




# QUEENSLAND

## The Place to Be

IN the wake of the Queensland floods, Cyclone Yasi, continuing wet and wild weather and the global economic downturn, many regions in our state are feeling the slump with visitor numbers down and industries feeling the pinch. Let's explore what's great about the state and why it's the place to be.




### PLACES TO VISIT

QUEENSLAND is a BIG place so unless you have your own jet plane or can teleport yourself around the 1,734,157sq km you will find it a real challenge to see and do everything Queensland has to offer in one holiday.

To make it easier, The Smart State is broken into a number of unique regions, each with its own places of interest to explore and each offering many different and dis-

tinctive places to visit.

There's Tropical North Queensland, Townsville, Mackay and The Whitsundays, Capricorn, Queensland Outback, Bundaberg and the Coral Isles, Fraser Coast, Sunshine Coast, Toowoomba and the Golden West, Southern Downs, Gold Coast and Brisbane.

It's not hard to find something exciting or captivating to do in Queensland.

### TOP TEN SPOTS

- |                   |                 |
|-------------------|-----------------|
| 1. Gold Coast     | 6. Port Douglas |
| 2. Brisbane       | 7. Mackay       |
| 3. Sunshine Coast | 8. Airlie Beach |
| 4. Cairns         | 9. Hervey Bay   |
| 5. Townsville     | 10. Rockhampton |

### TOURISM

"TOURISM comprises the activities of persons travelling to and staying in places outside their usual environment....." World Tourism Organisation

Queensland is one of the fastest growing tourist regions in the world which is not surprising given the diverse and natural beauty of our state. There are many things to see and do around Queensland. From the islands of the Great Barrier Reef, to spoilt beaches, to lush rainforests and to the outback, Queensland has a lot to offer visitors. Whether they go to outdoor attractions, explore natural habitats, take a whale-watching cruise, see how the early pioneers settled in the outback, go on an adventure tour, view galleries and museums or visit a

theme park, tourists can choose from lots of activities. Tourism in Queensland is our second largest contributor to the economy at \$9.2 billion a year with related industries employing approximately 122,000 people or 5.7% of all employed in the state. Last year, Queensland had 115,500 tourism-related businesses representing 28.5% of all registered businesses in this state. It is like an interlocking chain which links the accommodation, retail, hospitality, transport and entertainment industries. With more than two million international and five million Australian visitors holidaying on our shores, it is clear the tourism industry plays an important role in Queensland's development and prosperity.

### FACTS ABOUT QUEENSLAND

- ▶ Australia's second largest State with an area of 1,734,157sq km
- ▶ Qld has a coastline measuring 7400km
- ▶ Qld's Population is 4,053,400
- ▶ Qld's average summer temperature of 25°C and average winter temperature of 15°C



- ▶ Qld has five World Heritage listed sites – Fraser Island, Gondwana Rainforest, Great Barrier Reef, Riversleigh Fossil Site, Wet Tropics Area

### LET'S TALK



WHERE is your favourite place in Queensland? Why do you like it? What does it have to offer?

Send us a photo of your favourite place and tell us why it is such a great place. [nie@apnap.com.au](mailto:nie@apnap.com.au)

### WEEKLY CHALLENGE



IN the newspaper you can often find ads for travel or feature stories about travel destinations.

Look through the paper and see if you can find anything about places to go in Queensland.

### POEM

QUEENSLAND is the Sunshine State  
And we think living here is great  
We've got lots of perfect beef  
Not to mention our Great Barrier Reef  
Nature's beauty

here and there  
Tourists from everywhere  
White beaches and the deep blue sea  
A lovely place for you and me  
By Laura, Bajool State School, 2009

### showcase2011

AWARDS FOR EXCELLENCE IN SCHOOLS

THE Showcase Awards for Excellence in Schools 2011 recognise and reward Queensland state schools for education practices that significantly improve learning outcomes for students. They offer more than \$370,000 in development grants. Eight categories recognise, celebrate and reward excellent teaching practices in state schools, foster a learning culture that supports sharing excellent practices, create professional development opportunities and promote public education. Visit [www.education.qld.gov.au/community/events/showcase/](http://www.education.qld.gov.au/community/events/showcase/) for entry info and guidelines. Nominations close April 15.

**NEXT WEEK: HOLIDAY TIME**

