THE VITAL ROLE OF DOUGLAS SHIRE IN THE DEVELOPMENT OF TOURISM IN TROPICAL NORTH QUEENSLAND

ADDRESS TO THE DOUGLAS SHIRE BUSINESS FORUM

WS (Bill) Cummings

Ref: J2919 | 12th November 2015

VISITOR NUMBERS COUNTED, 2011 CENSUS

CAIRNS CITY AREA	10,813
DOUGLAS	**7,888**
CAIRNS NORTHERN BEACHES AREA	7,208

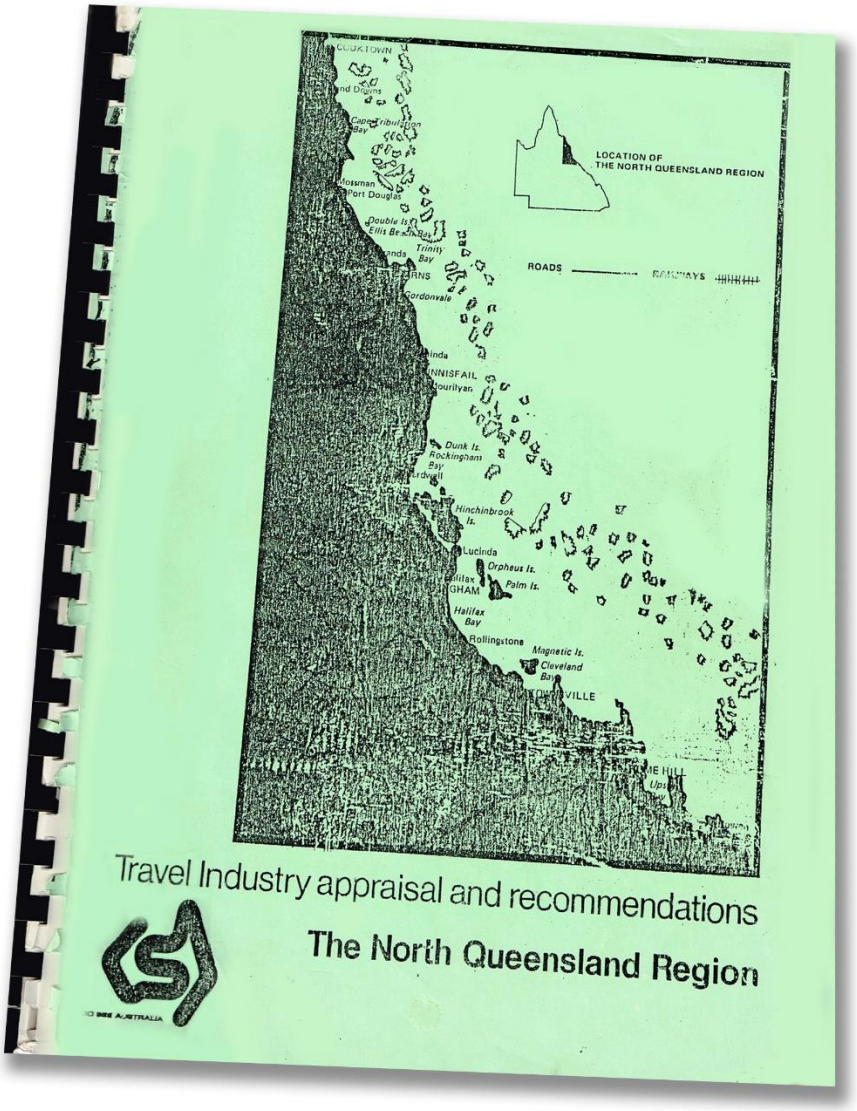
Source : A.B.S Census Data

TOURISM EXPENDITURE 2013-14 TROPICAL NORTH QUEENSLAND

	INT O'NIGHT	DOM O'NIGHT	DOM DAY	TOTAL
CAIRNS	$662 M	$723 M	$133 M	$1,520 M
DOUGLAS	$76 M	$298 M	$23 M	$397 M
OTHER	$61 M	$228 M	$54 M	$342 M
% DOUGLAS OF OUTSIDE OF CAIRNS	55%	57%	30%	54%

Source : Tourism Research Australia

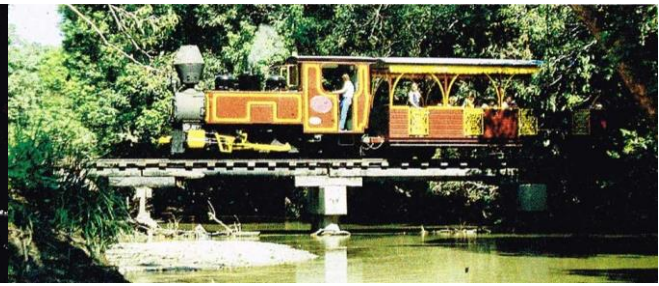
ANTA REPORT 1972



EARLY 70S : CAIRNS CENTRE OF GROWTH

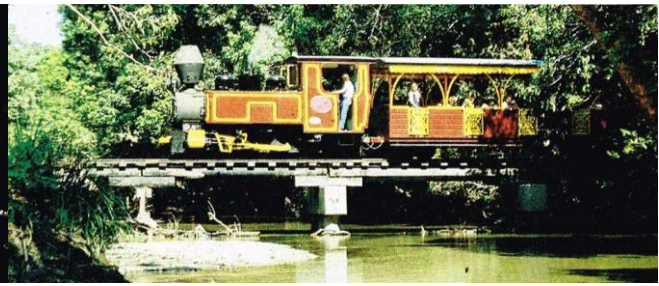
BY LATE 70S : DOUGLAS PROGRESSIVELY DEVELOPED ITS OWN IMAGE AND ROLE

- JIM AND JO WALLACE : REEF LINK
- JOHN AND MARGARET TROST : PROMOTION
- JOHN MORRIS AND FAMILY : INVESTMENT

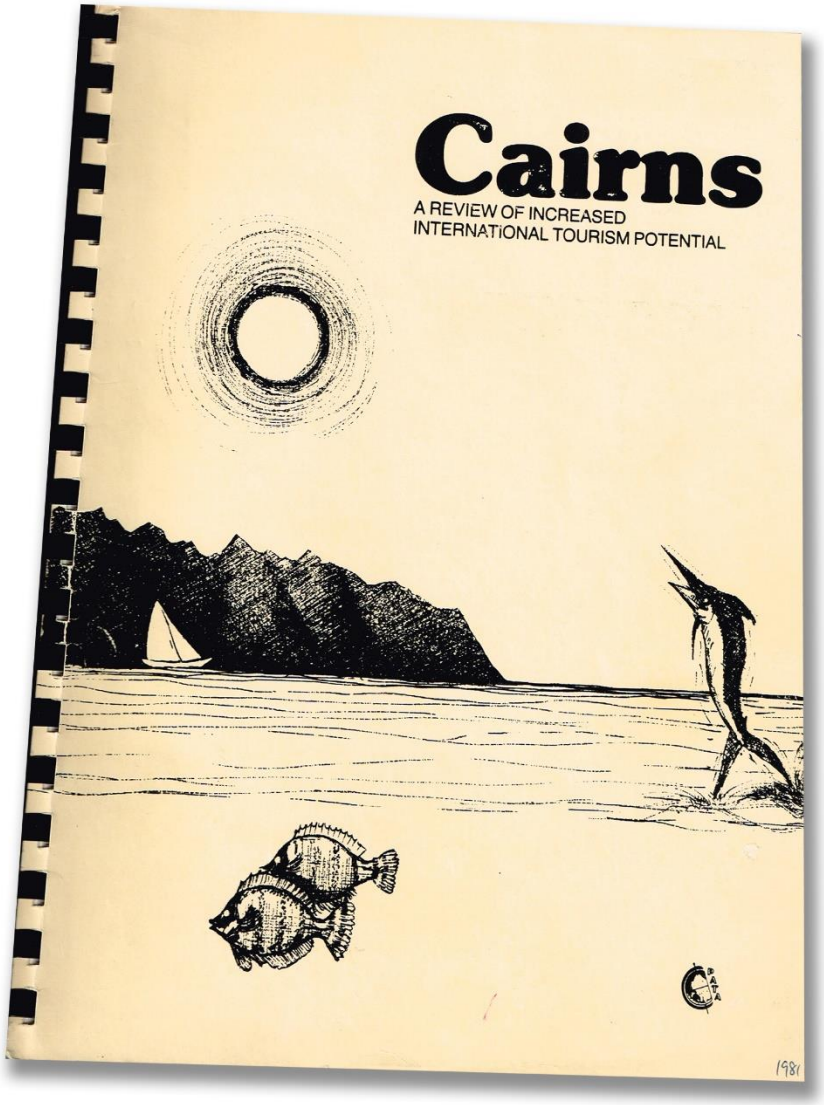


LATE 70S TO EARLY 80S

- INTERNATIONAL TOURISM GROWING
- AIRCRAFT BIGGER : AIRPORT UPGRADING NEEDED
- CAIRNS HIGHRISE URBANISATION DEBATE



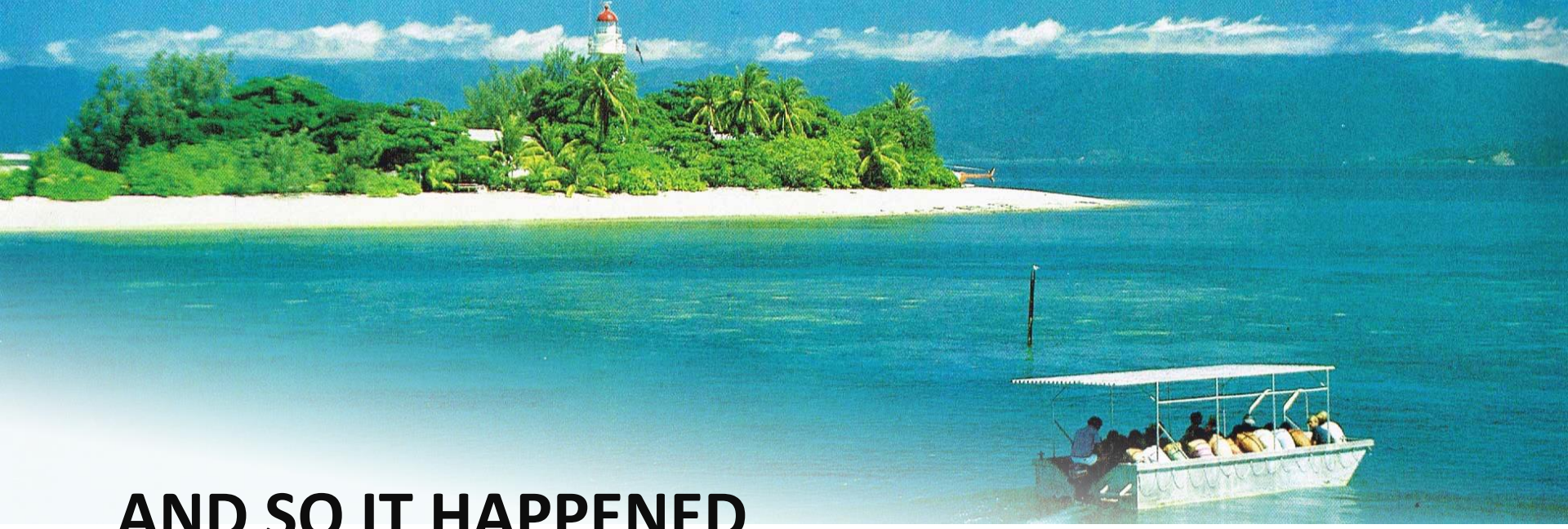
PATA REPORT 1981



"THE WORLD TOURIST INDUSTRY IS AS BYZANTINE AS YOUR RAINFOREST"

ROBERTSON COLLINS, 1981

- FULL OF MARKET SEGMENTS
- HIGH RISE IN CAIRNS WILL DRIVE AWAY SOME SEGMENTS, BUT ATTRACT OTHERS
- IMPORTANT TO HAVE PLACES IN THIS REGION WHERE THOSE SEGMENTS DRIVEN AWAY CAN GO



AND SO IT HAPPENED

- MARLIN COAST AND PORT DOUGLAS THE ANSWER
- AIRPORT ON STREAM, 1984
- MAJOR CURRENCY DEVALUATION, 1986
- VISITOR NUMBERS IN HOTELS AND MOTELS DOUBLE IN 3 YEARS
- BANK FINANCE STIMULATED BY DEREGULATION
- MAJOR BUILDING BOOM (CHRISTOPHER SKASE'S MIRAGE)

HOTELS MOTELS & SERVICED APARTMENT ROOMS

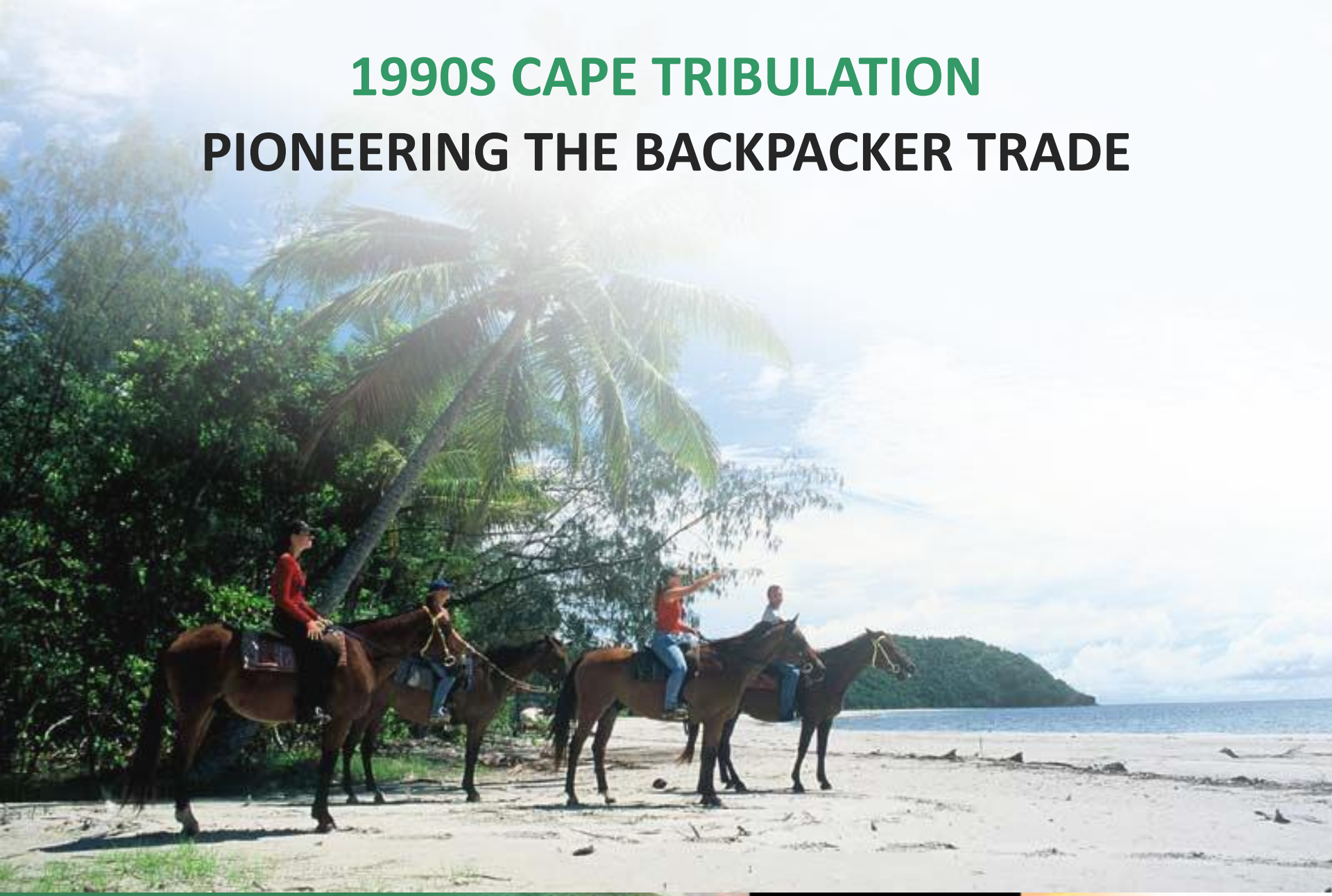
	CAIRNS CITY	MULGRAVE SHIRE (MAINLY NTHN BEACHES)	DOUGLAS
1980	937	142	62
1990	3,923	846	1,050
1997	4,428	990	1,742
GROWTH 1980-1997	**4.8 TIMES**	**7.0 TIMES**	**17.0 TIMES**

	CAIRNS	DOUGLAS
1997	5,418	1,742
2010	7,515	2,644
GROWTH 1997-2010	**+39%**	**+52%**

Source : A.B.S

1990S CAPE TRIBULATION

PIONEERING THE BACKPACKER TRADE



LOOKING FORWARD

URBANISATION : TOURISM SPREAD UP AND DOWN THE COAST

AIR TRANSPORT

SEALED ACCESS TNQ REGION'S ATTRACTIONS

DOUGLAS STRONG INTERSTATE BUT WEAKER THAN WHITSUNDAYS IN INTRASTATE

DOUGLAS WEAKER TODAY IN BACKPACKER MARKET

CHALLENGE TO TAP INTO GROWING ASIAN MARKETS

LOWER DOLLAR

LOW INTEREST RATES

ON EDGE OF NEED FOR MORE STOCK

PROSPECTS ROSIER THAN FOR ALMOST A DECADE

ESTIMATED EARNINGS FOR 'BASE' INDUSTRIES EARNING OUTSIDE INCOME

TOURISM	$397M	(2013-14 TRA)
SUGAR	$50M	(approx) Mossman Mill
FRUIT/VEGETABLES/NURSERIES	$2.9M	(2010/11 ABS Agstats)
CATTLE	$10M	(2010/11 ABS Agstats)

‘FLOW-ON’ MULTIPLIER FACTORS TOURISM

TNQ REGION	1.66
TABLELANDS	1.50
DOUGLAS	**1.47**
CASSOWARY COAST	1.46
COOK	1.18
GULF SAVANNAH	1.18

TOURISM DOUGLAS SHIRE 2013-14

	Output	GRP	Employment	% GRP	% Employment
DIRECT	400M	197M	2,550	29%	48%
PLUS 'FLOW-ON'	590M	290M	3,450	43%	65%

TOURISM INCLUDING 'FLOW-ON' AS A % OF EMPLOYMENT, 2013-14

DOUGLAS	61%
COOK	30%
TNQ REGION	**19%**
GULF SAVANNAH	16%
CASSOWARY COAST	9%
TABLELANDS	7%

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