

Queensland Accredited Visitor Information Centres

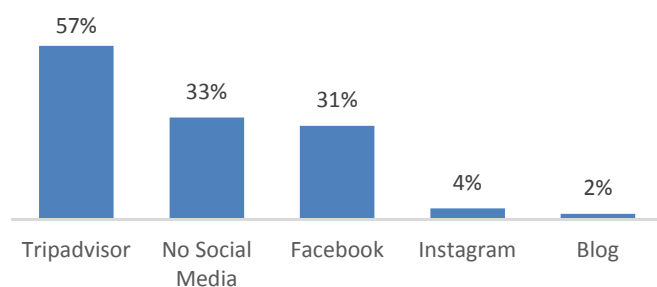
Annual Visitors through the VIC Network

Annual Visitors through the VIC Network	2016/2017	2017/2018
Walk-in:	2,963,535	3,410,036
Phone:	226,607	221,211
Web/Email:	89,679	68,865

Total VICs as at 30 June 2018: 111
 New VICs to the network: 3*
 No longer accredited: 5*
 Mobile VICs: 4

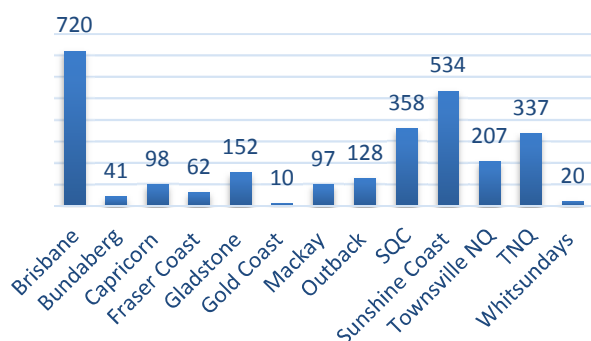
* New VICs: Toogoolawah VIC, The Spire, Mount Morgan Railway & VIC.
 No Longer Accredited: Whitsunday Region Information Centre, Croydon VIC, Gympie Puma Roadhouse, Biloela VIC, The Spire

Social Media Channels used by VICs



Number of workers across the Network

This year's data shows that, on average, an accredited VIC in the network had **24 volunteers compared to 2.5 paid staff**. The absolute number of volunteers in every region is shown in the graph below. Total paid staff across the network is 257.



Snapshot 2017/2018



Visitors by Region

Regions	# of VICs	As per 2016/2017 audits	# of VICs	As per 2017/2018 audits
Brisbane	25	1,089,335	27	1,396,214
Bundaberg	4	50,256	4	52,979
Capricorn Region	3	75,844	4	94,075
Fraser Coast	3	43,000	3	41,967
Gladstone	5	52,427	4	45,518
Gold Coast	3	228,505	3	347,981
Mackay	3	26,269	3	29,166
Outback	18	306,650	18	326,059
Southern QLD Country	14	211,136	13	210,993
Sunshine Coast	13	378,449	12	352,876
Townsville NQ	7	103,099	6	86,228
Tropical NQ	13	353,531	13	381,487
Whitsunday	2	45,034	1	44,493
TOTAL	113	2,963,535	111	3,410,036



Storytelling Workshops

Visit Queensland, in collaboration with Tourism and Events Queensland, conducted a series of storytelling workshops for staff and volunteers of the accredited VIC network. Each VIC and region has a unique story to tell and the workshops are aimed at helping VICs to discover theirs and to learn how to inspire visitors from across the globe. Over 60 VICs took part in the workshops as of 30 June with the remainder of the workshops being held over the next 12 months.

Memento Project

Tourism and Events Queensland engaged Creative Economy to develop the 'Memento Procurement Guide for Visitor Information Centres'. The aim of the guide is to assist VICs to increase unique local product for sale to visitors by sourcing locally made or Australian mementos. Tourism and Events Queensland saw this as an opportunity for enhancing the experience of visitors to Queensland and improving the sustainability of VICs through increasing revenue.

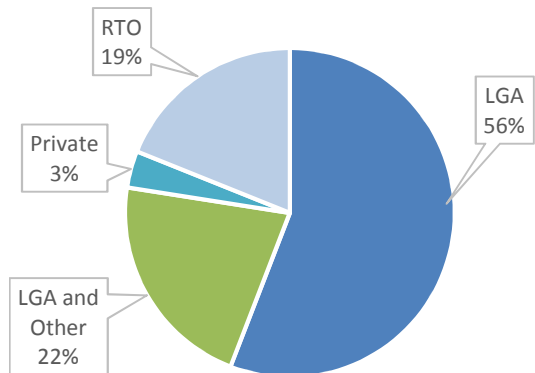
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Snapshot 2017/2018

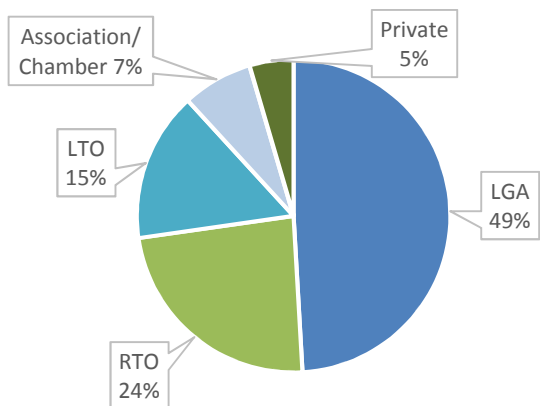


A few more insights into the Network....

Who funds Visitor Information Centres?



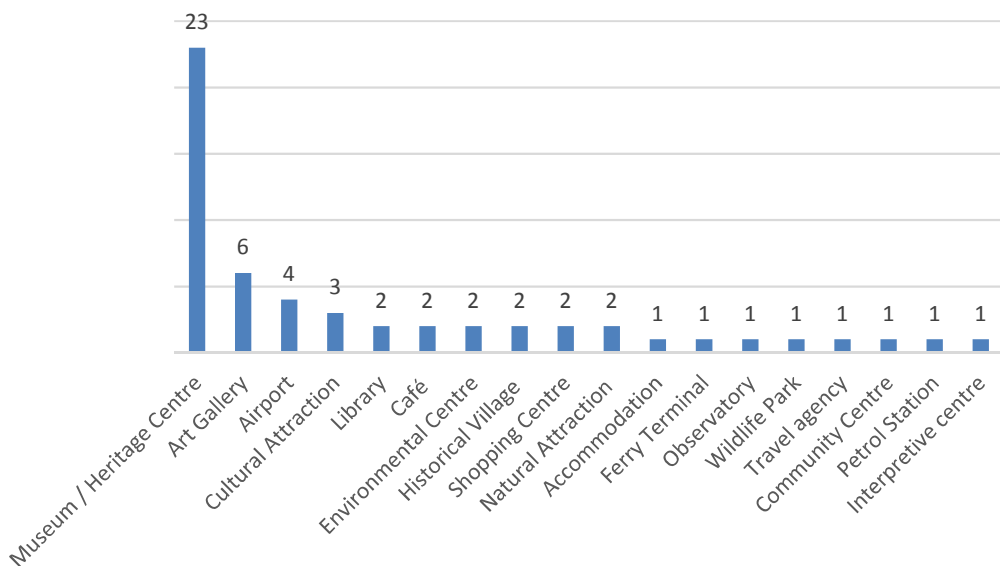
Who operates Visitor Information Centres?



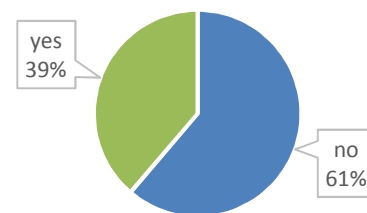
Co-location of VICs with other attractions

Our annual data shows that more than 50% of VICs are co-located with another attraction or business. The most popular ones are listed here by number of VICs with some examples of co-located VICs pictured below.

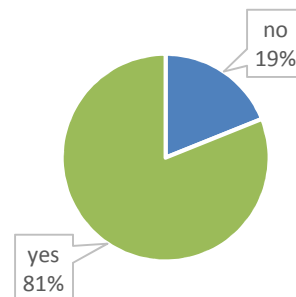
Type of Co-location



Online Booking Capability



Free Wi-Fi



Mount Morgan Railway Museum and VIC



Mareeba Heritage Centre



Miles Historical Village



Sunshine Coast Airport VIC

