

Drive Tourism Marketing Strategy 2032

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TOURISM
& EVENTS
Queensland

Background

Drive tourism is a cornerstone of Queensland's tourism economy

COVID-19 led to a boost in domestic travel, increasing travellers' interest in exploring their own backyards and intensifying competition

Queensland has recently seen a dip in domestic market share; a renewed focus on drive tourism can help boost conversion

Drive tourism is crucial for Queensland's destinations and regional dispersal

Western Australia and the Northern Territory have prioritised drive tourism

With Queensland's distinct experience offerings, we have the potential to be famous for drive tourism

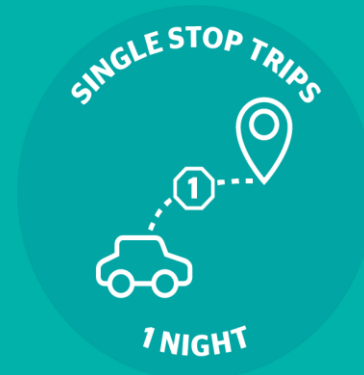
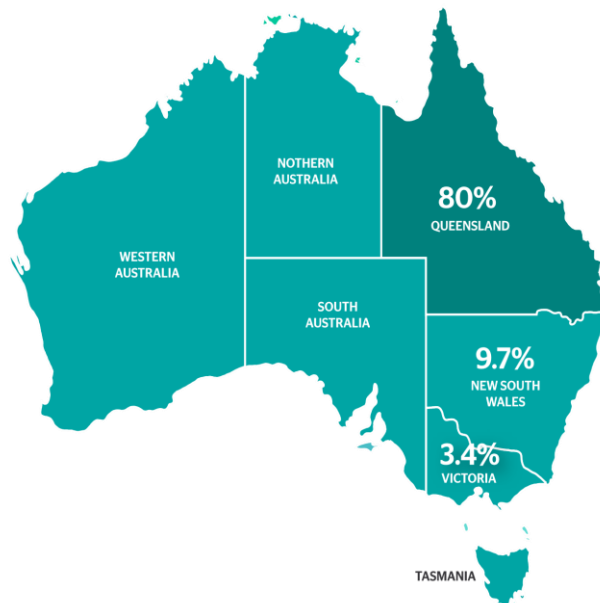
Domestic competition is fierce with STO's appealing to younger couples and friends traveling together



Drive tourism appeals to all holiday travellers Queensland plans to become famous for drive

Target all source markets:

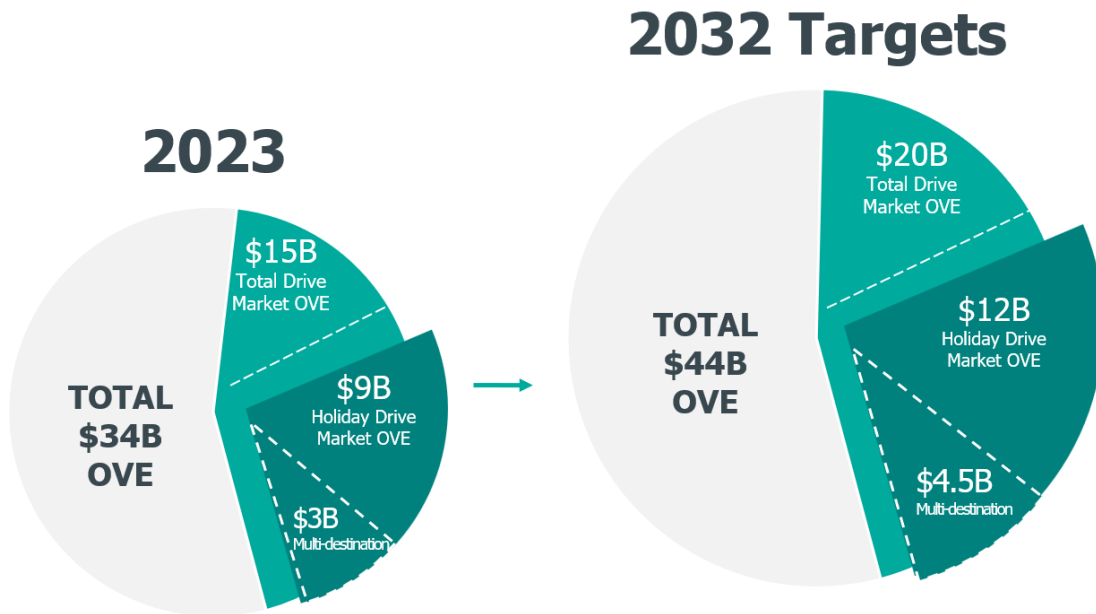
- Majority of drive holiday visitors (#) are from intrastate (80%), followed by interstate (15%).
- International visitors (#) make up a modest 5%.



Drive travellers extend across all holiday travellers of *all age groups*. There is mass consumer appeal.

Multi-destination drive holiday markets

Figure 1: The value of drive tourism to Queensland



Multi-destination (22.5% of Total Drive Market)

Road Trips (2-7 nights) *Younger market to grow*

- 7% of Holiday Drive Market (\$0.6Bn)
- #3 behind New South Wales & Victoria
- Young Adults (<30yrs)
- Traveling Friends & Families, Couples
- Highest spend per night – 60% more than Journeys

Journeys (8+ Nights) *Lucrative, older market*

- 28% of Holiday Drive Market (\$2.4Bn)
- Queensland #1 state
- +50 years are 55% with a balanced distribution among other age groups.
- Highest spend per visitor 2.5x more than road trips

- Multi-destination trips are forecasted to grow to \$4.5 billion in 2032, representing a 45 per cent increase from \$3 billion in 2023
- The opportunity is to evolve beyond the traditional grey nomad demographic — to become a fresh, contemporary travel option for all.

Stakeholder Engagement

What we heard success looks like

CONSOLIDATION & COORDINATION

A united 'Team Queensland' approach.

MARKETING & PROMOTION

Partnerships, destination USPs, new itineraries, domestic & international focus, & seasonality.

REGIONAL DISPERSAL & GROWTH

Equitable dispersal & performance measures.

CUSTOMER NEEDS & EXPERIENCE

Maps, signage, functional and aspirational needs.

EVENT & EXPERIENCE DEVELOPMENT

Increase length of stay & address seasonality.

FUNDING LONG-TERM STRATEGY

A long-term funding approach is critical to success.

Hero Routes

1. Pacific Coast Way 
2. Matilda Way 
3. Great Inland Way 

- Pacific Coast Way, Matilda Way and Great Inland Way are the **key arterial routes that connect 90% of Queensland.**
- Pacific Coast Way the 'hero'. Marketed as Great Barrier Reef Drive (SGBR to TTNQ) and Great Sunshine Way (Gold Coast to Hervey Bay).
- Together these three hero drive journeys:
 - Have **expansive North to South and East to West coverage**
 - **Cross other key arterial roads** that provide greater access to regions.
 - Provide **drive travellers with broad access to the state** via their routes and connecting roads.

* No routes cross Bundaberg, although it is easily accessible via Pacific Coast Way.



Drive traveller needs

Aspirational
Self-actualisation
& esteem



Freedom & independence



Outdoor reconnection



Slow tourism

Emotional
Love
& belonging



Connection



Off screens



Affordable



Flexible



Nature & scenery



Pets

Functional
Safety
& physiological



Navigation & signage



Parking & EV fuelling



Rest areas & waste disposal



Clean restrooms & drinking water



Emergency services access



Info centres & Wi-Fi

SUSTAINABILITY

Implementation



Strategy Development Next Steps

TEQ Board
Endorsement
29 Oct

Strategy Launch
DestinationQ
14 Nov

Implementation
Funding & Campaign
Nov-Jun'25

Creative Platform
Launch
Jul'25

The objectives are supported by targeted priorities, implemented in two phases.

1. Phase One (2025-28): Focused marketing and secure funding

Become globally famous for specific hero Journeys.

Grow incremental drive holiday OVE from key international markets.

Build commercial and strategic partnerships to grow shared value.

2. Phase Two (2029-32): Invest in capabilities and enhance experiences

Elevate hero experiences and iconic events.

Develop itineraries to align with consumer interests and enhance the consumer journey.



MAGNETIC ISLAND, PACIFIC COAST WAY

TOO GREAT TO WAIT

QUEENSLAND ROAD TRIPS



**February – March drive
"Too Great To Wait"**

**July onwards
Whole of State**

Map update
& national
distribution 4
00+ VICs 40+
RACQ stores

Intrastate
campaign;
Pacific Coast
Way and
Travelers
50yrs+

\$120k TEQ
Intrastate
media buy;
radio, video,
digital, social,
press

RTO buy in:
Sunrise
Pacific Coast
Way road
trip

Broader
consumer
targeting,
Nationally.
Create
Demand

Drive Tourism Marketing Strategy

<https://teq.queensland.com/au/en/industry/who-we-are/strategic-plans>

Discover Queensland

TOURISM AND EVENTS QUEENSLAND'S
DRIVE TOURISM MARKETING STRATEGY 2032



drive tourism marketing strategy



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