

GLADSTONE REGION VISITOR ECONOMY STRATEGY

2025

The Visitor Economy – where tourism is everybody’s business.

OUR BRAND STORY

“The Gladstone Region is the gateway to the Southern Great Barrier Reef. Like nowhere else, the Gladstone Region is a striking juxtaposition of industry and pristine environment of the world heritage listed Great Barrier Reef, including the iconic Town of 1770/Agnes Water, rural hinterland and striking sandstone wilderness.”

GLADSTONE



BRISBANE




JUST ONE HOUR FLIGHT
EX BRISBANE.


15,000+ DOMESTIC &
INTERNATIONAL CRUISE
SHIP VISITORS ANNUALLY.


ACCESS TO SOUTHERN
GREAT BARRIER REEF EX
GLADSTONE & TOWN OF
1770 to over 11 islands and reefs
including Heron, Wilson and Lady
Musgrave Islands.

Our Competitive Advantages

→ World heritage
marine experiences



→ Recreational fishing, boating
and cruise ships



→ Juxtaposition - Industry
+ Pristine Environment



→ Nature-based
experiences



→ 4WD and camping



→ Events, arts, culture
and heritage



TOURISM SNAPSHOT



VALUE OF TOURISM

Total Spend
\$315m

WHY VISITORS COME TO GLADSTONE

Visiting Friends and Relatives (VFR) 27%

Holiday 39%

Business 29%

Other 5%

DOMESTIC DAY TRIPPER SPEND

\$100

Per day

DOMESTIC OVERNIGHT SPEND IN COMMERCIAL ACCOMMODATION

\$179

Per night

VISITORS

Total Visitors
941,000

International
53,000

Domestic Overnight
461,000

Domestic Day-trippers
426,000

MAJOR SOURCE MARKETS

1 Regional Queensland

(Rockhampton/Capricorn, Bundaberg/Harvey Bay)

2 Brisbane

Target Markets



SHORT BREAK DRIVE

Rockhampton, Bundaberg, Hervey Bay, Mackay, Emerald, Sunshine Coast.



FLY-DRIVE



BUSINESS EVENTS/MICE



FISHING & BOATING



CRUISE



4WD, RV, CARAVAN AND CAMPING



EVENTS AND SPECIAL INTEREST - YACHTING, DIVING, WEDDINGS



ACCOMMODATION

1967
rooms

5555+
capacity



Source: TRA Local Government Area Profiles, 2018. Gladstone Region (for four year average 2015 to 2018)

2025...



VALUE OF TOURISM PROJECTION

\$348m*

GENERATING

585,000

OVERNIGHT VISITORS*

Source: *Based on 3.4% growth p.a. Gladstone Region Destination Tourism Plan 2014-2020

INTO THE FUTURE

The 5 Year Vision

The Gladstone Region is firmly positioned as the gateway to the Southern Great Barrier Reef, famous for “one-of-a-kind” experiences from the reef to the sandstone wilderness and home to hallmark and destination events.

The region, from all levels of government, private enterprise and community work collaboratively to welcome visitors to ensure their happiness, positive referrals and return visitation.

With a clear outcomes focus and integrated tourism planning, the region collectively improves sustainable access to the reef, achieves affordable air access, all-weather road access and enhanced facilities that provide for visitor and local resident satisfaction.

As a result, the region enjoys increased employment from overnight visitor expenditure and year-round visitation from its flourishing key markets.



GOALS

→ IMPROVE ACCESS

to reef, air and roads to decrease seasonality and ensure regional dispersal.

→ GENERATE DESTINATION DEMAND

through “one-of-a-kind” visitor experiences that are distinctively SGBR/ Gladstone Region and readily available through distribution channels and to purchase online.

→ INVEST IN VISITOR INFRASTRUCTURE

through integrated planning and coordination of public infrastructure for tourism and local community and foster private sector investment.

→ GROW KEY MARKETS

including outdoor/fishing, drive, cruise, events and business tourism.

PRIORITIES

1

KEY ENABLERS

- Reef Day Trip
- Creek & Estuary Access Town of 1770
- Affordable & Increased Air Access
- Road Access & Dispersal
- Integrated Tourism Management Plan
- Tourism Friendly Destination

2

KEY MARKET SEGMENTS

- Drive Market
- Marine Tourism - Fishing, Boating & Diving
- Business Tourism
- Cruise Ships & Tours
- Industrial Tourism
- Events

3

“ONE-OF-A-KIND” EXPERIENCES

- Signature “one-of-a-kind” experiences
- First Nations
- Tourism Innovation Fund
- Street & Public Art
- Packaging

4

DESTINATION PROFILE

- Southern Great Barrier Reef Campaign
- Brand Adoption
- Digital Distribution

5

BUILD CAPABILITY AND CAPACITY

- Tourism Training Program
- Experience & Packaging Program
- Tourism Symposium
- Explore Your Own Back Yard
- Welcome/Greeters Program & Customer Service



IMPLEMENTATION

Facilitated through the Destination Tourism Plan (DTP) committee.



MONITORED BY:

- Visitor expenditure
- Length-of-stay
- Visitor numbers
- Visitor satisfaction