



Media release

Minister for Tourism, Major Events, Small Business and the Commonwealth Games The Honourable Jann Stuckey

New app supports drive tourism in North Queensland

Tech-savvy tourists will have North Queensland's tourism industry in the palm of their hands following Tropical Tablelands Tourism's (TTT) creation of a smartphone app.

Tourism, Major Events, Small Business and the Commonwealth Games Minister Jann Stuckey tested the Drive North Queensland app in Kuranda today and said the technology is a great example of how the tourism industry is adapting to change.

"We know a growing number of travellers are embracing technology to the point where some are almost totally reliant on it, and as an industry we need to keep up," Ms Stuckey said.

"TTT received a \$99,200 grant to establish a new media tourism trail, including the development of a smart phone app and a mobile phone-friendly website.

"Many of the Tablelands businesses and communities rely heavily on the economic contribution of drive tourists, and this free app will allow visitors to use GPS and smart phone technology to find tourism points-of-interest across North Queensland.

"Drive tourism is a key element of the Newman Government's *DestinationQ* action plan and this project aligns with our Queensland Drive Tourism Strategy.

"It is initiatives like this which will improve the overall tourism experience for our visitors and help us reach our target to double annual overnight visitor expenditure by 2020.

"The project targets tech-savvy domestic and international tourists, retirees, backpackers and experience-seeking tourists."

The app was developed through collaboration between TTT, Drive North Queensland and Pinnacle Tourism Marketing.

Tourism Tropical North Queensland has also received \$295,000 under the Regional Tourism Organisation Contestable Grant Scheme to deliver a major RACQ Drive North Queensland campaign, launch eight new themed drive journeys, undertake marketing and promotional activities, and support new product development.

Users can download the app for free by visiting the App Store for iPhone and iPad, or Google Play for Android, and searching for *Drive North Queensland*.

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