

MEDIA STATEMENT

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New campaign keeps international drivers safe on Queensland roads

- New road safety campaign targets international drivers.
- The campaign highlights the unique challenges international visitors may face on Queensland roads and aims to prepare them for a safe journey.
- Travellers are reminded to drive on the left side of the road, take regular breaks, to wear their seatbelts properly and to leave their phone alone while driving in Queensland.

Queensland is often described as beautiful one day, perfect the next and that's why international visitors continue to visit our state.

From 2017 to 2021 in Queensland, 13 lives were lost and 494 people were hospitalised as a result of crashes involving international visitors.

International visitor numbers have increased by 21 per cent since the mid-2000s, reflecting the state's popularity with tourists.

The leading risk factor for international drivers is fatigue, due to the size of our state and driving being unprepared for the long distances between destinations.

Disorientation and a failure to keep left are major factors for drivers from right-hand driving countries who were more prone to driving on the wrong side of the road, leading to head-on, angle and side-swipe crashes.

The campaign uses a multi-faceted approach to connect international drivers, engaging visitors at multiple locations through a simple checklist.

Travellers arriving at Brisbane, Cairns and Gold Coast airports will be greeted with informative advertisements highlighting the key considerations for travelling on Queensland roads and serving as the initial point of contact with international guests.

International holidaymakers will also be targeted through popular social media platforms and on online travel booking websites, engaging them prior to travel through informative posts to ensure they are aware of the local road rules.

Visitors are encouraged to scan a QR code to discover more information on road safety, road rules and emergency information, and providing translated materials in multiple languages to ensure travellers can access the information they need in their native language.

Quotes attributable to the General Manager, Land Transport Safety Regulation, Joanna Robinson:

"We want international visitors to enjoy their driving holiday in Queensland, and that starts with being informed about the unique challenges our roads may present.

"Known for its breathtaking landscapes and vibrant cultural experiences, Queensland remains a popular destination for international travellers seeking unforgettable experiences, but we don't want a trip to be remembered for all the wrong reasons on the road.

"Those of us who live in Queensland know to take a break every two hours on a journey, we learn to drive on the left side of the road, we know to always wear our seatbelts and leave our phones alone. These points are second nature to us, but we need to highlight them to visitors who might not be familiar with safe driving in Queensland.

"This campaign demonstrates Queensland's commitment to safety, and we encourage all international visitors and stakeholders to visit the website to learn how to stay safe on our roads."

Visit the StreetSmarts microsite: <https://streetsmarts.initiatives.qld.gov.au/initiatives/driving-in-queensland/>

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