



**25 February 2025**

## Destination 2045: Queensland's Tourism Future consultation

destination2045@dtis.qld.gov.au

Thank you for the opportunity to comment on Tourism for Queensland's future and in particular Noosa.

### SUMMARY

- *A one-size-fits-all approach to industry development across the State fails to mention or address the adverse effects of tourism that are being experienced in some communities*
- *In established locations like Noosa local planning involving local government, community and industry should have the most influential role to play in developing short and long-term visions and goals that suit the particular needs of the place.*
- *Preservation and protection of the environment should be the primary goal of any ecotourism development.*
- *Significant extra resources will be required for the regulation and management of visitation to natural areas to minimise potential harm.*
- *Workable, well located and easy to use public transport systems are the key to an environmentally sustainable tourism future.*

### BENEFITS AND OPPORTUNITIES

While there may be direct financial and long-term economic impacts for local communities a one-size-fits-all approach to industry development across the State fails to mention or address the adverse effects of tourism that are being experienced in some communities

It should be recognised that different regions and locations are at different stages of the tourism cycle. A long-established destination like Noosa can hardly deal with current levels of visitation in terms of overcrowding, demand on infrastructure, congestion, and impact on the community. With around 10% of residential dwellings now being used for visitor accommodation the impact on housing affordability and worker accommodation is dire.

A recent survey shows Noosa residents are more supportive of less tourism than any increase in visitation.

---

#### CONTACT:

Noosa Residents & Ratepayers  
Association Inc  
PO Box 94  
Noosa Heads Queensland  
4567

President : Adrian Williams JP 0418477089 ph 0754740980  
adrianw688@gmail.com  
E-mail: noosaratepayers@gmail.com





In established locations like Noosa local planning involving local government, community and industry should have the most influential role to play in developing short and long-term visions and goals that suit the particular needs of the place.

## ECOTOURISM

NSRRA is concerned that conservation and the protection of environmental values should never take second place to tourism.

### ***How can Queensland best deliver the attractive and adventurous experiences that Queenslanders and visitors are seeking while showcasing and preserving our natural environment?***

We recognise the demand for nature-based experiences, but as home to one of Australia's most visited National Parks we also recognise that increased demand can lead to over-visitation and impact adversely on both environmental values and the visitor experience. The beach areas of Cooloola National Park provide a clear example of the degradation of environmental values that can occur when eco-tourism is unplanned and poorly regulated.

### ***What can governments at all levels do to facilitate more development of eco and nature-based tourism experiences?***

Tourism in natural places requires best practice in environmentally sensitive design, development and operations, and this, rather than emphasis on economic value and increasing visitation should be the focus of any move towards catering for the demand for eco-tourism. Such an approach requires acting to make preservation and protection of the environment the primary goal of any ecotourism development through listening to and working with communities and experts with a firm understanding of potential ecological impacts. It will also require applying significant extra resources to the regulation and management of visitation to natural areas to minimise potential harm.

### ***How can industry help to position Queensland as the leader in eco and nature-based tourism?***

If our natural areas are the jewel in the crown that attracts visitors, for its long-term survival the industry must also put conservation and preservation at the forefront of any planning. This might mean recognising that some areas must have no or restricted visitation, and that offerings, numbers of visitors and modes of transport and accommodation must fit with environmental values rather than economic values. Strategies such as value over volume and incorporating educational and conservation activities are also important.

### ***What investment opportunities (public and private) do you believe are critical for enhancing Queensland's tourism sector over the next 20 years?***

- The emphasis on eco-tourism requires an investment from the State in a range of services, management and regulatory practices that will ensure our natural assets are protected and conserved for future generations.

---

#### CONTACT:

Noosa Residents & Ratepayers  
Association Inc  
PO Box 94  
Noosa Heads Queensland  
4567

President : Adrian Williams JP 0418477089 ph 0754740980  
adrianw688@gmail.com  
E-mail: noosaratepayers@gmail.com







- Conflicts between visitor accommodation and residential affordability, accessibility and amenity will need to be addressed. This may mean significant investment in specific tourist accommodation as well as regulation that protects residential dwellings from being used for tourism accommodation.
- Workable, well located and easy to use public transport systems are the key to an environmentally sustainable tourism future.
- The 2032 Olympics does provide an opportunity for the State to deliver much needed infrastructure that can serve the needs of community and visitors into the future. On the Sunshine Coast, including Noosa, public transport networks East of the Bruce Highway, including rail (from Brisbane) and light rail would be our highest priority.

Note: expansion of the STA industry has had significant adverse impacts in coastal tourism communities like Noosa and the State should still consider exploring ways to curb the industry with State legislation that actually addresses the problem.

We look forward to your response.

Regards,

Adrian Williams  
President

---

**CONTACT:**

Noosa Residents & Ratepayers  
Association Inc  
PO Box 94  
Noosa Heads Queensland  
4567

President : Adrian Williams JP 0418477089 ph 0754740980  
adrianw688@gmail.com  
E-mail: noosaratepayers@gmail.com

