



QUEENSLAND TOURISM AND TRANSPORT STRATEGY

ADVANCING TOURISM
2016–20
GROWING QUEENSLAND JOBS



Foreword

The Queensland Government acknowledges that transport is a vital component of a successful tourism industry—for getting visitors here, getting them around and providing unique experiences.

The *Queensland Tourism and Transport Strategy* is our plan to improve access across Queensland and enhance the visitor experience to help grow the tourism industry—an industry which contributes an estimated \$12.6 billion directly and \$12.4 billion indirectly to the Gross State Product and provides around 138,000 jobs for Queenslanders and supports a further 88,000.

The strategy forms an integral part of the Queensland Government’s strategic priorities for tourism. As a companion document to *Advancing Tourism 2016–20*, the *Queensland Tourism and Transport Strategy* will help increase jobs, overnight visitor expenditure and visitor numbers. This will be achieved by coordinating government and industry efforts to invest in infrastructure and services that enhance access and improve connectivity.

Significant work has already been done across individual transport modes and the strategy aims to build on these achievements. This strategy addresses the immediate future while also providing a framework for long term tourism growth. It includes a mix of aspirational and future focused outcomes to guide government and industry efforts, balanced with activities that can make a meaningful difference in the short term.

This strategy takes a holistic view of tourism and transport, placing visitor needs front and centre, to ensure we can achieve the vision of providing an exceptional journey for every visitor. The vision will be achieved through strengthening partnerships across all levels of government and with industry.

This strategy contributes to the Queensland Government’s commitment to growing a strong tourism sector and improving visitor access across Queensland.

We wish to thank all stakeholders from industry and government for their valuable input to this strategy.



**The Honourable
Kate Jones MP**

Minister for Innovation
and Tourism Industry
Development and
Minister for the
Commonwealth Games



**The Honourable
Mark Bailey MP**

Minister for Transport
and Main Roads

Cover images:

Top right: Queensland Rail

Top left: Tourism and Events Queensland





Providing an exceptional journey for every visitor

The Queensland Tourism Industry Council applauds the Queensland Government on the development of a statewide tourism and transport strategy—a necessary and innovative approach.

Tourism is a key economic driver in all Queensland regions, supporting regional employment and community growth. The needs and travel patterns of visitors to Queensland differ from those of residents, as do their requirements for amenities and services in our tourism destinations.

Transportation and accessibility are key factors in building tourism and economic development. It is critical that the tourism sector be strategically integrated into the state's transport and infrastructure plans. Multi-modal transport and easy access, into and between urban centres and regional destinations, will encourage more Australians and international visitors to explore the variety of locations that Queensland offers.

Efficient and convenient transportation solutions are also critical for our global destination competitiveness, providing a quality visitor experience.

The Queensland Tourism Industry Council is confident that the state tourism and transport strategy will help coordinate industry and government, support the research needs of these inter-related areas and create more effective tourism and transport policy outcomes for Queensland.



Daniel Gschwind

CEO, Queensland Tourism Industry Council

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Source: Tourism and Events Queensland

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Executive summary

The *Queensland Tourism and Transport Strategy* is a key deliverable of *Advancing Tourism 2016–20*, which outlines the Queensland Government's strategic priorities to grow Queensland's tourism industry. A well-connected, multi-modal transport network supported by quality information systems is essential to making Queensland's wide variety of experiences accessible to visitors. It enables visitors to plan and explore Queensland with ease and encourages greater dispersal, in turn generating business and employment growth.

The strategy addresses the transport needs and expectations of visitors to support tourism growth in Queensland. It includes a strong focus on innovative approaches, products and services, and partnerships between governments and industry. This is vital to stimulating and sustaining a competitive edge and driving growth.

To provide an exceptional journey for every visitor, consideration must be given to every phase of the visitor journey. The strategy has taken these phases into account, which include: before arriving, getting here and away, getting around and sharing the journey.

The strategy is centred around four themes: visitor information, transport services, transport ticketing and products, and planning and investment.

Digital and physical visitor information must be clear, relevant and readily accessible in commonly understood languages and forms. This will enable visitors to confidently navigate the transport system and access more destinations around Queensland more easily.

High quality transport services must be seamlessly integrated across transport modes, operators and geographic boundaries to simplify the visitor journey and ensure a world-class visitor experience.

Offering innovative ticketing and transport products that embrace emerging technology will make it simpler for visitors to get around Queensland and enable industry to better meet visitor demands.

Continuing to incorporate evidence-based tourism priorities in the planning and investment of transport infrastructure and services will improve access and help to drive real growth in tourism opportunities and jobs.

The *Queensland Tourism and Transport Strategy* details directions and actions to respond to identified challenges and opportunities over the short, medium and long-term.



Source: *Tourism and Events Queensland*

Queensland Tourism and Transport Strategy

Recent achievements

A diverse range of projects, products and initiatives which benefit visitors and the tourism and transport sectors have recently been delivered by both the Queensland Government and industry.

The *Queensland Tourism and Transport Strategy* acknowledges and provides an opportunity to build on these achievements, which include:

9,000km
of state roads repaired
through Natural Disaster
Relief and Recovery
Arrangements



**Eight additional
air services into
Brisbane, Cairns
and Gold Coast
in 2017**

\$160.7 million
road funding for
Gold Coast 2018
Commonwealth Games



**Gold Coast
go explore card**



**Funding for
Wi-Fi at 49 visitor
information centres**



**State
Infrastructure Plan**



**This is
Queensland app**



150 iBeacons
providing information
to visitors



**Queensland Cycle
Strategy 2017–2027**



**Next Generation Tourism
Planning Guideline**



**Market-Led Proposals
framework**

**Best Practice
Guide to Roadside
Rest Areas**



\$20M
Supporting Drive Tourism
Investment Package



**Network of dump points
for campervan and
motorhome travellers**

**Streamlined
applications for
tourism road signage**

**New tourism
signage**



\$3.2M

**Scenic Lookout
Upgrade Program**

**Supporting drive
tourism**

Introduction

Tourism plays an important role in sustaining Queensland's economic growth. A thriving tourism industry requires a safe, reliable and easy-to-use transport system.

Queensland has a diverse tourism market which includes international, interstate and local visitors who travel for business, leisure or to visit friends and relatives. Naturally, visitors to a region require more assistance than local commuters to plan and complete their journey. Applying a visitor lens to the transport network can help to identify opportunities to further improve the visitor experience.

The visitor experience was a key consideration in the development of the *Queensland Tourism and Transport Strategy*. Four key steps were identified in the visitor journey: before arriving, getting here and away, getting around and sharing the journey.

Before arriving, the visitor needs simple, user-friendly and reliable transport information to plan their trip. Once here, the gateways through which visitors enter and exit Queensland should create a positive, lasting impression. In travelling around Queensland, visitors require access to safe, accessible and affordable transport links to reach destinations and regional areas as well as a range of transport options to access attractions and tourism precincts. Sharing their holiday experience with friends and family is a natural part of the journey and is great for the tourism economy.



Image: The key steps of the visitor journey

The *Queensland Tourism and Transport Strategy* identifies priorities, directions and aspirational outcomes to guide the decision making and innovation needed to achieve the vision of 'providing an exceptional journey for every visitor'. The strategy considers the common transport issues facing the state, while recognising Queensland's diverse nature and the unique transport requirements of individual regions.

The strategy adopts a multi-modal approach encompassing all forms of transport including aviation, cruise, long distance coach and rail, drive, local public transport, and active travel. It provides cohesive direction to address longer-term tourism and transport challenges and opportunities across all travel modes. It also identifies how new partnerships, policies and innovative approaches can effectively respond to the transport needs of domestic and international visitors.

In establishing a prosperous tourism sector for Queensland, the strategy considers: the visitor's expectation of seamless and connected travel; the need for industry to develop new and innovative products to remain competitive; and the requirement for state and local government to continue to consider tourism in transport planning.

The strategy is centred around four themes that encompass the major challenges and opportunities identified by industry as key areas of focus for tourism and transport: visitor information, transport services, ticketing and products, and planning and investment. Each of the four themes inform immediate and longer term priorities for the next 15 years and are underpinned by the guiding principles of innovation and partnerships.

The strategy has been guided by government policy objectives and will inform transport planning primarily through Regional Transport Plans. Infrastructure investment identified in the strategy will be considered in line with the priorities of the *State Infrastructure Plan*; with committed investment detailed through the *Queensland Transport and Roads Investment Program*.

Strategy development

Transport was identified as a priority for industry through *DestinationQ*, which operates as a partnership between the tourism sector and the Queensland Government. The *Queensland Tourism and Transport Strategy* was developed by the Department of Innovation, Tourism Industry Development and the Commonwealth Games and the Department of Transport and Main Roads. Close collaboration with an Industry Reference Group, made up of representatives from the tourism and transport industries, and state and local governments, has also played a critical role. The strategy is based on extensive research, including a benchmarking analysis undertaken by Monash University of public transport systems in key Queensland cities against national and global tourism destinations.

Consultation activities which have informed the strategy include engagement through the annual *DestinationQ* Forum, consultation on the discussion paper and a Ministerial roundtable with the Industry Reference Group.

A draft strategy was released in March 2017 for public consultation. Analysis of the consultation feedback identified key themes which were important to, and consistent across, industry. These themes have been carried through to the *Queensland Tourism and Transport Strategy*.

The directions and actions for each theme have also been determined from feedback through consultation.

Industry Reference Group membership









Members of the Industry Reference Group include representatives from the following organisations:

- Brisbane Airport Corporation
- Brisbane City Council
- Brisbane Marketing
- Cairns Airport
- Capricorn Enterprise
- Carnival Australia
- City of Gold Coast
- Department of State Development, Manufacturing, Infrastructure and Planning
- Department of Innovation, Tourism Industry Development and the Commonwealth Games
- Department of Transport and Main Roads
- Local Government Association of Queensland
- Outback Aussie Tours
- Ports North
- Queensland Bus Industry Council
- Queensland Tourism Industry Council
- Royal Automobile Club of Queensland
- Tourism and Events Queensland
- Tourism and Transport Forum
- Visit Queensland



Source: Tourism and Events Queensland

Key

-  International Passenger Airport
-  Domestic Passenger Airport
-  International Anchorage
-  Airtrain
-  State Strategic Touring Route
-  State Road Network
-  Rail Network
-  Gold Coast Light Rail



Tourism and transport in Queensland

Tourism in Queensland

The tourism sector is a major contributor to the Queensland economy, directly accounting for 5.8 per cent of jobs and directly and indirectly employing 225,300 people across Queensland.¹ In 2016, Queensland had 54,000 tourism related businesses—39 per cent were located in regional areas and 94 per cent were non-employing, micro and small businesses.²

Tourism is particularly important to regional economies. With recent downturns in resources investments, it has played an increasingly important role in supporting jobs and growth.

Domestic tourism is Queensland's largest market with 21.8 million visitors in the year ending December 2017, an increase of 4.9 per cent.³

International visitation is also significant and grew strongly in the year ending December 2017. Queensland welcomed over 2.68 million international visitors, a 4.3 per cent increase, which was bolstered by an increase in Asian visitors of 4.2 per cent. This rise in international visitation contributed to a 3.6 per cent uplift in visitor expenditure to more than \$5.3 billion.

China is Queensland's largest international market in terms of visitor expenditure, recording over \$1 billion of expenditure in the year ending December 2017. In addition to this, China has now surpassed New Zealand as Queensland's largest source market by visitor numbers. The United States of America, United Kingdom and Japan are the next major source markets, with substantial growth from other countries across Asia.⁴



\$12.6 billion
direct contribution
to Gross State Product

33,000km
state-controlled road
network



24.4 million
total visitors in the year
ending December 2017



20
countries directly connect
to Queensland by
scheduled air services

23%
growth in ship
visits during
2016–17



Transport in Queensland

Transport is vital to the success of the tourism industry. Well-connected, integrated and active cities and regions are key to creating destinations which are attractive to visitors and encourage expenditure in regional areas.

Queensland's transport network is well positioned to support the tourism sector with an expansive system of infrastructure, including those outlined below.

- The state and national road network, supported by a larger network of roads managed by local governments.
- Cruise facilities at key ports along the coast, supporting the cruise market which is one of the fastest growing travel sectors.
- Five international passenger airports in Cairns, Townsville, Sunshine Coast, Brisbane and the Gold Coast, supported by a network of domestic airports connecting major centres with rural and regional destinations.
- A public transport network that provides a sustainable alternative to private vehicle travel in cities and major regional centres.
- The state's long distance rail network, the largest in Australia, with iconic tourism rail journeys operating both along the coast and west into the outback.
- Cycling infrastructure and programs delivered in partnership with local governments that encourage 'more cycling, more often'.
- Active travel infrastructure such as footpaths and parklands that support healthy lifestyles and connect tourism experiences.

¹ Tourism Research Australia 2017 *State Tourism Satellite Accounts 2015–2016*.

² Tourism Research Australia 2017 *Tourism Businesses in Australia June 2012 to June 2016*.

³ Tourism and Events Queensland 2017 *Domestic Tourism Snapshot*

⁴ Tourism and Events Queensland 2017 *International Tourism Snapshot*

Global context

Queensland operates in a highly competitive global tourism market. Our growth prospects must be understood in the context of what competing destinations are doing and what Queensland is doing to enhance its value proposition. The *Queensland Tourism and Transport Strategy* has been developed with this in mind.

The strategy considers what Queensland can learn from best practice around the world, and how these lessons can be applied in a Queensland context. Such as the following examples.

- London's adoption of contactless technology in mobile phones and personal bankcards to travel on public transport.
- Hong Kong's Octopus card enables travellers to both access public transport and purchase goods and services at a wide range of commercial outlets.
- Efforts in the United States to provide a best-in-class international arrivals experience supported by airport-specific action plans to enhance the arrivals process for international travellers.
- The Travel Japan Wi-Fi app provides an ads-for-access service providing travellers with free access to over 240,000 Wi-Fi hot spots in return for viewing sightseeing information and sales promotions. The app collects information on user habits and GPS records of their journey which can be used to inform tourist marketing strategies.
- Belgium's public transport ambassadors program recruits senior citizens to disseminate transport information and assist people seeking further information about travel options.
- Melbourne's Skybus airport transfer service provides an online booking service and digital ticketing via smartphone, free Wi-Fi and tourist information videos. Skybus has also partnered with accommodation providers to provide an optional door to door shuttle service.

While global best practice provides new concepts and potential opportunities for Queensland, it should be acknowledged that across Queensland, industry and government are delivering innovative solutions in many areas, including the following examples.

- **Travel information**—TransLink's MyTransLink app includes real-time data to make public transport information easy and reliable for visitors, as well as a stop announcer to assist unfamiliar users.
- **Tourist information**—www.queensland.com is Tourism and Events Queensland's consumer website providing tourist information in eight languages across a range of devices. The 'This is Queensland' app includes resources to locate Wi-Fi and visitor information centres and uses leading-edge location based services to provide visitors with tailored destination information.
- **Visitor experience**—Brisbane Airport's Digital Departure Card allows visitors to enter personal information for the departure card onto their mobile device prior to arrival which is converted into a QR code and scanned and printed at kiosks throughout the terminal. Brisbane Airport has also expanded Smart Gate Automated Border Control facilities to reduce passenger queuing times.
- **Customer service**—Airports and cruise facilities right across Queensland already deliver a range of customer service and welcome programs to greet and assist visitors.



Tourism and transport continues to evolve rapidly, driven by technology and global economic shifts. These influences will continue to shape expectations, change the way visitors travel and create new opportunities.

Through the Queensland Government, CSIRO was commissioned to undertake a foresight study to identify and understand the 'megatrends' likely to affect tourism in Queensland over the next 20 years. Key trends impacting on travel include:

- a shift in the global economy from west to east and north to south, creating new markets and new sources of competition
- changes in the way people access and trust information in the online world
- an increasingly mobile global population—trade, business, education and healthcare are causing people to travel further and more frequently
- the disappearance of ecological habitats globally, making Queensland's unique natural assets a drawcard
- an ageing population with high numbers of baby boomers seeking retirement based travel options.

The World Travel and Tourism Council estimates the travel and tourism sector will grow at four per cent and the middle class in emerging and developing countries will grow by 400 million in the next five years.⁵

Looking further ahead, the Asian middle class is expected to increase from around 500 million in 2015, to 3.2 billion by 2030.⁶ Queensland is being positioned to capitalise on major growth opportunities across Asia, including 'wave 2' Asian growth from secondary Chinese cities, a resurgent Japan, Taiwan, and India. Increasing numbers of free and independent travellers from foreign countries has implications for how businesses engage with this segment and deliver products and services.

Aviation and cruise infrastructure are identified as priorities and need to keep pace with demand to ensure Queensland's economic potential is realised. The cruise ship market is one of the fastest growing sectors of the tourism industry. International air travel is predicted to grow strongly to 2030 with both domestic and international passenger movements through capital cities almost doubling.

Technology will continue to influence the way people travel. Ride booking services now provide access to door-to-door transport at the tap of a button and the continued evolution of fare collection technologies will create new innovative marketing opportunities. Advancement in autonomous and electric vehicles will significantly change the transport landscape.

Social media continues to evolve. It plays an increasingly important role in the planning and booking process for visitors and how they share their experiences with family and friends.

5 World Economic Forum, *The Travel and Tourism, 2015 Competitiveness Report 2015: Growth Through Shocks*, 2015
6 PwC Australia, *Australia's Jobs Future*, 2015.



Guiding principles: Innovation and partnerships



To remain competitive, the Queensland Government and the tourism and transport sectors will need to pursue innovative approaches and products, and work together in partnership. These principles, innovation and partnerships, underpin the Queensland Tourism and Transport Strategy vision and directions.

Advance Queensland is the Queensland Government's \$518 million transformational agenda to spur innovation-led growth. This investment represents a comprehensive suite of programs based on international evidence of 'what works' that will harness strengths and position Queensland for the knowledge economy of the future.

For more information visit:
www.advance.qld.gov.au.

Innovation

Innovation is necessary to stimulate the economy, grow industry and create jobs, meet the future needs of consumers, and respond to megatrends. Innovation is critical to grow and sustain the tourism industry.

Queensland has been at the forefront of innovation in the transport domain, with significant advancements such as Australia's first integrated ticketing system. The Queensland Government continues to lead innovation through the Advance Queensland agenda to grow industries through innovation.

Innovation-led growth improves Queensland's competitive position and will deliver sustainable jobs for Queenslanders. Advance Queensland empowers industry. It supports the development of new or the optimisation of existing products, processes or services and facilitates new partnerships and knowledge transfer between industry and research organisations. The *Queensland Tourism and Transport Strategy* is an example of how industries can work together to deliver a customer journey that is better than Queensland's competitor destinations.

Partnerships

The Queensland Government acknowledges the transport system is vital to support economic prosperity, however, its delivery cannot be achieved in isolation. All levels of government and industry must continue to work in partnership to address transport challenges and deliver better outcomes for visitors.

The strategy was developed in partnership between government and industry. Its successful implementation will be reliant on the continuation and strengthening of these partnerships.

Tourism and transport operators and industry bodies already collaborate in a variety of ways and the strategy aims to identify new partnership opportunities to enhance outcomes for both the tourism and transport sectors. Public and private partnerships with a commercial focus will be key to achieving desirable transport outcomes.

The Queensland Government will also continue to partner with other levels of government to deliver, manage and maintain Queensland's transport assets. It will build on existing relationships with local government, which play a crucial role in creating attractive destinations that people want to visit. The Australian Government will continue to be a vital partner in delivering infrastructure for Queensland.

Strong partnerships enable development of clear strategies and plans, to help achieve a single integrated transport system accessible to everyone.



Regional Transport Plans

The Queensland Government is developing Regional Transport Plans that will guide transport investment priorities for Queensland's regions over the next 15 years.

These plans will consider demographic trends, economic priorities across a range of sectors, including tourism, as well as local government land use and transport planning. Regional Transport Plans will consider other important planning and economic development documents such as statutory regional plans and Destination Tourism Plans, and will inform the *State Infrastructure Plan*.

There will be opportunities for industry to advance regional tourism transport priorities through consultation on Regional Transport Plans. Destination Tourism Plans are also an important avenue by which industry can identify tourism priorities for the Queensland Government to consider when planning transport infrastructure and service investments.

Source: Tourism and Events Queensland

Themes for action

Four themes have been identified as priorities for the *Queensland Tourism and Transport Strategy*. The themes were informed by consultation with government, industry and other stakeholders, and are supported by the guiding principles: innovation and partnerships.





Theme 1: Visitor information

Understanding the visitor, taking a new, interactive approach to providing tailored transport information.



Theme 2: Transport services

Providing safe, accessible, affordable and integrated transport services that allow visitors to explore everything Queensland has to offer.



Theme 3: Ticketing and products

Developing innovative, user-friendly ticketing and transport products that maximise commercial opportunities, harness new technologies and meet visitor needs.



Theme 4: Planning and investment

Promoting the role of transport as an economic enabler, delivering long-term tourism growth.



Theme 1: Visitor information



Understanding the visitor, taking a new, interactive approach to providing tailored transport information.

“Understanding the local public transport network is the most significant challenge for visitors. The fare structure and ticketing system can be confusing, information difficult to access and often not in their native language.”

Tourism and Transport Forum

The Queensland Government is committed to improving and sharing visitor transport information to support tourism growth. Consumers are increasingly connected to a wide range of information and expect ready access to high quality transport information when they need it, especially when navigating unfamiliar transport systems. Conversely, government and the tourism and transport industries need access to data to inform planning and the development of products and services that capitalise on opportunities and meet visitor expectations.

Finding the information needed to easily plan and travel is a key component of an exceptional journey. Visitors access information from multiple sources. While digital channels such as social media and travel websites are major influences on travel decisions, wayfinding signage, visitor information centres and accommodation and tourism operators are also key sources within destinations. It is therefore important to understand what information visitors need, and how, where and when they want to access it. Ensuring information is comprehensive, accurate and well communicated enables visitors to get around more easily and experience more of what Queensland has to offer.

Strong growth in strategic Asian markets has fuelled a rapid increase in non-English speaking visitors to Queensland, highlighting the need to provide information in multiple languages. To maximise yield and visitor satisfaction, multilingual information should be tailored to localised visitor demand. This task is made easier by digital technology, but also requires attention to traditional media such as signage, information sheets and maps.

Collecting relevant information from visitors and sharing insights empowers industry and government to work together to improve the visitor experience. Digital platforms, which are fast becoming an essential aspect of the visitor journey, have made it easier to gather information through methods such as ‘sign-in’ pages for Wi-Fi access. Information sharing between industry and government will enable improved market analysis to inform transport policy and planning and to develop holistic solutions, partnerships and evidenced-based proposals to benefit the tourism industry and increase visitor yield.

Seamless provision of accurate travel information has also been improved through the innovative use of real-time public transport and traffic data. The Queensland Government and local governments will continue to provide a broad range of open data sets to support industry in developing and refining tools tailored to visitor needs.

Challenges

- Understanding visitor needs and expectations of transport services and how and when they require access to information.
- Providing accurate, clear, accessible and relevant information about travel options, destinations and ticketing.
- Providing multilingual information to cater to non-English speaking visitors.
- Providing travel and safety information which is clear, accessible and easy-to-understand, particularly for international visitors.

Directions

The Queensland Government will continue to embrace and advocate the use of innovative online solutions to make it easier for visitors to access multilingual information to plan, book and travel around in Queensland. The government will encourage commercial transport providers, such as tour and shuttle bus operators, to promote their services online, providing information in easy formats as part of one integrated, multi-modal transport system. This 'digital-first' approach will consider the needs of those with limited access to technology and make accessible alternatives available.

Technological innovation in location and wayfinding is opening opportunities to significantly enhance Queensland's drive tourism experience, including for non-English speaking visitors. The Queensland Government will work alongside the tourism and transport industries to assess the effectiveness and potential for emerging technologies such as in-vehicle audio and visual information displays to seamlessly provide important tourist, travel and safety information in real time.

The rapid takeup of internet-enabled devices across the globe has elevated Wi-Fi availability as a significant factor influencing travel decisions and the quality of the travel experience. Visitors look for information online and want to share their experiences in real-time on social media. While many urban centres have publicly available Wi-Fi, there are significant commercial opportunities to further capitalise on this demand by expanding internet availability to public spaces such as transport and tourism hubs.

As the internet's role in tourism increases, the Queensland Government will continue to collect and release data about tourism and transport. Similarly, industry has a role to play by identifying what data they can contribute to the public domain. Better information sharing between government and industry will improve visitor insights and help to better inform transport planning and investment, tourism marketing and product development.

Case study: The Outback Telegraph

Councils in Queensland's Central West are joining forces to create a single public Wi-Fi network that can be accessed from towns across the seven council areas – which when combined cover over one-fifth of the state.

Queensland's Outback Telegraph will bring free internet access to travellers across Outback Queensland, allowing visitors to go online, do research on-the-go, and share photos and stories of their experiences travelling through Queensland.

Following a successful pilot in Winton involving close collaboration between Winton Shire Council and the Queensland Government, the Remote Area Planning and Development Board (RAPAD) is now coordinating the rollout of the Outback Telegraph across the remainder of the Central West. This rollout is being supported by the Queensland Government in an effort to boost visitor numbers and business through technology.

Visitors will also be able to use the Outback Telegraph app, available through the Google and Apple stores, to interact with smart Bluetooth beacons placed around towns. This will allow visitors to access additional information about local businesses, receive coupons and special offers, and guide them on discovery walks.

Importantly, the Wi-Fi network and app will allow councils to collect tourism statistics, providing valuable data on how visitors are moving through the region, and where they are, and are not stopping.

The Outback Telegraph is an example of how Queensland Government is supporting communities to harness the power of digital connectivity to tell the world about Outback Queensland.

Theme 1: Visitor information

Actions	Delivery timeframe	Lead agency
<p>Work with tourism operators, transport operators and accommodation providers to increase the understanding of the value of accurate, multi-modal transport information through:</p> <ul style="list-style-type: none"> • promoting existing data feeds • educating industry on their use. 	Short	TMR
<p>Enhance promotion of existing drive tourism routes through:</p> <ul style="list-style-type: none"> • continued rollout of State Strategic Touring Routes signage upgrades • coordinated marketing campaigns with touring route committees. 	Short	TMR
<p>Promote cycling and walking tourism trails and events. Improve information provision about active transport options for accessing destinations and events.</p>	Short	DITID
<p>Improve visitor safety through easily accessible, multilingual information materials and videos about safety practices and requirements in Queensland.</p>	Short	TMR
<p>Provide opportunities for the private sector to invest in making Wi-Fi available in and around transport and tourism hubs to improve visitor access to information.</p>	Medium/long	TMR
<p>Work with local governments to develop and implement a standardised approach to wayfinding for transport services and infrastructure that provides clear, accessible, useful and multilingual information to visitors.</p>	Medium/long	TMR
<p>Work with the private sector to investigate opportunities to include visitor information services at new service centres approved in Queensland.</p>	Medium/long	TMR

Timeframes: short (1–4 years), medium/long (5–15 years)

Transport and Main Roads will continue to undertake visitor travel surveys to inform planning and publish the data online for industry.



Transport and Main Roads has launched an improved traffic information service which includes the QLDTraffic website and app

“There is growing reliance on mobile devices to plan and book accommodation, travel, tours and other experiences, including progressively ‘on the ground’, which need to be accommodated. ‘How to get there’ links should be a standard feature of all destination websites and should not simply link to the local English-language site.”

Local Government Association of Queensland



9:22 AM

Gold Coast Line Timetable Filter

Leaving now

Central Station

Any stop or station

9:50 am	Central station Platform 1
11:22 am	Varsity Lakes station Platform 2
10:29 am	Central station Platform 1
11:52 am	Varsity Lakes station Platform 2
10:59 am	Central station Platform 2
12:22 pm	Varsity Lakes station Platform 2
11:01 am	Central station Platform 3
11:25 am	Domestic Airport station Platform 1
11:29 am	Central station Platform 1
12:52 pm	Varsity Lakes station Platform 2

Theme 2: Transport services



Providing safe, accessible, affordable and integrated transport services that allow visitors to explore everything Queensland has to offer.

“Connectivity to and within the destination is also critical to its growth. Visitors need convenient staging points and need to be able to move across the city safely and efficiently.”

City of Gold Coast

The Queensland Government is committed to considering the visitor experience in the planning and delivery of transport services and infrastructure. The *Queensland Tourism and Transport Strategy* reinforces that commitment by creating opportunities to better meet visitor needs through partnerships and innovation with industry.

Destinations in Queensland are located across a vast, diverse area and the transport network for each differs considerably in design and complexity. What remains the same is the need for visitors to easily and efficiently travel across all transport modes—including drive, aviation, cruise, public and personalised transport, cycling and walking—to maximise their dispersal and quality of experience. High-quality and connected transport networks provide visitors with the freedom to travel around easily, using the most efficient type of transport suited to their needs. Rather than compartmentalising modes of travel, it is important that the entire system is viewed holistically to achieve the best transport mix for the visitor. Detailed state and regional planning and improved knowledge of the marketplace will help achieve the best transport mix for the visitor. In addition, initiatives such as the Queensland Government’s Inclusive Tourism resource aim to support tourism operators to improve their own accessibility and appeal to a wider range of visitors.

Achieving a seamless and connected transport system requires modes that complement each other and operate in an integrated manner. This includes enhancing connections to and from gateways such as airports, and ensuring timetables across modes and operators align. Options to support active travel, such as the transport of bicycles on public transport, will assist growth in the active and adventure tourism sectors.

A robust and adaptive transport network is also essential to accommodate peaks in demand such as during major events, severe weather and natural disasters. Intelligent transport systems incorporating in-vehicle signage, vehicle-to-vehicle and vehicle-to-infrastructure technology can help to achieve this. These digital solutions also present significant cost benefits in terms of production and maintenance. By providing relevant information, such as road and traffic conditions to drivers in real-time and in a variety of languages, the transport network can be managed more safely and efficiently.

It is also vital that regulatory frameworks can adapt to rapid economic, technological and social change. Regulation should consider visitor needs, ensuring transport services continue to be affordable, accessible, reliable and safe. Achieving this balance is key to allowing innovation while ensuring a high-quality visitor experience.

Challenges

- Providing safe, accessible, affordable and integrated travel across regions and jurisdictional boundaries to meet visitor needs and expectations.
- Ensuring the transport network can cope with fluctuating visitor demand and adapt to environmental change.
- Identifying regulatory gaps or hindrances which restrict innovation and the delivery of quality transport services for visitors.
- Leveraging advancements in transport options created by technological innovation.
- Providing more frequent and diverse travel options throughout regional Queensland.
- Incorporating the growth of active travel tourism with other modes of transport.

Directions

The Queensland Government recognises the importance of multi-modal options and connectivity in providing a quality transport service for visitors to reach attractions, events and destinations. The government will focus on maximising visitor mobility by improving coordination and integration between regions and involving all modes of transport, both public and private. This will include integrating active travel with other transport modes through improved infrastructure and information.

Future tourism growth will be underpinned by improved connectivity to key markets. As part of a concerted effort to capitalise on opportunities in Asia, the Queensland Government will leverage its \$33.5 million *Advance Queensland: Connecting with Asia Strategy*, which includes a \$30 million fund to build connections to key Asian markets. The fund will help secure more direct international aviation access to Queensland's major airports and enhance regional connectivity to drive visitor dispersal. In addition, the Queensland Government will continue to target new airline route opportunities from priority markets through the *Attracting Aviation Investment Fund* and the *Advancing Tourism Fund*.

Regulatory frameworks influence a wide range of issues such as how, where, when and by who transport services are provided. The Queensland Government will ensure its regulatory framework is responsive to visitor needs, and supports safe, reliable, cost-effective and innovative transport services.

Case study: Gold Coast Light Rail Stage 2

The recently completed Gold Coast Light Rail Stage 2 provides the missing link between heavy rail at the Helensvale Station and light rail at Southport. The route seamlessly connects Brisbane and the Gold Coast, providing one-transfer travel between key tourism destinations in South East Queensland, visitor gateways (including Brisbane Airport), as well as residential and commercial areas.

Delivered ahead of scheduled prior to the Gold Coast 2018 Commonwealth Games, the light rail system is an excellent demonstration of integrated transport services that meet the needs of Queensland's tourism sector.

The Queensland Government has cemented the future of light rail on the Gold Coast with a \$5 million commitment to develop a business case for Stage 3A from Broadbeach South to Burleigh Heads in collaboration with the City of Gold Coast.

Gold Coast Light Rail Stage 2 was jointly funded by the Queensland Government, Australian Government and the City of Gold Coast and delivered via a public-private partnership with GoldLinQ consortium.

Theme 2: Transport services

Actions	Delivery timeframe	Lead agency
<p>Generate new economic activity from increased airline capacity into Queensland by:</p> <ul style="list-style-type: none"> continuing to attract new direct international flights to Queensland from priority markets through the <i>Attracting Tourism Fund</i>, the <i>Attracting Aviation Investment Fund</i> and the <i>Advance Queensland Connecting with Asia Fund</i> undertaking research into the global aviation environment to understand future tourism demands and strategic route development priorities developing the <i>Queensland Aviation Framework for Tourism 2018–2025</i> to guide aviation route development for domestic and international services to Queensland working with a range of stakeholders to address opportunities to improve access and grow tourism to regional Queensland. 	Ongoing	DITID TEQ TEQ
<p>Improve access and destination infrastructure through initiatives such as:</p> <ul style="list-style-type: none"> the Transport and Tourism Connections Program the Scenic Lookout Upgrade Program Great Barrier Reef Island Resorts Rejuvenation Fund the Drive Tourism Support Package Growing Tourism Infrastructure Program. 	Short	TMR DITID
<p>Support local governments and the tourism industry to develop drive tourism through:</p> <ul style="list-style-type: none"> producing the Planner’s Guide to Managing Caravanning, Camping and RVs updating the Guidelines on Good Practice for Caravan Parks and Relocatable Home Parks 	Short	DITID
<p>Undertake a desktop audit and engage with industry to identify connectivity issues to key tourism destinations, such as island resorts.</p>	Medium/long	DITID
<p>Improve driver safety and enhance the drive tourism experience by conducting research into:</p> <ul style="list-style-type: none"> visitor-focused digital in-vehicle signage improved trip preparation tools. 	Medium/long	TMR
<p>Identify and implement opportunities to reform regulatory frameworks to enable innovative transport business opportunities, reduce unnecessary burden on visitors and businesses and create efficiencies in government.</p>	Medium/long	TMR

Timeframes: short (1–4 years), medium/long (5–15 years)



The \$20 million Supporting Drive Tourism Package is providing new and improved road infrastructure such as signage, rest area and road upgrades to support drive tourism across the state.

The Gold Coast 2018 Commonwealth Games will deliver legacy infrastructure and services and inform future event transportation strategies.





Transport and Tourism Connections program

A single, integrated transport system that is accessible to all is essential to making Queensland's wide variety of tourism experiences accessible to visitors. To improve transport access, the Queensland Government has committed \$10 million to support local governments and the private sector through the Transport and Tourism Connections program. The program focuses on boosting tourism and supporting the increasingly vital role that tourism plays as part of a more diversified economy. Priority is given to sites along Queensland's strategic drive tourism routes or high trafficked regional tourist routes.

In round one, \$6 million has been allocated to eighteen major tourist and culturally significant sites in Western Queensland. Funding for upgrades is on a 50:50 basis with local governments. Delivery of round one is expected to be completed by mid-2018. The remaining funding will be announced as part of round two.

Theme 3: Ticketing and products



Developing innovative, user-friendly ticketing and transport products that maximise commercial opportunities, harness new technologies and meet visitor needs.

“Partnered product development and cooperative marketing are needed as an incentive to leverage private and government assets to sustainably achieve the growth for the tourism guarantee.”

Outback Aussie Tours

To ensure the Queensland tourism sector remains globally competitive, the Queensland Government is committed to working with industry and other levels of government to deliver ticketing and tourism products that attract and support visitors.

Visitor needs and expectations of the transport network differ to those of other users. To provide an exceptional journey, tickets and products must make travel more convenient and meet their specific needs. This includes having the information available to plan and the products and services to get here, away and around Queensland.

Integrated transport tickets and products which are easy to understand, purchase and use can improve the visitor experience and boost spending by encouraging exploration of more destinations and attractions. They can also allow visitors to maximise reach and explore destinations efficiently. New and emerging technologies offer greater scope for improving this aspect of the visitor travel experience.

Event organisers, tourism operators and accommodation providers could add value and convenience for visitors by incorporating a variety of transport options into their products. This may include tickets to get to an attraction or accommodation, or combined transport and event entry tickets.

In some instances, the transport journey itself is a tourism experience. Iconic touring routes, ferries, cruises and rail journeys provide a great opportunity for visitors to see Queensland’s natural attractions and key destinations. Enhancing the on-board experience of regional travel can help increase visitation by making it a key part of the experience, and opening up new opportunities for tourism products and packages. Cruise stopovers also provide opportunities for visitors to explore more of Queensland’s sights and attractions.

Active tourism routes are emerging as a popular option for visitors. The European experience suggests that there is potential for growth in this market. This might include developing cycle tourism routes and rail trails which can raise Queensland’s profile as an adventure and nature-based travel destination. Innovation and product development can support the specialised needs of this market.

Challenges

- Understanding the preferences of visitors in purchasing transport tickets and products.
- Developing cost-effective partnerships to provide the services that visitors want.
- Leveraging technological developments to improve transport ticketing and to take advantage of new business opportunities incorporating tourism and event packages.

Directions

The Queensland Government recognises the importance of the visitor economy and will consider visitor needs in determining the ticketing products available and the channels through which these are advertised, sold and delivered.

Development of new or improved transport products and services will also consider how to apply innovative global best practice while retaining Queensland's unique tourism offering.

New investment and support to facilitate development of active tourism experiences is a priority including through a new \$14 million commitment to activate disused rail corridors.

The Queensland Government will continue to build partnerships with the tourism and transport industries to encourage the development of market driven, multi-modal, integrated ticketing products that improve the mobility of visitors and the accessibility of attractions, facilities and events.

The Queensland Government and industry will work together to ensure Queensland is at the forefront of advancements in transport ticketing and payment technology that is attractive, hassle free and visitor friendly.

Case study: the future of ticketing

The next generation ticketing system, currently under development, will revolutionise how visitors and residents access public transport in South East Queensland. It is expected the new ticketing system will enable simple and seamless travel for commuters across multiple trips and transport modes. International examples point to the possibilities for Queensland's next generation ticketing.

London transit users are able to use contactless technology in mobile phones and personal bankcards to travel on public transport, ensuring visitors have a public transport ticket when they arrive.

Hong Kong's Octopus card enables travellers to access public transport, and also purchase goods and services at a wide range of commercial outlets.

These next generation ticketing initiatives demonstrate the breadth of possibilities available to the private sector to improve the visitor experience and encourage seamless travel to destinations. Removing barriers such as the need for visitors to find, purchase, understand, and use a different ticketing system can encourage visitors to see more of Queensland's destinations. These examples also highlight the importance of partnerships and technological innovation to improving visitor mobility.

Theme 3: Ticketing and products

Actions	Delivery timeframe	Lead agency
Upgrade the current <i>go</i> card system with next generation ticketing, ensuring there is scope for an account-based system that offers tourist-friendly products and supports the potential for commercial opportunities.	Ongoing	TMR
Continue to work with event organisers and transport operators to increase the integration of event and transport ticketing that is cost effective and easy-to-use.	Ongoing	TMR
Partner with tourism and event organisers in South East Queensland to strengthen uptake and streamline distribution of the <i>go access</i> Corporate Events Card.	Short	TMR
Work with tourism operators, attractions and accommodation providers to enhance and promote visitor-specific public transport ticketing.	Medium/long	TMR
Develop Queensland's active tourism offering through: <ul style="list-style-type: none"> • undertaking research into the economic potential of cycling related tourism • supporting the development of long distance multi-use recreational trails. 	Medium/long	TMR
Support the development of new and enhanced drive tourism experiences as part of the continual improvement of the existing State Strategic Touring Route network.	Medium/long	TMR
Investigate options to provide innovative public transport ticketing and products outside South East Queensland.	Medium/long	TMR

Timeframes: short (1–4 years), medium/long (5–15 years)



Sponsorship of events such as Cycle Queensland which take participants on a planned tour route and promotes tourism spend in rural and regional areas.



The New Generation Rollingstock will increase the current fleet of trains in South East Queensland by 30 per cent.

Queensland Cycling Strategy

Active tourism is an emerging global market segment with visitors using active travel options to explore destinations across Queensland. Visitors who cycle and walk contribute to the Queensland economy by using accommodation, visiting local attractions and buying goods from local shops.

The Queensland Government recently released the *Queensland Cycling Strategy 2017–2027*. The strategy sets the direction for cycling in Queensland over the next 10 years and is accompanied by a two-year action plan. A state of cycling report will also be published every two years to track progress towards achieving vision of more cycling, more often.

The strategy creates an opportunity to further partnerships between the Queensland Government, local government and industry to invest in and support rail trails, iconic cycle touring routes and cycling events to attract new visitors to Queensland, benefiting residents and visitors alike.



Theme 4: Planning and investment



Promoting the role of transport as an economic enabler, delivering long-term tourism growth.

“Transport infrastructure includes developing the facilities and amenities around the transport hubs and transit centres to enhance the experience.”

Queensland Tourism Industry Council

The Queensland Government remains committed to ensuring the needs of visitors and industry are reflected in transport planning and investment across Queensland. Investment in the state’s transport system has flow-on benefits to tourism by building, maintaining and improving vital transport infrastructure and services.

It is essential that all levels of government continue to partner with industry to ensure transport options are delivered in the right place, at the right time, and in an integrated manner. Similarly, a whole-of-government approach will improve linkages between Queensland Government agencies and local governments to ensure consistency in priorities for the infrastructure and services that are necessary to support growth in the tourism sector.

Collaboration with industry will remain a core focus of the Queensland Government. There is increasing expectation that the private sector should play a role in improving access to tourism destinations. Expanding partnerships between government and industry, through initiatives such as Market-Led Proposals, provides an opportunity to innovate and create a world-class visitor experience.

This collaboration and partnership approach will inform the priorities for infrastructure and service investment which will be reflected in short, medium and long-term planning. The *Queensland Tourism and Transport Strategy* will fit within the existing transport planning framework by advancing short-term visitor outcomes, as well as further enabling strategic tourism needs to be considered in medium and long-term planning.

The development of Regional Transport Plans will guide transport investment priorities for Queensland’s regions. Regional Transport Plans will consider economic, demographic and industry conditions. They will also identify regional priorities and determine how the transport system can best meet these. The plans will aim to align with local government land use and transport planning, as well as existing Queensland Government policy and plans, such as regional plans and the *State Infrastructure Plan*. They will also inform the Queensland Transport and Roads Investment Program which sets the funding for a four-year period, with firm commitments for the first two years and indicative funding for the remaining two years.

Consultation on Regional Transport Plans will provide opportunities for the tourism industry to advance regional tourism transport priorities. Destination Tourism Plans will also remain a key means by which industry can identify tourism priorities for the Queensland Government to consider when planning transport infrastructure and service investments.

Challenges

- Balancing tourism transport priorities with the transport needs of the community and other industries.
- Aligning tourism priorities with the long-term nature of transport infrastructure planning.
- Ensuring visitor mobility is factored into tourism development from the outset.

Directions

The Queensland Government will continue to embrace innovative solutions to meet the state's future infrastructure challenges, including the needs of visitors. In some cases this will mean exploring ways of optimising existing infrastructure. The government will enable the private sector to address new opportunities which support job creation and economic growth through its Market-Led Proposal initiatives. Funding and financing infrastructure will be enhanced through a new focus on value sharing and improving alternative funding and financing options.

Growth in the cruise shipping industry and new aviation opportunities, particularly from Asia, will underpin future growth in tourism. The Queensland Government will consider the future potential in cruise and aviation and position the state to capitalise on these markets to maximise the economic benefits for Queensland.

The Queensland Government will provide local governments and industry with opportunities for advancing regional tourism priorities through the development of Regional Transport Plans. They will guide regionally-focused transport investment for Queensland.

Case study: Market-Led Proposals

The Queensland Government is encouraging the private sector to propose solutions to help meet the challenges of a rapidly growing state. This could vary from clever programs to address a specific social need within a town through to solutions for major infrastructure challenges.

The Market-Led Proposal framework provides an efficient, staged and interactive process, coordinated by the Department of State Development, Manufacturing, Infrastructure and Planning. Projects must address community needs and government priorities, deliver value for money and justify an exclusive arrangement between the government and the private sector proponent.

The approved Brisbane International Cruise Terminal proposal from the Port of Brisbane is an example of how the market-led proposal framework is working to support Queensland's tourism and transport industries. Works commenced early November 2017, with commencement of construction scheduled for mid-2018 and project completion in March 2020.

The proposal for a terminal to accommodate the new generation of mega-cruise ships will create a dedicated facility that is able to berth vessels longer than 270 metres, which carry up to 4500 passengers.

These mega cruise ships, which according to CLIA's forecast will comprise 60 per cent of the global cruise fleet of the future, currently berth at Port of Brisbane's Grain Berth. A dedicated cruise terminal and berth with connectivity to the airport and major arterial roads connecting to tourism destinations to the north and south will boost our reputation as a global tourism destination of choice. The location of the dedicated facility, separate to the working port, ensures Queensland's ever-growing grain trade is not impacted by the growth in the cruise market. Port of Brisbane's innovative solution at the mouth of the Brisbane River also means that constraints such as the Sir Leo Hielscher Bridges and the Lytton Rocks will no longer restrict the growth of the market sector.

Theme 4: Planning and investment

Actions	Delivery timeframe	Lead agency
Deliver planned upgrades along key tourism routes such as the Bruce Highway and Warrego Highway to improve road capacity and safety.	Ongoing	TMR
Host the annual tourism and transport roundtable to provide a forum for the tourism industry to discuss transport priorities.	Short	TMR
Deliver the Queensland Electric Vehicle Super Highway, a series of electric vehicle fast-charging sites from South East Queensland to Cairns.	Short	DSDMIP (EDQ)
In partnership with local governments, regional tourism groups and industry, deliver a wide network of electric vehicle destination charging infrastructure.	Short	DSDMIP (EDQ)
Support the sustainable development of key Queensland ports by: <ul style="list-style-type: none"> • continuing to encourage private sector investment through the government's Market-Led Proposal framework • advocating for regulatory conditions to ensure the ongoing growth of the cruise shipping market in Australia • working across government and with industry stakeholders to optimise the development of cruise shipping. 	Short	DITID
Progress enhancements to the North Coast Rail Line between Beerburrum and Nambour to improve capacity.	Short	TMR

Timeframes: short (1–4 years), medium/long (5–15 years)



Continued industry and government partnerships that have been established through *DestinationQ* and the industry roundtable.

Development of a statewide cycling strategy and action plan to set the direction, policies and priorities to get more people cycling.



Case Study: Cape York Region Package

The Cape York Region Package (CYRP) is a \$260.5 million program of works jointly funded by the Australian and Queensland governments to upgrade critical infrastructure in far north Queensland.

The package consists of three sub-programs:

- \$200 million program of works to progressively seal sections of the Peninsula Developmental Road
- \$10 million over four years for sealing works on the Endeavour Valley Road through to Hope Vale
- \$50.5 million for priority community infrastructure works identified by the Cape Indigenous Mayors Alliance

An exemplary contribution to Australia's roads network, the CYRP improves access and safety for visitors, freight and other road users and reduces ongoing road maintenance costs. The CYRP also provides the local community with employment, training and business development opportunities for Indigenous and non-Indigenous people.

The broader CYRP is widely recognised as an important nation building project, and has been recognised with the Premier's Reconciliation Award (Partnership Category) and a High Commendation Award for Innovation.

State Strategic Touring Route Investment

The State Strategic Touring Route network was recently expanded to include the Adventure Way and an extended Warrego Way.

The Queensland Government will continue to make significant investment in these routes over the next four years, through the *Queensland Transport and Roads Investment Program* (QTRIP):

	\$'000 17–18 to 20–21*
Adventure Way	1,293
Australia's Country Way	45,598
Capricorn Way	178,016
Great Inland Way	253,347
Leichhardt Way	113,797
Matilda Way	79,456
Overlanders Way	79,159
Pacific Coast Way	6,239,916
Savannah Way	21,239
Warrego Way	1,445,425
Total	8,457,245

*Source: QTRIP 2017–18 to 2020–21

Where to from here

The actions identified in this strategy present transport priorities to support tourism growth over the short, medium and long-term.

The Queensland Government will continue to collaborate with industry and local government to implement the short term actions and explore innovative ways to deliver on the medium and long-term opportunities.

Progress reports will be prepared annually and made publicly available on the DITID website. A full review of the QTTS will be conducted in 2020, which will detail outcomes of the strategy and make recommendations for delivery of the medium and long-term opportunities.

Visit www.ditid.qld.gov.au/tourism to stay informed.





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