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VISITOR ECONOMY 2031.

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DEVELOPING THE VISITOR ECONOMY VISION FOR BRISBANE

Brisbane's visitor economy is transforming with over \$2 billion of new projects planned and underway which will contribute to economic growth and the quality of life of residents. As the city's economic development board and the Regional Tourism Organisation, Brisbane Marketing is collaborating with EarthCheck and ADUP to articulate a clear vision for Brisbane in 2031. The Brisbane region extends east to blue waters of Moreton Bay, south to the Logan and Albert Rivers, north to Pumicestone Passage and west to the foothills of the Great Dividing Range and the Gondwanan Rainforests World Heritage Area. It brings together a network of connected communities across eight local government areas.

WHY THE VISITOR ECONOMY 2031?

As national visitor economy strategies look to 2030 and beyond, it is timely for Brisbane to align its objectives with the economic development plans of the region's local governments and expand our outlook beyond the leisure market to the whole visitor economy. The 2031 Visitor Economy Vision aims to do this. It includes all purposes of visitation such as visiting friends and relatives, international students, business events, major events and leisure, in addition to visitor dispersal around the region.

SUPPORTING THE ECONOMY, ENVIRONMENT AND QUALITY OF LIFE

The visitor economy contributes greatly to Brisbane's overall economy and its reputation as a place to live and work, generating \$7.8 billion in visitor expenditure and supporting more than 80,000 jobs.

As Australia's new World City, Brisbane is a vibrant urban hub with diverse natural wonders on its doorstep and an enviable subtropical climate. The 2031 Vision aims to support Brisbane's lifestyle and the environmental assets and values that set our region apart.

Recent economic modelling indicates that the visitor economy has significant untapped potential. There is opportunity to increase visitor spend by a further \$6.5 billion and double the city's economic value by 2031. Realising this growth potential is central to the preparation of the 2031 Vision.

THE KEY MILESTONES IN THE PROCESS INCLUDE:

- INSPIRE & ENGAGE (2018-2019)**
 Broad distribution of the discussion paper (Mar)
 Regional meetings (Mar-Apr)
 Futures workshops (Apr)
 Stakeholder meetings (Apr)
- VISION MAPPING (2019-2020)**
 Broad distribution of a Priority Projects Summary (May)
 Industry & Government Reference Groups (May)
 Regional and Stakeholder meetings (July)
 Lord Mayor's Roundtable Summit (Sept)
- STRATEGY DELIVERY (2020-2021)**
 Industry & Government Reference Groups (Oct)
 Draft Strategy for consultation (Oct)
 Final Strategy (Nov)

WHAT IS THE PROCESS?

The development of the Visitor Economy 2031 will be informed by significant research and strategies that underpin visions for the communities and economies of the region. Our approach in preparing the 2031 Vision is as follows:

- INSPIRE** partners to be part of the collective effort needed to achieve our aspirations. Active participation in shaping the 2031 Vision from sectors such as education and research, arts and culture, sports and venues, accommodation, precinct development and management, conferences and events, retail and entertainment, as well as communities, state and local government bodies is essential.
- CONNECT** partners through clearly articulating where our visitor economy currently sits in comparison to global city benchmarks and where we could be in 2031.
- ENGAGE** with our partners internationally, nationally and across the region through engagement activities including information of key industries, face to face engagement through workshops and regional meetings and establishment of key industry and government reference groups to guide the strategy.
- UNDERSTAND** how and where the visitor economy contributes to overall quality of life, disperses benefits around the region, how it can contribute to environmental protection and conservation, and what we recognise as our 'uniquely Brisbane' destination attributes.
- CONNECT** to existing priorities through a clear line of sight to existing state, regional and city strategies and policies.
- IDENTIFY** and gain consensus on the strategies that will drive change and provide tangible evidence of the enablers of growth and the barriers which may hinder the achievement of our ambitions.

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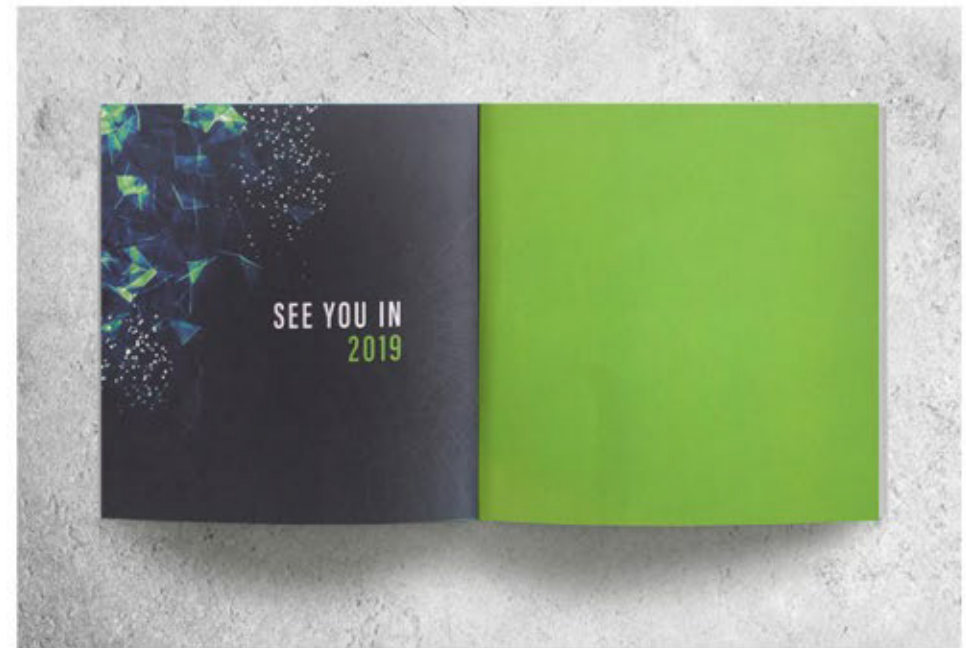
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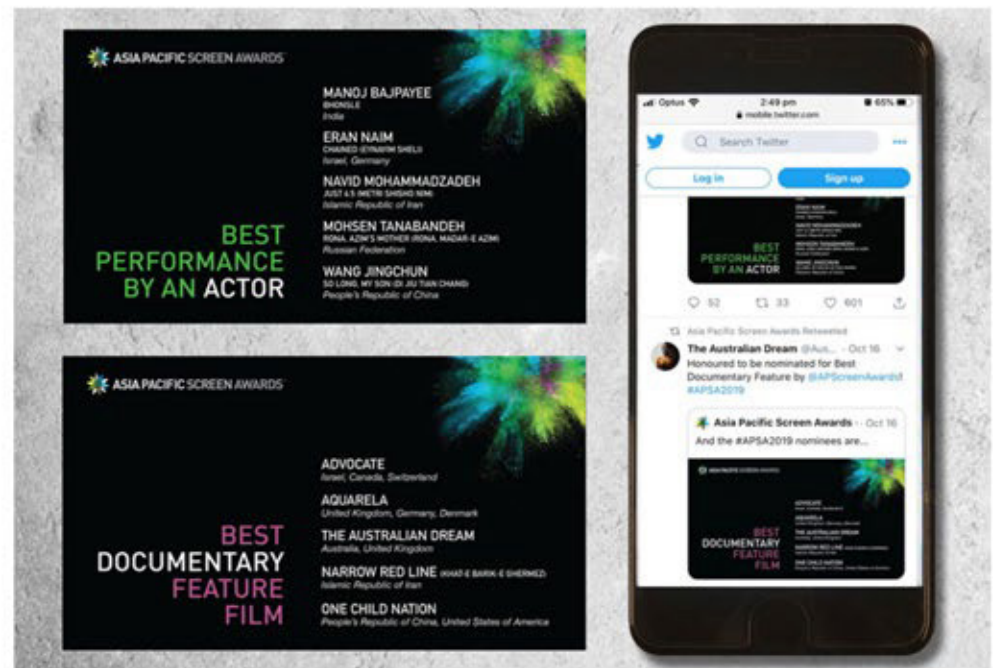
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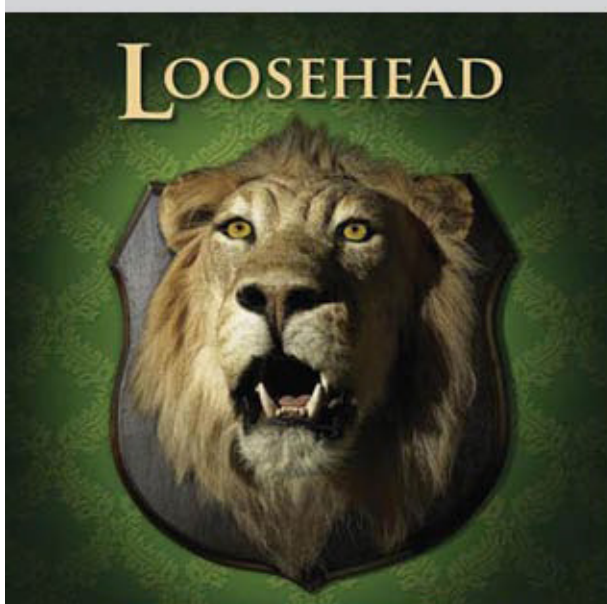
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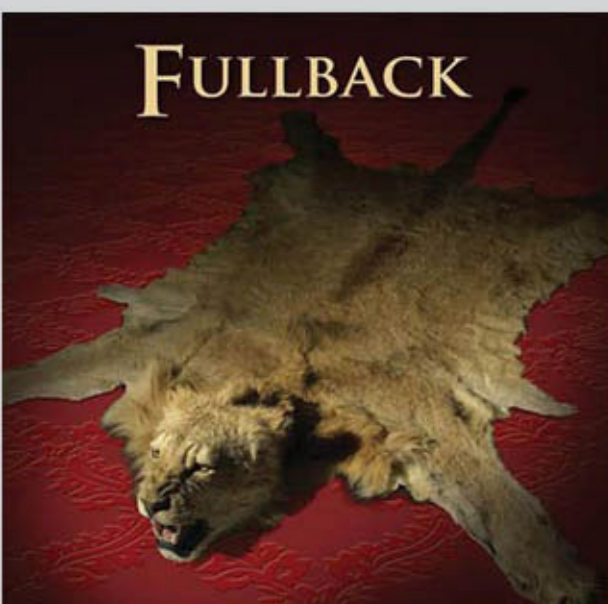
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FULLBACK



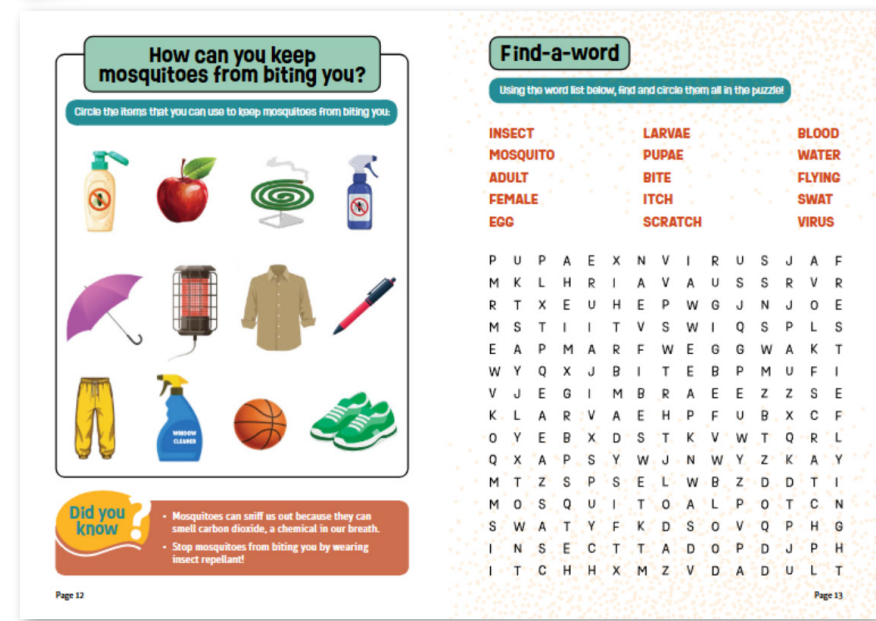
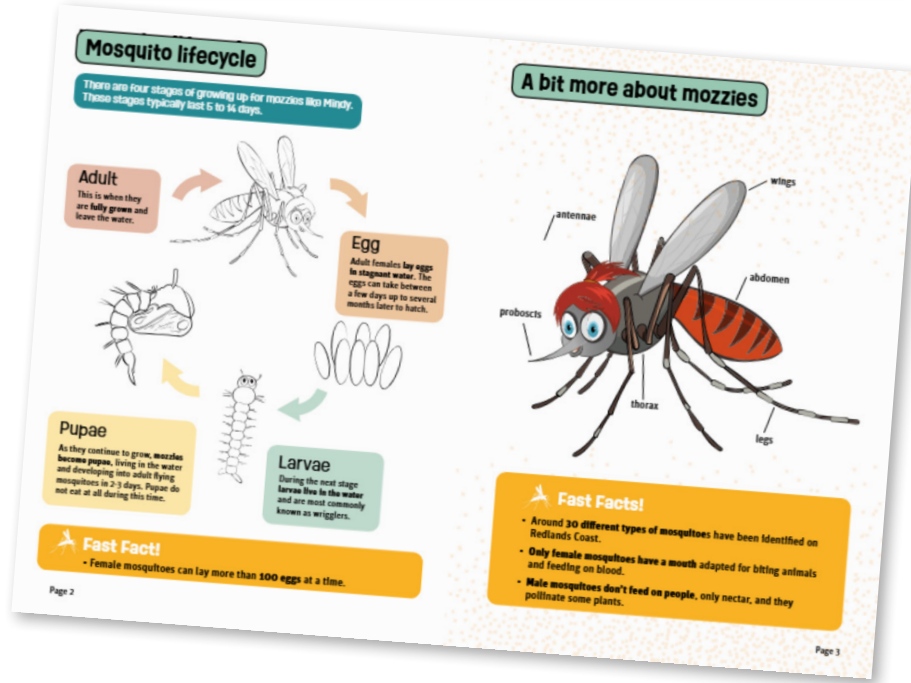
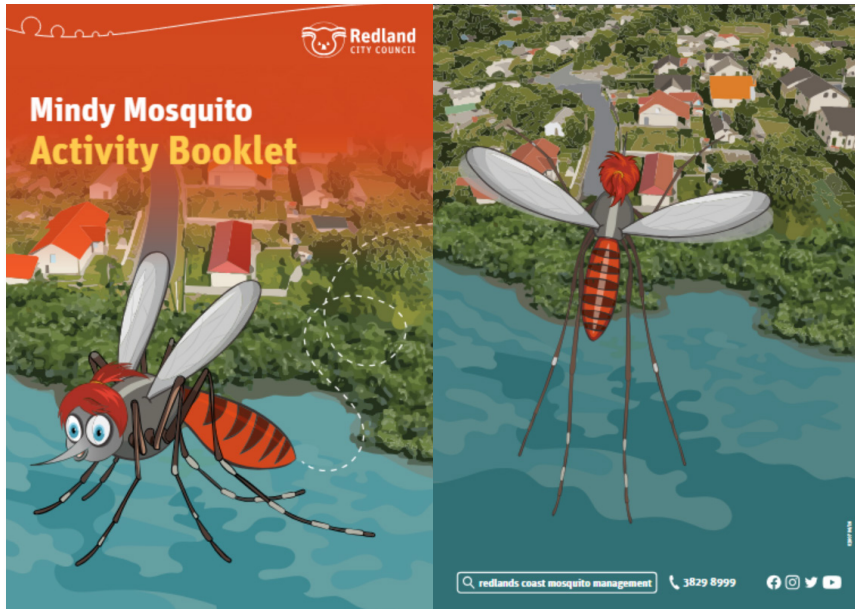
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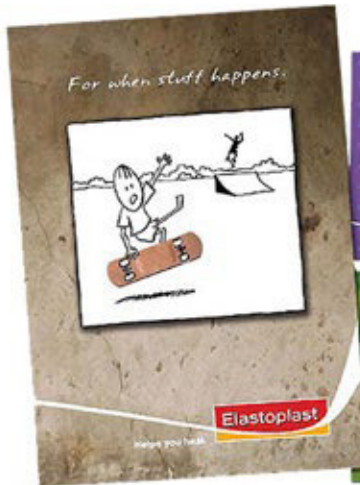
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