

Queensland Country

New international trade connections forged in Singapore, poised to inject millions into Queensland's tourism industry

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FOR IMMEDIATE RELEASE

In September, Queensland Country Tourism was honoured to be a part of the delegation that travelled to Singapore, showcasing our region and Toowoomba's stunning Carnival of Flowers display at Gardens by the Bay.

The group, which included several tourism operators from Queensland Country, provided an invaluable opportunity to engage with the international market and inspire travellers to choose Queensland Country as their top destination.

Peter Homan, CEO of Queensland Country, highlighted the significance of the trade mission in boosting tourism and attracting international visitors to the region.

"It's incredibly exciting to see Queensland Country showcased on a global stage, but just as importantly, this mission helped us build key relationships that will drive visitors directly from Singapore. Singapore ranks fourth among nations visiting Australia, with about 7.9% of their population travelling here,"

"The Gardens by the Bay exhibition alone is expected to bring up to 64,500 visitors to our region over the next three years, adding an estimated \$53 million to the economy between 2024 and 2027. Plus, visitors will get a real taste of our First Nation's culture with the beautiful Genestream Tree as a central feature."

"The Genestream Tree artwork, commissioned in collaboration with Toowoomba Carnival of Flowers and funded by Mort & Co, represents the vibrant First Nations culture, heritage, flora, and fauna of Queensland Country. Created by artists Ben Beeton, Mali Moir, and First Nations artists, it will remain at Gardens by the Bay as a legacy of the Carnival. A big thank you to all involved!" Mr Homan said.

Sheree Gillies, Marketing Manager of Queensland Country, highlights how valuable the mission was in building relationships with trade agents.

"With our new branding on the horizon, we're set to be more visible than ever in both international and domestic markets. The mission gave our tourism operators some invaluable opportunities to market their products directly to Singapore businesses looking to partner with key tourism providers,"

"Trade missions like this are vital for linking Queensland Country with potential visitors worldwide. By fostering these relationships, we reinforce Queensland Country as the number one place for both visitors and investment, ensuring long-term growth for our local communities." Ms Gillies said.

Steve Cooper, Head of Queensland Museum Cobb+Co in Toowoomba, said the delegation to Singapore represented a huge step forward in terms of attracting international tourism to our region.

"The most pleasing thing to emerge from the mission, was the united tourism voice presented by every participant to Singapore's most influential and relevant wholesalers and promoters of Queensland experiences,"

"The success will be evident by the relationships created and the opportunities converted in the near future." Mr. Cooper said.

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What is Gardens by the Bay?

Gardens by the Bay in Singapore is one of the world's top horticultural attractions, spanning 101 hectares and attracting 4 million visitors annually. In an Australian first, the Toowoomba Region and Toowoomba Carnival of Flowers took centre stage in the Flower Dome, showcasing native landscapes, Indigenous art, and regional produce across 850 m².

This exhibition is expected to generate exposure to 500,000 - 700,000 international tourists and will run until 17 November 2024.

Queensland Country Tourism, in conjunction with the Toowoomba Regional Council, Toowoomba Carnival of Flowers, and Toowoomba and Surat Basin Enterprise (TSBE) were invited to showcase the region by hosting "Changing of the Flowers" display in Singapore's Gardens by the Bay.

For more information about Gardens by the Bay, visit: www.gardensbythebay.com.sg

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