

Department of Innovation, Tourism Industry Development
and the Commonwealth Games

Tropical North Global Tourism Hub

Industry Update

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Special Projects Unit

Thursday 13 September 2018

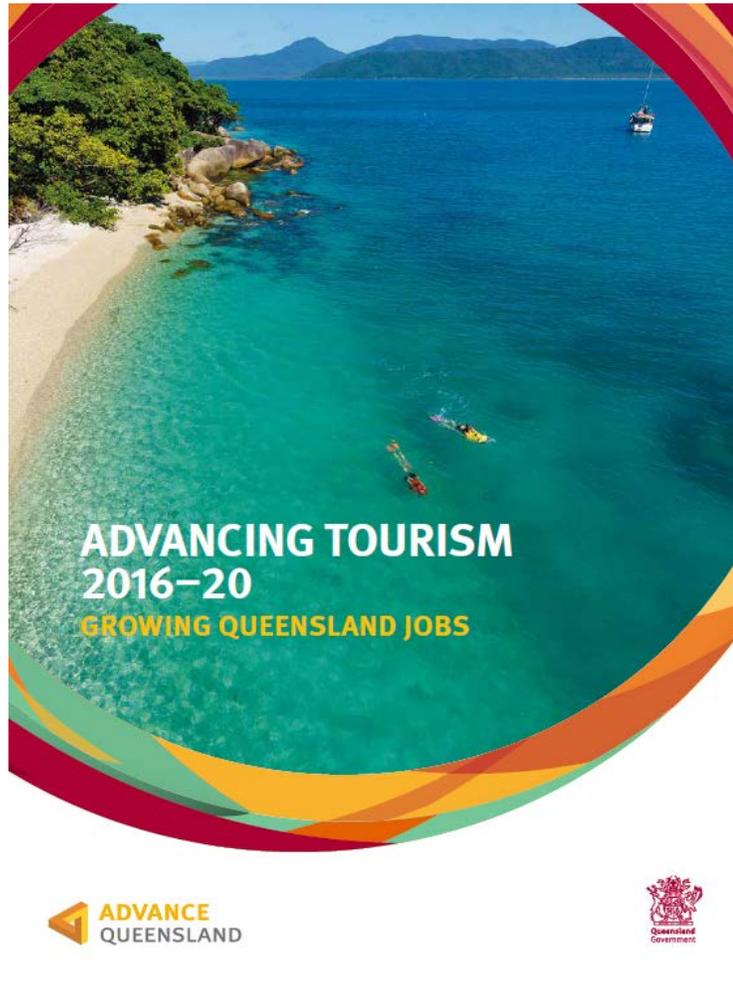


To be covered today



- Tropical North Global Tourism Hub
- Wangetti Trail

Queensland Government Strategy – Advancing Tourism



Key message #1

Tourism is vital to Queensland's economy, delivering benefits for everyone and providing an opportunity to share our beautiful state with visitors from near and far.

Key message #2

Advancing Tourism is the Queensland Government's plan to maximise the benefits from tourism and claim our place as Australia's leading tourism destination.

Key message #3

By working together to achieve our **Advancing Tourism** goals, the government, community, industry and business will deliver the best results for tourism and Queenslanders.

What we will do to deliver: our promise on how we will work to achieve our goals

Value add: *Advancing Tourism* benefits the community and the regions, government, the economy and stakeholders

Advancing Tourism is built on four strategic priorities:

1. Growing quality products, events and experiences
2. Investing in infrastructure and access
3. Building a skilled workforce and business capabilities
4. Seizing the opportunity in Asia

What is a Global Tourism Hub?

An integrated strategy for Queensland that incentivises the private sector to support the delivery of the government's policy objectives:

- Delivers world class tourism infrastructure
- To accelerate tourism growth and support local infrastructure opportunities
- Development of integrated resorts
- <5% floor area devoted to gaming - with a broad range of tourist related facilities and attractions and other tourism infrastructure
- Supports the government's broader tourism strategy e.g. more direct international flights, increase visitors spend per night, length of stay and repeat visitation
- Delivers catalytic projects that support city building objectives and other complementary projects e.g. Queen's Wharf Brisbane
- Optimises broader community gains – regional jobs, investment and associated flow-on developments and enhanced public realm
- Provides higher quality accommodation and a range of experiences driving longer visitor stays and greater tourism expenditure

Benefits of a Global Tourism Hub

Global Tourism Hubs can help achieve the Queensland Government's commitment to supporting the growth of the tourism - contributing to *increased international tourism and boosting the state's economy*, especially in the regions.

Global Tourism Hubs may include:

- entertainment, recreational and cultural facilities
- five or six-star hotels
- unique, internationally recognisable architecture with expansive high amenity public realm
- integrated resorts, including casinos and gaming facilities
- apartments
- arcades, pools, salons, gyms and other recreational facilities
- meeting and conference spaces
- tourist attractions such as maritime museums and aquariums
- theatre and convention facilities
- cinemas
- boutique retail
- celebrity chef restaurants and bars.

Criteria for a Global Tourism Hub

- Include significant capital investment to create a development that attracts international tourists, where construction commences within 18 months of contractual close
- Be located within close proximity to a major population centre with a catchment of at least 150,000 people within a 70km radius of the regional centre
- Be near an operational international airport, or an airport that is capable of being upgraded to international standards
- Have well-established transport networks and significant existing tourism infrastructure with identified growth potential



Tourism in Queensland

Tourism is a
\$25 billion
industry for the state

Tourism directly and indirectly
employs 217,000
Queenslanders

Tourism generates
\$57.9 million a day in
overnight visitor expenditure
across the state

9 in 10
tourism businesses in Queensland are
small businesses

Visitors to Tropical North Queensland

International visitors to TNQ
remained stable (-0.4%) at 897,000 for
the year ending December 2017

Domestic visitation *declined by 4.2% to 1.8*
million, however more stable over the
longer term (+1.1% over the three-year
trend)

Chinese visitors are the region's *largest*
market at 24% of international visitation
(decline of 6%)

On average *Chinese visitors spent \$2300*
in Queensland, or
15% more than the average visitor spend
in Queensland



TROPICAL NORTH



GLOBAL
TOURISM HUB



Vision



Create a **unique and exciting place that resonates Tropical North Queensland** and further brings Tropical North Queensland to the world as a world class, “must see” tourist destination.

Deliver an **integrated resort precinct with landmark design** which delivers on the concept of the “city in the rainforest” and brings the tropics to the city.

Connect to **the Great Barrier Reef and rainforest wonders.**

Deliver **iconic architecture and infrastructure** with extensive master-planned public realm.



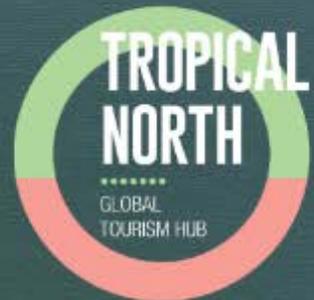
Why Cairns?



Cairns is a growing and vibrant city. Visitors can experience stunning beaches, rainforest and other natural wonders including the Great Barrier Reef.

Cairns and the surrounding region are accessible via a domestic and international airport, rail, cruise ship facilities and several major tourism routes including the Great Inland Way.

Tropical North Queensland is a region which looks to both Asia and Australia for investment, visitation, business and growth.



Port operations

- The GTH will protect and support the operations and future development of the Port of Cairns.
- Heritage items in the precinct will be preserved.
- The areas behind the Port of Cairns cargo wharves will not be impacted by this project and a key project objective is to protect and advance port operations in Cairns.



Photo courtesy of Ports North

Cairns Shipping Development Project

- The Project will enable 1 million cubic metres of capital dredge volume to be placed on land at a cost of \$120 million and enable cruise ship growth for vessels up to 300m with a forecast demand of an additional 103 cruise ships through the Port of Cairns by 2031.
- Greater access for cruise ships will bring additional tourists to the GTH.
- The Tropical North GTH will integrate with and complement the Cairns Shipping Development Project.

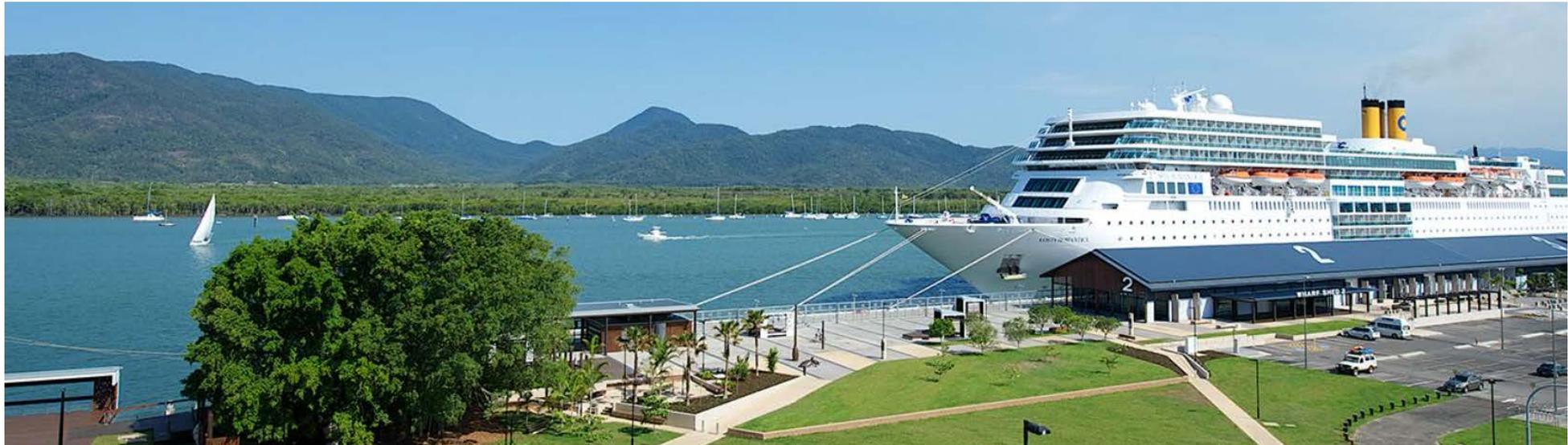


Photo courtesy of Ports North

Integration with the Cairns Convention Centre

- The \$176 million expansion includes refurbishment of the existing centre plus the addition of new exhibition space and meeting rooms.
- The Tropical North GTH will integrate with and complement the Cairns Convention Centre expansion.



Tropical North Global Tourism Hub (Cairns)

Anticipated timeline

Registration of Interest (ROI) process commenced	30 October 2017
First round of community consultation undertaken	December 2017 to 11 February 2018
ROI closed	23 January 2018
Expression of Interest (EOI) released to shortlisted proponents	11 May 2018
EOI closed	September 2018
EOI evaluations and recommendations to government	Q4 2018
Local Supplier Register released	Q4 2018
Second round of community consultation	Q4 2018
Request for Detailed Proposals (RFDP) released	Q1 2019
Closing date for RFDP Responses	Q2/Q3 2019
Preferred Proponent announced and transaction documents signed	Q3/Q4 2019
Anticipated commencement of construction	Within 18 months of contractual close

Market interest

- Strong market interest from national and international firms to develop the GTH
- EOI responses to the State provided in September 2018 for assessment
- Probity and to maintain competitive tension, the names and numbers of the proponents cannot be released
- It may be that the incumbent operator in Cairns may meet the objectives and no new licence needs to be issued.
- Great proposals = more likely to succeed
- Queensland Government won't commit to projects that do not meet or exceed its objective – more tourists spending more and staying longer
- We need to manage expectations

Tourism giants bid for \$1b hub

Cairns Post, 28 May 2018

What type of skills may be required?

With Queen's Wharf Brisbane, the final two proponents used the following advisors when putting together their bids:

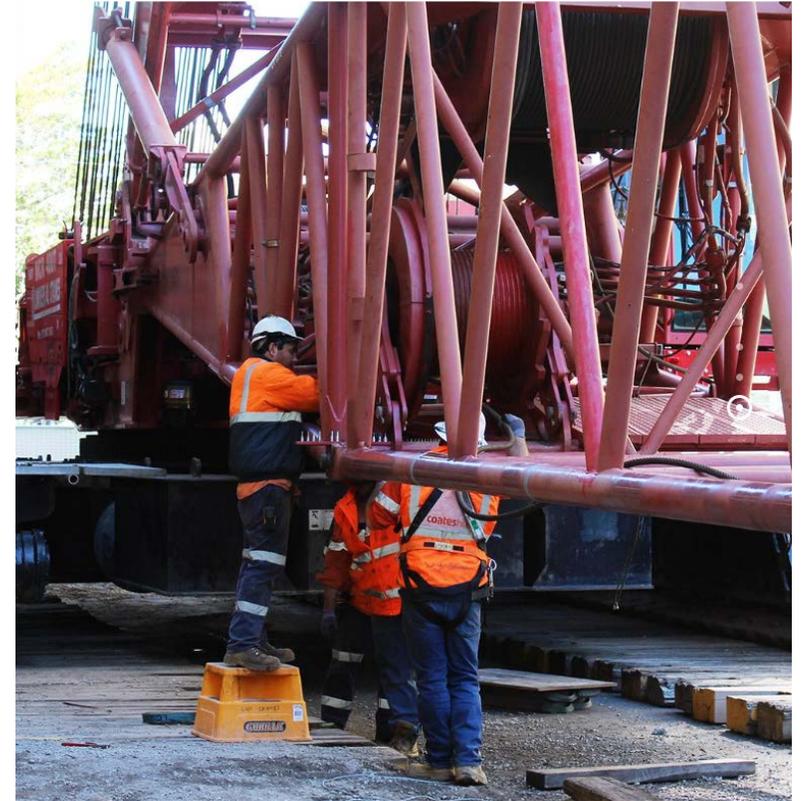
- architects
- structural engineers
- civil engineers
- mechanical engineers
- electrical engineers
- fire specialists
- lift specialists
- acoustic specialists
- landscape architects
- Building Code of Australia (BCA) advisors
- building accessibility advisors
- heritage consultants
- archaeological experts
- contamination and geotechnical consultants
- wind modelling experts
- traffic engineers



What type of skills may be required?

To build Queen's Wharf Brisbane, a wide range of roles from the Queensland construction industry is required including:

- machine operators
- general labourers
- service trades
- steel fixers
- form workers
- finishing trades
- consultants.



What type of skills may be required?

Queen's Wharf Brisbane is expected to create 8000 roles once fully operational. The types of operational roles that will become available include:

- food and beverage
- hotel reception
- events and sales
- facilities management
- retail
- gaming product and development
- safety and security
- leisure and entertainment
- a variety of corporate roles
- hospitality
- food and beverage
- property services
- facilities management
- gaming
- events
- plus all of the indirect goods and services usually covered by a large company.

How can I get involved in the Tropical North GTH?

- Later this year we will be launching a **Local Supplier Register**.
- We will be seeking passionate Queenslanders to assist with design elements of the development (from Q1 2019 to Q3/Q4 2020)
- Your details will be forwarded to the Proponents for consideration.



We're consulting with the community

- From December 2017 to February 2018 the State conducted its first round of community consultation
- Community consultation provides opportunity for people to formally submit ideas to the State on what they would like in a Global Tourism Hub development
- The State will be undertaking a second round of community consultation in Q4 2018



Cairns Post 🔍

🏠 **NEWS** BREAKING NEWS **LOCAL** CRIM

▶ 0:00 / 1:21

Cairns to construct global tourism hub

CAIRNS

Far North Queenslanders have their say on Cairns' \$1B proposed Global Tourism Hub

Daniel Bateman and Jack Lawrie, The Cairns Post

August 13, 2018 5:00am



Engagement with Cairns Regional Council

- The GTH needs to integrate with the Cairns CBD and complement projects being undertaken by Cairns Regional Council
- The State has regular and ongoing engagement with Cairns Regional Council to ensure this happens.



Stay informed



The screenshot shows the Facebook profile for Tropical North Global Tourism Hub (@TropicalNorthGTH). The profile picture is a circular logo with 'TROPICAL NORTH' in green and 'GLOBAL TOURISM HUB' in red. The cover photo is an aerial view of a coastal city with a large cruise ship docked at a pier. The page includes a navigation menu on the left with options like Home, About, FAQ, Posts, Photos, Reviews, Community, and Info and Ads. The main content area features a 'Frequently Asked Questions' section with two questions: 'What is a Global Tourism Hub?' and 'What are the benefits of a Global Tourism Hub?'. Below this is a 'No Rating Yet' section and an 'Invite friends to like your Page' section with a list of names and an 'Invite Friends' button.

Tropical North Global Tourism Hub
@TropicalNorthGTH

Home
About
FAQ
Posts
Photos
Reviews
Community
Info and Ads
Create a Page

Liked Following Share ... Learn More Send Message

Frequently Asked Questions

No Rating Yet

Invite friends to like your Page

Hannah Jorgensen, Marguy Gray and 8 others like this.

Grow your audience on Facebook and reach more people who are interested in your business.

Invite Friends

Message

Facebook: @TropicalNorthGTH



The screenshot shows the Twitter profile for Tropical North Global Tourism Hub (@TropicalNthGTH). The profile picture is the same circular logo as on Facebook. The cover photo is an aerial view of the same coastal city and cruise ship. The profile statistics show 2 tweets, 29 following, 8 followers, 0 lists, and 0 moments. The bio states: 'The GTH will focus on international visitors, creating jobs and stimulating the Queensland economy #TropicalNorthGTH bit.ly/2CcM2az'. The location is 'Cairns, Queensland' and the website is 'ditid.qld.gov.au/tourism/specia...'. The account was joined in May 2018. The 'Who to follow' section lists 'The Age', 'Sky News Australia', and 'Nine News Australia'.

Tropical North Global Tourism Hub
@TropicalNthGTH

In October 2017, the government announced a proposed Global Tourism Hub (GTH) for Tropical North Queensland, bringing a dynamic new tourism opportunity.

Cairns, Queensland
ditid.qld.gov.au/tourism/specia...
Joined May 2018

Tweets 2 Following 29 Followers 8 Lists 0 Moments 0 Edit profile

Tropical North Global Tourism Hub @TropicalNthGTH · 6h
The GTH will focus on international visitors, creating jobs and stimulating the Queensland economy #TropicalNorthGTH bit.ly/2CcM2az

Who to follow · Refresh · View all

The Age @theage Follow

Sky News Australia @S... Follow

Nine News Australia @... Follow

Find people you know

Twitter: @TropicalNthGTH



**QUEENSLAND
ECOTOURISM
TRAILS**

Adventure and nature-based tourism

- Ranks among the top travel motivators for international visitors to Australia
- Generates economic and social benefits in regional communities, creating resilience with sustainable employment opportunities and local pride
- Development of ecotourism products that engage with the cultural heritage of a region, provide visitors with meaningful connections with Traditional Owners and their communities.



Wangetti Trail

- Queensland Government announced support of the Wangetti Trail in May 2018
- Proposed 76km dual use track between Palm Cove in the South and Port Douglas in the North
- Expected to attract around 9,000 walkers and 19,000 mountain bikers to the region each year
- Trail's namesake - Wangetti Beach – is a culturally significant place for the Yirrganydji People



Wangetti Trail – the benefits

- Significant regional economic benefits and opportunities for Tropical North Queensland residents and businesses
- Benefits are largely captured by local communities as ecotourism expenditure tends to be relatively more concentrated and regional
- Benefits are expected to exceed costs over the life of the project by up to \$300 million - depending on visitor demand and the value-added by tourist operators
- Increase in job creation across Tropical North Queensland throughout all phases of the project lifecycle
- Growth in existing sectors including tourism accommodation, food and transport
- Commercial opportunities may include mountain bike and walking gear retailer/hire services, guided bike or walking tours, accommodation on/off trail and events such as competitive mountain biking events
- Improve productivity, develop skills and increase the diversity of jobs in the region
- Increased attractiveness and liveability in the region
- Employment and cultural opportunities for Indigenous people

Proposed design

- 76km route is divided into 6 sections – ability to drop in and off
- 18km of optional links/trails - accommodation, towns or special features
- Full trail designed to be completed over multiple days for walkers and mountain bike riders
- Proposed to establish multiple accommodation nodes along Trail to allow enroute overnight stays – may include camping, glamping, lodges
- Traditional Owners of the land on which the Wangetti Trail passes, have been, and are being, engaged and will have an active role in the Project's development and operation
- Approximately 75% of the Trail is located in Douglas Shire and the remaining 25% in the Cairns Regional Council



Proposed other work streams

- Ground truthing
- Detailed design
- Planning and Environmental
- Commercial and economic
Business Model will include
Traditional Owners in
development and operations

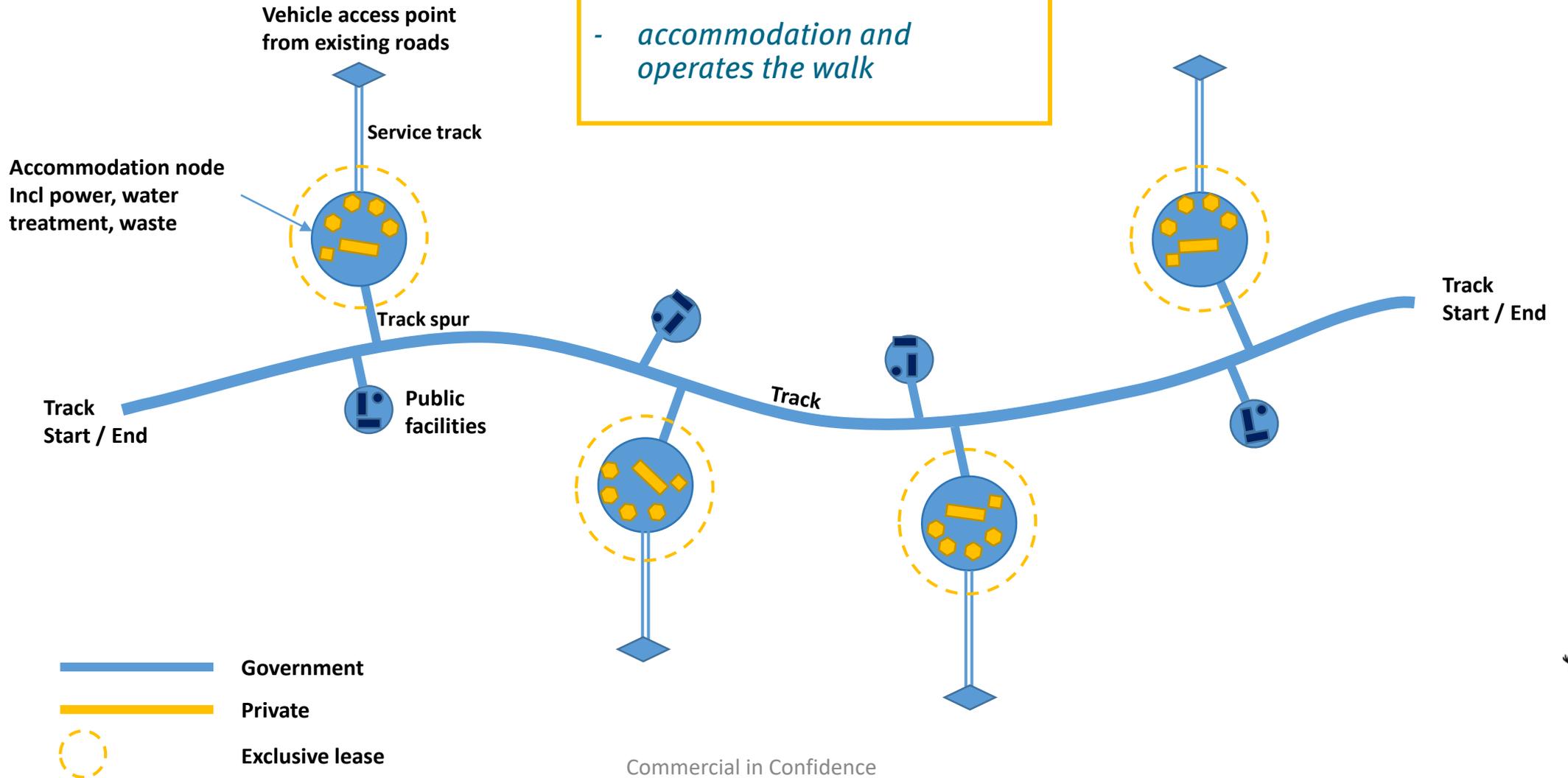


Government builds

- track, accommodation pads and public facilities

Private Sector builds

- accommodation and operates the walk



As new tourism infrastructure and products are developed and become operational -

Are we ready?

Please contact:

Tropical North GTH Project Team

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1800 100 424 (Mon–Fri, 9am–5pm AEST)

tropicalnorthqld@ditid.qld.gov.au



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