

FNOQ has to stand unaided

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CO-OPERATION is crucial to the health of the Far North Queensland tourism industry but not everyone is convinced riding Brisbane's coat-tails is a silver bullet.

Opposition tourism spokesman David Crisafulli said getting more international flights to Brisbane should be a priority but it was not a get-out-of-jail-free card.

"There is no amount of flights into Brisbane that are going to make up for the loss of a generational provider (Cathay Pacific) like this," he said.

"The Brisbane expansion must complement an aggressive push into building infrastructure for Cairns and an aggressive push into getting international flights to fill the

void (left by the Hong Kong airline's departure)."

Mr Crisafulli said airlines needed to be confident that major projects long-touted for Cairns and the Far North would go ahead.

Otherwise they would opt for other destinations hungry to take up the vacancy.

"It will be an important destination for a long time to come, but it's not the only destination," he said.

"Good marketing campaigns will pick up different emerging trends.

"But it's difficult to market anything if what you're offering isn't evolving.

"When will the convention centre be upgraded, when will we finally see what a Global Tourism Hub looks like, and when will cruise ships be able to have easy access into the city?"