



# Regional Roads Investment Strategy

Far North Queensland Regional Organisation of Councils

Tourism Routes

11 January 2021



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## Contents

|     |   |    |
|-----|---|----|
| 1.  | Introduction.....   | 6  |
| 2.  | Strategic context.....                                    | 7  |
| 3.  | Tropical North Queensland’s tourism industry .....        | 31 |
| 4.  | Tourism within FNQROC .....                               | 39 |
| 5.  | Travel Surveys .....                                      | 51 |
| 6.  | Estimating the value and AADT of each tourist route ..... | 57 |
| 7.  | Tourism demand and road infrastructure improvements ..... | 61 |
| 8.  | Unsealed roads and increased tourism .....                | 71 |
| 9.  | Stakeholder engagement.....                               | 78 |
| 10. | Crash analysis.....                                       | 80 |
| 11. | Planned infrastructure upgrades .....                     | 82 |
| 12. | Summary of findings.....                                  | 94 |

Appendix A. Survey questionnaire

Appendix B. Questionnaire response summary

Appendix C. Crash history (2009 to 2018)

|  |     |
|--|-----|
| Figure 3-1 Australia’s tourism GVA 2016-2017 .....                                       | 33  |
| Figure 3-2 Queensland proportion of total Australian tourism GVA .....                   | 33  |
| Figure 3-3 Queensland contribution to Australian tourism GVA by trip type.....           | 33  |
| Figure 3-4 Queensland % of tourism GVA.....  | 34  |
| Figure 3-5 Regional Queensland % of tourism GVA .....                                    | 34  |
| Figure 3-6 Queensland % of tourism employment .....                                      | 34  |
| Figure 3-7 Regional Queensland % of tourism employment.....                              | 34  |
| Figure 3-8 Queensland – direct tourism GVA by industry.....                              | 35  |
| Figure 3-9 Tropical North Queensland – direct tourism GVA by industry.....               | 35  |
| Figure 3-10 Total day trips .....  | 37  |
| Figure 3-11 Holiday trips % of total day trips.....                                      | 37  |
| Figure 3-12 Total overnight trips.....   | 37  |
| Figure 3-13 Holiday trips % of total overnight trips.....                                | 37  |
| Figure 4-1 Estimating council contribution .....   | 40  |
| Figure 4-2 Aggregated councils (yellow).....   | 40  |
| Figure 4-3 FNQROC tourism GVA (\$m) .....  | 41  |
| Figure 4-4 FNQROC total industry GVA (\$m).....  | 41  |
| Figure 4-5 Tourism employment.....   | 41  |
| Figure 4-6 All industry employment .....   | 41  |
| Figure 4-7 International Visitors.....   | 42  |
| Figure 4-8 Domestic Overnight Visitors .....   | 42  |
| Figure 4-9 International Visitor average stay.....                                       | 42  |
| Figure 4-10 Domestic Overnight Visitor average stay .....                                | 42  |
| Figure 4-11 Domestic daytrips.....   | 43  |
| Figure 5-1 Household travel mode .....   | 52  |
| Figure 5-2 Social/recreational trip purpose .....  | 53  |
| Figure 5-3 Visitor main purpose .....  | 54  |
| Figure 5-4 Vehicle trip destination .....  | 55  |
| Figure 5-5 Destination type .....  | 56  |
| Figure 5-6 Origin/destination purpose.....   | 56  |
| Figure 5-7 Visitor travel modes.....   | 56  |
| Figure 5-8 Main travel mode .....  | 56  |
| Figure 7-1 Peninsula Developmental Road (Laura – Coen) AADT and additional sealing ..... | 65  |
| Figure 7-2 Peninsula Developmental Road (Coen - Weipa) AADT and additional sealing ..... | 65  |
| Figure 7-3 Mulligan Highway AADT, various sites .....                                    | 66  |
| Figure 7-4 AADT and growth rates, Lakeland.....  | 67  |
| Figure 7-5 Sealing (Peninsula Developmental Road).....                                   | 68  |
| Figure 7-6 Sealing (Burke Developmental Road).....                                       | 68  |
| Figure 7-7 Seal widening .....   | 68  |
| Figure 7-8 Causeway/culvert/bridge widening .....  | 68  |
| Figure 7-9 Wayfinding signage.....   | 69  |
| Figure 7-10 Flooding signage.....  | 69  |
| Figure 7-11 Rest areas/stopping bays.....  | 69  |
| Figure 8-1 Unsealed SCR .....  | 71  |
| Figure 11-1 QTRIP expenditure per route.....   | 82  |
| Figure 12-1 Epic Cape York crashes.....  | 103 |
| <br>   |     |
| Table 3-1 Visitor/ population ratios .....   | 31  |
| Table 3-2 TNQ key tourism statistics (2015).....   | 36  |
| Table 3-3 Transport trips by mode.....   | 38  |
| Table 3-4 Accommodation .....  | 38  |
| Table 4-1 FNQROC tourism GVA ranking .....   | 40  |
| Table 4-2 Weighted average values .....  | 43  |
| Table 4-3 Key Local Government statistics.....   | 44  |
| Table 4-4 Gulf-Savannah tourism survey key findings .....                                | 45  |
| Table 4-5 Towns visited .....  | 45  |

|  |    |
|--|----|
| Table 4-6 Visitors (annual average 2014-2017) .....                  | 46 |
| Table 4-7 Overnights (annual average 2014-2017) .....                | 47 |
| Table 4-8 Average stay (annual average 2014-2017) .....              | 47 |
| Table 4-9 Expenditure (annual average 2014-2017) .....               | 48 |
| Table 4-10 Spend per trip.....                                       | 49 |
| Table 4-11 Spend per night (\$).....                                 | 50 |
| Table 5-1 Australian passenger vehicle use .....                     | 51 |
| Table 5-2 Trip purpose.....  | 52 |
| Table 5-3 Summary of Household Travel Survey (by region) .....       | 53 |
| Table 5-4 Vehicle trips by purpose .....                             | 55 |
| Table 6-1 Annual self-drive expenditure and visitors per route ..... | 57 |
| Table 6-2 Route length by Council .....                              | 59 |
| Table 6-3 Annual route expenditure .....                             | 59 |
| Table 6-4 Estimated tourist AADT .....                               | 60 |
| Table 7-1 Types of infrastructure improvements.....                  | 61 |
| Table 7-2 Assumed tourist compositions .....                         | 63 |
| Table 7-3 Findings from Victoria.....                                | 63 |
| Table 7-4 Infrastructure improvement locations .....                 | 67 |
| Table 8-1 Unsealed SCR .....   | 72 |
| Table 8-2 LRRS unsealed roads .....                                  | 72 |
| Table 8-3 Tourist route first year value increase .....              | 75 |
| Table 8-4 Low growth scenario – proportional uplift.....             | 76 |
| Table 8-5 Low growth scenario – value increases .....                | 76 |
| Table 8-6 High growth scenario – proportional uplift .....           | 77 |
| Table 8-7 High growth scenario – value increases.....                | 77 |
| Table 9-1 Stakeholders .....   | 78 |
| Table 9-2 Stakeholder suggested roads for sealing .....              | 79 |
| Table 10-1 Highways with highest incidence numbers 2009 - 2018 ..... | 80 |
| Table 10-2 Crash risk ratio .....                                    | 81 |
| Table 11-1 QTRIP National Network .....                              | 84 |
| Table 11-2 QTRIP State Road Network.....                             | 88 |
| Table 11-3 QTRIP Local Road Network .....                            | 92 |

## Executive Summary

Tourism has been the fastest growing industry in Far North Queensland over the past three decades and is today the region's largest industry valued at over \$3.1 billion dollars. Tourism along with mining and agriculture (both farming and grazing) are the mainstays of the Far North Queensland economy.

There is strong tourism growth potential for high value tourism businesses such as ecotourism, wilderness experiences and adventure tourism activities, particularly surrounding self-drive four wheel drive adventuring, organised group sport fishing travel, wildlife spotting, mountain bike riding, exploring land and waterscape features, cultural activities, historic sites and the natural environment.

The link between indigenous economic independence and tourism is clear. Cultural tourism provides a way for indigenous communities to return to their traditional country while providing economic resilience and employment opportunities.

This however is not possible without a resilient transport infrastructure which provides safe and reliable access to major tourist attractions. Many of the main tourist attractions within FNQROC are only accessible through roads which are often in poor condition. The perceived quality and safety of tourist routes may act as a deterrent to potential tourists, limiting the economic benefits that flow through the tourism industry.

### Strategic context

Planning strategies identify that there is strong tourism growth potential for high value tourism businesses such as ecotourism, wilderness experiences and adventure tourism activities, particularly surrounding self-drive four wheel drive adventuring, organised group sport fishing travel, wildlife spotting, exploring land and waterscape features, cultural activities, historic sites and the natural environment.

In general, all local governments within the region agree that tourism and nature-based tourism development must be undertaken in a way and in locations that ensures the development does not detract from environmental values, scenic values, coastal values and town/village character that attracts visitors to the region, as opposed to large-scale attractions that have little connection to local context, particularly those that can be found anywhere.

Resilient transport infrastructure to ensure connectivity across the region is identified as essential if FNQ is to have sustainable economic growth and development. The state of the roads is a major safety concern impacting tourism development across the region as the growth of visitors from Asia fly in through Cairns to explore northern Australia.

The various tourism strategies identify a range of region wide tourism opportunities as well as opportunities for various local governments and sub-areas as follows.

#### **Coastal (Cairns, Cassowary Coast, Douglas, Hinchinbrook, Mareeba, Tablelands, and Yarrabah)**

- Cairns is a tourist destination of international significance and provides a landing point for visitors arriving by air or sea. Cairns is supported by a network of smaller towns and villages which act as sub-regional activity centres and/or act a base to access a range of local tourist attractions, with several tourist routes beginning at or passing through Cairns.
- Cassowary Coast is a network of centres, with Innisfail containing the major regional activity centre, Tully containing a district regional activity centre and the villages of Mission Beach, Wongaling Beach and Cardwell containing village activity centres. Food tourism is encouraged along with the development of permanent or periodic food markets. Cassowary Coast is seeking to expand its adventure tourism market by catering to high-profile events that the Tully River's natural environment can offer.
- Douglas Shire, like other shires, encourages nature-based tourism as opposed to large-scale attractions that have little connection to local context, particularly those that can be found anywhere.

The Wangetti Trail is a proposed 76 kilometre dual use (mountain biking and hiking) trail between Palm Cove and Port Douglas. This would have limited impact on existing tourist routes.

- Hinchinbrook is recognised for its fishing, mountain biking, bush walking, natural assets including Hinchinbrook Channel, Orpheus Island, National Parks, Wallaman Falls and Mount Fox, and the TYTO wetlands centre. There is strong community support for increased access to waterways and national parks for recreational and residential tourism.
- Mareeba Shire identifies that Kuranda will continue to maintain its status as a major tourist destination while Chillagoe will continue to attract more interest and visitors. Irvinebank is recognised as a key site and a point of interest to tourists. Chillagoe and Irvinebank are also identified as potentially forming part of a geo-trail which would be centred on Etheridge Shire.
- Tablelands Shire identify that its proximity to Cairns International Airport and tourist base provides opportunities for increasing visitation. Large scale tourist accommodation facilities are therefore proposed in key sites across the region and a diverse range of short term accommodation facilities are also proposed in the region's towns and rural areas. Yungaburra and Tinaroo will consolidate their tourism status due to Lake Tinaroo. Herberton, Malanda and Millaa Millaa will continue to attract more interest and visitors.
- Yarrabah proposes that cultural tourism as well as short and multi-day walking trails will leverage off Yarrabah's proximity to Cairns

#### **Gulf Savannah (Carpentaria, Croydon, Etheridge)**

- Etheridge Shire identifies the potential of a geo-trail which would connect Undara Volcanic Park, Cobbold Gorge, Copperfield Gorge, the three fossicking areas of Flat Creek, Agate Creek and O'Brien's Creek and Talaroo Hot Springs. It could possibly also include Chillagoe and Irvinebank (in Mareeba Shire) and Mt Garnet, 40 Mile Scrub National Park and Herberton (Tablelands Shire) and Croydon as well as the Dinosaur Trail and Western Discovery Centre (outside of region). Etheridge Shire Council also identify the potential for Copperfield Gorge to be developed with camping and overnight facilities and interpretive signage.
- Croydon seek to ensure the Gulf Developmental Road (part of the Savannah Way) continues exposure and ready access to Croydon's businesses and attractions. The importance of Lake Belmore, located 4 kilometres from the main town centre, is identified for its importance for boating, fishing, water skiing, bird watching and picnicking by both visitors and locals. Littleton National Park is also identified as providing opportunities for nature based tourism and recreational opportunities such as mountain biking.
- Carpentaria Shire identifies the opportunity to better promote Burke and Wills Camp 119, the northern most camp of the explorers as well as develop a boardwalk at Karumba link between the eastern and western precincts of town and providing native flora and fauna interpretation and background into the industries that drive the port. Other opportunities include extension of the Karumba Barramundi Discovery Centre and the Normanton Monsoon Centre.

#### **Cape York (Cook, Hope Vale, Wujul Wajul)**

- Tourist development north of the Daintree River is expected to be small-scale, nature-based and protect the unique ecological values and local character. The existing Daintree ferry will remain to restrict vehicular traffic.
- Wujul Wujul, north of the Daintree River, is located on the banks of the Bloomfield River and on the Bloomfield Track. Natural attractions such as the Bloomfield Falls, Roaring Meg Falls and other historic and Aboriginal cultural heritage attractions support a fledgling tourist trade.
- Hope Vale Aboriginal proposes that sealing of Battlecamp Road from the Endeavour Valley Road to the Peninsula Development Road would not only increase all weather access and improve banana crop transport efficiency but also tourism opportunities and reduce safety risks.
- Over 80% of Cape York cannot be accessed by land-based transport during the wet season. The progressive sealing of the Peninsula Developmental Road is making the Cape more accessible for

both tourists and road freight vehicles however east-west linkages remain poor and simply cannot cope with any increased level of heavy transport.

### Estimating the value of each tourist route

A range of factors make estimating the tourist demand and corresponding AADT for a particular route a complex exercise:

- Traffic volumes also fluctuate along routes, with urban environments naturally seeing demand higher than rural locations because of spikes caused by residential short-distance local trips
- Vehicle occupancy rates differ, particularly on routes that offer tourist experiences by bus e.g. throughout Cape York
- Tourists may only travel part of a route rather than the entire distance
- While spend increases with the length of stays, tourist AADT may decrease if they are stationary
- The total length of stay may be made up of numerous smaller stays in different areas

A first-principles methodology has subsequently been developed to estimate the value of each route with the available data. The below table presents each route’s estimated annual self-drive tourism spend and visitors.

Annual expenditure per route

| Route                            | Annual self-drive spend |
|----------------------------------|-------------------------|
| Canecutter Way                   | \$ 29.5 m               |
| Chillagoe Discovery Trail        | \$ 7.4 m                |
| Cooktown Discovery Trail         | \$ 8.2 m                |
| Daintree Explorer                | \$ 15.2 m               |
| Danbulla Tinaroo Falls           | \$ 0.6 m                |
| Epic Cape York                   | \$ 115.0 m              |
| Great Green Way                  | \$ 79.0 m               |
| Great Tropical Drive             | \$ 167.5 m              |
| Hinchinbrook Discovery Trail     | \$ 18.2 m               |
| Longlands Gap Road               | \$ 0.2 m                |
| Malanda - Atherton Road          | \$ 0.2 m                |
| O'Brien's Creek Road             | \$ 0.8 m                |
| Ravenshoe to Georgetown          | \$ 9.8 m                |
| Reef to Rainforest               | \$ 82.5 m               |
| Savannah Way                     | \$ 216.6 m              |
| Tully Falls Road                 | \$ 0.4 m                |
| Tully to Mission Beach Discovery | \$ 13.1 m               |
| Waterfalls Discovery Trail       | \$ 94.5 m               |
| Total                            | \$ 858.6 m              |

## Infrastructure investment

The various strategies and plans for FNQROC's self-drive tourism market identify a range of opportunities to increase tourist numbers. Road investment issues and opportunities are:

- improved rest areas to better cater for tourist needs
- more pullover areas to encourage day visitors to explore each tourist route and its attractions
- better promotion and signage of major tourism routes, including digital in-vehicle signage
- improving all-year access and facilities for caravan and camping
- the interactions between self-drive tourists and road freight movements, particularly in more regional areas where heavy vehicles can be over 50 metres long
- poor or non-existent mobile communications
- insufficient education on how to travel through the outback for tourists

Improvements like rests areas, pullover areas and signage have direct safety flow-on benefits, particularly where tourists have little knowledge of a route. Those routes with relatively high crash risk ratios should be considered for these infrastructure investments, namely the Great Tropical Drive, Waterfalls Discovery and Reef to Rainforest.

The received responses support road sealing as the main infrastructure improvement to promote tourism growth, and that targeted sealing of particular roads would encourage visitors across multiple routes. The responses also require wider consideration of competing stakeholder views particularly where a road traverses across councils. Bloomfield Road is one such example, where the strategic outlook at this point has not been endorsed by the relevant road owners.

The relationship between larger infrastructure upgrades and tourist demand is difficult to define with the available data. Only sealing of unsealed roads appears to have a positive effect based on the analysis of the Mulligan Highway. The scenarios suggest that FNQROC tourism expenditure each year can potentially increase between \$5.62m and \$14m, generated largely by Epic Cape York and Savannah Way.

QTRIP expenditure between 2018-19 and 2021-22 suggests substantial investment is planned for the state-controlled sections of the following routes:

- Epic Cape York
- Great Green Way
- Great Tropical Drive
- Reef to Rainforest
- Waterfalls Discovery Trail

## Recommendations

The analysis suggests the FNQROC could pursue investment opportunities for the progressive sealing of Savannah Way. Implementing a data collection exercise targeted at identifying self-drive tourist preferences can inform which unsealed sections should be given priority.

The same data collection exercise could be applied to FNQROC's unsealed roads that connect to the improved SCR e.g. Epic Cape York. As these routes also attract adventure tourists that prefer the road to be unsealed, a balance is needed to ensure existing tourist markets are not hampered.

Improving the estimation of each route's tourism value requires collection of further data with two approaches:

- Vehicle movements across routes can be measured through roadside monitoring by camera or Bluetooth loggers, or through wide-scale tracking of mobile phone tower signal pings, in-vehicle GPS devices and/or GPS data traces obtained from smartphone location-based services, if coverage exists and/or sample size is appropriate. Length of stays in each location can also be estimated via these data sources, and provide a reliable sample of the number of occupants per vehicle.
- A survey of self-drive tourists to inform the spend per route. Tourism Research Australia should be consulted in designing the survey, ensuring there is consistency with current collection methods.

Observing the impact of infrastructure upgrades on AADT growth can be improved through more targeted and regular placement of traffic counters. Ideally traffic counts are collected regularly before an upgrade to determine a road's natural growth. Regular counts after an upgrade that show notable variation from the natural growth can be attributed to the improved infrastructure.

## 1. Introduction

Tourism has been the fastest growing industry in Far North Queensland over the past three decades and is today the region's largest industry by generating sales of \$4.2 billion<sup>1</sup>. The Far North Queensland Regional Organisation of Councils (FNQROC) is estimated to generate around \$3.1 billion<sup>2</sup> of these sales.

The region's tourism industry is predominantly based on natural and cultural features. The region includes two World Heritage listed areas, the rainforests of the Wet Tropics and the reefs and waters of the Great Barrier Reef (GBR). To the west is the Gulf Savannah and outback and to the north is Cape York Peninsula.

Tourist activities are primarily concentrated between Mission Beach and Cape Tribulation along the east coast, and those areas of the Great Barrier Reef with direct access from Cairns, Port Douglas and Mission Beach. There is however a significant, and growing, outback and adventure tourism industry within Cassowary Coast, Tablelands, Mareeba, the Gulf Savannah and Cape York which largely caters to the drive tourism market. Cassowary Coast hosted the world rafting championships in 2019, and other activities including mountain biking are growing within the regions.

There is strong tourism growth potential for high value tourism businesses such as ecotourism, wilderness experiences and adventure tourism activities, particularly surrounding self-drive four wheel drive adventuring, organised group sport fishing travel, wildlife spotting, mountain bike riding, exploring land and waterscape features, cultural activities, historic sites and the natural environment.

The link between indigenous economic independence and tourism is clear. Cultural tourism provides a way for indigenous communities to return to their traditional country while providing economic resilience and employment opportunities.

This however is not possible without a resilient transport infrastructure which provides safe and reliable access to major tourist attractions. Many of the main tourist attractions within FNQROC are only accessible through roads which are often in poor condition. The perceived quality and safety of tourist routes may act as a deterrent to potential tourists, limiting the economic benefits that flow through the tourism industry.

Investing in road infrastructure improvements has the capacity to 'open up' areas and development of emerging industries. Flood resilient roads create efficiencies for both private and business road users, particularly heavy freight vehicles. A resilient road network offers other social welfare benefits through shortening the 'virtual distance' to services in the larger regional towns and cities e.g. education, health, employment and training.

This report is structured as follows:

- The strategic outlook for tourism and its influence on the road network
- Tourism's economic importance of the wider Far North Queensland geography
- A closer look at the role of tourism across FNQROC, and the contribution of select areas
- An understanding of tourist travel behaviours within the broader residential population
- An estimation of each route's self-drive tourists and their economic contribution
- How infrastructure upgrades can influence tourist demand increases
- The investment outlook for the road network, and where additional investment could promote tourism growth

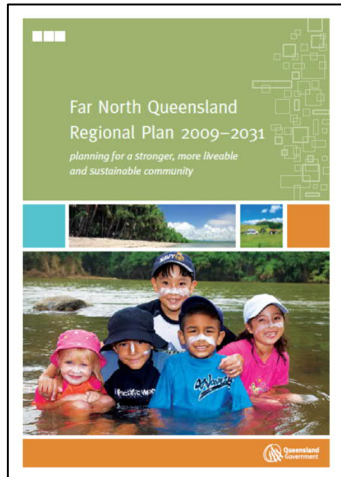
<sup>1</sup> <https://www.tra.gov.au/Economic-analysis/Economic-Value/Regional-Tourism-Satellite-Account/regional-tourism-satellite-account>, sourced 14 Oct 2020

<sup>2</sup> <https://economy.id.com.au/fnqroc/tourism-value>, sourced 14 Oct 2020

## 2. Strategic context

### 2.1 Planning Strategies

#### Far North Queensland Regional Plan 2009-2031<sup>3</sup>



The regional plan applies to the following local government areas within the FNQ region:

- Cairns Regional Council (including Douglas Shire Council)
- Tablelands Regional Council (including Mareeba Shire Council)
- Cassowary Coast Regional Council
- Yarrabah Aboriginal Council
- Wujal Wujal Aboriginal Council.

The plan identifies that tourism was the fastest growing industry in FNQ over the past three decades and provides significant employment benefits. The region's tourism industry is predominantly based on natural and cultural features. Tourist activities are primarily concentrated between Mission Beach and Cape Tribulation along the coast, and those areas of the Great Barrier Reef with direct

access from Cairns, Port Douglas and Mission Beach.

Although the tourism industry is looking to diversify into areas such as cultural and business tourism, nature-based activities are expected to remain the major drawcard and the focus of product promotion for the region. Sustainable opportunities must be identified and developed to cater for nature-based tourism needs over the long term. The plan identifies that future opportunities in the tourism sector lie in:

- the potential to increase the region's business tourism market
- ecotourism with the presence of two World Heritage listed sites located side by side in the region
- the expansion of cultural tourism

The plan identifies that Cairns plays a vital role in servicing the needs of the broader FNQ community. As a tourist destination of international significance, it provides a landing point for visitors. Regional towns outside Cairns will continue to grow, with the main growth in Mareeba, Atherton, Innisfail, and to a lesser extent Tully.

Tourism development north of the Daintree River will be small-scale, nature-based and protect the unique ecological values and local character. The existing Daintree ferry will remain to restrict vehicular traffic.

Tourism activities on the Atherton Tablelands will focus on the natural environment, mining and outback experiences. Tourist attractions such as the Savannah Way and Misty Mountain walking trails are expected to draw increasing numbers of tourists inland from the coastal plain. Ravenshoe will play an increasingly important role in servicing rural, tourism and mining activities in the area. Kuranda densities will be kept low and building heights limited to maintain the village character and areas of ecological significance.

Herberton is constrained by topography, tenure and lack of sewerage infrastructure and only limited future development is proposed. Within Wujal Wujal, the Council is the main employer although natural attractions such as the Bloomfield Falls, Roaring Meg Falls and other historic and Aboriginal cultural heritage attractions support a fledgling tourist trade.

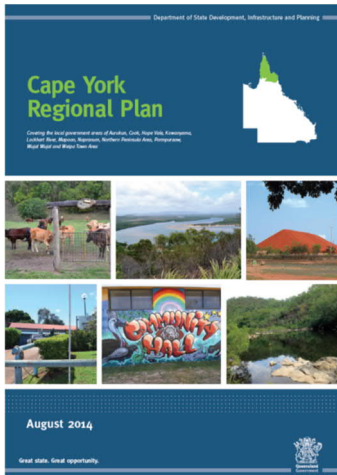
The significant biodiversity and scenic values of the Mission Beach area are also recognised. The access roads are adjacent to the Wet Tropics World Heritage Area and through roads are adjacent to the Great Barrier Reef

<sup>3</sup> <http://www.dlqma.qld.gov.au/resources/plan/far-north-queensland/fnq-regional-plan-2009-31.pdf>, sourced 2 Feb 2019

Marine Park. These will primarily remain as scenic tourist drives and to service existing residential and resort areas.

The regional plan acknowledges the importance of drive tourism industry which relies on road transport.

### Cape York Regional Plan 2014



The Cape York Regional Plan<sup>4</sup> covers the local government areas of Aurukun, Cook, Hope Vale, Kowanyama, Lockhart River, Mapoon, Napranum, Northern Peninsula Area, Pormpuraaw, Wujal Wujal and Weipa Town Area.

Economic activity in the region is characterised by large-scale enterprises centred on mining (largely in the north-west), agriculture activity (cattle and intensive horticulture primarily in the south-eastern areas) and small- to medium-scale tourism enterprises.

The tourism industry consists largely of small tourism operators who are responding to domestic adventure-style tourism markets of self-drive, mature-aged people who want to experience the region's natural assets and its wilderness, four-wheel drive adventures and Indigenous cultural activities and historic sites.

There is strong tourism growth potential for high value tourism businesses such as ecotourism, wilderness experiences and adventure tourism activities, particularly surrounding self-drive four wheel drive adventuring, organised group sport fishing travel, wildlife spotting, exploring land and waterscape features, cultural activities, historic sites and the natural environment.

The plan identifies that the key to the growth of this industry is ensuring safe and reliable access to these areas, improvement of infrastructure and standards (including tourist facilities), and a flexible development assessment system which recognises the unique challenges of conducting a tourism business in a relatively remote location.

### FNQROC Strategic Plan 2017 - 2021



FNQROC has identified five strategic economic priorities<sup>5</sup>:

- a) Develop resilient transport infrastructure and connectivity
- b) Provide reliable and affordable water and energy
- c) Respect and manage our natural assets and environment
- d) Develop equitable social infrastructure
- e) Provide equitable communication network

Strategic priorities directly relevant to tourism are “Develop resilient transport infrastructure and connectivity” and “Respect and manage our natural assets and environment”.

#### **Develop resilient transport infrastructure and connectivity**

Resilient transport infrastructure to ensure connectivity across the region is identified as essential if FNQ is to have sustainable economic growth and development. The Strategic Plan identifies that current situation, is far from satisfactory and the state of roads and ports is an inhibitor to further realise the vast untapped potential that Far North Queensland offers.

<sup>4</sup> <http://www.dlgrma.qld.gov.au/resources/plan/cape-york/cape-york-regional-plan.pdf>, sourced 2 Feb 2019

<sup>5</sup> <http://www.fnqroc.qld.gov.au/files/media/original/004/0b2/9d8/a91/FNQ-Elevator-Note-Full-Suite.pdf>, sourced 9 Jan 2019

The Strategic Plan identifies that over 80% of Cape York cannot be accessed by land-based transport during the wet season due to the unsealed nature of large parts of the Peninsula Development Road (PDR) and the numerous low-level river crossings. Equally the east-west linkages are poor and simply cannot cope with any increased level of heavy transport. The current transport network is exacerbated with the National Highway ending south of Cairns.

The region has a large Indigenous population and their attempts to achieve economic growth and prosperity is thwarted by the poor transport infrastructure. A resilient transport infrastructure is expected to support a diversity of road users from agriculture and the resource industries to a growing tourism industry.

The state of our roads is a major safety concern impacting tourism development across the region as the growth of visitors from Asia fly in through Cairns to explore northern Australia.

The FNQ region has four major ports with the capacity to connect the resource and agricultural industries, including live export of cattle, to international markets. Tropical North Queensland is the second-fastest growing tourism destination in Australia and Cairns Port serves as a significant tourism gateway to the Great Barrier Reef and a rapidly growing cruise ship market. The lack of investment inhibits development of these ports.

### **c) Respect and manage our natural assets and environment**

The region includes two World Heritage listed areas, the rainforests of the Wet Tropics and the reefs and waters of the Great Barrier Reef (GBR). To the west we have the Gulf Rivers Strategic areas and to the north Cape York Peninsula. The economic success of our natural assets is evidenced by the growth in our largest industry, tourism, which is valued at over \$3.1 billion dollars. Improved road access will increase tourism numbers.

Respecting natural assets and upholding the integrity of the areas unique bioregions is important for the sustainable economic growth and development of FNQ. A changing climate and land use impacts on water quality are recognised as major threats to the region's natural assets. Other examples include the threatened mangroves of the Gulf of Carpentaria and the decline of endemic and keystone species such as the Wet Tropics cassowary, an icon of several destinations in the region. Further deterioration of the region's natural assets will threaten the tourism industry and the economic prosperity of the region.

### **Tourism related regional opportunities**

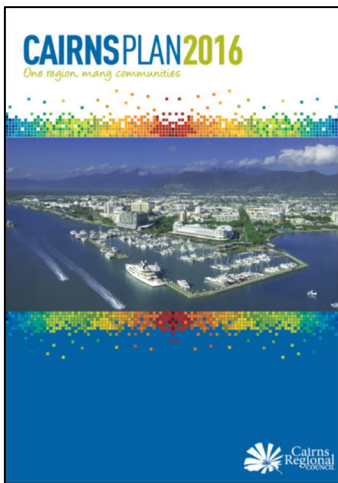
Tourism related regional opportunities (not limited to) include:

- The Wangetti Trail
  - The Wangetti Trail is a proposed 76 kilometre dual use (mountain biking and hiking) trail stretching along the coastal plains and mountain hinterland between Palm Cove and Port Douglas. The trail would allow users to enter and exit at key locations which could include Palm Cove, Ellis Beach, Wangetti, Oak Beach, Thala Beach and Port Douglas.
- Geotourism trail
  - Geo-Tourism aims to foster sustainable tourism based on landscapes, including protecting, communicating and promoting geological heritage, building communities and working with a wide range of people. It seeks to tap into a large and rapidly growing overseas market seeking high value and branded nature-based tourism experiences.
  - Geo-Tourism offers the opportunity to reinvigorate the domestic travel market so that the whole community benefits from packaging and branding the current tourism product and experience using the landscape and geological factors to enhance economic growth.
  - The trail recognises well patronised geosites comprising Undara Volcanic Park, Cobbold Gorge, Copperfield Gorge, the three fossicking areas of Flat Creek, Agate Creek and O'Briens Creek.
  - Of critical importance the strategy also proposes collaborative pilot projects to both develop opportunities for grazing properties and with the Ewamian Aboriginal Corporation to assist the redevelopment of Talaroo Hot Springs geo-site.

- Establishment of strong geo-trail linkages with attractions outside the Shire such as Chillagoe, Croydon, 40 Mile Scrub National Park, Mt Garnet / Herberton / Irvinebank, as well as with the Dinosaur Trail and Flinders Discovery Centre of Western Queensland.
- Adventure Tourism in Cassowary Coast
  - Cassowary Coast Regional Council is investing in infrastructure to further support adventure tourism. With white-water rafting, skydiving, sea kayaking and diving among its current ventures they wish to attract further events similar to the World Rafting Championships which were held in Tully in 2019.
- Indigenous tourism
  - The Indigenous councils of Yarrabah, Wujal Wujal and Hope Vale continue to investigate and develop opportunities to grow indigenous tourism. Wujal Wujal has recently sought investment in accommodation for the traveling public.

## 2.2 Local Government Planning Schemes

### Cairns Regional Council – Planning Scheme 2016



The strategic framework within the planning scheme<sup>6</sup> sets the policy direction for the planning scheme and forms the basis for ensuring appropriate development occurs within the planning scheme area for the life of the planning scheme.

The region is recognised as Far North Queensland's key economic centre providing major industrial, agricultural, maritime, aviation, defence, health, education, commercial, retail, recreational and entertainment facilities and opportunities.

Due to the quality of the natural environment and extent and availability of productive agricultural land, tourism and primary production remain the key economic drivers for the region. However, the region's economy will become more diversified, improving business and employment opportunities and providing resilience against future adverse economic, social and environmental conditions which may impact the region.

The strategic framework also identifies that the Cairns region is a national and international tourist destination that must continue to provide a diverse range of tourist accommodation, attractions and experiences that respond to the changing needs and expectations of the tourism industry.

Places of local significance will be conserved for their cultural significance, tourism value and importance to the history and identity of the region. The region's natural environment, resources, ecological processes and biodiversity values will be protected, enhanced and rehabilitated in a manner that ensures their continuation as ecological, social, tourism and economic assets for present and future generations.

<sup>6</sup> <https://www.cairns.qld.gov.au/building-planning-business/planning-schemes/v1.2cp2016/v1.2-documents>, sourced 19 Feb 2019

### Carpentaria Shire Council Planning Scheme 2008



The Planning Scheme Alignment Amendment<sup>78</sup> identifies that the towns of Normanton and Karumba will continue to provide a focus for business, community activities and infrastructure provision within the Shire, with Normanton being the more important centre. All of the local government area provides for compatible Tourist Activities however important natural features or identified resources, including mineral and extractive resources, will constrain the use of land due to the desire to protect their values or the potential hazard they impose.

A desired outcome of the plan is to maximise the economic base of the Shire by increasing the Shire's Tourism, Business, Commercial, Industrial and Agricultural potential. This will be done, in part, by promoting the expansion of Tourism - minor Activities throughout the rural areas of the Shire and recognising and consolidating port related Industrial and Commercial Activities, Tourism and Recreational Activities of Karumba.

### Cassowary Coast Regional Council Planning Scheme 2015



The Planning Scheme<sup>9</sup> identifies that in 2014, the region's economy was largely reliant on cane farming, banana farming and tourism. The goal for planning and development is to assist in diversifying this economic base to provide greater economic resilience and employment opportunities.

The region is comprised of a network of centres, with Innisfail containing the major regional activity centre, Tully containing a district regional activity centre and the villages of Mission Beach, Wongaling Beach and Cardwell containing village activity centres.

Tourism and nature-based tourism development that is easily integrated and consistent with the Region's natural and scenic values is envisaged as the dominant form of tourism development. All tourism and nature-based tourism development will only be undertaken in a way and in locations that ensures the development does not detract from environmental values, scenic values, coastal values and town/village character that attracts visitors to the Region.

Food tourism is encouraged, particularly for persons operating an agricultural activity on a rural zoned property. To further this goal, food and drink outlets will be permitted on rural zoned properties where they are small in scale. The development of permanent or periodic food markets are also encouraged.

The Coordinator-General has approved the Ella Bay integrated resort development for land located at Ella Bay, approximately 10 kilometres north of Innisfail.

<sup>7</sup> <http://www.carpentaria.qld.gov.au/planning>, sourced 20 Feb 2019

<sup>8</sup> On 3 July 2017, a new planning system commenced in Queensland. Council carried out an "Alignment Amendment" to its existing planning scheme to align with the new Act. The "Alignment Amendment" has also been included in this review.

<sup>9</sup> <http://www.cassowarycoast.qld.gov.au/documents/1422210/42234576/CCRC%20Planning%20Scheme%202015%20%28V3%29>, sourced 20 Feb 2019

## Cook Shire Council Planning Scheme 2017



The planning scheme<sup>10</sup> identifies the need to promote key tourism assets including sealed roads, a range of accommodation options and services, fishing charters, croc spotting, bird watching, aboriginal culture tours, horse riding, historical tours and key events, such as the Cooktown Discovery Festival.

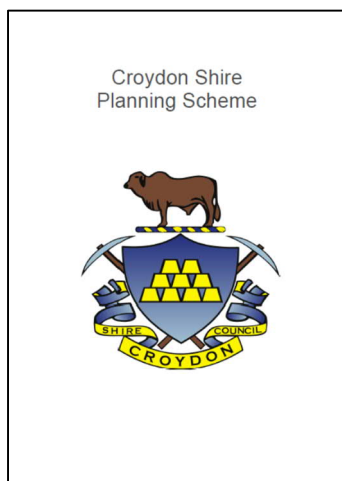
Cook Shire's abundance of natural and cultural assets provide opportunities for establishment and expansion of tourism-related development and infrastructure in the following areas:

- National Parks, where amenity and environmental impacts can be managed
- RVs and camping particularly near Cooktown's services and facilities
- Educational and cultural experiences, such as rural farm stays and Indigenous experiences, where there is community support, adequate facilities and risks from natural hazards can be avoided or managed

Small-scale cultural tourism in 'Good Living Areas' under the Eastern Kuku Yalanji Local Plan, where consistent with adopted Community Development Plans and where incorporated into the Planning Scheme.

Many communities within Cook Shire provide a range of tourist services. These include Laura and Coen which are important service centres for tourists travelling the Peninsula Developmental Road.

## Croydon Shire Council Planning Scheme 2019



The planning scheme<sup>11</sup> identifies that the Shire's tourism sector plays an important role in the regional economy. Croydon is located along the Savannah Way tourist route, linking Cairns in North Queensland to Broome in Western Australia's Kimberley region. The route attracts many self-drive tourists and is popular amongst the grey nomads. It is also the main highway that connects Croydon to other centres.

The Gulf Development Road passes through the centre of Croydon's township and therefore provides many tourist and economic benefits to the Shire. Council and the community would like to ensure that the route for this road remains unchanged (no future bypassing of the township), ensuring continued exposure and ready access to Croydon's businesses and attractions.

With ongoing improvement of road infrastructure, self-drive tourism is increasing. Developments that enhance and value-add to the tourist experiences generally are encouraged. Such developments include:

- further improvements to Croydon's streetscapes
- relocation of inappropriate or aesthetically intrusive uses away from the main tourist thoroughfare
- protection, adaptive re-use and promotion of heritage buildings and places
- additional tourist accommodation in Croydon township
- provision of freedom camping
- additional camping and tourism ventures in the rural areas of the shire (including potential mountain bike trails and associated facilities).

<sup>10</sup> <http://www.cook.qld.gov.au/development/town-planning-and-land-management/cook-shire-council-planning-scheme/planning-scheme-2017/cook-shire-council-planning-scheme-2017-v1-3-6.pdf>, sourced 19 Feb 2019

<sup>11</sup> <https://www.croydon.qld.gov.au/documents/98276/4916464/Croydon%20Shire%20Planning%20Scheme%202019.pdf>, sourced 20 Feb 2019

It will facilitate future tourism developments by limiting planning requirements, for example, providing flexibility for appropriate secondary-use development, such as farmstays, on agricultural land.

The plan identifies that Croydon's rich history and scenic landscapes are a drawcard for tourists. Development that conserves the history of the shire and is sympathetic to the heritage and character values of the township is encouraged. Protection and enhancement of this character and heritage is integral to Croydon's tourist economy. Lake Belmore's scenic and recreational values are to be protected for both tourists and residents alike. Littleton National Park provides further options for nature based tourism and recreational opportunities in the shire. Proposals exist to expand the park's tourism infrastructure to provide a variety of activities and experiences to visitors. The Gulflander rail service between Normanton and Croydon is also a valuable tourism asset and development that supports the promotion and continued operation of this service is encouraged.

### Douglas Shire Council Planning Scheme 2018



The planning scheme<sup>12</sup> identifies that the Shire's physical setting, located in a wet tropical climate, framed by lush World Heritage listed forests and fringed by the Coral Sea and associated World Heritage listed Barrier Reef Marine Park to the east, makes the Shire a desirable location for its residents and for tourists alike.

The tourism and sugar industries are the principal determinants of economic activity, employment and population growth in Douglas Shire. The development and construction industry and the retail service sectors are dependent on these important income generating industries. Other primary production activities, such as fisheries, although important, have a relatively minor role to play.

Mossman and Port Douglas are both defined as District regional activity centres under the Regional Plan. District regional activity centres. Mossman is the main administrative, service, agricultural and industrial centre, whereas Port Douglas has a stronger tourism focus.

The Plan identifies that tourism activity needs to be Shire-appropriate with a discerning preference for nature-based tourism that has a direct association with the environmental and rural characteristics of the Shire, as opposed to large-scale attractions that have little connection to local context, particularly those that can be found anywhere.

### Etheridge Shire Council Planning Scheme Alignment Amendment

The Planning Scheme Alignment Amendment<sup>13,14</sup> identifies that the towns of Georgetown, Forsayth, Kidston, Mount Surprise and Einasleigh will continue to provide a focus for business, community activities and infrastructure provision within the Shire, with Georgetown being the more important centre.

The rural areas of the Shire will provide for, and accommodate, a range of agricultural (predominantly cattle grazing) uses with all the local government area providing for compatible Tourism Activities.

Use of rural areas for Tourism - minor facilities such as 'homestay' and 'small eco-tourism' activities based on natural features or rural activities are to be encouraged. Tourism - major facilities for tourists will be subject to detailed assessment. Defined uses or use classed along major tourist routes (road or rail) are to avoid any adverse impacts on Tourism experiences.

In assessing any proposal to establish new land uses or expand and intensify existing land uses within the Rural Zone, there will be a focus on the avoidance or minimisation of adverse impacts on the environment or

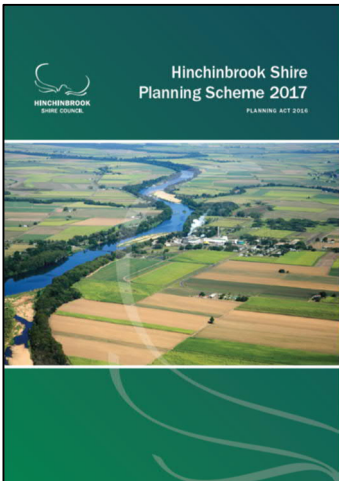
<sup>12</sup> <https://douglas.qld.gov.au/development/schemes-masterplans/douglas-shire-planning-scheme/>, sourced 20 Feb 2019

<sup>13</sup> <http://www.etheridge.qld.gov.au/documents/43741283/44086033/Planning%20Provisions.pdf>, sourced 20 Feb 2019

<sup>14</sup> On 3 July 2017, a new planning system commenced in Queensland. Council carried out an "Alignment Amendment" to its existing planning scheme to align with the new Act. The "Alignment Amendment" only has been reviewed.

adjacent and nearby Rural Activities. Defined uses or use classed along major tourist routes (road or rail) are to avoid any adverse impacts on Tourism experiences.

### Hinchinbrook Shire Planning Scheme 2017



The Planning Scheme<sup>15</sup> identifies that Hinchinbrook includes substantial port infrastructure at Lucinda which is used for exporting sugar internationally. The port has significant capacity to expand the volume and range of exports.

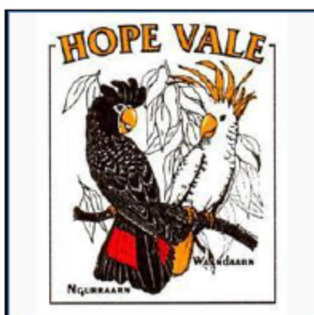
Local strengths include location, tropical agriculture, natural assets, culture, heritage, resilience and infrastructure. Hinchinbrook's natural assets in the form of national parks, waterfalls, Herbert River, tributaries, Hinchinbrook Channel, Orpheus Island and the Great Barrier Reef are a foundation for developing a strong tourism industry.

Ingham is the main activity centre for Hinchinbrook. Hinchinbrook had a population of approximately 11,800 people (2011 Census). The population has been declining at a rate of -0.1% (approx. 30 people annually) since 1976 and is predicted to continue to decline over the next 20 years.

The Plan identifies that over 60,000 people visit Hinchinbrook annually. The region is recognised for its fishing, mountain biking, bush walking, natural assets including Hinchinbrook Channel, Orpheus Island, National Parks, Wallaman Falls and Mount Fox, and the TYTO wetlands centre.

The plan identifies that there is strong community support for increased access to waterways and national parks for recreational and residential tourism. Low impact tourism uses including rock climbing, hiking, abseiling, mountain biking and accommodation, where safe, culturally and environmentally appropriate, is supported within national parks and reserves. It also identifies that there are also opportunities for rural and agricultural tourism and edu-tourism that supports rural uses and capitalises on the high quality rural amenity, access to waterways, boat ramps and natural attractions.

### Hope Vale Aboriginal Shire Council Planning Scheme 2014



Hope Vale Shire spans a vast and varied landscape featuring freshwater springs, palm tree lined rivers, spectacular beaches, significant wetlands, beautiful coloured sand dunes, rich red soil and mineral resources.

The Planning Scheme<sup>16</sup> identifies that while Hope Vale Council will continue to be the dominant employer in the Shire, opportunities are emerging for the community to benefit from mining, plantations and agriculture; and a small but sustainable tourism industry.

Opportunities for significant investment in Hope Vale are explored, particularly in agriculture, forestry, tourism and retail. Cultural tourism and eco-tourism are recognised as potential economic drivers. Tourist uses that recognise and depend on the values of the cultural features, natural resources may be in the rural zone where there is a proven ongoing benefit to the community. Development proposals however should not damage the economic viability and future sustainable development of the natural and cultural resources of the Shire.

<sup>15</sup> [https://s3-ap-southeast-2.amazonaws.com/os-data-2/hsc/documents/hinchinbrook\\_shire\\_planning\\_scheme\\_2017\\_web\\_version.pdf](https://s3-ap-southeast-2.amazonaws.com/os-data-2/hsc/documents/hinchinbrook_shire_planning_scheme_2017_web_version.pdf), sourced 20 Feb 2019

<sup>16</sup> <https://www.hopevale.qld.gov.au/sites/hopevale.qld.gov.au/files/Hope%20Vale%20Planning%20Scheme.pdf>, sourced 20 Feb 2019



### Mareeba Shire Council Planning Scheme 2016

The Planning Scheme recognises Mareeba as the major regional activity centre for the Shire. Kuranda is identified as the premier tourist destination for Far North Queensland and is described as the village in the rainforest. Chillagoe and Dimbulah are identified as rural activity centres within the Shire.

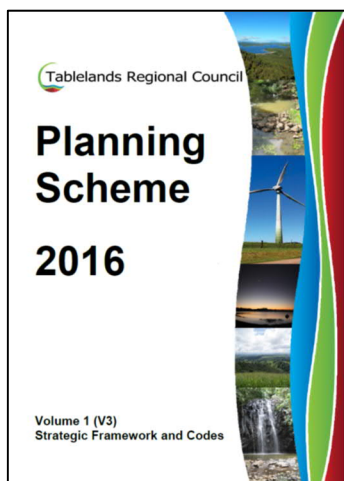
The plan supports the aspirations of indigenous communities to return to their traditional country, facilitated through the development of interpretive tourism and rural based economic development.

The need to progressively upgrade and maintain roads to a high standard to support a variety of uses including tourism is identified. The rail network is also recognised as important for tourist, passenger and freight movements.

Large scale tourism accommodation facilities will be developed in appropriate locations across the Shire while the dry western dry savannah will continue to accommodate nature and rural based tourism development. The character and appeal of key activity centres, landscape features and scenic routes which attract tourists to Mareeba Shire will be maintained and enhanced.

Kuranda will continue to maintain its status as a major international tourist destination of Far North Queensland while the emerging tourist economy of Chillagoe continues to attract more interest and visitors. Irvinebank is recognised as a key site and a point of interest to tourists.

### Tablelands Regional Council – Planning Scheme 2016



The planning scheme<sup>17</sup> identifies that the outstanding natural environment, rural production, environmental facilities and scenic landscapes of the Tablelands provide a basis for the development of sustainable tourism enterprises. The Tablelands' geographical proximity to Cairns International Airport and tourist base provides opportunities for increasing visitation and exposure to the Tablelands.

Large scale tourist accommodation facilities are therefore proposed in key sites across the region and a diverse range of short term accommodation facilities are proposed in the region's towns and rural areas. Similarly caravan and recreational vehicle users are provided with a variety of attractive locations to stay in the region. Adventure, nature based, and food tourism experiences are developed across the regions rural and natural areas. The character and appeal of key towns, landscape features and scenic routes which attract tourists to the region will be maintained and enhanced. The south-western dry land savannah accommodates further nature and rural based tourism development.

Yungaburra and Tinaroo will consolidate their status as tourist destinations based on their unique local character and proximity to Lake Tinaroo. The emerging tourist economies of Herberton, Malanda and Millaa Millaa continue to attract more interest and visitors. Tourist parks in key locations continue to provide sites to accommodate caravans and recreational vehicles across the region. A variety of small-scale, low impact tourist facilities will be established across the rural landscape.

<sup>17</sup> <https://www.trc.qld.gov.au/download/volume-1-strategic-framework-codes/>, sourced 19 Feb 2019

### Wujal Wujal Aboriginal Shire Council



The Wujal Wujal Plan<sup>18</sup> is a Council plan that aims to support the community's vision for the support and development of the township of Wujal Wujal and surrounding traditional lands. Wujal Wujal is located on the banks of the Bloomfield River and on the Bloomfield track.

The Council's vision is that Wujal Wujal is an active, safe, progressive and healthy community with increased participation in sports and improved economic opportunities available for the locals. People are culturally rich and appreciate and value the traditional Eastern Kuku Yalanji knowledge, language, skills and connection to the natural landscape and resources.

The scenic landscapes, rainforest and the Bloomfield River are the traditional grounds of Eastern Kuku Yalanji people. The lands and rivers are protected, valued and managed sustainably. Land is limited and community development is determined by a collaborative partnership between all stakeholders, representing the community and providing a transparent decision-making process.

### Yarrabah Aboriginal Shire Council Planning Scheme 2014



The Planning Scheme<sup>19</sup> identifies that economic prosperity is an essential component to achieving the long sustainability of Yarrabah as a properly functioning community. Increasing economic opportunity includes building up tourism opportunities that focus on taking advantage of adjoining Cairns' role as an international gateway to the region. It identifies that the Shire's abundance of natural and cultural assets provide opportunities for establishing tourism related development and infrastructure such as indigenous educational and cultural experiences.

Cultural tourism with its subsequent job generation is already an increasingly significant component and opportunity in the Yarrabah economy. Such tourism opportunities will take advantage of Yarrabah's proximity to Cairns City and its natural resource assets. Eco-tourism in the form of short and multi-day walking trails and associated trail friendly enterprise and infrastructure based on traditional walk trails is encouraged.

<sup>18</sup> <https://wujalwujalcouncil.qld.gov.au/council/wujal-wujal-plan/>, sourced 20 Feb 2019

<sup>19</sup> <https://www.yarrabah.qld.gov.au/yarrabah-aboriginal-shire-council-planning-scheme>, sourced 20 Feb 2019

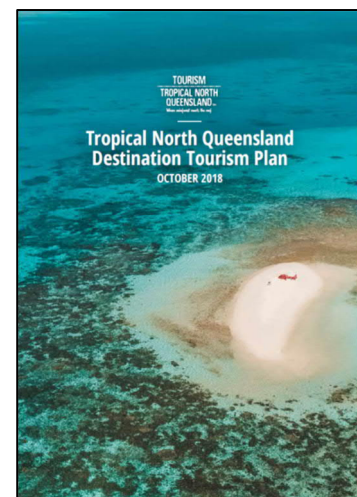
## 2.3 Tourism Strategies

### Tropical North Queensland Destination Tourism Plan<sup>20</sup>

This 2018 plan identifies that Tropical North Queensland is known as one of the world's most inspiring nature-based destinations. It is the gateway to hundreds of accessible experiences set on the stage of the Great Barrier Reef, Earth's oldest rainforest and the outback. Inhabited by an ancient culture, Tropical North Queensland is shared by passionate locals.

The region has six tourism precincts:

- Cairns and Northern Beaches
- Kuranda and the Atherton Tablelands
- Port Douglas and the Daintree
- Cassowary Coast
- Cape York, Gulf Savannah and Outback
- Torres Strait



There are four Local Tourism Organisations (LTOs) in Tropical North Queensland:

- Tourism Port Douglas & Daintree
- Tropical Tablelands Tourism
- Tropical Coast Tourism
- Savannah Way Limited

### Visitor profile and target markets

Airline access has made tourism the key driver of a regional economy with two World Heritage Areas – the Great Barrier Reef and the Wet Tropics rainforest. In 1971 visitor spend was at \$50 million and by 2017 was worth \$3.1 billion with tourism contributing around 18 per cent of Tropical North Queensland's gross regional product and supporting one in five jobs.

The domestic market delivers the most visitors and expenditure. Tropical North Queensland has an 8 per cent share of the state's domestic visitors. It is the most popular regional destination in Queensland for international visitors with a 33 per cent market share. China is the largest international source market, while Europe delivers High Value Travellers who stay longer.

The target markets identified in the plan are:

- Domestic High Value Travellers (HVTs) – in 2017 HVTs accounted for only 35 per cent of leisure trips to the region, but 60-70 per cent of overnight visitor expenditure
- International Experience Seekers - International travellers seeking an inspiring nature-based destination
- Education visitors - more than 32,000 international students from 34 countries studied in Cairns in 2017

### Opportunities and challenges

Key Opportunities identified are as follows:

<sup>20</sup> <https://cdn2-teq.queensland.com/~media/0a155e2bd3124b52b11e930c27193765.ashx?vs=1&d=20181102T094647>, sourced 9 Jan 2019

- Promotion of indigenous tourism experiences
- Product development – food trails, hiking and cycling trails, bird watching
- Further development and promotion of self-drive itineraries
- Attraction of major sporting events
- Growth in direct aviation capacity – domestically and internationally
- Working Holiday Maker global campaign to re-invigorate backpacker and youth travel
- Niche and special interest segments – domestic Chinese and Indian diaspora, international students within Australia, hands-on authentic local experiences
- New infrastructure developments = new product to offer
- Citizens of Great Barrier Reef – position the destination as a world leader in conservation of global natural assets
- Find PR opportunities with other industries to develop the brand awareness (tropical fruits)

Key challenges identified are as follows:

- Reliance on sustainability of two key iconic assets, Great Barrier Reef and the Wet Tropics rainforest. The diversity of region's assets is not maximised.
- Negative messaging around coral bleaching on Great Barrier Reef
- Limited co-ordination of economic and destination planning between regional stakeholders. Collaboration and communication between key industry stakeholders
- Non-sustainable funding model, and heavy reliance on small number of key funding partners. Lack of re-investment by suppliers to upgrade/enhance product and experience offering
- Large number of small tourism businesses not 'internationally/trade ready'
- Internet connectivity – poor or non-existent in some areas
- Domestic aviation and accommodation capacity under pressure during peak periods
- Slow development of additional product pillars e.g. Indigenous, food tourism
- Labour force challenges – especially during peak periods and in more remote areas
- Limited infrastructure capacity for large events
- A vast region to cover with high costs and difficult access

## Queensland's Outback, Gulf and Western Downs Tourism Opportunity Plan<sup>21</sup>

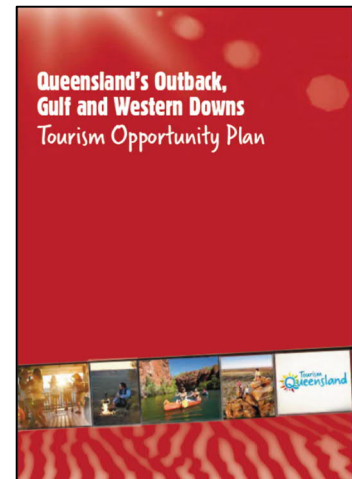
The purpose of this plan is to provide direction for the sustainable development of tourism in Queensland's Outback, Gulf and Western Downs over the next five years. With respect to the FNQROC, the plan covers Carpentaria, Croydon, and Etheridge Shires.

This plan was released circa 2012 and has largely been superseded by the Outback Destinations Tourism Plan, see above, however many of the opportunities identified remain current.

### Catalyst projects

The plan identifies the top 23 catalyst tourism projects. Relevant projects within FNQ ROC, or which may influence roads investment within FNQROC:

- Lawn Hill / Riversleigh Tourism Master Plan<sup>22</sup>. The development of a Tourism Master Plan will address future plans for visitor management, facilities development and asset protection within both areas.
- Karumba Barramundi Discovery Centre Extension. The Centre is responsible for the breeding and stocking of thousands of barramundi fingerlings into the rivers and lakes across North-West Queensland. The Centre currently runs a small tourism business which could be improved.
- Normanton Monsoon Centre which would tell the story of the wet season and its impacts on the people and landscapes in the Gulf
- Porcupine Gorge National Park Experience<sup>23</sup>. This project is located to the north of Potential tourism development opportunities and required upgrades/improvement of the site include a lookout upgrade, upgrade of gorge/river walks in and out of the gorge, cabin/safari tent accommodation and managed access to rock art sites.



### Region wide projects

Region-wide projects identified in the plan include:

- Touring Market and Themed Routes Action Plan to ensure consistent marketing of key tourist routes
- Integrated Camping and Caravan Strategy which identifies free camping grounds across the region and formulates a plan to upgrade these sites where necessary and manage them in coordination with established commercial caravan parks.
- Voluntourism and Guiding Tour Development Strategy to ensure consistency and quality of the information given to tourists throughout the destination.
- Coordinated Events Strategy will identify smaller events which can lever off major regional events and extend tourism stay and encourage greater dispersal throughout the region.
- Paddock to Plate Strategy would aim to develop visitor experiences around local produce specific to each precinct across the Region.
- Outback Historical Sites Tourism Plan would identify key strategies and actions for their preservation, presentation and management of key sites and identify opportunities to maximize their potential to add value to the Region's tourism experience.

<sup>21</sup> <https://cdn1-teq.queensland.com/-/media/e91ec73c04ab4e81ba6fa14abacf1cd9.ashx?vs=1&d=20140425T002356>, sourced 9 Jan 2019

<sup>22</sup> The park is located 220 km south-west of Burketown. Tourism improvements have the potential to complement the tourism experience within the FNQROC area.

<sup>23</sup> While this project is located near Hughenden, it has the potential to complement the tourism experience within the FNQROC area.

- Outback Birding Opportunities Plan to further develop and market birding experiences to develop a cross-regional birding trail featuring iconic species such as the Bulla Bulla (Cloncurry Parrot), Bora Birds (Currawinya National Park) plus confirmed and unconfirmed sightings of the Night Parrot.
- An assessment of the key Regional National Parks and associated tourism experiences should be undertaken to identify opportunities for future facility upgrades, infrastructure development and experience delivery.
- Visitor Information and Weather Reporting Program as part of a wider formal Visitor Safety Program. Key infrastructure required as part of the Visitor Safety Program should include pointer signage and comfort signage as well as other roadside infrastructure such as toilets, Driver Reviver stops and interpretive signage. Work has already begun through the local and regional Minor Infrastructure Grants and this should continue through the Local Government Authorities.
- Assessment of economic potential of the Backpacker Market, followed by an action plan to develop and communicate with this market including the issue of public transport access
- Identification of 'unique attributes' can provide the basis for town theming that in turn will inform landscaping, signage and visitor attraction opportunities.
- Accommodation Needs Analysis to identify areas requiring future investment in accommodation for both mining communities and visitor markets.
- Industry Story-Telling Workshops to further leverage the distinctive characters, stories and heroes that are synonymous with the Region.

### Precinct projects

Precinct projects both within and outside the FNQROC area which may influence tourist routes are as follows:

- Burke Shire Council Area
  - Burketown Entry Statement, development of an aesthetic and appealing statement at the Western entry of the town
  - Burketown Lagoon and Waterbird Habitat, located at the Eastern entry to town is one of the last free running bores. While relatively un-developed it offers potential to create a lagoon and waterbird habitat would provide an insight to tourists of the habitats of the local flora and fauna located within the surrounding and inaccessible Gulf delta.
  - Morning Glory Festival. The mysterious morning glory cloud formation has the potential to form the basis for an event or festival within the gulf region. Given the unpredictable nature of the formation, a festival between the towns of Burketown, Karumba and Normanton could run over the course of a week and drive tourists between the three towns for different events which celebrate this incredible natural phenomenon.
  - Stargazing on the Salt Plains, which takes advantage of clear night skies and spectacular stargazing opportunities
- Carpentaria Shire Council Area
  - Investigate opportunities for Wet Season Tourism Opportunities utilising air travel
  - Burke and Wills Camp 119, the northern most camp of the explorers is not well known and opportunities exist to enlighten the extreme distance between this camp and their final resting point near Thargomindah.
  - Karumba Boardwalk, completion of a wooden boardwalk providing a critical link between the eastern and western precincts of town. The walk should include native flora and fauna interpretation and background into the industries that drive the port.
- Croydon Shire Council Area
  - Implementation of the Croydon Shire Tourism Strategy

- Implementation of the Lake Belmore Recreation Management Plan. Located just 4 kilometres from the main town centre, the lake is used year round by locals and visitors for boating, fishing, water skiing, bird watching and picnicking.
- Etheridge Shire Council Area
  - Copperfield Gorge Management Plan. Einasleigh sits on the Eastern edge of the Newcastle Range, on the banks of the Copperfield River. Once a copper mining town, it is set among some unusual scenery with flat top hills that rise out of the grasslands. A key attraction to the town is Copperfield Gorge which includes a park, with electric barbecues and shade. With the completion of the new bridge and the spectacular environment that surrounds it, this is a true hidden treasure and has potential to be developed with camping and overnight facilities and interpretive signage. A plan to formalise parking, camping and safety issues surrounding Copperfield Gorge is required.
  - Gem Fossicking Network, development of a plan to formalise and better promote a network of gem sites across the Etheridge Shire Council Area including gem fossicking sites are Agate Creek, Flat Creek Station and Mount Surprise.
  - Ecotourism and accommodation development, with Council claiming back some of the old town reserves around Gilberton, Durrum, Forsayth and Gilbert River there is now potential for growth in tourism related development
  - Georgetown Visitor Information Centre redevelopment
  - Road infrastructure upgrades identified are:
    - Kennedy Developmental Road – bitumen upgrade to link the North West
    - Bitumen upgrade for road from Einasleigh to the Lynd Highway
    - Annual gravel road upgrades
    - Undara Settlers’ Huts to improve their range of accommodation options at Undara
    - Gateway Signage, proposes the formation of a partnership with the four local councils in the Gulf of Carpentaria to buy and maintain gateway signage which promote each other’s region and products – located at entry and exit points to shires.

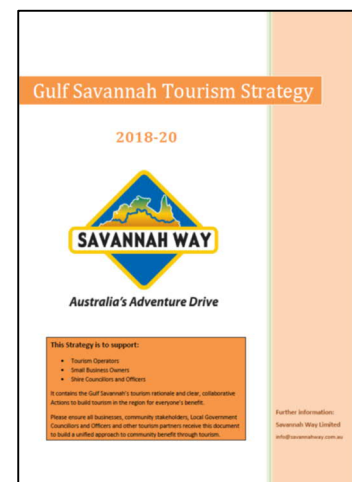
**Gulf Savannah Tourism Strategy 2018-20**

The strategy identifies that tourism is vital for the Gulf Savannah, bringing in approximately 67,000 visitors to the region annually who spend \$65 million on accommodation and services. Tourism employs approximately 14% of workers in the Gulf Savannah and offers many seasonal and part-time roles that enable them to live (and spend) in the region.

A SWOT analysis identified the following key issues:

**Strengths**

- Proximity to International Airport (Cairns)
- Located on major, linked drive routes
- Authentic outback experiences
- Unstructured Journey
- Remoteness / silence / space
- Wildlife and nature
- Indigenous/European/mining/agricultural heritage and experiences
- Visitor Information Centre Network



- Diversity and reliability of weather

**Weaknesses**

- Access constraints – air, road and rail
- Internet / phone connectivity
- Lack of infrastructure (roads, water)
- Difficulty accommodating peak tourist numbers
- Poor connectivity between attractions
- Seasonality of visitation and access

**Opportunities**

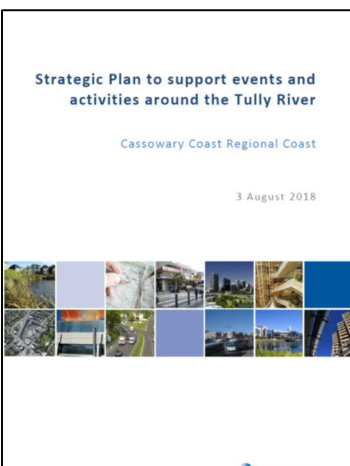
- New market segments – Domestic and Asian, particularly self-drive
- Natural assets / areas further development including Geotourism
- Wildlife / Bird Watching / new National Parks
- Fishing – Events, Discovery Centre
- Expanding Shoulder / Off Season Events
- Indigenous experiences
- European heritage and historic precincts
- Educational Experiences

**Threats**

- Media negativity re cyclones, flooding
- Mobile Phone Connectivity deterring visitors
- Funding – projects / capital
- Conflicts between tourism and other industries for development resources

**Cassowary Coast Regional Coast: Tully River Strategic Plan**

This plan aims to contextualise the opportunities and challenges to progress a growth strategy for ecotourism, and specifically to examine development opportunities at Cardstone Village site within the Tully Gorge. It identifies that adventure tourism has grown in recent decades as tourists seek out-of-the-ordinary or "road-less-travelled" holidays.



Ecotourism is a form of travel within adventure tourism whereby the adventurer explores undeveloped, natural and culturally sensitive areas with a desire to experience it while leaving it intact and unchanged.

Ecotourism is often done with minimal equipment and accommodation. It relies upon an ecologically and culturally sensitive approach for procuring food and shelter, such as forgoing established resorts and restaurants in favour of locally owned and sourced alternatives. This approach is seen as well suited to the Council's Cardstone site.

The plan identifies that there is a lack of quality tourism accommodation in the Cassowary Coast area, and that the Cardstone Village is seen as opportunity to address this deficiency. It is identified as having a competitive advantage, being nestled within the world heritage area and only 100 metres from the Tully River,

which is recognised for its white-water rafting. It hosted the World Rafting Championships in 2019, a 8 day event that attracted the world's best rafters and spectators to the area.

Cardstone village is described as becoming an Eco-village set in tranquil, uncrowded and seemingly remote, but importantly easily accessible (20-minute helicopter flight from Cairns; 30 minute-drive from Tully and 15-minute helicopter flight to the Great Barrier Reef and easily drivable by car or bus from Cairns (2.5 hours) and Townsville (3 hours)).

Likely future tourist activities that could be offered in association with the Eco-village development include White Water Rafting, wilderness hiking, Indigenous cultural experiences, zip-lining, mountain-biking, fly fishing, trail running and rogaining (orienteering).

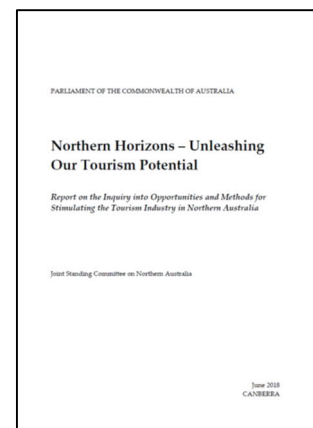
The Eco-village development could be complemented by a high-quality mountain bike facility such as the proposed mountain bike park at Cardwell and for the Misty Mountains Wilderness Track area to become a mountain bike adventure playground for non-core mountain bikers and trail runners.

The proposed development will have impacts on the western section of the Tully Mission Beach tourist drive, a loop, which connects Tully Gorge to Tully via Tully Gorge Road, Davidson Road and the Bruce Highway.

### Inquiry into stimulating Northern Australia's tourism industry

The Australian Parliament's 2018 Inquiry<sup>24</sup> examined the current state of Northern Australia's tourism industry, opportunities for growth, challenges and economic impediments that tourism operators face in Northern Australia.

The Inquiry considered the scope for providing better access to Northern Australia. Road infrastructure becomes an enabler for tourists that arrive within the area, particularly as the majority of international and a large proportion of domestic tourists enter Northern Australia by plane. Improving road infrastructure like progressive sealing means journeys are safer and lengthen the tourism season in areas otherwise inaccessible due to flooding. At the same time, the Inquiry recognises that targeting some unsealed drive routes can attract adventure and 4WD tourists.



Submissions to the Inquiry suggested:

- the sealing of roads in Northern Australia has increased visitation as caravans and two-wheel drive vehicles bring new market segments
- sealing also encourages tourists to access a region more broadly, improving the overall yield
- Fully sealed circuit routes connected to several tourist sites could create new tourism business opportunities along the route, plus increased visitation and longer stays
- unsealed roads are a significant risk to vehicles and personal safety, as are limited passing opportunities on roads passing lanes on high traffic roads, particularly those with road trains
- because most hire vehicle insurance companies do not allow for driving on dirt roads, sealing could increase visitation to more destinations

It appears there has been significant progress already made within the Cook Shire in promoting cultural tourism. Cooktown has been recognised as Australia's recreational vehicle friendliest town, responding to this tourist group seeking authentic Indigenous experiences.<sup>25</sup>

Specific reference is made to the value of grey nomads, described as 'the bread and butter' of tourism in the remote areas of Northern Australia.<sup>26</sup> Of the 41 000 visitors to Longreach in the last calendar year, 80 to 85 per

<sup>24</sup> [https://www.aph.gov.au/Parliamentary\\_Business/Committees/Joint/Northern\\_Australia/TourismIndustry](https://www.aph.gov.au/Parliamentary_Business/Committees/Joint/Northern_Australia/TourismIndustry)

<sup>25</sup> Councillor Peter Scott, Mayor, Cook Shire Council, *Official Committee Hansard*, Port Douglas, 3 July 2017, p. 43.

<sup>26</sup> Councillor Tony Martin, Remote Area Planning and Development Board (RAPAD), *Official Committee Hansard*, Brisbane, 6 July 2017, p. 25.

cent were grey nomads.<sup>27</sup> Ensuring all-weather road access will attract more grey nomads to an area, enticing travel to more remote attractions.

The Inquiry has recommended the Australian Government prioritise funding for sealing/upgrading the following routes within FNQROC:

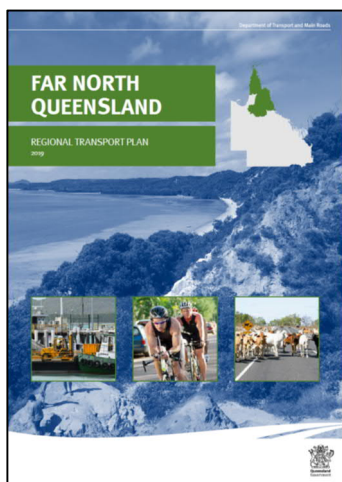
- Bloomfield Track between Cape Tribulation and Wujal Wujal (Epic Cape York), noting there has been broad opposition from within the Douglas Shire<sup>28</sup>
- Gulf Development Road (Savannah Way)
- Peninsula Development Road to Seisa (Epic Cape York)
- Great Inland Way/Great Tropical Drive and the Savannah Way

## 2.4 Transport Strategies

### Far North Queensland Regional Transport Plan 2018

The FNQ Regional Transport Plan<sup>29</sup> covers the following 21 local government areas:

- |                  |                           |                   |
|------------------|---------------------------|-------------------|
| • Aurukun        | • Cairns                  | • Cassowary Coast |
| • Cook           | • Croydon                 | • Douglas         |
| • Etheridge      | • Hope Vale               | • Kowanyama       |
| • Lockhart River | • Mapoon                  | • Mareeba         |
| • Napranum       | • Northern Peninsula Area | • Pormpuraaw      |
| • Tablelands     | • Torres Strait Island    | • Torres          |
| • Weipa          | • Wujal Wujal             | • Yarrabah        |



The plan identifies that tourism is a major economic driver as the region provides access to the world heritage listed Great Barrier Reef Marine Park, and the Wet Tropics World Heritage Area.

It identifies that the growth of the self-drive tourism market is positively contributing to the region’s economy. Its further expansion is a key economic development strategy of the various local governments. With the progressive sealing of the Peninsula Developmental Road, the Far North Queensland region will be more reliable and accessible for both tourists and road freight vehicles, heightening the interaction between inexperienced rural/remote road users and high-efficiency freight vehicles. It will also result in an increased demand on the limited rest areas available.

A rise in tourism numbers provides opportunities for tourism businesses such as ecotourism, wilderness experiences, adventure tourism activities, cycle events, Aboriginal and Torres Strait Islander cultural activities and sites, and coastal and outback tourism attractions, further increasing the attractiveness of the region as a tourist destination.

The plan identifies the following tourism related actions:

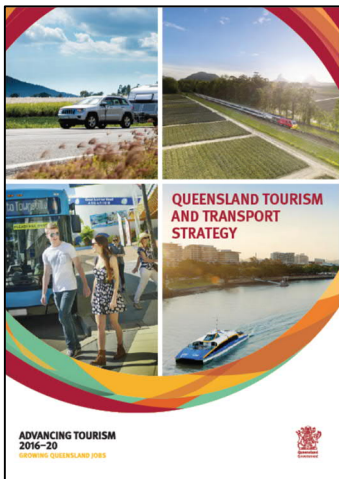
<sup>27</sup> Councillor Tony Martin, RAPAD, *Official Committee Hansard*, Brisbane, 6 July 2017, pp 19-20.

<sup>28</sup> Tourism Port Douglas and Daintree, *Submission 50*, Attachment A, p. 3.

<sup>29</sup> <https://www.tmr.qld.gov.au/About-us/Corporate-information/Publications/Regional-Transport-Plans>, sourced 19 Feb 2019

- Determine investment priorities for new or upgraded rest areas to address driver fatigue risks, encourage safe travel, and to provide sufficient capacity and amenities to enhance customer experiences, particularly on drive tourism routes
- Undertake planning to improve safety and customer experience on tourist routes such as the Great Inland Way, the Pacific Coast Way, the Great Tropical Drive and the Savannah Way, through initiatives such as signage, and targeted communication about safe driving in Far North Queensland
- Undertake a regional transport needs analysis to understand the travel needs of tourists and visitors, and strategic opportunities to inform initiatives and programs such as Drive Tourism, Tourism and Transport Connections, Natural Attractions and State Strategic Touring Route Signage Program
- Work with local government, other state government agencies and tourism bodies to support active transport projects that also have recreational values and contribute to the lifestyle of the Far North Queensland region

### Queensland Tourism and Transport Strategy<sup>30</sup>



The Queensland Tourism and Transport Strategy aims to improve access across Queensland and enhance the visitor experience to help grow the tourism industry.

The strategy adopts a multi-modal approach encompassing all forms of transport. It is centred around the themes of visitor information, transport services, ticketing and products and planning and investment

State strategic touring routes identified within the plan include:

- Bruce Highway
- Cairns – Normanton (Kennedy Highway, Gulf Developmental Road and Burketown – Normanton Road)
- Normanton – Karumba (Burke Developmental Road and Karumba Developmental Road)

The plan identifies several actions including:

#### **Theme 1: Visitor information**

- Work with tourism operators, transport operators and accommodation providers to increase the understanding of the value of accurate, multi-modal transport information through promoting existing data feeds and educating industry on their use
- Enhance promotion of existing drive tourism routes through continued rollout of State Strategic Touring Routes signage upgrades coordinated marketing campaigns with touring route committees
- Work with local governments to develop and implement a standardised approach to wayfinding for transport services and infrastructure.

#### **Theme 2: Transport services**

Improve access and destination infrastructure through initiatives such as:

- the Transport and Tourism Connections Program
- the Scenic Lookout Upgrade Program
- Great Barrier Reef Island Resorts Rejuvenation Fund

<sup>30</sup> <https://publications.qld.gov.au/dataset/queensland-tourism-transport-strategy/resource/20d72300-ab2f-4b73-83c9-581d5eba0b5e>, sourced 9 Jan 2019

- the Drive Tourism Support Package
- Growing Tourism Infrastructure Program
- Support local governments and the tourism industry to develop drive tourism through:
  - producing the Planner’s Guide to Managing Caravanning, Camping and RVs
  - updating the Guidelines on Good Practice for Caravan Parks and Relocatable Home Parks
- Improve driver safety and enhance the drive tourism experience by conducting research into:
  - visitor-focused digital in-vehicle signage
  - improved trip preparation tools.
- Identify and implement opportunities to reform regulatory frameworks to enable innovative transport business opportunities, reduce unnecessary burden on visitors and businesses and create efficiencies in government

**Theme 3: Ticketing and products**

- Develop Queensland’s active tourism offering through:
  - undertaking research into the economic potential of cycling related tourism
  - supporting the development of long distance multi-use recreational trails
- Support the development of new and enhanced drive tourism experiences as part of the continual improvement of the existing State Strategic Touring Route network

**Theme 4: Planning and investment**

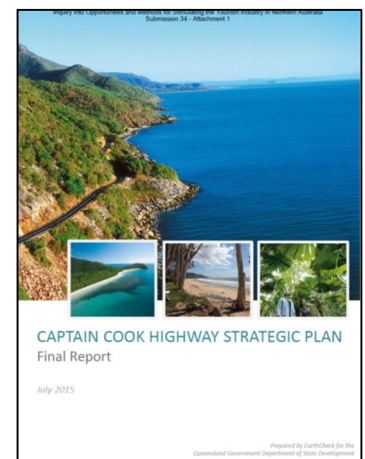
- Deliver planned upgrades along key tourism routes such as the Bruce Highway and Warrego Highway to improve road capacity and safety
- Host the annual tourism and transport roundtable to provide a forum for the tourism industry to discuss transport priorities

Captain Cook Highway Strategic Plan<sup>31</sup>

The strategy suggests the Captain Cook Highway and the Bloomfield Track are among Australia’s most iconic roads. Although outnumbered by domestic visitors, international visitors are more likely to stop at natural and other key attractions. These activities can be facilitated by:

- Effective signage that allow easy navigation of routes and access to attractions
- Introducing iconic stopping places every 30 minutes to enable visitor exploration along the routes
- Improved overtaking opportunities and safe pullover lanes to facilitate increased stopping

Rather than pinpointing significant road upgrades, the Strategic Plan broadly advocates ongoing investment in road safety infrastructure and improvements to the entire route, including the Bloomfield Track.



<sup>31</sup> <https://www.aph.gov.au/DocumentStore.ashx?id=3f5e7eaa-c07f-4194-99e3-9cd22c381c5d&subId=463867> sourced 15 May 2019

## 2.5 Summary

The region's tourism industry is predominantly based on natural and cultural features. It includes two World Heritage listed areas, the rainforests of the Wet Tropics and the reefs and waters of the Great Barrier Reef (GBR). To the west is the Gulf Savannah and outback and to the north is Cape York Peninsula.

Most tourist activities are concentrated along the coast between Mission Beach and Cape Tribulation, and those areas of the Great Barrier Reef with direct access from Cairns, Port Douglas and Mission Beach. There is however a significant and growing outback and adventure tourism industry within Cassowary Coast, Tablelands, Mareeba Gulf Savannah and Cape York, which largely cater to the drive tourism market. Growth in the adventure tourism industry includes proposed investment into mountain biking trails and hosting of major sporting events such as the World Rafting Championships, held in Tully in May 2019.

Planning strategies identify that there is strong tourism growth potential for high value tourism businesses such as ecotourism, wilderness experiences and adventure tourism activities, particularly surrounding self-drive four wheel drive adventuring, organised group sport fishing travel, wildlife spotting, exploring land and waterscape features, cultural activities, historic sites and the natural environment.

Cultural tourism is actively encouraged and is seen as a way for indigenous communities to return to their traditional country while providing economic resilience and employment opportunities.

In general, all local governments within the region agree that tourism and nature-based tourism development must be undertaken in a way and in locations that ensures the development does not detract from environmental values, scenic values, coastal values and town/village character that attracts visitors to the region, as opposed to large-scale attractions that have little connection to local context, particularly those that can be found anywhere.

Resilient transport infrastructure to ensure connectivity across the region is identified as essential if FNQ is to have sustainable economic growth and development. The state of the roads is a major safety concern impacting tourism development across the region as the growth of visitors from Asia fly in through Cairns to explore northern Australia.

The various tourism strategies identify a range of region wide tourism opportunities as well as opportunities for various local governments and sub-areas as follows. These opportunities are divided into the following sub-area and the impacts on various tourist routes:

- **Coastal** - this area extends between Port Douglas and Mission Beach and adjoining hinterland. It includes the local government areas of Cairns, Cassowary Coast, Douglas, Hinchinbrook, Mareeba, Tablelands, and Yarrabah.
- **Gulf Savannah** - this area encompasses Carpentaria, Croydon and Etheridge local government areas. It also includes Burke and Doomagee to the west.
- **Cape York** - this area includes Cook, Hope Vale and Wujal Wujal local government areas. It also includes Kowanyama, Pormpuraaw, Mapoon, Napranum, Northern Peninsula area, Lockhardt River and Torres Strait local government areas.

The following section details potential opportunities by FNQROC sub-area, local government area and tourism route that provides access to the opportunity.

### Coastal

Cairns is identified as playing a vital role in servicing the needs of the region. It is a tourist destination of international significance and provides a landing point for visitors arriving by air or sea. It also provides a diverse range of tourist accommodation, attractions and experiences. Cairns is supported by a network of smaller towns and villages which act as sub-regional activity centres and/or act a base to access a range of local tourist attractions. Several defined tourist routes begin at or pass through Cairns.

The main tourist routes within the Cassowary Coast are the **Canecutter Way** and **Tully Mission Beach** tourist routes. **Tully Falls Road** and the **Waterfall Discovery Trail** provide access to scenic attractions in the Cassowary Coast hinterland while the **Great Green Way** and the **Great Tropical Drive** also pass through the area.

Cassowary Coast is a network of centres. Innisfail is the major regional activity centre, Tully has a district regional activity centre and the villages of Mission Beach, and Wongaling Beach and Cardwell contain village activity centres. Tourism development that does not detract from environmental values, scenic values, coastal values and town/village character that attracts visitors to the region will be pursued. Food tourism is encouraged, with the development of permanent or periodic food markets are also encouraged. The adventure tourism industry in this region has been expanding, including the World Rafting Championships held in Tully in 2019. Cassowary Coast is seeking to expand its adventure tourism market by catering to other high-profile events that the Tully River's natural environment can offer. The Coordinator-General has also approved the Ella Bay integrated resort development approximately 10 kilometres north of Innisfail.

Douglas Shire encourages nature-based tourism as opposed to large-scale attractions that have little connection to local context, particularly those that can be found anywhere. The Wangetti Trail is a proposed 76 kilometre dual use (mountain biking and hiking) trail between Palm Cove and Port Douglas. This would have limited impact on existing tourist routes. The main tourist routes within Douglas Shire are the **Reef to Rainforest** tourist drive which includes Port Douglas Road, Captain Cook Highway and Mossman - Mt Molloy Road and the **Great Tropical Drive** and **Epic Cape York** tourist routes which both include the Captain Cook Highway and Mulligan Highway. The southern part of the **Daintree Explorer** tourist route which includes the Mulligan Highway, Mossman – Daintree Road and Mossman – Mt Molloy Road passes through the shire.

Hinchinbrook is recognised for its fishing, mountain biking, bush walking, natural assets including Hinchinbrook Channel, Orpheus Island, National Parks, Wallaman Falls and Mount Fox, and the TYTO wetlands centre. There is strong community support for increased access to waterways and national parks for recreational and residential tourism. The **Hinchinbrook Tropical Discovery Trail**, which provides access to many of these destinations, is the main tourist route in Hinchinbrook. The **Great Green Way** and **Great Tropical Drive** both include the Bruce Highway which passes through the shire.

Mareeba Shire identifies that Kuranda will continue to maintain its status as a major tourist destination while Chillagoe will continue to attract more interest and visitors. Irvinebank is recognised as a key site and a point of interest to tourists. Chillagoe and Irvinebank are also identified as potentially forming part of a geo-trail which would be centred on Etheridge Shire, refer to discussion below. The Shire's planning scheme supports the aspirations of indigenous communities to return to their traditional country, facilitated through the development of interpretive tourism and rural based economic development. The **Chillagoe Discovery Trail** is the major tourist route within Mareeba Shire. The Kennedy and Mulligan Highway are also major tourist routes. They form part of the **Reef to Rainforest**, **Great Tropical Drive** and **Epic Cape York** tourist routes; and **Waterfalls Discovery Trail** and **Savannah Way** (Kennedy Highway only).

Tablelands Shire identify that its proximity to Cairns International Airport and tourist base provides opportunities for increasing visitation. Large scale tourist accommodation facilities are therefore proposed in key sites across the region and a diverse range of short term accommodation facilities are proposed in the region's towns and rural areas. Yungaburra and Tinaroo will consolidate their tourism status due to Lake Tinaroo. Herberton, Malanda and Millaa Millaa will continue to attract more interest and visitors. Tourist parks in key locations continue to provide sites to accommodate caravans and recreational vehicles. Mt Garnet, 40 Mile Scrub National Park and Herberton are also identified as potentially forming part of a geo-trail which would be centred on Etheridge Shire, refer to discussion below. The **Waterfall Discovery Trail** is perhaps the most important route for tourists. It is a loop route which starts in Cairns and connects major centres and tourist destinations in the Shire before returning to Cairns via the Bruce Highway. There are several shorter tourist routes which service specific areas. These are **Malanda- Atherton Road**, **Longlands Gap Road**, **Tully Falls Road** and **Danbulla Tinaroo Falls Road**. The Kennedy Highway is also a major tourist route which forms part of the **Reef to Rainforest** tourist route, **Chillagoe Discovery Trail**, **Great Tropical Drive**, **Georgetown** tourist route (west from Ravenshoe only) and **Savannah Way**.

Yarrabah Planning Scheme identifies that cultural tourism will take advantage of Yarrabah's proximity to Cairns as well as short and multi-day walking trails. Yarrabah which is south of Cairns is connected to the Bruce Highway via the Pine Creek – Yarrabah Road. Pine Creek – Yarrabah Road is not a tourist route.

### Gulf Savannah

Etheridge Shire identifies the potential of a geo-trail which would connect Undara Volcanic Park, Cobbold Gorge, Copperfield Gorge, the three fossicking areas of Flat Creek, Agate Creek and O'Brien's Creek and Talaroo Hot Springs. It could possibly also include Chillagoe and Irvinebank (in Mareeba Shire) and Mt Garnet, 40 Mile Scrub National Park and Herberton (Tablelands Shire) and Croydon as well as the Dinosaur Trail and Western Discovery Centre (outside of region). Etheridge Shire Council also identify the potential for Copperfield Gorge to be developed with camping and overnight facilities and interpretive signage. Relevant tourism routes include the Chillagoe Discovery Trail, Georgetown and O'Brien's Creek Road tourist routes and Savannah Way.

Croydon is located on the Gulf Developmental Road (part of the tourism highway network) which forms part of the Savannah Way tourist route. Council and the community would like to ensure that the route for this road remains unchanged (no future bypassing of the township), ensuring continued exposure and ready access to Croydon's businesses and attractions. The importance of Lake Belmore, located 4 kilometres from the main town centre, is identified for its importance for boating, fishing, water skiing, bird watching and picnicking by both visitors and locals. Littleton National Park is also identified as providing opportunities for nature based tourism and recreational opportunities such as mountain biking<sup>32</sup>.

Normanton and Karumba are the two main towns within Carpentaria Shire. Both towns are located on the Savannah Way. Carpentaria Shire identifies the opportunity to better promote Burke and Wills Camp 119, the northern most camp of the explorers as well as develop a boardwalk at Karumba link between the eastern and western precincts of town and providing native flora and fauna interpretation and background into the industries that drive the port. Other opportunities include extension of the Karumba Barramundi Discovery Centre which is responsible for the breeding and stocking of thousands of barramundi fingerlings into the rivers and lakes across North-West Queensland. The Centre currently runs a small tourism business which could be improved. Normanton Monsoon Centre which would tell the story of the wet season and its impacts on the people and landscapes in the Gulf is also identified.

### Cape York

Tourist development north of the Daintree River is expected to be relatively small-scale, nature-based and protect the unique ecological values and local character. Douglas Shire is currently exploring the options of a bridge crossing, a single ferry or a two-ferry service. The preferred option is to be guided by community sentiment and the possible economic benefits to the region.

Wujal Wujal, north of the Daintree River, is located on the banks of the Bloomfield River and on the Bloomfield Track. Natural attractions such as the Bloomfield Falls, Roaring Meg Falls and other historic and Aboriginal cultural heritage attractions support a fledgling tourist trade. The Bloomfield Track forms part of the **Daintree Explorer**, **Epic Cape York** and **Great Tropical Drive** tourist routes.

Hope Vale Aboriginal Shire Council identifies that completing the sealing of Battlecamp Road from the Endeavour Valley Road to the Peninsula Development Road would not only increase all weather access and improve banana crop transport efficiency but also tourism opportunities and reduce safety risks. Tourist uses that recognise and depend on the values of cultural features and natural resources are encouraged. Endeavour Valley Rd, Battlecamp Rd and Peninsula Developmental Rd all form part of the **Cooktown Discovery Trail** and **Epic Cape York** tourist route.

Cook Shire occupies most of Cape York. FNQROC identifies that over 80% of Cape York cannot be accessed by land-based transport during the wet season. The progressive sealing of the Peninsula Developmental Road

<sup>32</sup> Croydon Shire Council has recently finalised a business case for business case on a proposed 80.m (9 loop) Mountain Bike Trail Network.

is making the Cape more accessible for both tourists and road freight vehicles however east-west linkages remain poor and simply cannot cope with any increased level of heavy transport.

Cook Shire identifies that its abundance of natural and cultural assets provide opportunities for establishment and expansion of tourism-related development and infrastructure in the following areas:

- National Parks, where amenity and environmental impacts can be managed.
- RVs and camping particularly near Cooktown's services and facilities.
- Educational and cultural experiences, such as rural farm stays and Indigenous experiences, where there is community support, adequate facilities and risks from natural hazards can be avoided or managed.

Relevant tourism routes are the **Cooktown Discovery Trail, Daintree Explorer, Epic Cape York and Great Tropical Drive** tourist routes.

### Region wide issues and opportunities

Various plans and strategies identify a range of opportunities to increase tourist numbers. Relevant road investment issues and opportunities identified are as follows:

- improve rest areas to better cater for tourist needs.
- better promotion and signage of major tourism routes, including digital in-vehicle signage
- improving access and facilities for caravan and camping
- the interactions between self-drive tourists and road freight movements, particularly in more regional areas where heavy vehicles can be over 50 metres long
- poor or non-existent mobile communications
- insufficient education on how to travel through the outback for tourists

### 3. Tropical North Queensland’s tourism industry

This section presents a broader background of Tropical North Queensland’s (TNQ) tourism industry and its importance to Queensland as a whole. The aim is to provide a context for a closer observation of the FNQROC region within the continuing chapters.

Tourism Research Australia (TRA) (<https://www.tra.gov.au>) is the most reliable data source for Queensland’s defined Tourism Regions, which are constructed from whole Statistical Area Level 2 (SA2). The TNQ tourism region extends from the eastern seaboard to the Northern Territory, and subsequently results in data being aggregated to provide a greater level of reliability.



The economic contribution of a particular geography, industry or activity is generally measured in two ways:

- Gross Domestic Product (GDP) measures the net wealth generated within a defined economy. It is measured at purchasers’ (market) prices which includes any taxes and subsidies. While GDP measures the national economy, Gross State Product (GSP) and Gross Regional Product (GRP) measures smaller geographies. . GDP/GRP is the sum of all industries’ Gross Value Add.
- Gross Value Add (GVA) is a measure of productivity by showing how a geography’s industry or activity increases the value of its inputs. It is the value of sales generated by each industry, minus the cost of its inputs. It is a more useful indicator than GDP/GRP as it excludes payments made through the taxation system. It also provides a better measure than output (which is represented by total gross revenue) because an industry’s high level of output may require a corresponding high level of input.

Economic contribution is primarily through direct transactions between visitors and goods/service providers e.g. visitors paying to staying in a hotel accommodation. Direction transactions also have flow-on effects to other industries supplying to the hotel e.g. electricity. These indirect contributions can also be significant and represent the broader value of a particular industry throughout an economy.

Queensland has consistently contributed around a quarter of Australia’s total tourism GVA over the last 11 years, second only to New South Wales<sup>33</sup> (Figure 3-1 and Figure 3-2). Queensland has mainly contributed to total Australian GVA through its intrastate overnight visitors, although interstate and international overnight visitors have closed the gap over the last 3 years (Figure 3-3).

In terms of GVA contribution within Queensland<sup>34</sup>, TNQ is rated third after Brisbane and the Gold Coast. The same pattern applies to tourism employment. While this is not surprising, both Brisbane and the Gold Coast’s higher population naturally attract more friends and relatives rather than holidaying tourists. TNQ notably consistently outperforms the other two regions on a visitor per population basis.

Table 3-1 Visitor/ population ratios

| Region             | 2009-10 | 2010-11 | 2011-12 | 2012-13 | 2013-14 | 2014-15 | National rank <sup>35</sup> |
|--------------------|---------|---------|---------|---------|---------|---------|-----------------------------|
| Tropical North Qld | 10.7    | 13.2    | 10.9    | 11.3    | 10.8    | 11.4    | 26                          |
| Brisbane           | 3.3     | 3.8     | 3.6     | 3.7     | 3.6     | 3.6     | 69                          |
| Gold Coast         | 10.2    | 7.2     | 9.8     | 10.9    | 8.9     | 7.3     | 38                          |

TNQ is subsequently the highest contributor to Regional Queensland’s GVA i.e. omitting Brisbane and Gold Coast. The same pattern applies to tourism employment, inferring tourism’s service-based activities are correlated to labour rather than commodities or physical inputs.

<sup>33</sup> Australian Government (2018), State Tourism Satellite Accounts 2016–17, Tourism Research Australia, Canberra

<sup>34</sup> Australian Government (2018), Regional Tourism Satellite Accounts 2016–17, Tourism Research Australia, Canberra

<sup>35</sup> Ranked out of all 76 Tourism Region Profiles in the latest available time period.

The largest directly contributing industries to TNQ's tourism GVA are transport-related, accommodation and hospitality service providers. The proportions of these sectors notably differ from Queensland as a whole, highlighting the more prominent role of transport supporting TNQ's tourism sector.

Figure 3-1 Australia's tourism GVA 2016-2017

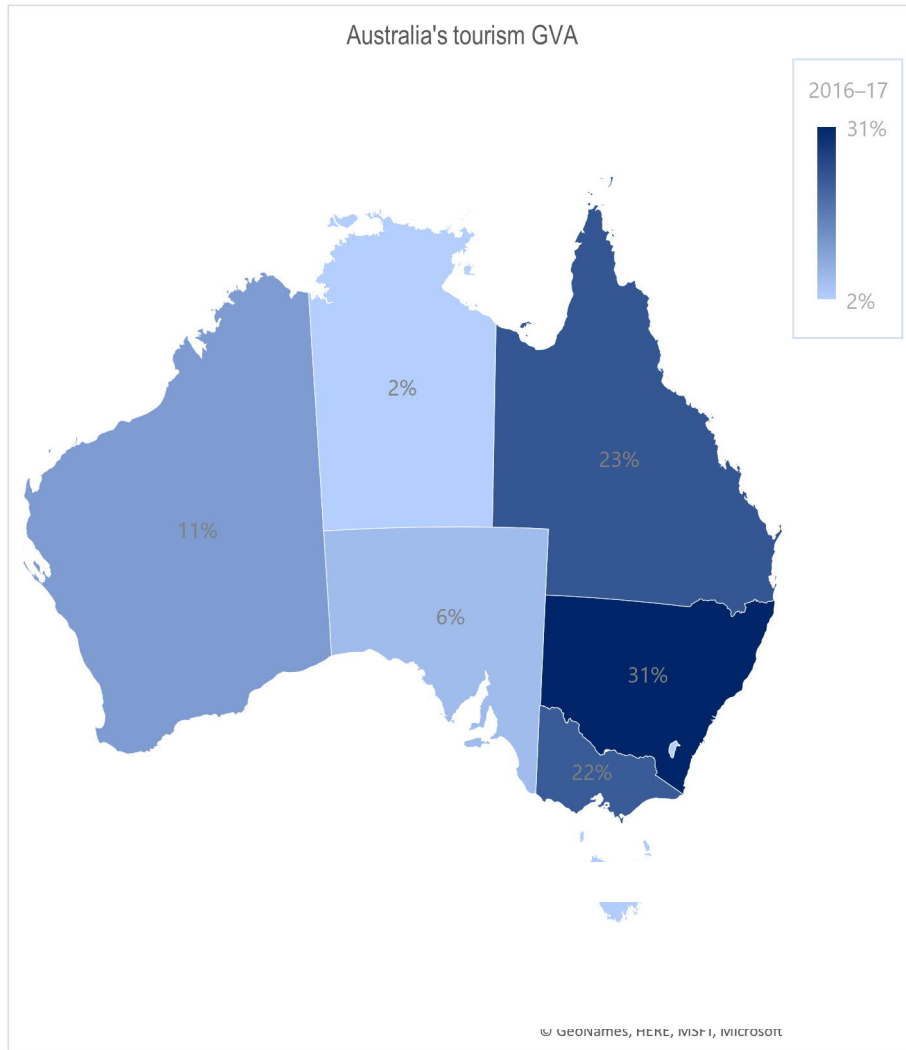


Figure 3-2 Queensland proportion of total Australian tourism GVA

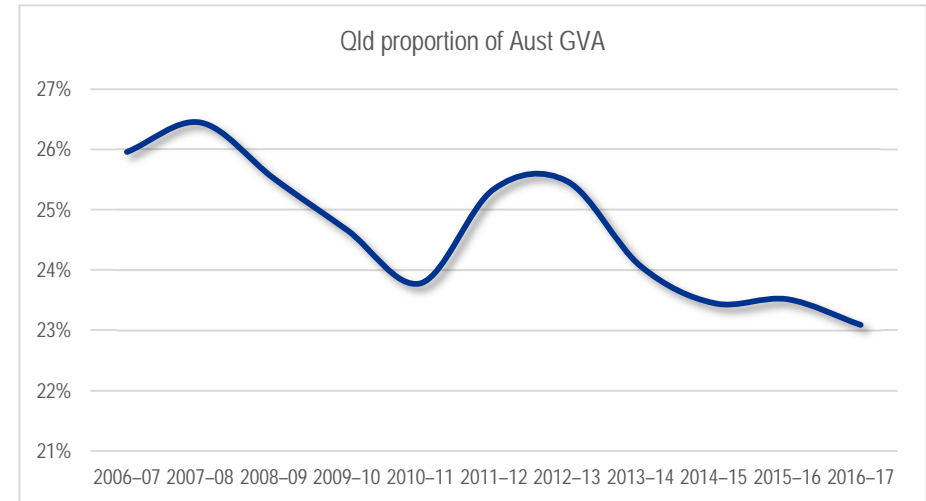


Figure 3-3 Queensland contribution to Australian tourism GVA by trip type

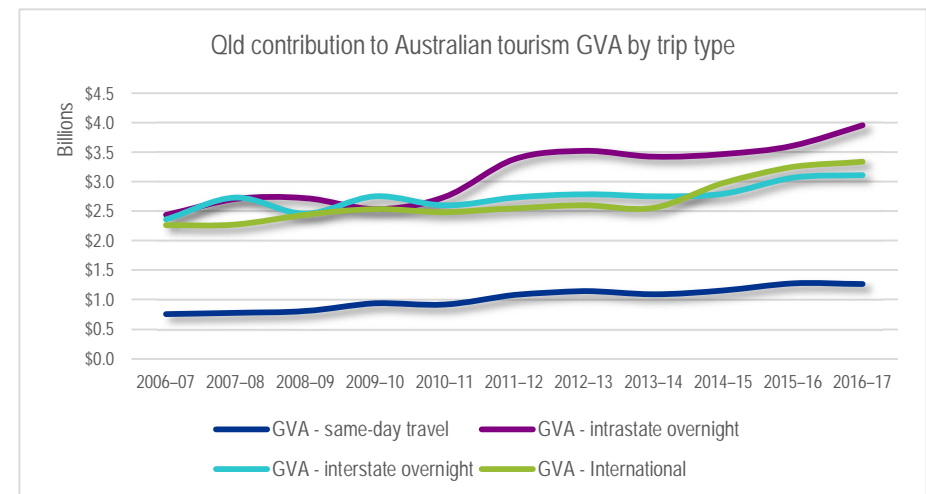


Figure 3-4 Queensland % of tourism GVA

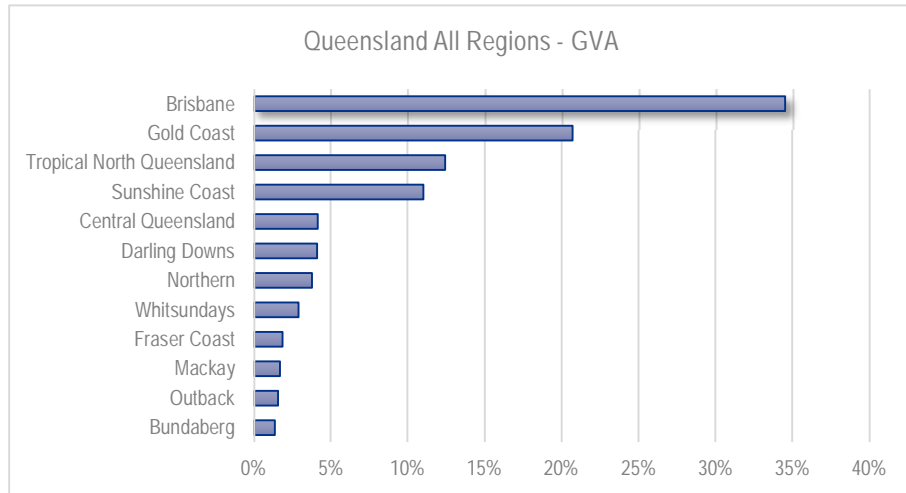


Figure 3-6 Queensland % of tourism employment



Figure 3-5 Regional Queensland % of tourism GVA

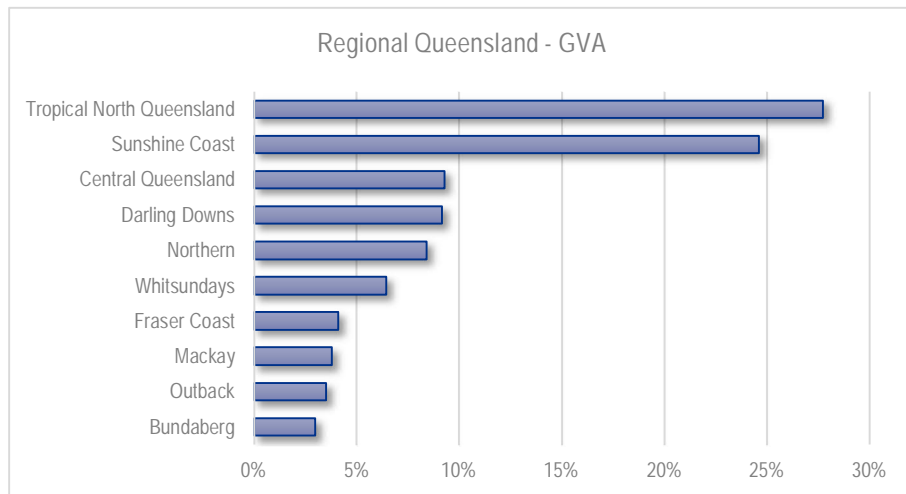


Figure 3-7 Regional Queensland % of tourism employment

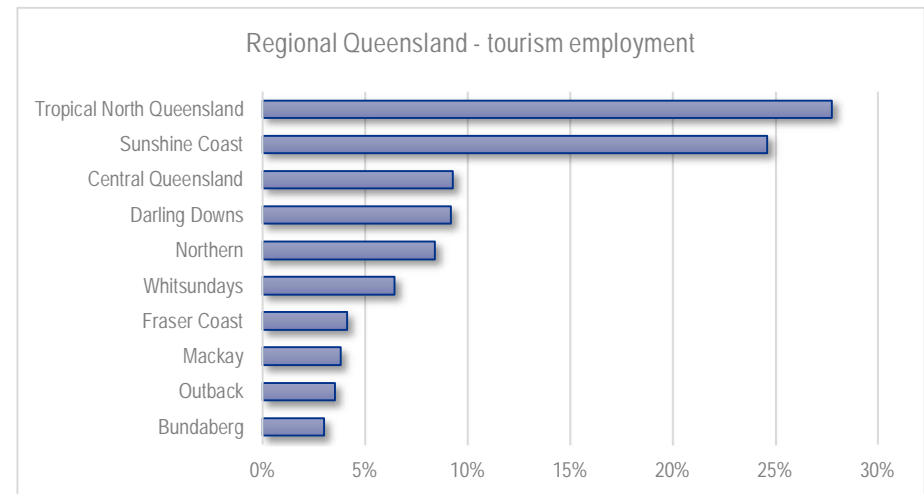


Figure 3-8 Queensland – direct tourism GVA by industry

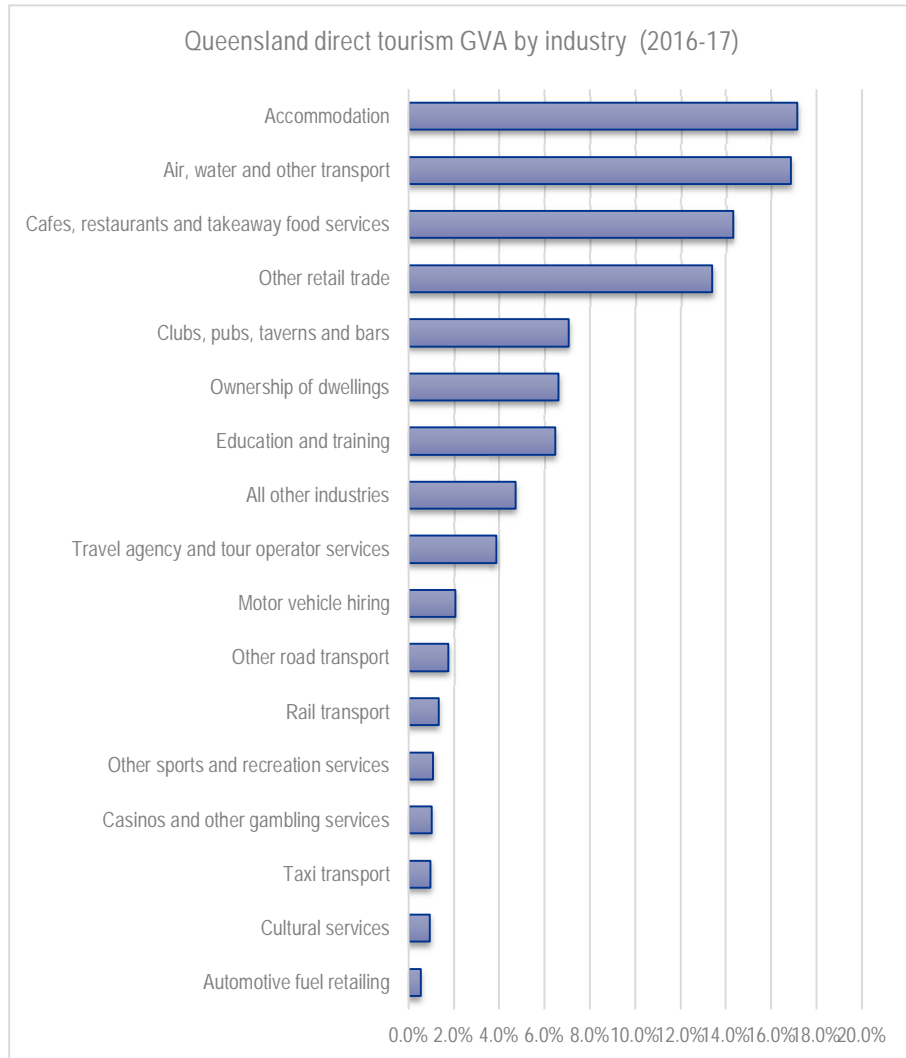
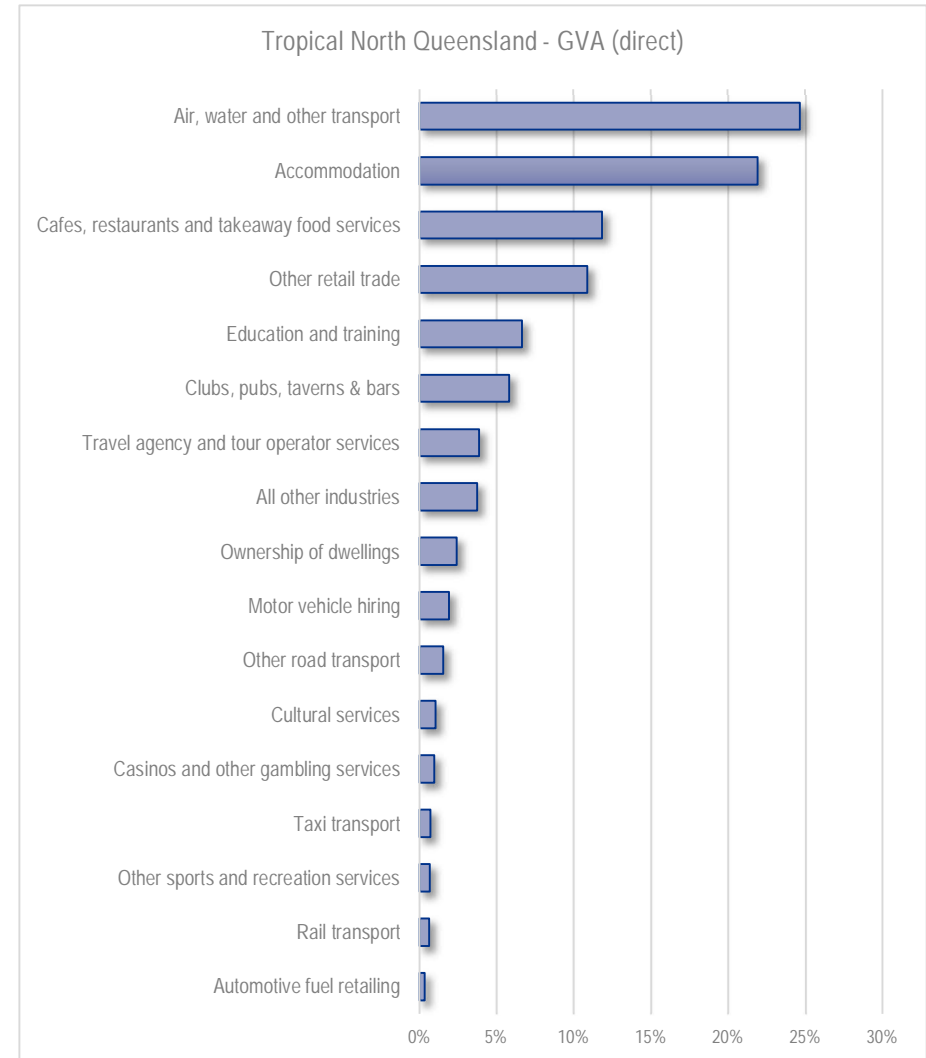


Figure 3-9 Tropical North Queensland – direct tourism GVA by industry



TRA publicly releases 2015 trip and visitor information within various categories where the data is reliable. Often this means disaggregated data is not published, and inferences need to be made from what data is made available.

The data revolves around:

- Trip purpose (holiday or leisure, visiting friends and relatives, business, other)
- Trip type (day, overnight)
- Visitor origin (international, domestic)
- Spending activity

Day and overnight trips have remained relatively stable within TNQ whereas Queensland has trended upwards, particularly day trips<sup>36</sup>. Noting that this covers all trip purposes, a more telling picture is presented when comparing holiday trips as a percentage of total trips. For day trips, TNQ has fluctuated more notably than Queensland but has trended upwards over the last 5 years. Queensland has mostly declined over the same period.

For overnight trips, TNQ has again fluctuated more than Queensland although both largely are stable over the long term. The key message however is that the proportion of holiday day trips to FNQ are generally higher than Queensland and substantially higher for overnight trips with an average of 56%.

The key tourism statistics show that:

- International visitors stay almost twice as long than domestic overnight visitors, but only spend approximately 20% more per trip
- Holidays are by far the primary reason for each trip (92% international, 51% domestic overnight, 48% domestic day)
- Almost 70% of domestic overnight trips originate within Queensland
- Nature based activities are secondary to food and wine

Table 3-2 TNQ key tourism statistics (2015)<sup>37</sup>

| Key Statistic  |                                  | International | Domestic overnight | Domestic day |
|--|----------------------------------|---------------|--------------------|--------------|
| Visitors ('000)  |                                  | 781           | 2,137              | 2,363        |
| Average stay and spend                                       | Average stay (nights)            | 9             | 5                  | -            |
|  | Average spend per day/night (\$) | \$152         | \$225              | \$131        |
| Reason (visitors '000)                                       | Holiday                          | 721           | 1,084              | 1,125        |
|  | Visiting friends or relatives    | 40            | 461                | np           |
|  | Business                         | 15            | 480                | np           |
|  | Other                            | 20            | np                 | np           |
| Visitors by origin ('000)                                    | Intrastate                       | N/A           | 1,437              | 2,363        |
|  | Interstate                       | N/A           | 700                | np           |
| Activities (visitors '000)<br>(includes multiple activities) | Culture and heritage             | 576           | 384                | np           |
|  | Food and wine                    | 748           | 1,371              | 832          |
|  | Nature based                     | 734           | 870                | np           |

<sup>36</sup> Due to a change in methodology in 2014, comparisons between data from 2014 and onwards to earlier periods should be treated with caution.

<sup>37</sup> 'np' = the estimate is unreliable and cannot be published.

Figure 3-10 Total day trips

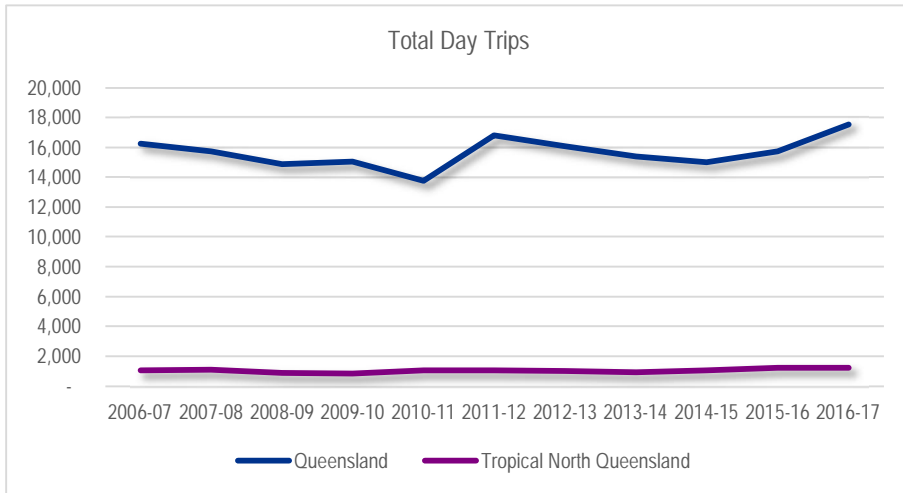


Figure 3-12 Total overnight trips

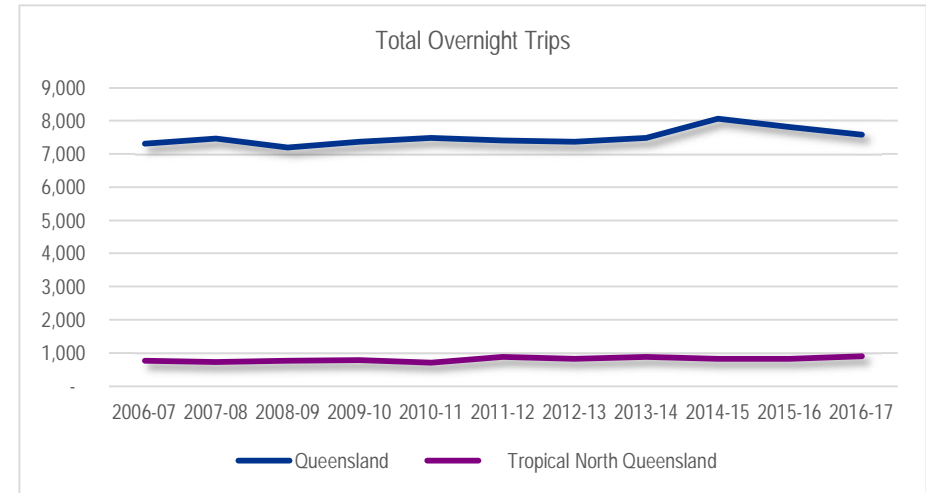


Figure 3-11 Holiday trips % of total day trips

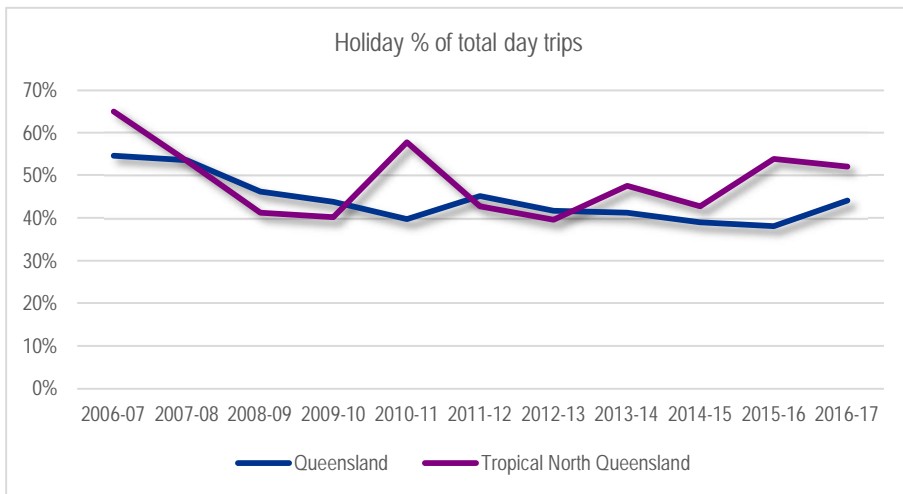
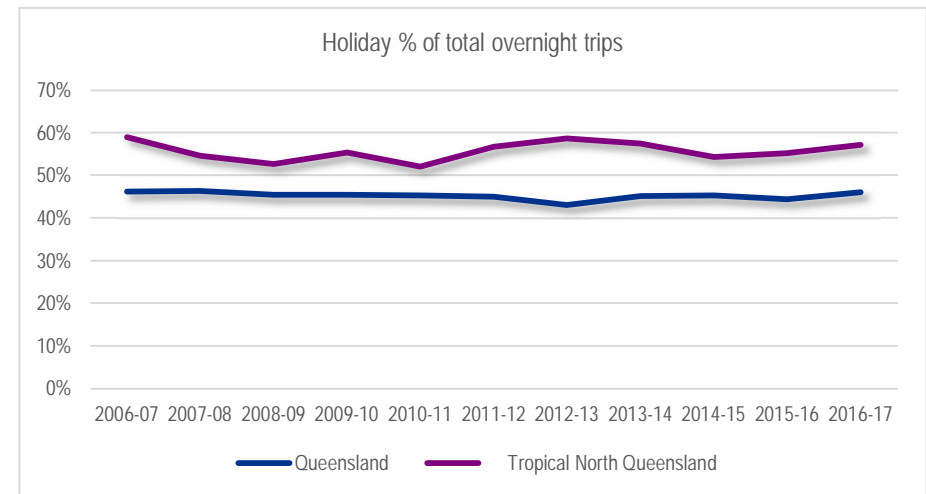


Figure 3-13 Holiday trips % of total overnight trips



Additional statistics reveal transport mode and accommodation preferences as:

- Approximately 15% of international visitors and 53% of domestic overnight visitors are by car (67% of all trips)
- Caravan/camping is used by approximately 6% of international visitors and 17% of domestic overnight visitors

Table 3-3 Transport trips by mode

| Mode  | International | Domestic overnight | Domestic day |
|-------|---------------|--------------------|--------------|
| Air   | 61%           | 47%                | --           |
| Drive | 15%           | 53%                | 100%         |
| Other | 24%           | --                 | --           |

Table 3-4 Accommodation

| International               | Domestic overnight                    |
|-----------------------------|---------------------------------------|
| Hotel or similar<br>67%     | Hotel or similar<br>44%               |
| Backpacker or hostel<br>20% | Friends or relatives' property<br>26% |
| Caravan/Camping<br>6%       | Caravan/Camping<br>17%                |
| Other<br>8%                 | Other<br>13%                          |

## 4. Tourism within FNQROC

Understanding the role of Tourism specifically within FNQROC and how councils contribute is not easily observable because of data limitations. TRA remains the most reliable source of information, and publicly releases Local Government Area Profiles for 34 of Queensland's 76 councils. This however covers only 6 of FNQROC's 13 members being Cairns, Cassowary Coast, Cook, Douglas, Mareeba, Tablelands. Some datasets are awaiting updates from annual recent travel surveys, and subsequently do not contain recent information.

Three publicly available data sources have informed the analysis, being:

- .ID Consulting Pty Ltd's Economy.id (<https://economy.id.com.au>)
- Available Local Government Area Profiles
- Gulf-Savannah Tourism Survey

Each source has been found to offer reliable insights to individual council contributions. They are however at a relatively high level and are limited in their application.

The most informative dataset has been sourced directly from TRA, albeit with reliability limitations due to small sample sizes. Comparing the data with the three data sources allows a form of integrity check, and the findings from each source presented no major inconsistencies.

### Economy.id analysis

The role of tourism within FNQROC can be assessed at a broad level with Economy.id, including the economic contribution of the tourism industry and how it has changed over time. It however does not provide information at lower levels such as the average spend per tourist.

Economy.id contains an economic and tourism profile for the FNQROC region as a whole, plus profiles for the same 6 councils covered by Tourism Research Australia. Comparing these councils to the FNQROC profiles allows the estimation of how the remaining 7 FNQROC members jointly contribute to the tourism sector. The approach is to isolate the effect of individual councils with data from FNQROC totals, with the difference being a joint contribution of those councils without data<sup>38</sup>.

The approach is illustrated in Figure 4-1 and Figure 4-2.

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<sup>38</sup> Further disaggregation of the remaining councils' contribution is possible by overlaying a proxy dataset e.g. tourism-related employees within each council. This however is potentially misleading as it is likely more weighted towards locations with hotel-type accommodation and hospitality services rather than nature-based locations that cater to caravan/camping tourists.

Figure 4-1 Estimating council contribution

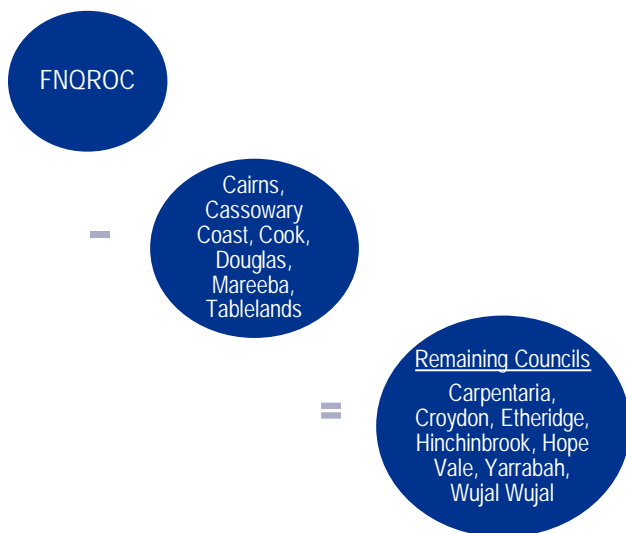
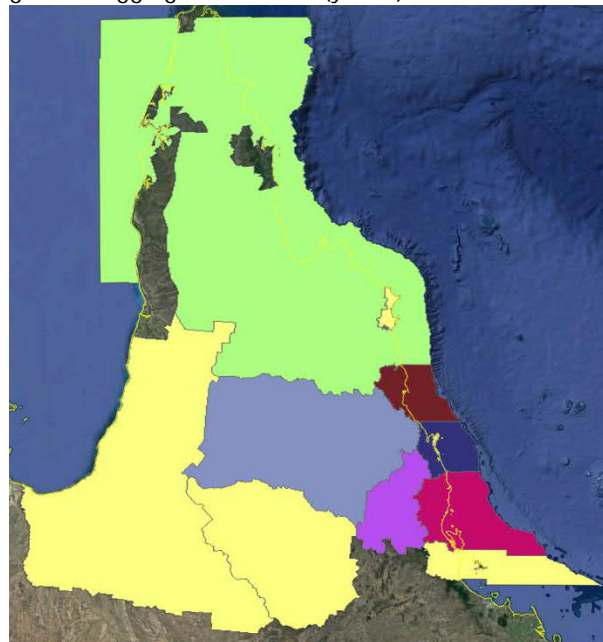


Figure 4-2 Aggregated councils (yellow)



Cairns unsurprisingly generates the largest tourism GVA, contributing nearly 70% to the FNQROC total. Douglas Shire follows by adding 17%, but interestingly has tourism contributing over 46% of its total GVA. This highlights the importance of tourism to Douglas Shire’s local economy. Cassowary Coast and Tablelands follow with significantly less contributions. The findings suggest that nearly 95% of FNQROC’s tourism GVA are generated within a 150km radius of Cairns. Direct and indirect tourism employment shows a similar pattern.

Table 4-1 FNQROC tourism GVA ranking

| Council            | Council % of total FNQROC tourism GVA | % of FNQROC tourism employment (direct and indirect) |
|--------------------|---------------------------------------|--|
| Cairns             | 69%                                   | 70%  |
| Cassowary Coast    | 4%                                    | 5%   |
| Cook               | 2%                                    | 2%   |
| Douglas            | 17%                                   | 14%  |
| Mareeba            | 3%                                    | 2%   |
| Tablelands         | 4%                                    | 4%   |
| Remaining Councils | 2%                                    | 2%   |

The visitor analysis presented in the following figures suggest:

- International visitors are notably trending upwards, however this mostly limited to Cairns
- Domestic overnight visitors have largely remained stable prior to a spike in Cairns during 2017/18
- The international visitor average stay is significantly higher in Mareeba and more recently Tablelands
- The domestic overnight visitor is highest within Douglas, with Tablelands increasing over recent time

Figure 4-3 FNQROC tourism GVA (\$m)

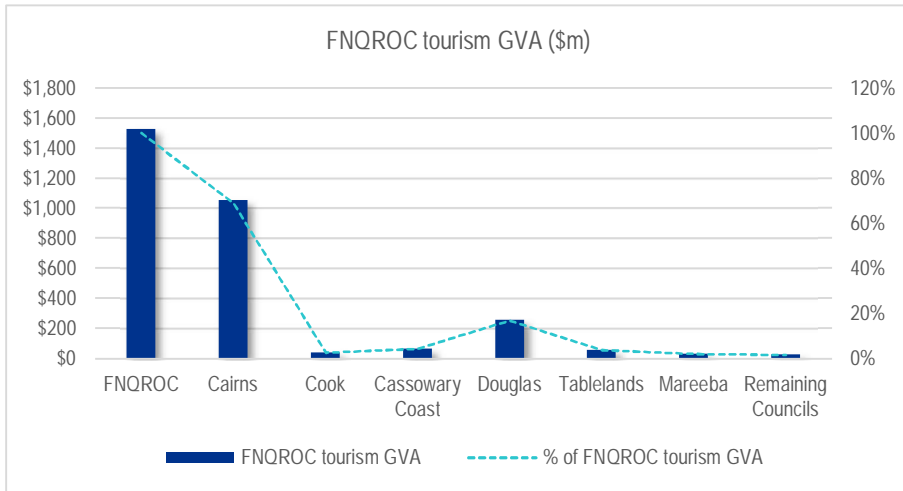


Figure 4-5 Tourism employment

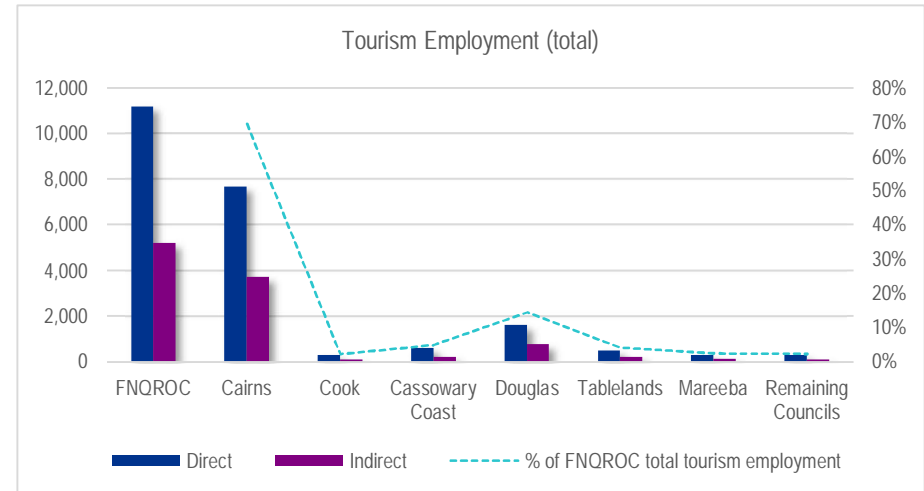


Figure 4-4 FNQROC total industry GVA (\$m)

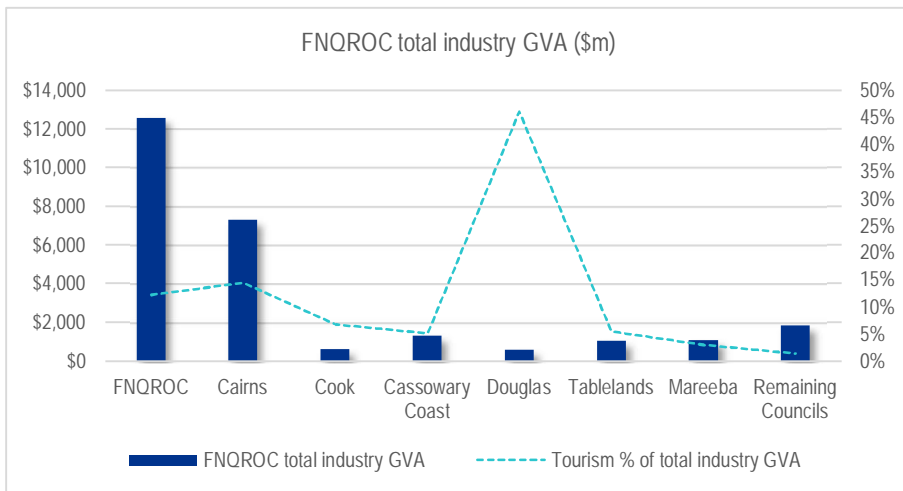


Figure 4-6 All industry employment

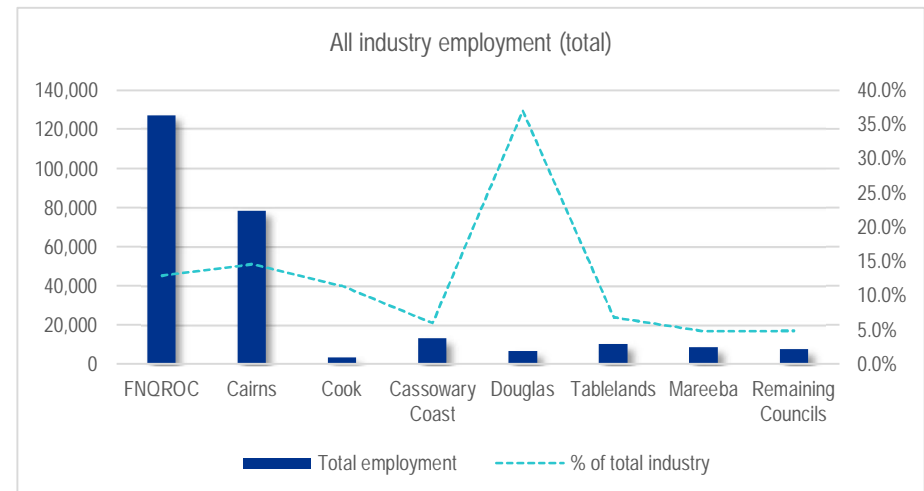


Figure 4-7 International Visitors

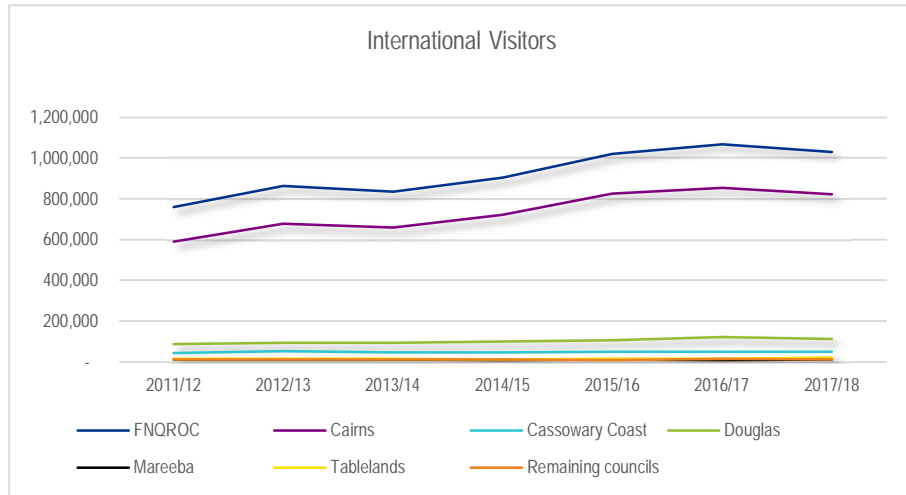


Figure 4-9 International Visitor average stay

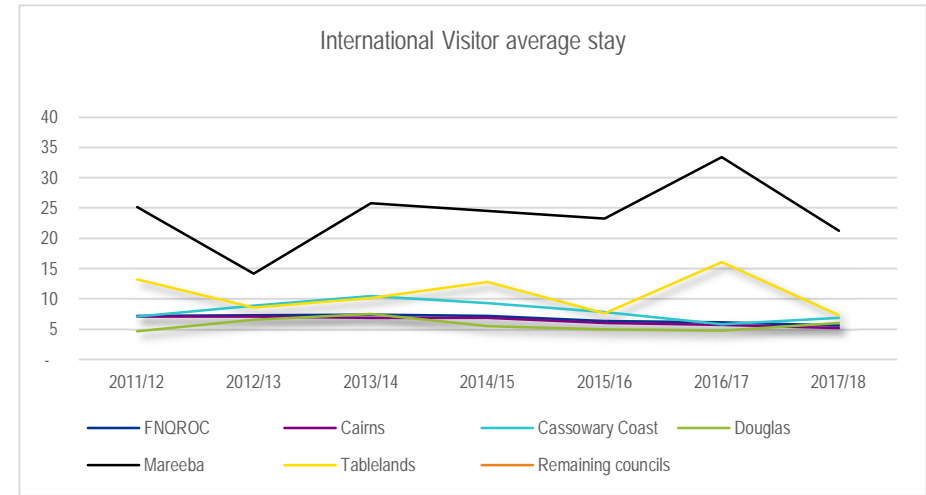


Figure 4-8 Domestic Overnight Visitors

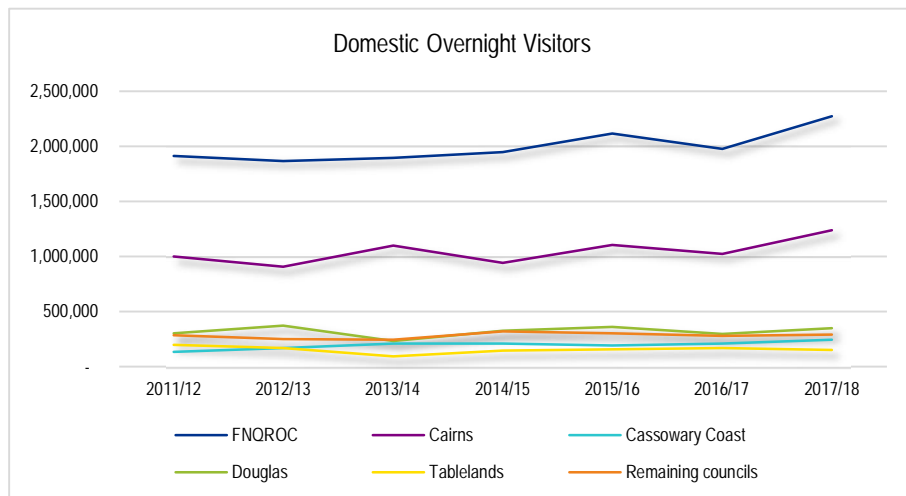
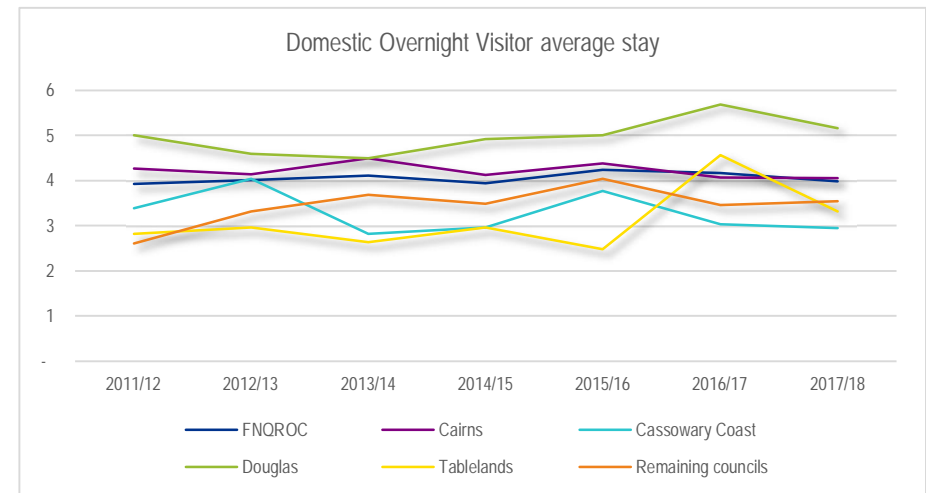
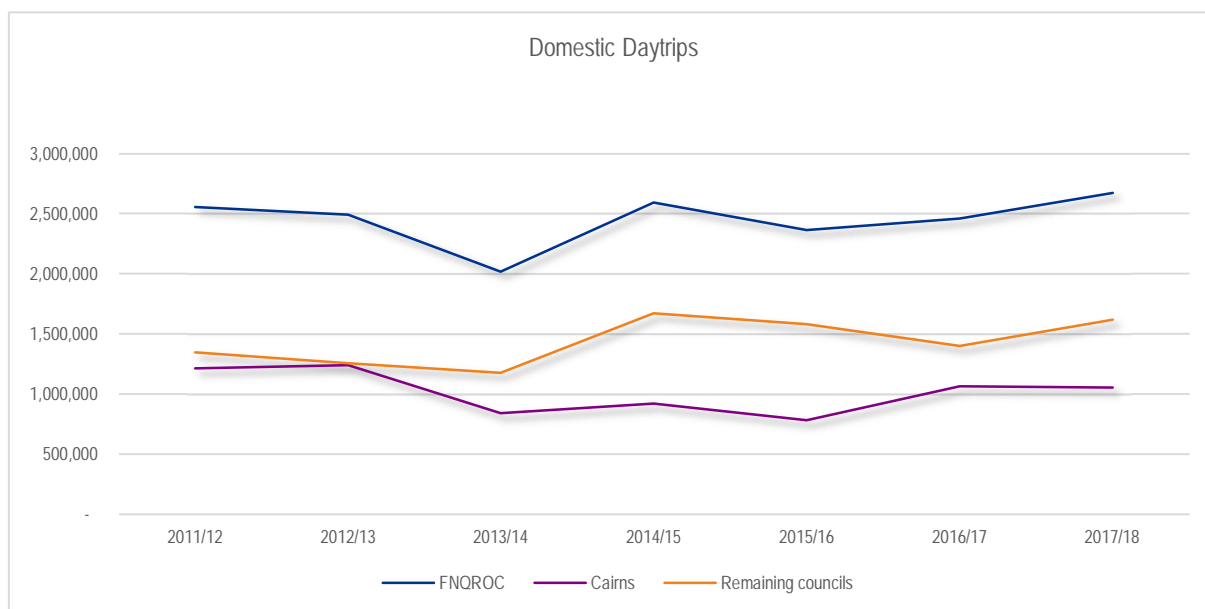


Figure 4-10 Domestic Overnight Visitor average stay



A time series of domestic daytrips data is only available for Cairns and FNQROC as a whole. Figure 4-11 illustrates fluctuations occur over time but are relatively stable over the complete analysis period. There does appear to be a shift from Cairns to the remaining councils.

Figure 4-11 Domestic daytrips



### Local Government Area Profiles

TRA has published Local Government Area Profiles for 6 of FNQROC’s 13 members (Cairns, Cassowary Coast, Cook, Douglas, Mareeba, Tablelands). The findings are presented for the 2014-2017 four-year average.

The analysis shows the weighted average night stay is 5.1 days, with each visitor spending \$196. Domestic daytrips spend \$113 per trip. The weighted average spend per day/night is \$185.

Table 4-2 Weighted average values

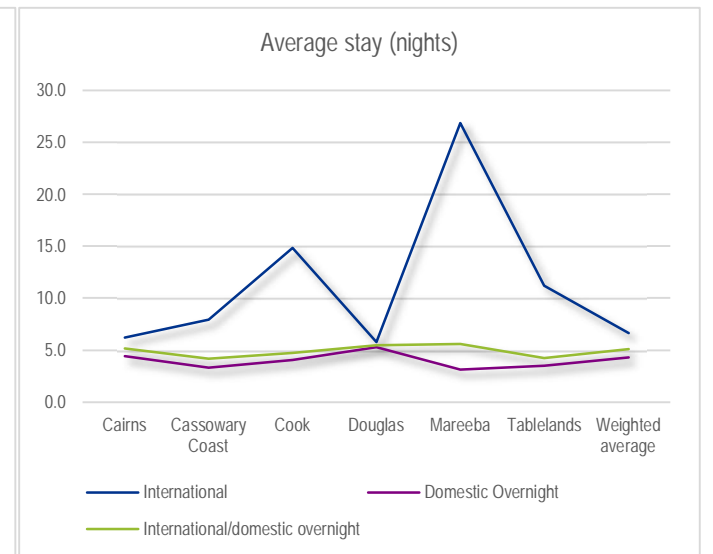
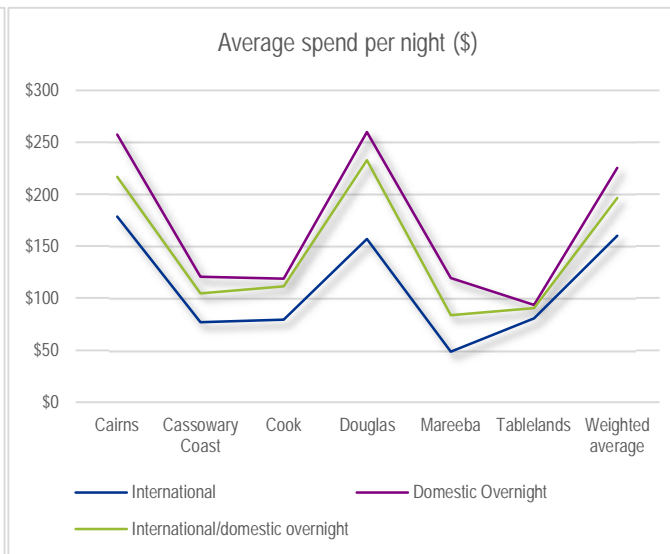
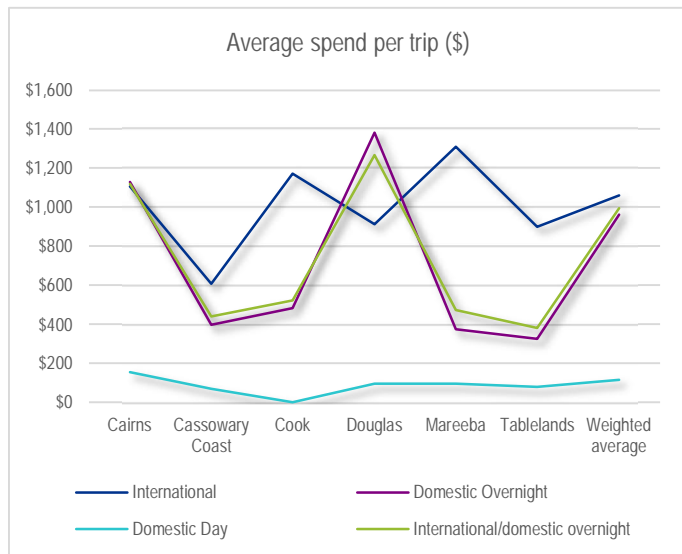
| Weighted average               | International | Domestic Overnight | International/domestic overnight | Domestic Daytrip |
|--------------------------------|---------------|--------------------|----------------------------------|------------------|
| Average stay (nights)          | 6.6           | 4.3                | 5.1                              | -                |
| Average spend per night        | \$160         | \$225              | \$196                            | -                |
| Average spend per day trip     | -             | -                  | -                                | \$113            |
| Weighted average per day/night | \$185         |                    |                                  |                  |

There is however significant variability between the Councils:

- International visitors generally spend more per trip across FNQROC except for Douglas
- Cairns and Douglas have much higher domestic overnight spends per trip than other councils
- Both international and domestic overnight visitors spend more per night in Cairns and Douglas
- The domestic overnight average stay is largely the same across all councils
- International visitors spend significantly greater time in Mareeba, and are likely to be mainly backpackers either holidaying or on a working holiday:
  - 80% of visitors are on holiday, with 50% of these being singular travellers
  - Almost 70% of accommodation is classified as ‘other’ which excludes hotels or similar, commercial camping/caravan parks, home of friends/relatives or backpacker accommodation

Table 4-3 Key Local Government statistics<sup>39</sup>

| Statistic                    | Cairns        |                    |                   | Cassowary Coast |                    |                   | Cook          |                    |                   | Douglas       |                    |                   | Mareeba       |                    |                   | Tablelands    |                    |                   |
|------------------------------|---------------|--------------------|-------------------|-----------------|--------------------|-------------------|---------------|--------------------|-------------------|---------------|--------------------|-------------------|---------------|--------------------|-------------------|---------------|--------------------|-------------------|
|                              | International | Domestic Overnight | Domestic Day/trip | International   | Domestic Overnight | Domestic Day/trip | International | Domestic Overnight | Domestic Day/trip | International | Domestic Overnight | Domestic Day/trip | International | Domestic Overnight | Domestic Day/trip | International | Domestic Overnight | Domestic Day/trip |
| Visitors ('000)              | 778           | 1,040              | 937               | 48              | 195                | 303               | 6             | 98                 | np                | 101           | 308                | 288               | 11            | 96                 | 240               | 16            | 140                | 433               |
| Nights ('000)                | 4,816         | 4,566              | -                 | 383             | 639                | -                 | 95            | 398                | -                 | 585           | 1,640              | -                 | 303           | 300                | -                 | 174           | 489                | -                 |
| Average stay (nights)        | 6.2           | 4.4                | -                 | 7.9             | 3.3                | -                 | 14.8          | 4.0                | -                 | 5.8           | 5.3                | -                 | 26.9          | 3.1                | -                 | 11.2          | 3.5                | -                 |
| Spend (\$m)                  | \$860         | \$1,175            | \$145             | \$29            | \$77               | \$21              | \$7           | \$47               | np                | \$92          | \$426              | \$27              | \$15          | \$36               | \$23              | \$14          | \$46               | \$34              |
| Average spend per trip (\$)  | \$1,105       | \$1,130            | \$155             | \$608           | \$397              | \$68              | \$1,173       | \$481              | np                | \$912         | \$1,383            | \$95              | \$1,310       | \$374              | \$95              | \$899         | \$326              | \$79              |
| Average spend per night (\$) | \$179         | \$257              | -                 | \$77            | \$121              | \$0               | \$79          | \$119              | -                 | \$157         | \$260              | \$0               | \$49          | \$119              | -                 | \$80          | \$94               | -                 |



<sup>39</sup> Data may not sum totals or calculate averages due to rounding.

### Gulf-Savannah Tourism Survey

Gulf Savannah Development's 2017 analysis<sup>40</sup> seeks to understand the role of tourism specifically within the Gulf Savannah Region. The Gulf Savannah Development area includes Burke, Doomadgee, Mornington, Carpentaria, Croydon and Etheridge Shire Councils. The analysis overlays a range of existing data sources with a visitor survey.

According to the Report, the total value of tourism to the Gulf Savannah region was \$69.8 million in 2017. It was also estimated in this report that the average expenditure per person per day had increased in 2017 to \$94.02, previously \$79.11 in 2012. The average length of stay is 13.98 days, up from 11.5 days in 2012. The Report also notes:

- Domestic visitors stay an average length of stay of 12.3 nights in Croydon–Etheridge and 13.18 in Carpentaria
- International visitors stay an average length of stay of 14.21 in Croydon-Etheridge and 15.32 in Carpentaria

Table 4-4 Gulf-Savannah tourism survey key findings

| Statistic                   | Result   |
|-----------------------------|--|
| Average length of stay      | 13.98 days   |
| Average expenditure         | \$94.02 per person per day   |
| Retiree proportion of trips | 50%  |
| State of origin             | Majority of visitors are from Queensland (63%)   |
| First or return visit:      | 36% first time, 56% return   |
| Most visited towns          | <ul style="list-style-type: none"> <li>• Georgetown (88%)</li> <li>• Karumba/ Normanton (80%)</li> <li>• Mount Surprise (66%)</li> </ul>   |
| Accommodation type          | <ul style="list-style-type: none"> <li>• 69% of visitors stayed in commercial caravan parks and</li> <li>• 24% of visitors stayed at free-camp sites</li> </ul>  |
| Entry & exit points         | <ul style="list-style-type: none"> <li>• 38% entered via Cairns/Mt Garnet/Mt Surprise along the Gulf Developmental Road</li> <li>• 34% entered via Burke &amp; Wills Roadhouse</li> <li>• 38% departed through the Mt Surprise/Mt Garnet/Cairns</li> <li>• 15% departed through Burke &amp; Wills Roadhouse</li> </ul> |
| Primary mode of transport   | <ul style="list-style-type: none"> <li>• 96.72% travelling with 4WDs</li> <li>• 50.82% travelling with caravans;</li> <li>• 9.84% travelling with campervans</li> </ul>  |

Table 4-5 Towns visited

| Burketown | Croydon | Doomadgee | Einasleigh | Forsyth | Georgetown | Gregory | Karumba | Mt Surprise | Normanton |
|-----------|---------|-----------|------------|---------|------------|---------|---------|-------------|-----------|
| 54%       | 62%     | 3%        | 32%        | 41%     | 88%        | 52%     | 80%     | 66%         | 77%       |

<sup>40</sup> Gulf Savannah Development (2018), Tourism Survey Report.

### Unpublished data sourced from TRA

The reliability of TRA information is correlated to the size of the dataset i.e. the smaller the sample, the lower the reliability as a predictive value. Any interpretations of small sample sizes are treated with caution and are usually not published by the TRA. The reliability however can be increased by aggregating small samples into a larger dataset. While reliability is improved, it comes at the expense of 'drilling down' into smaller geographies.

TRA have provided unpublished data for the larger local governments across FNQROC, albeit with the same sample size problems. With this in mind, councils expected to have similar characteristics have been combined to increase the reliability. Even with groupings, there are still occasional increased sample size still being too small to be reliable (denoted as 'np'). The groupings are:

- Cairns and Douglas
- Cassowary Coast, Tablelands, Cook and Mareeba
- Carpentaria, Etheridge and Croydon

A key advantage of the TRA dataset is that it isolates transport modes, notably self-drive vehicles. This assists in the understanding of the potential vehicle movements on each tourist route.

Table 4-6 Visitors (annual average 2014-2017)

| Visitors (000)   | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|--|-----------------|--|------------------------------------|------------------------------|
| Aircraft   | 1,357           | 70   | np                                 | 1,502                        |
| Self drive vehicle   | 1,808           | 1,466  | 114                                | 3,357                        |
| Bus/Coach  | 39              | np   | np                                 | 53                           |
| Other - Not stated/not asked                               | 258             | 42   | 9                                  | 306                          |
| <b>Total Transport</b>                                     | <b>3,314</b>    | <b>1,583</b>                                     | <b>131</b>                         | <b>5,020</b>                 |
| Hotel/resort/motel or motor Inn                            | 1,269           | 119  | 22                                 | 1,390                        |
| Rented house/apartment/flat or unit                        | 162             | 25   | np                                 | 189                          |
| Caravan park/ commercial camping ground                    | 79              | 104  | 22                                 | 186                          |
| Guest house or B&B- Hostel -Other commercial accommodation | 221             | 34   | np                                 | 255                          |
| <b>Total Commercial Accommodation</b>                      | <b>1,688</b>    | <b>275</b>                                       | <b>43</b>                          | <b>1,936</b>                 |
| Friends or relatives property                              | 316             | 145  | np                                 | 478                          |
| Caravan or camping non-commercial                          | 37              | 112  | 18                                 | 174                          |
| Own property - Other Private accommodation                 | 67              | 25   | np                                 | 124                          |
| <b>Sub-Total Private Accommodation</b>                     | <b>418</b>      | <b>279</b>                                       | <b>29</b>                          | <b>763</b>                   |
| Other - Not Stated/Not Asked                               | 1,243           | 1,047  | 61                                 | 2,408                        |
| <b>Total Accommodation</b>                                 | <b>3,314</b>    | <b>1,583</b>                                     | <b>131</b>                         | <b>5,020</b>                 |
| Holiday  | 2,165           | 889  | 88                                 | 3,071                        |
| Visiting friends and relatives                             | 478             | 407  | np                                 | 894                          |
| <b>Sub-Total Leisure</b>                                   | <b>2,632</b>    | <b>1,292</b>                                     | <b>93</b>                          | <b>3,944</b>                 |
| Business - Other - Not stated/not asked                    | 694             | 292  | 40                                 | 1,096                        |
| <b>Total Stopover Reason</b>                               | <b>3,314</b>    | <b>1,583</b>                                     | <b>131</b>                         | <b>5,020</b>                 |

Note: Data may not add to totals due to rounding, missing data and/or averaging

Table 4-7 Overnights (annual average 2014-2017)

| Overnights (000)   | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|--|-----------------|--|------------------------------------|------------------------------|
| Aircraft   | 7,068           | 632  | np                                 | 8,192                        |
| Self drive vehicle   | 2,957           | 1,617  | 301                                | 5,081                        |
| Bus/Coach  | 119             | np   | np                                 | 152                          |
| Other - Not stated/not asked                               | 1,463           | 508  | 67                                 | 2,158                        |
| <b>Total Transport</b>                                     | <b>11,606</b>   | <b>2,781</b>                                     | <b>424</b>                         | <b>15,583</b>                |
| Hotel/resort/motel or motor Inn                            | 5,002           | 314  | 55                                 | 5,439                        |
| Rented house/apartment/flat or unit                        | 1,761           | 351  | np                                 | 2,149                        |
| Caravan park or commercial camping ground                  | 417             | 493  | 108                                | 1,104                        |
| Guest house or B&B- Hostel -Other commercial accommodation | 1,474           | 331  | np                                 | 1,907                        |
| <b>Sub-total Commercial Accommodation</b>                  | <b>8,654</b>    | <b>1,489</b>                                     | <b>196</b>                         | <b>10,599</b>                |
| Friends or relatives property                              | 2,005           | 650  | np                                 | 2,783                        |
| Caravan or camping - non commercial                        | 134             | 326  | 73                                 | 653                          |
| Own property - Other Private Accommodation                 | 638             | 202  | np                                 | 1,110                        |
| <b>Sub-Total Private Accommodation</b>                     | <b>2,777</b>    | <b>1,178</b>                                     | <b>161</b>                         | <b>4,545</b>                 |
| Other Accommodation - Not Stated/Not Asked                 | 175             | 114  | 67                                 | 439                          |
| <b>Total Accommodation</b>                                 | <b>11,606</b>   | <b>2,781</b>                                     | <b>424</b>                         | <b>15,583</b>                |
| Holiday  | 8,205           | 1,761  | 261                                | 10,538                       |
| Visiting friends and relatives                             | 1,742           | 510  | np                                 | 2,319                        |
| <b>Sub-Total Leisure</b>                                   | <b>9,947</b>    | <b>2,271</b>                                     | <b>282</b>                         | <b>12,856</b>                |
| Business - Other - Not stated/not asked                    | 1,659           | 510  | 142                                | 2,727                        |
| <b>Total Stopover Reason</b>                               | <b>11,606</b>   | <b>2,781</b>                                     | <b>424</b>                         | <b>15,583</b>                |

Note: Data may not add to totals due to rounding, missing data and/or averaging

Table 4-8 Average stay (annual average 2014-2017)

| Average Stay (nights)                     | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|---|-----------------|--|------------------------------------|------------------------------|
| Aircraft                                  | 5               | 9  | np                                 | 5                            |
| Self drive vehicle                        | 2               | 1  | 3                                  | 2                            |
| Bus/Coach                                 | 3               | np   | np                                 | 3                            |
| Other - Not stated/not asked              | 6               | 12   | 8                                  | 7                            |
| <b>Average Transport</b>                  | <b>4</b>        | <b>2</b>   | <b>3</b>                           | <b>3</b>                     |
| Hotel/resort/motel or motor Inn           | 4               | 3  | 3                                  | 4                            |
| Rented house/apartment/flat or unit       | 11              | 14   | np                                 | 11                           |
| Caravan park or commercial camping ground | 5               | 5  | 5                                  | 6                            |

| Average Stay (nights)                                      | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|--|-----------------|--|------------------------------------|------------------------------|
| Guest house or B&B- Hostel -Other commercial accommodation | 7               | 10   | np                                 | 7                            |
| Average Commercial Accommodation                           | 5               | 5  | 5                                  | 5                            |
| Friends or relatives property                              | 6               | 4  | np                                 | 6                            |
| Caravan or camping - non commercial                        | 4               | 3  | 4                                  | 4                            |
| Own property - Other Private Accommodation                 | 9               | 8  | np                                 | 9                            |
| Sub-Total Private Accommodation                            | 7               | 4  | 6                                  | 6                            |
| Other Accommodation - Not Stated/Not Asked                 | -               | -  | 1                                  | -                            |
| Average Accommodation                                      | 4               | 2  | 3                                  | 3                            |
| Holiday  | 4               | 2  | 3                                  | 3                            |
| Visiting friends and relatives                             | 4               | 1  | np                                 | 3                            |
| Average Leisure  | 4               | 2  | 3                                  | 3                            |
| Business - Other - Not stated/not asked                    | 2               | 2  | 4                                  | 2                            |
| Average Stopover Reason                                    | 4               | 2  | 3                                  | 3                            |

Table 4-9 Expenditure (annual average 2014-2017)

| Expenditure (\$M)  | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|--|-----------------|--|------------------------------------|------------------------------|
| Aircraft   | 1,632           | 52   | np                                 | 1,749                        |
| Self drive vehicle   | 656             | 254  | 31                                 | 966                          |
| Bus/Coach  | 22              | np   | np                                 | 26                           |
| Other - Not stated/not asked                               | 414             | 47   | 5                                  | 494                          |
| Total Transport  | 2,724           | 355  | 41                                 | 3,234                        |
| Hotel/resort/motel or motor Inn                            | 1,560           | 69   | 8                                  | 1,654                        |
| Rented house/apartment/flat or unit                        | 303             | 28   | np                                 | 334                          |
| Caravan park or commercial camping ground                  | 61              | 53   | 13                                 | 140                          |
| Guest house or B&B- Hostel -Other commercial accommodation | 194             | 24   | np                                 | 235                          |
| Sub-total Commercial Accommodation                         | 2,118           | 174  | 22                                 | 2,363                        |
| Friends or relatives property                              | 217             | 39   | np                                 | 265                          |
| Caravan or camping - non commercial                        | 17              | 28   | 5                                  | 58                           |
| Own property - Other Private Accommodation                 | 77              | 11   | np                                 | 112                          |
| Sub-Total Private Accommodation                            | 311             | 77   | 9                                  | 435                          |
| Other Accommodation - Not Stated/Not Asked                 | 295             | 104  | 10                                 | 436                          |

| Expenditure (\$M)                       | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|---|-----------------|--|------------------------------------|------------------------------|
| Total Accommodation                     | 2,724           | 355  | 41                                 | 3,234                        |
| Holiday                                 | 2,032           | 233  | 29                                 | 2,342                        |
| Visiting friends and relatives          | 228             | 44   | np                                 | 277                          |
| Sub-Total Leisure                       | 2,260           | 276  | 31                                 | 2,619                        |
| Business - Other - Not stated/not asked | 464             | 79   | 10                                 | 615                          |
| Total Stopover Reason                   | 2,724           | 355  | 41                                 | 3,234                        |

Note: Data may not add to totals due to rounding, missing data and/or averaging

Table 4-10 Spend per trip

| Spend per trip (\$)  | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|--|-----------------|--|------------------------------------|------------------------------|
| Aircraft   | 1,203           | 738  | np                                 | 1,164                        |
| Self drive vehicle   | 363             | 173  | 272                                | 288                          |
| Bus/Coach  | 575             | np   | np                                 | 494                          |
| Other - Not stated/not asked                               | 1,603           | 1,131  | 592                                | 1,612                        |
| Average Transport  | 822             | 225  | 310                                | 644                          |
| Hotel/resort/motel or motor Inn                            | 1,230           | 581  | 363                                | 1,190                        |
| Rented house/apartment/flat or unit                        | 1,869           | 1,103  | np                                 | 1,765                        |
| Caravan park or commercial camping ground                  | 773             | 507  | 567                                | 753                          |
| Guest house or B&B- Hostel -Other commercial accommodation | 877             | 695  | np                                 | 922                          |
| Average Commercial Accommodation                           | 1,255           | 632  | 509                                | 1,220                        |
| Friends or relatives property                              | 685             | 268  | np                                 | 554                          |
| Caravan or camping - non commercial                        | 469             | 247  | 292                                | 334                          |
| Own property - Other Private Accommodation                 | 1,143           | 423  | np                                 | 907                          |
| Average Private Accommodation                              | 745             | 277  | 309                                | 570                          |
| Other Accommodation - Not Stated/Not Asked                 | 237             | 99   | 160                                | 181                          |
| Average Accommodation                                      | 822             | 225  | 310                                | 644                          |
| Holiday  | 939             | 262  | 335                                | 763                          |
| Visiting friends and relatives                             | 477             | 107  | np                                 | 309                          |
| Average Leisure  | 859             | 214  | 332                                | 664                          |
| Business - Other - Not stated/not asked                    | 669             | 271  | 247                                | 562                          |
| Average Stopover Reason                                    | 822             | 225  | 310                                | 644                          |

Table 4-11 Spend per night (\$)

| Spend per night (\$)                                       | Cairns/ Douglas | Cassowary Coast/<br>Tablelands/ Cook/<br>Mareeba | Carpentaria/<br>Etheridge/ Croydon | Tropical North<br>Queensland |
|--|-----------------|--|------------------------------------|------------------------------|
| Aircraft   | 231             | 82   | np                                 | 213                          |
| Self drive vehicle   | 222             | 157  | 103                                | 190                          |
| Bus/Coach  | 189             | np   | np                                 | 171                          |
| Other - Not stated/not asked                               | 283             | 94   | 78                                 | 229                          |
| Average Transport  | 235             | 128  | 96                                 | 208                          |
| Hotel/resort/motel or motor Inn                            | 312             | 221  | 143                                | 304                          |
| Rented house/apartment/flat or unit                        | 172             | 79   | np                                 | 155                          |
| Caravan park or commercial camping ground                  | 147             | 107  | 116                                | 127                          |
| Guest house or B&B- Hostel -Other commercial accommodation | 132             | 72   | np                                 | 123                          |
| Average Commercial Accommodation                           | 245             | 117  | 112                                | 223                          |
| Friends or relatives property                              | 108             | 60   | np                                 | 95                           |
| Caravan or camping - non commercial                        | 131             | 85   | 74                                 | 89                           |
| Own property - Other Private Accommodation                 | 121             | 53   | np                                 | 101                          |
| Average Private Accommodation                              | 112             | 66   | 56                                 | 96                           |
| Other Accommodation - Not Stated/Not Asked                 | 1,683           | 918  | 145                                | 994                          |
| Average Accommodation                                      | 235             | 128  | 96                                 | 208                          |
| Holiday  | 248             | 132  | 113                                | 222                          |
| Visiting friends and relatives                             | 131             | 85   | np                                 | 119                          |
| Average Leisure  | 227             | 122  | 109                                | 204                          |
| Business - Other - Not stated/not asked                    | 280             | 155  | 69                                 | 226                          |
| Average Stopover Reason                                    | 235             | 128  | 96                                 | 208                          |

## 5. Travel Surveys

Understanding how much daily travel consists of self-drive tourists is further informed by various travel surveys:

- Australian Bureau of Statistics' Survey of Motor Vehicle Use provides estimates of work-related and private travel at the state level
- Cairns household travel survey (2014) presents residents' travel purposes in detail
- Cairns visitor travel survey (2014) presents travel patterns of visitors by purpose and reason

The surveys are useful in assessing travel behaviour within Cairns and its surrounding locations, but become less applicable to remote regions.

### Survey of Motor Vehicle Use (SMVU)<sup>41</sup>

The SMVU presents estimates of motor vehicle use in Australia between 1 July 2015 and 30 June 2016, including passenger vehicle use defined within three categories. Table 5-1 shows that work-related trips account for 47% of all passenger vehicle trips within Queensland.

Table 5-1 Australian passenger vehicle use

| Geography                    | Business | To/from work | Private |
|------------------------------|----------|--------------|---------|
| New South Wales              | 14%      | 29%          | 57%     |
| Victoria                     | 22%      | 26%          | 52%     |
| Queensland                   | 21%      | 26%          | 53%     |
| South Australia              | 23%      | 23%          | 54%     |
| Western Australia            | 17%      | 33%          | 51%     |
| Tasmania                     | 22%      | 29%          | 49%     |
| Northern Territory           | 29%      | 29%          | 42%     |
| Australian Capital Territory | 12%      | 27%          | 61%     |
| Australia                    | 19%      | 28%          | 53%     |

### Cairns household travel survey (2014)

The 2014 Cairns Household Travel Survey provides insights into the daily travel behaviour of Cairns residents including how and why they travel, at what time of day certain trips occur, and the average trip distance and duration. Survey results are representative of personal travel by Cairns residents on a typical school term weekday.

Analysis of the survey results<sup>42</sup> suggest:

- Cairns households are clearly dominated by vehicle usage
- 36% of vehicle driver trips are for work purposes, either commuting or work-related
- 22% of vehicle driver trips are for accompanying someone and pickup/dropoff, which is likely to or from an education facility (24% of passengers are education)
- Another 21% of vehicle driver trips are to buy something or conduct personal business
- 14% of vehicle driver trips are for social or recreational purposes

<sup>41</sup> <https://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/9208.0Main+Features112%20months%20ended%2030%20June%202016?OpenDocument>

<sup>42</sup> Linkmode trips used as the basis of the analysis.

Figure 5-1 Household travel mode

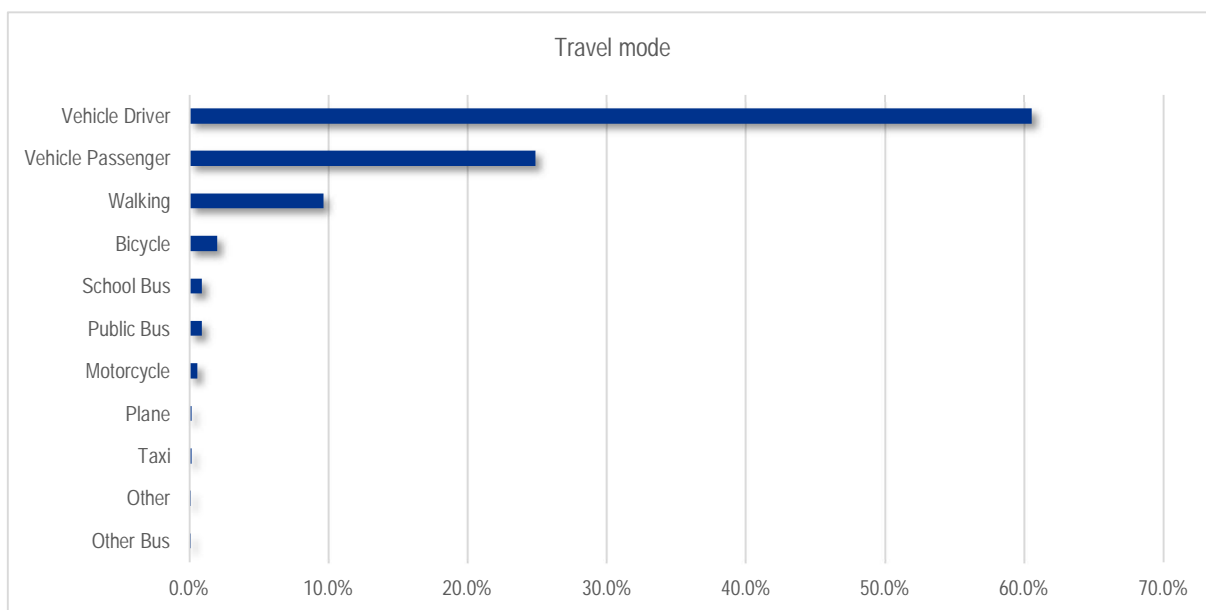


Table 5-2 Trip purpose

| Trip purpose             | All modes | Vehicle driver | Vehicle passenger | Driver and passenger |
|--------------------------|-----------|----------------|-------------------|----------------------|
| Change Mode              | 0%        | 0%             | 0%                | 0%                   |
| Accompany Someone        | 6%        | 1%             | 19%               | 6%                   |
| Buy Something            | 14%       | 16%            | 11%               | 14%                  |
| Pickup/Deliver Something | 3%        | 4%             | 2%                | 3%                   |
| Pickup/Dropoff Someone   | 16%       | 21%            | 10%               | 18%                  |
| Education                | 9%        | 1%             | 24%               | 8%                   |
| Work Related             | 7%        | 10%            | 2%                | 7%                   |
| Direct Work Commute      | 19%       | 26%            | 5%                | 20%                  |
| Personal Business        | 7%        | 5%             | 5%                | 5%                   |
| Social                   | 10%       | 9%             | 12%               | 10%                  |
| Recreational             | 8%        | 5%             | 7%                | 6%                   |
| Other Purpose            | 1%        | 1%             | 2%                | 1%                   |
| To Buy Petrol            | 1%        | 1%             | 1%                | 1%                   |

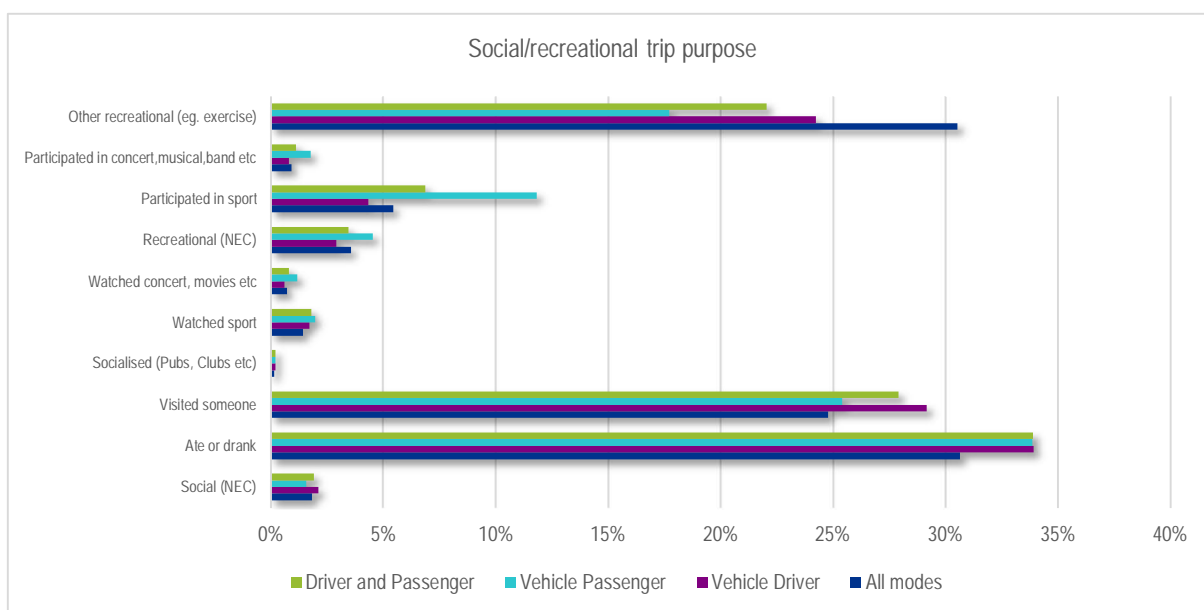
A comparison of Cairns' household travel to other regional locations across Queensland suggests a similar pattern. The Cairns percentages differ slightly from the above analysis because of an alternative and undisclosed methodology used within the Qld Department of Transport and Main Roads reports. The alternative percentages are presented in Table 5-3 to be consistent with the other locations.

Table 5-3 Summary of Household Travel Survey (by region)<sup>43,44</sup>

| Region                      | Cairns | Bundaberg Rural | Gympie | Gayndah | Kingaroy | Tin Can Bay – Cooloola | Gladstone | Mackay Rural | Isaac | Whitsunday |
|-----------------------------|--------|-----------------|--------|---------|----------|------------------------|-----------|--------------|-------|------------|
| Private vehicle (driver)    | 58%    | 61.1%           | 65.1%  | 59.0%   | 64.4%    | 57.9%                  | 58.4%     | 68.8%        | 63.7% | 63.0%      |
| Private vehicle (passenger) | 28%    | 27.2%           | 23.6%  | 12.4%   | 22.1%    | 22.8%                  | 25.0%     | 19.5%        | 21.6% | 20.5%      |
| Work                        | 25%    | 24%             | 25%    | 25%     | 28%      | 13%                    | 25%       | 28%          | 33%   | 30%        |
| Education                   | 11%    | 10%             | 11%    | 14%     | 12%      | 13%                    | 11%       | 14%          | 12%   | 11%        |
| Shopping/personal           | 39%    | 29%             | 32%    | 33%     | 30%      | 42%                    | 29%       | 27%          | 22%   | 25%        |
| Accompanying someone        | 7%     | 23%             | 17%    | 12%     | 15%      | 8%                     | 15%       | 18%          | 14%   | 16%        |
| Social/recreation           | 17%    | 14%             | 13%    | 13%     | 15%      | 17%                    | 19%       | 11%          | 17%   | 16%        |

Analysis of the survey results shows social/recreation trips further defined within Figure 5-2. Domestic daytrips are more aligned with the categories of eat/drink and other recreational, with car trips being 34% and 24% respectively.

Figure 5-2 Social/recreational trip purpose



In terms of total trips, an estimated 8.4% of all trips have the potential to be domestic daytrips. For all non-work related trips, this increases to 13.1%.

<sup>43</sup> Queensland Department of Transport and Main Roads (n.d.), How Queensland Travels, Queensland Government. <https://www.tmr.qld.gov.au/Community-and-environment/Research-and-education/Queensland-Travel-Survey>

<sup>44</sup> Queensland Department of Transport and Main Roads (n.d.), Household Travel in Cairns, Queensland Government. <https://publications.qld.gov.au/dataset/queensland-travel-survey/resource/128fd4ac-52f1-458c-894a-9fb5f2edf5f9>

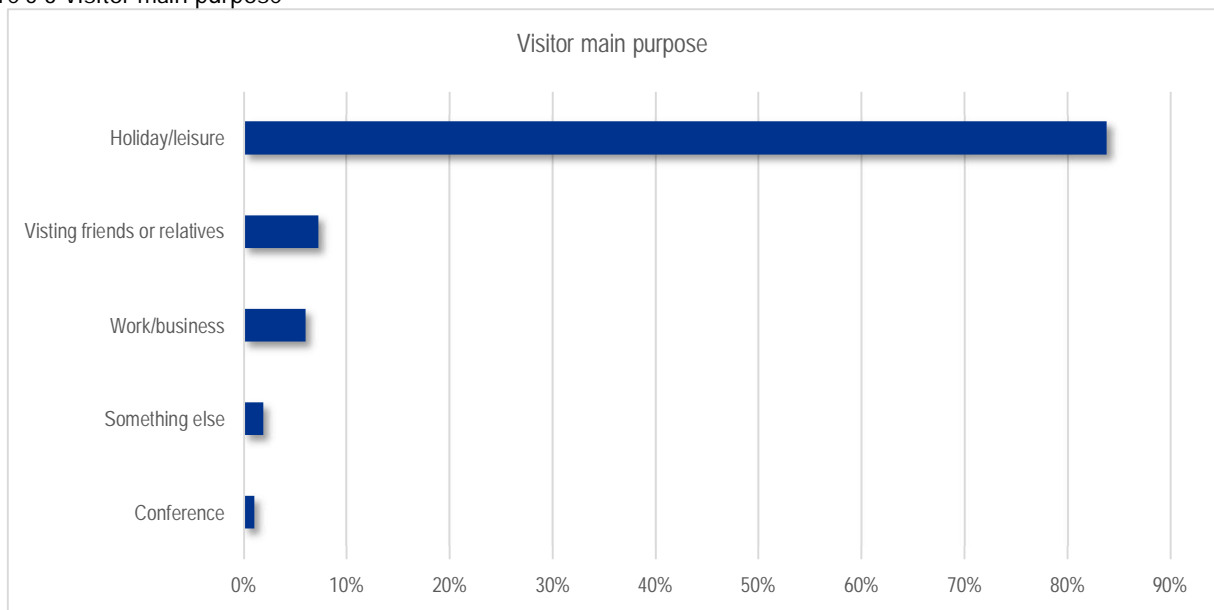
Cairns visitor travel survey (2014)

The Cairns Visitor Travel Survey<sup>45</sup> provides initial insights into how tourists travel within Far North Queensland. Naturally the findings are more relevant to Cairns' immediate environment and surrounding coastal region, particularly with the Great Barrier Reef being a major Australian tourist attraction.

The key findings are:

- Nearly 85% of all visitors are for holiday or leisure activities
- Nearly 40% of holiday trips involve a plane trip, with 25% also involving a private or rental vehicle
- Visiting friends and relatives is dominated equally by plane and private vehicle

Figure 5-3 Visitor main purpose

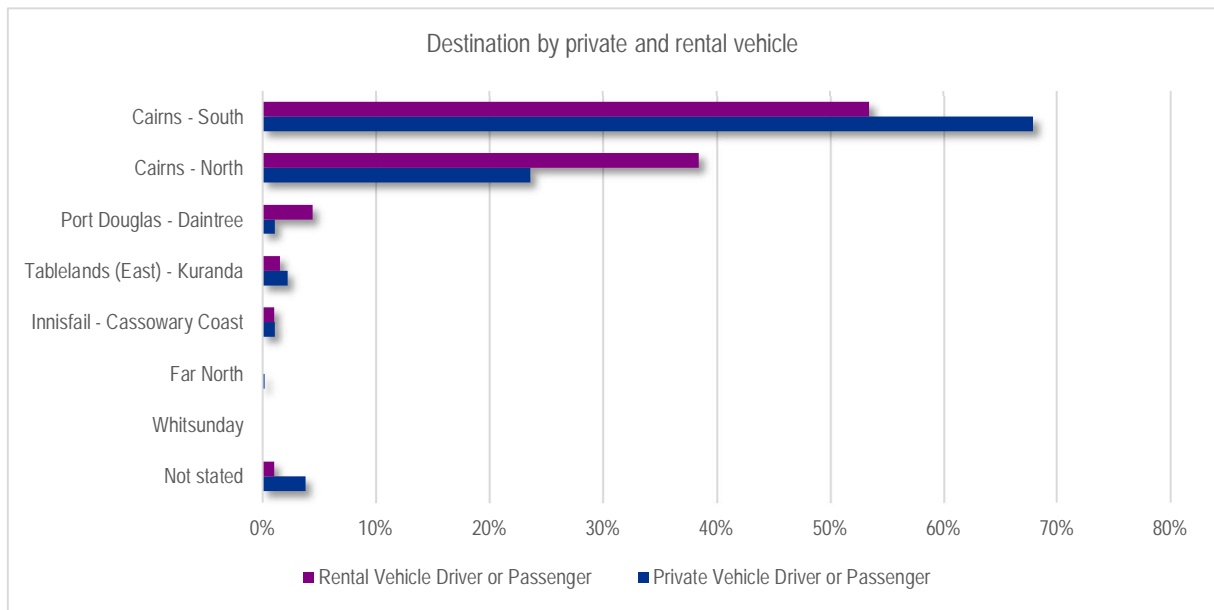


Looking at vehicle trips (driver or passenger), most trips are conducted within Cairns and its close surroundings:

- 68% of private vehicle trips are southbound compared to 53% of rental vehicle trips
- a higher proportion of northbound trips are rental vehicle trips at 38%, with private vehicle trips being 24%
- Rental vehicle trips favour Port Douglas, while private trips tend to travel to the Tablelands/Kuranda area

<sup>45</sup> <https://data.qld.gov.au/dataset/2014-cairns-region-visitor-travel-survey/resource/f81207ae-a95d-4dbc-a816-b7cfa486c2da>

Figure 5-4 Vehicle trip destination



Trip purposes are largely the same regardless of vehicle type. Accommodation trips initially appear to be only difference, with rental vehicle trips being significantly larger. The difference however is counteracted when combining private home and accommodation trips.

Table 5-4 Vehicle trips by purpose

| Trip purpose   | Private Vehicle Driver or Passenger | Rental Vehicle Driver or Passenger |
|--|-------------------------------------|------------------------------------|
| Natural feature (e.g. beach, creek, national park, rainforest) | 11%                                 | 14%                                |
| Theme park/tourist attraction                                  | 19%                                 | 19%                                |
| Restaurant/café  | 5%                                  | 7%                                 |
| Hotel/club/bar   | 2%                                  | 1%                                 |
| Cinema/theatre/concert hall                                    | 0%                                  | 0%                                 |
| Shops  | 14%                                 | 13%                                |
| Convention Centre  | 0%                                  | 0%                                 |
| Sports venue   | 0%                                  | 0%                                 |
| Private home   | 9%                                  | 1%                                 |
| My accommodation   | 27%                                 | 36%                                |
| Other  | 5%                                  | 1%                                 |
| Transport Hub  | 3%                                  | 6%                                 |
| Service(s)   | 3%                                  | 1%                                 |

Figure 5-5 Destination type

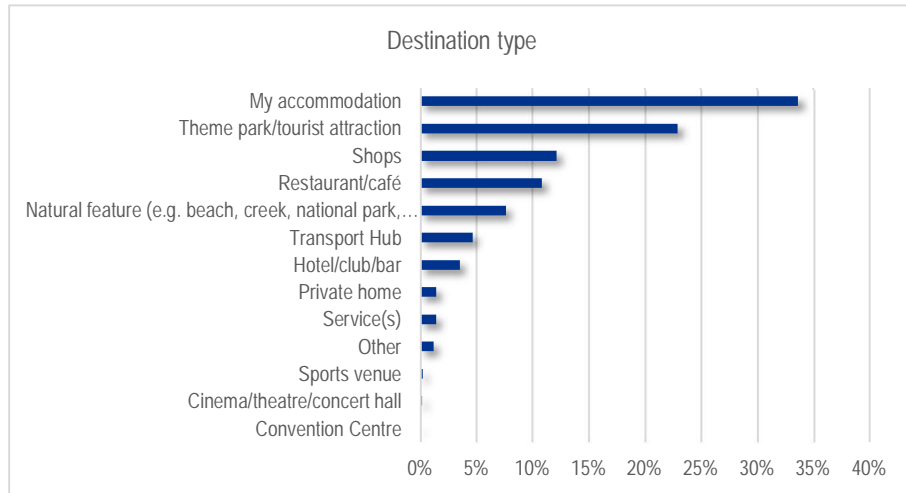


Figure 5-7 Visitor travel modes

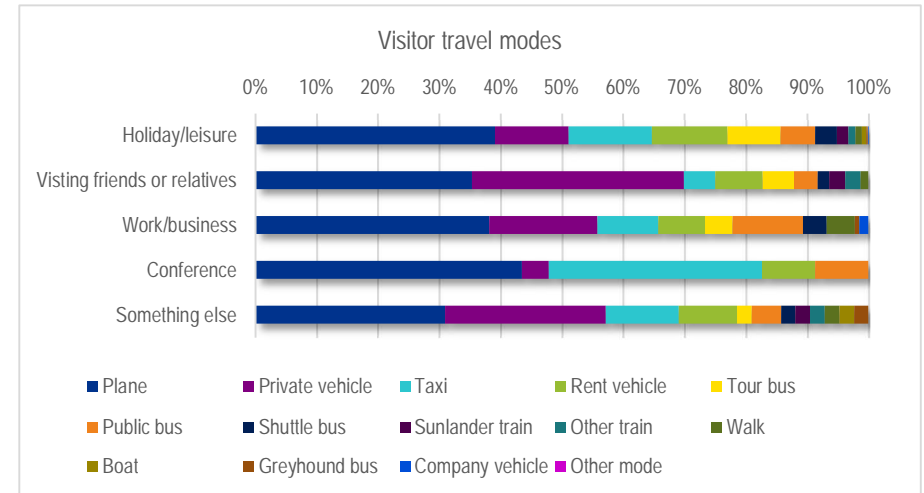


Figure 5-6 Origin/destination purpose

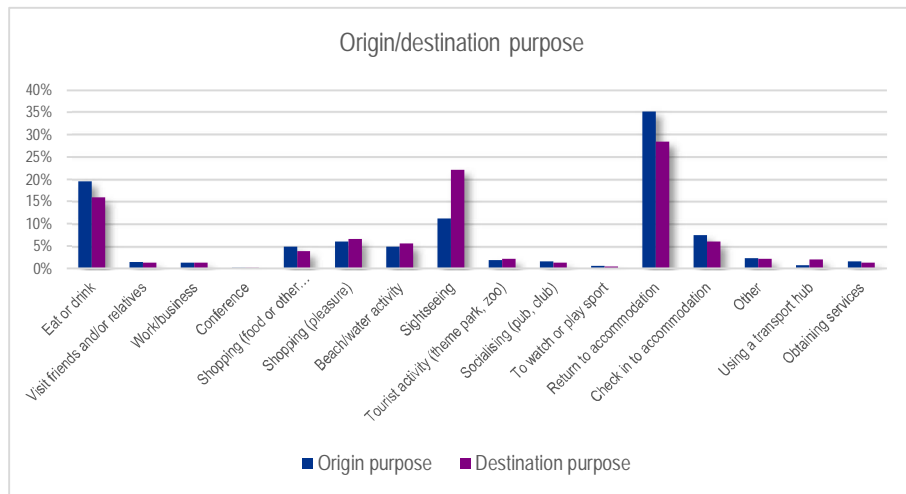
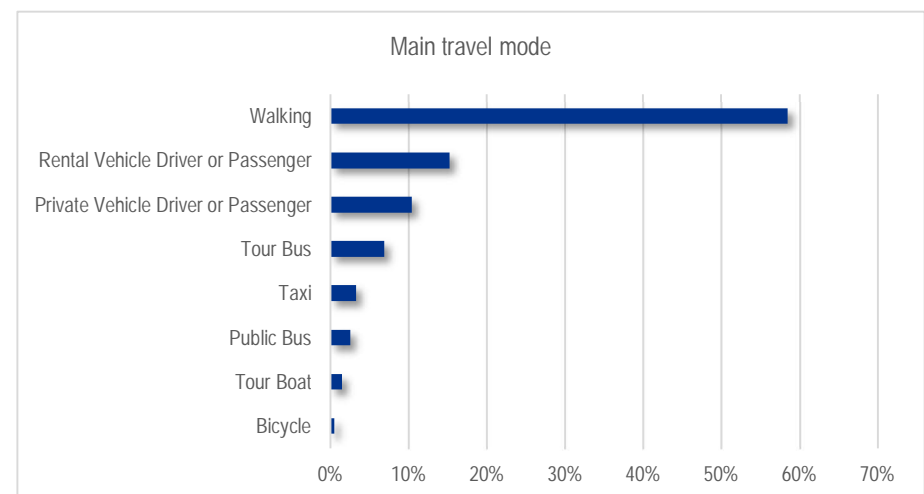


Figure 5-8 Main travel mode



## 6. Estimating the value and AADT of each tourist route

A range of factors make estimating the tourist demand and corresponding AADT for a particular route a complex exercise:

- Traffic volumes also fluctuate along routes, with urban environments naturally seeing demand higher than rural locations because of spikes caused by residential short-distance local trips
- Vehicle occupancy rates differ, particularly on routes that offer tourist groups
- Tourists may only travel part of a route rather than the entire distance
- Tourists may travel on a route solely within a single Council
- While spend increases with the length of stays, tourist AADT may decrease if they are stationary
- The total length of stay may be made up of numerous smaller stays in different areas

A first-principles methodology has subsequently been developed to estimate the value of each route with the available data.

### Tourism route value

The basis for the estimation is TRA data disaggregated by Council<sup>46</sup>. The steps to estimate a tourism route's expenditure and visitors are:

- Calculate the length of each tourism route within each Council area as shown in Table 6-2
- Calculate the proportion of each tourism route within each Council's total tourism route length
- Apply the proportion of each route to the annual self-drive average spend

Table 6-1 presents the route total results. Table 6-3 presents the disaggregates the route spend by Council.

Table 6-1 Annual self-drive expenditure and visitors per route

| Route                        | Annual self-drive spend |
|------------------------------|-------------------------|
| Canecutter Way               | \$ 29.5 m               |
| Chillagoe Discovery Trail    | \$ 7.4 m                |
| Cooktown Discovery Trail     | \$ 8.2 m                |
| Daintree Explorer            | \$ 15.2 m               |
| Danbulla Tinaroo Falls       | \$ 0.6 m                |
| Epic Cape York               | \$ 115.0 m              |
| Great Green Way              | \$ 79.0 m               |
| Great Tropical Drive         | \$ 167.5 m              |
| Hinchinbrook Discovery Trail | \$ 18.2 m               |
| Longlands Gap Road           | \$ 0.2 m                |
| Malanda - Atherton Road      | \$ 0.2 m                |
| O'Brien's Creek Road         | \$ 0.8 m                |
| Ravenshoe to Georgetown      | \$ 9.8 m                |
| Reef to Rainforest           | \$ 82.5 m               |
| Savannah Way                 | \$ 216.6 m              |

<sup>46</sup> As TRA is unable to provide data for Yarrabah, Hinchinbrook, Hopevale and Wujal Wujal, they have been incorporated within the nearest council. Similarly Croydon's insufficient sample size does not allow for estimates to be provided, and it is assumed that Croydon has the same estimates as Etheridge.

| Route                            | Annual self-drive spend |
|----------------------------------|-------------------------|
| Tully Falls Road                 | \$ 0.4 m                |
| Tully to Mission Beach Discovery | \$ 13.1 m               |
| Waterfalls Discovery Trail       | \$ 94.5 m               |
| Total                            | \$ 858.6 m              |

### Tourist route AADT estimates

The road network facilitates vehicle trips for multiple purposes. Trips can be short local or long-distance, work-related or private, residents or visitors, or combinations of any of those factors. The relativity of trip purposes also changes readily between locations. The proportions can change dramatically in relatively short distances due to the surrounding demographic and industrial land use characteristics.

Tourist route AADT has been estimated as follows:

- Each route has been segmented into varying lengths according to Council area and ownership (State or Council)
- The estimated AADT has been applied to each length to calculate the weighted average AADT of each route within each Council area
- The number of annual visitors per route are by divided by 365 to estimate daily visitors
- An adjustment factor is applied to allow for uncertainty in individual trip distance (including within and across council boundaries), vehicle occupancy, length of each stay
- An adjustment factor of 2 is initially applied to represent an occupancy of 2 visitors per vehicle
- The adjustment factor is amended for those routes that exceed an assumed maximum percentage of 50% of the total weighted average AADT
  - The routes are Epic Cape York in Cook, Cooktown Discovery Trail in Cook, Ravenshoe to Georgetown in Etheridge, Savannah Way in Carpentaria and Croydon
  - These longer routes are likely to entail multiple length of stays and higher vehicle occupancies
- The routes that do not require the adjustment factor to be amended consequently have the same tourist AADT for the three scenarios, and are considered an upper estimate

The estimates are presented in Table 6-2, Table 6-3 and Table 6-4.

The CSIRO has announced a project<sup>47</sup> into understanding the routes each type of tourist will take, along with the benefits of road upgrades to the tourism sector. Originally expected to be completed by mid 2019, the project's findings are yet to be announced.

Improving the estimation of each route's tourism value requires collection of further data with two approaches:

- Vehicle movements across routes can be measured through roadside monitoring by camera or Bluetooth loggers, or through wide-scale tracking of mobile phone tower signal pings, in-vehicle GPS devices and/or GPS data traces obtained from smartphone location-based services, if coverage exists and/or sample size is appropriate. Length of stays in each location can also be estimated via these data sources, and provide a reliable sample of the number of occupants per vehicle.
- A survey of self-drive tourists to inform the spend per route. TRA should be consulted in designing the survey, ensuring there is consistency with current collection methods.

<sup>47</sup> <https://blogs.csiro.au/ecos/transit-tourism/>

Table 6-2 Route length by Council

| Council                      | Canecutter Way | Chillagoe Discovery Trail | Cooktown Discovery Trail | Daintree Explorer | Danbulla Tinaroo Falls | Epic Cape York | Great Green Way | Great Tropical Drive | Hinchinbrook Discovery Trail | Longlands Gap Road | Malanda - Atherton Road | O'Brien's Creek Road | Ravenshoe to Georgetown | Reef to Rainforest | Savannah Way | Tully Falls Road | Tully to Mission Beach Discovery | Waterfalls Discovery Trail | Total |
|------------------------------|----------------|---------------------------|--------------------------|-------------------|------------------------|----------------|-----------------|----------------------|------------------------------|--------------------|-------------------------|----------------------|-------------------------|--------------------|--------------|------------------|----------------------------------|----------------------------|-------|
| Cairns/ Yarrabah             | 32             | -                         | -                        | -                 | -                      | 63             | 90              | 190                  | -                            | -                  | -                       | -                    | -                       | 112                | 39           | -                | -                                | 130                        | 656   |
| Carpentaria                  | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | 278          | -                | -                                | -                          | 278   |
| Cassowary Coast/Hinchinbrook | 105            | -                         | -                        | -                 | -                      | -              | 232             | 207                  | 244                          | -                  | -                       | -                    | -                       | -                  | -            | -                | 176                              | 49                         | 1,014 |
| Cook/Hopevale                | -              | -                         | 274                      | 145               | -                      | 1,746          | -               | 145                  | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          | 2,311 |
| Croydon                      | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | 121          | -                | -                                | -                          | 121   |
| Douglas/ Wujal Wujal         | -              | -                         | -                        | 106               | -                      | 206            | -               | 140                  | -                            | -                  | -                       | -                    | -                       | 50                 | -            | -                | -                                | -                          | 503   |
| Etheridge                    | -              | 44                        | -                        | -                 | -                      | -              | -               | 58                   | -                            | -                  | -                       | 40                   | 406                     | -                  | 259          | -                | -                                | -                          | 807   |
| Mareeba                      | -              | 394                       | -                        | 130               | -                      | 190            | -               | 170                  | -                            | -                  | -                       | -                    | 39                      | 86                 | 66           | -                | -                                | 54                         | 1,127 |
| Tablelands                   | -              | 207                       | -                        | -                 | 49                     | -              | -               | 203                  | -                            | 16                 | 17                      | -                    | 110                     | 60                 | 183          | 39               | -                                | 130                        | 1,012 |
| Total                        | 136            | 645                       | 274                      | 381               | 49                     | 2,189          | 323             | 1,114                | 244                          | 16                 | 17                      | 40                   | 555                     | 308                | 947          | 39               | 176                              | 362                        | 7,812 |

Table 6-3 Annual route expenditure

| Council                      | Canecutter Way | Chillagoe Discovery Trail | Cooktown Discovery Trail | Daintree Explorer | Danbulla Tinaroo Falls | Epic Cape York | Great Green Way | Great Tropical Drive | Hinchinbrook Discovery Trail | Longlands Gap Road | Malanda - Atherton Road | O'Brien's Creek Road | Ravenshoe to Georgetown | Reef to Rainforest | Savannah Way | Tully Falls Road | Tully to Mission Beach Discovery | Waterfalls Discovery Trail | Total      |
|------------------------------|----------------|---------------------------|--------------------------|-------------------|------------------------|----------------|-----------------|----------------------|------------------------------|--------------------|-------------------------|----------------------|-------------------------|--------------------|--------------|------------------|----------------------------------|----------------------------|------------|
| Cairns/ Yarrabah             | \$ 21.7 m      | -                         | -                        | -                 | -                      | \$ 43.0 m      | \$ 61.6 m       | \$ 129.9 m           | -                            | -                  | -                       | -                    | -                       | \$ 76.4 m          | \$ 26.8 m    | -                | -                                | \$ 88.8 m                  | \$ 448.2 m |
| Carpentaria                  | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | \$ 142.2 m   | -                | -                                | -                          | \$ 142.2 m |
| Cassowary Coast/Hinchinbrook | \$ 7.8 m       | -                         | -                        | -                 | -                      | -              | \$ 17.3 m       | \$ 15.5 m            | \$ 18.2 m                    | -                  | -                       | -                    | -                       | -                  | -            | -                | \$ 13.1 m                        | \$ 3.7 m                   | \$ 75.6 m  |
| Cook/Hopevale                | -              | -                         | \$ 8.2 m                 | \$ 4.3 m          | -                      | \$ 51.6 m      | -               | \$ 4.3 m             | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          | \$ 68.4 m  |
| Croydon                      | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | \$ 39.6 m    | -                | -                                | -                          | \$ 39.6 m  |
| Douglas/ Wujal Wujal         | -              | -                         | -                        | \$ 9.5 m          | -                      | \$ 18.5 m      | -               | \$ 12.6 m            | -                            | -                  | -                       | -                    | -                       | \$ 4.5 m           | -            | -                | -                                | -                          | \$ 45.0 m  |
| Etheridge                    | -              | \$ 0.9 m                  | -                        | -                 | -                      | -              | -               | \$ 1.2 m             | -                            | -                  | -                       | \$ 0.8 m             | \$ 8.2 m                | -                  | \$ 5.2 m     | -                | -                                | -                          | \$ 16.2 m  |
| Mareeba                      | -              | \$ 4.1 m                  | -                        | \$ 1.3 m          | -                      | \$ 2.0 m       | -               | \$ 1.8 m             | -                            | -                  | -                       | -                    | \$ 0.4 m                | \$ 0.9 m           | \$ 0.7 m     | -                | -                                | \$ 0.6 m                   | \$ 11.7 m  |
| Tablelands                   | -              | \$ 2.4 m                  | -                        | -                 | \$ 0.6 m               | -              | -               | \$ 2.3 m             | -                            | \$ 0.2 m           | \$ 0.2 m                | -                    | \$ 1.3 m                | \$ 0.7 m           | \$ 2.1 m     | \$ 0.4 m         | -                                | \$ 1.5 m                   | \$ 11.7 m  |
| Total                        | \$ 29.5 m      | \$ 7.4 m                  | \$ 8.2 m                 | \$ 15.2 m         | \$ 0.6 m               | \$ 115.0 m     | \$ 79.0 m       | \$ 167.5 m           | \$ 18.2 m                    | \$ 0.2 m           | \$ 0.2 m                | \$ 0.8 m             | \$ 9.8 m                | \$ 82.5 m          | \$ 216.6 m   | \$ 0.4 m         | \$ 13.1 m                        | \$ 94.5 m                  | \$ 858.6 m |

Table 6-4 Estimated tourist AADT

| Minimum SCR AADT             | Canecutter Way | Chillagoe Discovery Trail | Cooktown Discovery Trail | Daintree Explorer | Danbulla Tinaroo Falls | Epic Cape York | Great Green Way | Great Tropical Drive | Hinchinbrook Discovery Trail | Longlands Gap Road | Malanda - Atherton Road | O'Brien's Creek Road | Ravenshoe to Georgetown | Reef to Rainforest | Savannah Way | Tully Falls Road | Tully to Mission Beach Discovery | Waterfalls Discovery Trail |
|------------------------------|----------------|---------------------------|--------------------------|-------------------|------------------------|----------------|-----------------|----------------------|------------------------------|--------------------|-------------------------|----------------------|-------------------------|--------------------|--------------|------------------|----------------------------------|----------------------------|
| Cairns/ Yarrabah             | 84             | -                         | -                        | -                 | -                      | 166            | 238             | 503                  | -                            | -                  | -                       | -                    | -                       | 296                | 104          | -                | -                                | 344                        |
| Carpentaria                  | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | 77           | -                | -                                | -                          |
| Cassowary Coast/Hinchinbrook | 63             | -                         | -                        | -                 | -                      | -              | 140             | 125                  | 147                          | -                  | -                       | -                    | -                       | -                  | -            | -                | 106                              | 29                         |
| Cook/Hopevale                | -              | -                         | 82                       | 44                | -                      | 74             | -               | 44                   | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Croydon                      | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | 56           | -                | -                                | -                          |
| Douglas/ Wujal Wujal         | -              | -                         | -                        | 86                | -                      | 168            | -               | 114                  | -                            | -                  | -                       | -                    | -                       | 41                 | -            | -                | -                                | -                          |
| Etheridge                    | -              | 5                         | -                        | -                 | -                      | -              | -               | 6                    | -                            | -                  | -                       | 4                    | 17                      | -                  | 29           | -                | -                                | -                          |
| Mareeba                      | -              | 21                        | -                        | 7                 | -                      | 10             | -               | 9                    | -                            | -                  | -                       | -                    | 2                       | 5                  | 4            | -                | -                                | 3                          |
| Tablelands                   | -              | 12                        | -                        | -                 | 3                      | -              | -               | 12                   | -                            | 1                  | 1                       | -                    | 7                       | 4                  | 11           | 2                | -                                | 8                          |
| <b>Total</b>                 | <b>147</b>     | <b>39</b>                 | <b>82</b>                | <b>137</b>        | <b>3</b>               | <b>418</b>     | <b>378</b>      | <b>813</b>           | <b>147</b>                   | <b>1</b>           | <b>1</b>                | <b>4</b>             | <b>25</b>               | <b>344</b>         | <b>280</b>   | <b>2</b>         | <b>106</b>                       | <b>384</b>                 |

## 7. Tourism demand and road infrastructure improvements

From a tourism perspective, the intention of road infrastructure improvements is to entice existing tourists to stay longer. The result is increased visitor expenditure at the destination. Further benefit is expected through attracting new tourists that offer a new source of expenditure. The main types of road infrastructure improvements are:

- Paving and sealing of existing unsealed routes
- Widening of existing narrow sealed routes
- Widening of causeways, culverts and bridges to match the approaching widened formation
- Upgraded flood immunity to causeways, culverts and bridges
- Signage upgrades to improve wayfinding
- Upgrading the signage relating to the flooding of the route

The improvements can be applied across three benefit categories as defined in Table 7-1.

Table 7-1 Types of infrastructure improvements

| Infrastructure improvements                                 | Network resilience | Safer roads | Wayfinding |
|---|--------------------|-------------|------------|
| Paving and sealing of existing unsealed routes              | ✓                  | ✓           |            |
| Widening of existing narrow sealed routes                   |                    | ✓           |            |
| Widening of causeways, culverts and bridges                 | ✓                  | ✓           |            |
| Upgraded flood immunity to causeways, culverts, bridges     | ✓                  |             |            |
| Signage upgrades to improve wayfinding                      |                    |             | ✓          |
| Upgrading the signage relating to the flooding of the route | ✓                  | ✓           | ✓          |

While tourism benefits are anecdotally expected, direct evidence of how exactly improved infrastructure positively influences tourism activity is very limited. Measuring changes in demand beyond natural growth is often hampered by resourcing constraints, with high traffic volume roads taking priority of over low volume roads. This immediately presents a challenge, as it is low volume roads that are more likely requiring upgrades.

A review of Australian and international studies has been undertaken and is presented as following.

### Findings from New Zealand

A New Zealand study<sup>48</sup> sought to understand existing motorist’s perceptions of discomfort and risk factors associated with travelling on unsealed roads. The study involved:

- A literature review of international motorist experience
- Group interviews with international tourists and domestic travellers
- Roadside surveys on unsealed roads to understand the value motorists would place on having those roads sealed
- A wider survey to investigate what value motorists place on four primary unsealed road characteristics (roughness, grip, dust, loose stones)

The study showed that motorists place substantial value on avoiding the discomfort and risk factors with unsealed roads. Summarising:

- 1) *Considerable variation in attitudes and valuations of factors was evident within motorist responses*

<sup>48</sup> NZTA (1994), Tourism benefits from sealing unsealed roads: perceptions of discomfort and risk, Research Report 081

- 2) *Valuations increased with motorist age and income*
- 3) *The length of unsealed road is an influential factor. The average valuation of a 10 kilometre length was about \$2.20, in 1994 NZ\$, This increased to about \$5.50 for a 60 kilometre length.*
- 4) *About 20% of motorists preferred the road to be unsealed as it enhanced a sense of adventure and wilderness experience*
- 5) *Of the primary unsealed road characteristics, importance was placed (in order) on reducing roughness, increasing grip, reducing dust and reducing loose stones.*
- 6) *The overall valuations from sealing typical unsealed roads were equal to around \$5 to \$10 dollars per vehicle hour. This suggests the travel time savings for sealed roads is around 25%-50% higher than unsealed roads.*
- 7) *Higher benefits are likely to be realised through sealing an entire route over a relatively short period, then progressing the to the short route. This contrasts with undertaking piecemeal sealing across multiple routes.*

While the study shows benefits for existing road users, no information is presented whether the improvements increased demand for the route.

## Findings from South Australia and Northern Territory

### Sealing the Strzelecki Track<sup>49</sup>

The Outback Communities Authority, Regional Development Australia Far North and The Flinders Ranges Council commissioned a study in 2018 into the sealing of the Strzelecki Track, a 472-kilometre regional road that links the towns of Lyndhurst to Innamincka.

A primary argument for completing the Track's sealing is to support the tourism sector's growth and development. Tourism is the largest contributor to Flinders Ranges Council economic value-add, and is also the third largest employer for the Outback Communities Authority. While touring routes within the area are a known attraction to four-wheel drive enthusiasts, the sealing is anticipated to extend the appeal to other tourism market segments.

The study acknowledges there are limited examples of post-evaluation of road sealing, and that anecdotal information is generally used to support funding submissions. Along with the natural growth in traffic of 3.3%, the study assumed an additional 2.7% increase in traffic as a result of sealing, bringing a total of 6% annual uplift in traffic<sup>50</sup>.

Of the total traffic, 50% were assumed to be tourist vehicles. Each trip was assumed to average 6 overnight stays, an increase of 1 night on existing estimates.

### Feasibility Assessment Central Arnhem Road Upgrade<sup>51</sup>

The Central Arnhem Road is the only road that provides access into Nhulunbuy for residents, tourists and tourism operators, however is in poor condition and is accessible only to high clearance vehicles. The road is not recommended for those towing



<sup>49</sup> <http://www.rdafn.com.au/LiteratureRetrieve.aspx?ID=237300>

<sup>50</sup> It is unclear if the rate is compounded or linear. The study also assumed a 3 year ramp-up period to reach the 6% growth rate.

<sup>51</sup> [https://www.rdatn.com.au/wp-content/uploads/20150316\\_CAR-Feasibility-Assessment.pdf](https://www.rdatn.com.au/wp-content/uploads/20150316_CAR-Feasibility-Assessment.pdf)

caravans and access permits will not be granted to those towing caravans.

Tourism NT has stated that the Central and East Arnhem regions would significantly benefit from increased tourism visitation to the area, so long as the road is maintained throughout the wet and dry seasons. Improved road conditions would promote and stimulate self-drive tourists to visit the region and to encourage repeat visitation from past visitors keen to see new sights. This would provide an opportunity for tourism operators to establish new ventures, further stimulating the local economy and driving local employment.

The Feasibility Assessment assumed the proportion of adventure travellers, caravanning/ camping tourists and visitors to relatives and friends will increase, due to improved access in and around the region. This will reduce the overall proportion of total business travellers and travellers for other purposes.

Table 7-2 Assumed tourist compositions

| Tourist type                    | Current tourist composition | Tourist composition with infrastructure improvements |
|---------------------------------|-----------------------------|--|
| Business travellers             | 70%                         | 60%  |
| Holidays (adventure travellers) | 10%                         | 14%  |
| Holiday (caravanners/ campers)  | 10%                         | 14%  |
| Visiting friends and relatives  | 5%                          | 7%   |
| Other                           | 5%                          | 5%   |

No information is provided on how these changing proportions have been developed, or what the overall tourist volumes the changing proportions are applied to.

### Findings from Victoria

The Grampians Way Ring Road Scoping Study (2012) presents a range of tourist route case studies, again with anecdotal information rather than formal post-evaluations.

Table 7-3 Findings from Victoria

| Road upgrade                                    | Description  | Costs         | Change in Visitation to the Region   | Dispersal of Visitation to Surrounding Townships/Regions  | Change in Traffic Volume  |
|---|--|---------------|--|---|---------------------------|
| Eildon-Jamieson Road (VIC)<br>2010              | Sealing of an alternative 14 km route between Eildon and Jamieson                                  | \$3.4 million | data n/a   | Increase by 40%   | N/A                       |
| Bogong High Plains Road (VIC)<br>2009           | Sealing of 31 km to create an Alpine loop as well as an alternative route to Falls Creek via Omeo. | \$10 million  | Increase by 88% during off peak season<br>5% of visitors extending their length of stay by 1 night | N/A   | 12% between 2008 and 2011 |
| Mansfield-Wangaratta Link (VIC)<br>Date unknown | Sealing and upgrade of 31 km between Mansfield and Wangaratta                                      | N/A           | 40% between 2001 and 2011.   | Increase by 88% during off peak season, with 5% of visitors extending their length of stay by 1 night | 40% between 2001 and 2011 |

Findings from Western Australia

**Sealing of the Karratha to Tom Price Road**

The Shire of Ashburton has sought to progressively seal the entire road effectively linking two of the Pilbara region’s most strategic towns – Karratha at the northern end and Tom Price at the southern end.



A 25 kilometre section between Tom Price and the Nanutarra-Munjina Road, was completed in 2003 and a further 90-kilometre section between North West Coastal Highway at Karratha and the Roebourne-Wittenoom Road at Barowanna Hill, was completed in August 2008. Approximately 215kms remains unsealed, which has been proposed to be completed in three stages.

Tourism WA research indicates that some 57% of international visitors to the Shire only spend 1-2 nights in the region, 21% spend 3-4 nights, and 22% spend 5 or more nights. This would indicate that over half of the international visitors are simply “travelling through” the Shire of Ashburton en-route to their destinations.

Evidence of an increase in tourist numbers or trip duration has not been presented, and scenarios have been presented instead. If, through implementing a successful tourism destination development strategy and improving access to and between tourist attractions in and around the Shire, the current visitation levels to the Shire could be encouraged to spend just 1 extra night within the region then an additional \$8m in visitor expenditure could be generated each year. If tourist numbers were to increase by 10 per cent and they also stayed an additional night above average stay this would then add nearly another \$1.6m to visitor expenditure.

Findings from North Queensland

**Peninsula Developmental Road**

Cape York is an emerging tourism destination. Due to unpredictable road conditions and the limited development of tourist accommodation, it is currently reserved mostly to adventure tourists traveling by 4WD and camping.

The Peninsula Developmental Road (PDR) has been identified by the Australian Government as a Road of Strategic Importance<sup>52</sup>. It has been progressively upgraded since 2014-15 under the Cape York Region Package (CYRP), jointly funded by the Australian and Queensland Governments. At the commencement of the current CYRP program of works, just over 380 kilometres of the PDR was unsealed. It is estimated that by June 2019 this length will have been significantly reduced, leaving approximately 207km remaining unsealed.

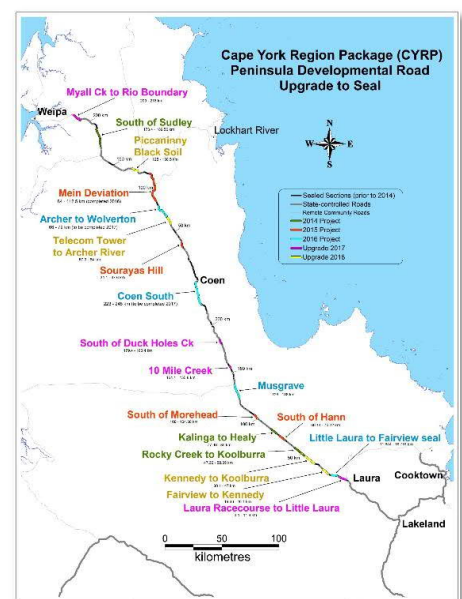


Figure 7-1 and Figure 7-2 illustrate the changing traffic demand whilst the PDR has been progressively sealed. The data only covers

<sup>52</sup> [https://investment.infrastructure.gov.au/key\\_projects/initiatives/roads\\_strategic\\_importance.aspx](https://investment.infrastructure.gov.au/key_projects/initiatives/roads_strategic_importance.aspx)

4 years, which is limited in value to forming a reliable understanding of whether increased economic activity and community responses to the PDR's increased accessibility will take longer.

At this point there appears to an observable increase in traffic only between Laura and Coen. The Coen-Weipa section has decreased, although the counts for 2017 have not been updated from 2016. Passenger vehicles decreased by 36% while heavy vehicles decreased by 50%. As road closure information is unavailable, it is unclear if traffic demand has lowered during this period due to an extended wet season.

However, the potential uplift in tourist demand across the entire PDR is restricted whilst road segments remain unsealed.

Figure 7-1 Peninsula Developmental Road (Laura – Coen) AADT and additional sealing

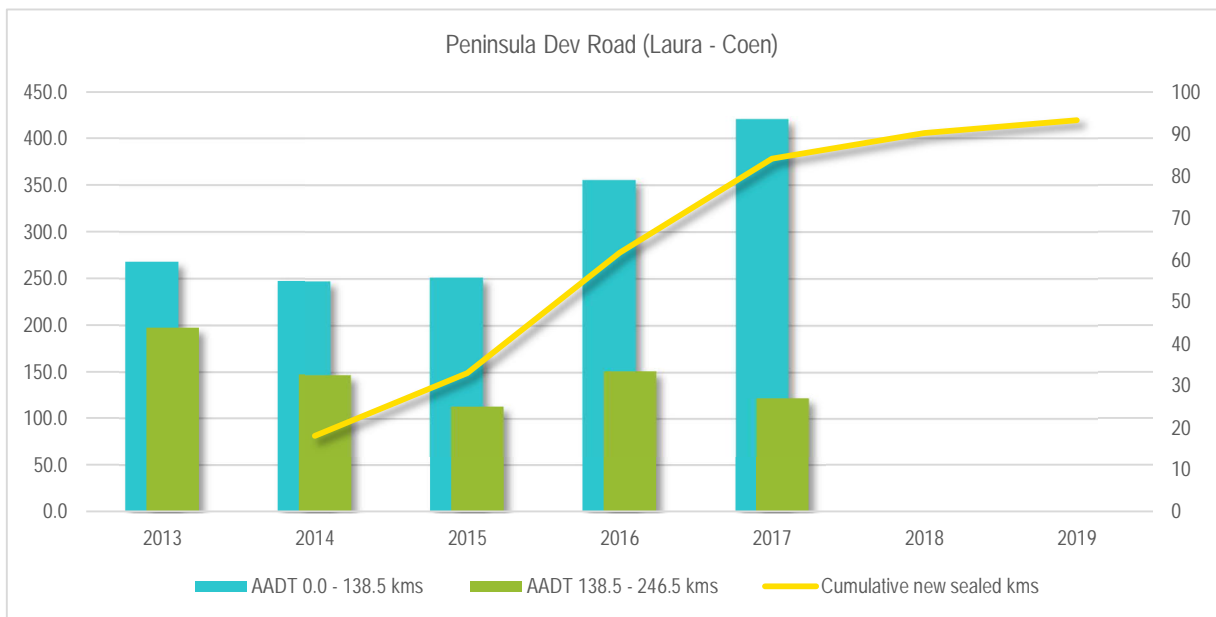
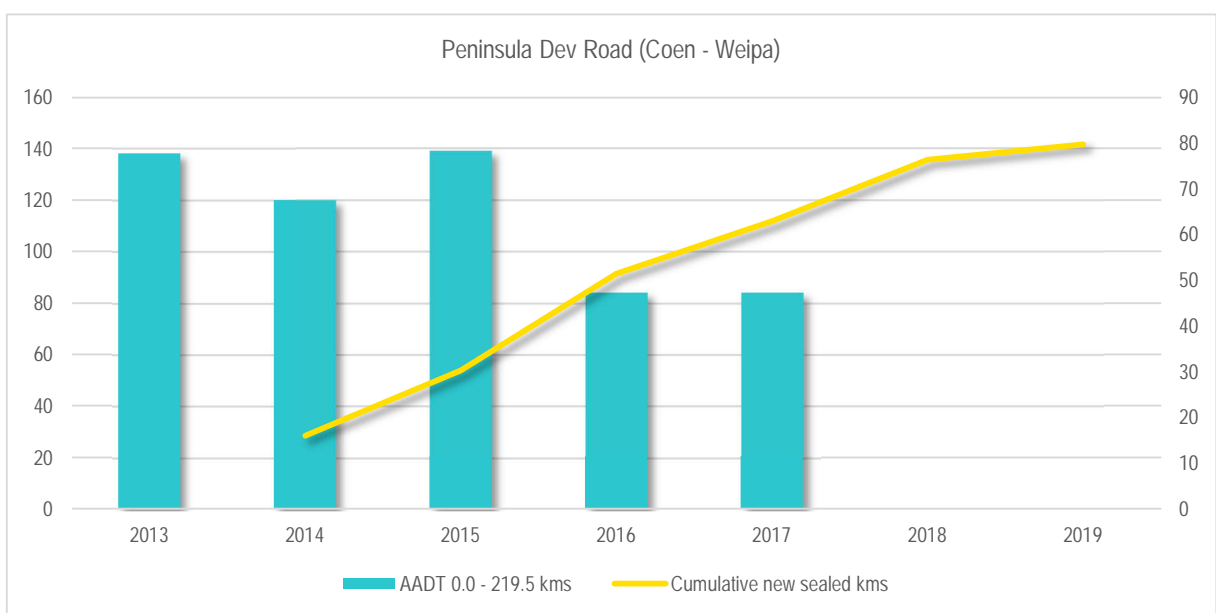


Figure 7-2 Peninsula Developmental Road (Coen - Weipa) AADT and additional sealing



**Mulligan Highway**

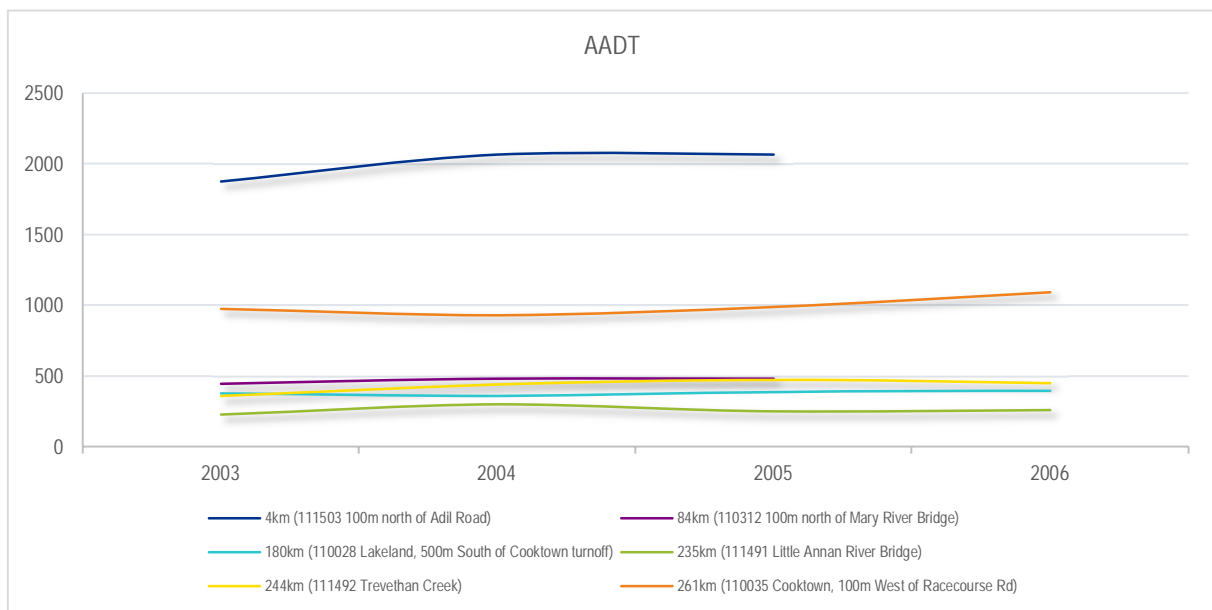
The Mulligan Highway currently extends from Mareeba to Cooktown, and consolidates the former Cooktown Developmental Road (Lakeland to Cooktown) and a section of the Peninsula Developmental Road's original extent (Mareeba to Lakeland). Sealing of the Mulligan Highway is thought to have commenced around 2000 and completed in 2006.

The Cooktown Developmental Road's AADT in 1995 ranged between 200 and 400 vehicles per day at various locations along the route<sup>53</sup>, with the latter figure expected to be near Cooktown itself. By 2007 the section between Lakeland – Shipton's Flat Road was 261, and Shipton's Flat Road – Cooktown was 1093. This suggests an annual compound growth rate of around 2.2% around Lakeland and 8.7% near Cooktown.

The AADT at Palmer River (approximately 30kms south of Lakeland) was around 270 vehicles. In 2007 the Mt Carbine-Palmer River section had an AADT of 350, while the Palmer River - Lakeland had increased to 397 vehicles per day. This suggests an annual compound growth rate of 2.2% to 3.2%.

Short AADT time series at additional sites do not indicate noticeable growth in traffic, suggesting that both natural growth and new AADT has occurred before 2003. However there is no evidence of significant troughs, which suggests AADT has normalised because of fewer road closures.

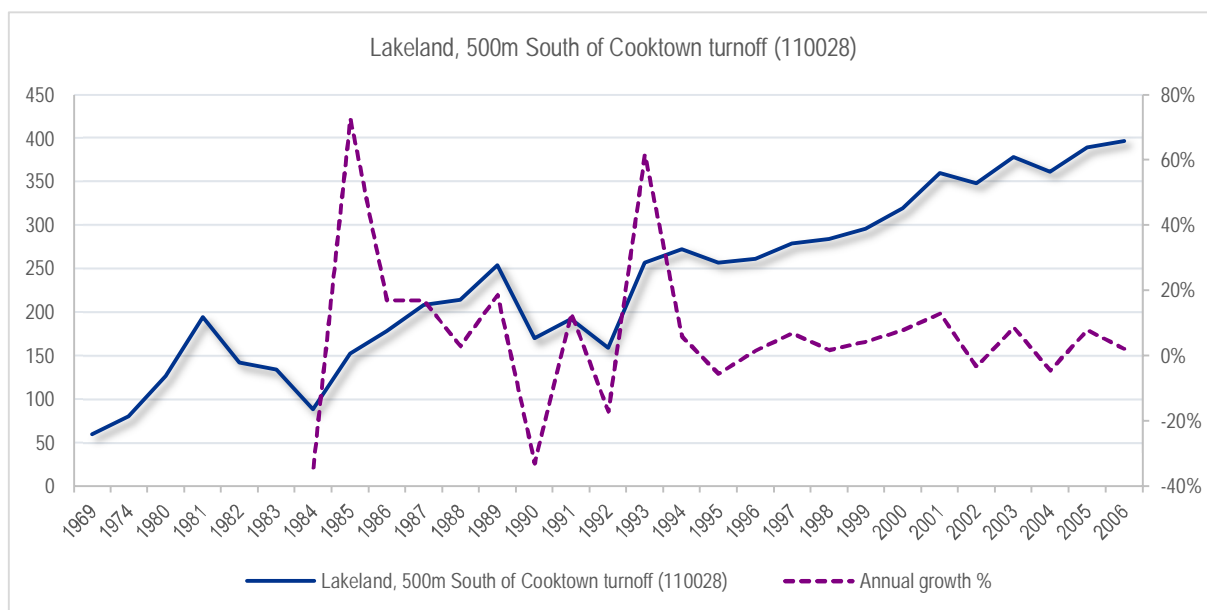
Figure 7-3 Mulligan Highway AADT, various sites



The longest time series available is at a traffic count site close to Lakeland. AADT has grown steadily since 1995, showing little reduction between years as opposed to the period beforehand. These earlier reductions could be due to extended periods of road closures, AADT is being to normalise upon commencement of sealing. Of particular interest is the period 2000-2001, which sees growth of 13% in one year. The compound annual growth rate between 2000-2006 is 3.9% compared to 2.1% for 2001-2006 period. This suggests an increase in 2% over natural growth.

<sup>53</sup> Gutteridge Haskins & Davey Pty Ltd., (1995), Transport Services and Infrastructure of Cape York Peninsula, Cape York Peninsula Land Use Strategy, Office of the Coordinator General of Queensland, Brisbane, and Department of the Environment, Sport and Territories, Canberra.

Figure 7-4 Mulligan Highway AADT AADT and growth rates, Lakeland



**Other works**

Table 7-4 presents examples of each type of infrastructure improvements (Peninsula Developmental Road is included for comparison purposes), with Figure 7-5 to Figure 7-11 illustrating the corresponding AADT demand. The figures also illustrate an assumed natural growth rate of 1%, a conservative estimate to avoid overstating any growth flowing directly from the improvements.

Table 7-4 Infrastructure improvement locations

| Infrastructure improvements                                 |   |
|---|---|
| Paving and sealing of existing unsealed routes              | <ul style="list-style-type: none"> <li>Peninsula Dev. Rd (multiple locations since 2006 with 2014 onwards delivered as part of Cape York Region Package<sup>54</sup>)</li> <li>Burke Dev. Rd (Chillagoe, ~ 2011)</li> </ul> |
| Widening of existing narrow sealed routes                   | <ul style="list-style-type: none"> <li>Kennedy Dev. Rd (Cadell Ck, ~2013)</li> <li>Gregory Dev. Rd (south of Kennedy Dev Rd interchange, ~2012)</li> </ul>  |
| Widening of causeways, culverts and bridges                 | <ul style="list-style-type: none"> <li>Gulf Dev. Rd (Einaleigh River, ~ 2011)</li> <li>Kennedy Highway (Innot Hot Springs, ~ 2015)</li> </ul>   |
| Upgraded flood immunity to causeways, culverts, bridges     | <ul style="list-style-type: none"> <li>Mareeba, Burke Developmental Road, ~ 2010)</li> </ul>  |
| Signage upgrades to improve wayfinding                      | <ul style="list-style-type: none"> <li>Mossman-Mt Molloy Rd Int, Mulligan Hwy, constructed ~ 2013</li> </ul>  |
| Upgrading the signage relating to the flooding of the route | <ul style="list-style-type: none"> <li>Bluewater rest area, Bruce Highway, constructed ~2013</li> </ul>   |

The figures suggest that, apart from road sealing, there appears to be little evidence of direct correlation between the infrastructure improvements and demand changes.

The sealing of the Burke Developmental Road shows a notable increase of approximately 25% before returning to pre-improvement levels three years later. The Peninsula Developmental Road shows a more dramatic increase of around 40% just north of Laura before falling to approximately 14% only one year later.

<sup>54</sup> <https://www.tmr.qld.gov.au/Projects/Name/C/Cape-York-Region-Package-Peninsula-Developmental-Road>

Figure 7-5 Sealing (Peninsula Developmental Road)

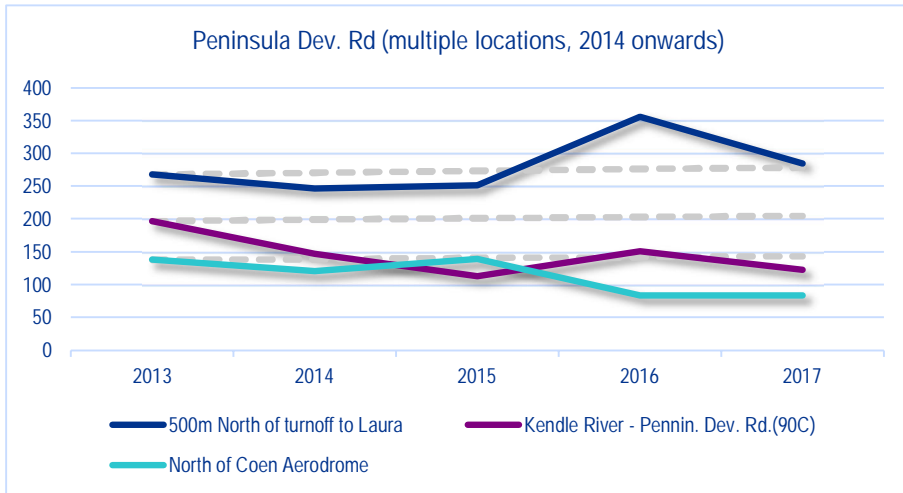


Figure 7-7 Seal widening

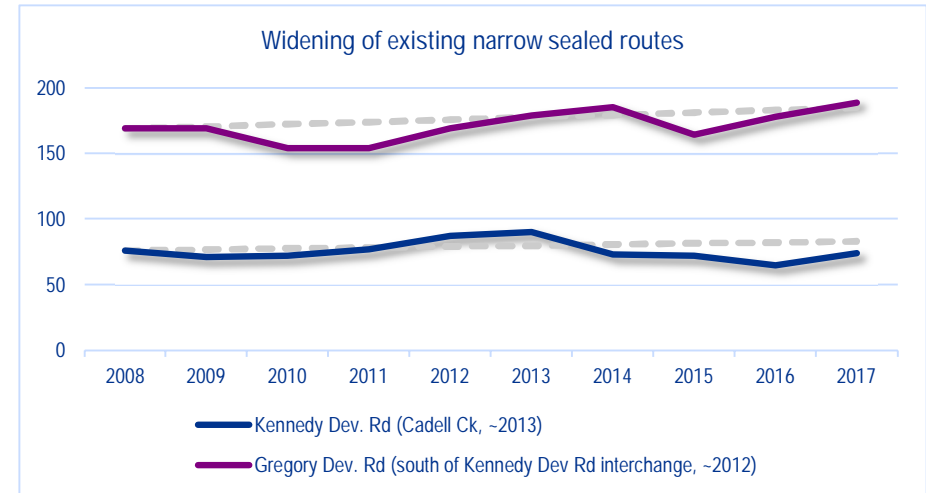


Figure 7-6 Sealing (Burke Developmental Road)

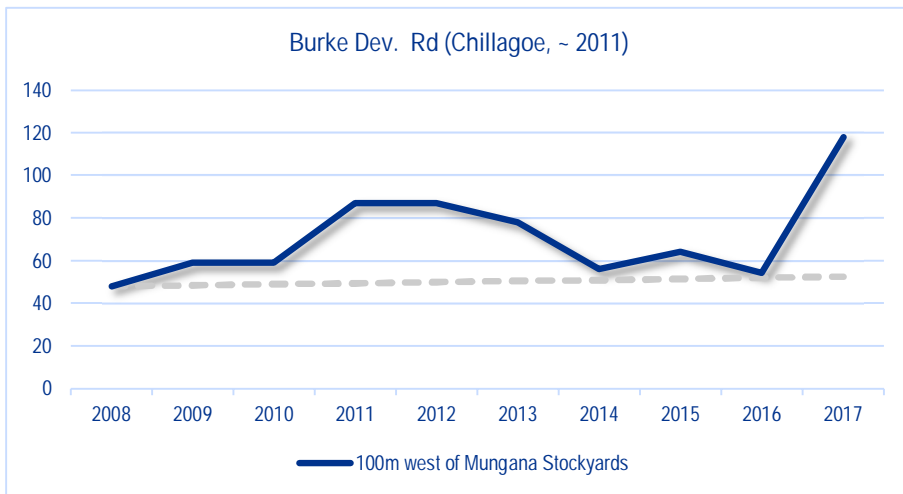


Figure 7-8 Causeway/culvert/bridge widening

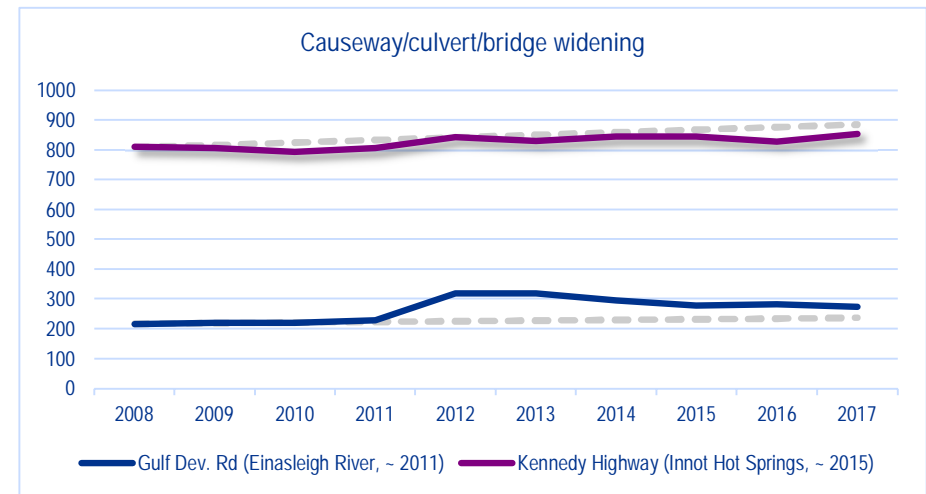


Figure 7-9 Wayfinding signage

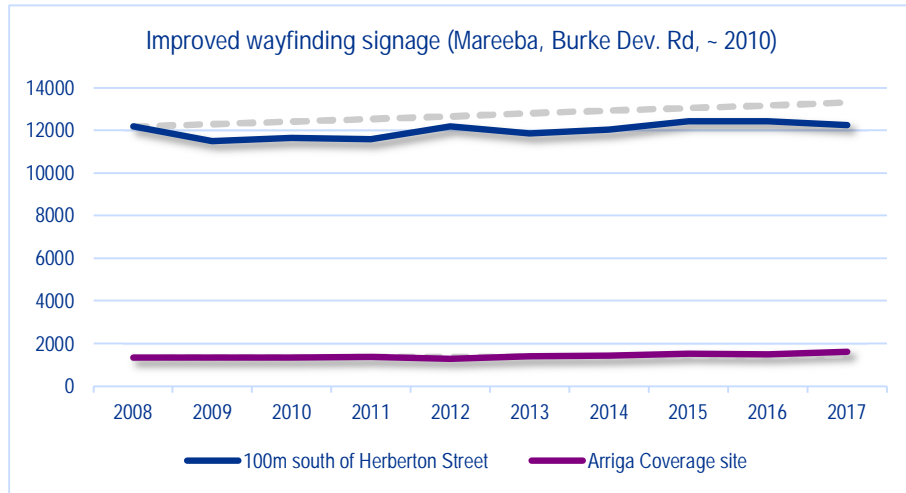


Figure 7-11 Rest areas/stopping bays

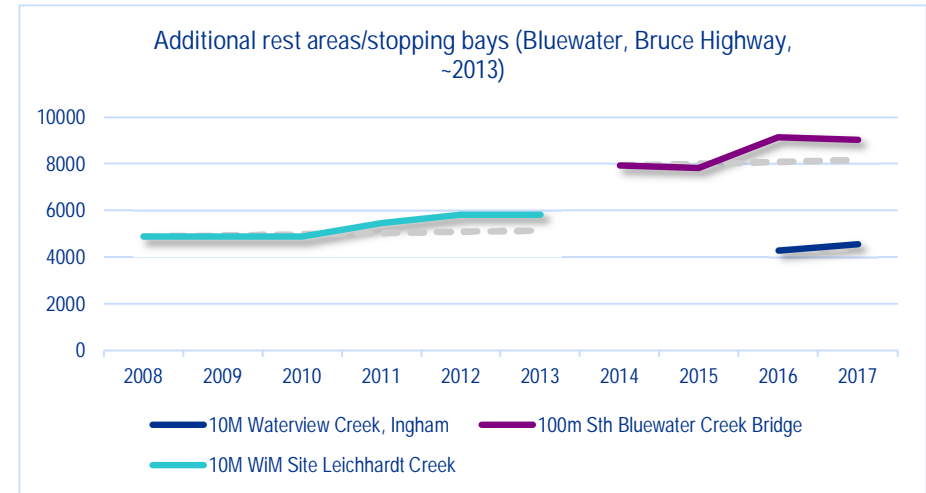
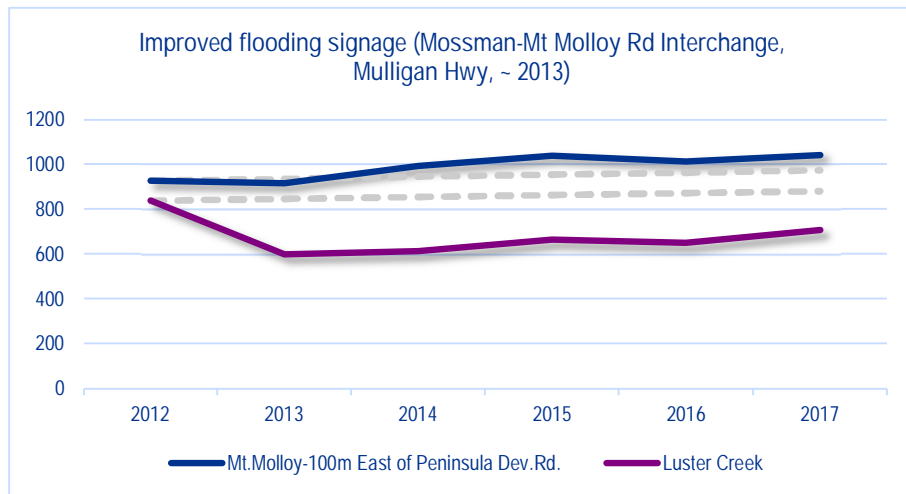


Figure 7-10 Flooding signage



The relationship between infrastructure upgrades and AADT is difficult to define with the available data. Only road sealing appears to have a positive effect based on the analysis of the Mulligan Highway. The Mulligan Highway suggests a compound annual growth rate of 2% can be attributed to a completely sealed route. It is likely the PDR will show similar findings with a longer time series of data, particularly as the road gets closer to being fully sealed.

Observing the impact of infrastructure upgrades on AADT growth can be improved through more targeted and regular placement of traffic counters. Ideally traffic counts are collected regularly before an upgrade to determine a road's natural growth. Regular counts after an upgrade that show notable variation from the natural growth can be attributed to the improved infrastructure.

## 8. Unsealed roads and increased tourism

The previous section suggests the demand changes are more evident with road sealing. It stands to reason that promoting self-drive tourism can be best facilitated by targeted sealing of routes that does not deter existing adventure 4WD tourists.

Adventure 4WD tourists are expected to be more attracted to natural destinations such as national parks, rainforests or landmarks such as the tip of Cape York. Routes such as the Savannah Way arguably cater to tourists travelling between towns as part of a longer journey e.g. retirees travelling around Australia. Sealing roads on these type of routes are therefore anticipated to attract more grey nomads whilst not disincentivising adventure 4WD tourists.

Figure 8-1 illustrates that Far North Queensland's state-controlled network contains significant lengths of unsealed roads. Cape York lengths will however reduce with the continued sealing of the Peninsula Developmental Road.

Figure 8-1 Unsealed SCR

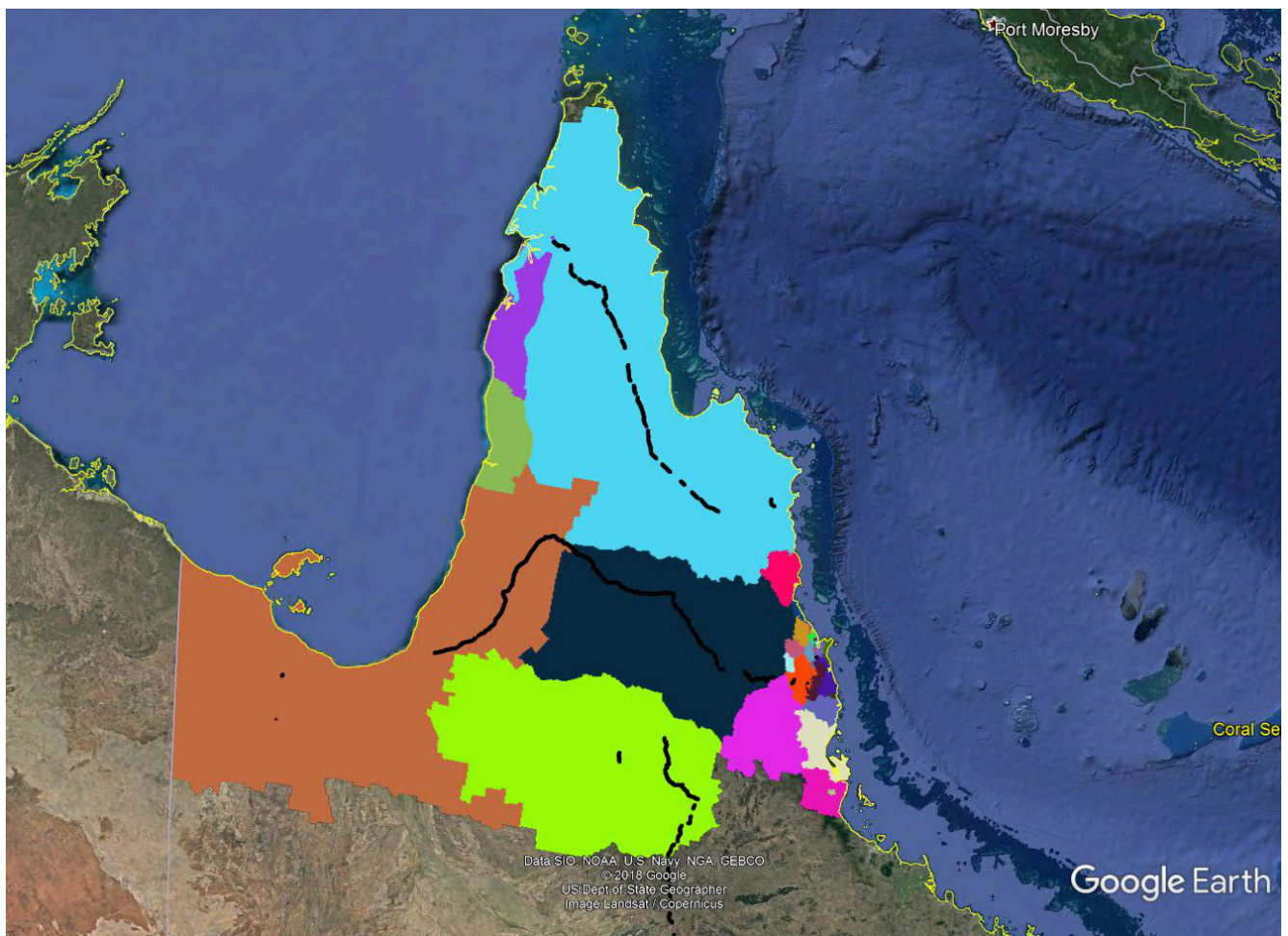


Table 8-1 presents each route's unsealed length and chainages on the SCR. Unsealed roads on the LRRS are presented in Table 8-4.

Table 8-1 Unsealed SCR

| Route                  | Road                                  | Chainages  | Total  |
|------------------------|---------------------------------------|--|--------|
| Chillagoe Discovery    | Herberton Petford Road                | 12.4-22.2, 22.9-25.5, 27.4-69.5  | 54.5   |
|                        | Burke Dev Road (Normanton – Dimbulah) | 563.9-579.2, 584.1-585.6, 588.3-591.6  | 20.1   |
| Cooktown Discovery     | Endeavour Valley Road                 | 21.6-23.7, 24.6-26.1, 26.5-28.3, 28.4-29.9, 30.8-31.7, 32.3-33.9   | 9.4    |
|                        | Peninsula Dev Road (Laura – Coen)     | 3.1-7.0, 7.4-11.6, 12.3-16.8, 19.6-30.4, 31.7-33.1, 36.1-47.3, 59.8-67.1, 85-100, 110-138.2, 138.7-147, 147.4-149.5, 154.4-154.5, 154.8-155.7, 158.6-197.7, 202.6-215, 222.6-244.7 | 171.5  |
| Epic Cape York         | Peninsula Dev Road (Coen to Weipa)    | 22-33.3, 37.8-47.5, 47.7-47.9, 51.5-65.2, 65.4-79.2, 83.9-112.5, 117.8-149.4, 154.4-173.4, 194.1-219.53  | 153.33 |
|                        | Gregory Developmental Road            | 0.3-24.1, 24.3-75.4  | 74.9   |
| Ravenshoe – Georgetown | Forsyth Road                          | 11.7-25.2  | 13.5   |

Table 8-2 LRRS unsealed roads

| LGA                       | Road Name                 | Start (km) | End (km) | Length (km) | Start                          | End                            | Surface Type    | Unsealed Length (Km) | Sealed Length (Km) | Unsealed % of total length |
|---------------------------|---------------------------|------------|----------|-------------|--------------------------------|--------------------------------|-----------------|----------------------|--------------------|----------------------------|
| Yarrabah Aboriginal Shire | Back Beach Road           | 0          | 14.5     | 14.5        | Pine Creek Road                | YASC Boundary                  | Sealed/unsealed | 8.5                  | 6                  | 59%                        |
| Mareeba Shire             | Black Mountain Road       | 0          | 48.18    | 48.18       | Kennedy Highway                | Euluma Creek Road              | Sealed/unsealed | 46.89                | 1.29               | 97%                        |
| Cook Shire                | Bloomfield Road           | 0          | 38.8     | 38.8        | Cooktown Development Road      | Wujal Wujal Boundary           | Sealed/unsealed | 26.2                 | 12.6               | 68%                        |
| Croydon Shire             | Croydon-Richmond Road     | 0          | 217.11   | 217.11      | Gulf Developmental Road (92B)  | Richmond/Croydon Boundary      | Sealed/unsealed | 140.353              | 76.759             | 65%                        |
| Tablelands Region         | Danbulla Forest Drive     | 0          | 26.08    | 26.08       | Tinaroo Falls Dam Road         | Boar Pocket Road               | Sealed/unsealed | 22.29                | 3.79               | 85%                        |
| Etheridge Shire           | Forsyth - Einasleigh Road | 0          | 68.1     | 68.1        | Gregory Developmental Road (9) | Forsyth Road (6704)            | Sealed/unsealed | 34                   | 34.1               | 50%                        |
| Tablelands Region         | Gunnawarra Road           | 0          | 52       | 52          | Kennedy Highway                | Cashmere/ Wairuna Intersection | Sealed/unsealed | 30.01                | 21.99              | 58%                        |
| Mareeba Shire             | Henry Hannam Drive        | 0          | 11.88    | 11.88       | Kennedy Highway                | Cobra Road & Emerald Falls Ro  | Sealed/unsealed | 10.54                | 1.34               | 89%                        |

| LGA                          | Road Name                           | Start (km) | End (km) | Length (km) | Start                            | End                            | Surface Type    | Unsealed Length (Km) | Sealed Length (Km) | Unsealed % of total length |
|------------------------------|-------------------------------------|------------|----------|-------------|----------------------------------|--------------------------------|-----------------|----------------------|--------------------|----------------------------|
| Cassowary Coast Region       | Kirrama Range Road                  | 0          | 18.8     | 18.8        | Kennedy Creek Road               | Tablelands/Cassowary Coast B   | Sealed/unsealed | 13.93                | 4.87               | 74%                        |
| Croydon Shire                | Nelia Bundah Road                   | 175        | 189      | 14          | Croydon/McKinlay Boundary        | Croydon - Richmond Road        | Sealed/unsealed | 12.3                 | 1.7                | 88%                        |
| Etheridge Shire              | North Head Road                     | 0          | 25.57    | 25.57       | Forsyth Road                     | Agate Creek Road               | Sealed/unsealed | 22.58                | 2.99               | 88%                        |
| Mareeba Shire                | Pickford Road                       | 0          | 5.33     | 5.33        | Peninsula.Developmental Road     | Mareeba Wetlands               | Sealed/unsealed | 4.57                 | 0.76               | 86%                        |
| Tablelands Region            | Silver Valley Road                  | 0          | 38.8     | 38.8        | Kennedy Highway                  | Herberton-Petford Road         | sealed/unsealed | 32.5                 | 6.3                | 84%                        |
| Tablelands Region            | Tully Falls Road                    | 0          | 37.25    | 37.25       | Kennedy Highway                  | Koombooloomba Dam              | Sealed/unsealed | 15.04                | 22.21              | 40%                        |
| Etheridge Shire              | Agate Creek Road                    | 0          | 11.9     | 11.9        | North Head Road                  | Cobbold Gorge Road             | Unsealed        | 11.9                 | 0                  | 100%                       |
| Cook Shire                   | Battlecamp Road                     | 0          | 75.7     | 75.7        | Mclvor Road                      | Lakefield National Park Road   | Unsealed        | 75.7                 | 0                  | 100%                       |
| Douglas Shire                | Cape Tribulation to Bloomfield Road | 0          | 31       | 31          | Cape Tribulation                 | North Bank of Bloomfield River | Unsealed        | 31                   | 0                  | 100%                       |
| Tablelands Region            | Cashmere-Kirrama Road               | 0          | 70.6     | 70.6        | Gunnawarra, Wairuna Rd inters    | Gunnawarra, Wairuna Rd inters  | Unsealed        | 70.6                 | 0                  | 100%                       |
| Wujal Wujal Aboriginal Shire | China Camp Road                     | 0          | 1.9      | 1.9         | Cape Tribulation to Bloomfield R | WWASC Boundary                 | unsealed        | 1.9                  | 0                  | 100%                       |
| Yarrabah Aboriginal Shire    | Back Beach Road                     | 0          | 14.5     | 14.5        | Pine Creek Road                  | YASC Boundary                  | Sealed/unsealed | 8.5                  | 6                  | 59%                        |
| Mareeba Shire                | Black Mountain Road                 | 0          | 48.18    | 48.18       | Kennedy Highway                  | Euluma Creek Road              | Sealed/unsealed | 46.89                | 1.29               | 97%                        |
| Cook Shire                   | Bloomfield Road                     | 0          | 38.8     | 38.8        | Cooktown Development Road        | Wujal Wujal Boundary           | Sealed/unsealed | 26.2                 | 12.6               | 68%                        |
| Croydon Shire                | Croydon-Richmond Road               | 0          | 217.11   | 217.11      | Gulf Developmental Road (92B)    | Richmond/Croydon Boundary      | Sealed/unsealed | 140.353              | 76.759             | 65%                        |
| Tablelands Region            | Danbulla Forest Drive               | 0          | 26.08    | 26.08       | Tinaroo Falls Dam Road           | Boar Pocket Road               | Sealed/unsealed | 22.29                | 3.79               | 85%                        |
| Etheridge Shire              | Forsyth - Einasleigh Road           | 0          | 68.1     | 68.1        | Gregory Developmental Road (9    | Forsyth Road (6704)            | Sealed/unsealed | 34                   | 34.1               | 50%                        |

| LGA                          | Road Name                           | Start (km) | End (km) | Length (km) | Start                            | End                            | Surface Type    | Unsealed Length (Km) | Sealed Length (Km) | Unsealed % of total length |
|------------------------------|-------------------------------------|------------|----------|-------------|----------------------------------|--------------------------------|-----------------|----------------------|--------------------|----------------------------|
| Tablelands Region            | Gunnawarra Road                     | 0          | 52       | 52          | Kennedy Highway                  | Cashmere/ Wairuna Intersection | Sealed/unsealed | 30.01                | 21.99              | 58%                        |
| Mareeba Shire                | Henry Hannam Drive                  | 0          | 11.88    | 11.88       | Kennedy Highway                  | Cobra Road & Emerald Falls Ro  | Sealed/unsealed | 10.54                | 1.34               | 89%                        |
| Cassowary Coast Region       | Kirrama Range Road                  | 0          | 18.8     | 18.8        | Kennedy Creek Road               | Tablelands/Cassowary Coast B   | Sealed/unsealed | 13.93                | 4.87               | 74%                        |
| Croydon Shire                | Nelia Bundah Road                   | 175        | 189      | 14          | Croydon/McKinlay Boundary        | Croydon - Richmond Road        | Sealed/unsealed | 12.3                 | 1.7                | 88%                        |
| Etheridge Shire              | North Head Road                     | 0          | 25.57    | 25.57       | Forsayth Road                    | Agate Creek Road               | Sealed/unsealed | 22.58                | 2.99               | 88%                        |
| Mareeba Shire                | Pickford Road                       | 0          | 5.33     | 5.33        | Peninsula.Developmental Road     | Mareeba Wetlands               | Sealed/unsealed | 4.57                 | 0.76               | 86%                        |
| Tablelands Region            | Silver Valley Road                  | 0          | 38.8     | 38.8        | Kennedy Highway                  | Herberton-Petford Road         | sealed/unsealed | 32.5                 | 6.3                | 84%                        |
| Tablelands Region            | Tully Falls Road                    | 0          | 37.25    | 37.25       | Kennedy Highway                  | Koombooloomba Dam              | Sealed/unsealed | 15.04                | 22.21              | 40%                        |
| Etheridge Shire              | Agate Creek Road                    | 0          | 11.9     | 11.9        | North Head Road                  | Cobbold Gorge Road             | Unsealed        | 11.9                 | 0                  | 100%                       |
| Cook Shire                   | Battlecamp Road                     | 0          | 75.7     | 75.7        | Mclvor Road                      | Lakefield National Park Road   | Unsealed        | 75.7                 | 0                  | 100%                       |
| Douglas Shire                | Cape Tribulation to Bloomfield Road | 0          | 31       | 31          | Cape Tribulation                 | North Bank of Bloomfield River | Unsealed        | 31                   | 0                  | 100%                       |
| Tablelands Region            | Cashmere-Kirrama Road               | 0          | 70.6     | 70.6        | Gunnawarra, Wairuna Rd inters    | Gunnawarra, Wairuna Rd inters  | Unsealed        | 70.6                 | 0                  | 100%                       |
| Wujal Wujal Aboriginal Shire | China Camp Road                     | 0          | 1.9      | 1.9         | Cape Tribulation to Bloomfield R | WWASC Boundary                 | unsealed        | 1.9                  | 0                  | 100%                       |

### Increased tourism value

The analysis of sealing the Mulligan Highway suggests a compound annual growth rate of 2% can be attributed to a completely sealed route. This has been applied as a low growth scenario to routes within the Council area that is unsealed. A high growth scenario adopts a 5% growth rate.

The results show that in the first year, the low growth scenario will increase tourism expenditure by \$5.6m. The high growth scenario produces \$14m in the first year.

Table 8-3 Tourist route first year value increase

| Route                            | Low growth scenario increase | High growth scenario increase |
|----------------------------------|------------------------------|-------------------------------|
| Canecutter Way                   | -                            | -                             |
| Chillagoe Discovery Trail        | \$ 0.1 m                     | \$ 0.2 m                      |
| Cooktown Discovery Trail         | \$ 0.2 m                     | \$ 0.4 m                      |
| Daintree Explorer                | -                            | -                             |
| Danbulla Tinaroo Falls           | -                            | -                             |
| Epic Cape York                   | \$ 1.4 m                     | \$ 3.5 m                      |
| Great Green Way                  | -                            | -                             |
| Great Tropical Drive             | -                            | -                             |
| Hinchinbrook Discovery Trail     | -                            | -                             |
| Longlands Gap Road               | -                            | -                             |
| Malanda - Atherton Road          | -                            | -                             |
| O'Brien's Creek Road             | -                            | -                             |
| Ravenshoe to Georgetown          | \$ 0.2 m                     | \$ 0.4 m                      |
| Reef to Rainforest               | -                            | -                             |
| Savannah Way                     | \$ 3.8 m                     | \$ 9.4 m                      |
| Tully Falls Road                 | -                            | -                             |
| Tully to Mission Beach Discovery | -                            | -                             |
| Waterfalls Discovery Trail       | -                            | -                             |
| <b>Total</b>                     | <b>\$ 5.6 m</b>              | <b>\$ 14.0 m</b>              |

Table 8-4 Low growth scenario – proportional uplift

| Council                      | Canecutter Way | Chillagoe Discovery Trail | Cooktown Discovery Trail | Daintree Explorer | Danbulla Tinaroo Falls | Epic Cape York | Great Green Way | Great Tropical Drive | Hinchinbrook Discovery Trail | Longlands Gap Road | Malanda - Atherton Road | O'Brien's Creek Road | Ravenshoe to Georgetown | Reef to Rainforest | Savannah Way | Tully Falls Road | Tully to Mission Beach Discovery | Waterfalls Discovery Trail |
|------------------------------|----------------|---------------------------|--------------------------|-------------------|------------------------|----------------|-----------------|----------------------|------------------------------|--------------------|-------------------------|----------------------|-------------------------|--------------------|--------------|------------------|----------------------------------|----------------------------|
| Cairns/ Yarrabah             |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Carpentaria                  |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    | 2.0%         |                  |                                  |                            |
| Cassowary Coast/Hinchinbrook |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Cook/Hopevale                |                |                           | 2.0%                     |                   |                        | 2.0%           |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Croydon                      |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    | 2.0%         |                  |                                  |                            |
| Douglas/ Wujal Wujal         |                |                           |                          |                   |                        | 2.0%           |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Etheridge                    |                | 2.0%                      |                          |                   |                        |                |                 |                      |                              |                    |                         |                      | 2.0%                    |                    | 2.0%         |                  |                                  |                            |
| Mareeba                      |                | 2.0%                      |                          |                   |                        |                |                 |                      |                              |                    |                         |                      | 2.0%                    |                    | 2.0%         |                  |                                  |                            |
| Tablelands                   |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |

Table 8-5 Low growth scenario – value increases

| Council                      | Canecutter Way | Chillagoe Discovery Trail | Cooktown Discovery Trail | Daintree Explorer | Danbulla Tinaroo Falls | Epic Cape York | Great Green Way | Great Tropical Drive | Hinchinbrook Discovery Trail | Longlands Gap Road | Malanda - Atherton Road | O'Brien's Creek Road | Ravenshoe to Georgetown | Reef to Rainforest | Savannah Way | Tully Falls Road | Tully to Mission Beach Discovery | Waterfalls Discovery Trail |
|------------------------------|----------------|---------------------------|--------------------------|-------------------|------------------------|----------------|-----------------|----------------------|------------------------------|--------------------|-------------------------|----------------------|-------------------------|--------------------|--------------|------------------|----------------------------------|----------------------------|
| Cairns/ Yarrabah             | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Carpentaria                  | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | \$ 2.8 m     | -                | -                                | -                          |
| Cassowary Coast/Hinchinbrook | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Cook/Hopevale                | -              | -                         | \$ 0.2 m                 | -                 | -                      | \$ 1.0 m       | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Croydon                      | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | \$ 0.8 m     | -                | -                                | -                          |
| Douglas/ Wujal Wujal         | -              | -                         | -                        | -                 | -                      | \$ 0.4 m       | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Etheridge                    | -              | \$ 0.0 m                  | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | \$ 0.2 m                | -                  | \$ 0.1 m     | -                | -                                | -                          |
| Mareeba                      | -              | \$ 0.1 m                  | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | \$ 0.0 m                | -                  | \$ 0.0 m     | -                | -                                | -                          |
| Tablelands                   | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Total                        | -              | \$ 0.1 m                  | \$ 0.2 m                 | -                 | -                      | \$ 1.4 m       | -               | -                    | -                            | -                  | -                       | -                    | \$ 0.2 m                | -                  | \$ 3.8 m     | -                | -                                | -                          |

Table 8-6 High growth scenario – proportional uplift

| Council                      | Canecutter Way | Chillagoe Discovery Trail | Cooktown Discovery Trail | Daintree Explorer | Danbulla Tinaroo Falls | Epic Cape York | Great Green Way | Great Tropical Drive | Hinchinbrook Discovery Trail | Longlands Gap Road | Malanda - Atherton Road | O'Brien's Creek Road | Ravenshoe to Georgetown | Reef to Rainforest | Savannah Way | Tully Falls Road | Tully to Mission Beach Discovery | Waterfalls Discovery Trail |
|------------------------------|----------------|---------------------------|--------------------------|-------------------|------------------------|----------------|-----------------|----------------------|------------------------------|--------------------|-------------------------|----------------------|-------------------------|--------------------|--------------|------------------|----------------------------------|----------------------------|
| Cairns/ Yarrabah             |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Carpentaria                  |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    | 5.0%         |                  |                                  |                            |
| Cassowary Coast/Hinchinbrook |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Cook/Hopevale                |                |                           | 5.0%                     |                   |                        | 5.0%           |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Croydon                      |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    | 5.0%         |                  |                                  |                            |
| Douglas/ Wujal Wujal         |                |                           |                          |                   |                        | 5.0%           |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |
| Etheridge                    |                | 5.0%                      |                          |                   |                        |                |                 |                      |                              |                    |                         |                      | 5.0%                    |                    | 5.0%         |                  |                                  |                            |
| Mareeba                      |                | 5.0%                      |                          |                   |                        |                |                 |                      |                              |                    |                         |                      | 5.0%                    |                    | 5.0%         |                  |                                  |                            |
| Tablelands                   |                |                           |                          |                   |                        |                |                 |                      |                              |                    |                         |                      |                         |                    |              |                  |                                  |                            |

Table 8-7 High growth scenario – value increases

| Council                      | Canecutter Way | Chillagoe Discovery Trail | Cooktown Discovery Trail | Daintree Explorer | Danbulla Tinaroo Falls | Epic Cape York | Great Green Way | Great Tropical Drive | Hinchinbrook Discovery Trail | Longlands Gap Road | Malanda - Atherton Road | O'Brien's Creek Road | Ravenshoe to Georgetown | Reef to Rainforest | Savannah Way | Tully Falls Road | Tully to Mission Beach Discovery | Waterfalls Discovery Trail |
|------------------------------|----------------|---------------------------|--------------------------|-------------------|------------------------|----------------|-----------------|----------------------|------------------------------|--------------------|-------------------------|----------------------|-------------------------|--------------------|--------------|------------------|----------------------------------|----------------------------|
| Cairns/ Yarrabah             | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Carpentaria                  | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | \$ 7.1 m     | -                | -                                | -                          |
| Cassowary Coast/Hinchinbrook | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Cook/Hopevale                | -              | -                         | \$ 0.4 m                 | -                 | -                      | \$ 2.6 m       | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Croydon                      | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | \$ 2.0 m     | -                | -                                | -                          |
| Douglas/ Wujal Wujal         | -              | -                         | -                        | -                 | -                      | \$ 0.9 m       | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Etheridge                    | -              | \$ 0.0 m                  | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | \$ 0.4 m                | -                  | \$ 0.3 m     | -                | -                                | -                          |
| Mareeba                      | -              | \$ 0.2 m                  | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | \$ 0.0 m                | -                  | \$ 0.0 m     | -                | -                                | -                          |
| Tablelands                   | -              | -                         | -                        | -                 | -                      | -              | -               | -                    | -                            | -                  | -                       | -                    | -                       | -                  | -            | -                | -                                | -                          |
| Total                        | -              | \$ 0.2 m                  | \$ 0.4 m                 | -                 | -                      | \$ 3.5 m       | -               | -                    | -                            | -                  | -                       | -                    | \$ 0.4 m                | -                  | \$ 9.4 m     | -                | -                                | -                          |

## 9. Stakeholder engagement

Stakeholder engagement is designed to obtain information from organisations that provide services directly to road users. From a tourism perspective, this predominantly relates to self-drive routes and links to key tourist locations.

The objectives of the engagement has been to:

- Inform the study's context and objectives
- Seek inputs that assist the study's development
- Gain buy-in of the study's findings and recommendations

The engagement has been undertaken in two ways:

- Direct discussions between FNQROC and key tourism organisations
- The questionnaire presented in Appendix A emailed to key tourism organisations seeking their input

Table 9-1 presents the key tourism organisations that have been forwarded the questionnaire, along with the status of responses.

Table 9-1 Stakeholders

| Tourism organisations                  | Response                 |
|--|--------------------------|
| Tourism Tropical North Queensland      |                          |
| Drive North West Queensland            |                          |
| Tropical Tablelands Tourism            |                          |
| Savannah Way Ltd                       | Survey completed         |
| Tropical Coast Tourist                 |                          |
| Tourism Port Douglas and Daintree      | Survey completed         |
| Tourism Trinity Beach                  |                          |
| Tourism Palm Cove                      |                          |
| Tourism Kuranda /Mareeba Shire Council | Survey completed         |
| Cape York                              | Survey completed         |
| Visit Queensland                       | No information available |

The received responses support road sealing as the main infrastructure improvement to promote tourism growth, and that targeted sealing of particular roads would encourage visitors across multiple routes. The responses also require wider consideration of competing stakeholder views particularly where a road traverses across councils. Bloomfield Road is one such example, where the strategic outlook at this point has not been endorsed by the relevant road owners.

## Tourism Routes

Table 9-2 Stakeholder suggested roads for sealing

| Road                         | Cooktown Discovery Trail | Daintree Explorer | Epic Cape York | Great Tropical Drive | Savannah Way | Chillagoe Discovery Trail |
|------------------------------|--------------------------|-------------------|----------------|----------------------|--------------|---------------------------|
| Burketown Normanton road     |                          |                   |                |                      | ●            |                           |
| Burke Development Road       |                          |                   |                |                      | ●            | ●                         |
| Kennedy Highway              |                          |                   | ●              |                      |              | ●                         |
| Wills Developmental Road     |                          |                   |                |                      | ●            |                           |
| Nardoo Burketown Road        |                          |                   |                |                      | ●            |                           |
| Peninsula Developmental Road | ●                        | ●                 | ●              | ●                    |              |                           |
| Battlecamp Road              | ●                        |                   | ●              |                      |              |                           |
| Bloomfield Road              |                          | ●                 | ●              | ●                    |              |                           |
| Palmerville Road             |                          |                   |                |                      |              |                           |
| Lakefield Road               | ●                        |                   | ●              |                      |              |                           |
| Marina Plains Road           |                          |                   | ●              |                      |              |                           |
| Portland Road                |                          |                   | ●              |                      |              |                           |
| Cape Tribulation Road        |                          | ●                 | ●              | ●                    |              |                           |
| Bloomfield Track             |                          | ●                 | ●              | ●                    |              |                           |
| Shiptons Flat Road           |                          | ●                 | ●              | ●                    |              |                           |
| Rossville Bloomfield Road    |                          | ●                 | ●              | ●                    |              |                           |

The responses also suggest that Epic Cape York requires sealing of multiple roads. Keeping in mind that the route also attracts adventure tourists that prefer the road to be unsealed, a balance is needed to ensure existing tourist markets are not hampered. A data collection exercise is necessary to better understand the profile of current and potential tourist market segments.

## 10. Crash analysis

Tourists may be deterred by the perceived safety risk of a route, particularly when mixing with large heavy vehicles on rough pavements or narrow road widths. From 2009 to 2018, 8500 crashes occurred across FNQROC. Of these, over 4200 crashes occurred on roads that are part of the 18 tourist routes. The Bruce Highway has the largest number of crashes over the period, with approximately 951 crashes of which 33 resulted in a fatality. The Captain Cook Highway had the second highest number of crashes with 850 crashes.

Table 10-1 Highways with highest incidence numbers 2009 - 2018

| Road Name            | Severity             | Number of crashes | Tourist routes  |
|----------------------|----------------------|-------------------|---|
| Bruce Highway        | Property damage only | 146               | <ul style="list-style-type: none"> <li>• Canecutter way</li> <li>• Great Green Way</li> <li>• Great Tropical Drive</li> <li>• Hinchinbrook Discovery Trail</li> <li>• Paluma</li> <li>• Reef to Rainforest</li> <li>• Tully to Mission Beach Discovery</li> <li>• Waterfalls Discovery Trail</li> </ul> |
|                      | Minor Injury         | 91                |   |
|                      | Medical treatment    | 293               |   |
|                      | Hospitalisation      | 384               |   |
|                      | Fatal                | 33                |   |
|                      | Total                | 947               |   |
| Captain Cook Highway | Property damage only | 110               | <ul style="list-style-type: none"> <li>• Epic Cape York</li> <li>• Great Tropical Drive</li> <li>• Reef to Rainforest</li> <li>• Savannah Way</li> <li>• Waterfalls Discovery Trail</li> </ul>  |
|                      | Minor Injury         | 94                |   |
|                      | Medical treatment    | 310               |   |
|                      | Hospitalisation      | 320               |   |
|                      | Fatal                | 16                |   |
|                      | Total                | 850               |   |
| Kennedy Highway      | Property damage only | 82                | <ul style="list-style-type: none"> <li>• Ravenshoe to Georgetown</li> <li>• Chillagoe Discovery Trail</li> <li>• Epic Cape York</li> <li>• Great Tropical Drive</li> <li>• Reef to Rainforest</li> <li>• Savannah Way</li> <li>• Waterfalls Discovery Trail</li> </ul>                                  |
|                      | Minor Injury         | 57                |   |
|                      | Medical treatment    | 194               |   |
|                      | Hospitalisation      | 243               |   |
|                      | Fatal                | 25                |   |
|                      | Total                | 601               |   |
| Gillies Range Road   | Property damage only | 35                | <ul style="list-style-type: none"> <li>• Reef to Rainforest</li> <li>• Waterfalls Discovery Trail</li> </ul>  |
|                      | Minor Injury         | 29                |   |
|                      | Medical treatment    | 63                |   |
|                      | Hospitalisation      | 108               |   |
|                      | Fatal                | 5                 |   |
|                      | Total                | 240               |   |

## Tourism Routes

The crash locations have been plotted, by severity, against the 18 major tourist routes. These maps are available in Appendix C.

The relative safety of each route can be considered by its crash risk ratio, a simplistic measure intended to provide an initial comparison between routes. Each route's 10 year crash history is divided by its overall length as following:

$$\text{Crash risk/km} = \frac{\text{number of crashes}}{\text{route length}}$$

The crash risk ratio will naturally change if a shorter history is applied. Other variables could also be considered, such as the severity of each crash e.g. fatality being more significant than property damage. The results should therefore be viewed as indicative for further consideration.

Table 10-2 Crash risk ratio

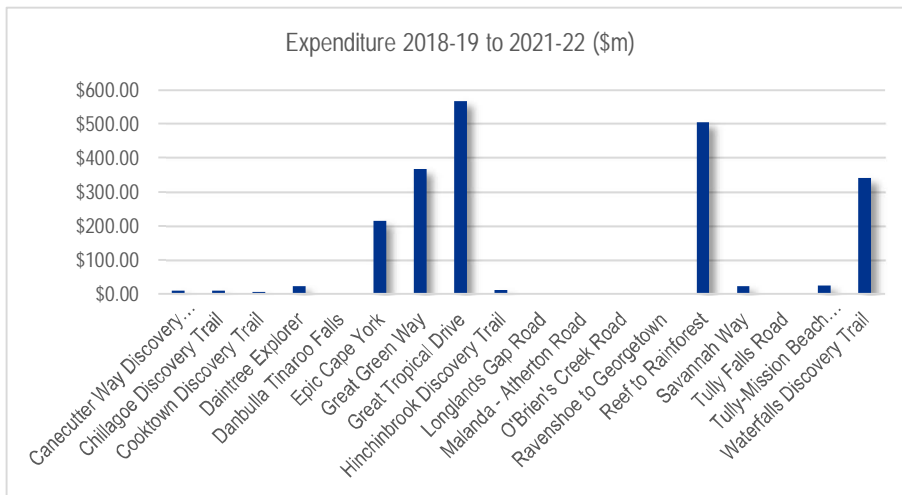
| Tourist route                    | Distance | Crash/km |
|----------------------------------|----------|----------|
| Canecutter Way                   | 137      | 1.9      |
| Chillagoe Discovery Trail        | 644      | 0.7      |
| Cooktown Discovery Trail         | 274      | 0.2      |
| Daintree Explorer                | 370      | 0.7      |
| Danbulla Tinaroo Falls Road      | 49       | 0.5      |
| Epic Cape York                   | 2,313    | 0.9      |
| Great Green Way                  | 587      | 2.4      |
| Great Tropical Drive             | 406      | 7.2      |
| Hinchinbrook Discovery Trail     | 1,593    | 0.1      |
| Longlands Gap Road               | 299      | 0.1      |
| Malanda to Atherton Road         | 16       | 3.5      |
| O'Brien's Creek Road             | 16       | 0.1      |
| Ravenshoe to Georgetown          | 40       | 2.4      |
| Reef to Rainforest               | 301      | 7.3      |
| Savannah Way                     | 1,133    | 1.1      |
| Tully Falls Road                 | 39       | 0.2      |
| Tully to Mission Beach Discovery | 176      | 1.0      |
| Waterfalls Discovery             | 356      | 5.7      |

## 11. Planned infrastructure upgrades

The Queensland Transport and Roads Investment Program 2019-2020 to 2022-2023 (QTRIP) details the current transport and road infrastructure projects that the Queensland Government plans to deliver over the next 4 years.<sup>55</sup> QTRIP investments are separated into the National Network and State Network programs. The National Network includes the Bruce Highway, a component of many popular tourist routes. The State Network incorporates the strategic road network across Far North Queensland.

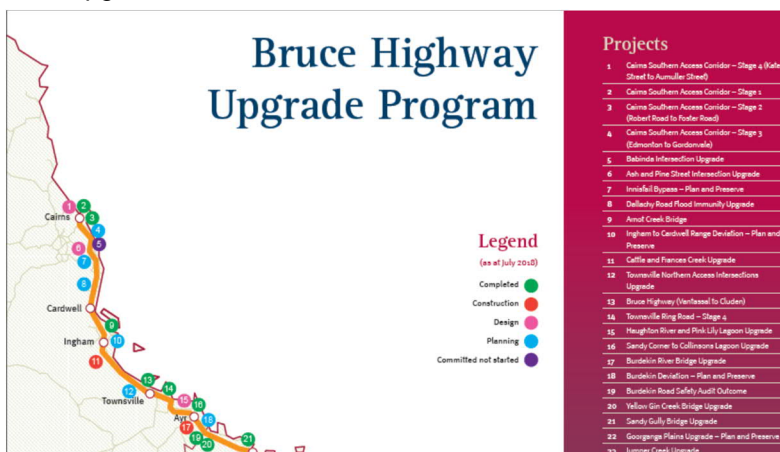
Figure 11-1 illustrates the expenditure occurring on each tourism route over the next four years.

Figure 11-1 QTRIP expenditure per route



Unsurprisingly, the coastal tourism routes that contain the Bruce Highway attract the majority of funding over the next four years.

Large expenditures are allocated to major projects to improve flood proofing, such as the Cattle and Frances Creek Upgrade.



The Cairns Southern Access Corridor continues to attract significant funding, with construction of Stage 3 to commence in 2020 and completed by mid-2023. Stage 4 is intended to be completed by mid 2021

These works are expected to facilitate visitor movements by providing a more resilient, less congested road network. It is unlikely that they will cause a noticeable incentive for increased visitation, mainly because the coastal road network is relatively mature and

integrated.

<sup>55</sup> <https://publications.qld.gov.au/dataset/queensland-transport-and-roads-investment-program-qtrip-2018-19-to-2021-22/resource/d50c165f-4055-45c3-a5e8-63716f08d1d8>  
<https://publications.qld.gov.au/dataset/queensland-transport-and-roads-investment-program-qtrip-2018-19-to-2021-22/resource/b4796e38-5eed-464d-ab2d-5e83c06b5d51>

## Tourism Routes

Major works are planned for the Peninsula Developmental Road (PDR) as part of the five year Cape York Region Package (CYRP). When the CYRP concludes at the end of June 2019, a further 173km of the 527km PDR will have been sealed. This leaves a little over 200km remaining unsealed.

Both the Epic Cape York and Cooktown Discovery Trail are expected to see an increase in tourist visitation because of the CYRP, although it is unclear to what extent. Both routes will continue to contain significant unsealed lengths, thereby attracting adventure tourists with 4WDs.

Limited expenditure is planned within the western councils containing large sections of unsealed road. Around 10kms of pavement is to be widened on the Burke Developmental Road, and the Beames Brook Bridge is being replaced on the Wills Developmental Road between Julia Creek and Burketown (outside of FNQROC's boundaries).

Savannah Way is likely to see visitation remaining constant within the foreseeable future without further investment. The FNQROC RRIS could pursue investment opportunities for its progressive sealing, along with implementing a data collection exercise aimed at identifying self-drive tourist preferences for which unsealed sections should be given priority.

Descriptions of the proposed QTRIP works and locations are within the following tables.

Table 11-1 QTRIP National Network

| Local government | Route   | Investment name/location  | Location description                                   | Indicative total cost \$'000 | Approved 2019-20 | Indicative 2020-21 | Indicative 2021-22 to 2022-23 | Beyond  | Work Description                 |
|------------------|---|---|--|------------------------------|------------------|--------------------|-------------------------------|---------|----------------------------------|
| Cairns Regional  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Waterfalls Discovery Trail</li> </ul>                       | Bruce Highway (Innisfail - Cairns)  | Various intersections                                  | 1,000                        | 250              | 250                | 250                           | -       | Improve intersections            |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Waterfalls Discovery Trail</li> </ul>                       | Bruce Highway (Innisfail - Cairns)  | Northbound overtaking lane (43.95 - 45.15km)           | 4,865                        | 50               | 50                 | 570                           | -       | Construct overtaking lanes       |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Waterfalls Discovery Trail</li> </ul>                       | Bruce Highway (Innisfail - Cairns)  | Munro Street, Babinda                                  | 3,881                        | 1,091            | 2,133              | 428                           | -       | Improve intersections            |
|                  | <ul style="list-style-type: none"> <li>Green Way</li> <li>Great Tropical Drive</li> <li>Reef to Rainforest</li> <li>Waterfalls Discovery Trail</li> </ul> | Bruce Highway (Innisfail - Cairns), Cairns Southern Access Corridor (Stage 3) | Edmonton - Gordonvale                                  | 481,000                      | 37,895           | 90,587             | 190,773                       | 125,000 | Duplicate from two to four lanes |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Waterfalls Discovery Trail</li> </ul>                       | Bruce Highway (Innisfail - Cairns)  | Cairns Southern Access (Foster Road intersection)      | 225,000                      | -                | -                  | 10,000                        | 215,000 | Grade separation – road works    |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Waterfalls Discovery Trail</li> </ul>                       | Bruce Highway (Innisfail - Cairns)  | Cairns Southern Access (Kate Street – Aumuller Street) | 104,070                      | 30,301           | 18,680             | 25,353                        | -       | Widen from four to six lanes     |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Waterfalls Discovery Trail</li> </ul>                       | Bruce Highway (Innisfail - Cairns)  | Coombs Street  | 1,158                        | 250              | 760                | 148                           | -       | Improve intersection/s           |

| Local government         | Route   | Investment name/location           | Location description                            | Indicative total cost \$'000 | Approved 2019-20 | Indicative 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description            |
|--------------------------|---|------------------------------------|---|------------------------------|------------------|--------------------|-------------------------------|--------|-----------------------------|
| Cassowary Coast Regional | <ul style="list-style-type: none"> <li>Canecutter Way</li> <li>Discovery Trail</li> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> <li>Tully – Mission Beach Discovery Trail</li> </ul> | Bruce Highway (Ingham - Innisfail) | Smith's Gap (108.00 – 109.50km)                 | 9,885                        | 47               | 3,907              | 5,332                         | -      | Construct overtaking lane/s |
|                          | <ul style="list-style-type: none"> <li>Great Tropical Drive</li> <li>Tully – Mission Beach Discovery Trail</li> </ul>   | Bruce Highway (Ingham - Innisfail) | Victoria Street (Cardwell)                      | 321                          | 321              | -                  | -                             | -      | Improve intersection/s      |
|                          | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>   | Bruce Highway (Ingham - Innisfail) | Innisfail (139.60 – 147.40km)                   | 1,312                        | 59               | -                  | -                             | -      | Widen pavement              |
|                          | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>   | Bruce Highway (Ingham - Innisfail) | Innisfail – Japoon Road and McGowan Drive       | 3,959                        | 2,871            | 456                | 380                           | -      | Improve intersection/s      |
|                          | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>   | Bruce Highway (Ingham - Innisfail) | Centenary Bridge (South Johnstone River bridge) | 450                          | 450              | -                  | -                             | -      | Strengthen bridge/s         |
|                          | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>   | Bruce Highway (Ingham - Innisfail) | Bamboo Creek Bridge                             | 450                          | 450              | -                  | -                             | -      | Replace bridge/s            |
|                          |   |                                    |   |                              |                  |                    |                               |        |                             |

| Local government   | Route   | Investment name/location            | Location description  | Indicative total cost \$'000 | Approved 2019-20 | Indicative 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description                              |
|--------------------|---|-------------------------------------|---|------------------------------|------------------|--------------------|-------------------------------|--------|---|
|                    | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Tully- Mission Beach Discovery Way</li> </ul>           | Bruce Highway (Ingham - Innisfail)  | Dallachy Road   | 11,000                       | 275              | 3,406              | 6,950                         | -      | Install floodway/s                            |
|                    | <ul style="list-style-type: none"> <li>Canecutter Way Discovery Trail</li> <li>Great Green Way</li> <li>Great Tropical Drive</li> </ul>               | Bruce Highway (Innisfail - Cairns)  | Behana Creek – Edmonton (55.30 – 73.20km)                       | 3,150                        | 226              | -                  | -                             | -      | Replace/upgrade guardrail section/s and end/s |
|                    | <ul style="list-style-type: none"> <li>Great Tropical Drive</li> <li>Great Green Way</li> </ul>   | Bruce Highway (Innisfail - Cairns)  | Bluff Road  | 448                          | 345              | 103                | -                             | -      | Improve intersection/s                        |
|                    | <ul style="list-style-type: none"> <li>Great Tropical Drive</li> <li>Great Green Way</li> <li>Waterfalls Discovery Trail</li> </ul>                   | Bruce Highway (Innisfail - Cairns)  | North of Innisfail (5.73 – 12.69km)                             | 1,731                        | 780              | 761                | -                             | -      | Improve intersection/s                        |
| Hinchinbrook Shire | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> <li>Paluma</li> </ul> | Bruce Highway (Ingham - Innisfail)  | Abergowrie Road - Ingham - Halifax - Bermside Road (0 - 1.73km) | 810                          | 100              | 587                | 123                           | -      | Improve intersection/s                        |
|                    | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>                 | Bruce Highway (Ingham - Innisfail)  | Lannercost Street   | 250                          | 180              | -                  |                               |        | Improve intersection/s                        |
|                    | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>                 | Bruce Highway (Townsville - Ingham) | Hechts Road - Yuruga Road (95.10 - 99.80km)                     | 9,064                        | 8                | 5,966              | 2,144                         | -      | Widen pavement                                |

| Local government | Route   | Investment name/location            | Location description                           | Indicative total cost \$'000 | Approved 2019-20 | Indicative 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description  |
|------------------|---|-------------------------------------|--|------------------------------|------------------|--------------------|-------------------------------|--------|---|
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>                 | Bruce Highway (Townsville - Ingham) | Yuruga Road - Easter Creek (101.30 - 102.50km) | 1,945                        | 10               | 1,271              | 425                           | -      | Widen pavement  |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>                 | Bruce Highway (Townsville - Ingham) | Hechts Road - Yuruga Road (93.69 - 98.73km)    | 12,200                       | 21               | 7,499              | 4,244                         | -      | Construct overtaking lane/s                                       |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>                 | Bruce Highway (Townsville - Ingham) | Cartastis Road, Scrubview Road and Yuruga Road | 132                          | 1                | 85                 | 45                            | -      | Improve intersection/s  |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> <li>Paluma</li> </ul> | Bruce Highway (Townsville - Ingham) | Townsville Port Road - Abergowrie Road         | 7,669                        | 200              | 3,635              | 3,834                         | -      | Improve intersection/s  |
|                  | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Great Tropical Drive</li> <li>Hinchinbrook Discovery Trail</li> </ul>                 | Bruce Highway (Townsville - Ingham) | Helens Hill rest area                          | 475                          | 238              | 238                | -                             | -      | Install/ replace rest areas, stopping places and pull over areas. |

Table 11-2 QTRIP State Road Network

| Local government         | Route   | Investment name/location                        | Location description                 | Indicative total cost \$'000 | Approved 2019-2020 | Approved 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description   |
|--------------------------|---|---|--------------------------------------|------------------------------|--------------------|------------------|-------------------------------|--------|--|
| Cairns Regional          | <ul style="list-style-type: none"> <li>Waterfalls Discovery Trail</li> <li>Reef to Rainforest</li> <li>Daintree Explorer</li> <li>Great Tropical Drive</li> <li>Epic Cape York</li> </ul> | Captain Cook Highway (Cairns – Mossman)         | Sections: 0 – 6.80km                 | 2,943                        | 294                | 868              | -                             | -      | Install/retrofit pedestrian crossing/s and facilities            |
|                          | <ul style="list-style-type: none"> <li>Waterfalls Discovery Trail</li> <li>Reef to Rainforest</li> <li>Daintree Explorer</li> <li>Great Tropical Drive</li> <li>Epic Cape York</li> </ul> | Captain Cook Highway (Cairns – Mossman)         | Sections: 6.80 – 25.70km             | 21,917                       | 3,826              | 5,774            | 8,688                         | -      | Improve intersection/s   |
| Cassowary Coast Regional | <ul style="list-style-type: none"> <li>Great Green Way</li> <li>Tully – Mission Beach Discovery Trail</li> </ul>  | El Arish - Mission Beach Road                   | 11.47 – 11.85km                      | 564                          | 451                | 100              | -                             | -      | Install/replace signs  |
|                          | <ul style="list-style-type: none"> <li>Waterfalls Discovery Trail</li> </ul>  | Palmerston Highway (Innisfail – Ravenshoe)      | Various locations                    | 1,084                        | 884                | -                | -                             | -      | Rehabilitate pavement  |
| Cook Shire               | <ul style="list-style-type: none"> <li>Cooktown Discovery Trail</li> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>                               | Peninsula Developmental Road (Coen – Weipa)     | Telecom Tower – Archer River         | 20,500                       | 14,508             | -                | -                             | -      | Pave and Seal  |
|                          | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>   | Peninsula Developmental Road (Lakeland – Laura) | Agnarra campground (45.72 – 45.73km) | 250                          | 150                | 100              | -                             | -      | Install/ replace rest areas, stopping places and pull over areas |
|                          | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>   | Peninsula Developmental Road (Laura – Coen)     | Fairview West (Part A)               | 10,800                       | 2,212              | -                | -                             | -      | Pave and seal  |

| Local government | Route   | Investment name/location                            | Location description                        | Indicative total cost \$'000 | Approved 2019-2020 | Approved 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description   |
|------------------|---|---|---|------------------------------|--------------------|------------------|-------------------------------|--------|--|
| Douglas Shire    | <ul style="list-style-type: none"> <li>Waterfalls Discovery Trail</li> <li>Reef to Rainforest</li> <li>Daintree Explorer</li> <li>Great Tropical Drive</li> </ul> | Captain Cook Highway (Cairns – Mossman)             | Various intersections (60.70 – 74.93km)     | 2,420                        | 400                | 1,400            | 620                           | -      | Improve intersection/s                                       |
| Etheridge Shire  | <ul style="list-style-type: none"> <li>Savannah Way</li> </ul>  | Gulf Developmental Road (Croydon - Georgetown)      | Gilbert River Bridge (73.21km)              | 3,000                        | -                  | 2,160            | 829                           | -      | Strengthen bridges   |
|                  | <ul style="list-style-type: none"> <li>Ravenshoe to Georgetown</li> <li>Savannah Way</li> <li>Chillagoe Discovery Trail</li> </ul>                                | Gulf Developmental Road (Georgetown – Mount Garnet) | Routh Creek Bridge (19.59km)                | 1,200                        | -                  | 1,185            | -                             | -      | Strengthen bridges   |
|                  | <ul style="list-style-type: none"> <li>Ravenshoe to Georgetown</li> <li>Savannah Way</li> <li>Chillagoe Discovery Trial</li> <li>Great Tropical Drive</li> </ul>  | Kennedy Developmental Road (The Lynd – Hughenden)   | 2.24 – 75.45km                              | 736                          | 736                | -                | -                             | -      | Reseal – bitumen chip  |
| Mareeba Shire    | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Burke Developmental Road (Normanton - Dimbulah)     | Chillagoe - Almaden (566.55 – 570.00km)     | 4,734                        | 2,877              | 1,116            | -                             | -      | Widen pavement   |
|                  | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Burke Developmental Road (Normanton - Dimbulah)     | Chillagoe - Almaden (584.3-586.1km)         | 2,726                        | 2,244              | -                | -                             | -      | Widen pavement   |
|                  | <ul style="list-style-type: none"> <li>Epic Cape York</li> <li>Savannah Way</li> <li>Waterfalls Discovery Trail</li> </ul>  | Kennedy Highway (Cairns - Mareeba)                  | Kuranda Road/ Rob Veivers Road / Myola Road | 300                          | 203                | 40               | -                             | -      | Improve intersections  |
|                  | <ul style="list-style-type: none"> <li>Epic Cape York</li> <li>Savannah Way</li> <li>Waterfalls Discovery</li> </ul>  | Kennedy Highway (Cairns - Mareeba)                  | Various locations                           | 474                          | 426                | 47               | -                             | -      | Install/upgrade audio tactile line marking and rumble strips |

| Local government | Route   | Investment name/location              | Location description | Indicative total cost \$'000 | Approved 2019-2020 | Approved 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description   |
|------------------|---|---------------------------------------|----------------------|------------------------------|--------------------|------------------|-------------------------------|--------|--|
|                  | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Kennedy Highway (Cairns - Mareeba)    | 10.20 - 27.35km      | 6,996                        | 1,480              | 2,059            | 3,457                         | -      | Install/upgrade audio tactile line marking and rumble strips |
|                  | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>   | Kennedy Highway (Cairns - Mareeba)    | 27.19 – 33.95km      | 8,760                        | 200                | 150              | 8,410                         | -      | Install/upgrade audio tactile line marking and rumble strips |
|                  | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>   | Kennedy Highway (Cairns - Mareeba)    | 31.12 – 36.80km      | 8,049                        | 1,070              | 2,580            | 4,399                         | -      | Install/upgrade audio tactile line marking and rumble strips |
|                  | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>   | Kennedy Highway (Cairns - Mareeba)    | 37.77 – 36.80km      | 8,008                        | 170                | 1,130            | 6,708                         | -      | Improve intersection/s                                       |
|                  | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>   | Kennedy Highway (Cairns - Mareeba)    | 41.82 – 43.80km      | 4,158                        | 300                | 1,244            | 2,614                         | -      | Install/upgrade audio tactile line marking and rumble strips |
|                  | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> </ul>   | Kennedy Highway (Cairns - Mareeba)    | 44.30 – 48.84km      | 7,477                        | 300                | 150              | 7,027                         | -      | Install/upgrade audio tactile line marking and rumble strips |
|                  | <ul style="list-style-type: none"> <li>Savannah WAY</li> <li>Waterfalls Discovery Trail</li> <li>Chillagoe Discovery Trail</li> <li>Great Tropical Drive</li> <li>Reef to Rainforest</li> </ul> | Kennedy Highway (Mareeba – Ravenshoe) | 1.40 – 6.20km        | 160                          | 61                 | 62               | 37                            | -      | Install/upgrade audio tactile line marking and rumble strips |

| Local government    | Route   | Investment name/location                   | Location description          | Indicative total cost \$'000 | Approved 2019-2020 | Approved 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description        |
|---------------------|---|--|-------------------------------|------------------------------|--------------------|------------------|-------------------------------|--------|-------------------------|
|                     | <ul style="list-style-type: none"> <li>Waterfalls Discovery Trail</li> <li>Chillagoe Discovery Trail</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> <li>Reef to Rainforest</li> </ul> | Mareeba – Dimbulah Road                    | 42.90 – 44.30km               | 3,499                        | 400                | 2,292            | 807                           | -      | Seal shoulder/s         |
|                     | <ul style="list-style-type: none"> <li>Waterfalls Discovery Trail</li> <li>Chillagoe Discovery Trail</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> <li>Reef to Rainforest</li> </ul> | Mareeba – Dimbulah Road                    | Byrnes Street / Rankin Street | 3,473                        | 2,743              | 401              | -                             | -      | Improve intersection/s  |
|                     | <ul style="list-style-type: none"> <li>Daintree Explorer</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> <li>Reef to Rainforest</li> </ul>   | Mossman – Mount Molloy Road                | 2.20 – 9.40km                 | 704                          | 155                | 40               | -                             | -      | Install / replace signs |
|                     | <ul style="list-style-type: none"> <li>Daintree Explorer</li> </ul>   | Mulligan Highway (Mount Molley – Lakeland) | Rifle Creek Bridge            | 12,000                       | -                  | -                | 12,000                        | -      | Replace bridge/s        |
| Tablelands Regional | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Atherton - Herberton Road                  | 9.37-11.71km                  | 644                          | 256                | 100              | -                             | -      | Install/ replace signs  |
|                     | <ul style="list-style-type: none"> <li>Reef to Rainforest</li> <li>Waterfalls Discovery Trail</li> </ul>  | Gillies Range Road                         | Peeramon Road                 | 338                          | 234                | 40               | -                             | -      | Improve intersection/s  |
|                     | <ul style="list-style-type: none"> <li>Reef to Rainforest</li> <li>Waterfalls Discovery Trail</li> </ul>  | Gillies Range Road                         | Various locations             | 18,184                       | 1,500              | 5,700            | 10,984                        | -      | Improve intersection/s  |
|                     | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Kennedy Highway (Mareeba – Ravenshoe)      | 66.40 – 66.75km               | 329                          | 1,500              | 5,700            | 10,984                        | -      | Install/replace signs   |
|                     | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Kennedy Highway (Mareeba – Ravenshoe)      | 59.40 – 60.50km               | 368                          | 38                 | 215              | 76                            | -      | Install guardrail       |
|                     | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Kennedy Highway (Mareeba – Ravenshoe)      | Belson Road                   | 539                          | 85                 | 198              | 85                            | -      | Improve intersection/s  |

| Local government  | Route  | Investment name/location                         | Location description  | Indicative total cost \$'000 | Approved 2019-2020 | Approved 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description       |
|-------------------|--|--|-----------------------|------------------------------|--------------------|------------------|-------------------------------|--------|------------------------|
|                   | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>  | Malanda – Atherton Road                          | Curtain Fig Tree Road | 245                          | 74                 | 115              | 57                            | -      | Improve channelisation |
| Carpentaria Shire | <ul style="list-style-type: none"> <li>Savannah Way</li> <li>Waterfalls Discovery Trail</li> <li>Chillagoe Discovery Trail</li> <li>Epic Cape York</li> <li>Great Tropical Drive</li> <li>Malanda Atherton Road</li> <li>Reef to Rainforest</li> </ul> | Burke Developmental Road (Cloncurry - Normanton) | 239.77 - 248.96km     | 11,240                       | -                  | -                | 11,240                        | -      | Widen pavement         |

Table 11-3 QTRIP Local Road Network

| Local government   | Route  | Investment name/location  | Location description | Indicative total cost \$'000 | Approved 2019-2020 | Approved 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description                          |
|--------------------|--|---------------------------|----------------------|------------------------------|--------------------|------------------|-------------------------------|--------|---|
| Carpentaria Shire  | <ul style="list-style-type: none"> <li>Savannah Way</li> </ul>                 | Burketown Road            | Armstrong River      | 800                          | -                  | 400              | -                             | -      | Install minor culvert/s                   |
|                    | <ul style="list-style-type: none"> <li>Savannah Way</li> </ul>                 | Burketown Road            | 47.50 – 55.50km      | 1,820                        | 910                | -                | -                             | -      | Construct to new sealed two lane standard |
| Hinchinbrook Shire | <ul style="list-style-type: none"> <li>Hinchinbrook Discovery Trail</li> </ul> | Four Mile Road            | Various locations    | 318                          | 120                | -                | -                             | -      | Pave and seal                             |
|                    | <ul style="list-style-type: none"> <li>Hinchinbrook Discovery Trail</li> </ul> | Lannercost Extension Road | Various locations    | 200                          | -                  | -                | 100                           | -      | Pave and seal                             |
|                    | <ul style="list-style-type: none"> <li>Hinchinbrook Discovery Trail</li> </ul> | Lannercost Extension Road | 1.00km               | 600                          | 200                | 100              | -                             | -      | Pave and seal                             |
|                    | <ul style="list-style-type: none"> <li>Hinchinbrook Discovery Trail</li> </ul> | Mount Fox Road            | Various locations    | 100                          | -                  | -                | 50                            | -      | Rehabilitation pavement                   |

| Local government         | Route   | Investment name/location | Location description | Indicative total cost \$'000 | Approved 2019-2020 | Approved 2020-21 | Indicative 2021-22 to 2022-23 | Beyond | Work Description          |
|--------------------------|---|--------------------------|----------------------|------------------------------|--------------------|------------------|-------------------------------|--------|---------------------------|
|                          | <ul style="list-style-type: none"> <li>Canecutter Way Discovery Trail</li> </ul>  | Palm Avenue              | 0 – 84.73km          | 125                          | -                  | -                | 50                            |        | Pave and seal             |
|                          | <ul style="list-style-type: none"> <li>Hinchinbrook Discovery Trail</li> </ul>  | Venables Crossing Road   | Various locations    | 358                          | -                  | 179              | -                             |        | Pave and seal             |
|                          | <ul style="list-style-type: none"> <li>Hinchinbrook Discovery Trail</li> </ul>  | Wallaman Falls Road      | Various locations    | 1,578                        | 50                 | 50               | 100                           |        | Widen and seal            |
| Cassowary Coast Regional | <ul style="list-style-type: none"> <li>Chillagoe Discovery Trail</li> </ul>   | Ann Road                 | Dallachy Road        | 789                          | -                  | 399              | -                             | -      | Improve intersection/s    |
| Cook Shire               | <ul style="list-style-type: none"> <li>Epic Cape York</li> </ul>  | Charlotte Street         | 2.32 - 2.93km        | 76                           | 38                 | -                | -                             | -      | Widen and seal            |
| Tablelands Regional      | <ul style="list-style-type: none"> <li>Savannah Way</li> <li>Waterfalls Discovery Trail</li> <li>Reef to Rainforest</li> <li>Chillagoe Discovery Trail</li> <li>Great Tropical Drive</li> </ul> | Togla – Kairi Road       | 1.38 – 1.54km        | 500                          | 250                | -                | -                             | -      | Improve intersection/s    |
|                          | <ul style="list-style-type: none"> <li>Waterfalls Discovery Trail</li> </ul>  | Theresa Creek Road       | Moregatta Road       | 300                          | 150                | -                | -                             | -      | Improve intersection/s    |
|                          | <ul style="list-style-type: none"> <li>Savannah Way</li> <li>Waterfalls Discovery Trail</li> <li>Reef to Rainforest</li> <li>Chillagoe Discovery Trail</li> <li>Great Tropical Drive</li> </ul> | Togla – Kairi Road       | 1.53 – 3.08km        | 420                          | 210                | -                | -                             | -      | Widen and seal shoulder/s |

## 12. Summary of findings

The various strategies and plans for FNQROC's self-drive tourism market identify a range of opportunities to increase tourist numbers. Road investment issues and opportunities are:

- improved rest areas to better cater for tourist needs
- more pullover areas to encourage day visitors to explore each tourist route and its attractions
- better promotion and signage of major tourism routes, including digital in-vehicle signage
- improving all-year access and facilities for caravan and camping
- the interactions between self-drive tourists and road freight movements, particularly in more regional areas where heavy vehicles can be over 50 metres long
- poor or non-existent mobile communications
- insufficient education on how to travel through the outback for tourists

Improvements like rests areas, pullover areas and signage have direct safety flow-on benefits, particularly where tourists have little knowledge of a route. Those routes with relatively high crash risk ratios should be considered for these infrastructure investments, namely the Great Tropical Drive, Waterfalls Discovery and Reef to Rainforest.

The relationship between larger infrastructure upgrades and tourist demand is difficult to define with the available data. Only sealing of unsealed roads appears to have a positive effect based on the analysis of the Mulligan Highway. The scenarios suggest that tourism expenditure each year can potentially increase between \$6.2m and \$15.5m, generated largely by Epic Cape York and Savannah Way.

QTRIP expenditure between 2018-19 and 2021-22 suggests substantial investment is planned for the SCR sections of the following routes:

- Epic Cape York
- Great Green Way
- Great Tropical Drive
- Reef to Rainforest
- Waterfalls Discovery Trail

This suggests FNQROC could pursue investment opportunities for the progressive sealing of Savannah Way. Implementing a data collection exercise targeted at identifying self-drive tourist preferences can inform which unsealed sections should be given priority.

The same data collection exercise could be applied to FNQROC's unsealed roads that connect to the improved SCRs e.g. Epic Cape York. As these routes also attract adventure tourists that prefer the road to be unsealed, a balance is needed to ensure existing tourist markets are not hampered.

Improving the estimation of each route's tourism value requires collection of further data with two approaches:

- Vehicle movements across routes can be measured through roadside monitoring by camera or Bluetooth loggers, or through wide-scale tracking of mobile phone tower signal pings, in-vehicle GPS devices and/or GPS data traces obtained from smartphone location-based services, if coverage exists and/or sample size is appropriate. Length of stays in each location can also be estimated via these data sources, and provide a reliable sample of the number of occupants per vehicle.
- A survey of self-drive tourists to inform the spend per route. TRA should be consulted in designing the survey, ensuring there is consistency with current collection methods.

Observing the impact of infrastructure upgrades on AADT growth can be improved through more targeted and regular placement of traffic counters. Ideally traffic counts are collected regularly before an upgrade to determine a road's natural growth. Regular counts after an upgrade that show notable variation from the natural growth can be attributed to the improved infrastructure.

## Appendix A. Survey questionnaire

### FNQROC Regional Roads Investment Strategy: Tourism Routes

Thank you for participating within the roads prioritisation study for the Far North Region of Councils (FNQROC). Part of this study is to incorporate those roads which could encourage tourism across Far North Queensland, particularly self-drive tourists.

1. Could you please respond to the questions in the below table. Please add more columns if needed.

| Questions  | Destination 1 | Destination 2 | Destination 3 | Destination 4 | Destination 5 |
|--|---------------|---------------|---------------|---------------|---------------|
| What is the tourist destination name and location?   |               |               |               |               |               |
| Usual route/roads to get to this location?   |               |               |               |               |               |
| Approximately how many self-drive visitors a week visit this location?   |               |               |               |               |               |
| Approximately what percentage of self-drive visitors would be towing a caravan/camping trailer?                |               |               |               |               |               |
| Do you think tourists avoid this location because of poor road access, or is the current road access adequate? |               |               |               |               |               |
| Is roadside signage directing tourists to this location adequate?  |               |               |               |               |               |
| Do you think upgrading access to this location notably increase the number of self-drive tourists?             |               |               |               |               |               |

2. Following from your responses above, please list in the below table in order of priority the routes/roads that should be upgraded and why. Please add more rows as needed.

| In order of priority | Route/roads | Why? |
|----------------------|-------------|------|
| 1                    |             |      |
| 2                    |             |      |
| 3                    |             |      |
| 4                    |             |      |
| 5                    |             |      |
|                      |             |      |
|                      |             |      |
|                      |             |      |
|                      |             |      |

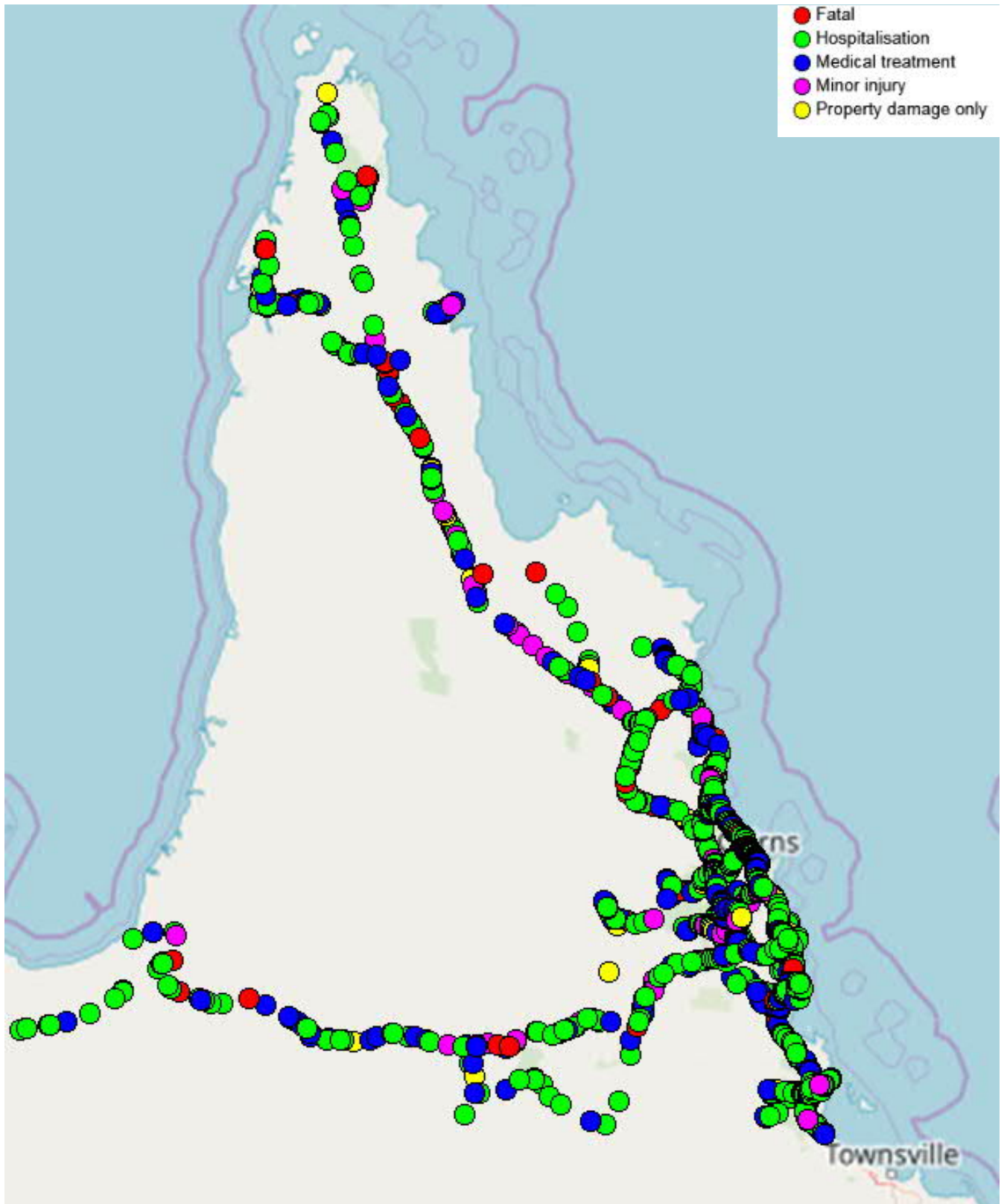
## Appendix B. Questionnaire response summary

| Respondent            | Priority destination                        | Route   | Approx. visitation                        | Route characteristics  | Expected increase in visitation | Priority roadworks  | Rationale for upgrade   | FNQROC tourism route alignment  |
|-----------------------|---|---|---|--|---------------------------------|---|---|---|
| Savannah Way          | Burketown                                   | Savannah Way  | Seasonal – 30,000 per annum<br>50% towing | Unsealed road between Normanton and Burketown<br>Signage is adequate   | Undefined but expected          | Sealing between Normanton and Burketown<br>Sealing between Burketown to NT border |   | Savannah Way  |
| Cook Shire Council    | Quinkan Country Aboriginal Rock Art (Laura) | Peninsula Development Road (PDR)<br>Battlecamp Road   | 150 cars per day<br>65% towing            | PDR is adequate for all vehicles<br>Battlecamp Rd to Cooktown is recommended for 4WD only  | Undefined but expected          | Sealing between Laura and Cooktown  | Indigenous Rock Art listed on Australia's National Heritage List.<br>Creates a loop drive route for tourists from Cooktown to Laura and Lakeland  | Cooktown Discovery<br>Epic Cape York  |
|                       | Cooktown                                    | Mulligan Highway<br>Bloomfield Road   | 570 cars per day<br>75% towing            | Road access and signage is inadequate on Bloomfield Road   | No increase expected            | None required on Mulligan Highway   | Refer Bloomfield Road/Track below   | Great Tropical Drive<br>Cooktown Discovery<br>Daintree Explorer<br>Epic Cape York   |
|                       | Maytown                                     | Palmerville Road  | 55 cars per day<br>25% towing             | Only suitable for 4WD<br>Signage is inadequate   | Undefined but expected          | Sealing   | Create a tourist route to the historic gold mining town of Maytown<br>Create link through to the Burke Development Road (requires Mount Mulgrave Road)<br>Dixie Road also nominated as a tourist route and link to the Burke Development Road | Epic Cape York  |
|                       | Lakefield National Park                     | Battlecamp Road<br>Lakefield Road<br>Marina Plains Road   | 70 cars per day<br>40% towing             | Unpredictable conditions of the unsealed road<br>perceived remoteness<br>Signage is inadequate                                   | Undefined but expected          | Sealing of entire route   | Creates a scenic tourist route through Lakefield National Park<br>Alternative road to the Peninsula Development Rd  | Epic Cape York<br>Cooktown Explorer   |
|                       | Portland Roads                              | Portland Roads Road   | 30 cars per day<br>25% towing             | Undefined<br>Signage is adequate   | Undefined but expected          |   | Portland Roads and Chilli Beach are popular camping and fishing spots for tourists.<br>There are new accommodation and tour operators establishing businesses in this area, which would benefit from the road being upgraded                  | Epic Cape York  |
|                       | Bloomfield Road/Track                       | Cape Tribulation Road<br>Bloomfield Road<br>Shipton's Flat Road<br>Rossville Bloomfield Road                                    | 85 cars per day<br>10% towing             | Only suitable for 4WD<br>Towing not recommended<br>More signage required advising unsuitability for 2WD or large towing vehicles | Undefined but expected          | Sealing of entire route   | To protect the Great Barrier Reef from sediment run off<br>Create an all-weather tourist drive route linking the Wet Tropics Area in Cape Tribulation and the Daintree with Wujal Wujal, Ayton, Rossville, Lion's Den Hotel and Cooktown.     | Daintree Explorer<br>Epic Cape York<br>Great Tropical Drive   |
| Mareeba Shire Council | Kuranda                                     | Kennedy Highway (Kuranda Range)<br>Mulligan Highway<br>Byrnes Street<br>Rob Viever's Drive<br>Therwine Street<br>Coondoo Street | 10,000 cars per week<br>20% towing        | Poor road conditions<br>Adequate signage   | Undefined but expected          | Kennedy Highway (Kuranda Range)   | China tourist market and domestic market is growing. Current road limits potential for self – drive.  | Chillagoe Discovery Trail<br>Daintree Explorer<br>Epic Cape York<br>Great Tropical Way<br>O'Briens Creek Road<br>Reef to Rainforest |

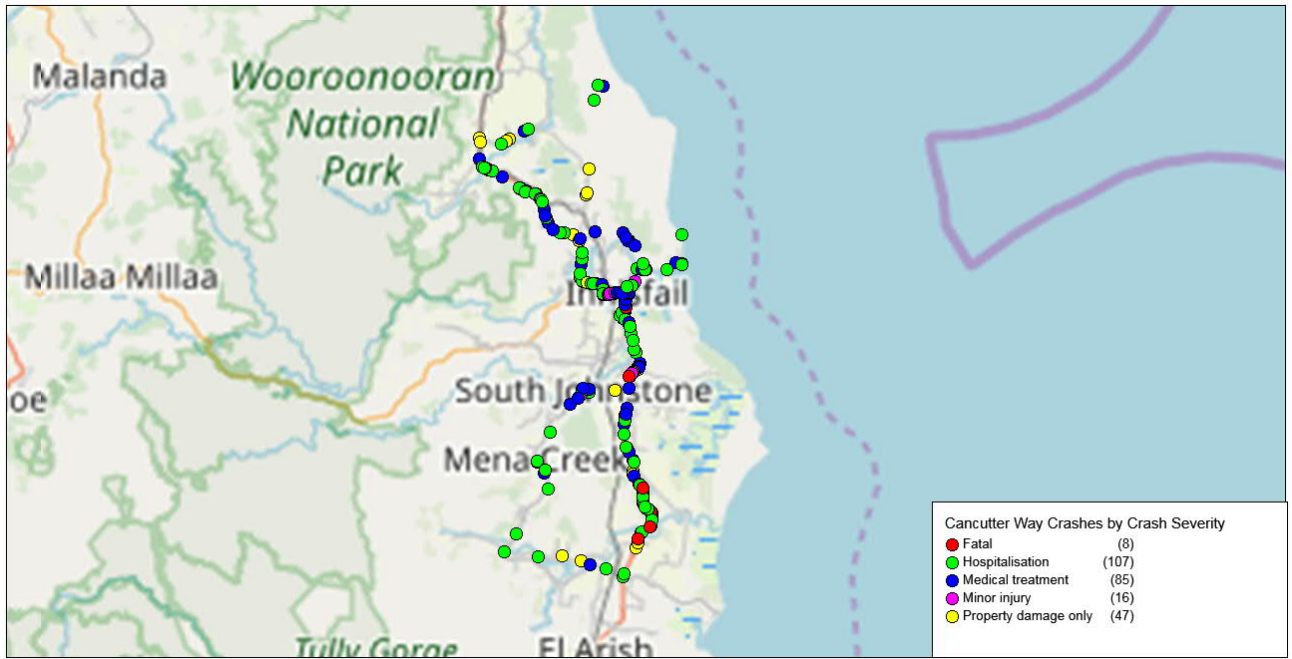
| Respondent                        | Priority destination | Route  | Approx. visitation                | Route characteristics   | Expected increase in visitation | Priority roadworks   | Rationale for upgrade   | FNQROC tourism route alignment                                       |
|-----------------------------------|----------------------|--|-----------------------------------|---|---------------------------------|--|---|--|
|                                   | Mareeba              | Kennedy Highway<br>Mulligan Highway<br>Byrnes Street | 6,000 cars per week<br>50% towing | Poor road conditions<br>Adequate signage  | No increase expected            |  |   | Tully to Mission Beach Discovery Trail<br>Waterfalls Discovery Trail |
|                                   | Chillagoe            | Burke Development Road                               | 75% towing                        | Poor road conditions<br>Inadequate signage  | Undefined but expected          | Burke Development Road   | Chillagoe Caves are a major draw card attraction but the current road access creates unsafe conditions for self – drive market and limits hire car access.  |  |
|                                   | Irvinebank           | Herberton Petford Road                               | 75% towing                        | Poor road conditions<br>Inadequate signage  | Undefined but expected          |  |   |  |
|                                   | Mount Molloy         | Mulligan Highway                                     | 30%                               | Adequate road conditions<br>Adequate signage  | No increase expected            |  |   |  |
| Tourism Port Douglas and Daintree | Port Douglas         | Captain Cook Highway from Cairns                     | 5,000<br>5% towing                | Currently adequate<br>More signage could be placed leaving Cairns   | No increase expected            |  | The route is frequented by many self drive vehicles and continues to have some dangerous points.<br>Increased investment will ease the dangers and improve access to all of the region via Port Douglas   | Epic Cape York<br>Great Tropical Way<br>Reef to Rainforest           |
|                                   | Daintree Village     | Captain Cook Highway<br>Mossman-Daintree Road        | 1,400<br>5% towing                | Currently adequate  | Undefined but expected          | Mossman-Daintree Road<br>North and South approach to Daintree River Ferry crossing | Roads link Port Douglas to Cape Tribulations and beyond. Growth in the day drive market from Cairns will see increased use as well as self drive overnight traffic.<br>The ferry crossing zones need to improve traffic flow to ease congestion and improve visitor experience. | Daintree Explorer<br>Epic Cape York<br>Great Tropical Way            |
|                                   | Mossman Gorge        | Mossman Gorge Road off Captain Cook Highway          | 5,000<br>5% towing                | Currently adequate  | Undefined but expected          |  |   | Daintree Explorer<br>Epic Cape York<br>Great Tropical Way            |
|                                   | Mount Molloy         | Mossman – Mt Malloy Road                             | 1,000<br>10% towing               | Currently adequate  | Undefined but expected          | Mount Molloy   | Mossman – Mt Malloy Road  | Daintree Explorer<br>Reef to Rainforest                              |
|                                   | Cape Tribulation     | Cape Tribulation Road                                | 2,000<br>10% towing               | Sometimes in poor condition<br>More signage required  | Undefined but expected          |  | The road has suffered from recent weather incidents and is the only access to the region. The self drive market continues to grow making safe access imperative   | Daintree Explorer<br>Epic Cape York<br>Great Tropical Way            |
|                                   | Wujal Wujal          | Bloomfield Track                                     | 800<br>15% towing                 | Currently adequate for 80% of the year but needs work following heavy rain<br>More signage required on Bloomfield Track and north of Daintree River | No                              |  |   | Daintree Explorer<br>Epic Cape York<br>Great Tropical Way            |
|                                   | Silky Oaks Lodge     | Finlayvale Road/Syndicate Road                       | Anich's Bridge                    |   |                                 |  | Regular flooding causes access issues for the road and visitors to Silky Oaks Lodge   | Daintree Explorer<br>Epic Cape York<br>Great Tropical Way            |

## Appendix C. Crash history (2009 to 2018)

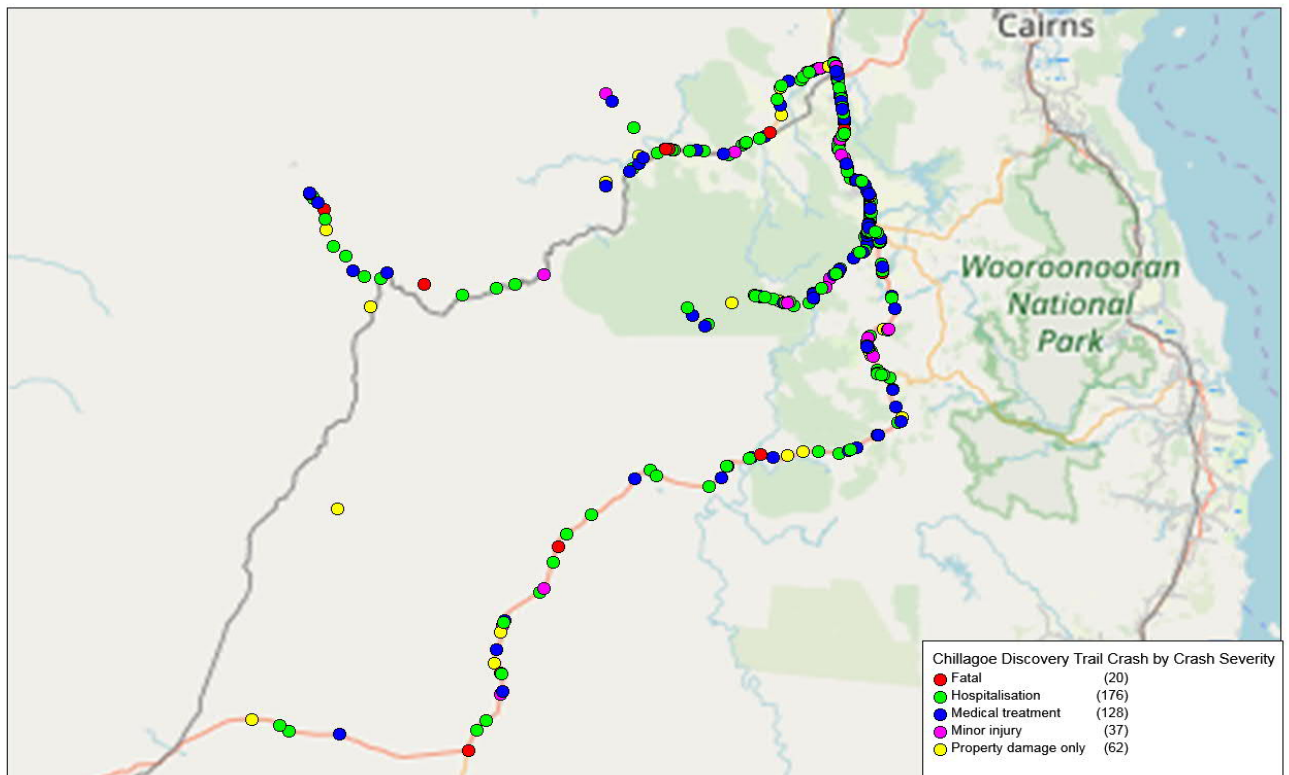
All crashes along FNQROC tourist routes



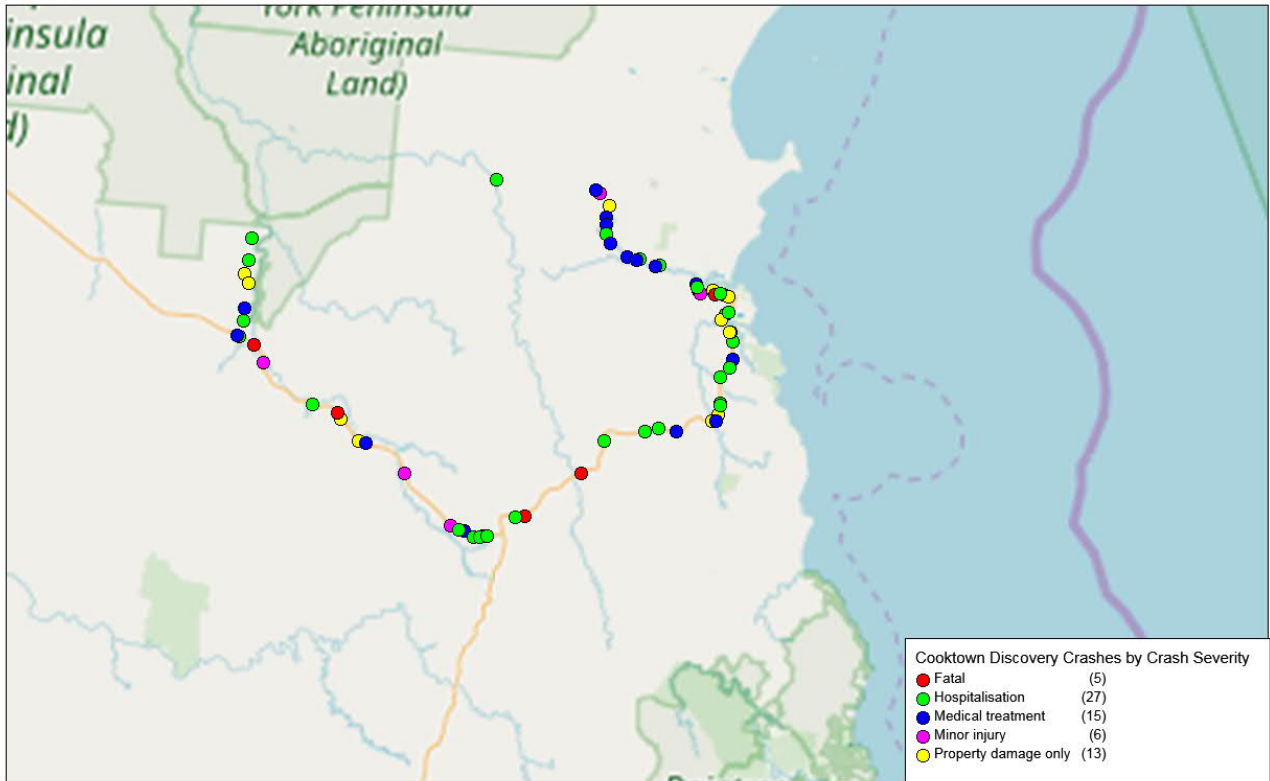
Canecutter Way crashes



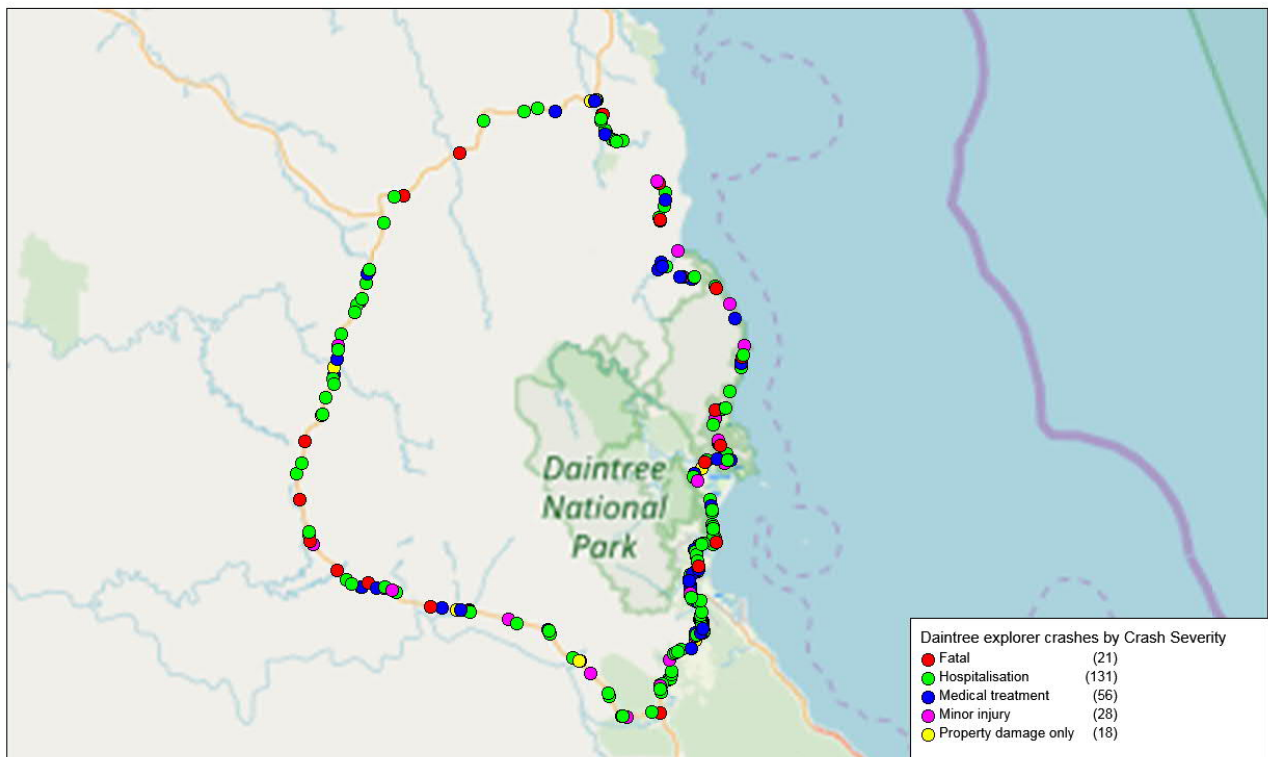
Chillagoe Discovery Trail crashes



Cooktown Discovery crashes



Daintree Explorer crashes



Danbulla Tinaroo Falls Road crashes

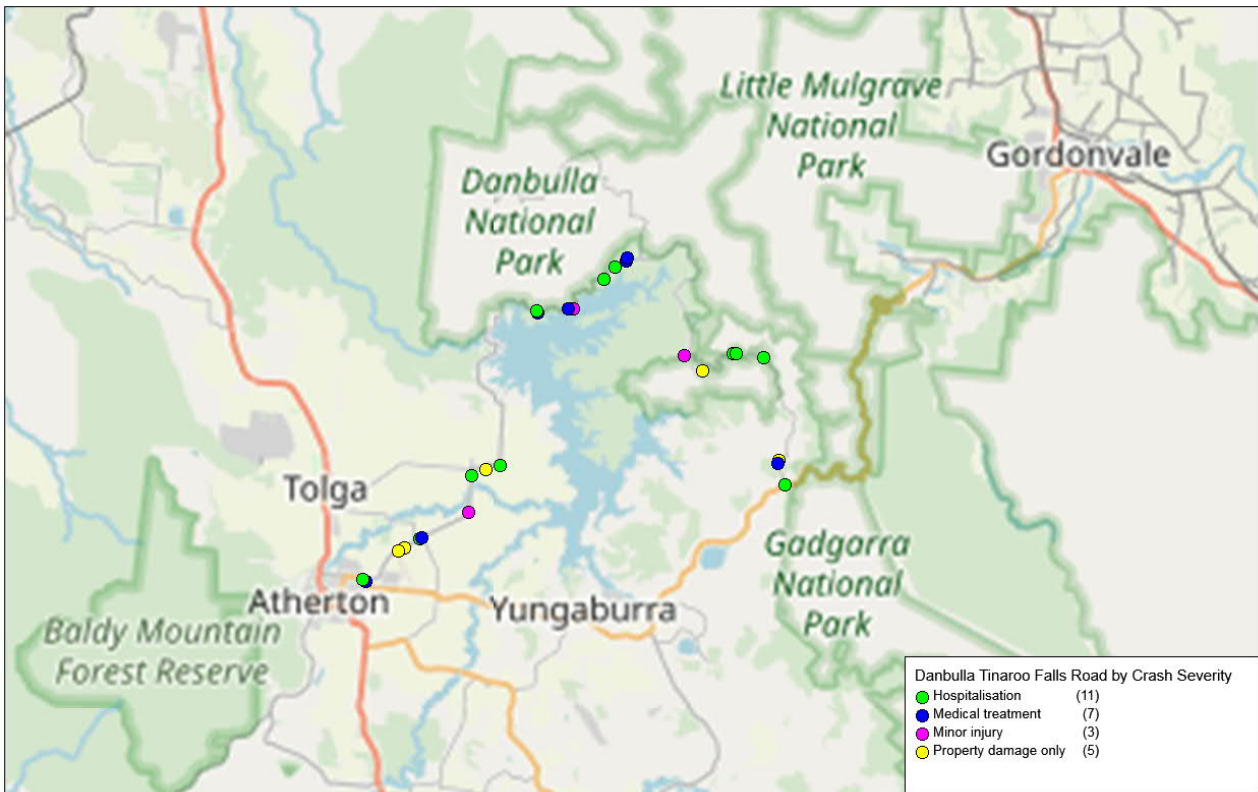
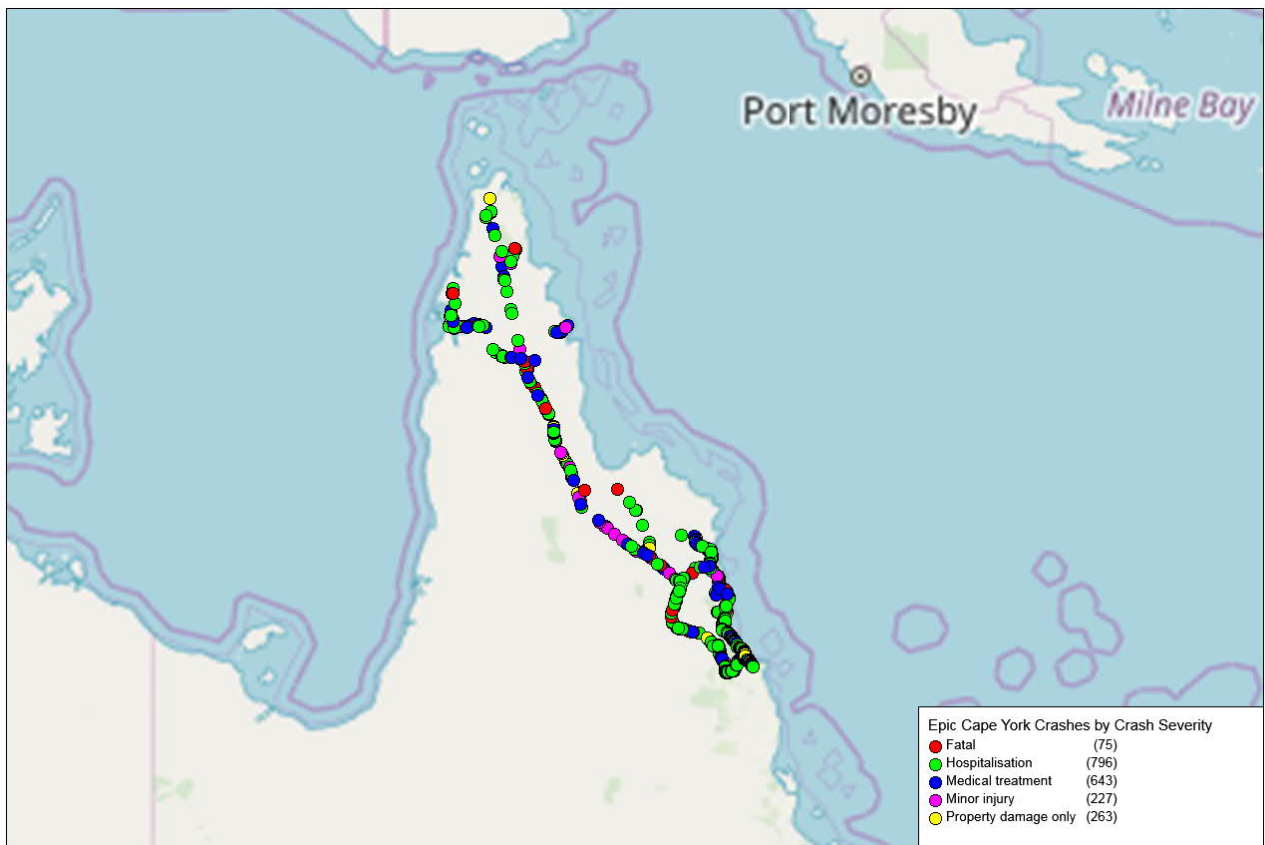
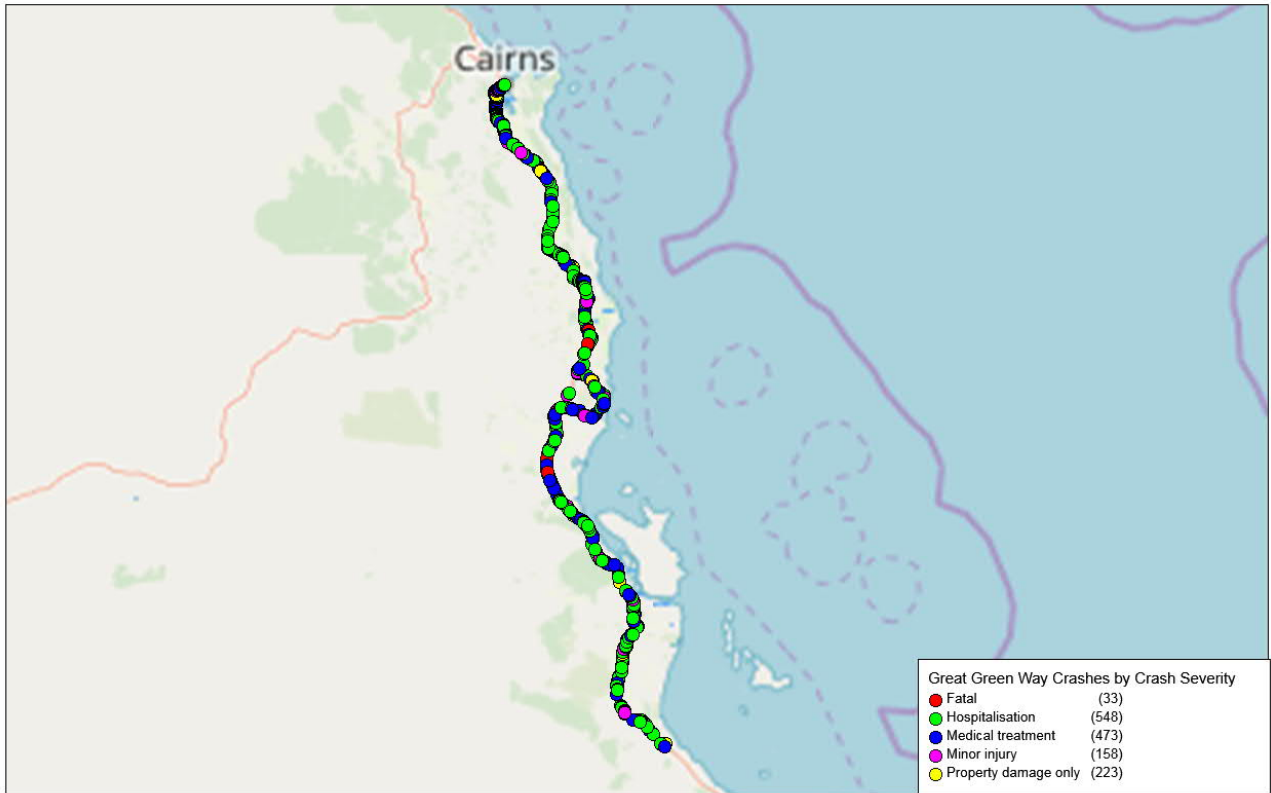


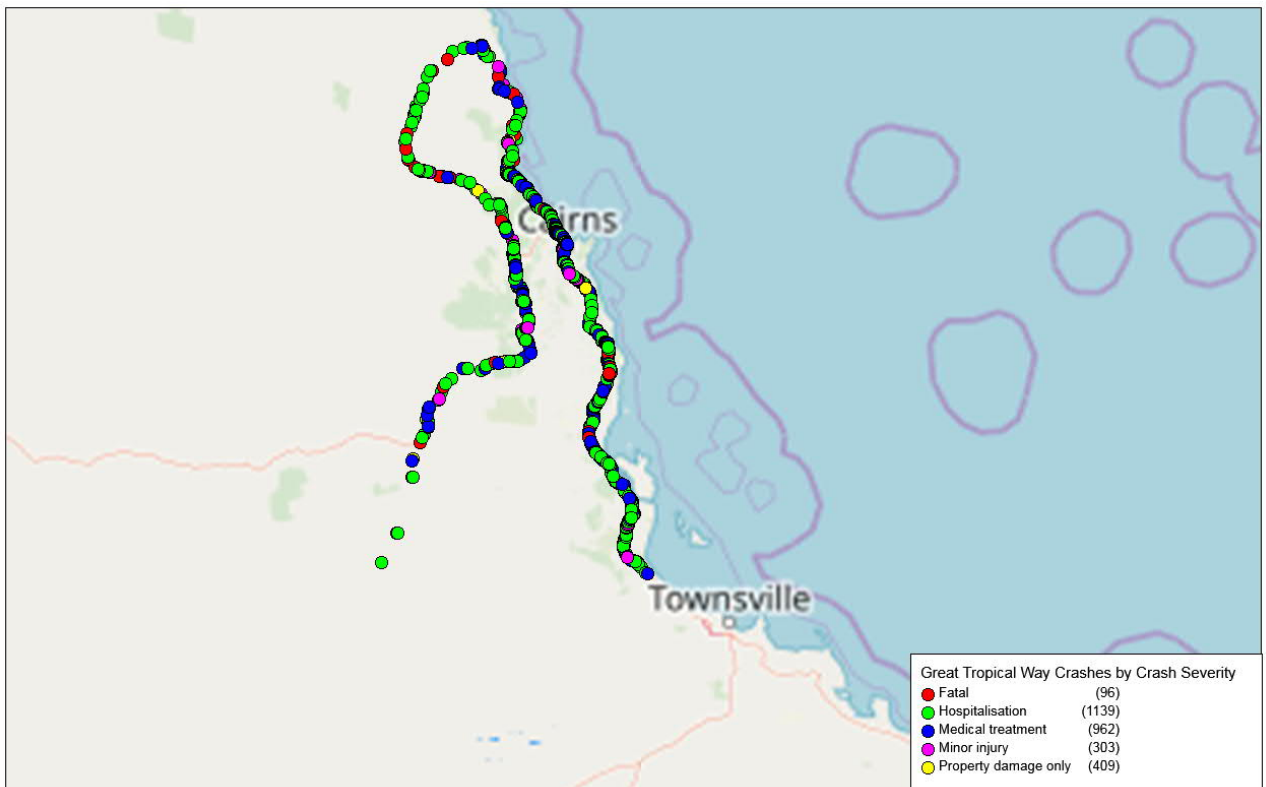
Figure 12-1 Epic Cape York crashes



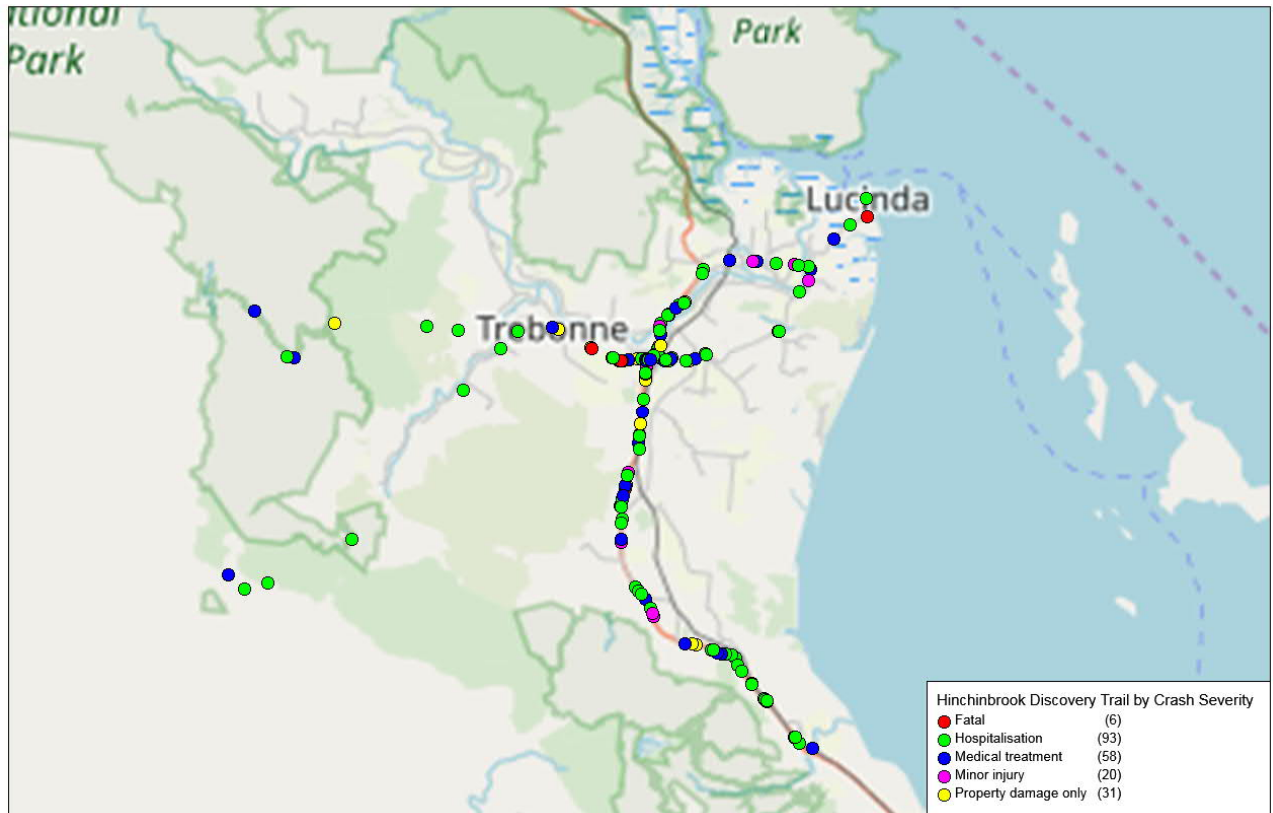
Great Green Way crashes



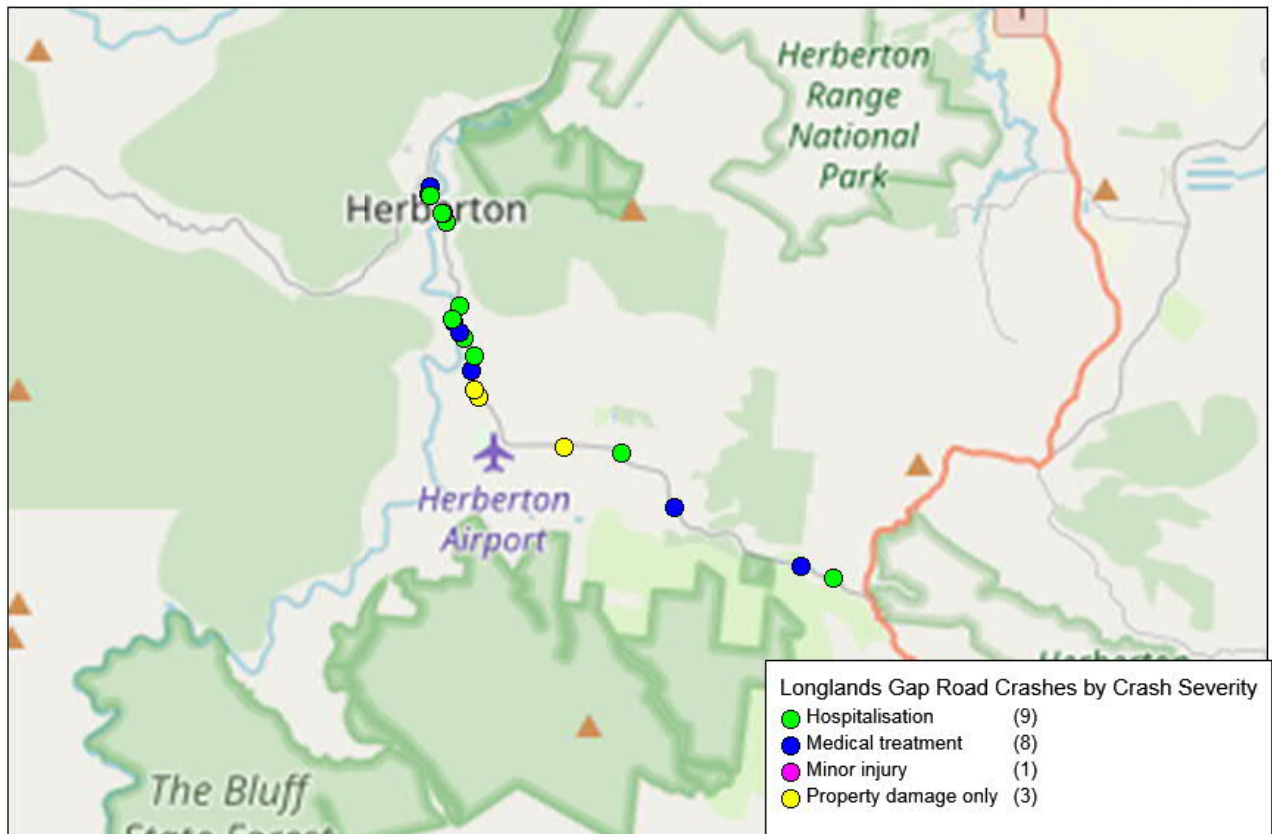
Great Tropical Way crashes



Hinchinbrook Discovery Trail crashes



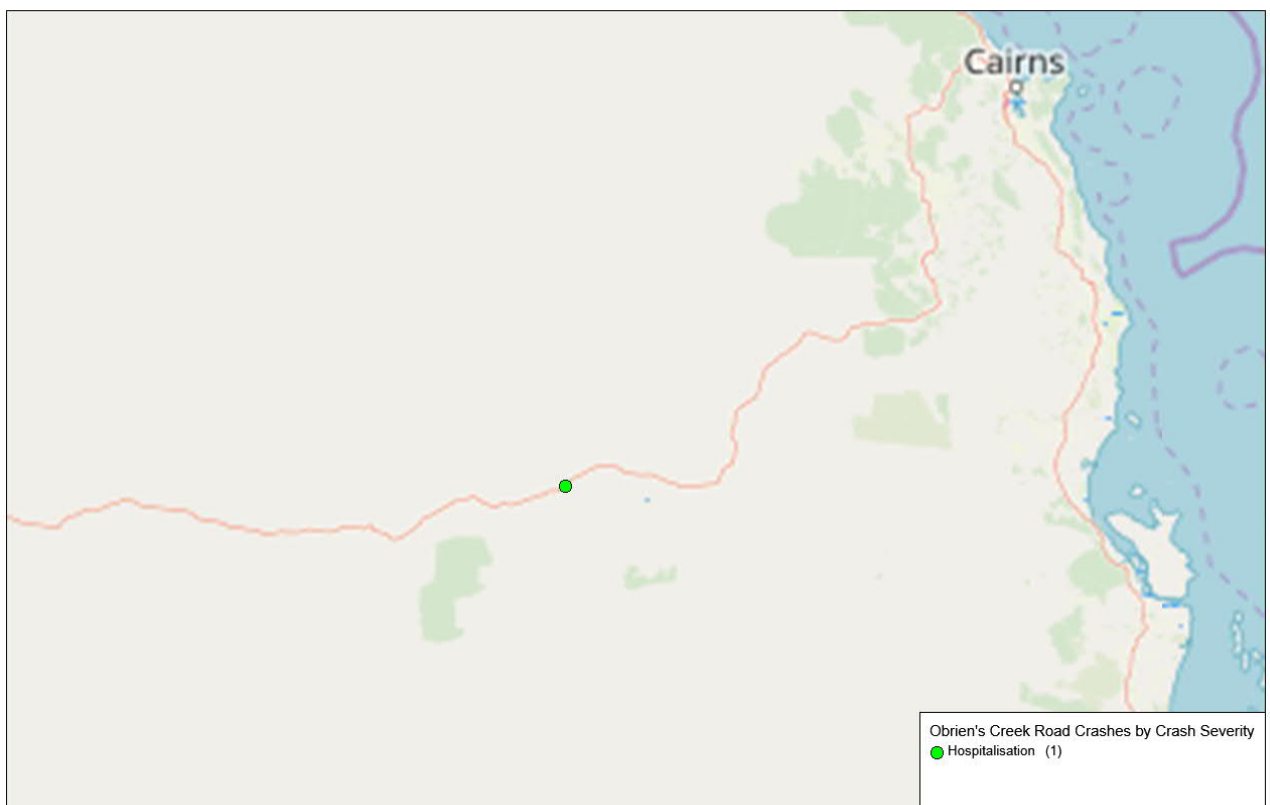
Longlands Gap Road crashes



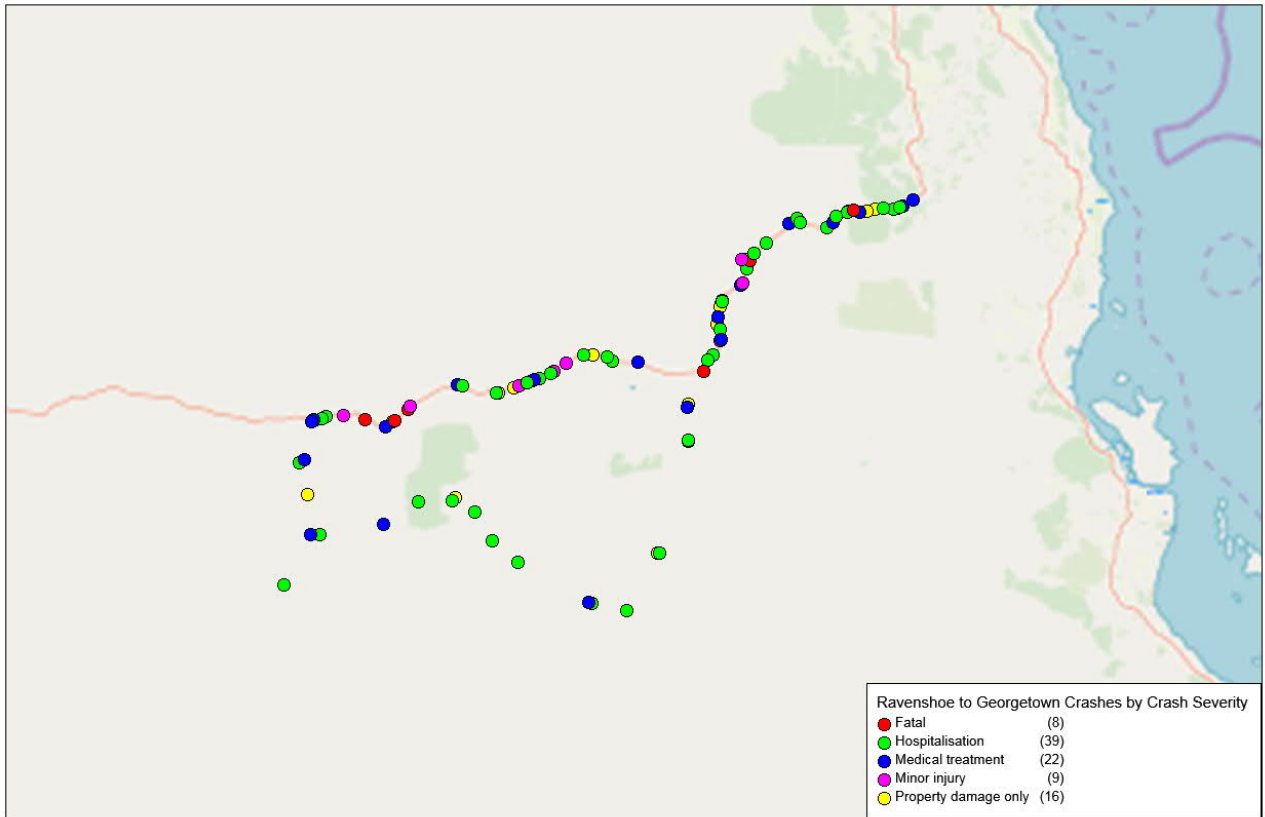
Malanda to Atherton Road crashes



O'Briens Creek Road crashes



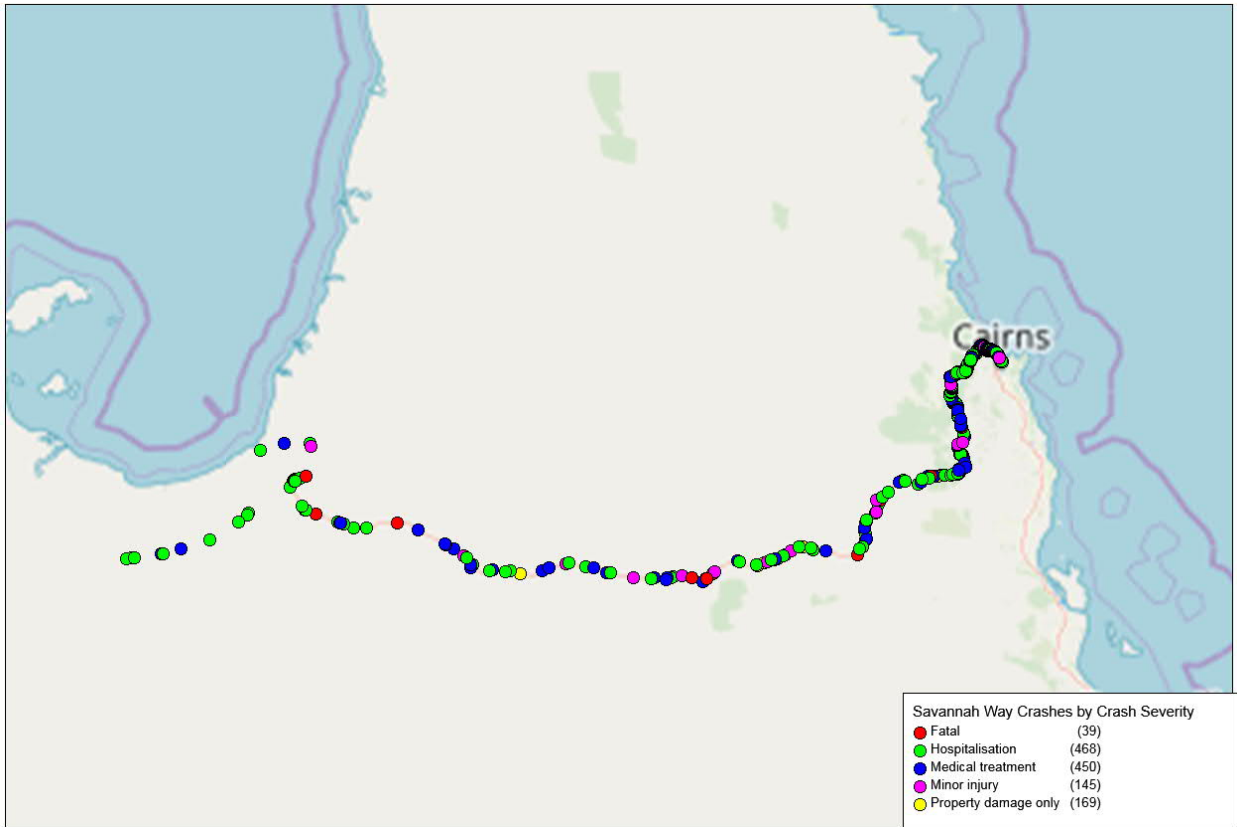
Ravenshoe to Georgetown crashes



Reef to Rainforest crashes



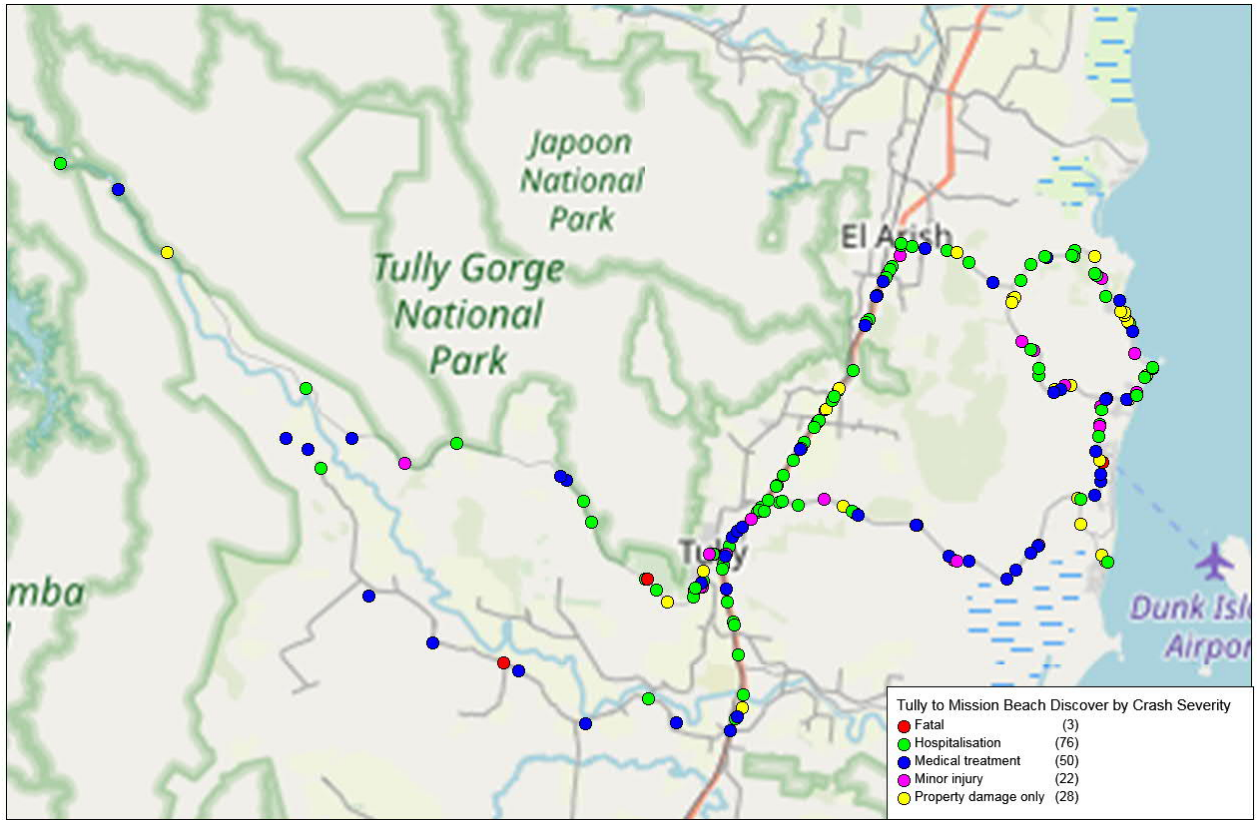
Savannah Way crashes



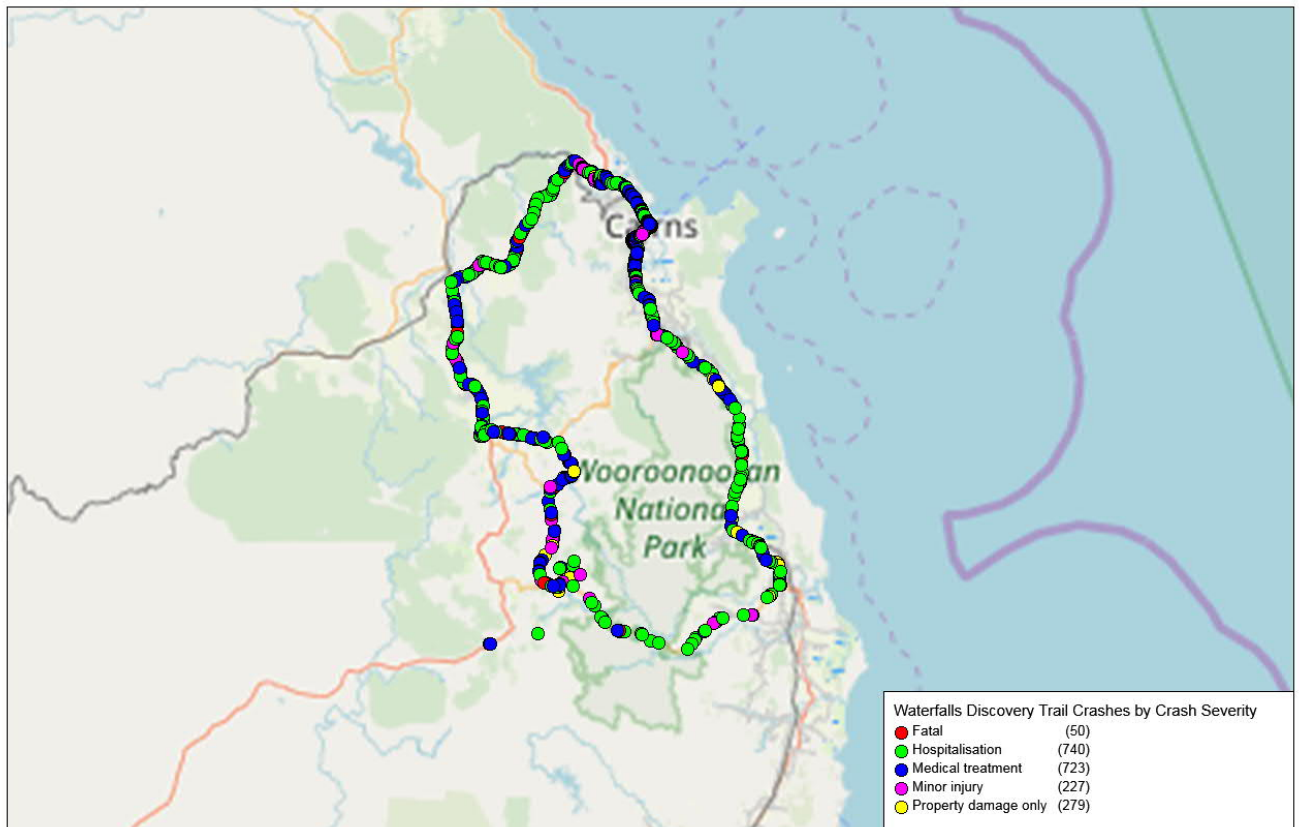
Tully Falls Road crashes



Tully to Mission Beach Discovery crashes



Waterfalls Discovery Trail crashes



## **Important note about your report**

*The sole purpose of this report and the associated services performed by Jacobs is to develop a Regional Roads Investment Strategy for the Far North Queensland Regional Organisation of Councils (the client). The services provided are set out in the contract between Jacobs and the client.*

*In preparing this report, Jacobs has relied upon, and presumed accurate, information (or confirmation of the absence thereof) provided by the client. Except as otherwise stated in the report, Jacobs has not attempted to verify the accuracy or completeness of any such information. If the information is subsequently determined to be false, inaccurate or incomplete then it is possible that our observations and conclusions as expressed in this report may change. The passage of time, manifestation of latent conditions or impacts of future events may require further examination of the project and subsequent data analysis, and re-evaluation of the data, findings, observations and conclusions expressed in this report.*

*Jacobs has prepared this report in accordance with the usual care and thoroughness of the consulting profession, for the sole purpose described above and by reference to applicable standards, guidelines, procedures and practices at the date of issue of this report. For the reasons outlined above, however, no other warranty or guarantee, whether expressed or implied, is made as to the data, observations and findings expressed in this report, to the extent permitted by law.*

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