

» LAST YEAR IN CQ NEWS



» PROMOTING TOURISM: Mark Olsen, general manager consulting for EC3. PHOTO: MEGHAN KIDD

Tourism push is a priority

THE Central Highlands could be as big as the Kimberleys.

Without having to travel to Western Australia, the tourism industry was hoping to promote home turf and bring in the big bucks.

EC3's general manager consulting Mark Olsen believes it could be marketed on the map.

Speaking at the CHDC

Investing in our Futures Conference, Mark said to make the most of our region we needed to drive tourism. "The Central Highlands could be more famous than the Kimberleys," he said.

"To be successful in the Central Highlands you need to take holidays here."

He said in Queensland, tourism was taking fast

strides forward to being a \$30 billion a year industry.

"That's huge potential for this part of the world, but now ask yourself, why is the Kimberley eight times more popular than here?" he said.

"Tourism doesn't just affect hotels and motels, it impacts accountants, cleaners, lots of industry, and everyone benefits."