



QUEENSLAND
AUSTRALIA

PERFECT

FOR

TOURISM
INVESTMENT



Queensland
Government
Australia

Queenslanders have always been resilient, but the COVID-19 pandemic has tested our state in ways we could never have imagined.

However, the positivity and spirit of Queensland's tourism industry through this challenging time is a testament to the incredible and hard-working businesses operating in the sector.

Now is the time to move and look forward with confidence and optimism.

The awarding of the Olympic and Paralympic Games to Brisbane in 2032 will provide two decades of golden opportunity – not just for the host city, but for the whole state.

The Games will provide an international profile for Queensland like never before, and generate more than \$8 billion in economic and social benefits and support local jobs and suppliers.

We will have the opportunity to profile our unique destinations to a global audience of more than five billion people, putting all of Queensland on a world stage.



As I always say, our best days are well and truly ahead of us.

Queensland Premier and Minister for the Olympics
The Honourable Annastacia Palaszczuk

QUEENSLAND INVESTMENT HIGHLIGHTS

1. Strong resilient economy – Queensland's \$360 billion economy has been central to Australia's unprecedented 29-year growth from 1991 to 2020 – underpinned by global demand for mining resources, agricultural products and an exceptional service sector, including tourism.

2. Proximity to growth markets – Queensland is strategically positioned on the doorstep of some of Asia's fastest growing economies, creating opportunities for astute investors as global economies recover from the Covid-19 pandemic.

3. Robust tourism demand – Australians' great love for short breaks and family holidays remained strong despite COVID-19 pandemic travel restrictions. In the year to June 2021, pent up demand led to domestic holiday spend returning to pre-COVID-19 levels, whilst Queenslanders holidaying at home spent more than ever before. Seen globally as an aspirational visitor destination, Queensland tourism is anticipated to return to 2019 levels by 2024.

4. Brisbane 2032 – The Brisbane 2032 Olympic and Paralympic Games is projected to deliver economic growth over a 20-year period, including the 10 years leading up to the Games and the 10 years post event. The Games are expected to yield \$8.1 billion in benefits to Queensland with \$4.6 billion in economic benefit from Games-induced uplift in international tourism and trade.

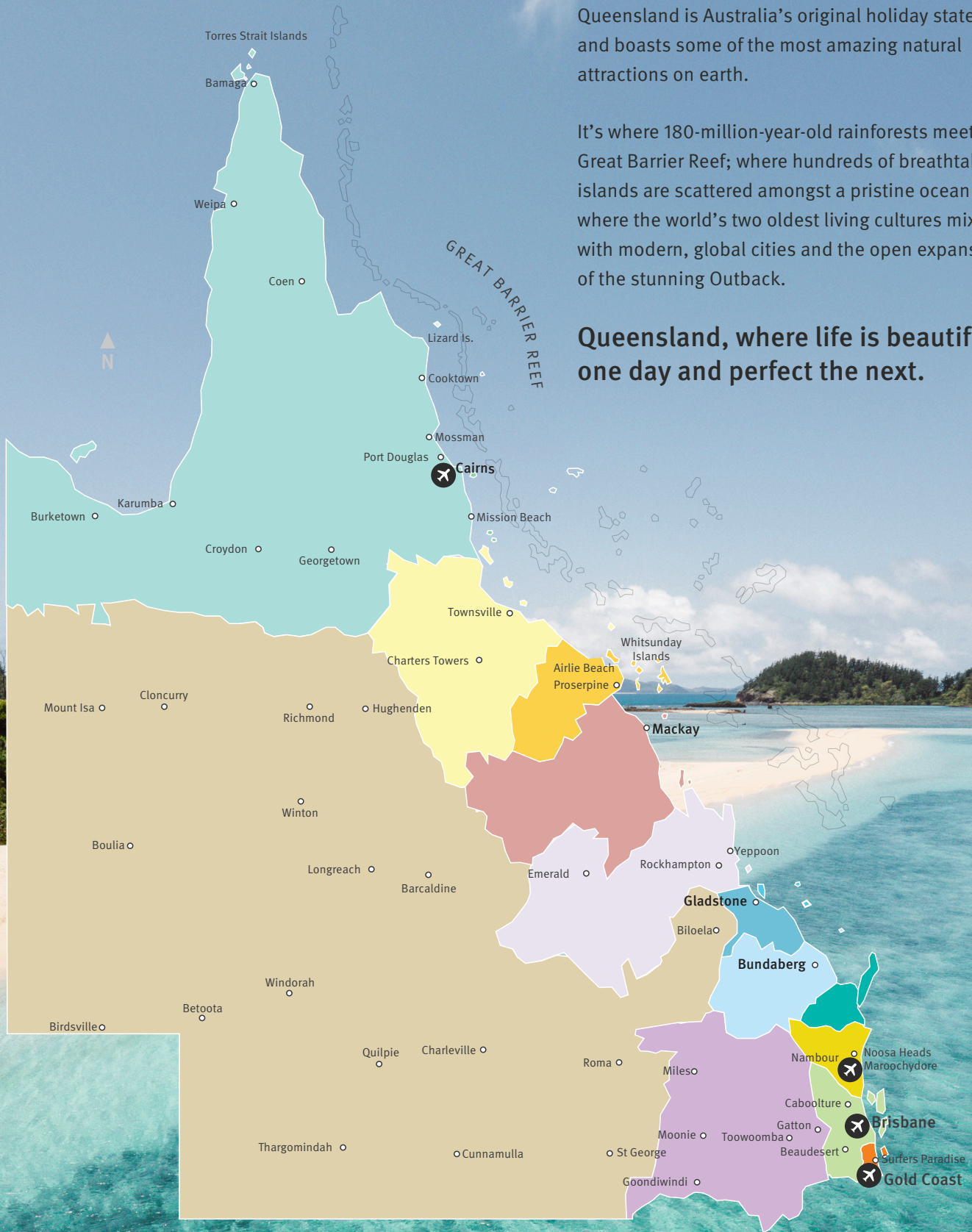
5. Stable institutions – Queensland presents a low sovereign risk with a stable government represented by a democratic society and well-established legal systems. In 2020 the World Bank ranked Australia 14th out of 190 economies for ease of doing business. Australia's proactive measures to manage the COVID-19 pandemic means the economy has bounced back quickly.

6. Government support for foreign investment – Welcoming investment from around the globe, the Queensland Government has representatives in offices in 12 markets and a dedicated tourism investment team to assist developers of tourism infrastructure, including hotels, island resorts, leisure and entertainment attractions.

Queensland is Australia's original holiday state and boasts some of the most amazing natural attractions on earth.

It's where 180-million-year-old rainforests meet the Great Barrier Reef; where hundreds of breathtaking islands are scattered amongst a pristine ocean and where the world's two oldest living cultures mix with modern, global cities and the open expanse of the stunning Outback.

Queensland, where life is beautiful one day and perfect the next.



Legend

■ Tropical North Queensland	■ Bundaberg
■ Townsville	■ Fraser Coast
■ Outback Queensland	■ Sunshine Coast
■ Mackay	■ Southern Queensland Country
■ The Whitsundays	■ Brisbane
■ Capricorn	■ Gold Coast
■ Gladstone	International airports

Why Queensland, Australia?

Decisive actions by the Queensland and Australian governments to minimise the spread of COVID-19 in the community, combined with numerous state and federal stimulus packages, have put the country in a strong position for economic recovery.

Australia experienced 29 years of consecutive Gross Domestic Product (GDP) growth up to the March quarter 2020. Supported by Australia's strong health response, our resources, energy and agriculture exports have continued to grow throughout the pandemic, positioning Australia as the 13th largest economy in the world.

With a GDP of over \$2 trillion, AAA credit rating, established transparent institutions and proximity to growing international markets, Australia offers significant opportunity for investment in tourism infrastructure.

A robust Queensland economy

Queensland's success in containing the spread of COVID-19 has seen a remarkably strong recovery in its domestic economy, with a GDP of over \$360 billion in 2020-21. State Final Demand in the September quarter 2021 was up 6.4 per cent from pre-COVID levels, while employment was up 90,000 persons as of October 2021 – 3.5 per cent higher than pre-pandemic levels of March 2020.

Overall, Queensland's strong economic recovery has been driven by a world-leading health response, targeted stimulus, including over \$1 billion of Queensland Government support for small businesses, and continued strength from its traditional resource, mining and agribusiness industries.



Australia



13TH largest economy
in the world



5TH largest economy
in Asian region



GDP Gross Domestic Product **\$2.1trillion**

austrade.gov.au

Queensland



Economic output worth
\$360B in 2020/21

Queensland Treasury, 2021



Population
5.2M → **7M+**
in 2021 Projected by 2041



Resilient tourism industry

Prior to the COVID-19 pandemic, Queensland's visitation was growing steadily, attracting 25.9 million overnight domestic visitors and 2.8 million international visitors in the year ending December 2019. This generated a massive \$70 million in overnight expenditure per day and has supported a diverse accommodation market.

Globally, domestic leisure travel is expected to drive tourism recovery from 2022. Queensland's strong collaboration between industry and government, continued desirability by domestic and international visitors and supportive business environment means it's perfectly positioned for a healthy tourism recovery.

Queensland tourism snapshot

Pre-pandemic 2018/19



\$28.3B
industry

7.7%
of total
Queensland GDP



Directly contributed

\$12.7B

(GVA) to the
Queensland
economy



Queensland contributes

22.7%

of national
tourism output

2019/20



\$22.7B
industry

6.3%
of total
Queensland GDP



Directly contributed

\$10.5B

(GVA) to the
Queensland
economy



3rd

largest tourism
market in Australia

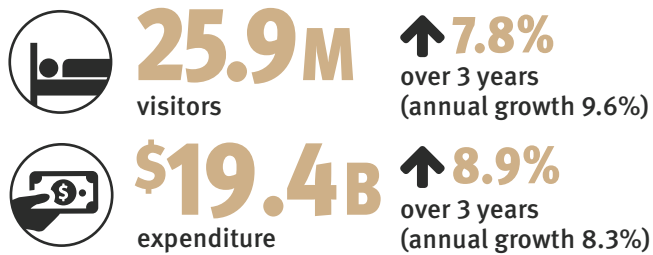
Tourism Research Australia

Noosa Heads
Tourism & Events Queensland

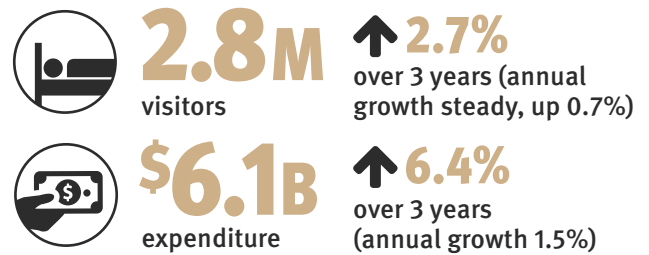


Overnight visitation (year ending December 2019)

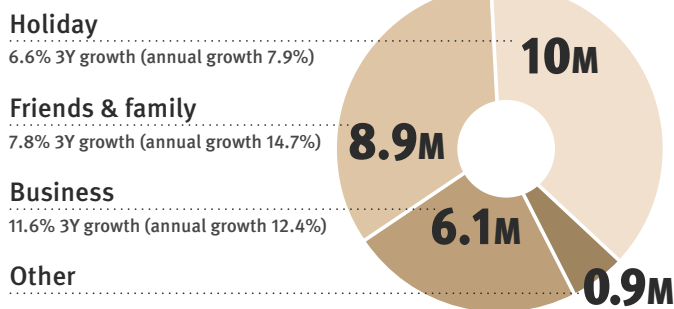
Domestic



International

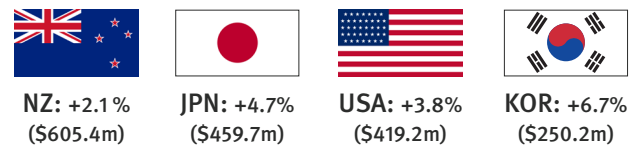


Purpose of travel



China was Queensland's largest international visitor market worth **\$1.6B** (+16.2% 3 year trend, +12.2% annual growth)

Visitor expenditure (3Y)



Tourism Research Australia



Accommodation market indicators

Statistics based on the year ending December 2019

Region	Occupancy	Annual % change	ADR	Annual % change	RevPAR	Annual % change
Queensland	68%	+2.1%	\$202.02	+3.16%	\$137.33	+\$6.40

STR Australian Accommodation Monitor, TRA, 2019

Surfers Paradise Skyline, Gold Coast
Tourism & Events Queensland



A perfect location

Queensland is a globally accessible destination.

Its close proximity and compatible time zone to expanding Asian markets makes Queensland a preferred place to do business. Queensland has four international passenger airports – Brisbane, Gold Coast, Sunshine Coast and Cairns. Brisbane Airport’s new \$1.1 billion second runway has doubled its capacity, equivalent to Singapore and Hong Kong, giving Brisbane the most efficient runway system in the country.

Over \$2.1 billion in recent airport upgrades across Queensland will open up the state to even more travellers than ever before and improve the experience for visitors as they are welcomed into Queensland.

Brisbane Airport new runway	\$1.1B
Gold Coast Airport southern terminal expansion and Rydges Airport Hotel	\$500M
Sunshine Coast Airport expansion and new runway	\$347M
Townsville Airport terminal upgrade	approx. \$80M
Cairns Airport domestic terminal upgrade	\$55M
Whitsunday Coast Airport	\$40M

Queensland has a natural advantage in meeting the needs of global travellers in a post-COVID world, who seek exploration and new experiences that allow them to reconnect with themselves and their loved ones. Thanks to diverse natural landscapes – from reef to rainforest, to pristine beaches and islands, to country and outback – and coupled with its warm and welcoming people and idyllic lifestyle, Queensland has the right foundations to capitalise on future domestic and global travel markets.



Queensland is diversifying its offerings with game-changing projects. A long tourism history has ensured strong fundamentals and a solid base for infrastructure, good transport connectivity and ongoing government support. Now, with renewed tourism demand, Queensland has cultivated a robust tourism infrastructure pipeline, which is delivering a host of transformative projects designed to take Queensland into the future, including:



Queen's Wharf Brisbane, a world-class integrated resort development in Brisbane's CBD	\$3.6B
Cairns Convention Centre upgrade	\$176M
Wangetti Trail Ecotourism development in Far North Queensland	\$36M
Star Entertainment Broadbeach Island Masterplan, Gold Coast	\$2B+
Brisbane Cruise Ship Terminal (Completed 2020)	\$177M
Queensland Country Bank Stadium, Townsville (Completed 2020)	\$293M

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

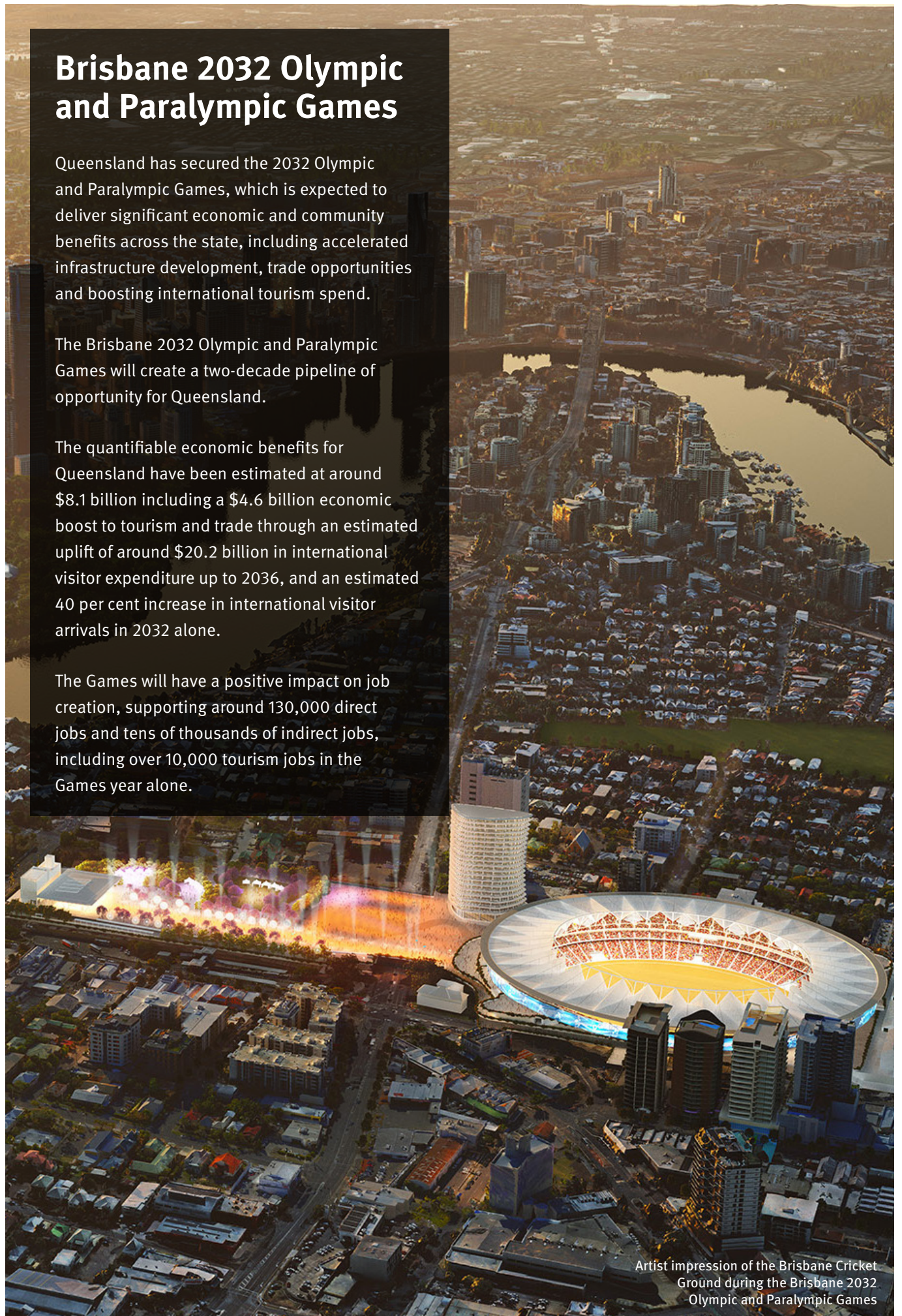
Brisbane 2032 Olympic and Paralympic Games

Queensland has secured the 2032 Olympic and Paralympic Games, which is expected to deliver significant economic and community benefits across the state, including accelerated infrastructure development, trade opportunities and boosting international tourism spend.

The Brisbane 2032 Olympic and Paralympic Games will create a two-decade pipeline of opportunity for Queensland.

The quantifiable economic benefits for Queensland have been estimated at around \$8.1 billion including a \$4.6 billion economic boost to tourism and trade through an estimated uplift of around \$20.2 billion in international visitor expenditure up to 2036, and an estimated 40 per cent increase in international visitor arrivals in 2032 alone.

The Games will have a positive impact on job creation, supporting around 130,000 direct jobs and tens of thousands of indirect jobs, including over 10,000 tourism jobs in the Games year alone.



Artist impression of the Brisbane Cricket Ground during the Brisbane 2032 Olympic and Paralympic Games

Queensland – Perfect for tourism investment

Outlook and opportunities









Despite the devastating impacts of the COVID-19 pandemic, tourism in Queensland is continuing to improve and diversify. Local and international investors are developing and expanding a full range of tourism products in Queensland to meet the ever-changing demands of today's travellers.

The Queensland Government has a long-term commitment to the continued development of the tourism industry and has released an Action Plan for Tourism Recovery which aims to reclaim Queensland's position as one of the most desired destinations to visit in the world. The Action Plan sets a path forward to ensure the industry continues to grow and evolve, meeting the needs and desires of the future traveller.

Overall, the strength of Queensland's health response has positioned the industry well for a healthy COVID-19 recovery. Currently, the Australian Government's Tourism Research body is forecasting domestic visitor nights in Queensland to rebound to 2019 levels by 2022-23, to over 101 million visitor nights, with international visitor nights expected to return to 2019 levels of over 158 million visitor nights by 2024.

The Ville, Townsville
Tourism & Events Queensland

Why Queensland?

-  Robust growing economy
-  Safe travel destination
-  Trusted institutions
-  Favourable exchange rate
-  Investment focused government
-  Favourable weather and enviable outdoor lifestyle
-  Unrivalled natural assets
-  Close proximity to growing Asian markets

Front: Journey to the Heart – Heart Reef
Tourism & Events Queensland


Back: Whale Watching, Hervey Bay
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:
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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.

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