

16th May 2022

sent on email

Dear #####,

As CEO of Bundaberg Tourism, I am writing to you on behalf of our local tourism industry and members of our organisation.

We are asking all Hinkler candidates to outline their party's tourism policies. We'd also like to know what tourism means to you, and what you will do to support a strong and sustainable local tourism sector if elected as our Federal Member on 21st May 2022. Is there anything you may have already done to support the sector prior to nominating?

We would appreciate a reply by 10am Thursday May 19, so that we may share your answers with our members before they vote on Saturday.

When considering what you stand for as a federal candidate for the people of the Hinkler electorate, we appeal to you to remember the value of a strong tourism industry and the economic, social and cultural benefits our sector brings to the region.

By way of background:

Since 1971, Bundaberg Tourism has been the official Regional Tourism Organisation for the Bundaberg and North Burnett regions. A not-for-profit organisation, BT delivers an integrated brand, marketing and sustainable destination development strategy for the region by working in partnership with the community, local tourism industry and businesses.

As an independent organisation, Bundaberg Tourism plays a role that no others are able to do: bringing together industry, community and all three levels of Government at a destination level to champion a positive future for the sector.

As a Regional Tourism Organisation, BT are a key point of contact and guiding light for businesses across the region that rely on tourism visitation to sustain a profitable business. We do this with a sharp focus on driving maximum return destination marketing activity, harnessing the collaborative power of the tourism industry, community and partners to multiply every marketing dollar. We work to support the development of products, experiences and events to attract visitors to the destination – driving destination awareness, length of stay and overnight visitor expenditure in our regional economy. And our work presents a unified and consistent brand Bundaberg, accessible for the industry and recognisable in key target markets.

Tourism is a big part of what makes the Bundaberg region tick, worth in excess of \$500million per annum to our regional economy and supporting more than 5000 jobs, tourism matters to our community. In fact, Bundaberg region locals are more likely than the average Queenslanders to recognise the benefits of tourism to the community. Our 2021 social indicators report informs us that sentiment towards tourism in the Bundaberg region is more positive than it was in 2019 and continues to be more positive than the Queensland average. Over half of the residents surveyed in the Bundaberg region would like their local area to attract more tourists, two thirds (67%) of residents 'really like' tourists, and nearly four in five (79%) are happy for continued tourism development. This research reassures us that our local community supports the work of Bundaberg Tourism and they understand the greater good that tourism and the visitor economy can bring to community.

Bundaberg Tourism champions positive change for the visitor economy, and we look forward to your support in championing for a sector that makes a difference for the greater good of our community.

Katherine Reid

Bundaberg Region Ltd t/as Bundaberg Tourism  36 Avenue Street (PO Box 930) Bundaberg QLD 4670
 (07) 4153 8888  info@bundabergregion.org  bundabergregion.org | ABN: 80 009 848 542



KEYSTATS
*YE DEC 19

- \$507 million** of Visitor Expenditure
- Over 3.5 million** visitor nights
- 5,200** tourism jobs
- 1.734 million** visitors

OUR FOCUS

-  Destination Marketing
-  Supporting our Industry
-  Visitor Services

