



OUTBACK  
AND SOUTHERN  
QUEENSLAND  
COUNTRY  
TOURISM REGION

# PERFECT

FOR

## TOURISM INVESTMENT



Queensland  
Government  
Australia

# OUTBACK AND SOUTHERN QUEENSLAND COUNTRY

## Investment highlights

- 1. Two diverse regions** - From the rugged outback to relaxing wineries and country towns, these regions offer a wide array of landscapes and locations.
- 2. Quintessential Australia** - Here you'll find authentic Australian experiences, from rural farm stays and classic Aussie pubs, to Indigenous experiences and prehistoric dinosaur discoveries.
- 3. Strong drive tourism market** - Whether it's a short weekend away, or a month-long road trip to remember, the regions are perfect for big sky drives that take in the most spectacular scenery. Queenslanders responded to COVID-19 related border closures in 2020 and 2021 by embarking on country and outback road trips that supported these regional tourism markets.
- 4. Rare and picturesque natural assets** - There are abundant opportunities for boutique accommodation and experiences that accentuate the regions' natural assets.

Toowoomba Carnival of Flowers  
Tourism & Events Queensland

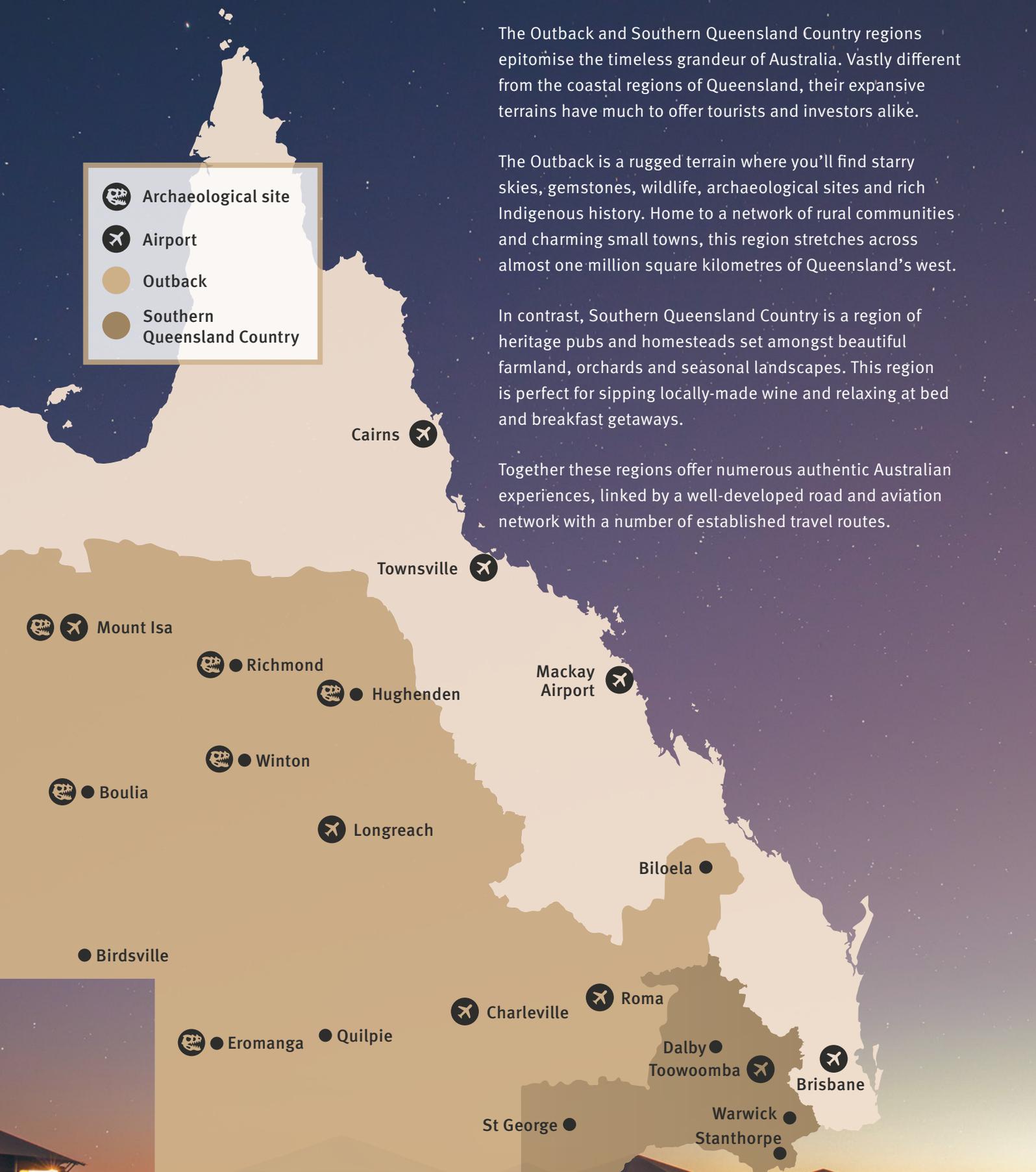
# Rugged beauty and rolling hills

The Outback and Southern Queensland Country regions epitomise the timeless grandeur of Australia. Vastly different from the coastal regions of Queensland, their expansive terrains have much to offer tourists and investors alike.

The Outback is a rugged terrain where you'll find starry skies, gemstones, wildlife, archaeological sites and rich Indigenous history. Home to a network of rural communities and charming small towns, this region stretches across almost one million square kilometres of Queensland's west.

In contrast, Southern Queensland Country is a region of heritage pubs and homesteads set amongst beautiful farmland, orchards and seasonal landscapes. This region is perfect for sipping locally-made wine and relaxing at bed and breakfast getaways.

Together these regions offer numerous authentic Australian experiences, linked by a well-developed road and aviation network with a number of established travel routes.



## A diverse regional economy

The economy of these regions is as diverse as their landscapes. While maintaining a typically strong mining sector, the accommodation and food services sectors saw the strongest growth in employment in the regions prior to the COVID-19 pandemic, indicating an emerging market for entertainment and tourism.

In the Outback, the region's continued development is reflected through record breaking visitor numbers experienced prior to the pandemic, welcoming over 1.1 million overnight visitors in 2019.

Southern Queensland Country also saw an increase in visitor numbers in 2019, with 2.25 million domestic and international overnight visitors travelling to the region over the year, growing 5.5 per cent over the previous three years.

### Outback and Southern Queensland Country Year Ending December 2019

#### Total Visitation



**3.36M**

overnight  
visitors  
in 2019



**\$1.66B**

spent by  
visitors  
in 2019

#### Domestic Visitor Nights By Purpose

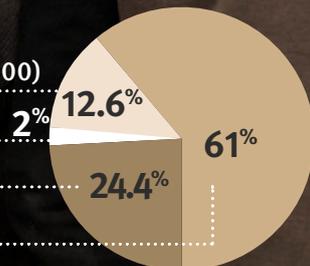
##### Outback

Friends & family (740,000)

Other (112,000)

Holiday (1,435,000)

Business (3,589,000)



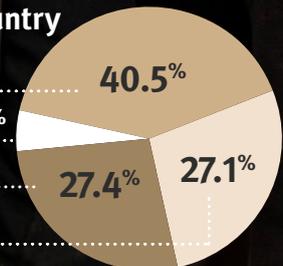
##### Southern Queensland Country

Friends & family (2,385,000)

Other (296,000)

Business (1,617,000)

Holiday (1,603,000)



Tourism Research Australia (TRA)

The tourism industry in Southern Queensland Country and Outback has been supported by an increase in holiday makers – mostly local drive tourists – since the onset of the COVID-19 pandemic, helping to offset the reduction in business travellers experienced as a result of travel restrictions in 2020 and 2021.



## The perfect place to holiday at home

Strong agriculture and resources industries have traditionally underpinned a busy business traveller market for Southern Queensland Country and the Outback, which made up 24 per cent and 52 per cent respectively of all overnight domestic visitors to the regions in 2019. Despite the COVID-19 pandemic, total business travel to the Outback grew 1.5 per cent over the three years to June 2021.

In Southern Queensland Country, the region experienced a 20.2 per cent increase in domestic holiday visitation in the year to December 2021 compared to holiday visitation in the 2019 calendar year, as Australians looked to holiday at home through the COVID-19 pandemic. Looking ahead, improved aviation access via Toowoomba Wellcamp Airport will open up the region as a multimodal transport and distribution hub, ensuring it remains the gateway for agricultural exports and setting up the region for a strong COVID-19 recovery with a diverse visitor economy.



### ADR Average Daily Rate 2020/21

SQC	\$131
Outback	\$139



### RevPAR Revenue Per Available Room 2020/21

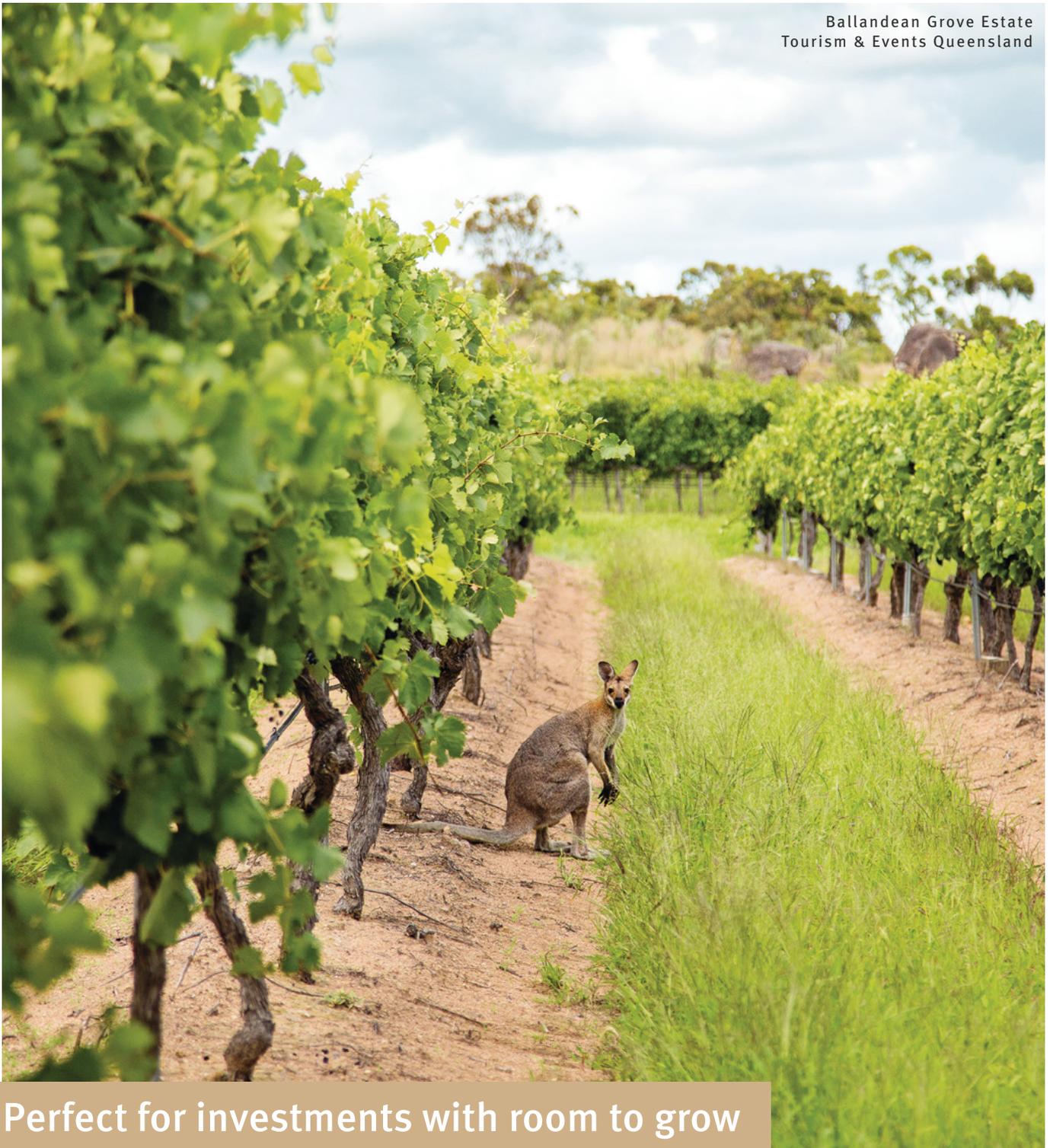
<b>\$76</b>	<b>\$75</b>
Southern QLD Country	Outback



### Occupancy

<b>54.3%</b>	Southern QLD Country
<b>58.1%</b>	Outback

STR Australian Accommodation Monitor, TRA



## Perfect for investments with room to grow

Southern Queensland Country boasts crisp clean air, seasonal experiences and captivating natural surrounds.

Its diverse and sprawling landscapes, covering the Great Dividing Range, Granite Belt and western rolling plains, make it the perfect region to invest in boutique country escapes and properties boasting scenic views of the Australian landscape.

Similarly, the region's rich agricultural history offers opportunity to create memorable Australian rural experiences.

The many picturesque farms and homesteads are perfectly suited for investors looking to form partnerships with local producers to develop farm stays that provide genuine country experiences for travellers.

Just a 90-minute drive from Brisbane, the region is perfectly accessible for weekend escapes which explore quaint rural townships and wine tasting trails via big sky country drives.

## Perfect for quintessential Australian experiences

Nowhere else quite like the Queensland outback do you get such a strong sense of Australia's ancient history, early settler life, and the famous Aussie Outback experience.

The world's most remote music festival, the Big Red Bash, and Outback favourites like the Birdsville Races and Mt Isa Rodeo, along with newer events like The Festival of Outback Opera, attract thousands of visitors each year. These events are a 'must do' for both domestic and

international travellers coming to Queensland, offering up once in a lifetime travel experiences for those looking for a great holiday adventure.

In addition, there is an abundance of untapped potential for investment in year-round attractions and new accommodation that satisfy the demand for quintessentially Australian experiences, including off-grid glamping and ecotourism experiences that play to the natural strengths and rugged beauty of the region.







Qantas Founders Museum  
Tourism & Events Queensland

## Investment in Outback Queensland attractions

### LONGREACH

- Stockman's Hall of Fame new virtual reality attraction **\$15M**
- QANTAS Founders Museum new experiences and attractions **\$14.5M**
- Mitchell Grass Retreat luxury eco-lodges ensuite glamping tents **\$1.53M**

### WINTON

- Australian Age of Dinosaurs renovations **\$5.1M**
- Waltzing Matilda Centre rebuild **\$23M**

### EROMANGA

- Eromanga Natural History Museum display of Australia's largest dinosaur "Cooper" **\$10.6M**



Flinders Discovery Centre  
Tourism & Events Queensland



## Perfect for unique accommodation

Full of diverse landscapes and experiences, both the Outback and Southern Queensland Country regions lend themselves to a mix of accommodation options. Eco-accommodation, glamping and farm stays, in particular, are ideal for complementing the impressive natural landscapes on offer.

Across the Outback's iconic drive routes, niche accommodation products that encourage additional stopovers from drive tourists are a valuable addition to the Outback adventure, encouraging tourists to stay longer and explore more of what the region has to offer.

Look ahead, premium eco-friendly accommodation will be an important addition to the accommodation product mix across regional Queensland, meeting demand for sustainable and luxurious visitor experiences that allow visitors to be immersed in a pristine, natural environment.

Across Southern Queensland Country, there is opportunity for investors to deliver boutique accommodation offerings, that leverage both the region's driving proximity to major population centres in Southeast Queensland, and the stunning natural surrounds the region has to offer.

## Perfect for natural attractions

With a plethora of natural assets, there are many opportunities to develop tourism attractions across the Outback and Southern Queensland Country regions. Within easy reach of Brisbane for the weekend travel market, Toowoomba's position on the Great Dividing Range escarpment provides the perfect natural backdrop for walking trails, ziplines and mountain bike trails.

Once part of a prehistoric inland sea, the Queensland Outback is filled with marine, dinosaur and megafauna fossils just waiting to be uncovered. Well preserved dinosaur tracks continue to be unearthed in the Winton area and surrounds, with these kinds of rare finds increasingly drawing more visitors to the farthest reaches of the Outback each year.

The tourism potential of this aspect of Queensland's natural history is yet to be fully explored, and there is the chance to create further activities and experiences building on these dinosaur discoveries.

The opportunities across these regions are vast and varied, but are best focused around existing drive routes. Whether it's an archaeological dig, Indigenous experience, food trail, farming attraction or something different altogether, the most successful investments will be those that enhance the unique features of the region already on offer.



“The most successful investments will be those that enhance the unique features of the region already on offer.”

Front: Waltzing Matilda Centre  
Tourism & Events Queensland  
Back: Girraween National Park, Granite Belt  
Tourism & Events Queensland

The Queensland Government, through the Department of Tourism, Innovation and Sport, provides facilitation support to tourism investors.

Opportunities to invest in Queensland are celebrated and supported, providing a partnership approach for the future.

For more information contact:  
Tourism Investment Attraction Unit  
Department of Tourism, Innovation and Sport

 +61 7 3333 5278

 [investment@dtis.qld.gov.au](mailto:investment@dtis.qld.gov.au)

 [qld.gov.au/tourism-investment](http://qld.gov.au/tourism-investment)

This guide is based on information available at the time of preparation, and it is acknowledged that successive data will be released. All figures and diagrams are indicative only and should be referred to as such. Forecasts or projections may be affected by a number of unforeseen variables, and as such no warranty is given that a particular set of results will in fact be achieved. The Queensland Government shall not accept liability for any reliance on the contents and suitability of this guide, for any purpose. The user accepts all responsibility and risk associated with the use of this guide. Data sources: Australian Bureau of Statistics (ABS), Tourism Research Australia (TRA), STR Accommodation data.

© State of Queensland (Department of Tourism, Innovation and Sport) 2022.



**Queensland  
Government**  
Australia