The Decisive Role of Small to Medium Sized Firms in the Development of Tourism in Queensland’s Tropical North

WS (Bill) Cummings
1970 Visitor Numbers from Bowen north 293,000

2007/08 Visitor Numbers Tropical North Q’ld Region 2,244,000
Cairns Airport
Passenger Numbers

1969  (100,000)
2007/08  (4,000,000)
REEF RAINFOREST
TROPICAL AMBIENCE
BEEN HERE ALL ALONG

DEVELOPMENT UP TO 1960’s
BASED ON AGRICULTURAL
MINING AND MARINE POTENTIAL
“TROPICAL WONDERLAND”
1960’s – 1970’s

Cairns and District Travel League
ANNUAL REPORT 1966

IN 1966
195,000
TOURISTS
SPENT
$9,750,000
IN THIS AREA

Welcome to Cairns & The Far North

THE DOUGLAS SHIRE
THE SCENIC SHIRE
OFFERS YOU

“FUN IN THE SUN”
GLOBAL GROWTH

TRANSPORT DEVELOPMENTS

TECHNOLOGY

SUCCESS BREEDS SUCCESS
SMALL TO MEDIUM SIZED FIRMS

- Solving the problems
- Exploiting the opportunities
Industry mainly small to medium sized firms up to 1980’s.
PIONEERING AIR ROUTES

To Brisbane

To Alice Springs
Opening Up the Japanese Market

1981

AIR NIUGINI
THE NATIONAL AIRLINE OF PAPUA NEW GUINEA

Enjoy a stopover in PAPUA NEW GUINEA a fascinating blend of tropical beauty and unspoiled culture. Air Niugini offers four weekly jet services to Port Moresby an international link between Australia and Asia.

like every place you've never been

PAPUA NEW GUINEA
Pioneering Reef Visitation and Viewing

Built in Cairns, first of its kind in the world
A revolution in transport to the reef...

The most respected shipbuilders in Australia

NDEA AUSTRALIA  
ENGINEERS & SHIPBUILDERS

P.O. BOX 1105 (66 BUCHAN STREET), CAIRNS, QLD 4870 AUST  
TELEPHONE: AUSTRALIA (07) 51 6680  
FAX: ADMIN (07) 51 55520  
TELEX: A44686/6
...and viewing the reef.
Adapting cableway technology to rainforest viewing.
Creative New Product
Access to developing and marketing the region’s attractions.
Opening Up the
Youth Adventure Market
Presenting the Region’s Wildlife

HARTLEY’S CREEK WILDLIFE RESERVE & ZOO
40 Km NORTH OF CAIRNS
ON THE CAPT. COOK HIGHWAY SCENIC DRIVE
OPEN: 9 a.m. - 5 p.m. DAILY
PHONE 55 6176 (Local Call)

CROCODILE LAND
AUSTRALIA’S LARGEST COLLECTION OF CROCODILES
INCLUDING “CHARLIE” THE LARGEST AUSTRALIAN
CROCODILE IN CAPTIVITY
AND “UNCLE JOE” LARGEST FRESH WATER CROC IN CAPTIVITY IN THE
WORLD — “SCISSORS” THE CROSS JAWED CROCODILE — TREE CLIMBING
KANGAROO — OTHER FAUNA INCLUDING AUSTRALIAN CASSOWARIES (THE
KILLER BIRDS) — RARE GRASS OWLS — BLACK DINGOES — EMUS —
WALLABIES ETC. AND “PEG” THE THREE LEGGED COW ETC. ETC.

CROCODILE FEEDING AND SNAKE MILKING
3 p.m. ON DAYS LISTED
APRIL : NOV : DEC WED : FRI : SAT : SUN
MAY : OCT CROCODILE FEEDING & SNAKE MILKING DAILY
CHRISTMAS : NEW YEAR BOXING DAY TO 21st JANUARY
A NEW ERA
NEW CAIRNS HIGH RISE DEVELOPMENTS TO CATER FOR TOURISM GROWTH

Artists Impression

PACIFIC HOTEL — A Ten Storey Building located on the corner of Spence Street and the Esplanade, Cairns. A joint venture between the Kamlar Families and Ansett Transport Industries, the Hotel will contain 168 rooms, function and private meeting rooms, bars and convention rooms. It is expected to be completed by February/March 1982.

AQUARIUS — Due for completion in February 1982, this 16 storey building is situated on the Cairns Esplanade. It will contain 81 Home Units, with 3 Penthouses and 1 floor of offices.
...and a further need.
Creating a Marketing Organisation
1971 / 72 FUND RAISING

$180,000 over 4 years
State Government only $4,000
Commonwealth Government nil

Today’s Money
$1.5 million

Today’s Money and Today’s Population
$3 million
Back-up Marketing Services

G.K. Bolton Printers, Cairns, Queensland, Australia P 9304
Back-up Marketing Services

A WORLD OF THE GREAT BARRIER REEF, TROPICAL ISLANDS, BEACHES AND BIG GAME FISHING
Back-up Marketing Services

A WORLD OF RAINFORESTS, EXOTIC WILDLIFE, WATERFALLS AND TROPICAL SCENERY
Tourism has come a long way...

- National and international investment
- Local tourism firms expanded to become significant players
- Government support stronger
SOME DANGERS AND DRAWBACKS
Recent years dispiriting ones…

- High dollar
- High fuel costs
- Airlines capacity constraints

But the pendulum is swinging.
Small to medium sized businesses to meet challenges...

- Expansion of product offerings
- New overseas and niche markets
- Capturing the growing “Baby Boomer”
  Grey Nomads
- Turning climate change concerns and policies into an advantage.
WS (Bill) Cummings

www.cummings.net.au