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Tourism toolkit to boost Gulf Savannah resilience

A toolkit to help tourism operators develop new experiences and encourage visitors to the Gulf Savannah beyond the peak season will be launched next week to help boost the region's resilience after natural disasters.

Gulf Savannah Development Chief Executive Officer Neil O'Brien and Tourism Tropical North Queensland Chief Executive Officer Mark Olsen are touring the Gulf Savannah next week meeting with the region's councils and operators to discuss tourism.

Mr O'Brien welcomed the launch of the toolkit funded through the Tourism Industry Resilience Grants Program as part of the Australian and Queensland Governments' Disaster Recovery Funding Arrangements.

"This toolkit will help operators in the Gulf Savannah region to plan for the impacts of natural disasters and to encourage visitation beyond the traditional April to October period," he said.

"There is an abundance of water and wildlife during the warmer months in North West Queensland's Gulf Savannah when the landscape turns green and waterholes team with wildlife offering a unique visitor experience.

"Operators can use the toolkit to help identify products and experiences that entice visitors to strengthen our rural and remote communities and create lasting economic benefits for the region."

Mr Olsen said the toolkit would assist with the long-term sustainability of tourism in the Gulf Savannah region and support the local operators who had been impacted by natural weather events.

"We have engaged with operators and regional partners to brainstorm new ways of working together and explored how to build resilience," he said.

"Planning for seasonal visitation, developing new products and experiences, and growing regional partnerships will strengthen the region's attractiveness and encourage visitors to come at a time they may not have previously considered."

Quotes attributable to Federal Minister for Emergency Management, Murray Watt:

"The Albanese Government is pleased to support Savannah tourism operators who are doing it tough after the severe weather events over summer."

"Tourism is an important local employer, and a big economic driver for the region, so we're pleased to work with the Miles Government and local organisations to deliver meaningful support.

"The Savannah is a unique and special place and, as a proud Queenslanders, I strongly encourage tourists to come and visit the region for a special holiday experience."

Quotes attributable to Queensland Tourism Minister Michael Healy:

"It's a barra bonanza up in the Gulf and that time of the year when mad-keen fishers make the pilgrimage from across the nation to catch the prized fighting fish.

"There's plenty of tourist attractions, amazing history and great camping.

MEDIA RELEASE



“Queensland’s Gulf Savannah region has been hit hard by flooding this year and a priority for the Miles Labor government is to support the tourism industry in areas that have been impacted by disaster.

“With tourism driving about \$34 billion into our state economy last year, it’s vital we give operators the tools they need to lure more visitors, more often.”

“Our message is the Gulf Savannah region is ready for business, and with the wet season almost over and roads open it is a wonderful time to visit,” Minister Healy said.

The toolkit is available to download from the Tourism Tropical North Queensland website under destination publications: <https://tourism.tropicalnorthqueensland.org.au/destination-brochures-publications/>

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