



DREAM location ... but island resorts are short on customers.

## Apply dose of realism

CONGRATULATIONS to James McCullough for his interview with Jim Kennedy about Queensland island resorts (Finance, Mar 9). Most reportedly are struggling and several are for sale.

The scarcest commodity in tourism is realism and Kennedy has bucketloads of it.

The faceless corporate owners to whom he refers have spoilt it for the industry, leaving terrible failures in their wake and making the financing of new projects nearly impossible.

Daydream Island resort owner

and former vitamin entrepreneur Vaughan Bullivant talks in circles. Daydream Island can't be making money.

The overwhelming majority of Queensland tourism property is worn out or in the hands of dysfunctional body corporates.

Asking government agencies such as Tourism Queensland for promotional help is like asking the cat. Quality developments and sustainable ownership structures need to be encouraged and facilitated by government.

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