

couriermail.com.au

Queensland is nation's top holiday destination

- Font size: [Decrease](#) [Increase](#)
- Email article: [Email](#)
- Print article: [Print](#)
- Submit comment: [Submit comment](#)

Article from:

SundayMail**Angela Saurine and Samantha Healy**

July 25, 2009 11:00pm

QUEENSLAND has cemented itself as Australia's No.1 holiday spot, taking out five of the top six favourite travel destinations in a national survey.

The Escape Travel Survey found 45 per cent of domestic tourists favoured the Sunshine State, compared with just 13 per cent who preferred Victoria and 11 per cent who chose Western Australia.

Queensland Tourism Industry Council CEO Daniel Gschwind said the result was a welcome boost for an industry doing it tough.

"It's testimony not only to the history of Queensland and its positioning as Australia's playground but it also demonstrates the multi-destination appeal that this state has - it's not just a capital city or just a resort destination," he said.

"One visit to Queensland is never enough, consumers do come back."

Expansion: New bush trails on track

Top of the holiday wish list was Surfers Paradise, which was voted the most popular place to take a break, followed by Melbourne, the Whitsundays and Port Douglas.

Noosa and Cairns rounded out the top six.

South Australia was the least-popular, with only 3 per cent of calling it their favourite place.

The survey results were no surprise to Victoria's Walker family, who were enjoying a four-day break on the Gold Coast last week.

"We come up every year at this time to escape the winter in Victoria," mum Kari Walker said.

"With small kids, we love the theme parks and the beaches on the Gold Coast. There is so much to do.

"Queensland is our favourite holiday destination because it has the great weather and the airfares make it cheaper for a family to take a break."

But, despite the glowing reports from visitors to the Sunshine State, Mr Gschwind warned tourism operators and authorities not to rest on their laurels.

"It's challenging for us to not only add new destinations but also new experiences in those destinations," he said.

"We no longer have a single, homogenous type of traveller.

"Individuals want something that suits them in particular.

"Queensland is very well-positioned to deliver on those experiences - and to add to them."

Tourism Queensland CEO Anthony Hayes said he was thrilled with the survey's results, citing them as another win for the state following the huge international success of the **Best Job in the World** campaign.

"We have been really focused on not just saying to the rest of Australia: 'We have pretty destinations and nice beaches', we're focusing on the experiences and the activities," he said.

"Everyone knows that it's beautiful and it's warm and the sun shines.

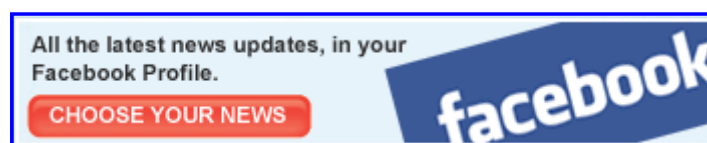
"It's been a really tough 12 months - whether it's swine flu, oil spills or floods - it's been one thing after the other."

Earlier this month, Queensland **Tourism Minister Peter Lawlor** announced an extra \$1.9 million for the Best Job in the World campaign on top of the \$1.7 million already spent.

It will include a range of "best" holiday packages pitched overseas - including Best Adventure in the World, Best Honeymoon in the World, Best Sailing in the World, and Best Diving in the World.

Share this article [What is this?](#)

- [Add to MySpace](#)
- [Digg it](#)
- [Post to del.icio.us](#)
- [Post to Newsvine](#)
- [Post to Facebook](#)
- [Add to kwoff](#)
- [Stumble Upon](#)



- Font size: [Decrease](#) [Increase](#)
- Email article: [Email](#)
- Print article: [Print](#)

Ads By Google

- [Hamilton Island](#)

Frangipani 204 2/3 Bedroom - Beachfront

www.frangipani204.com.au

- [Holiday Travel Deals](#)

Holiday Travel Deals Deals. Start planning your next holiday today!

www.noleavenolife.com/holiday-deals

- [Holiday In China](#)

Range Of Tours. China Wide. Tours Include English Speaking Guide.

www.BookChinaOnline.com/Holiday

© 2009 Queensland Newspapers. All times AEST (GMT +10).