts world-class infrastructure, including major stadiums, an internationally acclaimed convention centre and has an enviable track record of hosting major sporting events such as the annual Gold Coast Airport Marathon, the GC600 V8 Supercars Race and the Magic Millions Raceday. In 2018 the Gold Coast will host the 21st Commonwealth Games, with accelerated development underway to prepare for the major event.

The Games will provide a lasting legacy of world-class sporting and event-support facilities that will help attract future major events to the city.

Major transport infrastructure development

Project	Stage	Description
Gold Coast Light Rail	Stage One: complete	Stage One – 13 km light rail system extending from the Gold Coast University Hospital through Southport and Surfers Paradise to Broadbeach.
	Stage Two: in procurement	Stage Two – 7.3 km northern extension of Stage One from the Gold Coast University Hospital precinct connecting to the heavy rail station at Helensvale.
Gold Coast Airport	Approved	A \$200 million staged redevelopment planned for the existing terminal and facilities.
Road network improvements – Gold Coast	Approved	A \$160.7 million package for major road upgrades on the Gold Coast in the lead-up to the 2018 Commonwealth Games.

Major infrastructure development

Project	Stage	Description
Gold Coast Cultural Precinct	Under study	This precinct is a 16.9 hectare site that will accommodate visual and performing arts facilities.
2018 Commonwealth Games Village and Venues	Complete	The Gold Coast Aquatic Centre is now complete.
	Under construction	Other developments associated with the 2018 Commonwealth Games include: <ul style="list-style-type: none"> • Parklands Development/Athlete's Village; • Carrara Sport and Leisure Centre; • Coomera Indoor Sports Centre; • Gold Coast Hockey Centre; • Runaway Bay Sports Super Centre; • Broadbeach Bowls Club; and • Nerang Mountain Bike Trails.
Gold Coast Retail Sector	Under construction	Redevelopment of Pacific Fair shopping centre in Broadbeach to accommodate an additional 120 retail outlets.
Gold Coast Health and Knowledge Precinct	Approved	The Gold Coast Health and Knowledge Precinct is a 200 hectare hub which will foster a technological, research and entrepreneurial culture driving knowledge and innovation.
Village Roadshow Super Stage	Under construction	Forming part of the existing Village Roadshow Studios, the 4000 square meter super stage will be Australia's largest sound stage. With completion scheduled for mid-2016, in addition to supporting film and television productions, the stage will be utilised as a venue for the 2018 Commonwealth Games.



The Jewel Development, Gold Coast
Artist's impression

INVESTOR CASE STUDY

WANDA RIDONG (GOLD COAST) DEVELOPMENT

“As Managing Director of Wanda Ridong (Gold Coast) Development, the joint venture between two of China’s most successful property developers – the Dalian Wanda Group and the Ridong Development Group – I would like to say how excited we are to be developing our first ever project on the Gold Coast.

With construction already underway, the triple tower Jewel project, which consists of a 5 star hotel and residential apartments, will be the most significant new development on the Gold Coast. We believe that Queensland offers a fabulous environment in which to develop and invest, starting with the Jewel project.

The popularity of the Gold Coast is evident, not just as a holiday destination but as a diverse business centre, and the region provided the long-term investment fundamentals we were looking for.

We were aware of the appeal of the Gold Coast and the surrounding regions to the growing number of domestic and international tourists and recognised the future value to be gained by new aviation routes between China and South East Asia.

The strength and stability of the region, along with the tremendous support we have received from the Queensland Government at both state and local level, has given us confidence in our investment”.

Mr Xu Weimin, Managing Director, Wanda Ridong (Gold Coast) Development



Gold Coast

SUNSHINE COAST TOURISM REGION



Home to some of Australia's most picturesque locations, kilometres of idyllic beachfronts and a stunning hinterland, Queensland's Sunshine Coast is a destination of choice for millions of discerning domestic travellers.

Stretching from Rainbow Beach in the north to Caloundra in the south, the contrasting coastal and country landscapes boast a stunning range of natural attractions, markets and cultural experiences with a real sense of exclusivity. This authentic natural experience serves to strengthen both the domestic and international markets, with the economy expected to grow significantly over the next two decades.



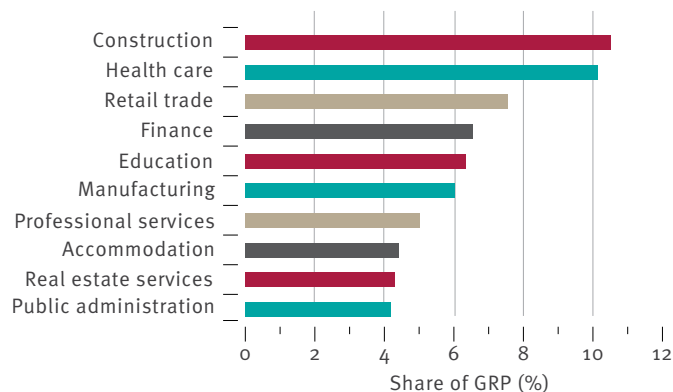
ECONOMIC OVERVIEW

The Sunshine Coast economy has grown over the past decade to a Gross Regional Product of \$21.8 billion. This growth is mostly due to the strength of construction, health care and retail industries.

The strength of the health care sector has been bolstered by the Oceanside Health Hub and Sunshine Coast Health Campus, estimated to generate more than \$3.2 billion in economic value and added expenditure within the region initially, and a further \$447 million per annum ongoing.

Furthermore, a master-planned urban centre at Maroochydore is in progress that will provide a considerable opportunity for smart and sustainable development.

Chart 10 Top 10 industries by share of GRP



Source: Deloitte Access Economics.

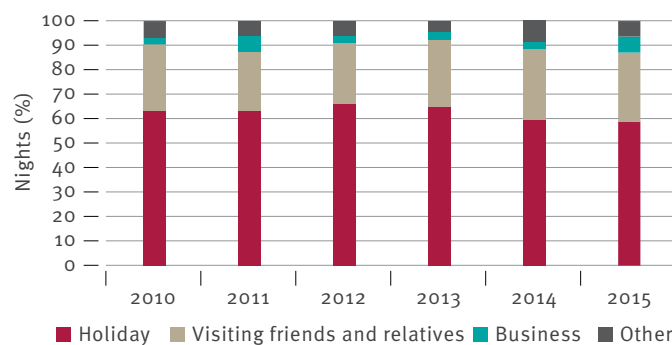
Current and future development will ensure the Sunshine Coast region provides a stable, flourishing environment for investment, with the tourism, residential and health care sectors in a phase of expansion.



DEMAND

The Sunshine Coast is primarily a leisure destination. Major events such as the Noosa Triathlon helped the region attract 3.1 million visitors in 2015, with 92% from the domestic market. Although international markets account for 8% of visitors, they account for 18% of visitor nights. Visitor expenditure adds \$1.98 billion to the regional economy.

Chart 11 Visitor nights by purpose



Source: Tourism Research Australia.

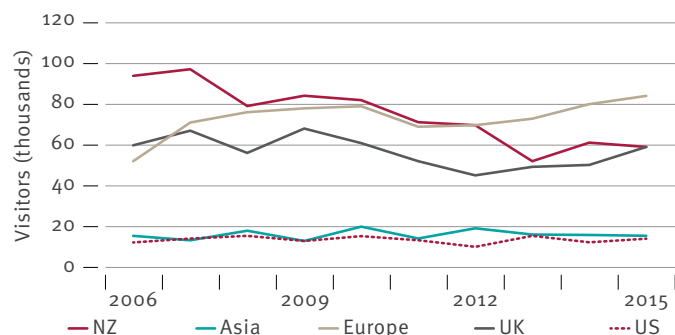


Noosa, Sunshine Coast

Attracted to the sunshine, environment and world-class food and beverage, most visitors are holidaymakers, with those visiting family and friends the second largest market.

On the international stage, European visitors account for a third of international visitors, with this region being particularly popular with German tourists.

Chart 12 International visitors by country



Source: Tourism Research Australia.

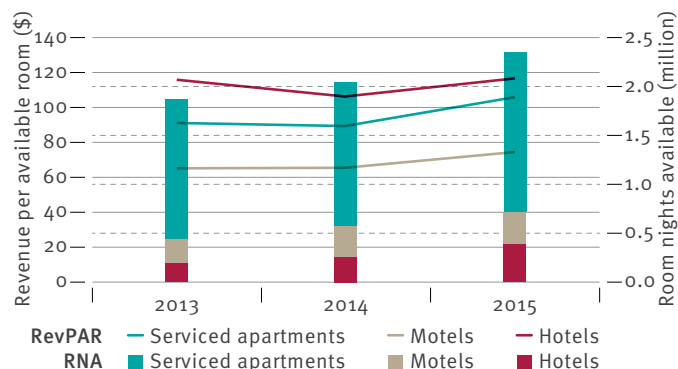
Several new leisure developments are underway, which will enhance the region's appeal as a tourism destination. A new \$90 million water theme park over 24 hectares has been proposed for the region.

SUPPLY

When compared to the wider Queensland market, an imbalance in the provision of hotels and resorts is readily apparent in the region. A strong leisure market presents opportunity for the development of more resort style product. The provision of high quality resorts, especially as more international visitors are drawn to the region, is a likely future trend, with only a limited number of 5 star rated resorts with national or international branding operating in the area.

The region's accommodation profile is heavily dominated by the supply of serviced apartments.

Chart 13 Room nights available and RevPAR by room type



Source: ABS, Tourism Accommodation, 2014–15.

Room rates increased across all room types from 2013 to 2015. Room rates increased most significantly for motels, growing to \$145 in 2015. Serviced apartment room rates also grew to \$187 over the same period.

ACCESS

This region enjoys strong connections with domestic markets. The region is serviced by a dedicated airport north of Maroochydore, just 30 minutes drive from Noosa and Caloundra. The airport has international access with seasonal direct flights from New Zealand. The exclusivity of the region has also attracted an emerging cruise ship sector that will further enhance access options and demand.

Road and rail access from Brisbane ensures the region is in high demand as a local holiday destination.

While the region has traditionally been oriented towards the domestic market, the area is increasingly in demand from international visitors seeking an authentic experience.

Planned future infrastructure development will improve access to the region with minimal impact on the prized exclusivity factor, opening the door for further investments into both the domestic and international tourism markets.

OPPORTUNITIES

Close to Brisbane, yet offering a relaxed and outdoor lifestyle, the Sunshine Coast region has become a highly appealing area to live, particularly for retirees.

Concentrations of future residential development are projected to grow and will require the enhancement of supporting businesses and services, providing a range of opportunities for development. The high concentration of retirees residing on the Sunshine Coast is also expected to necessitate the construction of further health care facilities as well as retail businesses, and may also experience targeted investment.

In the 12 months prior to June 2015, more than \$1.18 billion of building approvals took place in the Sunshine Coast tourism region. This is almost 10% of the total value of approvals in Queensland during the same period, signalling a high level of development interest in the region. This level of activity has the ability to leverage further investment into the region, underpinned by population growth.

Major transport infrastructure development

Project	Stage	Description
Sunshine Coast Airport Expansion	Coordinated Project undergoing an Environmental Impact Statement (EIS)	A new north west/south east runway and associated infrastructure at the existing Sunshine Coast Airport.
Sunshine Coast Light Rail	Under study	The light rail corridor is proposed to link Maroochydhore in the north of the Sunshine Coast to Caloundra in the south, with phase one proposed to commence by 2025. The Sunshine Coast Regional Council is leading the project.
Bruce Highway Upgrade – Caloundra Road to Sunshine Motorway	In procurement with construction anticipated to commence late 2016	This \$1.134 billion project is part of the \$8.5 billion, 10-year program to upgrade the Bruce Highway. Funded in partnership with the Federal Government, the project includes upgrading the Bruce Highway from four to six lanes between Caloundra Rd and Sunshine Motorway – including upgrading of both interchanges.

Transformational development

Project	Stage	Description
SunCentral Maroochydhore	Under Construction	Under the Maroochydhore City Development Scheme the SunCentral Maroochydhore project sits within a designated priority development area which covers 60 hectares. The project is earmarked for residential, commercial, retail, civic and community uses.
Caloundra CBD	Under study	Representing a major revitalisation project for Caloundra CBD, a master plan is under development.

TESTIMONIAL

“Australia Zoo is an internationally recognised tourist destination attracting hundreds of thousands of domestic and international visitors to the region each year. We’ve seen a great number of visitors from North America – the United States and Canada – and also from the UK and Europe, while our emerging market is definitely South East Asia. Visitors from all of these areas are coming here and we’re excited to see this emerging market getting stronger and stronger.

I love the fact that here in Queensland we’re able to have industry and development that takes into consideration conservation and environment. So while we’re expanding we’re also protecting. Anywhere I go in the world people know about Queensland. I am so proud to be investing in Queensland because it’s part of my future and my kids’ future.”

Terri Irwin AM, Owner, Australia Zoo

Australia Zoo, Sunshine Coast



FRASER COAST TOURISM REGION



Rich in natural assets and overflowing with tourism potential, the Fraser Coast tourism region is one of Queensland's ecotourism playgrounds, famous for its sandy beaches, ancient rainforests, island adventures and marine activities. With Kingaroy to the west and Maryborough and Hervey Bay in the east, the region is easily reached by road, air and rail from Brisbane, which places it in a perfect position as a popular tourism destination for local and international markets.

The World Heritage Fraser Island lies just off the coast of Hervey Bay and is a major attraction, playing host to famous whale watching and four-wheel driving experiences. Tranquil and accessible, the region is an attractive destination, providing significant potential for investment development.



Humpback Whale, Hervey Bay

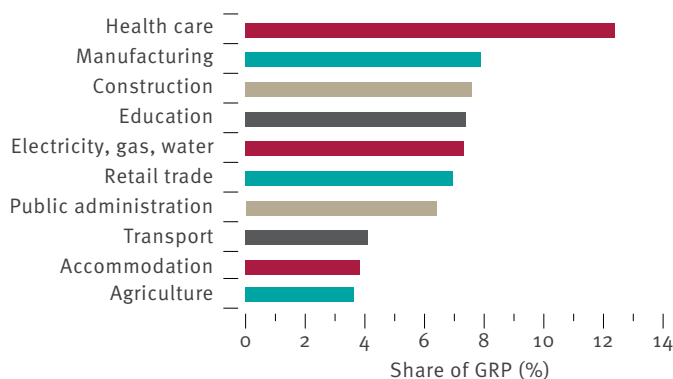


ECONOMIC OVERVIEW

The region's economic base is driven by visitors from surrounding regions and its popularity as a retirement destination.

The region offers a broad range of outdoor and marine adventures and safe, sheltered waters make it an attractive year-round holiday destination. Already the base for many large and small businesses, the tourism experience in this region holds great potential for further development and economic expansion.

Chart 14 Top 10 industries by share of GRP



Source: Deloitte Access Economics.



DEMAND

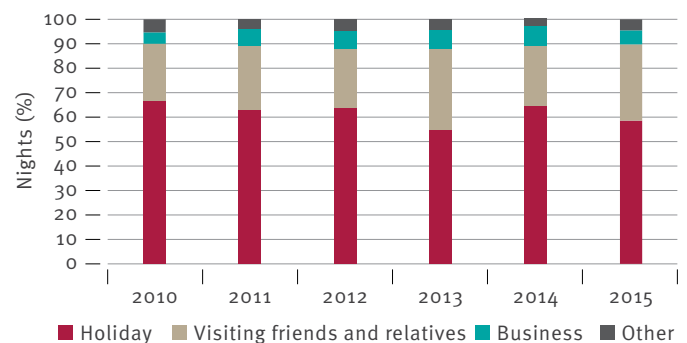
Positioned as the home of natural encounters, the Fraser Coast Region is a popular but relatively undeveloped area, with significant opportunities for growth. Drawcards for local and international visitors include 'up close and personal' whale watching encounters and the Fraser Island World Heritage Area and its surrounds.

In 2015, total visitors to the region numbered 761 000 and visitor nights were 3.09 million, injecting \$353 million in visitor expenditure into the region's economy. The majority of visitors are from the domestic market and most visitors to the region are holidaymakers, with 59% of visitor nights attributed to the holiday market.

Untouched settings offer the opportunity for low-impact developments that reflect and integrate with the surrounding environment, emphasising the interaction between visitor and nature.

Its proximity to Brisbane, Queensland's capital city, as well as its natural assets and beauty, ensure the Fraser Coast region of a robust and rapidly developing economic future.

Chart 15 Visitor nights by purpose



Source: Tourism Research Australia.

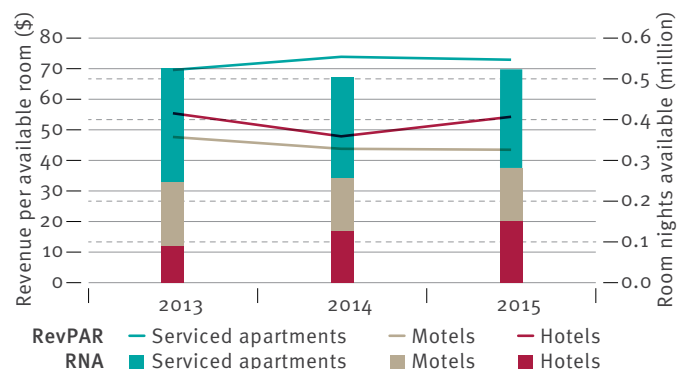


SUPPLY

With an abundance of natural wonders, the Fraser Coast region holds high appeal for domestic and international travellers and is a popular backpacking destination. This demand has created a corresponding supply of accommodation to suit every traveller's need, including excellent camping and caravan sites, backpacker lodgings and hostels. Data from Tourism Research Australia has identified that participants in outdoor activities are high-yielding, spending 23% more than average.

Over the past three years hotel room supply has also grown in line with the increasing interest in the region, with occupancy rates increasing 5.7% over the past 12 months.

Chart 16 Room nights available and RevPAR by room type



Source: ABS, Tourism Accommodation, 2014–15.

Major infrastructure development

Project	Stage	Description
Hervey Bay Esplanade Tourist Precinct Master Plan	Under study	The project features a collaborative process for the future development of the Hervey Bay esplanade, encompassing culture, play, wellbeing and adventure themes.
Hervey Bay CBD Urban Renewal Master Plan	Ongoing	The vision for the regeneration of Hervey Bay CBD is set out to 2035. Plans include a range of precincts – residential, commercial, civic, entertainment, retail and mixed-use.
Maryborough CBD Revitalisation Project	Ongoing	With the streetscape completed, future initiatives include the incorporation of a story telling theme associated with P.L. Travers, the author of Mary Poppins, who was born in Maryborough.
South Burnett Rail Trail	Under construction	The project will develop an approximately 60km-long rail trail between Kingaroy and Kilkivan. This will complement the region's existing tourism industry, attracting hikers, cyclists and horse riders.



ACCESS

Situated less than 300 km from Brisbane, the Fraser Coast tourism region is easily accessible by air, rail and road. Infrastructure works on highways and local roads have recently been completed. Flights arrive in Hervey Bay and charter flights are available to transport visitors to Fraser Island and the Southern Great Barrier Reef.

The fast Tilt Train service connects the Fraser Coast to Brisbane and the Queensland cities of Rockhampton, Mackay, Townsville and Cairns.

Given its proximity to Brisbane, the region is a high-value drive holiday destination – a sector that is growing strongly. Iconic Fraser Island, the largest sand island in the world, can be reached by barge from Rainbow Beach and River Heads and is famous for its four-wheel driving opportunities (sustainable, sand track roads only), with adventurers visiting from around the globe.



OPPORTUNITIES

Fraser Coast's natural environment and wonders are the heartbeat of the region and the basis for sustainable, smart tourism investment and development.

The region offers a wide variety of exciting tourism options. There are self-drive and inbound adventure holidays, magnificent attractions for nature-based tourists as well as those seeking a unique marine holiday experience. The fly-drive holiday market presents another huge opportunity for both national and international visitation.

The series of initiatives that are currently in progress to further improve the region's infrastructure development will enhance its already attractive investment appeal. Sandy white beaches and unspoilt nature, combined with unique adventure experiences and ease of access to the region, create a tourism destination with a broad range of opportunities for investment development.



Oceans Resort & Spa, Hervey Bay

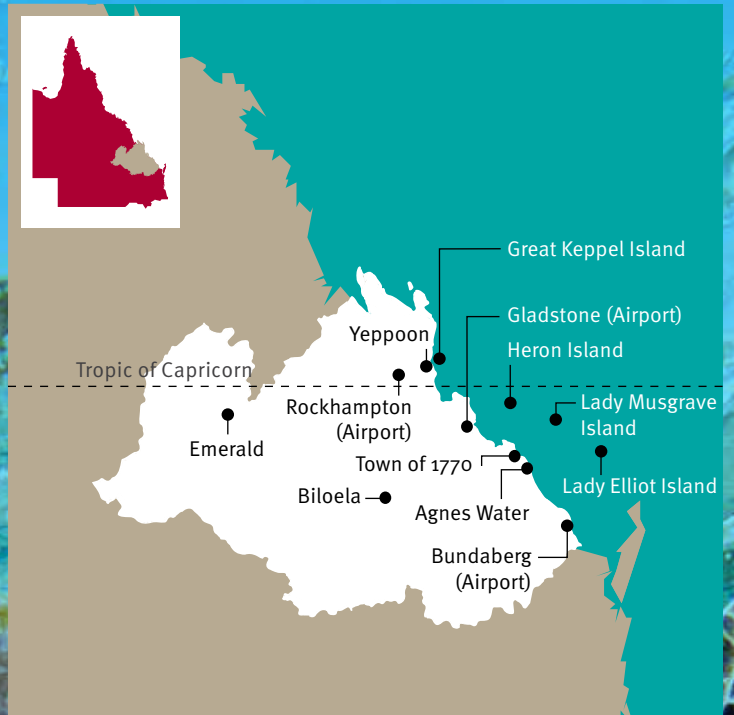
TESTIMONIAL

"We are really pleased to have invested in such a unique, world-class location which has enjoyed its sixth consecutive quarter of positive growth in direct domestic visitor expenditure. As Choice Hotels' award-winning property, we are excited about the future of Hervey Bay – a beautiful place to visit, a growing corporate hub and a great place to work."

Chris Taylor, General Manager, Oceans Resort & Spa, an Ascend Hotel Collection member, Hervey Bay



SOUTHERN GREAT BARRIER REEF TOURISM REGION



The Southern Great Barrier Reef region celebrates the essence of Queensland. In addition to the famous Great Barrier Reef, the region has superb attractions to suit all tastes including farm stays, regional towns with iconic pubs, long roads through stunning scenery, beach escapes and the spectacular sandstone gorge country. The on-shore urban areas of Bundaberg, Gladstone and Rockhampton balance with celebrated Great Barrier Reef islands including Lady Elliot, Lady Musgrave, Heron and Great Keppel. The picturesque towns of 1770, Agnes Water and Yeppoon also provide captivating tourism experiences for a diverse range of travellers. This unique mix creates a tourism experience that extends from small-scale authentic accommodation choices to exclusive island resorts. The region's destination development potential is virtually limitless, with a variety of off-shore resort development opportunities available.



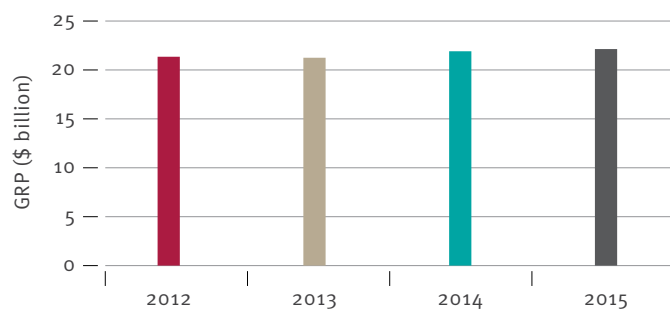
ECONOMIC OVERVIEW

The Southern Great Barrier Reef tourism region is not just an off-shore, coral reef destination, it is also one of the most significant grazing areas of Queensland. The agriculture, forestry and fishing industries are strong local economic drivers, with production and processing activities in the area.

The region has a diversified economy with sectors of mining, agriculture, construction and health care making the largest contribution to the region's \$22.1 billion Gross Regional Product. Education, including Central Queensland University, is also a significant contributor, with positive impacts on accommodation, retail and transport, driven by demand from students and visiting family and friends.

Over the past three years, the economy has steadily grown at 1.4% per annum on average and the northern portion of the region is part of the Australian Government's Developing Northern Australia initiative.

Chart 17 Southern Great Barrier Reef GRP



Source: ABS National Accounts 2014–15.



DEMAND

The typically mild climatic conditions along the coastal areas of the Southern Great Barrier Reef tourism region make exploring the natural wonders of the reef a year-round option. Popular marine wildlife encounters are possible on the mainland at Mon Repos as well as offshore in the Capricornia Cays.

From 2010 to 2015 visitors to the region increased 3.5% per annum to 2.1 million. Visitors are overwhelmingly from Australia, with domestic visitors making up more than 93% of total visitors, well above the State average.

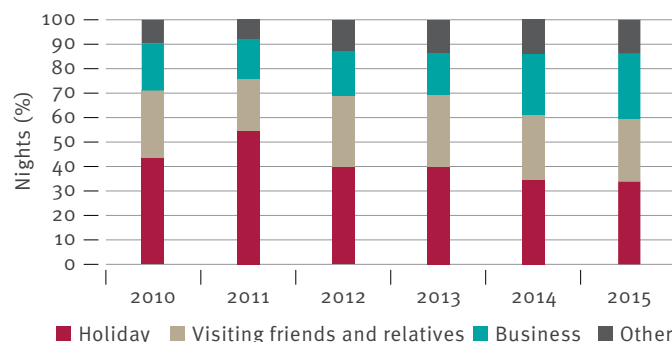
Visitor nights to the region increased by 4.3% per annum for the last five years. International visitor nights made up a larger share (26%), indicating that international tourists typically have trips of longer duration than domestic visitors.

Visitor expenditure increased in the region by 4.6% per annum from 2010 to 2015, and now exceeds a billion dollars.

There is a relatively even distribution of visitors coming to the region for business, holidays or to visit family and friends.

The Great Barrier Reef is a visitors' playground and the coastal towns are the launch pad. Looking west, the region presents authentic Queensland regional adventures providing a myriad of tourism development and investment options.

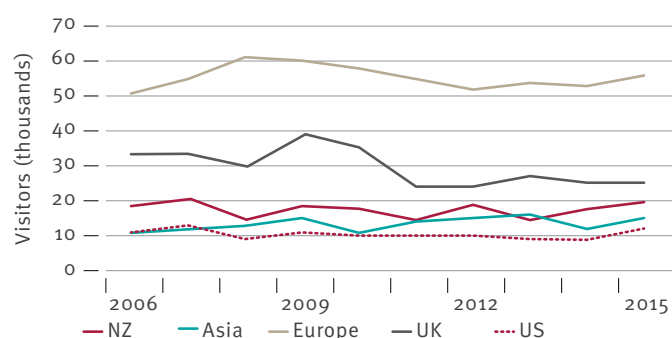
Chart 18 Visitor nights by purpose



Source: Tourism Research Australia.

The Great Barrier Reef is a visitors' playground and the southern region is increasingly a drawcard for international travellers. In terms of inbound visitation, Europeans are the primary source market, accounting for more than 50% of total international arrivals in 2015. It is expected the western markets will continue to grow and remain the region's predominant source markets. Although the Asian-based markets only represented 12% of source markets in 2015, given visitation trends across Queensland they are a key target growth area, with some source markets demonstrating exceptional growth.

Chart 19 International visitors by country



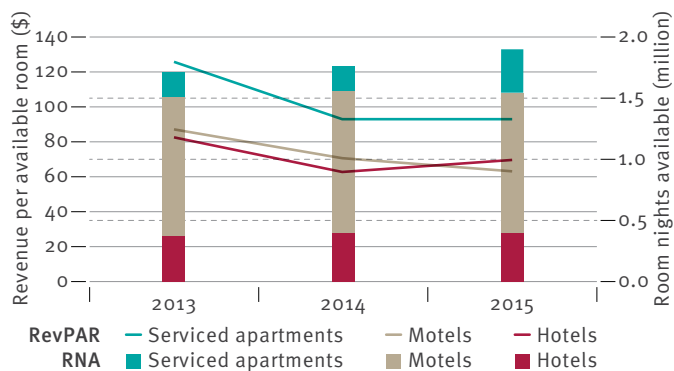
Source: Tourism Research Australia.



SUPPLY

There are contrasting types of accommodation throughout the region. The natural attractions appeal to the camping and caravanning market and this sector is well served, while the island resorts appeal to those seeking exclusive and secluded getaways. These accommodation types are used by domestic and international travellers visiting the region. A resurgence in tourism volume by domestic and international travellers enhances the tourism investment appeal, particularly for resort developments.

Chart 20 Room nights available RevPAR by room type



Source: ABS, Tourism Accommodation, 2014–15.



ACCESS

The region is easily accessed by land, sea and air. Emerald, Bundaberg, Gladstone, Rockhampton and Biloela host direct flights from Brisbane, while Gladstone and Rockhampton have connecting flights from the North Queensland cities of Mackay, Townsville and Cairns. Rockhampton has direct air connections with the Gold Coast. Customs clearance facilities at Rockhampton Airport provide an opportunity for direct flights to the Asia-Pacific markets in the future. The cruise market is also growing in this region.

The region is accessible via three rail travel adventures: the Spirit of Queensland, the Tilt Train and the Spirit of the Outback.

The islands can be accessed by boat, helicopter or plane. In particular Gladstone, Yeppoon, the Town of 1770, and Bundaberg are marine gateways to the Southern Great Barrier Reef and islands. Opportunities for business growth are presented in charter flights, tours, marina development and servicing of these sectors.



OPPORTUNITIES

The agricultural landscape of the mainland, with its rich cultural heritage, provides for a true outdoor Queensland experience, while the coral reefs and marine wildlife encounters offer a fascinating journey under, beside and on top of the water.

The region offers access to natural open spaces and a high quality family environment.

As is the case in other Queensland regions, increasing awareness of the tourism offering to Asian markets is a priority.

Initiatives such as the proposed development of the Capricorn Resort in Yeppoon and the Great Keppel Island Resort redevelopment will increase the area's profile nationally and overseas. Corresponding small business development will continue to gather momentum as the scale of the region's appeal grows.



Great Keppel Island, Southern Great Barrier Reef

Major tourism infrastructure development

Project	Stage	Description
Great Keppel Island Resort	Approved by the Coordinator-General on 1 March 2013 Approved by the Australian Government on 5 March 2013	Located 12 km off the coast of Yeppoon, the proposed \$592.5 million island resort incorporates a 250 bedroom hotel, 750 villas, 300 apartments, a 250 berth marina, retail outlets and a Greg Norman designed golf course.
Pacificus Hummock Hill Development	On 26 November 2015 the Australian Government Minister for the Environment approved a revised proposal for the project	Located 30km south of Gladstone, the Pacificus Hummock Hill Development Proposal is for a development incorporating tourist accommodation, residential housing, a golf course and educational facility.
Capricorn Resort Development	Coordinated Project undergoing an EIS	The Capricorn Resort Development Proposal is for the development of a \$600 million, 300 bedroom, 5 star resort, including an airstrip as well as short-term accommodation and residential facilities.
Yeppoon Foreshore and Town Centre Revitalisation Project	Under construction	The \$55 million project aims to revitalise existing public spaces and tourism, recreation and commercial land uses.
Bundaberg Rum Visitor Centre Upgrade	Under construction	The Bundaberg Distilling Company, producers of Bundaberg Rum, will undertake a development on an 8 hectare site to provide significantly upgraded visitor facilities.
Bundaberg Multi-Purpose Sports Facility	Under construction	This project will enable medium to large sporting associations to host State and National level tournaments in Bundaberg all year round. Bundaberg Regional Council expects this facility will boost tourist numbers to the region from the large-scale events that it will attract.
Mon Repos Turtle Centre Masterplan	Masterplan complete. Stage 1 works complete	The Mon Repos Turtle Centre is a major tourism attraction for the Bundaberg Region. The Mon Repos Turtle Centre Masterplan calls for the expansion of Mon Repos into a year-round turtle interpretive centre.
Rockhampton Riverbank Redevelopment	Under construction	The \$32 million project aims to redevelop the Rockhampton Riverbank.

TESTIMONIAL

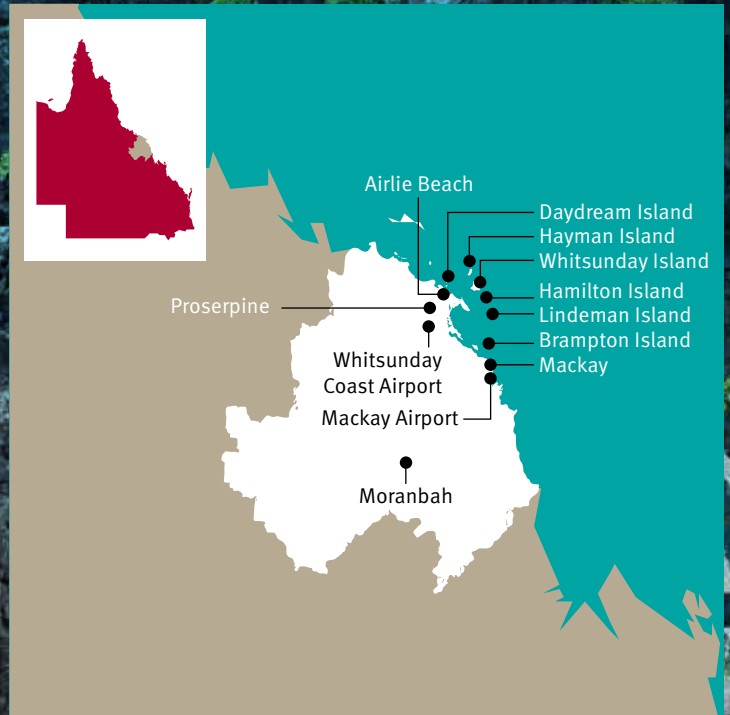
“Expanding the Oaks Hotels and Resorts brand in Queensland was not a risk for us; the growth in tourism was evident. Along with the domestic market, we believe Queensland is well placed to capture the growing international market, especially South East Asia. The demand for our brand offering made this decision very easy, particularly to develop new properties in regional locations. With recent data showing the number of Chinese tourists has increased, we will be looking at more developments as the number of inbound travellers increase in the coming years.”

Mr Dillip Rajakarier, Chief Executive Officer, Minor Hotel Group



Oaks Grand Gladstone

WHITSUNDAYS AND MACKAY TOURISM REGION



Showcased as Queensland's premier island holiday destination, the Whitsunday and Mackay region is an iconic tourism hotspot offering a range of visitor experiences from luxury island getaways and adventure escapes to family friendly holidays. A region with diversity at its heart, it is home to 74 tropical islands, only a handful of which have been developed with a range of accommodation as well as an agriculturally and resource-rich hinterland.

The leading regional centre is Mackay, with smaller hubs at Proserpine, Bowen and Airlie Beach. Visitors are attracted to the region from across the globe, with tourism numbers steadily increasing.



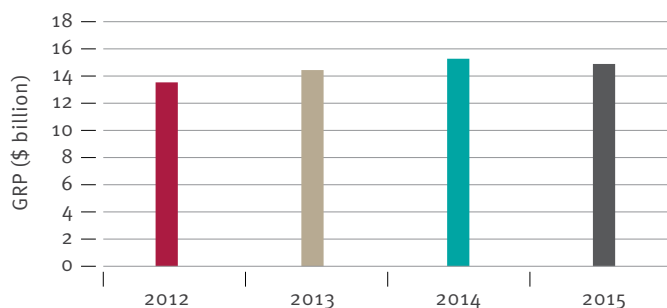
ECONOMIC OVERVIEW

With established mining and industry sectors, the region is internationally recognised as a major tourism destination and enjoys an agricultural sector which is positioned for growth.

Development in this region aligns with the Australian Government's Developing Northern Australia initiative, a vision to unlock great potential and opportunities and accelerate investment and jobs growth in collaboration with the State Government. The visitor and agricultural economies of the region are key markets in this important strategy and they stand to experience strong growth which will in turn create a strong environment for employment and further investment.

The Gross Regional Product in the region was \$14.9 billion with mining and construction driving a large portion of the economic value in past years and growing at an average annual rate of 3.7% in the three years to 2015.

Chart 21 Whitsundays and Mackay GRP



Source: ABS National Accounts 2014–15.



DEMAND

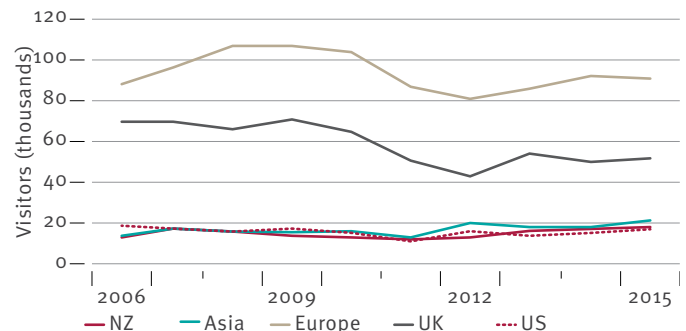
Traditional European markets remain a key source of leisure-based demand for the region, drawn to the Great Barrier Reef islands.

Promotion of the region's Destination Tourism Plans will continue to increase awareness of investment opportunities.

Luxury brands and resorts such as Qualia on Hamilton Island and One&Only Hayman Island are established world-class destinations with global brand recognition and appeal.

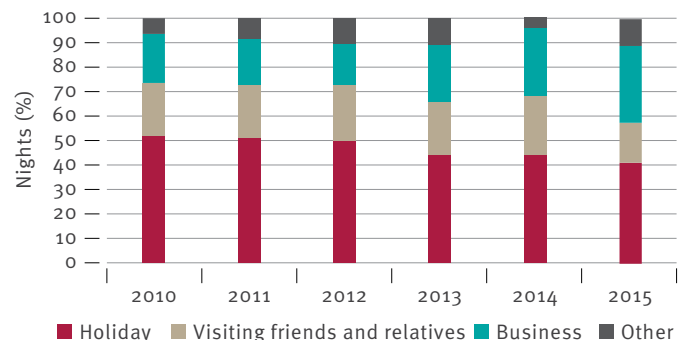
Chart 22 International visitors by country

Source: Tourism Research Australia.



In 2015 the region attracted 1.5 million visitors, mostly domestic, who stayed for 7.6 million visitor nights. Most visitors to the region are holidaymakers but the number of business travellers has grown significantly over the last year and now makes up 36% of all travellers in 2015. Visitor expenditure injects \$1.069 billion into the regional economy.

Chart 23 Visitor nights by purpose



Source: Tourism Research Australia.



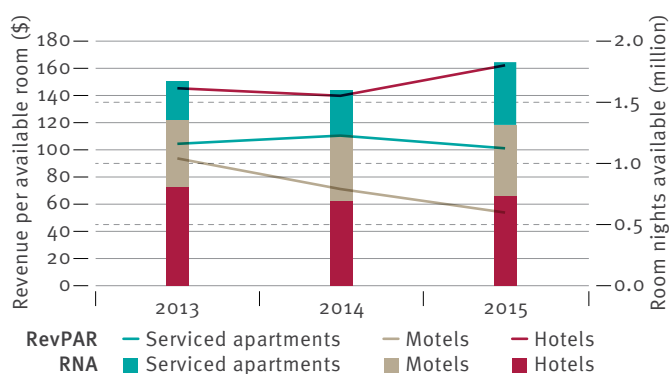
SUPPLY

There are striking differences between the accommodation supply characteristics within the region, particularly between Mackay and the Whitsundays. The local economic base of Mackay drives significant business demand, compared with the more leisure focused markets of the Whitsundays.

The business and leisure markets support year-round demand. As the profile of the Whitsundays continues to be raised on the international stage, the current level of investor interest is likely to attract further leisure demand, particularly as the region benefits from a year-round mild climate.

As the region continues to command increasing attention as a tourism destination, the two divergent demand markets will likely continue to feed each other, creating varied opportunities for investment.

Chart 24 Room nights available and RevPAR by room type



Source: ABS, Tourism Accommodation, 2014–15.

Room rates remained relatively stable for serviced apartments, with hotel average daily room rates increasing from \$250 in 2013 to \$257 in 2015.

Occupancy rates in hotels have grown from 58% to 63% in the last three years.



ACCESS

Airports in Mackay, Moranbah, Proserpine (Whitsunday Coast) and on Hamilton Island provide air access, linking the region to the major centres of Brisbane, Melbourne, Sydney, Cairns, Townsville and Rockhampton. Aviation, both commercial and leisure, is a strong local employer.

Hamilton Island benefits from a dedicated airport, making it a highly accessible destination. High quality berthing and marina facilities ensure it also attracts many yachts that take advantage of the pristine waters and island hopping possibilities in the area.

The Great Inland Way and the Pacific Coast Way strategic drive routes pass through the region making it popular for the increasing drive tourism market. The region is also accessible via the Spirit of Queensland train.

With direct linkages to many major Australian cities already in place, and significant infrastructure development to further enhance access, the potential to increase visitors to the area is immense.



OPPORTUNITIES

The Whitsundays, with its spectacular and exclusive island resorts such as *One&Only* Hayman Island and Qualia on Hamilton Island, is attractive to domestic and international travellers. To meet their needs, the islands feature resort-based, up-scale and luxury accommodation.

As valued assets, island transactions tend to occur relatively infrequently. However, notable recent transactions include the sale of Daydream Island Resort and Spa to the Shanghai-based China Capital Investment Group, as well as the sale of Lindeman Island Resort to the China-based White Horse Group. This group has proposals to undertake a \$600 million redevelopment and expansion of the Lindeman Island Resort, including a further 335 suites and villas and an airstrip upgrade. Hamilton Island continues to invest in infrastructure development and is a critical transit point in the region.

The multitude of resort developments underway and pending approval signals a long period of exciting growth for Mackay and the Whitsundays. This development pipeline reflects the increasing demand for the resources and pristine natural environment of the region. With infrastructure developments continuing to enhance access to the region and growing interest from emerging tourism markets, strong investment opportunities exist in a wide range of arenas.

Major transport infrastructure development

Project	Stage	Description
Mackay Airport Development	Approved	The Mackay Airport Development is a \$900 million land use plan for the Mackay Airport and precinct over the next 20 years, including freight and distribution facilities, commercial enterprise, terminal expansion and transport links.
Whitsunday Coast Airport Development	Masterplan completed and is investment ready	The upgrading of the airport to incorporate a runway expansion and an integrated road, rail and international air transport logistics hub will allow more national and international flights to be accommodated.

Major tourism infrastructure development

Project	Stage	Description
Lindeman Great Barrier Reef Resort	Coordinated Project undergoing an EIS	Lindeman Great Barrier Reef Resort project is a \$600 million proposal to redevelop and expand the current resort, including a further 335 suites and villas, a central village, and a marina and airstrip upgrade.
Brampton Island Resort	Approved	The Brampton Island Resort project will feature boutique eco-style accommodation, including luxury villas, a cinema, a library and a par-three golf course located off the coast of Mackay.
One Whitsundays	Approved	The \$70 million One Whitsundays luxury resort comprises 75 apartments, a lagoon pool, a health spa and the Café del Mar restaurant.
Shute Harbour Marina	Approved by the Coordinator-General on 9 December 2013 Approved by the Australian Government on 9 January 2014	Located south of Airlie Beach, the \$252 million development incorporates a 395 berth marina, 109 room hotel, commercial, retail and dining precinct and retirement resort.





INVESTOR CASE STUDY

FULLSHARE GROUP

“Through our 2010 acquisition of three significant tourism assets – the Sheraton Mirage Port Douglas; Mirage Whitsundays, Airlie Beach; and the Laguna Resort Development in Mackay – we have become a major investor and contributor to tourism in Queensland.

We could see the potential of the tourism industry, in particular the health and wellness resort market within Australia, and after several visits decided to invest in Queensland. Very early on, we recognised the beauty and unique natural amenity on offer within the northern regions of the State and believed those attributes would sustain visitor demand and serve our investment well. The State also offers well-established and highly efficient infrastructure, which greatly influenced our company’s choice to invest here.

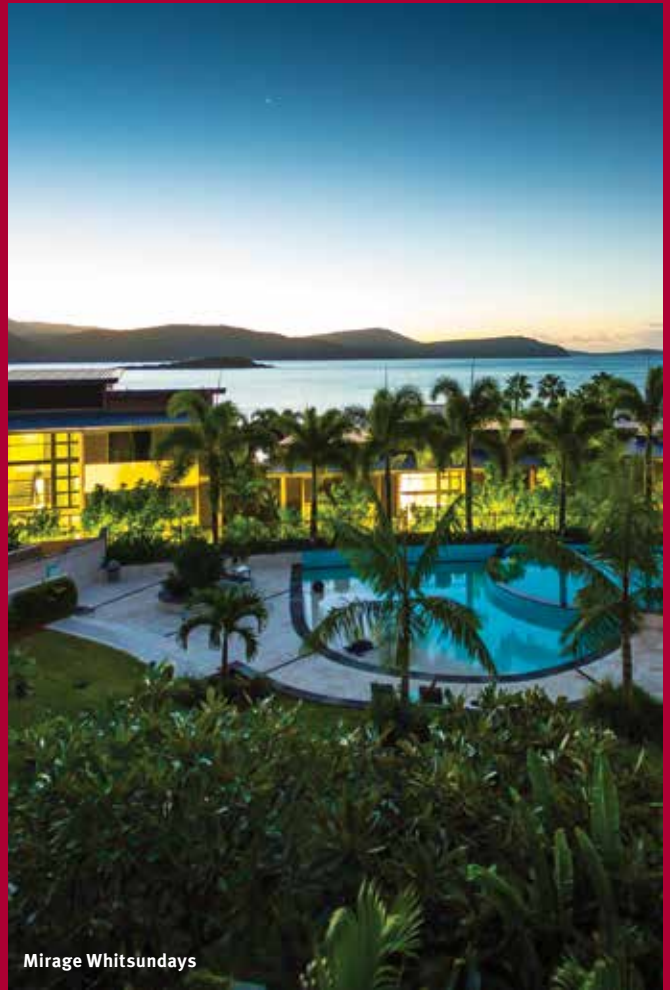
As one of China’s top 500 private enterprises, with a portfolio varied across the health, tourism, new energy and construction industries, we are committed to developing our green building and health and wellness interests. We will look for cross-sectorial opportunities, with our Queensland tourism assets providing a key linkage and adding value to the economy.

Through the \$50 million renovation of the Sheraton Mirage Port Douglas, and the future development planned for the Mirage Whitsundays and Laguna Resort projects, we have a long-term commitment to delivering world-class leisure facilities designed to appeal not only to domestic visitors but also international visitors.

The region is seeing more Chinese visitors, with the three-year growth trend greater than 50% and the focus on free and independent travellers who are seeking their own experiences. We are excited to see the inbound Asian markets growing and believe we have invested in the right locations to take advantage of that growth.

Through support from all levels of government, we will look for more investment opportunities to develop our health and wellness tourism strategy in Australia. We look forward to realising our tourism vision for the region.”

Mr Ji Changqun, Chairman, Fullshare Group



Mirage Whitsundays

TOWNSVILLE NORTH QUEENSLAND TOURISM REGION



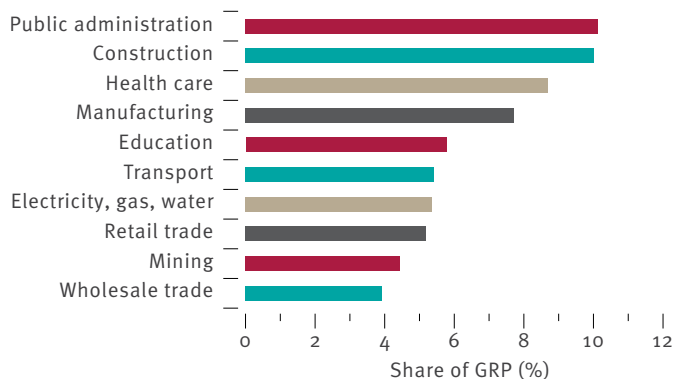
The Townsville region is recognised as a commercial centre of Northern Australia. Visitors to the region are immersed in a wide range of leisure, education, business and cultural experiences. Home to a range of events and entertainment, the region is fast becoming the events hub of Northern Australia. Along with holidaymakers and business travellers the events market is also driving visitation. Boasting more than 300 days of sunshine every year, Townsville and the surrounding region offers visitors a diversity of natural experiences from the awe-inspiring World Heritage listed Great Barrier Reef, islands rich in natural beauty, cooler mountain activities and retreats, the spectacular Wallaman Falls in the Wet Tropics World Heritage Area through to the Queensland outback.



ECONOMIC OVERVIEW

Townsville is positioned as a leading regional centre, with excellent infrastructure and services, and a large proportion of the workforce employed in public administration. Townsville is also a key focus for further economic growth under the Australian Government's Developing Northern Australia initiative.

Chart 25 Top 10 industries by share of GRP



Source: Deloitte Access Economics.



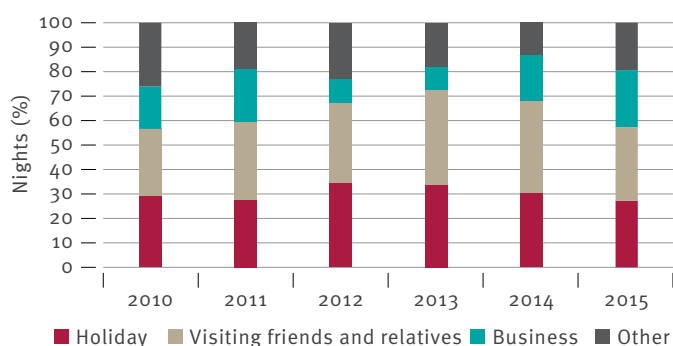
DEMAND

The region is highly regarded by domestic travellers who account for almost 90% of the 1.1 million tourists who visited Townsville in 2015.

Visitors injected more than \$867 million into the regional economy in 2015, with the visitor expenditure growing over the last five years.

Tourists visiting friends and family is a strong market for Townsville. Since 2014 the business market has been increasing and this presents an opportunity for investment.

Chart 26 Visitor nights by purpose

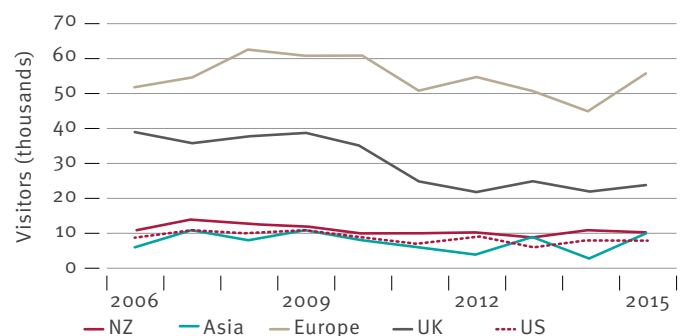


Source: Tourism Research Australia.

International tourism has grown over the past year and almost half of the international tourism in Townsville is fed from the European market with the second largest visitation coming from the UK.

The Townsville region is gaining a reputation as a centre of excellence for educational, nature based and cultural tourism experiences supported by globally respected education and research institutions and a modern city.

Chart 27 International visitors by country



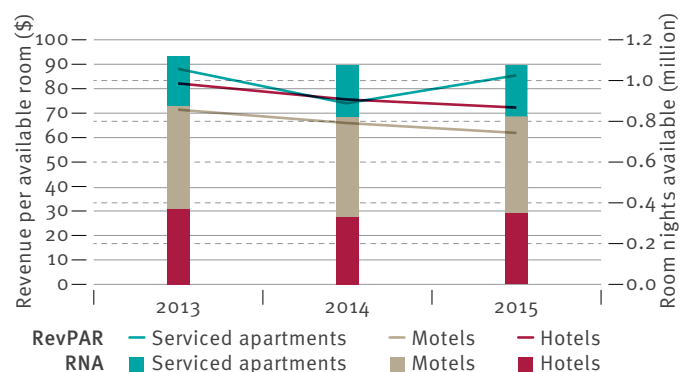
Source: Tourism Research Australia.



SUPPLY

Townsville is an established tourism destination with accommodation supporting both business and leisure tourism markets.

Chart 28 Room nights available and RevPAR by room type



Source: ABS, Tourism Accommodation, 2014–15.

While all categories have remained relatively steady regarding accommodation supply over the last three years, revenue per room increased 16% for serviced apartments during 2015.

ACCESS

Townsville is readily accessible by air, road, rail and sea. It has international air access with direct flights from Indonesia and domestic flights connecting to Australian capital cities, including Brisbane, Sydney, Darwin and Melbourne.

The Townsville region includes three popular state strategic drive routes – the Pacific Coast Way, the Great Inland Way and the Overlanders Way – with drive market journeys across the region's wetlands, outback, and rainforests all within close proximity to Townsville. The region is also accessible via the Spirit of Queensland and the Inlander trains. It has modern cruise ship terminal facilities and easy access to the reef and islands including nearby Magnetic Island with its popular national park and World War II trails.

OPPORTUNITIES

The region has attracted renewed investor interest including hotel development activity such as the launch of The Ville Resort-Casino, with significant refurbishment of Townsville's landmark hotel and casino underway. This is expected to continue with the creation of new opportunities under the Townsville City Plan, including land usage on the popular Magnetic Island and new event infrastructure.

As an established tourism destination, Townsville presents an opportunity for growth across investment, visitation and business.

Major transport infrastructure development

Project	Stage	Description
Townsville Airport	In progress	The \$40 million Townsville Airport redevelopment includes the upgrade of the existing terminal and apron facilities.
Port of Townsville	Completed	The \$85 million Quayside Terminal development at Townsville was recently completed and can accommodate cruise ships, as well as play host to major functions and events for the region.
Townsville Port expansion	Coordinated Project undergoing an EIS	Expansion of the Port of Townsville to accommodate forecast growth in trade at the port and address current capacity constraints.

Major tourism infrastructure development

Project	Stage	Description
Magnetic Island	Under study	Under the Townsville City Plan, land uses on Magnetic Island have been identified and include the development of low impact short stay accommodation.
The Ville Resort-Casino	In progress	The \$40 million redevelopment of the casino and hotel includes room refurbishments, new function and event spaces, restaurants and bars.
North Queensland Stadium (previously known as the Townsville Sports Stadium)	Under study	Under study and within the Townsville City Waterfront Priority Development Area. The Queensland Government has committed \$100 million to the project.
Great Barrier Reef and Cultural Centre	Under study	The development of an internationally recognised facility in the heart of the city to create a vibrant integrated cultural, scientific communications and education precinct to showcase tropical reefs, world leading reef research and best practice marine protected area management.
King Street Precinct and Queens Hotel Redevelopment	Under study	Development of a 2 hectare tourism and entertainment precinct within the Townsville CBD. Stage One of the proposed \$250 million project includes redevelopment of the heritage-listed Queens Hotel into a café and fine dining precinct, commercial office space, luxury residential apartments as well as a new regional Art Gallery, state of the art City Library and a Concert Hall.



City Sunset, Townsville North Queensland
© Photography by Megan MacKinnon





INVESTOR CASE STUDY

MORRIS GROUP

“We are a privately owned Australian company that owns and operates a variety of businesses across Australia and the United Kingdom. Our interests span hospitality, tourism, aviation, agriculture and technology.

Our acquisition of Orpheus Island in March 2011 and our major refurbishment that year sparked our interest in the tourism and hospitality sectors of North Queensland. After operating Orpheus Island for a season we saw a gap in the market for a safe, efficient and luxury travel option to get to and from the island which led to our acquisition of Nautilus Aviation in June 2012. Nautilus has grown from just one helicopter in Townsville to a fleet of 25 helicopters, with bases in Townsville, Cairns, Weipa, Horn Island and Mount Isa.

In the past three years our North Queensland boutique tourism portfolio has grown significantly with the acquisitions of:

- the Daintree Eco Lodge and Spa, an award winning boutique lodge and wellness spa in a unique rainforest setting
- M.Y. Flying Fish, a 110-foot motor yacht, sleeping up to eight guests and catering to small groups of 25 for local cruises, and more recently
- Mt Mulligan Station, a 27 000 hectare cattle station 160 km due west of Cairns. This is currently a working cattle station and we have plans to develop small scale luxury lodges and a camping ground.

These additions have allowed us to offer our guests a unique trifecta of magical experiences from the Reef, to the Rainforest and the Outback, with all transfers in the luxury of Nautilus helicopters and the option for overnight or day cruises on the M.Y. Flying Fish. In 2015, we consolidated our marketing approach for these operations and they are now marketed under one brand, Northern Escape.

Our most significant acquisition in North Queensland to date is Jupiters Townsville Hotel and Casino, which was acquired from Echo Entertainment in October 2014. This property was recently renamed The Ville Resort–Casino. We see great potential in developing The Ville Resort–Casino into North Queensland’s number one destination resort and have recently committed to a \$40 million property refurbishment plan, which commenced in January 2016. The Ville Resort–Casino is now the very proud sleeve sponsor of the 2016 North Queensland Toyota Cowboys. This closely aligns our emerging brand to that of arguably the strongest and most recognised brand in North Queensland, if not Queensland itself.

Other acquisitions in North Queensland include the Daintree Village Hotel, located in the heart of the Daintree Rainforest. Our investment in this local watering hole typifies how we like to engage with the local community regardless of the size of our investment.

Our investment to date in North Queensland of approximately \$130 million reflects our view that North Queensland delivers the ultimate tourism destination for domestic and international visitors. We are committed to an additional \$60 million capital outlay over the next two to three years across all of these properties, which solidifies our confidence that North Queensland provides some of the world’s best tourism and hospitality experiences. We intend to capitalise on that appeal with our portfolio of properties.”

Mr Chris Morris, Executive Chairman, Morris Group



The Ville Resort-Casino, Townsville
Artist's impression

CAIRNS AND TROPICAL NORTH QUEENSLAND TOURISM REGION



Surrounded by the famous Great Barrier Reef and home to ancient World Heritage Area rainforests, sheltered white-sand beaches, a patchwork of exotic tropical islands and breathtaking natural landforms, flora and fauna, this region is one of pure beauty that offers an iconic Australian tourism experience.

Cairns is the business and leisure capital of the Tropical North and is a premier tourism destination. It is a progressive, exciting city that is investing in development. Cairns is also the gateway to the Cape – one of the last wilderness areas – offering boundless opportunities for adventure tourism.

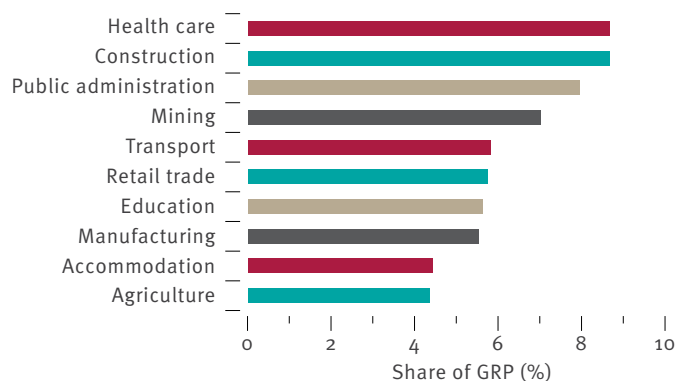
The region offers unique natural assets and a vibrant lifestyle and culture. While the Great Barrier Reef is the primary drawcard for visitors, the region's rainforests, tropical lifestyle, and Indigenous experiences are also major attractions. Tropical North Queensland is the most diverse geographical region in the State, and is home to three stunning World Heritage Areas – the Wet Tropics World Heritage Area, the Great Barrier Reef World Heritage Area and the Riversleigh World Heritage Area.



ECONOMIC OVERVIEW

Tourism is a key economic driver for Cairns and the Tropical North, contributing to transport, retail trade, education and accommodation. With a Gross Regional Product close to \$16 billion the city boasts a diverse economy and a population that is expected to grow steadily every year to 392,000 in 2036. Cairns is also a key focus for further economic growth under the Australian Government's Developing Northern Australia initiative.

Chart 29 Top 10 industries by share of GRP



Source: Deloitte Access Economics.



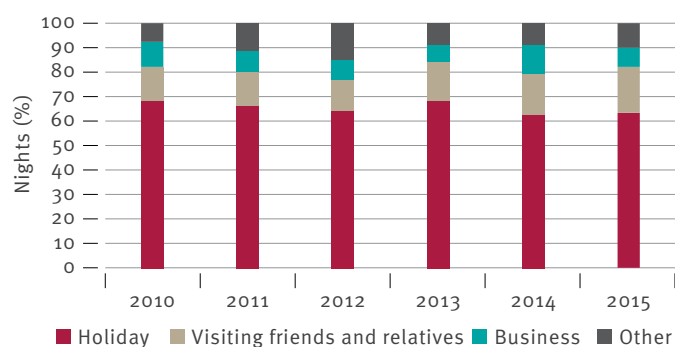
DEMAND

The region holds a special place in the hearts of all Australian travellers. It has seen major domestic visitation growth in recent years and the number of international visitors has also increased substantially.

Visitation reached close to 2.8 million in 2015 with 27% coming from international markets, although overseas tourists accounted for 41% of total visitor nights in the region. International visitors are also spending more – their expenditure in the region has grown at an average rate of 4.0% each year over the last five years, and is now more than \$3 billion.

As both operators and investors plan future developments this region is positioned to grow as a tourism and ecotourism destination of choice. Holidaymakers are drawn to the combination of reef and rainforest and make up 63% of visitors to the region.

Chart 30 Visitor nights by purpose



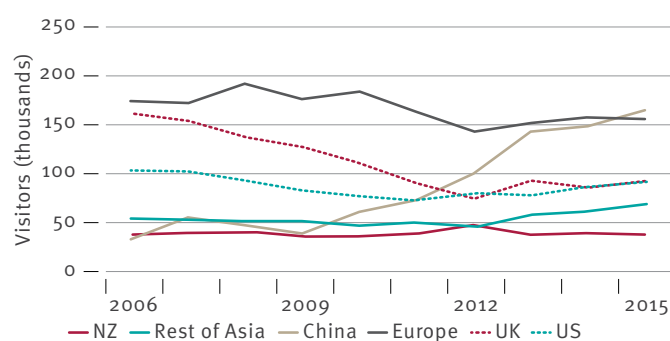
Source: Tourism Research Australia.

Tropical North Queensland has unforgettable appeal for holidaymakers looking for an essential Australian experience.

The largest share of international visitors come from China, accounting for 22% of all visitors. The growth for this source market has been extraordinary, increasing at 22% per annum from 2010 to 2015.

Growth in visitor nights from China was strong, from 2010 to 2015 at 26% per annum.

Chart 31 International visitors by country



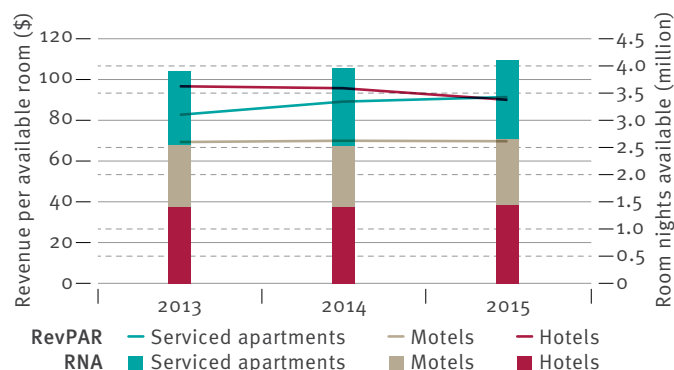
Source: Tourism Research Australia.



SUPPLY

Cairns is predominantly a leisure market and serves as a transit point to regional getaways such as Palm Cove, Port Douglas, the Atherton Tablelands and island destinations. The Cairns Convention Centre provides an internationally recognised venue for both entertainment and business events. To service this market Cairns has a mix of accommodation options for travellers visiting for different durations.

Chart 32 Room nights available by RevPAR and room type



Source: ABS, Tourism Accommodation, 2014–15.



ACCESS

The region boasts excellent connectivity both internationally and domestically. Cairns has an international airport with flights to China, Hong Kong, Japan, Singapore, Indonesia, the Philippines, New Zealand and Papua New Guinea. The domestic airport services flights into most major Australian cities and large regional centres including the Gold Coast. In 2015 the airport accommodated 4.4 million passenger movements which is a growth in passenger movements of 76% over the past five years. The airport is undergoing major development programs to increase its future capacity and quality service.

The region has cruise ship moorings at Yorkeys Knob, Cooktown, Port Douglas and Thursday Island, as well as cruise ship terminal facilities in Cairns. The Reef Fleet Terminal and other marine infrastructure provides access to the Great Barrier Reef and islands.

Strategic drive tourism routes passing through the region include the Savannah Way, the Great Inland Way, the Matilda Way and the Pacific Coast Way. The region can be accessed by the Spirit of Queensland train and is home to the iconic Kuranda Scenic Railway as well as the Gulflander and Savannahlander rail adventures.

In terms of a ‘must-do’ list for travellers, both in Australia and overseas, experiencing the extraordinary natural wonders on offer in Tropical North Queensland remains high on the leader board. Along with the region’s noteworthy facilities and its ongoing commitment to sustainable development there is a real sense of wonder connected to the brand.



OPPORTUNITIES

As well as holding significant tourism appeal the region is also positioned as an attractive opportunity for investors. Investment activity is clearly evident in Cairns with the recent sale of both the Pullman Cairns Hotel (a 321-bedroom hotel and adjoining retail offering) and the Pacific Hotel Cairns. In the pipeline are new tourism attractions, event infrastructure, entertainment developments and integrated resort developments of significant scale, such as the proposed Aquis Resort.

Alongside James Cook University, Central Queensland University has recently established a campus in Cairns. This growth in the education sector is expected to increase demand for accommodation, driven by new students as well as visiting family and friends. Other sectors, including retail and transport are also likely to benefit.

As an established and globally recognised tourism destination with further potential for growth, Tropical North Queensland is a region which looks to both Asia and Australia for investment, visitation, business and growth.

Major transport infrastructure development

Project	Stage	Description
Cairns Airport redevelopment	Proposed	The \$1 billion development plan sets out the vision for the airport precinct over the next 20 years and includes an Asia-Pacific business centre, a private hospital, department stores, and leisure and tourism developments.
Cairns Shipping Development Project	Coordinated Project undergoing an EIS	Upgrades at the Port of Cairns to improve access for larger shipping, including cruise ships.

Major tourism infrastructure development

Project	Stage	Description
Ella Bay Resort	Approved by the Coordinator-General on 20 November 2012 Approved by the Australian Government on 11 December 2012	The 470 hectare development located north of Innisfail comprises three resort precincts comprising 860 units and villas, and four residential precinct developments comprising 540 residences.
Cairns Aquarium	Under construction	The \$50 million Cairns Aquarium will provide the city with an all-weather, year-round attraction. The four-story aquarium attraction is the first aquarium to be built in Australia in 17 years. It will house and exhibit various aquatic displays of coral, plants, fish and animals found in habitats unique to Northern Queensland.
Mission Beach safe boating infrastructure	Tender process to commence once approvals are obtained	The \$20 million project will provide safe boating infrastructure for commercial and recreational uses.





Cairns Aquarium
Artist's impression

INVESTOR CASE STUDY

CAIRNS AQUARIUM

“The Cairns Aquarium is a \$50 million tourism and reef research infrastructure project being built in the heart of Cairns and aims to become the most visited land-based attraction in the region for people seeking an enjoyable, undercover, family friendly, safe, affordable, and interactive way of seeing reef and rainforest creatures up close.

The decision to develop and commercialise this landmark project for Queensland and the Far North stemmed from independent market research which pointed to the need for a new, innovative, world-class, iconic attraction located in the Cairns CBD that could be accessible by everyone and be within walking distance of all major hotels. It also provides a substantial footing in the region’s burgeoning tourism and hospitality industry as a growth platform to complement our existing advanced manufacturing business, The Specialty Group, which we operate in Melbourne. Developing the Cairns Aquarium, however, stems from a lifelong passion for animals and plants and the desire to educate others about the natural world.

Work on the Cairns Aquarium began in 2012 with the commencement of concept and schematic designs, followed by the purchase of CBD land in 2013 and the successful completion of the detailed design and engineering stage in 2014.

The Cairns Aquarium is designed by world renowned and multi-award winning public aquarium designers Peddle Thorp Architects and Cardno as project civil, structural and building services engineers. Over 25 Australian design, engineering, and specialist consultancy firms have been contracted to realise Australia’s newest public aquarium. The project involves the development of the world’s first water filtration and purification technologies, unique observation habitats, as well as long-term aquaculture and northern fisheries species bio-technology development.

In October 2015, after receiving development and building approvals from all levels of government, construction of the project was officially launched with plans for the facility to be operational in February 2017. As Australia’s first major aquarium to be commercialised in 17 years, the Cairns Aquarium and reef research centre will build on the region’s natural assets while delivering something new for locals and visitors alike.

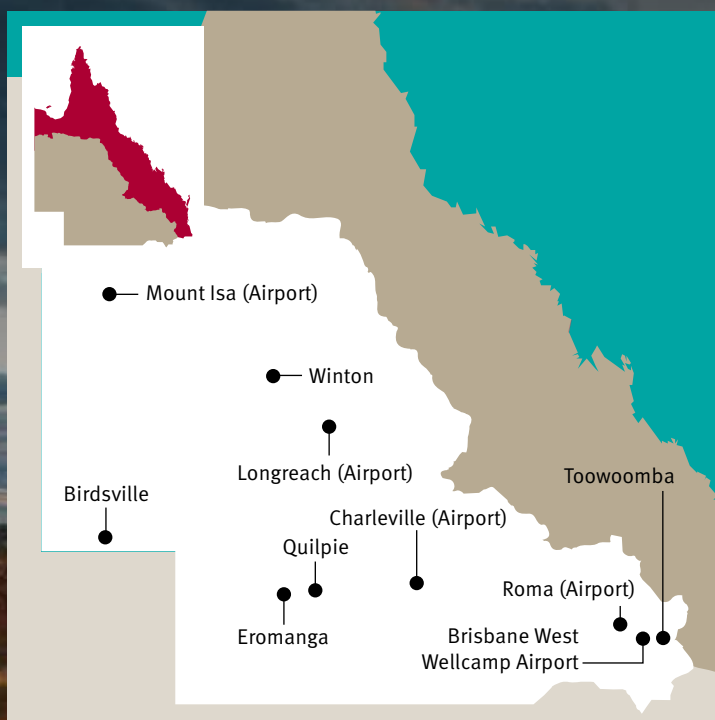
The Cairns Aquarium will have over 15 000 endemic fish and aquatic animals within 11 reef and rainforest ecosystems that are showcased through 69 live exhibits, along with a 2.5-hour immersive realistic visitor journey. The aquarium has the opportunity to create an environmental legacy as visitors, particularly young children, will learn about the unique habitats and species found only in Tropical North Queensland. The innovative business model behind the aquarium will create a long-term sustainable business by focusing on building and diversifying the tourism base in Cairns and delivering a major marine life hub at the gateway to the Great Barrier Reef. Visitors who might not ordinarily have the chance to travel to the reef because of cost, time constraints or lack of mobility will now have access to understanding more about the delicate ecosystems that make up the Great Barrier Reef, one of Australia’s best natural assets.”

Daniel Leipnik, Director and Founder, Cairns Aquarium

Cairns Aquarium
Artist's impression



OUTBACK AND SOUTHERN QUEENSLAND COUNTRY TOURISM REGION



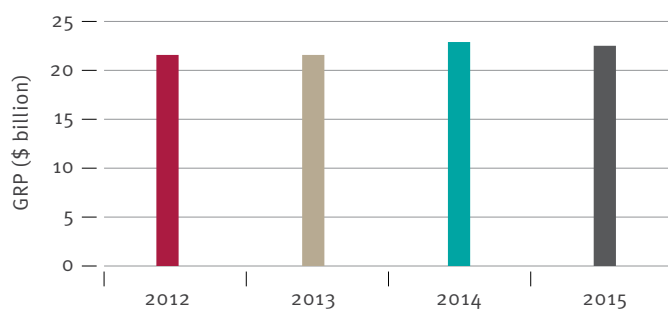
Both the Outback and Southern Queensland Country regions contrast dramatically with the coast. The Queensland Outback is celebrated for delivering the quintessential Australian outback experience. With a rugged wide-open landscape, gemstones, dinosaur experiences and wildlife, the Outback has hosted movie stars, fashion icons and world leaders. An ancient land, rich in Indigenous history and home to established agricultural communities, iconic small towns and famous trail experiences, this huge region – almost one million square kilometres in total – represents the authentic Australian story. Contrasting this experience is the Southern Queensland Country Region. Gaining fame as the home of rural ‘bed and breakfast’ getaways, and food and wine experiences the region offers seasonal landscapes. Appealing to the growing number of travellers wanting to visit the smaller towns and heritage buildings the region can easily be explored while touring some of Queensland’s major highways.



ECONOMIC OVERVIEW

The Southern Queensland Country region is becoming renowned for its food tourism, and the region hosts a calendar of events and festivals showcasing their unique offerings. In the Outback, the famous Stockman's Hall of Fame and Outback Heritage Centre and the Qantas Founders Museum in Longreach, are key attractions, as are the wonders of the stunning outback landscapes.

Chart 33 Outback and Southern Queensland Country GRP



Source: ABS National Accounts 2014-15.

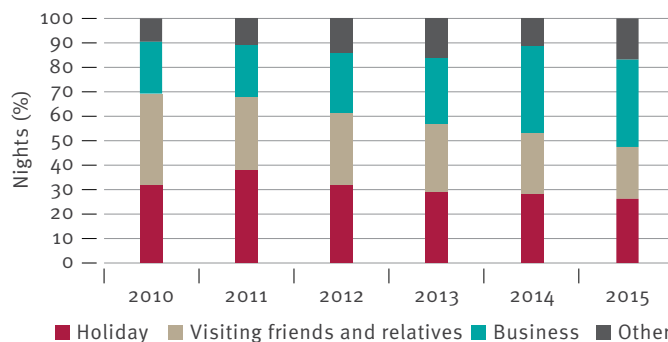


DEMAND

With its stunning landscapes, unique cultural traditions and link to ancient history, there is much to attract leisure tourists to the region. Business travel is primarily driven by investment in agriculture and the agriculture industry is underpinned by cereal grain production, irrigation and extensive grazing industries. The Outback is home to numerous large national parks which offer a drawcard particularly for camping, wilderness and exploration tourism. Viticulture and tourism activities such as farm stays and wine tours are emerging agriculture-related sectors that present significant investment opportunities.

While many domestic visitors come to the region for business, international travellers usually come for holidays and to visit family and friends. Overall visitation has grown over the past five years with over 2.5 million visitors in the region in 2015, staying more than 10 million visitor nights.

Chart 34 Visitor nights by purpose



Source: Tourism Research Australia.

Vast in area and rich in history, secrets, flavour and adventure, the Outback and Southern Queensland Country present a huge opportunity for tourism investment and development.

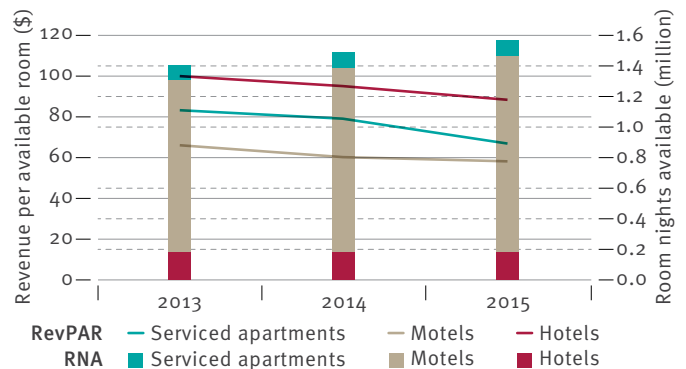


SUPPLY

Reflecting the popularity of drive tourism, there is a high proportion of small, motel-oriented, short-term accommodation offerings. The average size of accommodation establishments in the region is just 28 rooms, compared with 55 across the State. Improved accommodation offers and integrated experiences will serve to increase the appeal of the region to both leisure and business tourists.

Camping and caravans also represent a high proportion of total overnight trips, particularly in the Outback. This applies to both domestic and international travellers.

Chart 35 Room nights available and RevPAR by room type



Source: ABS, Tourism Accommodation, 2014-15.

Room nights available have grown by 6% per annum over the last two years, indicating some investor confidence in the market's potential over the coming years.



ACCESS

Although the region covers a vast area, it is well connected, with multiple airports including Mount Isa, Longreach and Charleville, connecting to Brisbane and other major east coast centres. The new Brisbane West Wellcamp Airport located in Toowoomba creates opportunities for increased aviation access to the region.

Given the vast area that the region covers, rail not only provides connectivity but is also a tourism attraction in its own right. The Spirit of the Outback train experience originates in Brisbane and finishes its journey in Longreach. The Westlander and the Inlander also provide rail access to the region. Drive tourism is popular in the region, with an abundance of on- and off-road trails and dramatic landscapes. The area is serviced by nine of the 10 state strategic routes that are undergoing a staged signage upgrade. The Southern Queensland Country region offers food and wine drive tourism experiences as well as being a popular short vacation destination.



OPPORTUNITIES

The region is a canvas for Australia's rich and vibrant Indigenous history, and the prehistoric past. Its cultural texture and content is exactly what discerning travellers are seeking. The ongoing development of integrated and sensitive arts and heritage activities is a key tourism growth strategy. Indigenous tourism, agri-tourism and dinosaur attractions in the Outback areas of Lark Quarry Regional Park, Winton and Eromanga present possibilities for investment and development. Located on Australia's Dinosaur Trail, the Australian Age of Dinosaurs near Winton is a popular attraction which is continuing to expand. The Outback's dinosaur heritage will be further celebrated at the Eromanga Natural History Museum.

A major drawcard to the region is the world's only known fossilised dinosaur stampede at Lark Quarry, with thousands of footprints preserved in stone.

The region is in a strong position to attract an increasing number of visitors from a wide range of markets, with initiatives in place supporting the long-term future of the agricultural industry and a range of complementary tourism and culinary industries established.



Brisbane West Wellcamp Airport, Toowoomba

TESTIMONIAL

"Creating connectivity for our community was the driving force behind the creation of Brisbane West Wellcamp Airport – Australia's first privately-funded public airport and the first greenfield public airport to open in 50 years.

Not only has it become the gateway to Toowoomba and south-west Queensland, it has created limitless tourism and business opportunities.

As the fourth most visited region in Queensland (South Queensland Country Tourism), it was necessary for Australia's second largest inland city to have better and faster accessibility.

Our award-winning terminal can welcome up to 1.5 million passengers a year and is one of the largest regional airport terminals in Australia.

The 2.87 kilometre runway is capable of handling regular jet passenger traffic and freight charters from within Australia, to Asia and beyond."

John Wagner – Chairman Wagners Global and developer of Brisbane West Wellcamp Airport

Major infrastructure development

Project	Stage	Description
Toowoomba Second Range Crossing	Approved	The \$1.6 billion Toowoomba Second Range Crossing project involves the design and construction of a four-lane toll road bypass of Toowoomba between the Warrego Highway at Helidon Spa in the east and the Gore Highway at Athol in the west (via Charlton) totalling a distance of 41 km. Benefits include avoiding 18 sets of traffic lights and reducing travel time by up to 40 minutes.
State strategic tourism route signage project	Ongoing	Ongoing natural attraction signage, along with 'Welcome to Town' and touring route signage, has been installed along Capricorn Way and Australia's Country Way.
Grand Central Redevelopment	To be completed 2017	This redevelopment by QIC (Queensland Investment Corporation) will encompass the joining of the old Gardentown Shopping Centre with Grand Central via a two-level retail link. By 2017 the population of Toowoomba and surrounding areas is expected to grow to 332 000, driving significant growth in retail expenditure which is forecast to exceed \$4.2 billion. The new Grand Central will offer opportunities to cater for this burgeoning expenditure.
Eromanga Natural History Museum	Stage One completed	This project has established itself as Australia's pre-eminent fossil megafauna museum, interpretation centre and key tourist attraction.
Toowoomba Railway Parklands Priority Development Area	Development scheme approved	The Toowoomba Railway Parklands PDA will help create a new 'urban village' in Toowoomba. Opportunities will exist in the precinct for a number of food and beverage and boutique retail businesses, as well as professional services.



Winton, Outback Queensland



THINKING OF INVESTING IN QUEENSLAND?

The Queensland Government, led by the Department of Tourism, Major Events, Small Business and the Commonwealth Games, provides facilitation services to potential investors, with support extending to:

- A coordinated tourism investment approach – assisting developers of tourism products to navigate their way through government and streamline the development process.
- Marketing and promotional tools – development and delivery of information to inform investors about Queensland as a tourism investment destination.
- Tourism investment events – global delivery of targeted tourism investment attraction initiatives to showcase Queensland as a tourism investment destination and attract capital for tourism developments.
- Investment facilitation – assisting investors to deliver tourism products for Queensland.

Infrastructure support and opportunities to invest in the State are celebrated and supported, providing a partnership approach for the future. This includes market-led proposals which provide a pathway for the private sector to propose solutions to infrastructure and social challenges.

WANT TO KNOW MORE?

For more information contact:

Tourism Investment Attraction Unit
Department of Tourism, Major Events, Small Business
and the Commonwealth Games
PO Box 15168
City East
Queensland 4002

Tel: +61 7 3333 5284

Email: investment@dtesb.qld.gov.au

Visit: www.business.qld.gov.au/tourism-investment

METHODOLOGY

Australian Bureau of Statistics (ABS) accommodation data

The Survey of Tourist Accommodation (STA) is a census of all in-scope accommodation establishments with 15 or more rooms. The ABS warns a change in sample frame data up to and including June quarter 2014 is not strictly comparable with data from September quarter 2014, constituting a break in the series. More information is available on the ABS website (<http://www.abs.gov.au>).

Tourism Research Australia (TRA) visitor data

The results given in the International Visitor Survey (IVS) and the National Visitor Survey (NVS) are based on a sample, rather than a census, of visitors. As with all sample surveys, the results are subject to sampling variability, and therefore may differ from figures that would be obtained if all visitors had been included in the survey. The method used to collect domestic travel information changed at the beginning of 2014 to include calling mobile telephone numbers. This change in methodology constitutes a break in series and therefore movements in estimates across this period should be interpreted with care.

Generally, estimates of International visitors below 5000 or domestic visitors below 100 000 are considered too unreliable to publish. For this reason, estimates have been combined or not shown in some places in this document. See the TRA website for more information (<http://tra.gov.au>).

The guide used the TRA International Visitor Survey and National Visitor Survey data for the year ending September 2015.

REGIONAL ECONOMY MODELLING

Deloitte Access Economics has determined Gross Regional Product by using an income approach, allocating income generated by employees, firms and government to specific regions. This is determined by calculating the State value added per employed person for each industry.

This is then multiplied by the number of people working in each industry in a region and by the ratio of the average wage for each industry in a region to the state average for each industry. That is, if a region's retail trade industry has a wage ratio of 1:1 compared to the state average, it is assumed that retail employees in that region are 10% more productive than in the state as a whole. This captures the differences in productivity in industries across regions.

The most recent 2011 census data is used to support the Gross Regional Product calculations. The sum of Gross Regional Product across tourism regions is calibrated against reported Gross State Product to ensure the total level of activity in the state is not misrepresented.

Tourism is not represented as an industry in official statistics because it is not separately identified as an industry in the Australian and New Zealand Standard Industrial Classification (ANZSIC). The ABS addresses this by producing Tourism Satellite Accounts at the national level based on an aggregation of sub categories of other industries. The TRA also produces state level Satellite Accounts, however there is no regional data on tourism's economic contribution.

DISCLAIMER

Except for any liability that cannot be excluded by law, the Department of Tourism, Major Events, Small Business and the Commonwealth Games, disclaims and shall not accept, nor bear, any liability whatsoever, for any reliance on the contents and suitability of this Guide, either in hardcopy or as presented online, for any purpose (including without limitation special, indirect or consequential damages resulting from loss of use, data or profits, whether in an action of contract, negligence or tort, arising out of, or in connection with, the use, inability to use or performance of the Guide). The user accepts sole responsibility and risk associated with the use and results of this Guide.

Currency of data

During the publication of this guide every attempt to use the most current and available data has been made, however it is acknowledged that successive data will be released post publication. In addition to TRA and ABS data, tourism data is also available on the Tourism and Events Queensland website (<http://teq.queensland.com/>).

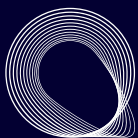
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