

*A strong voice for our future*

**BRITTANY LAUGA MP**

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**MEMBER FOR KEPPEL  
AND ASSISTANT MINISTER  
FOR EDUCATION**



# MEDIA RELEASE

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## Hotels enjoying 17% occupancy rise

New hotel and accommodation data confirms there is a tourism boom underway in the beautiful Southern Great Barrier Reef, the Member for Keppel and Assistant Education Minister Brittany Lauga said today.

“This is what we are seeing on the ground .... a tourism drive with hotel occupancy in the Capricorn region up by 17% year on year.”

According to industry analytics company STR, the Bundaberg, Capricorn, Fraser Coast and Gladstone regions have all reported more hotel bookings than normal.

Bundaberg and North Burnett were up 30% September to September, with Fraser Coast and Gladstone both up 12%.

Matthew Burke, STR's Australian manager, said when the pandemic first hit, the hotel industry saw occupancy rates decline by as much as 90 per cent.

He said however, Western Australia and Queensland, both states that have held a tough border stance through the pandemic, now dominate the top regions.

“You are seeing people wanting to get out and explore, and particularly as the weather starts to warm up [and] as people get confidence you will see an uplift, firstly to the regions,” Mr Burke said.

Ms Lauga said while there is much still to be done to help the tourism industry grow, she applauded hotels which have innovated and targeted new markets.

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“Instead of going abroad for overseas holidays I think people sometimes need to be reminded of how much Queensland’s regions have to offer,” she said.

“Our region in particular is blessed with a wonderful array of natural attractions and a plethora of quality accommodation centres.”

She said with the proposed relaxation of Queensland’s borders to ACT, there was an expectation there would be more visitors to our region.

**ENDS**

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