



SEATH HOLSWICH MP – STATE MEMBER FOR PINE RIVERS

QUESTION WITHOUT NOTICE – ESTIMATES HEARING

17th July 2013

QUEENSLAND DRIVE TOURISM STRATEGY

Mr HOLSWICH: Minister, drive tourism is important for an electorate like Pine Rivers. In fact, it is essentially our only form of tourism. The Queensland Drive Tourism Strategy that was released in the last financial year identified 29 initiatives to improve various aspects of drive tourism. Can you give us an update on any activity that has been undertaken so far as part of that strategy?

Mrs STUCKEY: I thank the honourable member for the question. I am recalling, as he speaks, my visit to beautiful Dayboro and Ocean View in his electorate.

As you have rightly identified, drive tourism is very important. It is a key part of our plan to return the Queensland tourism industry to No. 1. Many towns and cities in our regions across Queensland rely heavily on the drive tourism market to support their local businesses, and that is why we developed the Queensland Drive Tourism Strategy 2013-2015. It was developed to encourage more travellers to take a driving holiday in Queensland and position our state as a world-leading drive tourism destination. Growing the drive tourism market requires a whole-of-government focus and it identifies 29 initiatives to be implemented over the next three years. Nine of these initiatives are being led by my department. These actions will be implemented in partnership with industry. But let me just inform the committee what we have done to date.

We have undertaken state-wide analysis of transport infrastructure priorities to support drive tourism. We have revitalised tourism signage between Cairns and Townsville. We have appointed regional go-to officers for industry within the Department of Transport and Main Roads. We have streamlined the process for tourism operators to apply for tourism signage and signed a partnership agreement between my department, the Department of Transport and Main Roads and QTIC to underpin a commitment to the delivery of these drive projects.

All of these actions are being supported by marketing activity being led by Tourism and Events Queensland, including a new itinerary section on t campaign and there will be content for digital billboards. So, as you can see, we have been busy.