



Tourism and major events

The Townsville North Queensland tourism and events industry embraces visitors who come to the region for leisure, business, events, visiting friends and relatives (VFR) and education.

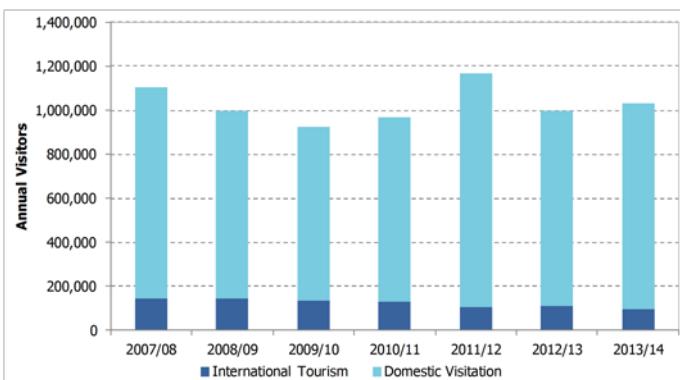
VISITATION NUMBERS

The region recorded over 1 million (1,032,000) overnight visitors in 2013/14. Townsville has experienced consistent visitation of between 900,000 and 1,150,000 visitors over the past seven years.

Visitation to Townsville is dominated by the domestic market, accounting for 85-90% of total visitation each year.

Townsville attracts a healthy visitor mix, including around 40% holiday visitors, 40% VFR, and 20% business visitation. Tertiary education is also a major driver of visitation to the region through James Cook University. The industry contributes over \$2 million to the regional economy every day and supports around 4,000 jobs (TEQ, 2012).

Figure 1: Townsville North Queensland visitation

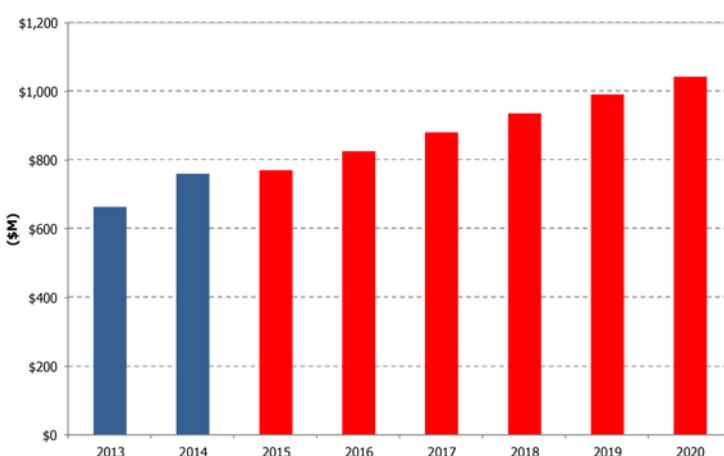


Source: TEQ (2015)

VISITOR EXPENDITURE

Queensland aims to double the value of tourism by 2020. As part of this state-wide goal, Townsville North Queensland aims to lift the value of its overnight visitation from \$662 million in 2013 to \$1.04 billion by 2020 (an increase of \$382 million, \$54.5 million per annum).

Figure 2: Townsville 2020 Visitor Expenditure Target



Source: TEQ (2015)

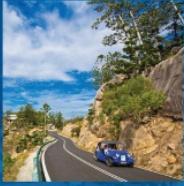
TOURISM PRECINCTS

To support this growth in tourism, the *Townsville City Economic Development Plan* targets three key tourism destination precincts:

- Townsville CBD
- Magnetic Island
- Balgal Beach, Northern Beaches and Paluma.

Although visitor activity is not confined to these three precincts, they are strategically important areas for future tourism activity. The precincts possess a significant share of Townsville's existing tourism activity, investment, and natural assets and have a high potential for future tourism development.

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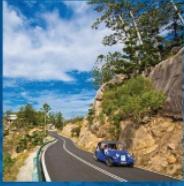
TOWNSVILLE'S ATTRACTIONS

Townsville's attractive winter climate lures visitors to the region, which is enhanced with a vast July to August events calendar. Townsville is a major events centre, regularly attracting significant crowds.

The city hosts three national sporting franchises, the North Queensland Cowboys National Rugby League (NRL), Townsville Crocodiles National Basketball League (NBL), and Townsville Fire (Women's National Basketball League (WNBL)).

Major annual events on the Townsville calendar include:

- Townsville 400 V8 Festival
- Australian Festival of Chamber Music
- Magnetic Island Race Week
- Annual international arts exhibitions.



In addition to attracting significant visitation and expenditure to the region, these events are a source of substantial civic pride amongst the Townsville community.

Townsville City Council, in conjunction with key stakeholders, is dedicated to developing and growing the Townsville tourism and events sector.

MORE INFORMATION

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