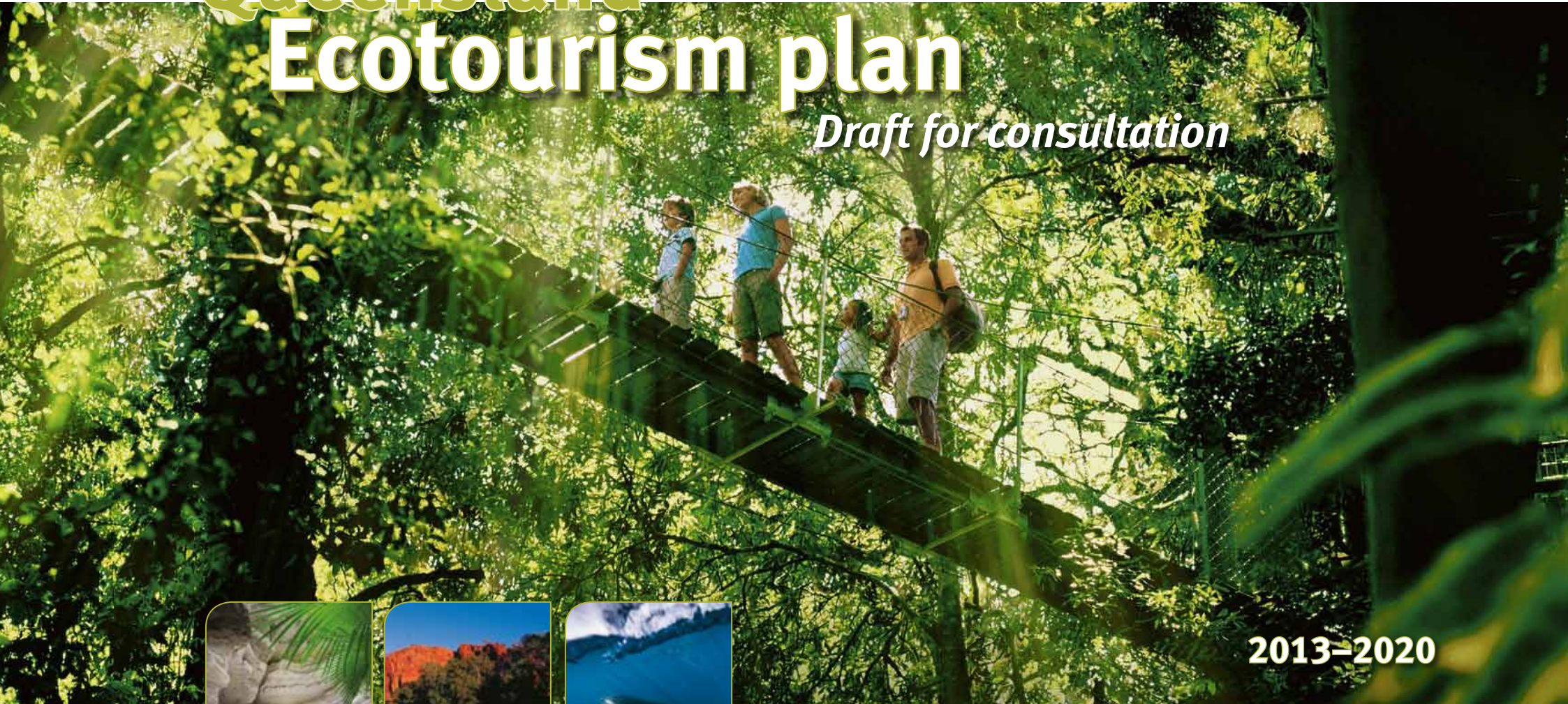
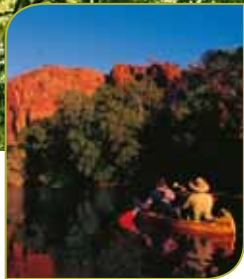


Queensland Ecotourism plan

Draft for consultation



2013–2020



Great state. Great opportunity.

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Fraser Island,
Great Sandy National Park

Front page:

- Main image: O'Reillys, Gold Coast Hinterland
- Small image (left): Canarvon Gorge National Park
- Small image (middle): Boodjamulla (Lawn Hill) National Park
- Small image (right): Swimming with whales

Executive summary

World class nature is the main reason for international and domestic visitors to travel to Queensland. No longer a niche market, ecotourism is now one of Queensland's greatest competitive advantages. This draft Queensland Ecotourism Plan 2013–2020 (the Plan) seeks to provide tourism operators, government and other stakeholders with clear direction on how Queensland will leverage its competitive advantage to become a bold, innovative, world leader in ecotourism.

The vision for ecotourism in Queensland

The proposed vision to be achieved by 2020:

Queensland is Australia's number one ecotourism destination and recognised as a world leader in ecotourism.

This vision will be achieved through implementation of the following strategic priorities:

1. Deliver world class experiences
2. Facilitate product development and innovation
3. Raise the profile of Queensland's ecotourism experiences
4. Foster thriving operators
5. Embrace a partnership approach between industry and government

These strategies, incorporating a suite of practical actions, will deliver the vision by facilitating the development of ecotourism experiences, increasing visitation and visitor expenditure and promoting regional spread of visitors.

Existing ecotourism product will need to be fostered and reinvigorated to appeal to the changing needs and expectations of ecotourism's traditional markets and emerging growth markets such as China and India.

New product development and diversification will also be important to increase regional dispersal of visitors and the economic benefits across Queensland.

While this Plan makes references to adventure and Indigenous ecotourism and includes opportunities, it does not however provide a detailed plan for adventure tourism or Indigenous tourism. Ecotourism encompasses activity on protected areas, private lands, Indigenous lands and public areas.

For the purpose of this Plan, 'national parks' include all protected areas managed by the Queensland Parks and Wildlife Service (QPWS), some of which are jointly managed with Traditional Owners and other government agencies.

This Plan is a key initiative of the Queensland Government in partnership with the tourism industry arising from the inaugural DestinationQ forum and Partnership Agreement and it aligns with the Drive Tourism Strategy.

The Queensland Government welcomes your input to the draft Queensland Ecotourism Plan 2013–2020. Please give your thoughts on the questions asked in this Plan and any other comments and insights you would like to share to assist in the development of the Plan.

You may provide comment on this draft until 4pm (EST) Friday 31 May 2013. Please email all comments to: ecotourismplan@nprsr.qld.gov.au.

Introduction

The Queensland Government has established an ambitious target to grow visitor expenditure to \$30 billion by 2020. With Queensland's natural environment and cultural heritage assets among its strongest competitive advantages, ecotourism will play an important role in achieving the 2020 ambition.

Tourism is one of the most competitive industries globally as many countries vie to increase domestic and inbound visitation. As a long haul destination for most inbound travellers, Queensland has to work hard to attract visitors and increase its share of the market.

Through the delivery of quality ecotourism experiences, Queensland is extremely well positioned to increase visitor arrivals and expenditure. With world class national parks and reserves, a huge diversity of appealing landscapes from islands and marine environments, to rainforest through to remote desert and iconic wildlife species and unique cultural assets, Queensland has a valuable competitive advantage. Five areas across the state are recognised on the World Heritage Register for their outstanding natural value, Queensland has three of the 15 nominated National Landscapes in Australia and 12.5 million hectares of protected area estate.

The implementation of Queensland's previous Ecotourism Plans I (1997–2002) and II (2003–2008) has assisted Queensland in positioning itself as a global leader in ecotourism. As a result of these plans, ecotourism now occupies a prominent position within many regional and state-wide tourism strategies. While significant achievements have been made, a number of critical challenges still need to be addressed. These challenges, together with opportunities for the industry, have informed the strategic priorities identified in this Plan and will be addressed through a cross-agency approach working in partnership with industry.



Camarvon Gorge National Park

Ecotourism in Queensland

What is ecotourism?

Ecotourism encompasses a broad spectrum of environmentally responsible activities that increase visitor appreciation, develop a better understanding of the natural and cultural heritage and are carefully managed to be ecologically, economically and socially sustainable. Ecotourism Australia defines ecotourism as **'ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation'**. Ecotourism requires tourism to contribute to the well-being of the natural areas and local communities in which they operate, and to educate and inform visitors.



Deepwater National Park

Importance of ecotourism for Queensland

Recent international visitor research reveals Australia's biggest strength is its world class beauty and natural environments, rated number one by visitor markets (see Figure 1). When it comes to selecting a holiday destination nature is a 'Top 5' consideration, as illustrated by Figure 2.¹

Interest in nature is even higher amongst actual visitors to Australia. Almost two-thirds (61%) of all inbound visitors to Australia selected nature-based activities as the key purpose of their visit, bringing in over \$4 billion in revenue in 2012.² Nature-based activities include visiting national and state parks, botanical gardens, wildlife parks and zoos through to bush walking, whale watching, scuba diving and snorkelling. Visiting a national or state park and bushwalking are the most common nature-based tourism activities engaged in by both international and domestic visitors.³

Numbers of international visitors undertaking nature based activities have increased by 7.4% since the March 2011 quarter, after fluctuating over the past five years. Domestic nature-based visitors increased by 11.8% over the same period, although visitor numbers are yet to again reach the six year high achieved in 2007.⁴

The economic contribution from nature-based tourism is also increasing for both domestic and international visitors. Spending by international nature-based visitors is up 24% from five years ago. Domestic visitor spend has risen 19% alone in the 2012 March quarter from 2011. This is yet to reach the high of 2007.⁵

The strong interest of international and domestic visitors in nature-based activities highlights the value of ecotourism to the Queensland economy. With nature-based activities across Queensland, ecotourism is also a driver of regional dispersal, contributing to regional economies and reducing visitor impacts at popular destinations.

Figure 1: Rating of destinations for world class beauty and natural environments

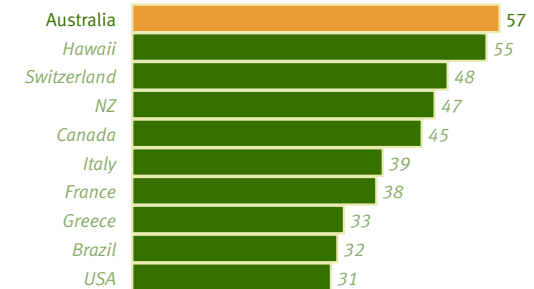


Figure 2: Rating of important factors in choosing a holiday destination



¹ Tourism Australia, 2012 International Tourism Research Project

² Tourism and Transport Forum, 2012

³ Tourism Research Australia, National Visitor Survey, 2011 and International Visitor Survey, 2011

⁴ Tourism and Transport Forum, 2012

⁵ Tourism and Transport Forum, 2012

The importance of national parks

National parks, with their unique environments and wildlife, play a vital role in ecotourism and are a major driver for tourism in Australia. In 2011, 2.4 million international visitors and 10.4 million domestic travellers visited a national or state park in Australia. Domestic day-visitors also represented a significant proportion of visitors to national parks in Australia, with 8.6 million visitors.¹

International visitor numbers to national parks in Australia however, have declined by 13% over the past 5 years, despite international visitation to Australia increasing by 7% over the same period. Globally, visitation to national parks in developed countries has been declining, particularly in the USA and Japan. Researchers have linked this decline with increasing wealth as national parks compete with alternative recreational activities at home as well as with natural areas interstate or abroad.²

International visitation to Queensland's national parks

Queensland's national parks receive around 7.9 million visits per annum by international travellers, including 6.2 million to terrestrial parks and 1.7 million to marine parks. (Terrestrial park visits include national parks, state forests and other reserves managed by QPWS).³

Figure 3: Visits by International Travellers to Queensland's National Parks

Total (international)*	7.9 million visits
Terrestrial parks	6.2 million (78%)
Marine parks	1.7 million (22%)

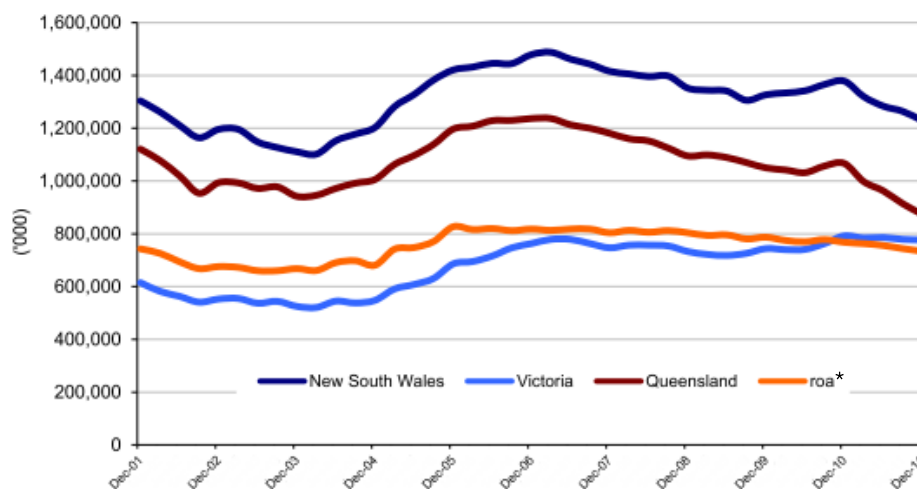
*QPWS Community Survey 2012—Newspoll report

International visitation to national and state parks in Queensland has decreased by 26% over the past 5 years, reflecting international and national trends. Figure 4 provides a quarterly snapshot of the trend in visitation between December 2001 and 2011. There was a particularly

marked decline for Queensland of almost 200,000 visitors in 2010–2011, similar to New South Wales. Catastrophic weather events in 2011 would have contributed to reduced visitor numbers

in both states. In comparison, international visitation to Victoria's national parks has remained relatively constant over the 2010–2011 period.

Figure 4: International Overnight Visitors—Visited National Parks or State Parks



Source: Tourism Research Australia—International Visitor Survey, 2011
Note: data is for visitors who visited a national or state park on their trip to Australia
* Rest of Australia

¹ Tourism Research Australia, National Visitor Survey, 2011 and International Visitor Survey, 2011
² Balmford A, Beresford J, Green J, Naidoo R, Walpole M et al 2009, A Global Perspective on Trends in Nature-based Tourism

³ Queensland Parks and Wildlife Service Community Survey, 2012—Newspoll report

Domestic visitation to national parks

Queensland's national parks receive 51 million visits per annum from domestic travellers, with 27 million to terrestrial parks and other reserves and 24 million to marine parks, as illustrated by Figure 5.

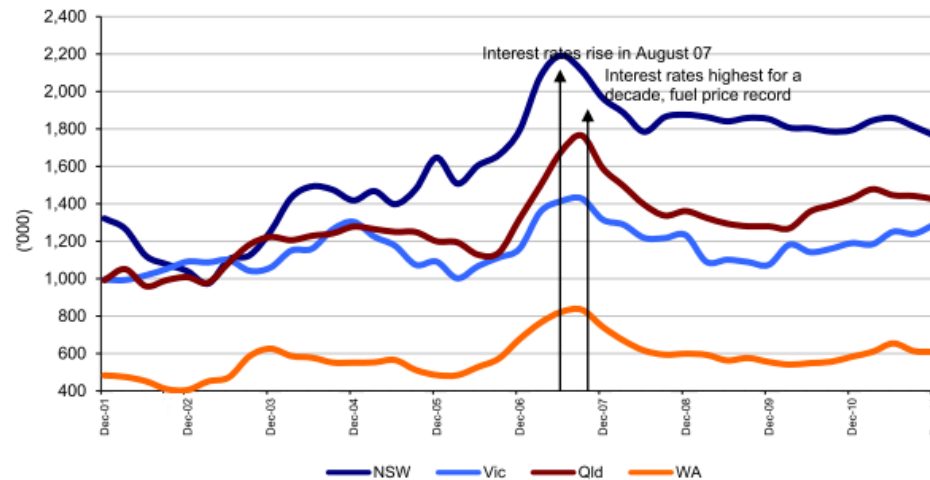
Figure 5:
Visits by Domestic Travellers to Queensland's National Parks

Total (domestic) 51 million visits	
Adults	42 million (80%)
Children	9 million (20%)
Terrestrial	27 million (53%)
Marine	24 million (47%)
Total camper nights*	1.07 million
*QPWS Parks camping data	

Unlike international visitor numbers, domestic visitation to Queensland's national parks has increased over the 10 year period from 2001 to 2011, as illustrated by Figure 6. The growth can be attributed to those parks close to major population centres, such as Noosa,

Bribie Island, Glass House Mountains, Burleigh Heads and D'Aguilar national parks. These parks have experienced regional population growth, and an increasing desire amongst the local population to visit parks closer to home.

Figure 6:
Domestic Overnight Visitors—Visited National Parks or State Parks



Source: Tourism Research Australia—International Visitor Survey, 2011



Economic contribution of national parks

Visitation to Queensland's national parks generates significant economic benefits at a regional and state level. It is estimated visitors (excluding day-trip visitors) to national parks contribute around \$4.5 billion annually to the State's economy, representing approximately 28% of total visitor spend.¹ Marine parks also generate considerable economic benefits. In 2006/2007, tourism on the Great Barrier Reef contributed \$5.1 billion to the Australian economy, creating 54,000 full-time positions, of which 92% were tourism jobs.²

Visitation to Queensland's national parks is concentrated in 30 key parks which attract 70% of all park visitors. The top 10 national parks in the state attract close to 40% of all domestic visitors and 75% of all camping trips across the state. Marine parks are particularly popular, receiving 47% of total national park visitation.³

In the most popular national parks for international tourists, nearly one in three visitors travel with a commercial guide, e.g. Springbrook, Daintree, Noosa and Great Sandy (Fraser Island) national parks. In some parks more visitors arrive with a guide than travel independently, such as the Whitsundays and Barron Gorge National Park. This highlights the important role the tourism industry plays in making parks more accessible, interpreting the natural and cultural environment to visitors and managing the impacts of visitation.



Canarvon Gorge National Park

¹ Ballantyne R, Brown R, Pegg, S, Scott N, 2008, Valuing tourism spending arising from visitation to Queensland national parks, CRC for Sustainable Tourism
² Great Barrier Reef Marine Park Authority Outlook Report 2009: Tourism Information Sheet
³ Queensland Parks and Wildlife Service Community Survey 2012—Newspoll report

Brand Queensland and ecotourism

Ecotourism, with Queensland's unique natural and cultural assets, is a cornerstone of Brand Queensland. The brand strategy positions Queensland as a place that enriches and transforms the lives of all visitors. The four key themes of the brand strongly feature ecotourism:

- ✓ Natural Encounters
- ✓ Queensland Lifestyle
- ✓ Adventure
- ✓ Islands and Beaches

National parks together with other protected areas, Aboriginal and private lands play a critical role in delivering on the four brand themes.

Queensland's world class, iconic ecotourism experiences also have been recognised as 'hero experiences' because they encourage visitors to

engage and connect with the natural environment and provide Queensland a real advantage over competitor destinations.

How these hero experiences are leveraged will be critical to Queensland becoming recognised as a world leader in ecotourism.



Whitsunday Islands National Park

Opportunities and challenges for ecotourism in Queensland

Opportunities

- Recent growth in the domestic market
- Unlocking Queensland's national parks and other natural assets and showcasing them through new and diverse eco-experiences
- Developing new product and realigning existing experiences to remain relevant to traditional markets and engage new markets
- Developing value for money, ecotourism experiences across the product range from premium camping through to boutique lodges
- Leveraging the attraction of nature for visitors to Queensland, particularly the growing number of overnight and day-trip visitors wanting to participate in nature based activities
- Increasing Queensland's share of emerging visitor markets seeking world class nature, in particular visitors from China and India
- Identifying Queensland ecotourism's 'Unique Selling Proposition' and hero products to enable the state to re-position itself as a world leading ecotourism destination
- Capitalising on the increasing number of visitors seeking active engagement and improved wellbeing from their holidays
- Embracing new technology and adapting to rapidly changing consumer needs
- Providing stimulus for local and regional economies through the development of new and existing ecotourism products
- Leveraging Queensland's status as having the highest number of ECO Certified tourism operators across Australia and delivering world leading Protected Area management
- Providing excellence in interpretation, drawing on science, research and storytelling to provide visitors with an enriching experience
- Meeting the needs of a growing international and domestic youth market who are seeking to actively engage in adventure based activities
- Incorporating Indigenous elements in ecotourism experiences to create a unique point of difference and provide economic and social development opportunities for Traditional Owners and Indigenous communities
- Capitalising on the increasing interest in voluntourism, attracting visitors interested in holidays that contribute positively to the environment.

Challenges

- A decline in international visitors to national parks in Queensland and Australia
- A strong Australian dollar has reduced competitiveness for tourism operators
- Low cost carriers make it easier for the domestic market to travel internationally
- Low cost international destinations

are offering similar ecotourism products at a much cheaper price

- South-east Asian destinations are growing their global share of the ecotourism market with high-end and 'once in a lifetime' wildlife and cultural experiences
- Competing international destinations that have lower costs for development and fewer barriers for innovation are in a position to respond more rapidly to market shifts
- An unfavourable economic environment has restricted re-investment in ecotourism products
- Regulatory barriers have constrained private investment in ecotourism.

Vision and Strategic Priorities

The proposed vision for ecotourism in Queensland is that:

Queensland is Australia's number one ecotourism destination and recognised as a world leader in ecotourism.

This vision will be achieved through implementation of the following strategic priorities:

1. Deliver world class experiences
2. Facilitate product development and innovation
3. Raise the profile of Queensland's ecotourism experiences
4. Foster thriving operators
5. Embrace a partnership approach between industry and government

1. Deliver world class experiences

Fundamental to positioning Queensland as a global leader in ecotourism, is excellence in interpretation and product delivery. This strategy includes actions to encourage delivery of best practice ecotourism experiences, set Queensland apart from competitors with world class story telling, enrich the experience for visitors and encourage the protection of the natural and cultural environment.

Accreditation plays an important role in contributing to the quality of ecotourism experiences and assuring visitors that ecotourism operators are committed to best practice and high quality nature-based experiences.

Assist operators in achieving best practice

- Require compulsory Department of National Parks, Recreation, Sport and Racing endorsed accreditation of all commercial tourism operators in national parks (including marine parks) to recognise the importance of these protected areas
- Establish tourism skills training programs for ecotourism operators focused on improving skills, standards and staff retention
- Promote accredited guide training and the employment of accredited guides to raise ecotourism standards
- Recognise and reward operators who exceed compulsory accreditation and/or invest in providing visitors with accredited guides, with advantageous management arrangements, priority access to new visitor sites on national parks and access to marketing and industry programs.

Provide excellence in interpretation

- Establish excellence in 'story telling' and 'experience delivery' by fostering a culture of quality interpretation through master class training
- Develop innovative interpretation mediums that harness new technologies to target new and existing audiences.

Your Feedback

Do you support the requirement for compulsory accreditation of all commercial operators in national parks?

How could operators be rewarded for exceeding accreditation requirements or investing in accredited guides?

Is there anything else you believe we should be considering here?

Please email all comments to: ecotourismplan@npsr.qld.gov.au.

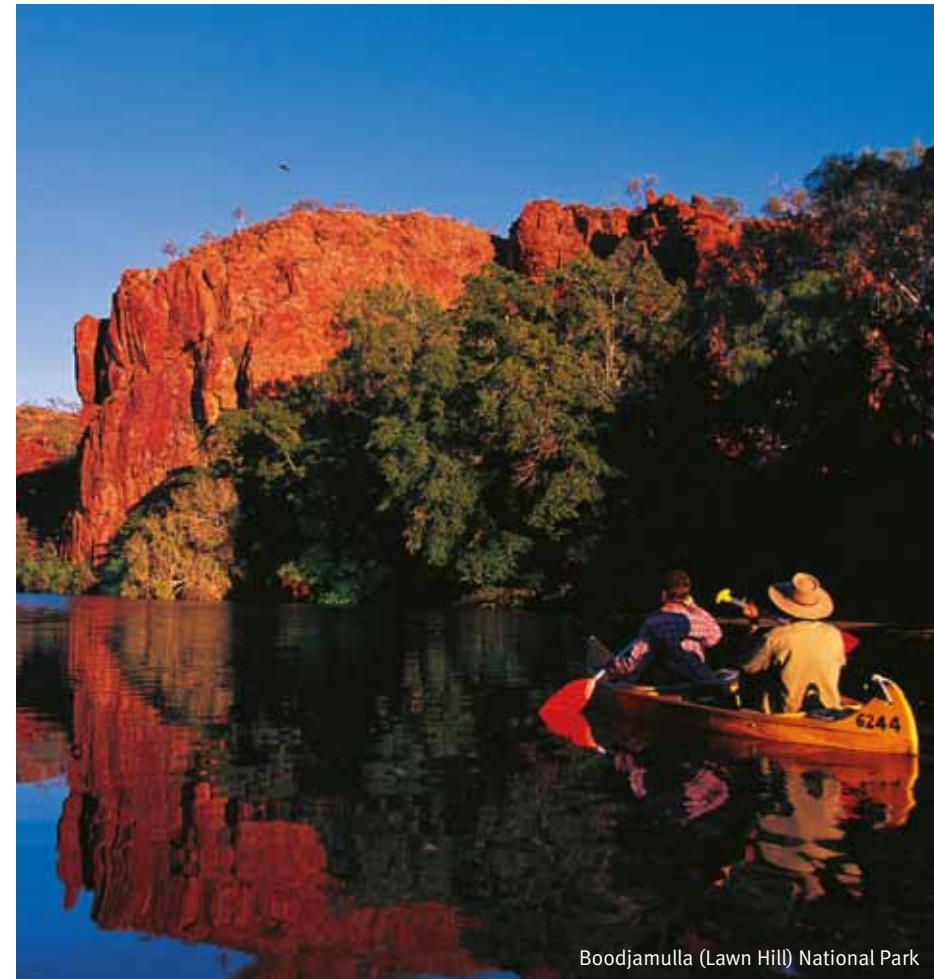
2. Facilitate product development and innovation

This strategy is focussed on positioning Queensland as a global leader in must-do, iconic ecotourism experiences. Through best practice, public-private partnerships, Queensland will offer visitor experiences to inspire new and existing audiences. A key focus is to facilitate investment in existing and new products and increase Indigenous ecotourism opportunities. Indigenous Australian's cultural interpretation of Queensland's ecotourism assets will add depth to the product offering and provide authentic engagement and more satisfying experiences for visitors seeking meaningful engagement with Traditional Owners.

As there are a number of initiatives focussed on developing and promoting Indigenous people's participation in tourism and facilitating adventure tourism, this Ecotourism Plan is limited to Indigenous cultural opportunities, adventure tourism and improving visitor experiences as they relate to ecotourism.

Enhance existing products and identify new opportunities across Queensland's national parks

- Develop a policy position in collaboration with the tourism industry with respect to national park planning at a state and regional level, to ensure public investment opportunities add value and diversify the ecotourism product offering
- Maintain Queensland's appeal to existing nature-based visitors and attract new visitors by investigating opportunities for visitors of all ages to enjoy Queensland's national parks and other natural and cultural assets
- Create a suite of world-class, must-do visitor experiences in and around national parks to highlight regional points of difference
- Foster industry forums which place product development and innovation as a priority and maximise engagement between industry and state government agencies



Boodjamulla (Lawn Hill) National Park

- Prioritise tourism development investment opportunities in the top 30 national parks which attract 70% of park visitors
- Review national park infrastructure and create a prospectus of key opportunities for repurposing where there are ecotourism benefits
- Support events in national parks and other natural areas to provide new and enhanced visitor experiences, deliver economic benefits and encourage regional visitation.

Support the tourism industry through research

- Support research into gaining a better understanding of ecotourism's traditional markets and emerging visitor markets
- Investigate changing consumer trends in ecotourism to ensure the industry remains competitive and delivers best practice.

Facilitate investment into ecotourism products (new and existing)

- Develop a prospectus of investment opportunities in national parks
- Identify and establish the feasibility of three priority, ecotourism opportunities to be made available for investment to assist in elevating the status of Queensland as a world leader in ecotourism
- Convene regional forums between QPWS Regional Directors and relevant Tourism Queensland Directors and Regional Tourism Organisation Managers to promote information sharing about regional national park and tourism priorities and inform QPWS investment in infrastructure.

Grow Indigenous opportunities

- Identify and progress three new opportunities to expand Indigenous involvement in ecotourism, working with Traditional Owners to maximise Indigenous ecotourism opportunities including but not limited to national

parks and jointly managed national parks

- Create a program for the development of more Indigenous ecotourism guides
- Develop an accreditation process with Traditional Owners for non-Indigenous and Indigenous guides to retell and share Indigenous stories with visitors.

Your Feedback

What actions could industry or government undertake to help operators increase visitor numbers and yield from existing ecotourism products?

What product development opportunities would you like to see investigated?

Any other comments you wish to make on this strategic priority and the proposed actions?

Please email all comments to: ecotourismplan@nprsr.qld.gov.au.



Scenic Rim, Main Range National Park

3. Raise the profile of Queensland's ecotourism experiences

The focus of this strategy is to grow ecotourism visitation through innovative marketing and communication strategies. Actions seek to reinvigorate existing markets, develop new and underrepresented segments and capitalise on digital technology to excite and engage prospective visitors.

Position ecotourism for maximum exposure

- Raise the profile of ecotourism and associated 'hero experiences' in Brand Queensland, through ecotourism famils, imagery and other marketing strategies
- Develop a clear positioning for Queensland's national parks within Brand Queensland, supported by appropriate imagery, consistent messages and stories

- Develop a consumer-oriented, interactive national parks web presence, social media strategy and a customer relationship management system that innovatively presents Queensland's unique national park and wildlife experiences
- Partner with Tourism Australia and Parks Australia to leverage the National Landscapes program in developing and marketing world-leading nature experiences, and develop Fraser Coast as a National Landscape.

Your Feedback

What specific marketing initiatives could support the growth of your business?

What do you want to see included on a consumer-oriented national parks website?

Is there anything else you believe we should be considering here?

Please email all comments to: ecotourismplan@npsr.qld.gov.au.

National Landscapes

Managed by Tourism Australia and Parks Australia, the National Landscapes program focuses on the development and marketing of Australia's 15 most significant, world class natural areas. The program aims to provide visitors with new and engaging experiences to increase visitation, dispersal and length of stay within Australia's most unique natural environments. Queensland's three National Landscapes include the World Heritage listed Wet Tropics, the Great Barrier Reef and Australia's Green Cauldron (more commonly known as the Gondwana Rainforest Reserves of Australia on the Queensland and New South Wales border).



Photo: Darren Jew, Tourism Queensland

Great Barrier Reef

4. Foster thriving operators

This strategy is focused on supporting existing operators to innovate and develop new products and attract new operators. Action is needed to reduce red tape and costs for ecotourism operators and develop leading environmental planning practices that support a commercially viable ecotourism industry.

Reduce administration for operators

- Undertake planning reforms, including:
 - Establish a coordinated, joint Queensland agency approval process—State Assessment and Referral Agency (SARA)
 - Prepare a single State Planning Policy (SPP) that includes tourism as a state interest in planning and development
 - Encourage local governments to achieve the elements of the SPP to support ecotourism development opportunities that can complement rural and conservation land uses.

- Establish a streamlined permit system for tourism operators within national parks and other protected areas
- Regularly monitor and review regulatory processes and procedures to ensure they are streamlined and meeting the needs of the tourism industry.

Planning and approval system supports industry growth

- Ensure tourism is recognised as a specialised land use by the Queensland planning system and is recognised in the single State Planning Policy
- Develop a set of best practice ecotourism development principles to assist the Queensland planning system, and ecotourism proponents to more effectively manage the development of new and expanded ecotourism projects.

Support thriving operators

- Establish and manage a targeted compliance program in high profile national parks tourism sites, with the Department of National Parks, Recreation, Sport and Racing (DNPRSR) and other relevant agencies working with industry to ensure equitable and best practice operations.

Your Feedback

Are there other actions that industry or government could undertake to help operators to develop innovative, new or enhanced product?

What government requirements could be streamlined to reduce costs for tourism operators?

Any other comments you wish to make on this strategic priority and the proposed actions?

Please email all comments to: ecotourismplan@nprsr.qld.gov.au.



Riversleigh Fossil Fields, Boodjamulla (Lawn Hill) National Park

Photo: Savannah Guides

5. Embrace a partnership approach between industry and government

This strategy recognises the importance of creating and maintaining positive partnerships to achieve the ecotourism vision for Queensland. Shared ownership and responsibility is needed, with partnerships formed at local, regional and state, through to federal levels. This strong partnership approach will ensure Queensland becomes a bold and innovative world leader in ecotourism with positive outcomes for the tourism industry, community, environment and Traditional Owners.

Develop priority partnerships

- Ensure the effective and timely implementation of this Plan through a partnership approach across government and industry. The key partners include, but are not limited to:

Purpose	Partners
Improving the quality of presentation and information	Tourism and Events Queensland (TEQ) (Lead) , Skills Training Queensland, Ecotourism Australia (EA), Department of Tourism, Major Events, Small Business and the Commonwealth Games (DTEBS), Queensland Tourism Industry Council (QTIC), Department of National Parks, Recreation, Sport and Racing (DNPRSR), Traditional Owners, Department of Aboriginal and Torres Strait Islander and Multicultural Affairs (DATSIMA)
Regular regional tourism forums to integrate ecotourism stakeholders into mainstream destination development	DNPRSR , Regional Tourism Organisations (RTO), TEQ
Product innovation and development specifically in relation to specialist and emerging markets, e.g. geotourism, voluntourism	TEQ , DTEBS, EA, QTIC, industry representatives from special interest markets, DATSIMA
Researching and filling knowledge gaps in ecotourism	TEQ , QTIC, DTEBS, EA, Universities, DATSIMA
Leveraging Commonwealth programs, including National Landscapes	TEQ , Tourism Australia (TA), DNPRSR
Facilitating consistency in cross-border regulations and joint marketing	DNPRSR , DTEBS, TEQ
National and international promotion and recognition of the importance of ecotourism	EA , QTIC
Facilitating investment in new and enhanced ecotourism product	DTEBS , QTIC, TQ, DNPRSR
Development of best practice, dialogue and cross sectoral appreciation through industry meetings and workshops	TQ , EA, DTEBS, DNPRSR, QTIC

Three year action plan

Action	Primary Responsibility
6 Months	
Strategic Priority 2: Facilitate product development and innovation	
Convene regional forums between QPWS Regional Directors and relevant Tourism Queensland Directors and Regional Tourism Organisation Managers to promote information sharing about regional national park and tourism priorities and inform QPWS investment in infrastructure.	DNPRSR, RTOs, TEQ
Strategic Priority 5: Embrace a partnership approach	
Establish priority partnerships, as identified	DTESB, DNPRSR, TEQ, EA



Photo: Tourism Australia

Daintree National Park

Action	Primary Responsibility
12 Months	
Strategic Priority 4: Foster thriving operators	
Ensure tourism is recognised as a specialised land use by the Queensland planning system and is recognised in the single State Planning Policy	DTEBS, TEQ
Develop a set of best practice ecotourism development principles to assist the Queensland planning system, Queensland planners and ecotourism proponents to more effectively manage development of new and expanded ecotourism projects	DTEBS, TEQ, DNPRSR, QTIC
Establish and manage a targeted compliance program in all high profile national parks tourism sites, working with industry to ensure equitable and best practice operations	DNPRSR, QTIC



Action	Primary Responsibility
12 Months	
Strategic Priority 2: Facilitate product development and innovation	
Maintain Queensland's appeal to existing nature-based visitors and attract new visitors by investigating opportunities for visitors of all ages to enjoy Queensland's national parks and other natural and cultural assets	DNPRSR, TEQ
Prioritise tourism development investment opportunities in the top 30 national parks which currently attract 70% of park visitors	DNPRSR, TEQ, DTESB, QTIC
Support events in national parks and other natural areas to provide new and enhanced visitor experiences, deliver economic benefits and encourage regional visitation	DNPRSR, TEQ, DATSIMA



Photo: Tourism Australia

Lizard Island

Action	Primary Responsibility
12 Months	
Strategic Priority 2: Facilitate product development and innovation	
Support research into gaining a better understanding of ecotourism's traditional markets and emerging visitor markets	TEQ, QTIC, EA
Investigate changing consumer trends in ecotourism to ensure the industry remains competitive and delivers best practice	TEQ, QTIC, EA
Foster industry forums which place product development and innovation as a priority and maximise engagement between industry and state government agencies	DTESB, TQ, DNPRSR, QTIC, DATSIMA, EA
Strategic Priority 3. Raise the profile of Queensland's ecotourism experiences	
Raise the profile of ecotourism and associated 'hero experiences' in Brand Queensland, through ecotourism famils, imagery and other marketing strategies	TEQ, EA
Develop a clear positioning for Queensland's national parks within Brand Queensland, supported by appropriate imagery, consistent messages and stories	TEQ, DNPRSR



Carnarvon Gorge National Park

Action	Primary Responsibility
2 Years	
Strategic Priority 2: Facilitate product development and innovation	
Create a program for the development of more Indigenous ecotourism guides	QTIC, EA, DATSIMA
Develop a policy position in collaboration with the tourism industry with respect to national park planning at a state and regional level, to ensure public investment opportunities add value and diversify the ecotourism product offering	DNPRSR, DTESB, QTIC, TEQ
Review national park infrastructure and create a prospectus of key opportunities for repurposing where there are ecotourism benefits	DNPRSR, TEQ, DTESB
Develop a prospectus of investment opportunities in national parks	DNPRSR, TEQ, DTESB
Create a suite of world-class, hero experiences in and around national parks to highlight regional points of difference	TEQ, DNPRSR

Strategic Priority 1: Deliver world class experiences	
Require compulsory Department of National Parks, Recreation, Sport and Racing endorsed accreditation of all commercial tourism operators in national parks (including marine parks) to recognise the importance of these protected areas	DNPRSR
Establish tourism skills training programs for ecotourism operators focused on improving skills, standards and staff retention	QTIC, TEQ, EA
Promote accredited guide training and the employment of accredited guides to raise ecotourism standards	QTIC, TEQ, EA



Photo: Tourism Australia

Daintree National Park

Action	Primary Responsibility
2 Years	
Strategic Priority 1: Deliver world class experiences	
Recognise and reward operators who exceed compulsory accreditation and/or invest in providing visitors with accredited guides, with advantageous management arrangements, priority access to visitor sites on national parks and access to marketing and industry programs	TEQ, DNPRSR, QTIC
Develop innovative interpretation mediums that harness new technologies to target new and existing audiences	TEQ, DNPRSR
Strategic Priority 3: Raise the profile of Queensland's ecotourism experiences	
Develop a consumer-oriented, interactive national parks web presence, social media strategy and a customer relationship management system that innovatively presents Queensland's unique national park and wildlife experiences	DNPRSR, TEQ

Partner with Tourism Australia and Parks Australia (PA) to leverage the National Landscapes program in developing and marketing world-leading nature experiences, and develop Fraser Coast as a National Landscape	TEQ, DNPRSR
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Bunya Mountains National Park

Action	Primary Responsibility
3 Years	
Strategic Priority 4: Foster thriving operators	
Undertake planning reforms, including: <ul style="list-style-type: none"> • Establish a coordinated, joint Queensland agency approval process—State Assessment and Referral Agency (SARA) • Prepare a single State Planning Policy (SPP) that includes tourism as a state interest in planning and development • Encourage local governments to achieve the elements of the SPP to support ecotourism development opportunities that can complement rural and conservation land uses. 	Department of State Development, Infrastructure and Planning (DSDIP), DTESB, DNPRSR
Establish a streamlined permit system for tourism operators within national parks and other protected areas	DNPRSR, DTESB, TEQ, QTIC



Camarvon Gorge National Park

Action	Primary Responsibility
3 Years	
Strategic Priority 2: Facilitate product development and innovation	
Identify and establish the feasibility of three priority, ecotourism opportunities to be made available for investment to assist in elevating the status of Queensland as a world leader in ecotourism	DTESB, TEQ
Develop an accreditation process with Traditional Owners for non-Indigenous and Indigenous guides to retell and share Indigenous stories with visitors	QTIC, DATSIMA, EA
Identify and progress three new opportunities to expand Indigenous involvement in ecotourism, working with Traditional Owners to maximise Indigenous ecotourism opportunities including but not limited to national parks and jointly managed national parks	TEQ, DNPRSR, DATSIMA, DTESB
Strategic Priority 1: Deliver world class experiences	
Establish excellence in 'story telling' and 'experience delivery' by fostering a culture of quality interpretation	TEQ, DATSIMA, EA



Moreton Island National Park