



Annastacia Palaszczuk

WORKING TOGETHER FOR QUEENSLAND

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Labor commits \$74 million boost to reignite Queensland tourism

A re-elected Palaszczuk Government will invest a further \$74 million to help rebuild Queensland's tourism industry in the wake of the COVID-19 pandemic.

Premier Annastacia Palaszczuk said the *Rebuilding Queensland Tourism* investment would help position Queensland to fast-track tourism recovery and restore thousands of tourism jobs.

"This \$74 million tourism boost builds on our record investment in the industry to support jobs.

"Labor has a proven track record of working with the tourism industry including securing new flights to help drive visitation throughout the state.

"This plan capitalises on the fact that Queensland has a competitive advantage because of our strong health response, placing us in the box seat for tourism recovery.

"Contrast that with the LNP's dangerous plan to rush back to a budget surplus amid a global revenue tightening, which can only mean cuts."

Ms Palaszczuk said the package included a new \$20 million *Queensland Tourism Activation Fund* to generate tourism opportunities throughout Queensland.

"We are also committing new funding for events, Queensland tourism initiatives and regional tourism bodies.

"The special one-off funding injection of \$15 million to regional tourism organisations will enable them to better market their destinations and drive more tourism around the state."

Ms Palaszczuk said a re-elected Labor Government would help restore tourism jobs for Queenslanders.

"Before the COVID-19 crisis, tourism was worth \$28 billion and supported 234,000 Queensland jobs.

"I am determined to back this industry to see all these jobs restored.

“Our \$74 million commitment will ensure Tourism and Events Queensland and the tourism industry have the resources they need to rebuild Queensland tourism.

“Queenslanders know that Labor will always back tourism jobs.”

Tourism Minister Kate Jones said Labor’s *Rebuilding Queensland Tourism* plan would help get more tourists back to Queensland.

“This plan is all about bolstering visitor numbers from every major city of Australia back to Queensland,” Ms Jones said.

Policy Snapshot

- \$20 million *Queensland Tourism Activation Fund*
- \$20 million events boost to attract more events for Queensland. This investment will include \$14 million for major events and \$1.5 million a year for business events
- \$15 million to Tourism and Events Queensland for a marketing blitz to encourage travellers to experience Queensland
- \$15 million regional tourism organisation fund to provide a special one-off funding injection to regional tourism organisations
- \$4 million to deliver business capability training and future proofing the industry.

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