



THE STAR  
ENTERTAINMENT  
GROUP

# UNLOCKING NORTH QUEENSLAND'S VAST POTENTIAL QTC INVESTOR CONFERENCE

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## INNOVATING & INVESTING IN QUEENSLAND'S FUTURE ECONOMY

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# THE STAR ENTERTAINMENT GROUP

## JOINT VENTURE DEVELOPMENTS



**Queen's Wharf Brisbane**

\$3b development



**Gold Coast**

Up to \$845m expansion



**The Star Sydney**

Up to \$1b expansion

Note: Images are concept only. Property capital projects are subject to all approvals



# QUEEN'S WHARF BRISBANE



# IMPACT OF CHINESE TOURISM

## DRAMATIC UPWARD TRENDS IN SPEND AND VISITATION

**\$8.9 billion**

Spent by Chinese visitors in year to June 2016 at an average \$8,100 per trip

**27.3%**

Increase in overall spend by Chinese visitors on pcp

**\$3.8 billion**

Spent by UK visitors in year to June 2016 at an average \$5850 per trip

**\$2.7 billion**

Spent by NZ visitors in year to June 2016 at an average \$2250 per trip

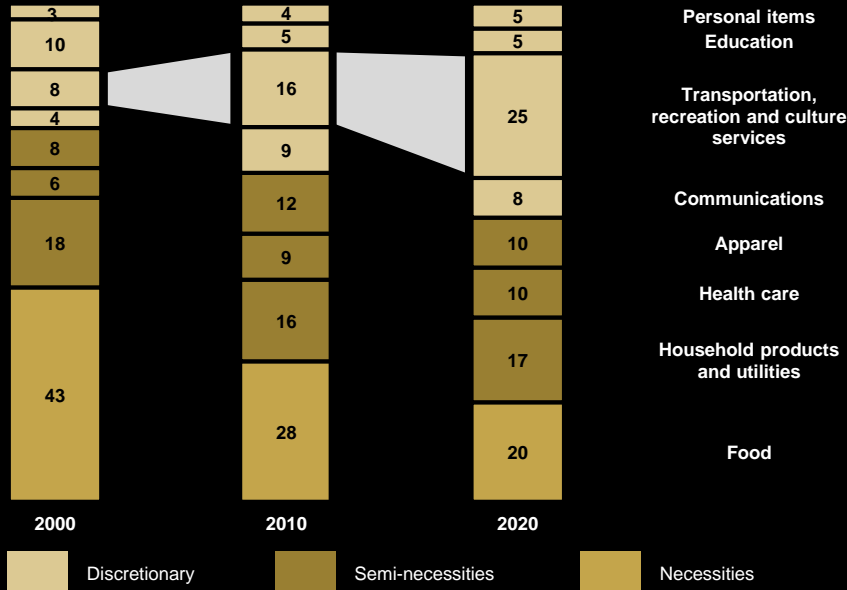


# INBOUND TOURISM

## BEHAVIOURAL CHANGES PROVIDE OPPORTUNITY

### Urban household consumption

By category. %



- ◆ Wealth creation in Asia is well documented – by 2020, one billion people in Asia will have annual earnings of US\$15,000 or more
- ◆ With wealth creation, consumption patterns change towards experiences
- ◆ These changes translate first into a growth in domestic travel, then regional, and finally out-of-region travel

# CHINESE TOURISTS

## WHAT CHINESE WANT FROM THEIR TRIP TODAY

### ACTIVITIES

- ◆ Shopping
- ◆ Eating Out
- ◆ Beach
- ◆ Sightseeing
- ◆ Wildlife

### ACCOMMODATION

- ◆ Luxury (4-5 Stars)
- ◆ Standard (<4 Stars)
- ◆ Friends & Relatives

◆ **SIGHTSEEING** – Australia rated No.1 for world-class beauty and No.2 for interesting attractions behind France

◆ **FOOD AND WINE** – Australia rated No.5 globally and second in the region behind Thailand

◆ **SAFETY** – Australia rated No.3 behind Germany and France



# INBOUND TOURISM

## AUSTRALIA IS A SOUGHT AFTER DESTINATION

**No.1**



Australia is the leading aspirational destination for Chinese tourists

**No.1**



Chinese tourists are more aware of the experiences Australia offers compared to other global destinations

**No.1**



Australia is the leading destination Chinese tourists intend to visit

**No.14**



Australia's ranking in terms of actual visitation

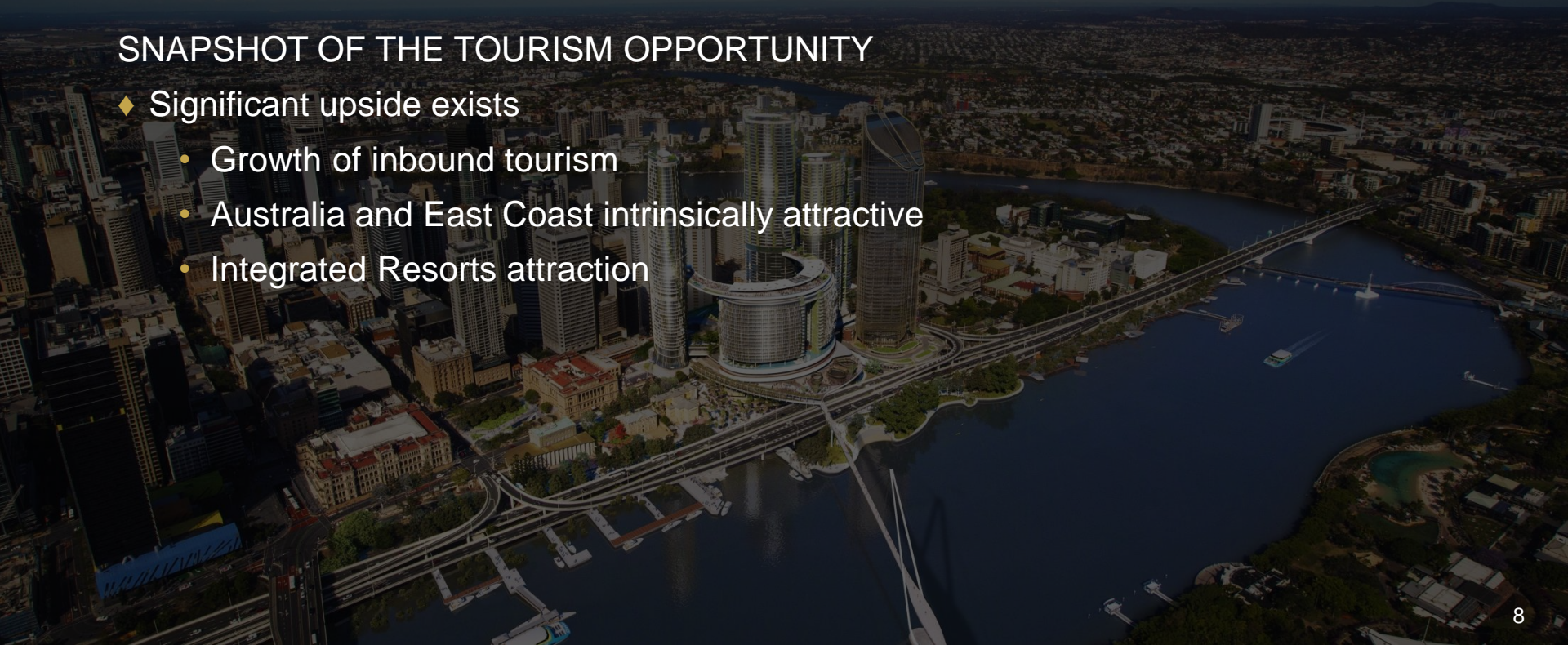


# THE STAR ENTERTAINMENT GROUP

## INVESTING IN A STRONG TOURISM OUTLOOK FOR QUEENSLAND

### SNAPSHOT OF THE TOURISM OPPORTUNITY

- ◆ Significant upside exists
  - Growth of inbound tourism
  - Australia and East Coast intrinsically attractive
  - Integrated Resorts attraction





# OPTIMISING INBOUND TOURISM OPPORTUNITY

## OPPORTUNITIES

### STIMULI FOR REST OF QUEENSLAND

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- ◆ Broad range of suppliers including primary producers in regional areas
- ◆ Showcasing the best of Queensland food and wine with potential to drive exports
- ◆ Awareness of and visitation to other tourism destinations across the State
- ◆ Sharing the tourism spend and driving repeat visits by delivering the ultimate authentic experiences



THANK  
YOU