



**Deb FRECKLINGTON MP**

Leader of the Opposition  
Shadow Minister for Trade

## Media Release

# Queensland to regain tourism top spot with LNP's marketing blitz

20 October 2020

A Deb Frecklington LNP Government will deliver Queensland's largest ever marketing tourism blitz to overtake Victoria in the battle for tourism jobs.

LNP Leader Deb Frecklington said the \$50 million destination marketing blitz would ensure the LNP wins the battle to get Australian tourists back to Queensland's tourism hotspots.

"Our marketing blitz will claw back our share of tourists which we've lost to Victoria in recent years, attracting two million more visitors, spending an additional \$1.7 billion in Queensland," Ms Frecklington said.

"That means more jobs for Queenslanders, as part of our plan to supercharge the economy and lead the state out of recession.

"Many Australians are planning their next Christmas holiday and I want them here in places like Yeppoon, or Cairns, Whitsundays, Gold or Sunshine Coasts, the Outback or other great Queensland destinations.

"There's nowhere else like Queensland's unique destinations, but under Labor visitors have stopped coming."

The latest Tourism Research Australia data shows that Victoria had 22.7 million overnight trips compared to Queensland's 20.4 million in 2019-20.

Before coronavirus, Queensland had the second-lowest growth in both domestic visitor numbers and visitor spend of all states, and lost market share in total visitors, visitor expenditure and visitor nights.

LNP Candidate for Keppel Adrian de Groot said LNP's blitz would support projects like the LNP's commitment to the Keppel Bay Sailing Club's Convention and Sporting Hub.

"The LNP has committed \$10 million to deliver this upgrade and create 298 construction jobs and 272 direct new hospitality jobs right here in the heart of Yeppoon," Mr de Groot said.

*Let's get Queensland working again*

“But Queensland needs the tourists to continue to support our investment. It’s unforgiveable that Queensland is languishing behind Victoria for tourist numbers.

“Our plan will support a suite of Destination Tourism Plans which are properly resourced and targeted and measured with publicly available key performance indicators.”

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**Media contact:**

**Shaun Rigby 0438 021 936**