



Department of Innovation, Tourism Industry Development
and the Commonwealth Games

Global Eco Asia-Pacific Tourism Conference

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Vision for ecotourism in Queensland

**Queensland is an internationally celebrated ecotourism destination,
delivering world-class interpretation and experiences
that support the conservation of our
special natural places
and unique Indigenous and cultural heritage.**

Source: Queensland Ecotourism Plan 2016-2020, Department of National Parks, Sport and Racing



QUEENSLAND
ECOTOURISM
TRAILS

About adventure and nature based ecotourism

- Ranks among the top travel motivators for international visitors to Australia
- Domestically the number of Australians visiting national parks and taking bushwalks has increased 14% - up to 12 million people according to Tourism Research Australia's National Visitor Survey for 2017-18 FY
- Generates economic and social benefits in regional communities, creating resilience with sustainable local employment opportunities
- Development of ecotourism products that engage with the cultural heritage of a region, provide visitors with meaningful connections with Traditional Owners and their communities
- Queensland Ecotourism Trails program established to deliver adventure and ecotourism experiences at iconic Queensland destinations
- Tropical North Queensland has a distinct competitive advantage



About Queensland Ecotourism Trails

- Queensland Government is committed to **progressing iconic new tourism experiences** in the regions – attract growth in the domestic and international visitor markets
- One of the five Queensland Ecotourism Strategy 2016-2020 strategic directions is **stimulating investment in new and refurbished ecotourism opportunities**
- Cross departmental project team established to **deliver adventure and ecotourism experiences** at iconic Queensland destinations, including within or adjacent to national parks

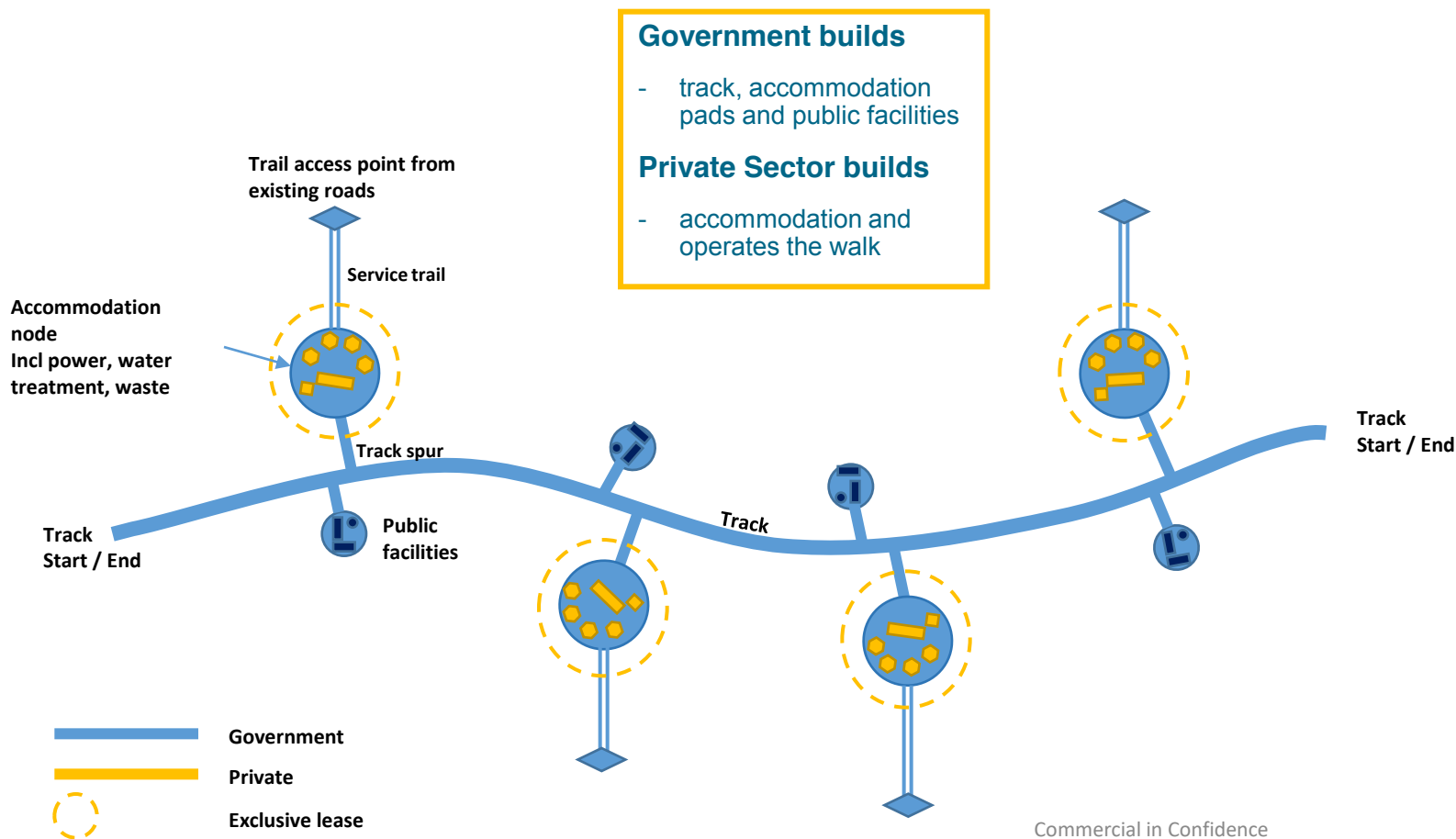


Queensland Ecotourism Trails program - Benefits

- A confidence-building reassurance for internal (Government) and external stakeholders in the Government's ability to **partner with industry to deliver new tourism experiences** across the State
- Provide an **opportunity to educate and inform** people about the natural values and cultural heritage of the area to increase public support for preservation of natural areas
- Position regional Queensland to capture the **socio-economic benefits** associated with the increasing demand for adventure and nature-based tourism opportunities in and around national parks
- Ensure ecotourism operations make a fair and reasonable **contribution back to the conservation and management** of national parks and to the local community
- Offering significant regional and Aboriginal and Torres Strait Islander **economic jobs and opportunities**
- Aid in developing a **more sustainable and diversified ecotourism industry** in Queensland - especially in the regions



Queensland Government's Ecotourism Trails Model



Commercial in Confidence

Queensland Ecotourism Trails - Opportunities

Thorsborne Trail

**Hinchinbrook Island
National Park**

32km walking track

**Commercial operators present, no
leased areas on island**

**One of the top10 multi-day hikes in
the world**

**Located on Australia's largest
island national park**

Whitsunday Island Trail

**Whitsunday Islands
National Park**

**20km connection trail between four
existing tracks**

**Brand new track will connect
world-famous Whitehaven Beach,
rated as Australia's #1 beach and
as the fifth best in the world**

**Located in the heart of the Great
Barrier Reef World Heritage Area**

Cooloolo Great Walk

Great Sandy National Park

102km walking track

**Trail passes 500,000 year old
Cooloolo Sandmass**

**Located close to
international airports and Noosa**

Indicative timeline

12 October 2018
EOI Document Release

16 November 2018
*Final date to access EOI
Document*

30 November 2018
*Closing date to submit
EOI Proposal*

1-7 December 2018
Proponent Presentations

Q1 2019
*Shortlisted Proponents
notified*

Q2 2019
Applications for RFDP

Q3 2019
*Closing date for RFDP
response*

Q4 2019
*Binding documentation
process*

Wangetti Trail

A new world-class trail for Australia

Proposed 96km dual use track between

Palm Cove in the south and

Port Douglas in the north

**Queensland Government announced support for
the preparation of a detailed design and business
case for the**

Wangetti Trail in May 2018

**Expected to attract around 9,000 walkers and
19,000 mountain bikers to the region each year**

**Trail's namesake - Wangetti Beach – is a culturally
significant place for the Yirrganydji People**

Indicative timeline

30 May 2018

*Government support for trail
announced*

Q2 2018

*Feasibility study – trail
alignment*

Q2 to Q3 2018

Site studies

Q4 201 Project approvals

Q4 2018 to Q2 2019

Detailed design

Q1 2020 to Q4 2021

*Construction with early works
from 2019*

Wangetti Trail - Benefits

- Presentation of a world heritage area, supporting world heritage values
- Sustainable employment and cultural opportunities for Aboriginal and Torres Strait Islander people
- Investment in improved environmental outcomes supported by successful commercial operator
- Significant regional economic benefits and opportunities for Tropical North Queensland residents and businesses
- Benefits are largely captured by local communities as ecotourism expenditure tends to be relatively more concentrated and regional
- Benefits are expected to exceed costs over the life of the project by up to \$300 million - depending on visitor demand and the value-added by tourist operators
- Increase in job creation across Tropical North Queensland throughout all phases of the project lifecycle
- Growth in existing sectors including tourism accommodation, food and transport



Wangetti Trail - Proposed Design

- 96km two-way route from Palm Cove to Port Douglas
- Features including lookouts 400m above sea level, beach walks, suspension bridges, mangrove boardwalks and croc sightings
- Full trail designed to be completed over multiple days for walkers and mountain bike riders
- Proposed to establish multiple accommodation nodes along Trail to allow enroute overnight stays – may include camping, glamping or eco lodges
- Traditional Owners of the land on which the Wangetti Trail passes, have been, and are being, engaged and will have an active role in the Project's design, development and operation
- Approximately 75% of the Trail is located in Douglas Shire and the remaining 25% in the Cairns Regional Council



Wangetti Trail - Real Aboriginal and Torres Strait Islander opportunities

- Construction phase activity (Business as usual)
- Ongoing service provision to operator
 - Guiding
 - Cultural interpretation / presentation
 - Accommodation
 - Retail
 - Trail maintenance
- Incorporate into commercial model

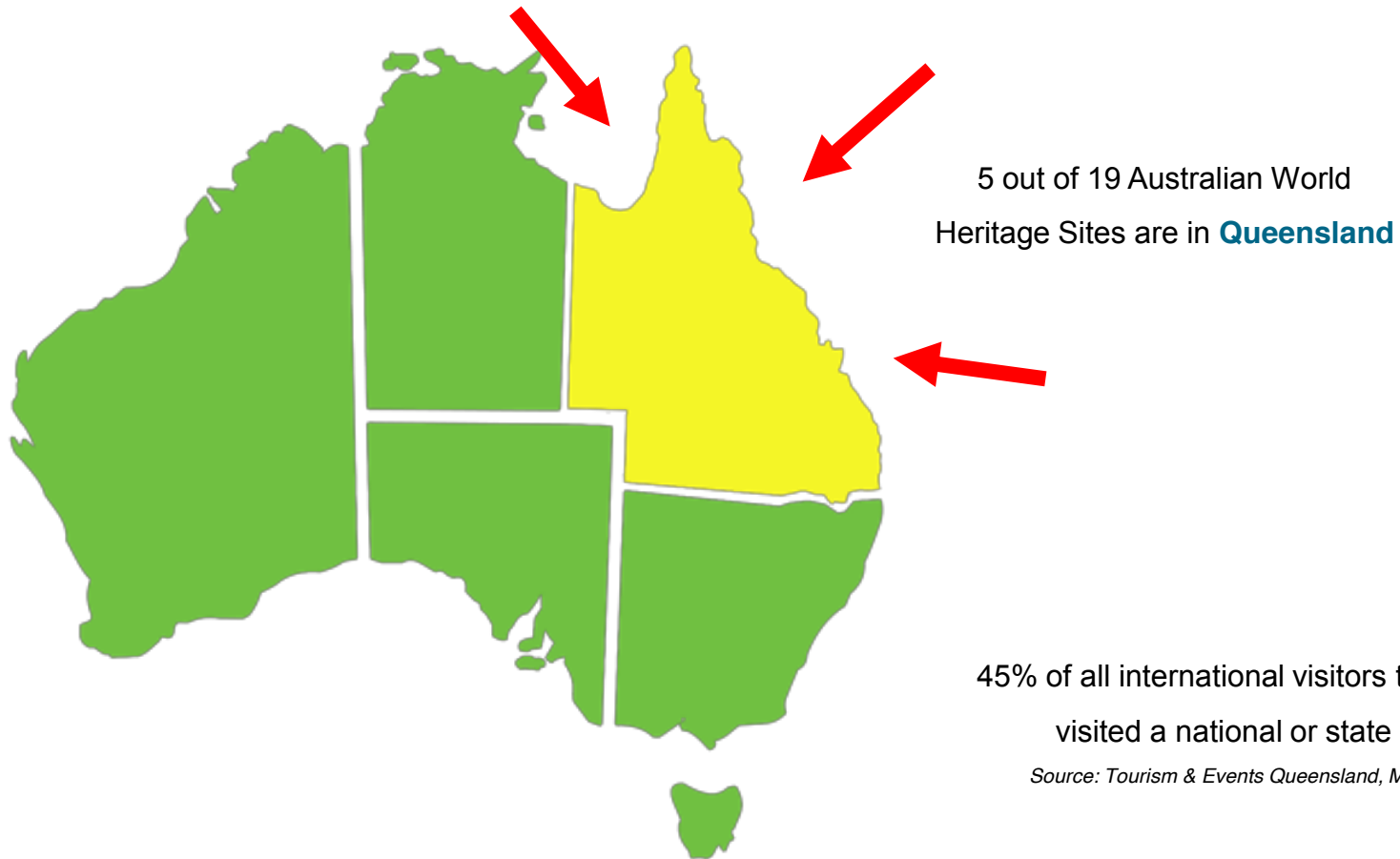


Current operators/attractions - leveraging off the trails

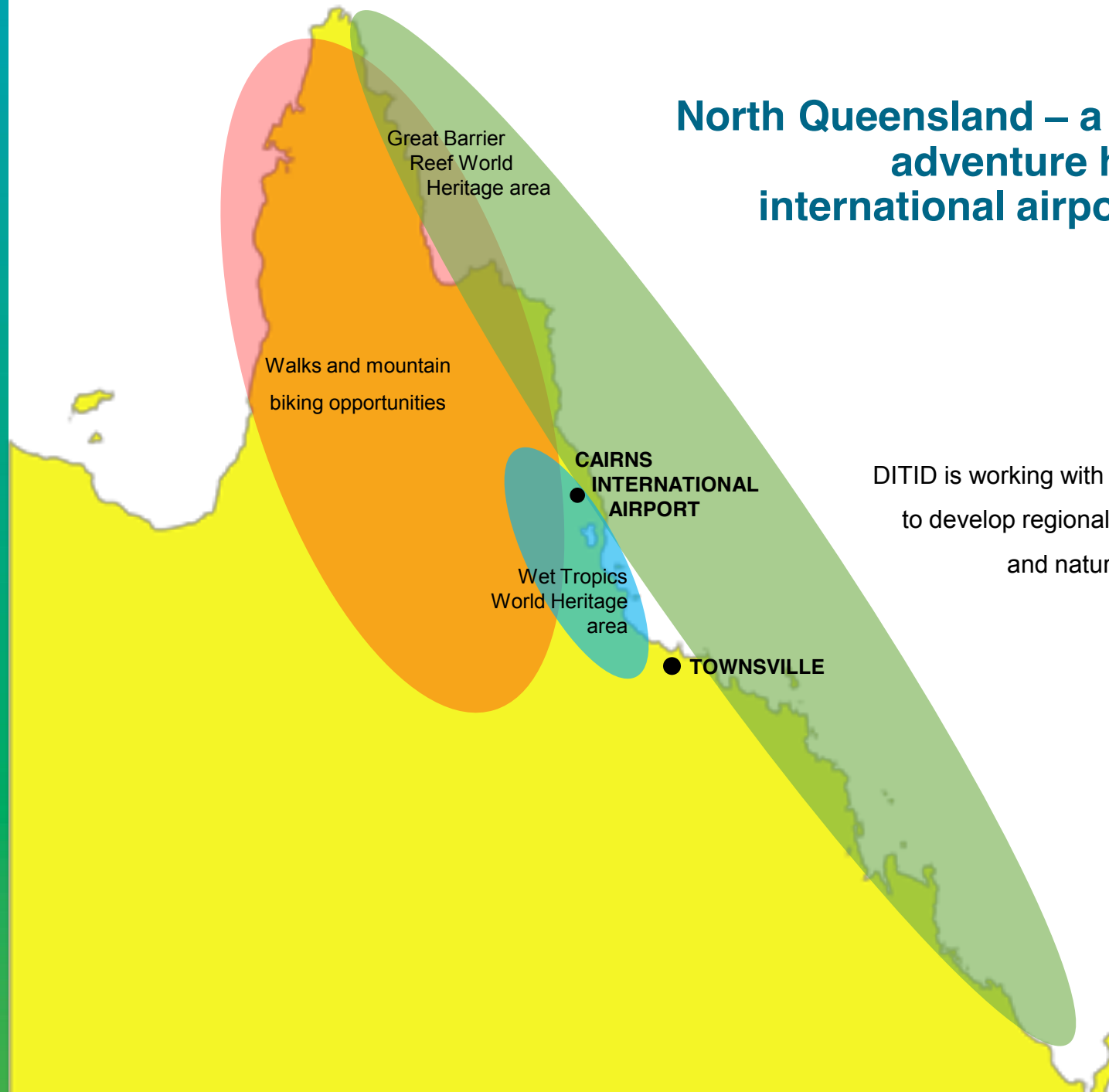
- Regional trail assets attract a market that stays longer and spends more
- 5 day walk means a 7 - 8 day stay in the region
- Add on experiences:
 - Great Barrier Reef
 - Rainforest
 - Cultural
 - Food



Queensland – an adventure and nature based hub



North Queensland – a land and water adventure hotspot with an international airport at the centre



DITID is working with North Queensland councils to develop regional scale integrated adventure and nature based tourism attractions



QldEcotourismTrails



QldEcoTrails



www.ditid.qld.gov.au