



MEDIA RELEASE

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Plenty of reasons to be jolly

Townsville Enterprise projects have delivered an economic windfall to the region ensuring the long term outlook for the region is for continued growth and prosperity.

Long term strategic infrastructure projects ticked off the Townsville Enterprise books in 2007– worth more than \$200 million to the region in construction alone – include the Port Access Corridor (\$190 million) and Reid Park Redevelopment (more than \$30 million) and tourism marketing projects have contributed significantly to the injection of close to \$700 million into the economy.

The two major infrastructure projects will have significant benefits for the region. The Port Access Corridor will enable greater connectivity to the Port of Townsville – reducing freight costs and improving efficiency. The Reid Park development will provide community infrastructure, and provide space for skills training, events and showcase the city to a global audience through the V8 Supercars.

Another long term item – the Townsville Ocean Terminal moved a step closer to reality entering the final EIS stage. The Ocean Terminal will provide a tourism asset to help Townsville – Queensland’s fastest growing tourism destination – tap into the rapidly expanding cruise market.

Townsville Enterprise Chief Executive Officer Glenys Schuntner said this has been one of the peak economic development and marketing organisation’s most successful years to date.

“The Port Access Corridor has been a long term project for Townsville Enterprise – on the books since the very early days of the organisation. The Reid Park redevelopment and associated V8 Supercars race is another long term project, which was identified as an opportunity to attract an annual signature event to the region more than five years ago. To have both these projects signed off this year is a tremendous result.”

“These projects will deliver economic benefits to the region for years to come. Our work isn’t about securing short term projects for short term benefits – we’re looking for projects that will provide careers for the next generation of Townsville residents.”

Townsville Enterprise continues to pursue projects that will bring significant, long term benefits to the city.

“The Chalco refinery is still on the horizon – productive meetings have been held with key stakeholders and Chalco representatives throughout the year. Competitive energy pricing for North Queensland is also a major concern – with the 2007 North Queensland Energy report released last week.”

“The 2007 North Queensland Energy Report addresses concerns shared by all of North Queensland - from Mackay north, and west to Mount Isa.”

“The number of significant projects ticked off this year, and the key performance indicators measuring our activities suggest this has been one of Townsville Enterprise’s most successful years ever. Our economy continues to post double digit growth, our population growth is strong, and our tourism visitor numbers are growing faster than anywhere else in the state.”

Meanwhile the latest Tourism Queensland figures show tourists spent \$688 million dollars in the region in the year ending September 2007. Domestic visitors spent \$597 million while International travellers spent \$91 million. Domestic visitor numbers were up 33% while nights were up 24%. Townsville is now in the top 20 destinations nationwide for visitor spending.

The latest Tourism Queensland figures for North Queensland (year ending September 2007) show domestic visitor growth of 33% to 1.1 million visitors, making our region the fastest growing in the State, based on both the annual growth and the longer term trend figure of 15% p.a. average over the past three years. Domestic visitor nights were up by 24% to 4.5 million nights, with the State’s highest long term trend growth of 16% p.a. average. 37% of all domestic visitors to the region were on holiday, 32% were visiting family or friends and 28% were on business.

“Tourism in Townsville continues to grow well above our nearest regional rivals – and domestic holiday growth in Townsville has topped the state table in all Tourism Queensland reports this year.”

“We attribute this growth to significant marketing activities undertaken in cooperation with our members and partners – including Tourism Queensland, the successful Great Tropical Drive project – which recently won a Queensland Tourism Award, and more than \$37 million worth of national and international

media exposure. This incredible amount of media exposure would not have happened without Townsville Enterprise. ”

The Convention Bureau ran the most successful Think Townsville Campaign to date – generating new interest from local businesses in bringing business events home to Townsville.

“The campaign resulted in several new leads that the team is working on – and sales leads that have been distributed to Bureau Members.”

“We look forward to welcoming a number of major business events to Townsville in 2008 – including the Ulysses Annual General Meeting which will bring 5000 motorcycle enthusiasts to the city.”

“The Rugby League World Cup will also bring international attention to the city towards the end of 2008 with Papua New Guinea set to base their campaign in Townsville. We have the first fixture of the competition and will host an Australian game.”

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