

WORLD HERITAGE GATEWAY CAIRNS

A WORLD CLASS CENTRE CELEBRATING THE NATURAL &
CULTURAL VALUES OF WORLD HERITAGE AREAS...

REEF, RAINFOREST & ABORIGINAL CULTURE

WORLD HERITAGE IS OUR PROMISE TO THE FUTURE





World Heritage Gateway

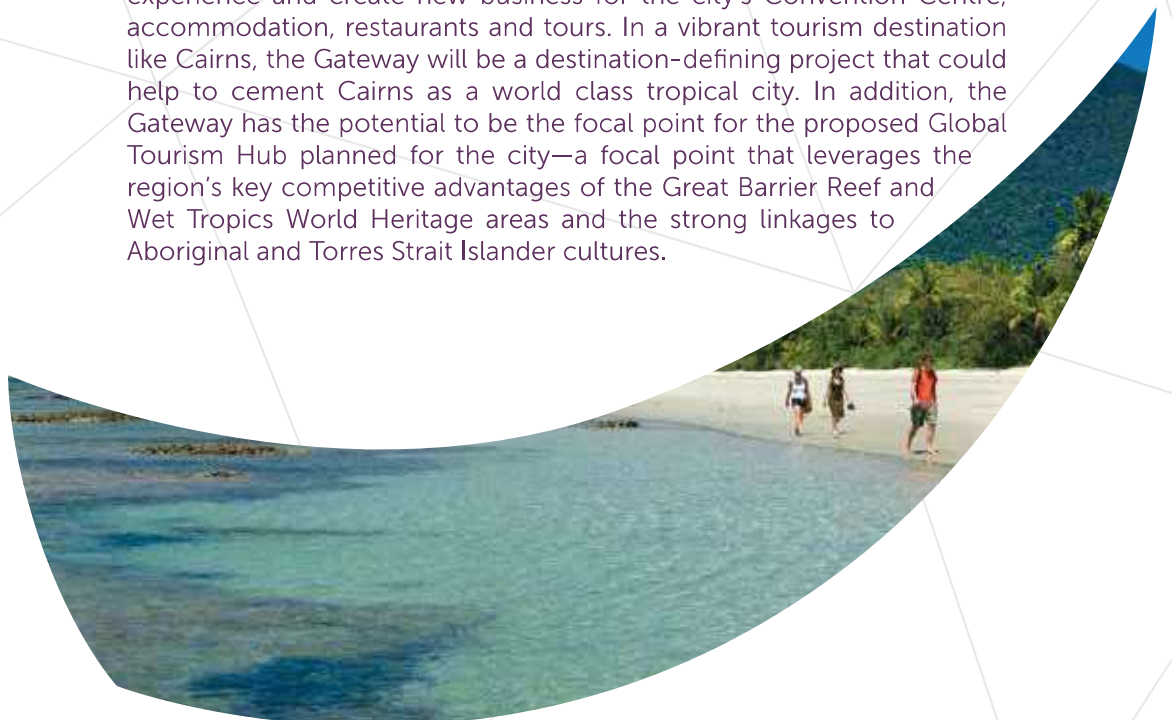
The concept

Tropical North Queensland is the only place in the world with two World Heritage areas side by side. This unique value proposition attracts more than 2.7 million visitors a year to Cairns to experience the Great Barrier Reef and the Wet Tropics rainforest. In addition to being the home of the world's largest living organism and the world's oldest tropical rainforest, Tropical North Queensland is home to the world's oldest living culture. It is the only place where both Australia's Indigenous cultures can be experienced—Aboriginal and Torres Strait Islander culture is closely entwined with the World Heritage areas giving these extraordinary landscapes compelling stories. Tropical North Queensland is also home to a third World Heritage Area, the Riversleigh Fossil Fields in the outback.

What is missing is a central meeting point where visitors and locals can engage and be inspired to experience the diverse environments and peoples of Tropical North Queensland. A World Heritage Gateway will help people to plan and organise expeditions taking them further into the vibrant colours and life of the Great Barrier Reef and the Wet Tropics rainforest while engaging with Traditional Owners and their unique perspective. The Gateway will complement existing tours or attractions offering enhanced learning opportunities, and encouraging real life experiences.

Imagine a Traditional Owner sharing the story of how the Great Barrier Reef was formed, demonstrating the use of rainforest plants to wash your hands or singing the songlines of their country. The World Heritage Gateway will not only be a compelling, inspiring and engaging visitor experience, but presented in an amazing and architecturally outstanding building, will become an attraction in its own right and a must-do bucket list experience. It is proposed that the Gateway will celebrate the region's World Heritage values and profile Australia's other World Heritage areas plus World Heritage sites around the world. In this way, the Gateway will become a truly international experience hosting presentations and displays from around the world, which will enhance the visitor experience and create new business for the city's Convention Centre, accommodation, restaurants and tours. In a vibrant tourism destination like Cairns, the Gateway will be a destination-defining project that could help to cement Cairns as a world class tropical city. In addition, the Gateway has the potential to be the focal point for the proposed Global Tourism Hub planned for the city—a focal point that leverages the region's key competitive advantages of the Great Barrier Reef and Wet Tropics World Heritage areas and the strong linkages to Aboriginal and Torres Strait Islander cultures.

A World Heritage Gateway will be a destination-defining project for Cairns and Tropical North Queensland.





In a nut shell

This proposal seeks to interest investors in incorporating the World Heritage Gateway as a cornerstone of the Tropical North Queensland Global Tourism Hub.

No other destination can lay claim to having two World Heritage areas side by side, with easy access for all ages and abilities. No other destination has such a strong association with Aboriginal and Torres Strait Islander cultures and such easy access to a growing number of Indigenous visitor experiences. Cairns has the tourism infrastructure to support a World Heritage Gateway including excellent aviation routes. The destination has long been promoted as the gateway to the Great Barrier Reef and the Wet Tropics rainforest, which has driven growth in its key international markets. The World Heritage Gateway is an ideal fit for a Global Tourism Hub to showcase Queensland's natural beauty and strengthen its tourism offering.

The World Heritage Gateway represents a great brand alliance opportunity for a private sector entity looking to invest in the Global Tourism Hub.

Importantly, it will define Tropical North Queensland as a gateway to the State's best nature experiences and encourage more visitors to explore the furthest reaches of the region's World Heritage areas.



Global Tourism Hub fit

The World Heritage Gateway will draw additional visitors to the Hub and is an ideal fit for an accessible, high-quality public space. It celebrates Cairns' natural and cultural values, linking the waterfront with the city.

It matches the top five public wants outlined in the Tropical North Global Tourism Hub Community Consultation Report:

- long-term operational jobs for Cairns and Far North locals
- investment in environmental improvement and best practice World Heritage management
- investment in new tourism opportunities for the local area
- improved patronage of existing local restaurants and businesses
- new public open spaces on the Global Tourism Hub site and associated public access.

The Gateway presents an opportunity to create the world's best World Heritage centre. Its strength is the Gateway's broad appeal to different visiting audiences drawn by the iconic Great Barrier Reef and the Wet Tropics rainforest.

The Gateway functions as a hub and key reference point for visitors and locals. It provides direct access to rich information, plus orientation, guidance, learning and engagement for people to then explore the area with a deeper appreciation of what to see and why it is so unique.

It offers a night-time experience and an evening focal point for a cross section of visitors. It also serves to promote visitor dispersal to support access to previously unexplored wilderness areas, and provides opportunities for Aboriginal communities through culture, art, guided interpretive experiences and storytelling. The linkages it will create with the vibrant, nature-based tourism sector will stimulate further jobs growth.

The Gateway has already been identified as one of Queensland Government's top 10 most significant tourism development opportunities. It will bring a fresh, new-world development showcasing Queensland's natural beauty and Indigenous cultures, further strengthening Queensland's tourism offering.

Business model

The World Heritage Gateway meshes extremely well with Queensland Government expectations of what a tourism precinct can offer. It provides for:

- a significant entertainment, recreational and/or cultural facility
- the construction of a unique, internationally-recognisable architecture with expansive high amenity public realm
- provision of meeting and conference facilities
- the capacity to incorporate a museum facility and interpretive displays that showcase the community and natural and cultural values of the region.

The Gateway concept will also integrate well with the proposed expansion of the Cairns Convention Centre and the proposed siting of the Global Tourism Hub in the Cairns Wharf area—the arrival point for many visitors.

Quality hands-on experiences in the Gateway will serve as a valuable resource to visitors, not only providing interesting information, but also inspiring and motivating them to explore the destination more deeply.

The Gateway will offer a broad range of potential free, user-pays and commercial opportunities including cross-selling existing local attractions, a retail outlet, sponsorships and commissions to support the operational and maintenance costs of the centre.



Why invest?

- Cairns is the best placed Australian location for the Gateway. It is the capital of Tropical North Queensland, with 2 million visitors per year who spend \$3.14 billion in the region (Tourism Research Australia).
- More than 600 tours depart Cairns daily. It has excellent tourism infrastructure and a tourism industry passionate about sustainably growing the region's World Heritage areas.
- Cairns is one of the world's best nature-based tourism destinations due to its adjacent World Heritage sites. 56% of international visitors access the reef and rainforest. It is also the gateway to a third World Heritage Area, the Riversleigh Fossil Fields.
- Cairns is best placed to celebrate Australia's two Indigenous cultures and has a burgeoning Aboriginal and Torres Strait Islander tourism industry.
- Cairns has an international airport, well-established transport networks and significant existing tourism infrastructure with identified growth potential. It also has a strong economy, highly skilled and multicultural population, excellent education and training institutions, and its standing as a clean and green regional city is internationally recognised.

Cairns is the best placed Australian location for a World Heritage Gateway.

600+ tours depart Cairns daily to the reef, rainforest and outback.

On an average day, **one in six** people is a visitor who **stays more than five days in the region.**

The Great Barrier Reef was among the first three Australian inscriptions on the World Heritage register in 1981. The Wet Tropics World Heritage Area was inscribed in 1988. The two World Heritage areas sit side by side—a unique phenomenon—and visiting both is a real bucket-list experience.

10 minute drive from an international airport to the city.

Cairns is **one of the world's best nature-based tourism destinations** synonymous with its adjacent World Heritage sites, the reef and the rainforest.



Around 56% of international visitors to Tropical North Queensland **access the reef and rainforest either on a guided tour, through their accommodation or by self-driving.**

2 million visitors per year spend \$3.14 billion in the region. [897,000 international visitors 1.8 million domestic visitors].

Cairns is becoming a **major gateway for international arrivals** recording 667,650 for the year 2017.

Cruise liner arrivals are on the increase with 5,500 passenger arrivals recorded in March 2018.

Background

The concept of a World Heritage Gateway in Cairns was identified as a catalyst project in the Queensland Government's Tourism Opportunity Plan released in 2010.

The Gateway presents an exciting opportunity to partner with the many local agencies guiding the sustainable management and presentation of Tropical North Queensland's assets. These include the Wet Tropics Management Authority, the Great Barrier Reef Marine Park Authority, James Cook University and the Reef and Rainforest Research Centre.

The Gateway is supported by Tourism Tropical North Queensland, Tourism and Events Queensland, Queensland Parks and Wildlife Service, tour operators, Traditional Owners and the wider community. These agencies offer expertise and interest in curating and maintaining the Gateway as well as the capacity to promote and market it widely.

As a State Government-led project supported by local government and stakeholders including the Tropical North Queensland tourism industry, the Gateway's global significance will encourage Australian Government funding and attract private sector investment associated with the Global Tourism Hub initiative.

COVER IMAGES COURTESY OF TOURISM TROPICAL NORTH QUEENSLAND & SHUTTERSTOCK



WORLD HERITAGE IS OUR PROMISE TO THE FUTURE