



ADVOCACY

TOURISM



Eromanga Natural History Museum, Eromanga

SHARED VISION

The Queensland Government has set an ambitious long-term vision to position the State as a must-visit destination for domestic and international travellers. Quilpie Shire, backed by a proactive business community, not-for-profit organisations and Council, is eager to partner with the State to bring this vision to life. Quilpie's tourism sector is shaped through pride, prosperity and connection, aimed at providing a simply unique experience to all those that visit.

BACKGROUND

Tourism in Quilpie Shire is an emerging and increasingly important economic driver, contributing an estimated \$12.8 million annually to the local economy and supporting casual, part time and full time jobs. The region's visitor economy has strengthened significantly since the surge in drive tourism in 2021, with visitation remaining steady even through challenges such as the March 2025 flooding. This resilience highlights both the appeal of the region and the commitment of local operators.

Growing demand has underpinned major investment in high-value attractions, most notably the Eromanga Natural History Museum. This world-class facility continues to elevate Queensland's global tourism profile, and with Stage 3 scheduled for completion in 2027, it is well positioned to attract international audiences in the lead-up to the 2032 Brisbane Olympic and Paralympic Games.

Local businesses are also playing a central role in strengthening the visitor offering. Private operators have expanded farm stays and nature-based experiences, with destinations such as The Lake and Toogunna Plains Farmstay demonstrating strong confidence in the region's long-term tourism potential. These developments align closely with Queensland's vision for a diverse, experience-rich tourism sector.

The growing confidence in Quilpie Shire's tourism sector has been fuelled by the expansion of drive-tourism offerings and the development of tailored travel packages across the region. This momentum is reflected in a remarkable twenty-fold increase in bus-tour packages between 2021 and 2025. Forward bookings for 2026 and 2027 are already surpassing previous records, signalling strong and sustained demand for Quilpie's visitor experiences.

Looking forward, emerging opportunities—including dark-sky tourism—highlight the Shire's capacity to tap into new and growing visitor markets. With continued investment and strong partnerships across industry, community, and government, Quilpie Shire is well placed to contribute meaningfully to Queensland's tourism ambitions for 2045 and beyond.

DELIVERING THE VISION

- 1) Quilpie Shire Council is seeking dedicated tourism funding offered to private entities, not for profit and council to strengthen regional experiences and unlock new visitor markets. Priority areas for support include:
 - a. Enhancing accessibility and visitor experiences through improved accommodation, amenities, and farm-stay offerings;
 - b. Enabling private-sector investment in transport infrastructure to ensure all-weather access to key tourism sites;
 - c. Expanding dinosaur-themed tourism and increasing awareness of Queensland's unique palaeontological assets; and
 - d. Supporting the development of dark-sky tourism experiences that leverage the region's exceptional natural environment.

OUR PARTNERSHIP

Quilpie Shire and the Queensland Government share a commitment to building a vibrant, resilient, and globally competitive tourism future for Queensland. Guided by the State's long-term vision to position Queensland as a must-visit destination, Quilpie Shire, supported by its business community and not-for-profit sector, stands ready to partner in delivering a tourism landscape shaped by pride, prosperity, and authentic connection. With a growing visitor economy, significant private and public investment in world-class attractions such as the Eromanga Natural History Museum, expanding nature-based and farm-stay experiences, and emerging opportunities including dark-sky tourism, Quilpie Shire is well placed to contribute meaningfully to the State's tourism ambitions. Through continued collaboration and targeted investment, the State Government and Quilpie Shire can together unlock new markets, strengthen regional experiences, and ensure Queensland's tourism offering thrives to 2045 and beyond.