



MEDIA RELEASE

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For Immediate Release

Townsville's future lies beyond its boundaries

When we talk about Townsville's future, the conversation often centres on what can be built within the city itself.

New tourism attractions. New events. New infrastructure. New investment opportunities.

These are important discussions, and as a growing regional city, Townsville should continue to pursue bold ideas that enhance liveability, attract visitors and create economic opportunity.

However, if we are serious about shaping the long-term prosperity of Townsville, we need to think beyond the city boundaries.

Townsville's greatest strength has never been its ability to operate as a standalone destination. Its strength lies in its position as the economic, logistics, services and tourism gateway to one of the most significant regions in Australia.

For generations, Townsville has been the engine room of North Queensland. It services vast agricultural regions, supports the North West Minerals Province, connects communities across thousands of kilometres and provides the infrastructure that enables industries and businesses to thrive.

The city's future prosperity is intrinsically linked to the success of the regions it serves.

This is particularly evident when we look west.

The North West Minerals Province remains one of Australia's most significant resource regions, producing copper, zinc, lead, silver and increasingly the critical minerals required for the global energy transition. Billions of dollars in mining, energy and infrastructure

investment continue to flow into the region, creating opportunities that extend well beyond the mine gate.

While many of these projects are located hundreds of kilometres from Townsville, their impact is felt every day throughout the city. Businesses, contractors, training providers, transport operators, exporters and professional service firms all contribute to and benefit from the success of the North West.

Projects such as CopperString 2032 and emerging critical minerals developments present enormous opportunities not only for the North West but also for Townsville as the region's primary service, logistics and export hub.

The Port of Townsville remains one of Northern Australia's most important economic assets and a critical gateway for trade. As investment in the North West continues to grow, Townsville's role in supporting these industries will only become more important.

Yet economic prosperity is only one part of the story.

As visitor expectations evolve, tourism is increasingly shifting towards immersive, connected experiences rather than single-destination travel.

Travellers today are seeking authenticity. They want experiences that combine landscapes, culture, food, events, history and local stories. They want to understand a place, not simply visit it.

This presents a significant opportunity for Townsville.

Rather than viewing itself solely as a destination, Townsville has the opportunity to strengthen its position as the gateway to Northern Australia's broader tourism experience.

Visitors arriving in Townsville already have access to incredible assets. The city offers a vibrant waterfront, access to the Great Barrier Reef, Magnetic Island, cultural attractions, major sporting events and an enviable tropical lifestyle.

But the story does not stop there.

Beyond the city lies a region rich with experiences that many Australians have never discovered. Within a day's drive, visitors can travel through historic goldfields, dinosaur country, vast cattle stations, dramatic Outback landscapes and welcoming regional communities.

The Overlanders Way, stretching from Townsville to the Northern Territory border, provides a powerful example of what connected regional tourism can look like.

The route links communities, tourism operators, events and experiences across more than 1,100 kilometres. It encourages visitors to slow down, stay longer and engage more deeply with the places they visit.

Importantly, it demonstrates that regional tourism is not a competition between communities. It is a collaborative opportunity.

When visitors spend more time travelling throughout the region, everyone benefits. Local businesses see increased spending, accommodation providers experience longer stays, and communities gain greater exposure. Visitors leave with richer and more memorable experiences.

Townsville benefits too.

As the natural entry and exit point for many of these journeys, the city becomes the launching pad for regional exploration. Visitors often stay before and after their Outback adventures, creating additional economic activity for local businesses and strengthening Townsville's position within the broader visitor economy.

This concept of connectivity extends beyond tourism.

Whether we are talking about freight, energy, resources, workforce development, aviation, education or tourism, the future success of Townsville depends on strong connections with the regions around it.

As we look towards 2032 and beyond, the challenge is not simply identifying the next major attraction, event or infrastructure project. It is recognising and embracing the strategic role the city already plays within a much larger regional ecosystem.

The future of Townsville will be shaped by its ability to connect people, industries, communities and experiences. It will be shaped by how effectively we leverage our position as Northern Australia's gateway city and by our willingness to think regionally rather than municipally.

The prosperity of Townsville and the prosperity of the broader North and North West are not separate conversations. They are one and the same.

If we want to build a stronger future for Townsville, we must continue investing in the infrastructure, industries, partnerships and tourism experiences that bind our region together.

Because Townsville's future does not end at the city limits. In many ways, that is where it truly begins.

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