

BUNDABERG TOURISM

Partnering With COuncil | Delivering For The Region

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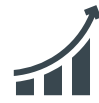
Years serving Bundaberg
Established 1971



1 of 13 Regional Tourism Organisations Recognised by Tourism and Events Queensland



Driving visitation to the destination



Build & maintain a prosperous & sustainable regional tourism economy

Priority Areas



Destination Marketing



Visitor Services



Product & Experience Development



Industry Support

Our Strengths

AGILITY

to respond to opportunities quickly for the benefit of businesses



COMPLIMENT

the work of Council's Economic Development team with experience & industry connection



ADVOCACY

Strong partnerships with external stakeholders, without the limitation of government



INDEPENDENCE

To leverage Council funding to secure an additional \$470,000 for 2019/20 from state and federal governments

Productive Partnerships



The Reach of the Visitor Dollar

Our Visitor



Drives resident pride in the community



Visitor dollars impact the community's economic bottom line



Locals spend money earned in the community



Creating jobs



Driving business & investment confidence



Tourism dollars drive business growth in the community



Creates a prosperous economy

Regional Impacts of Tourism

1.734 
million
visitors

\$507 
million
of Visitor Expenditure

over 3.5
million
visitor nights

5,200
tourism
jobs 

Tourism generates \$845 for every \$1 of Council's investment into Bundaberg Tourism

Figures courtesy of Tourism research Australia for year ending December 2019

