

INDUSTRY WEBINAR

THE ROAD TO RECOVERY

MAY 13th 2020

TOURISM
TROPICAL NORTH
QUEENSLAND

CAIRNS &
GREAT
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What the customer is saying

STARTING TO PLAN – Around 70% of Australians have started thinking about travel, up from just 40% four weeks ago. 40% of those planning an overseas trip are considering Australia or at not yet sure what they will do.

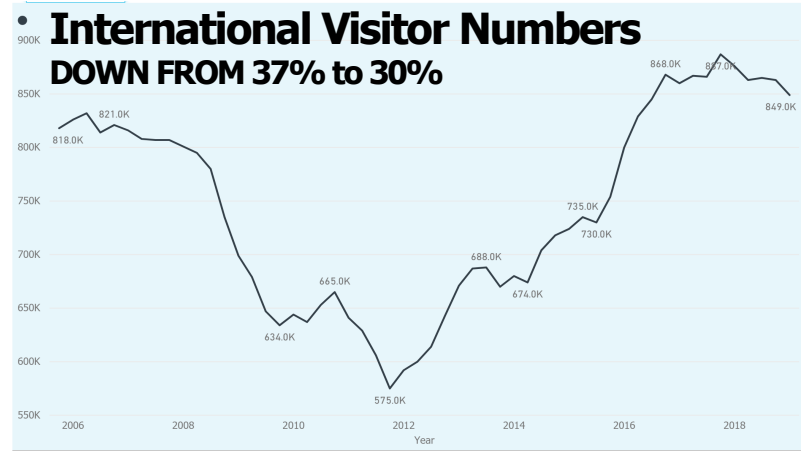
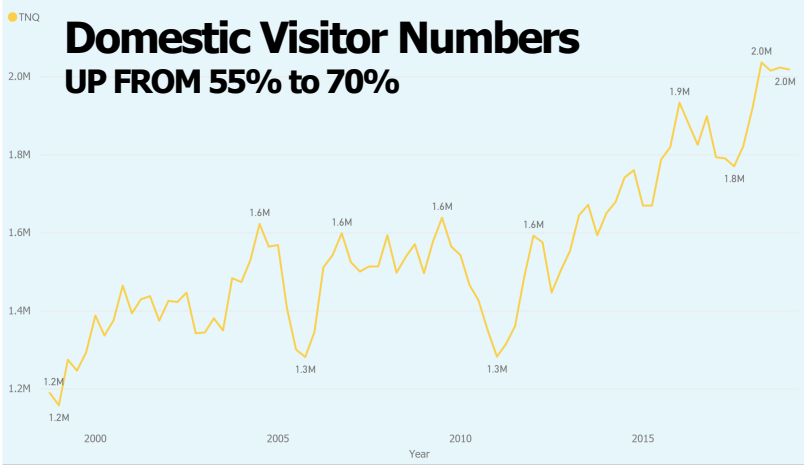
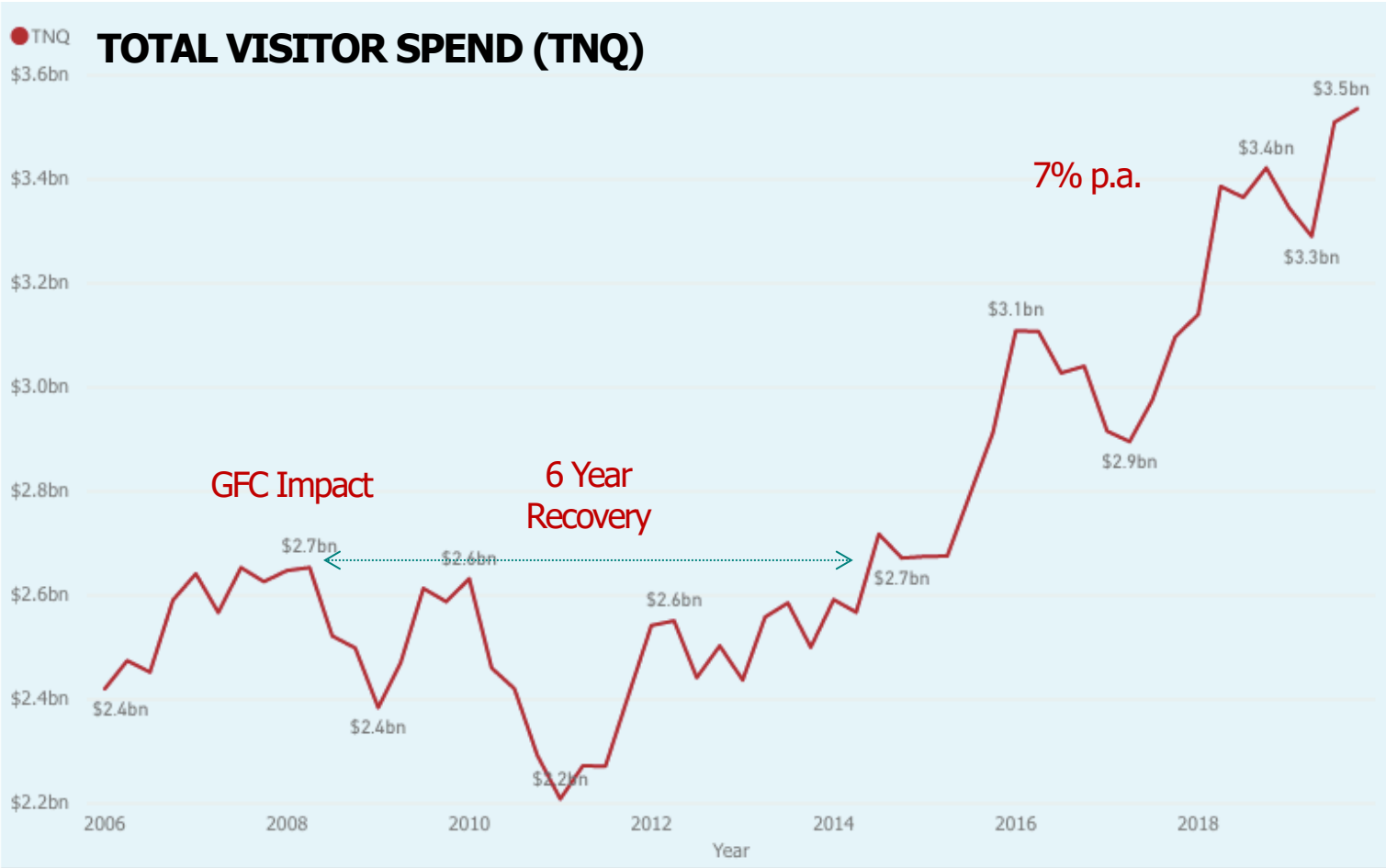
LOCAL DRIVE TRIPS – Most people are planning daytrips and local drives. People are 43% more likely to drive, but less likely to go by plane, bus, cruise/boat

TRAVEL TO RECONNECT – Most are planning to visit friends / relatives, and want to make a positive impact through travel

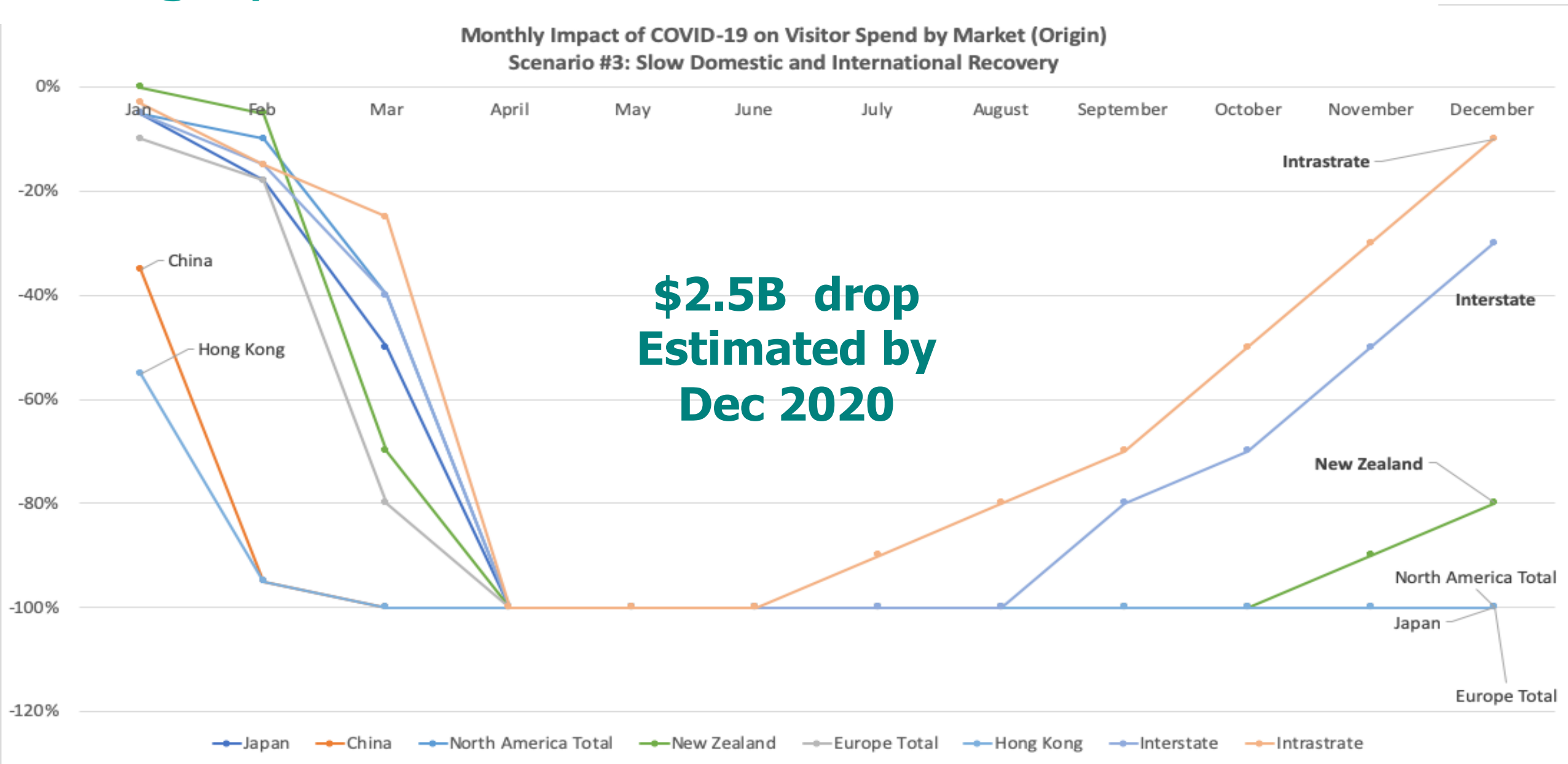
TRAVELLING TO SEE – friends and relatives, iconic natural places, the beach, enjoy local food

THEY LIKE IMAGES OF – great road trips, open space, beautiful scenery. They are not as keen to see – lots of people, tour guides (too close),

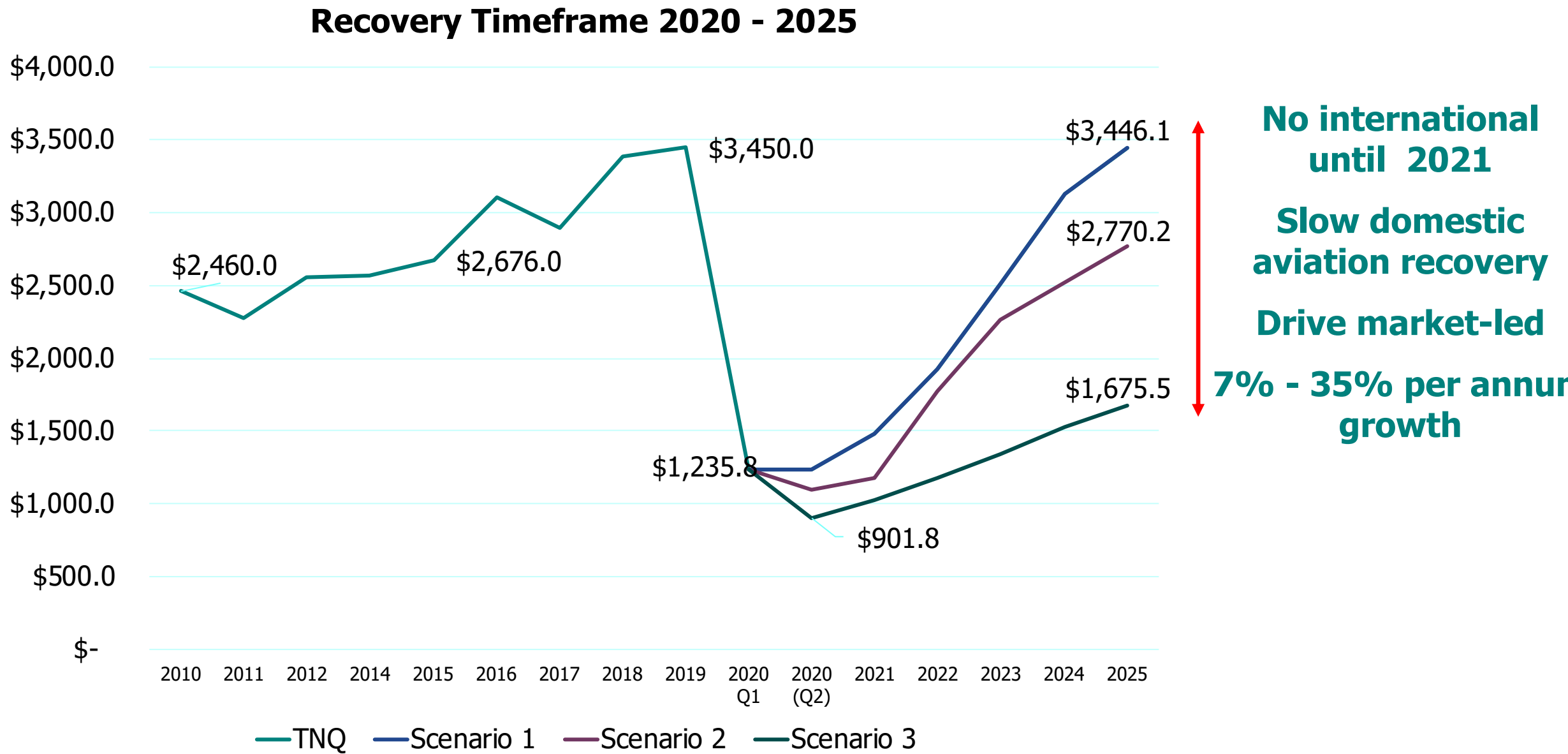
A decade of 7% p.a. growth (2010-19)



A tough year ahead



Recovery Scenarios (5 – 10 years)



STRATEGIC DIRECTION

TOP FIVE STRATEGIC ISSUES

- 1) **Domestic-led:** Secure our share of the domestic market through boosting awareness of the destination and drive conversion
- 2) **Aviation-driven:** Ensure affordable access to and within the destination and encourage greater dispersal
- 3) **Diversification:** of the visitor mix to provide for more sustainable year-round growth in the value of tourism including drive, education, events, etc
- 4) **Phased recovery:** starting with locals, regional drive, intrastate, interstate (once planes are flying) and international in 2021
- 5) **Focus on personal space:** and direct contributions to environmental conservation and thriving communities

Roadmap to easing Queensland's restrictions

A step-down approach to COVID-19

Unite against COVID-19



CONTINUING CONDITIONS

• Social distancing, 1.5 metres and hygiene

• Stay at home if you're sick

• Tracking, tracing, rapid response

• COVID SAFE Plans

EASING TO DATE

STAGE 1: 15 MAY 2020 (4 weeks)

STAGE 2: 12 JUNE 2020 (4 weeks)

STAGE 3: 10 JULY 2020

SCHOOLS PLAN

11 May: Kindy, Prep Years 1, 11, 12

25 May: Years 2-10

School holidays (27 Jun - 12 Jul)

Family, friends and community

- Gatherings in homes (household + 2 visitors from the same or different households, or up to 5 visitors from the same household)
- Household or one friend and within 50kms of home for recreational purposes:
 - go for a drive
 - have a picnic
 - visit a national park
 - go fishing, boating or jet-skiing

Retail shopping

- Allowing retail shopping for non-essential items within 50 kms of home

Schools

- Gradual return to class
- 11 May: Kindy, Prep and Years 1, 11 and 12
- 25 May: Years 2-10

COVID SAFE checks

- Minimum four weeks between stages
- Surveillance and epidemiological indicators suggest a move would NOT present an undue risk
- Testing is widespread and adequately identifies community transmission
- Point source outbreaks are effectively contained by public health actions



COVID SAFE check point

- assess impact
- review border
- review biosecurity and designated areas

Family, friends and community

- Gatherings in homes (max 5 visitors, allowed from separate households)
- Gatherings of up to 10 people:
 - outdoor, non-contact activity
 - personal training
 - pools (indoor and outdoor)
 - public spaces and lagoons* (e.g. South Bank Parklands, Cairns, Airlie Beach etc)
 - parks, playground equipment, skate parks and outdoor gyms
 - libraries
 - weddings
 - hiking and other recreational activities in national and state parks
 - places of worship and religious ceremonies
- funerals (max 20 indoors or 30 outdoors)
- Recreational travel (max 150kms within your region for day trips)

Businesses and economy

- Retail shopping
- 10 people permitted at any one time for:
 - dining in: restaurants, cafés, pubs, registered and licensed clubs, RSL clubs and hotels (with COVID SAFE Checklist) – no bars or gaming
 - open homes and auctions
 - beauty therapy and nail salons (with COVID SAFE Checklist)

Outback

- Dining in: restaurants, cafés, pubs, registered and licensed clubs, RSL clubs and hotels (max 20) for locals only (must show proof of residence) – no bars or gaming
- Recreational travel (50kms within the outback if you live in the outback)



COVID SAFE check point

- assess impact
- review border
- review biosecurity and designated areas

Family, friends and community

- Gatherings of up to 20 people:
 - homes
 - public spaces and lagoons (e.g. South Bank Parklands, Cairns, Airlie Beach etc)
 - non-contact indoor and outdoor community sport
 - personal training
 - gyms*, health clubs* and yoga studios*
 - pools (indoor and outdoor) and community sports clubs
 - museums, art galleries and historic sites
 - weddings
 - parks, playground equipment, skate parks and outdoor gyms
 - libraries
 - hiking, camping and other recreational activities in national and state parks
 - places of worship and religious ceremonies
- funerals (max 50)
- Recreational travel, camping and accommodation, including caravan parks (max 250 kms within your region)

Businesses and economy

- Retail shopping
- 20 people permitted at any one time for:
 - dining in: restaurants*, cafés*, pubs*, registered and licensed clubs*, RSL clubs*, hotels* and casinos* – no bars or gaming
 - indoor cinemas
 - open homes and auctions
 - outdoor amusement parks*, tourism experiences*, zoos* and arcades*
 - concert venues*, theatres*, arenas*, auditoriums* and stadiums*
 - beauty therapy, nail salons, tanning, tattoo parlours and spas (with register of clients and COVID Safe Checklist)
- School holidays – drive holiday in your region – Queenslanders backing Queensland
- Tourism accommodation

Outback

- Dining in: restaurants*, cafés*, pubs*, registered and licensed clubs*, RSL clubs* and hotels* (max 50) for locals only (must show proof of residence) – no bars or gaming
- Recreational travel (within the outback if you live in the outback)

Subject to further planning and review, interstate and further interstate travel will be permitted and a maximum of 100 people will be permitted for:

- gatherings in public spaces and homes
- dining in: restaurants, cafés, pubs, registered and licensed clubs, RSL clubs, food courts and hotels
- indoor cinemas
- places of worship and religious ceremonies
- museums, art galleries and historic sites
- pools and community sports clubs
- community sport
- gyms, health clubs and yoga studios
- outdoor amusement parks, zoos and arcades
- concert venues, theatres, arenas, auditoriums and stadiums
- weddings
- funerals
- saunas and bathhouses
- open homes and auctions
- casinos, gaming and gambling venues
- pubs, registered and licensed clubs, RSL clubs and hotels
- nightclubs
- beauty therapy, tanning, nail salons and spas, tattoo parlours and non-therapeutic massage parlours
- libraries
- hiking, camping and other recreational activities in national and state parks

The public health rules to maintain:

- Physical distancing
- 4 square metres per person when indoors
- Hand hygiene
- Respiratory hygiene
- Frequent environmental cleaning and disinfection

* More with COVID SAFE Plans approved by health authorities



The Way Forward through Campaigns

LOCAL TRAVEL – partnership with News Corp and Drive North Qld (MAY)

REGIONAL TRAVEL – Drive North Queensland partnership with RTOs and BIG4 (MAY/JUNE)

WHOLE OF STATE – Intrastate Brand Campaign with retail partners (JUNE/JULY)

INTERSTATE – Interstate Brand campaign with dedicated TVC, retail partners and airlines (AUG/SEPT)

NEW ZEALAND / OS – publicity-led and planning underway (LATE 2020 / EARLY 2021)

The Way Forward through Campaigns

Travel Restrictions & Campaigns	2020								2021						
	May	June	July	August	September	October	November	December	January	February	March	April	May	June	
	Stages 1-3 (Intrastate)			Future Stages (Interstate) TBC					International travel TBC						
Always On Digital & PR															
Local Drive Campaign															
Drive North Queensland															
Intrastate Campaigns															
Interstate Campaigns															
International Marketing															

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Developing a COVID-Safe Plan

1) COMPLY WITH WORK SAFE AUSTRALIA – use the checklists relevant to your business

<https://www.safeworkaustralia.gov.au/covid-19-information-workplaces> to ensure you are compliant

2) DEVELOP YOUR PLAN – create a plan specific to your premises, starting with the Qld Government factsheets for businesses*:

<https://www.business.qld.gov.au/running-business/whs/resources-covid-19>

3) DISPLAY YOUR PLAN – if you are already compliant with the [State Government Roadmap](#), make a summary of your plan visible on arrival

***SHARE YOUR PLAN** – if there isn't a checklist that covers your type of business, work with your industry association to develop something specific for you and submit your plan to QTIC (via TTNQ) who is preparing an industry level plan approved by Qld Health and working with the Public Health Units in each region

An aerial photograph showing a dark, winding road that snakes through a vast, dense tropical rainforest. The forest is a deep green color, with the road providing a stark contrast. The road has white lane markings and curves gracefully through the landscape.

**LET'S WORK TOGETHER MORE THAN EVER
IN 2020 & BEYOND**

Thank you.

**TOURISM
TROPICAL NORTH
QUEENSLAND**
Where rainforest meets the reef