

“Setting the Scene”

Destination Q

*A world leading team of
Sport, Arts & Culture and
Tourism Consultants*



Tourism – Where are we today?

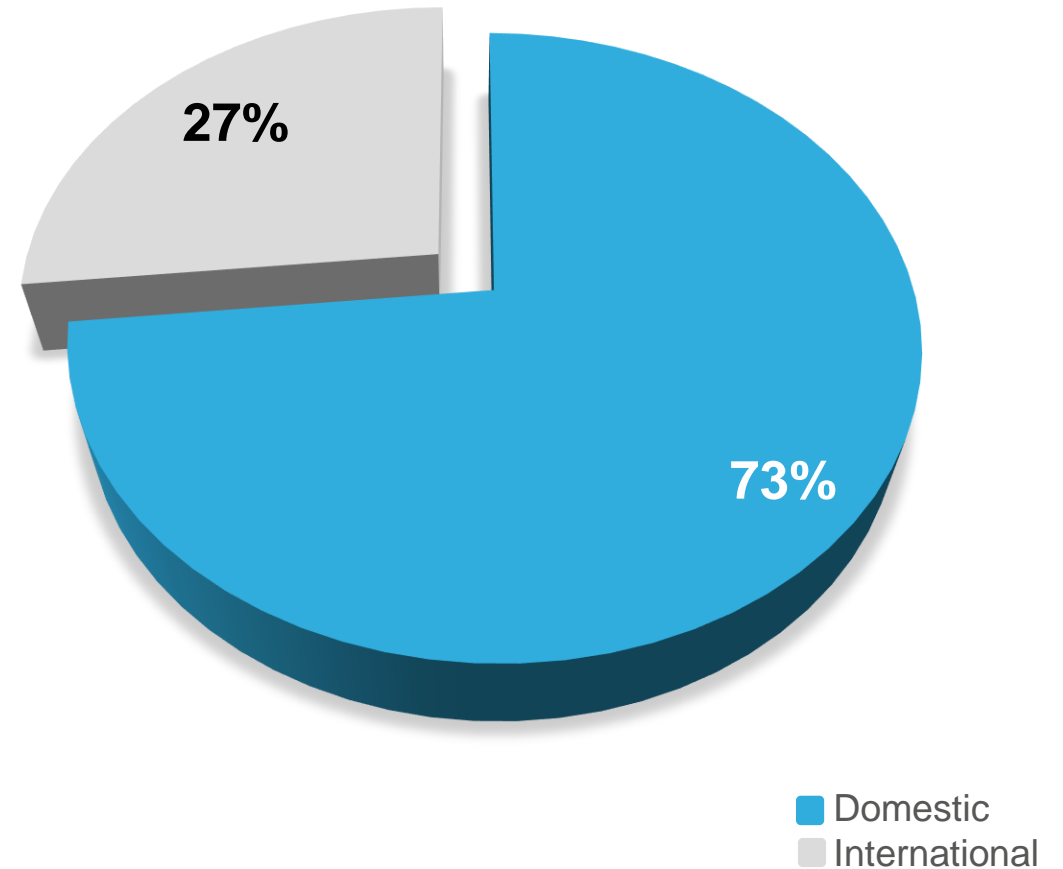


Where we are now?

- 29.2 million overnight visitors
 - 21.5 million domestic visitors - 73%
 - 7.8 million international visitor - 27%
- \$25 billion contribution to Gross State Product (7.9%)



Overnight Visitors

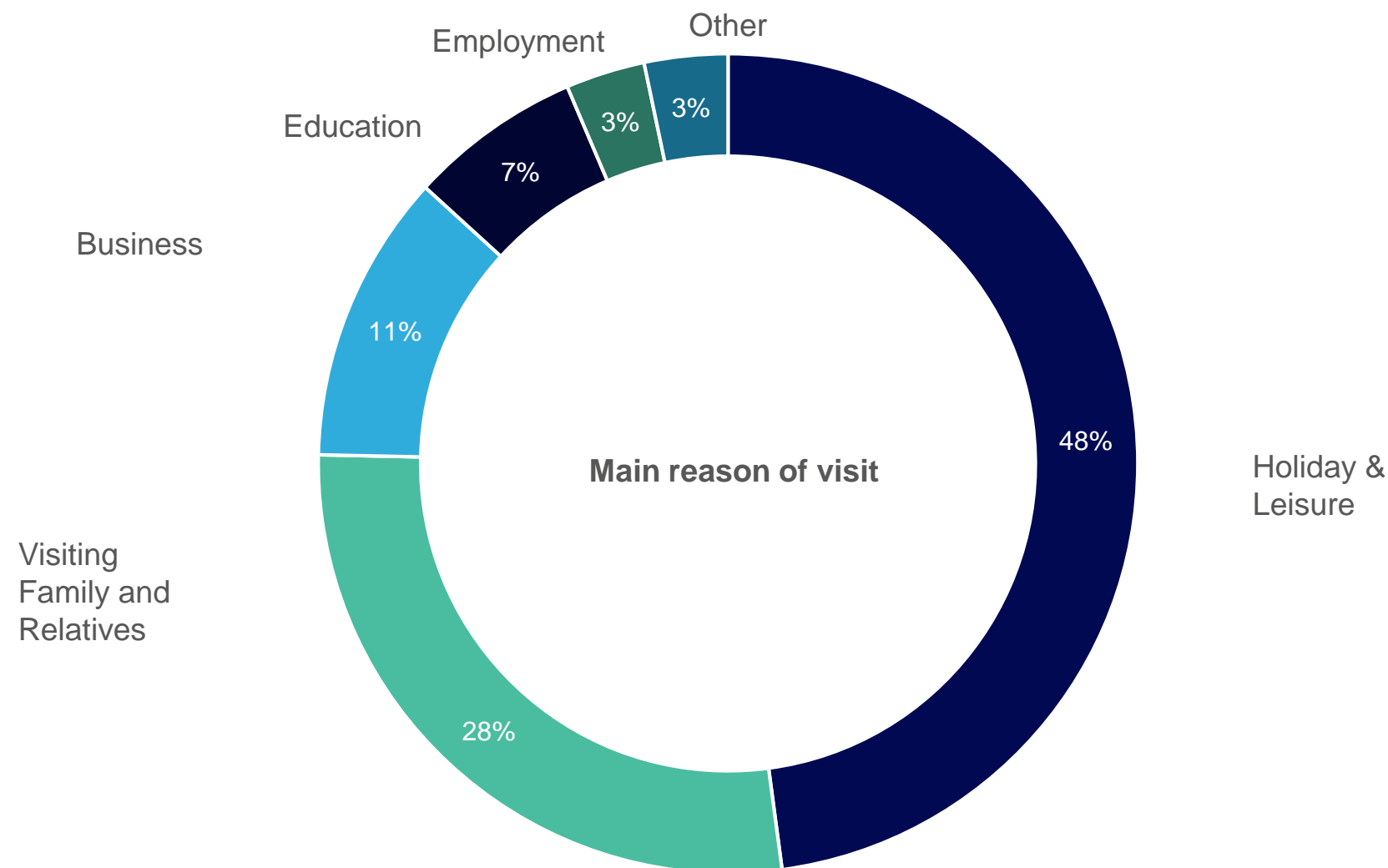


Queensland has a modern, diversified economy, supported by strong sectors including agriculture, construction, tourism and manufacturing services.

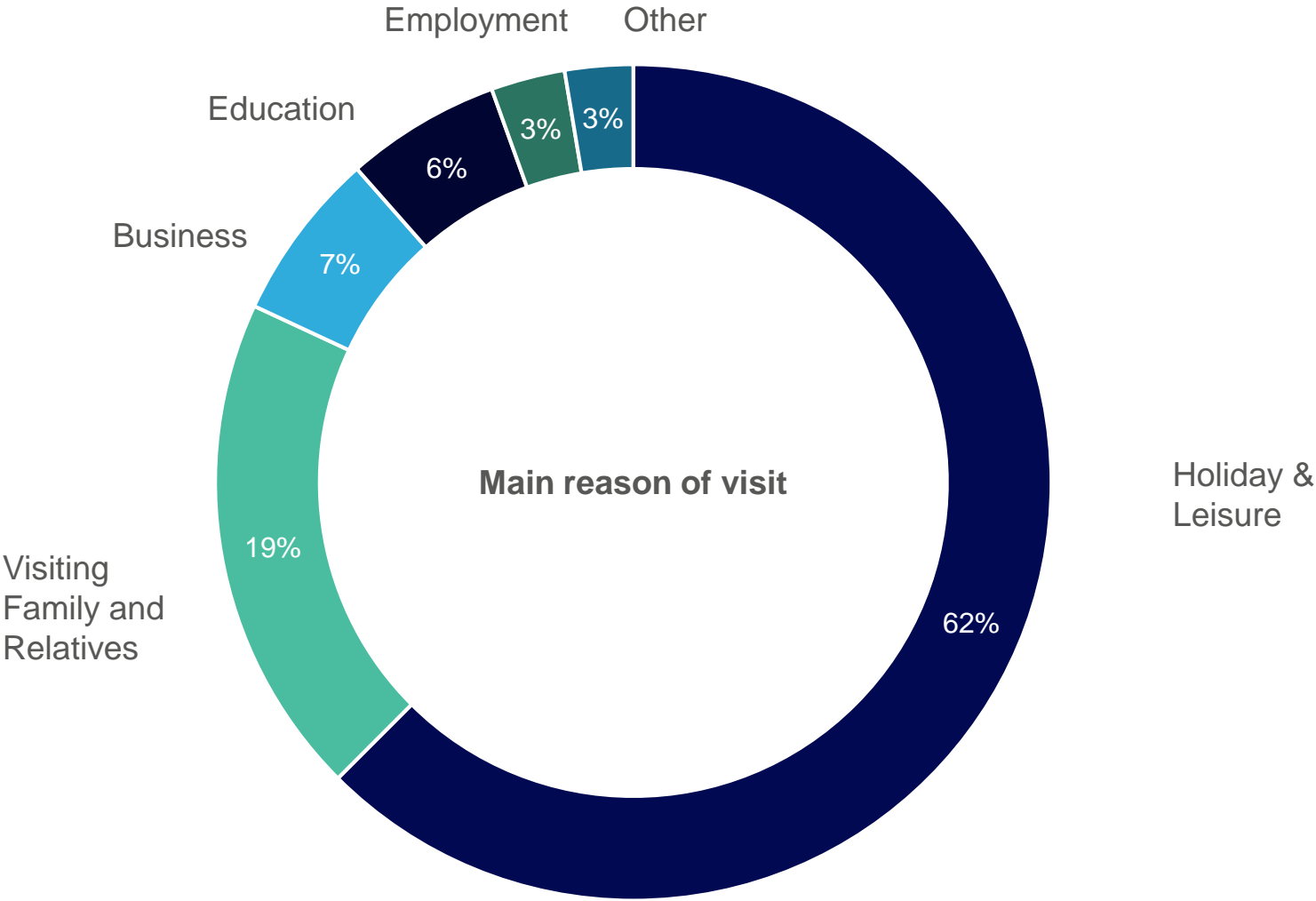
- 225,000 Queenslanders are employed as a part of the tourism industry – i.e. 9% of all people in Queensland.
- Tourism is the fourth largest industry in QLD and the third largest export.
 1. Construction
 2. Manufacturing
 3. Resources
 4. Tourism
 5. Agriculture



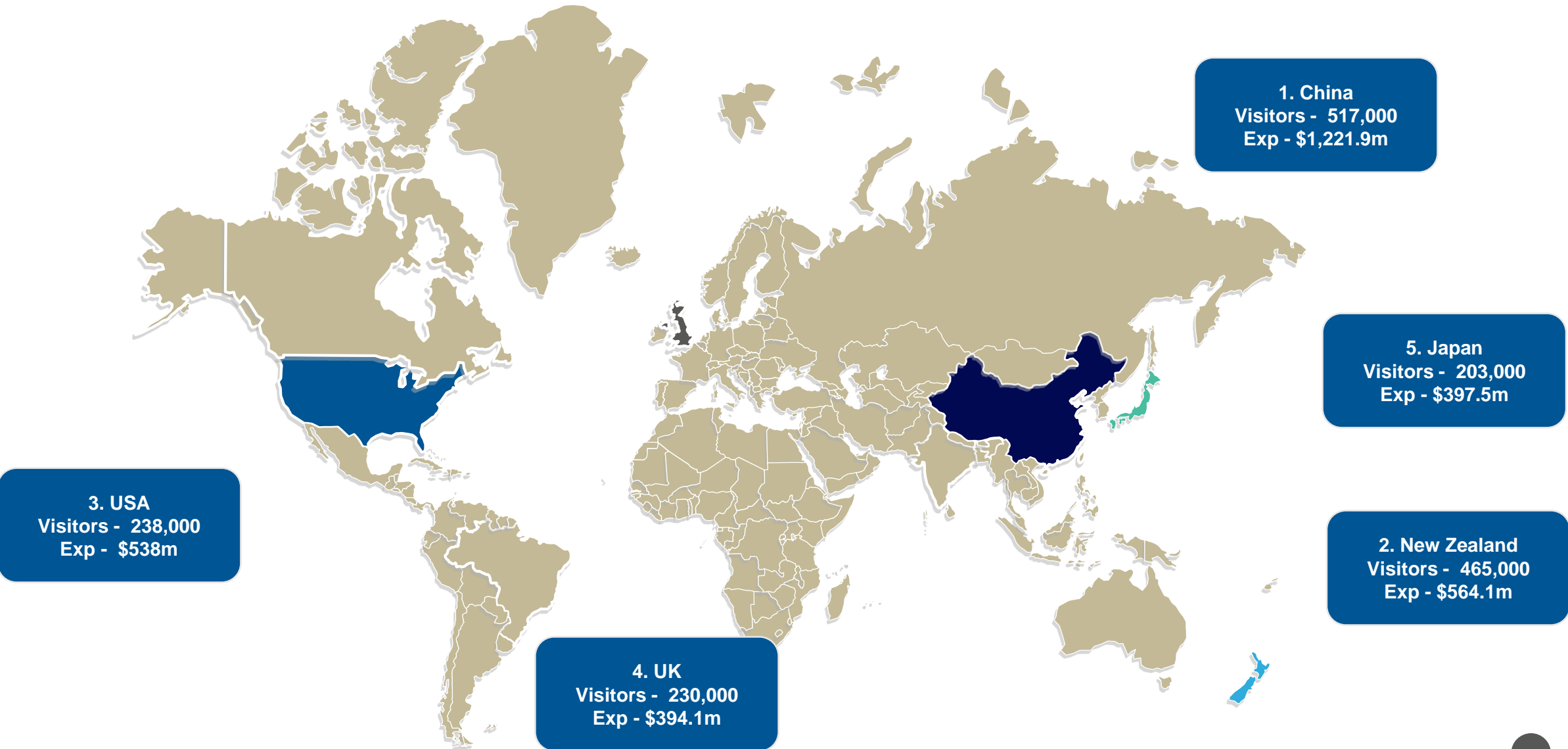
Category of International Visitors to Australia



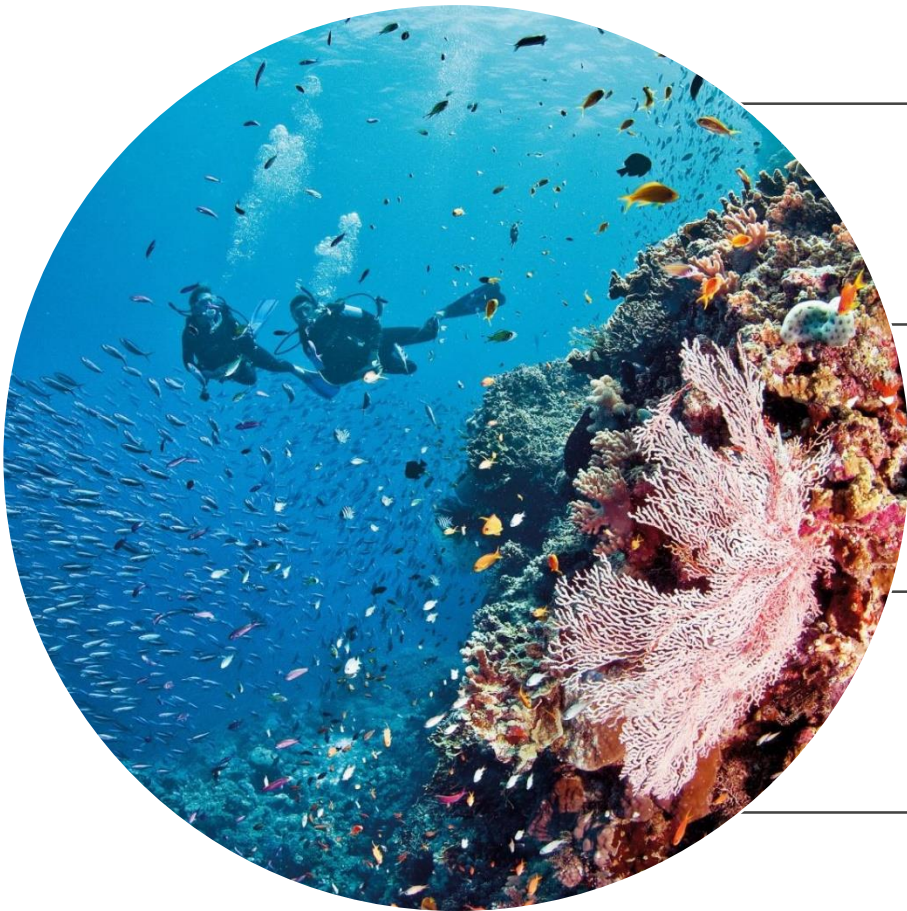
Category of International Visitors to Queensland



Snapshot QLD – International Visitors and Expenditure



Key Highlights for Queensland



Visitation – 9.5%
Expenditure – 20.1%



Visitation – 41.4%
Expenditure – 36.8%



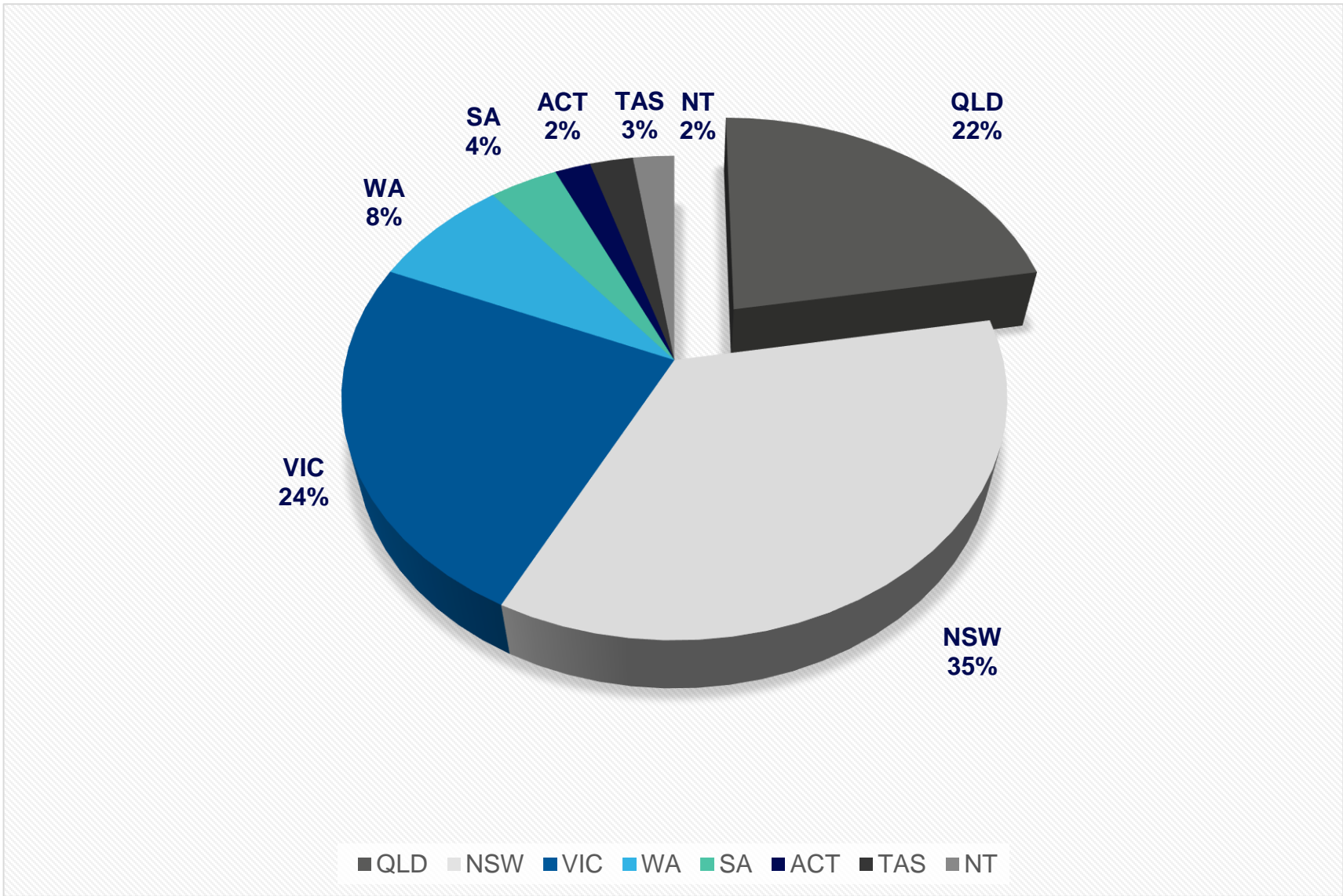
Visitation – 20.9%
Expenditure – 26.9%



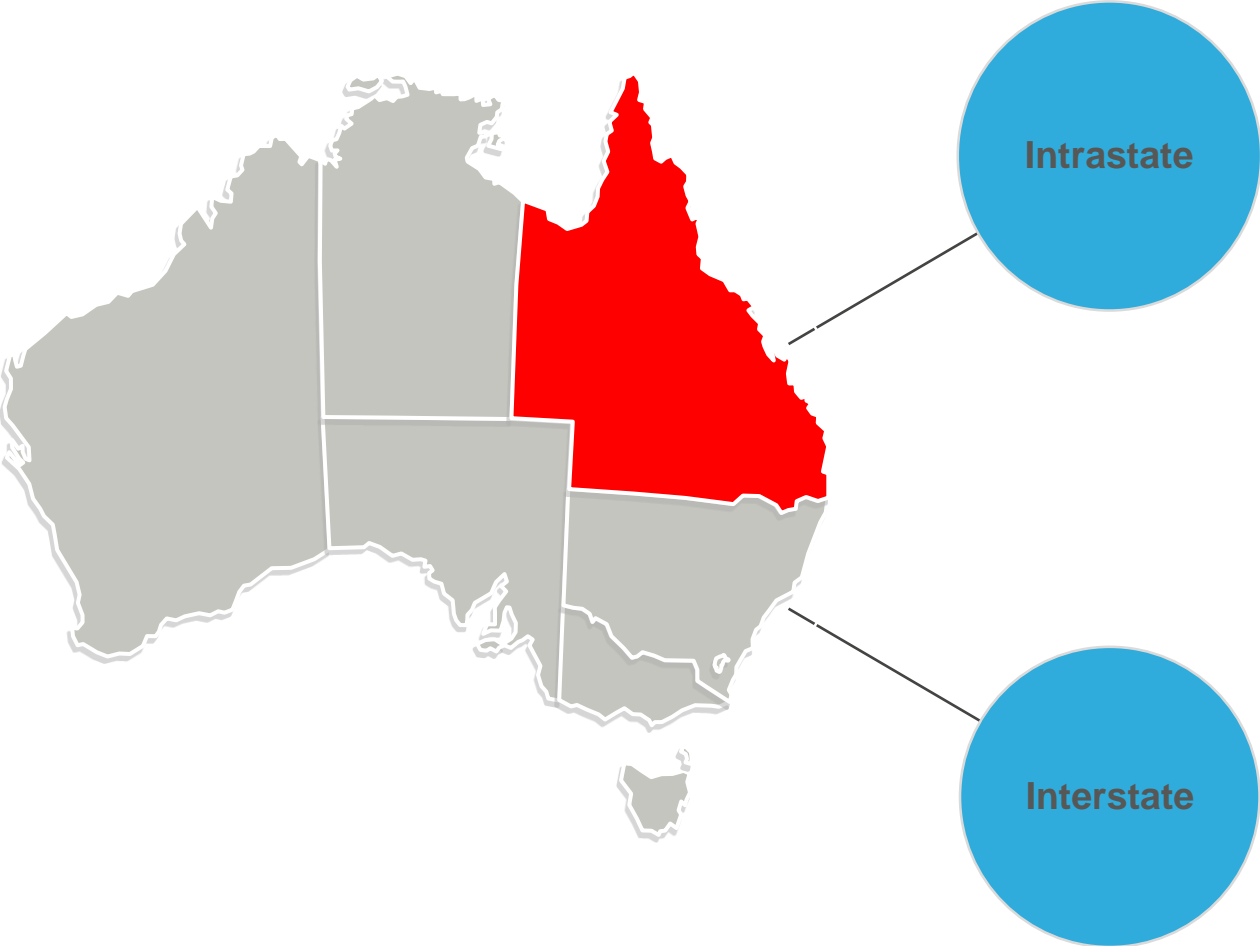
Visitation – 25.1%



State Comparison – International Visitation



Domestic Visitation – Reason for visit

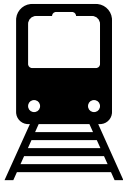


- Holiday – 5,940,000
- VFR – 5,220,000
- Business – 3,257,000



6.9%

- Holiday – 2,754,000
- VFR – 2,027,000
- Business – 1,571,000



6.1%

Events – Where are we today and where do we want to be?

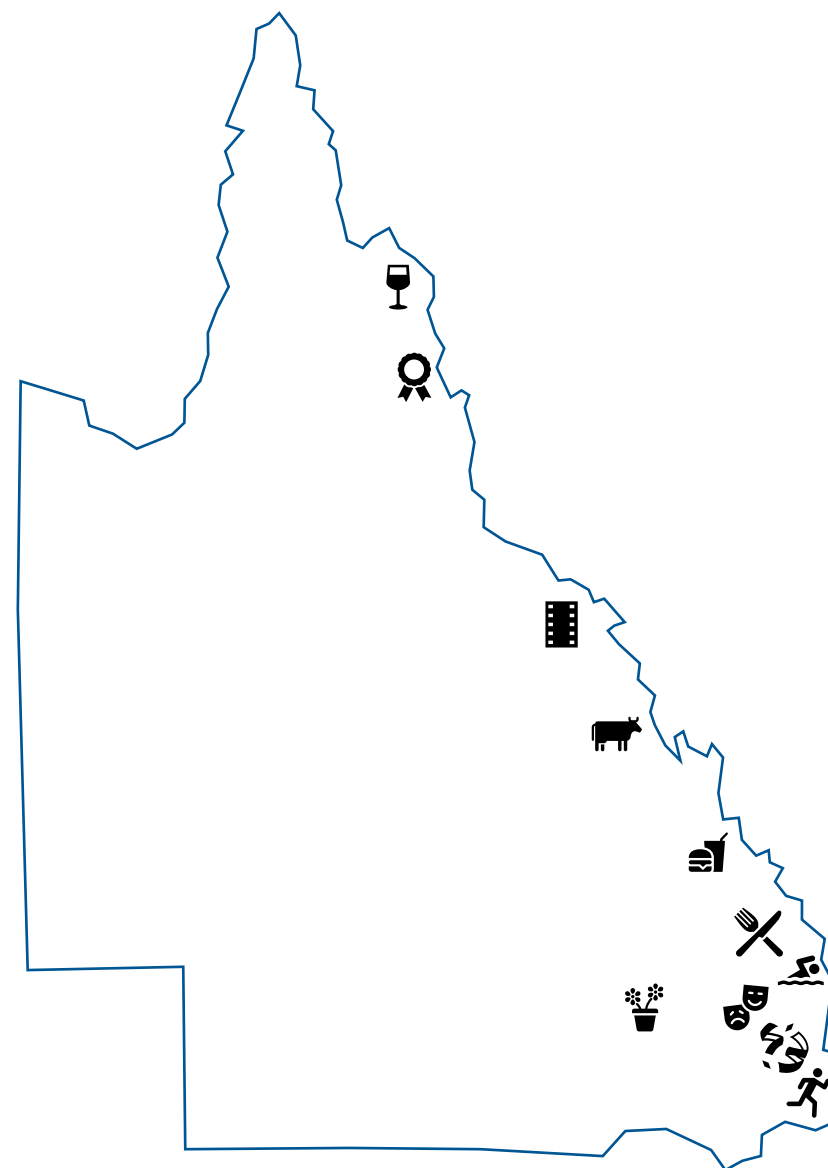


The Queensland Events Calendar



Iconic events to Queenslanders on the TEQ calendar

- **Gold Coast** – Gold Coast Marathon 🏃
- **Queensland** – Royal Queensland Show (Ekka) 🎪
- **Brisbane** – Brisbane Festival 🎭
- **Southern Queensland Country** – Toowoomba Carnival of Flowers 🌸
- **Sunshine Coast** – Noosa Triathlon 🏊
- **Fraser Coast** – Relish Fraser Coast Food & Wine Festival 🍴
- **Bundaberg** – Bundy Flavours 🍷
- **Capricorn** – Beef Australia 🐮
- **Mackay** – Mackay Festival of Arts 🎬
- **Townsville North Queensland** – Townsville 400 🏁
- **Tropical North Queensland** – Port Douglas Carnivale 🍷



What do Queenslanders really think about major events?

90%

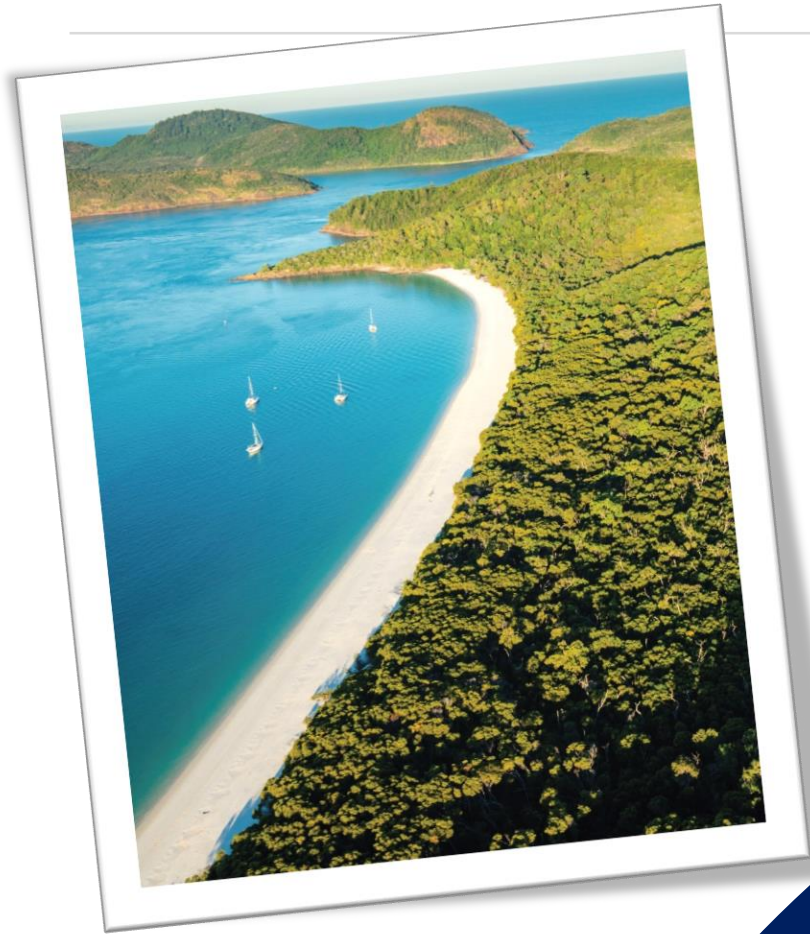
of Queenslanders believe it is important for the state to hold major events

90%

of Queenslanders believe the Queensland Govt. should be involved in attracting and securing major events

66%

of Queenslanders are supportive of taxpayer money being used to stage events



Economic impact is seen as the most important benefit of staging major events to Queenslanders

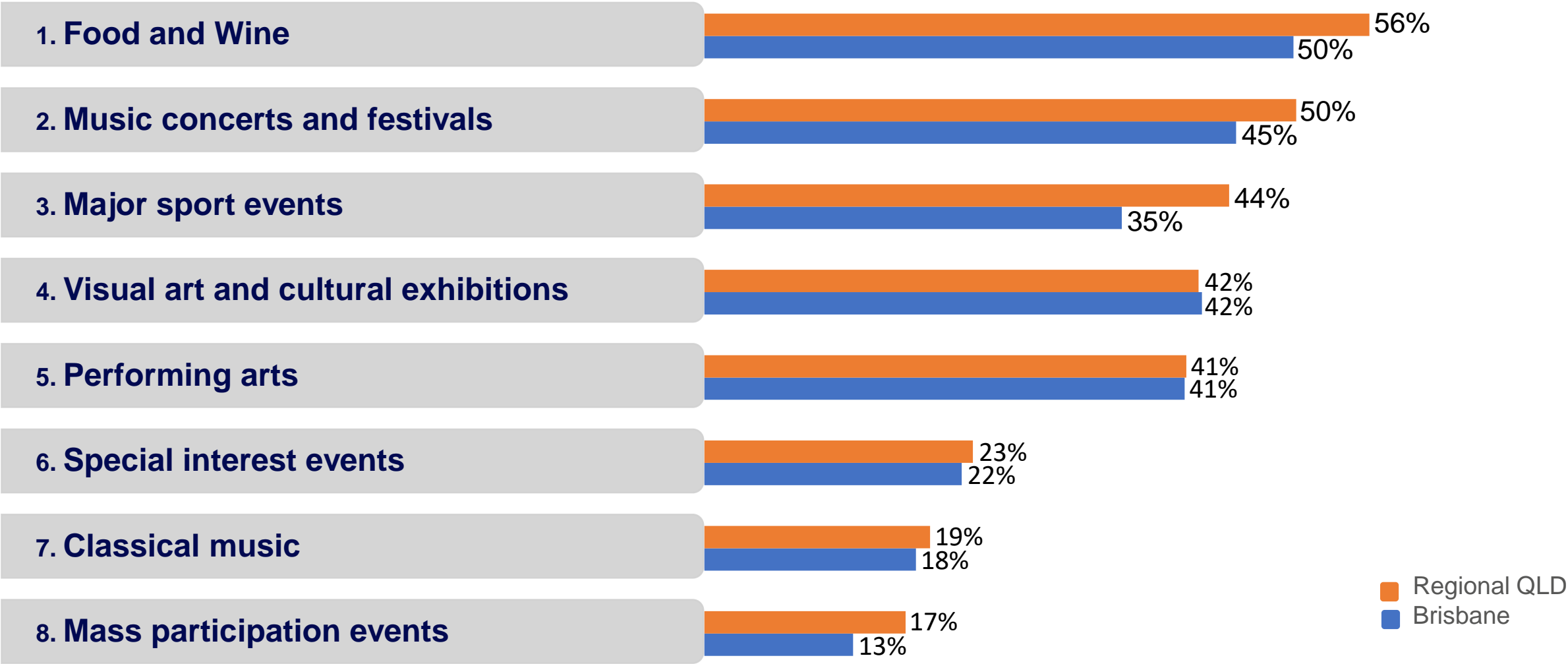


Community
Impact

Marketing
Impact

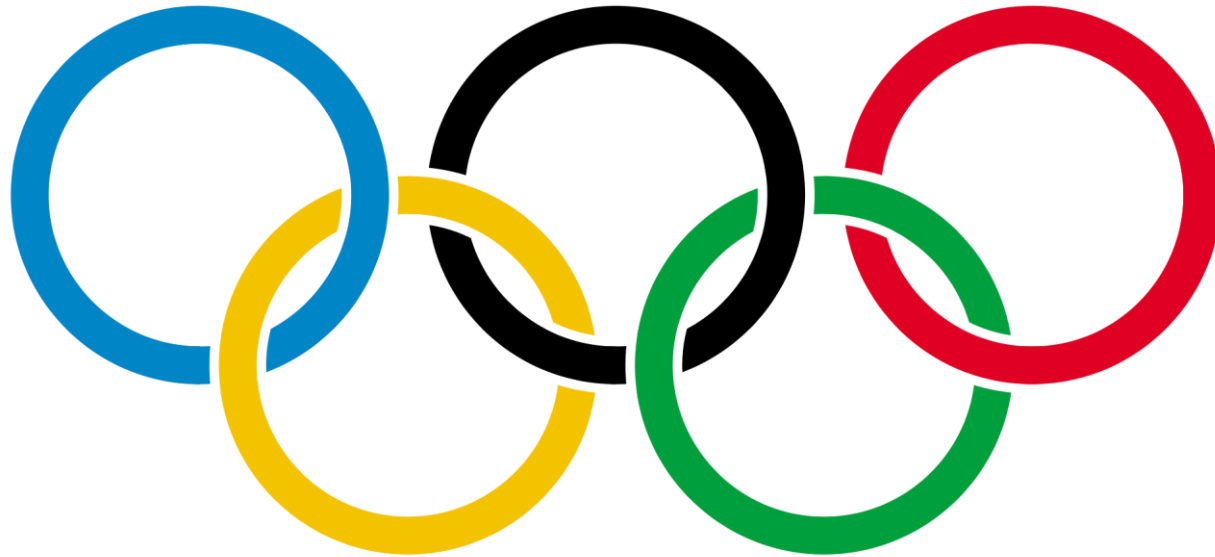
Economic
Impact

So what event genres do Queenslanders want to see?



Some Global Event Trends





Cities that recently voted to not bid for the Olympics:

- St Moritz (Switzerland)
- Munich (Germany)
- Krakow (Poland)
- Hamburg (Germany)
- Innsbruck (Austria)

Engaging Local Communities – An Australian Case Study



Thinking outside the box

Parkes Elvis Festival



Trundle ABBA Festival



Successful events do not just happen by accident



Key Ingredients for a successful home-grown major event

Strategy

Planning

Insights

Cost

Evaluation



Collaboration

Community

Consistency

Capacity

Core

Courage

“SPICE-C” – Success relies on Understanding

Understand what events your residents want

Understand your destination's areas of competitive advantage

Understand your destination's areas of competitive disadvantage

“SPICE-C” – Success relies on Understanding

Understand your destination’s visitation peaks and troughs

Understand who is coming to your destination

Understanding what benefits major events can drive comes with education

BUT DO NOT RELY ON GUESSWORK

Events – What are the Future Opportunities?



Thank you

CONTACT DETAILS

James Paterson – Principal
0408 686119
james_paterson@mi.com.au

+61 (0)2 9954 7555
Level 10, 99 Mount Street
North Sydney, NSW, 2016

