

Pay a little bit longer

Tourism plan outlines vision to boost visitor stays, spending

EXCLUSIVE
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BRISBANE and the south-east is on the cusp of a 5000-room tourism boom that will pour an extra \$2.3 billion each year into the region, but a visitor blueprint says that could almost double if we try harder.

A tourism plan given exclusively to *The Courier-Mail* ahead of its public release today maps out how government and industry are working to supercharge the economy based on better transport and new experiences to lure more visitors and get them spending more.

Bricks-and-mortar improvements worth \$12 billion

HOW TO DOUBLE THE TOURISM BOOM

- Convince 4 per cent of visitors who pass through to stay overnight
- Add half a day to every visit
- Raise visitor spending by 15 per cent
- Sell 8 per cent of visitors on an "experience" or activity

Source: *Visitor Economy 2031 report*

will transform Brisbane, the Visitor Economy 2031 report says, with additions including more than 5000 new hotel rooms since 2014, the Howard Smith Wharves precinct (\$200 million); Brisbane Airport's second runway (\$1.4 billion) due in 2020; the Queen's Wharf Brisbane development (\$3.6 billion) due in 2022; Brisbane Metro (\$994 million) and Cross River Rail (\$5.4 bil-

lion) due in 2023 and 2024. While the projects will tip an extra \$2.3 billion into the economy each year, Brisbane and the south-east could more than double that to \$6.5 billion by doing a few things better.

The report, a collaboration between government and industry groups, says convincing just 4 per cent of visitors who pass through to stay overnight, stretching those already stay-

ing to remain half a day longer, convincing visitors to spend 15 per cent more and selling 8 per cent of them on an "experience" or activity would put an extra \$4.2 billion into the economy and create 50,000 jobs.

The blueprint was one of the action points developed in *The Courier-Mail's* Future Tourism campaign and aims to hold government, industry and businesses to a road map that will create jobs and raise the annual visitor economy to \$16.5 billion by 2031. But the Visitor Economy 2031: Vision for the Brisbane Region plan says the area's potential can only be realised by spreading tourist visits beyond the capital.

It says "hero experiences" need to be marketed better

and that the region needs to speak with one voice to lure bigger-spending tourists.

The report said better transport infrastructure was essential and could be fast-tracked under a City Deal and given a firm deadline by a successful bid for the 2032 Olympics. Specific government departments, councils and industry partners have each been put in charge of making the changes happen, and report back every year.

Lord Mayor Adrian Schrinner said the visitor plan would help unlock the potential of the Brisbane region. He said work had already begun with \$10 million to build an international brand targeting direct routes from North America and ASEAN markets.