

1. OVERALL FEEDBACK TO DISCUSSION PAPER

A future Queensland tourism plan should:

Acknowledge First Nation principles of stewardship and protection of the lands and waters of Queensland at the outset of any new plan. This could include a map outlining all the different regions of Queensland and their associated First Nation Tribes.

- First Nation (Kabi Kabi) principles are enshrined in Noosa Shire's Destination Management Planning through the Kabi Kabi Commitment.
- The Kabi Kabi Commitment provides an opportunity to educate the Noosa community, businesses and visitors on Kabi Kabi culture, including regenerative practices. Importantly it seeks a commitment from our visitors to both respect and protect Noosa's environment and iconic landscapes while travelling in region.
- Community values are strongly aligned with the Kabi Kabi Commitment principles. A similar Queensland approach could be valuable in positioning Queensland as a future leader in regenerative tourism.
- Promote **regenerative tourism** in the document as a global evolution from sustainable tourism, acknowledging that sustainability (from an environmental perspective) is about doing no further harm to whereas regenerative tourism is about leaving the land and waters, better than they were found, for generations yet to come.
- Regenerative tourism is wholly aligned to first nation principles and should be a focus of a new Queensland Tourism Plan. However, it has to be a genuine State Government commitment to regenerative tourism, which suggests greater protections for the natural environment.

Recognise the importance of social licence and community support for tourism in each QLD destination and, acknowledge that a "one size fits all" approach is no longer appropriate for all Queensland destinations.

- Some destinations may wish to encourage "super-charged tourism" and may indeed have the capacity and community support to deliver a good experience irrespective of an increased number of visitors.

- However, for other destinations, like Noosa Shire, and contrary to TEQ’s December 2024 Community Sentiment Survey, tourism is no longer considered the primary economic driver it once was, and the community seeks higher protections from the impacts of visitors on the natural environment and experiences, and resident amenity and quality of life.
- Some parts of the Noosa Shire community believe that iconic locations and experiences should not be so commoditised in marketing, promotions and events and that a regenerative tourism approach, demands a different style and content of marketing message.
- In addition, parts of the Noosa Community believe that being “loved-to-death” by visitors has eroded the very reason visitors come here and the quality of life they value, and we are seeking a more harmonious balance between lifestyle and visitors.
- Noosa is very proud of its strong brand but is conscious that unless a more harmonious and sustainable balance is found, there is real danger of undermining the very reasons visitors choose to travel to the region.
- There are numerous global examples (Spain, Italy, New Zealand) of the impacts on visitors when social licence is underestimated, and communities take matters into their own hands.

Recognise the critical role of Local Government Agencies in the delivery and management of tourism within each destination and acknowledge the importance of the relationship between State and Local Government in the discussion paper.

- LGA’s have a critical role to play in managing the destination on behalf of their community. Councils are much closer to community sentiment than state or federal governments.
- Most LGA’s fund their tourism organisations from general rates, in Noosa’s case, to market and help manage the destination.
- However, in many destinations (including Noosa) LGA’s also play a critical role in experience and product development, events management and in developing tourism infrastructure and support services.
- Some RTO/LTOs do not have the skill set, experience or levers to lead experience development.
- It is Local Government that undertakes the strategic planning and manages the planning and land use frameworks required to enable experience development (including regenerative tourism and eco-tourism) outcomes.

Consider New and Emboldened Approaches to the Management of Tourism in Queensland

- A leaner, more cost efficient and consolidated TEQ, QTIC and State Tourism Department could be considered, with greater collaboration between a new (consolidated) entity and LGA's.
- The Regional Tourism Organisation model requires independent review and consideration given to new and more contemporary approaches to tourism destination representation and management. There are many new examples emerging globally.
- With Brisbane 2032, the Queensland tourism industry should be at **the forefront of new ways** to connect, engage and build relationships with the travel trade, undertake training of the travel trade, and in their response to driving and fulfilling demand without contributing to climate change impacts (through airplane fuel emissions etc). Carbon positive travel is a growing trend and has risks for long haul destinations like Australia.
- Queensland State Government has a role to play in creating world class transport connectivity through its rail corridors and has a responsibility to facilitate a rapid rise in mode shift.
- New emboldened approaches to product development along with new and genuine positioning opportunities (e.g., Australia's leading regenerative tourism state) in response to changing visitor demands, could be considered to offset the decline in post COVID visitor trips to Queensland (compared to NSW and VIC)¹.
- With potential climate risks to some of Queensland's most iconic destinations Queensland should be at the forefront of the Regenerative Tourism movement.

¹ Tourism Research Australia Figures

2. RESPONSES TO QUESTIONS POSED IN DISCUSSION PAPER

Page No.	Theme	Noosa Council Response
Page 19	<p>Eco-Tourism How can Queensland best deliver the attractive and adventurous experiences that Queenslanders and visitors are seeking while showcasing and preserving our natural environment.</p>	<ul style="list-style-type: none"> • Eco-tourism, while a good concept, is no longer at the forefront of global thinking – Regenerative Tourism is where future thinking countries, states and regions are focused. • Eco-tourism is about “doing no further harm to the environment”, regenerative tourism is about “leaving the environment better than you found it”. • Having an authentic focus on a regenerative tourism approach (e.g., leaving the lands and waters of Queensland better than we found them, for generations yet to come. • Regenerative tourism is wholly aligned with First Nations principles. • Greater protections and investment in the environment so that we are truly protecting the very reason that visitors travel to Queensland. • Greater accountability from locals and visitors in protecting the environment while in Queensland. • Consideration of legislation to enable local government to introduce user-pays bed tax to contribute to regenerative tourism activities .
	How can industry help to position Queensland as the leader in eco and nature-based tourism.	<ul style="list-style-type: none"> • Greater and genuine commitment from destinations (and their industries) towards a regenerative tourism approach – focused effort with greater collaboration with LGA’s and First Nations. • LGA’s fully committing to and leading Destination Eco-Accreditation with incentives from State Government. • RTO’s/LTO’s working together with LGA to embed regenerative tourism approaches and on experience and product development.

	<p>What can governments at all levels do, to facilitate more development of eco and nature-based tourism experiences.</p>	<ul style="list-style-type: none"> • State Government could work more closely with Local Government to progress a regenerative tourism approach in each destination. • Co-fund LGA's to lead the development of regenerative and eco-tourism products in alignment with community values and sentiment. • Some RTO/LTOs do not have the skill set, experience or levers to lead eco-tourism development. • It is Local Government that undertakes strategic planning and manages the planning and land use frameworks required to enable regenerative tourism outcomes. • Restrict/cap visitor numbers/vehicles in QLD National Parks, significant or fragile environments and Recreational Areas to approved tour operators only (including potentially, First Nation Tour Operators). • Reducing the number of vehicles on road (drive travel) to positively impact QLD carbon reduction targets should be considered as part of the dot point narrative below. • Improve rail and public transport connectivity in regional areas to reduce visitor reliance on drive (vehicle) use and travel. • Change the narrative from “it is too costly to improve rail networks” to “it is too costly to the environment NOT to improve QLD’s rail networks”.
<p>Page 21</p>	<p>2032 Games Legacy</p> <p>What tourism-related outcomes would you like to see from the Games.</p>	<ul style="list-style-type: none"> • Significantly improved rail and public transport connectivity in regional areas so that visitors can easily travel within regions, between regions and to main centers (e.g., Noosa to Brisbane) as well as improving travel throughout Queensland and Australia. • Incentivise LGA's to increase the numbers of fully inclusive and accessible accommodation and services in each destination to ensure that QLD delivers a superb and inclusive visitor experience at the 2032 Brisbane Olympics. • The Department of Tourism should work closely with each LGA to understand and develop the destination's position , competitive advantage and infrastructure needs for the games, avoiding regional competition, cannibalisation of markets, duplication of effort, and generating economies of scale.

		<ul style="list-style-type: none"> • This will require stronger and more effective relationships with LGA's and a shared understanding of each region's: <ul style="list-style-type: none"> - Vision and positioning related to Brisbane 2032 . - What infrastructure and financial needs are required to be able to achieve the vision and position. - Key impediments or challenges to delivering vision/position. - How each region wishes to be marketed (comparable to its neighboring destinations). - How, if Queensland is positioned as a world leading Regenerative Tourism Destination – regions can collaborate to reinforce this position - for example, Noosa, Sunshine Coast and Fraser Coast (co-located UNESCO Biosphere's) could potentially come together to reignite the tourism award winning “Australia’s Nature Coast” collective.
	<p>How can the tourism sector support and leverage infrastructure, event and destination promotion opportunities before and after 2032.</p>	<ul style="list-style-type: none"> • Success for each destination may vary, as outlined above, effective working relationships with LGA's and a shared understanding of each destination's vision and positioning is vital. <i>One size does not fit all!</i> • It is critical to the success of this plan that it does not just focus on positive outcomes for the tourism industry but importantly, to genuinely consider communities. • The document should acknowledge that it is the community that will be displaced prior to and during the games, and accordingly, should also be beneficiaries. • For example, if Noosa as a destination with an extremely high (and growing) number of elderly and vulnerable, could leverage more disabled services, affordable housing and better public transport connectivity as a legacy of the 2032 games this could be viewed by the community as extremely positive. • These outcomes could be effective instruments in offsetting the negativity caused by community displacement and, if legislation enables it, could be funded by a user-pays (visitor) tax.

<p>Page 23</p>	<p>Investment Attraction</p> <p>What investment opportunities (public and private) do you believe are critical for enhancing Queensland’s tourism sector over the next 20 years, such as accommodation, transport infrastructure, attractions, events or technology investments.</p>	<ul style="list-style-type: none"> • Improved rail connectivity and frequency of services between Noosa Shire and Brisbane (duplication of rail beyond Nambour). • Improved bus connectivity within all parts of Noosa Shire (e.g., smaller, on demand bus services) to reduce reliance on private vehicles. • Accessible accommodation and services (only 14% of all Noosa accommodation is disabled friendly). • Noosa for example, unlike other larger SEQ destinations, is not seeking investment in new hotels or accommodation. • However, upgraded accommodation that is modern, contemporary, disabled friendly and perceived as good value by visitors, are investment outcomes that Noosa is very interested in pursuing. • Investment attraction, while critical, needs to align with each destination’s specific requirements. • Would like State direction on flying vehicles and the need for parking spaces/ technologies etc. to accommodate.
	<p>What are your insights into the process of working with the government on tourism investment and how can this be further enhanced.</p>	<ul style="list-style-type: none"> • This is different by region/destination reinforcing the importance of State having strong relationships with each LGA. • For Noosa, State and Federal Governments could consider incentives for developers of affordable accommodation, community housing providers (e.g., through repurposing or refurbishing older tourism stock) . • Other destinations are already prospecting for investment opportunities to stem the 35,000-bed shortage in SEQ; therefore, accommodation attraction is an important investment opportunity for some, but not all destinations. • In SEQ, this is managed in conjunction with the Economic Development Leaders Forum and Trade and Invest Queensland and through private high net worth contacts – however, important to recognise regional individuality and diversity of investment .

	<p>What is the most valuable role state government can play in promoting and facilitating investment in tourism.</p>	<ul style="list-style-type: none"> • Providing incentives (not necessarily financial) for investors to consider Queensland regional destinations and not necessarily for new tourism accommodation but to upgrade existing. • Facilitating contact and connecting LGA's with appropriate investors. • Working with LGA's (not cross regional reference groups) to understand the individual infrastructure needs of each destination and what they aspire to deliver by way of legacy prior to 2032 and beyond.
<p>Page 25</p>	<p>Tourism Experience Development</p> <p>What initiatives, including the use of technology, are needed to realise our full tourism potential.</p>	<ul style="list-style-type: none"> • Positioning Queensland as Australia's leader in regenerative tourism could give the state a strong global edge. • However, much like New Zealand's 100% Pure Campaign, visitors will hold Queensland accountable if it finds disingenuous examples. Positioning Queensland in this way can only be done through a genuine commitment to regenerative experience development. • Climate change targets, actions and impacts for consideration in the new plan could be better aligned with Queensland positioning itself as a regenerative tourism destination and include: <ul style="list-style-type: none"> - Greater focus on visitors' social responsibility and the increasing environmental costs of "flying to and around a long-haul destination" presents risks for Australia (and Queensland). - The merits of Queensland doing all that it can to get more private vehicles off the road (through improved public transport and better connectivity) as an offset the negative impacts of long-haul travel. - Evolving airline fuels research and technologies to reduce Queensland's carbon footprint and other risk mitigation must be considered • In addition, flying vehicle technologies and impacts for LGA's on planning/land use/carbon offsetting etc. should be considered in the new plan. • Short Term Accommodation in residential zones is also a critical challenge for LGA's particularly amplified in locations such as Noosa, impacting housing availability for the workforce and impacts on social sentiment on tourism.

		<ul style="list-style-type: none"> • Charging entry to some of Queensland’s iconic landscapes (including National Parks, Conservation Parks and Recreation Areas) could also be considered and already have precedents both within Australia and around the globe. • Unless the State Government commits to mode shift through a range of initiatives, (including significantly improved regional public transport), the tourism impact of vehicle travel will continue to increase the social cost of carbon for our community.
	<p>What natural, cultural, or historical resources in Queensland are currently underdeveloped or not being used to their full potential as tourism attractions.</p>	<ul style="list-style-type: none"> • The wording of this question presupposes that the communities of Queensland are happy to use their natural assets to their full potential. • Many communities are concerned that their environments and iconic locations are being commoditised and as such degraded. • In alignment with a genuine regenerative tourism position, the new strategy could consider capping visitor numbers at iconic locations and/or developing sustainable visitor capacity measures for places of high visitor traffic and places of cultural significance to each region’s First Nation People. • For example, with 3 biospheres located next to each other, there is potential to reignite Australia’s Nature Coast as a collective “experience development partnership” between Sunshine Coast, Noosa and Fraser Coast LGA’s (and embedding a regenerative tourism approach in how this is undertaken). • Other destinations, through their LGA’s could be encouraged (and incentivised) to explore cross-regional partnerships and regenerative experience development. • Noosa Council is also working with Kabi Kabi to embed first nation principles into visitor experiences and attractions. <i>This approach (based on NZ’s Tiaki Promise) if scaled, could help to position Queensland at the forefront of regenerative tourism, through Destination Management.</i>
	<p>What is needed to ensure the tourism industry has a skilled workforce to deliver exceptional visitor experiences.</p>	<ul style="list-style-type: none"> • Increase award rates for employees, to ensure the sector is competitive with other more well-paid professions (e.g., construction, health) • Educate students (and their parents) on genuine career pathways (in hospitality).

		<ul style="list-style-type: none"> • Work with public and private sectors to create pathways that enable students to transition into quality jobs (that provide career progression and earnings that assist them to live locally should they choose to do so). • Provide affordable worker accommodation or incentivise LGA's to deliver alternative solutions (e.g., Adopt-a-worker program) to enable hospitality workers to live and work in the region and immerse themselves in the culture and values of the communities they are representing (thereby providing more authentic customer service) • Work with First Nations to deliver authentic, region-specific cultural teachings and education . • Subsidise or incentivise industry (through LGA's) to upgrade or modernise regional visitor accommodation and experiences in alignment with post 2032 legacy outcomes in each destination. <i>For example, in Noosa, incentives could be used to improve disabled access to visitor accommodation or services. This could lead to positive legacy outcomes for the elderly and vulnerable in Noosa post 2032.</i>
Page 27	<p>Events Delivery</p> <p>What type of events destination does Queensland want to be? For example: sporting, cultural, festivals, multi-day, multi-location.</p>	<ul style="list-style-type: none"> • For some destinations, events are used as an economic development solution to attract more visitors and greater spend in the region, traditionally during off-peak . • For others, the number of events taking place in their community is putting pressure on iconic landscapes and community amenity year-round. • In metro's, events are a year-round proposition based around growth in visitation. • It would be useful if state government undertook an audit of its total events portfolio relative to each destination to determine what is sustainable across a number of metrics – e.g., <ul style="list-style-type: none"> - How many events are each destination currently facilitating? - How many of each type and genre of event is being undertaken annually? - What or where are the gaps (e.g., authentic cultural events are missing from Queensland's portfolio). - What is Queensland's event tipping point (e.g., how many food and wine festivals can Queensland sustain before none are financially viable).

		<ul style="list-style-type: none"> - How many one day, two day and multi day events are being held across Queensland and do they cannablise each other. <i>Should one day events be supported if not encouraging overnight visitation.</i> - How many events are genuinely “environmentally” sustainable, and which are not - What tangible benefits/legacy do the state government supported events provide to the community. - How many events are aligned to the LGA values and the aspirations of the destination that the event is being held in.
	<p>What types of benefits would you like to see from securing and staging events.</p>	<ul style="list-style-type: none"> • A balanced portfolio of genres, styles, destinations and locations within destinations. • State could consider that each destination becomes known for a signature event (with only more than one genre acceptable across Queensland), based on participant numbers, scale and no. of days <ul style="list-style-type: none"> e.g. Cairns & Tropical North Cairns Indigenous Arts Fair (Cultural) Gold Coast Magic Millions (Horse) Noosa Noosa Triathlon (Sport) Toowoomba Carnival of Flowers (Flowers) Sunshine Coast Curated Plate (Food and Produce) Townsville Australian Chamber Music (Music) • Engagement with the local community suggests that in Noosa, parts of the community would prefer events that are accessible to the community, are affordable for locals to attend and provide residents with a range of other tangible benefits or legacy outcomes (e.g., as a result of the Noosa Festival of Surfing <i>10 x local students were given a 1 day surf training session with a world class surfer Mick Fanning who participated at the event</i>) could be considered. • State Government’s event criteria could support much closer alignment to each region’s Destination Management Plan by giving stronger weighting to this (alignment with destination strategies) in their events sponsorship assessment.

	<p>What can the government do to ensure the success (and in the case of recurring events, long-term viability) of events.</p>	<ul style="list-style-type: none"> • Consider implementing an exit strategy policy to encourage (particularly larger events) to work towards self-sufficiency, enabling state to develop and grow a pipeline of new events that respond to new and changing demand. • The State Government could consider a higher weighting for events that: <ul style="list-style-type: none"> - Closely align with the destination’s values and brand position. - Create minimal (non-noticeable) impact on community lifestyle and amenity. - Meet the destinations sustainability criteria. - Are sustainable (e.g., viable, regenerative), in creating a balance of genres of events, numbers of events, audience/ participant numbers, use of locations and, in its financial viability. • Recognise the importance of community sentiment for events in destinations – not all communities want more events or visitors – many want more affordable events that provide tangible benefits for the community.
<p>Page 29</p>	<p>Access and Connectivity What are the major barriers to access and connectivity for tourists travelling around Queensland, and how can these be addressed.</p>	<ul style="list-style-type: none"> • Smaller and more regional Queensland populations are often located at great travel distances from each other. • Beyond metro destinations, there is extremely poor transport connectivity and access in and between all regions. • Buses sizes and types are no longer fit for purpose in smaller regions with visitors being unable to access iconic locations and visitor experiences without a private vehicle. • This often leads to traffic congestion and parking issues which can diminish the visitors’ experience of the destination and frustrate local ratepayers. • Significantly improved bus models, pick up points and frequency should be considered. • Except for NZers, international visitors to Queensland are often unimpressed by Queensland’s inferior rail services, compared to other first world countries.

		<ul style="list-style-type: none"> • These visitors come from large populations with relatively small travel distances and for these visitor's rail services are an integral mode of transport. • Successive governments have failed to address Queensland's poor rail network on the basis that additional rail is not financially viable due to Queensland's smaller population and density. Consider, cost to environment if it is not achieved. • Given the following points, perhaps it is time for the new government to consider improvements to Queensland's public transport services for the future based on a different narrative (e.g., carbon offsets, climate change and impacts of such high reliance on vehicles), using 2032 as a catalyst: <ul style="list-style-type: none"> - Queensland does not appear to be keeping pace with its public transport connectivity and has the potential to diminish the overall visitor experience. - Due to its poor public transport system, Queensland is contributing to the high emission costs caused by more and more private vehicles on our road networks. - Rail services have potential to offset the social implications of long-haul airline travel and resulting in high fuel emissions, which is becoming a concern for visitors in some of Queensland's key target markets.
	<p>How can we improve transportation options (e.g., air, rail, road) to enhance connectivity between key tourism destinations.</p>	<ul style="list-style-type: none"> • More frequent rail services, modern infrastructure, high speed rail. • Contemporary carriages and access. • More frequent bus services, electric and more connected services across regions and between regions. • Use the 2032 Brisbane Olympics as the catalyst to change the traditional narrative and improve road and rail infrastructure in SEQ.
	<p>What is the most valuable role government can play in improving access and connectivity for visitors to easily travel to, and within, Queensland</p>	<ul style="list-style-type: none"> • As above – improve connectivity, modernity and frequency of services to and around regional areas. • This will improve visitor experiences and leave a strong, and long-term legacy for local communities and future generations yet to come.

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3. MISCELLANEOUS RESPONSES

Pg 6	Message from Premier	<ul style="list-style-type: none"> • Mentions Queensland’s natural assets, but then takes a purely economic focus, which makes Queensland’s assets sound like commodities. • No mention of a commitment to protecting QLD’s natural assets from future harm (regenerative tourism) and leaving them better than found. • Out of step with Global Trends towards regenerative tourism and protecting the natural assets that bring visitors to a destination in the first place. • Reference to eco-tourism (in this context) reads as disingenuous. • No mention of First Nations heritage, values and commitment to stewardship (which has enabled Queensland to enjoy the natural assets we have to date). • Reference to “supercharging tourism” presupposes that all destinations support this statement.
Pg 7	Message from Minister	<ul style="list-style-type: none"> • The Minister references the “power of partnering the community” but the discussion paper rarely explores the importance of LGA’s in the tourism hierarchy. • In addition to often being a majority shareholder in the RTO/LTO, most LGA’s are much closer to community sentiment towards tourism, are critical to experience development within their destination, and are responsible for implementing economic development strategies (in which tourism can be a small or large part, dependent on region).

		<ul style="list-style-type: none"> • A 20-year tourism plan may be out of step with rapid change now experienced in destinations through technology change, volatile geopolitical environments etc. • A 20-year vision is important, however realistically, a 10- year plan should be considered and reviewed every 2 years to keep pace with rapid change. • Within Queensland, Eco-tourism is at odds with other parts of Government – for example, vehicle emissions are the single largest impact to the achievement of carbon targets in SEQ, and yet, inferior public transport within regions leaves locals and visitors with no choice but to use vehicles. • As a prelude to the 2032 Brisbane Olympics, all parts of Government in support of destinations should be focused on “developing the experience of QLD” around the principle that considers the quality of life of for locals as well as for visitors across all touch points.
Page 12	Environment	<ul style="list-style-type: none"> • For some destinations “more and more visitors and residents seeking nature based, cultural and regenerative experiences” is an oxymoron (as is ‘supercharge tourism”). • Noosa Shire’s community seeks ways to protect the environment and quality of life from impacts perceived to be caused by visitors. • A shift to regenerative tourism is occurring in locations like Noosa to ensure it retains its iconic reputation as a tourism destination that lives in harmony with nature (biosphere) nationally and internationally. • The new plan needs to carefully consider each destination’s environmental vision (destination management plan) and how each LGA’s intend to create harmony between community, environment and visitors. • For LGA’s, comprehensive destination management is focused on supply and systemic challenges (e.g., protecting natural assets) as well as creating welcoming communities and improving the visitor experience.
Page 14	Economic Powerhouse	Economy

	Sustainable Growth	<ul style="list-style-type: none"> • In the future, tourism may struggle to provide quality services and experiences due to staff shortages. • For many regions, health and social assistance has eclipsed tourism as an economic powerhouse (due to ageing populations). • Tourism and hospitality workers are considered lower value roles (offering less remuneration than other industries) and workers cannot afford to live locally due to a lack of affordable worker accommodation. • Students do not necessarily consider tourism as a viable career path – but as a part time, casual, after school opportunity. <p>Sustainable Growth</p> <ul style="list-style-type: none"> • Requires greater clarity and definition. What is Queensland’s carrying capacity before no-one (including community) is having an inferior experience? • Are we talking about having viable tourism destinations where supply and demand matches? • Or do we have an over supply of some products to the detriment of others (e.g., how many restaurants/cafes can a population of 57,000 reasonable sustain before no restaurant or café is making money) – leading to cheaper offers and inferior experiences (a downward spiral). • Do we understand each region’s “visitor carrying capacity” before negative impacts on critical services and infrastructure occur? • Do we understand which regions seek “supercharged” growth and which do not and should we consider different ways of funding these?
Page 14 and 15	Source Markets	<ul style="list-style-type: none"> • Noosa Council’s comprehensive destination management engagement suggests that tourism has lost social license in parts of its community. • Feedback suggests that the community is no longer interested in where a visitor is from or indeed how much he/she is spending in the region, IF that visitor is causing harm to the environment, contributing to traffic congestion or, causing after hours noise at an STA located in a residential zone .

		<ul style="list-style-type: none"> • The community is looking for solutions to curtail low spending day trippers and enhancing higher value visitors (based on average spend per night NOT per trip). • Key markets of value (based on overnight spend) to Noosa Shire include – regional NSW and VIC, New Zealand and North America. Noosa is focused on FIT and small corporate, business or wedding groups travelling outside weekend and seasonal peaks.
Page 17	Olympic Games	<ul style="list-style-type: none"> • For Noosa Shire the Olympic Games are a catalyst to achieving better connectivity and access for locals through improved rail and bus services which will also provide an improved visitor experience. • The region also sees value in improved fully accessible accommodation, infrastructure and services – as this will benefit Noosa’s ageing community (with a significant proportion being 60+). • State incentives to LGA’s to help stimulate investment will be extremely important. • The community has a heightened awareness of the potential for overtourism and seeks a visitor whose values align to the region’s values. • Noosa is targeting visitors that are prepared to commit to protecting the environment, treading lightly and respecting community and cultural values while in Noosa Shire.
Page 19	Eco - Tourism	<ul style="list-style-type: none"> • Throughout the document, QLD's natural landscapes are often depicted as commodities. • The principles of custodianship, stewardship and alignment with First Nations principles are missing and if the document is truly contemplating regenerative tourism, needs to reframe this approach.