



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

ANNUAL REVIEW 2022/2023

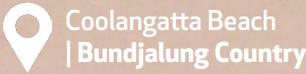
CONTENTS

4	ABOUT US
6	Industry insights
8	Board of Directors
12	Executive reports
16	MEMBERSHIP
18	Membership events
20	ACCREDITATION
24	POLICY AND ADVOCACY
27	Committees and working groups
28	WORKFORCE AND INDUSTRY DEVELOPMENT
29	Young Professionals Mentoring Program
30	Salute to Excellence Awards
32	Regional Tourism Careers Roadshow
34	Micro-Credentialing program
35	Industry Workforce Advisor program
36	Industry Skills Advisor program
37	Registered Trade Skills Pathway program
38	FIRST NATIONS TOURISM
40	First Nations tourism events
42	INDUSTRY EVENTS
43	Queensland Tourism Awards
46	Queensland Top Tourism Town Awards
48	OUR MEMBERS
54	OUR PARTNERS
55	Corporate Network

ACKNOWLEDGEMENT OF COUNTRY

QTIC acknowledges the Traditional Owners and Custodians of Country throughout Queensland. We recognise those who shared stories, welcomed guests on Country, and were stewards of the earth for millennia before us, and their continued connection to land, waterways, and culture.

Image credit: Tourism and Events Queensland, Tourism Australia.
Cover image: Thorsborne Trail, Hinchinbrook Island.



ABOUT US

Our purpose

To be the voice of tourism for Queensland and empower the state's tourism industry to thrive.

Our vision

To be the trusted tourism industry body that delivers outcomes for Queensland's tourism sector.

Our objectives and functions

The Queensland Tourism Industry Council (QTIC) is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. Our efforts focus on powerful lobbying, policy development, and collaboration with key industry stakeholders to create a favourable business environment for operators.

As a not-for-profit, membership-based organisation, we take pride in ensuring that the concerns and needs of our members and the broader tourism industry inform all relevant policy debates and that businesses have strong representation in decision-making processes. By promoting the value and importance of tourism in government forums and to the wider community, we help to create a vibrant, diverse industry that benefits all.

Through delivery of workforce and skilling programs, advocating for attraction and infrastructure investment, and working with the private sector to develop innovative solutions to tourism priorities, QTIC continues to serve members and industry. We also provide expert advice and support, including workforce and business development opportunities and access to vital industry insights.



Cloncurry
| Cloncurry is situated within several traditional owner localities, including Mitakoodi, Kalkadoon, Yulluna, Pitta Pitta, Bularnu, Waluwarra and Wangkayujuru

INDUSTRY INSIGHTS



Domestic overnight visitor expenditure
\$28.8 billion (+47%)*



International overnight visitor expenditure
\$4.3 billion (+513%)*



Total overnight visitor expenditure
\$33.1 billion (+63%)*



Total overnight visitor expenditure per day
\$90.9 million (+63%)*



Average spend per domestic visitor
\$1,141 (+26%)*



Average spend per international visitor
\$2,777 (-8%)*



Tourism related businesses
64,038 (+4%)**



Employed directly and indirectly in the tourism industry
206,200 (-0.3%)**

* Data from June 2023. Percentage difference from June 2022 compared to June 2023.

** Data from June 2022. Percentage difference from June 2021 compared to June 2022.

BOARD OF DIRECTORS



Elsa D'Alessio

Chair, Aviation Australia
Chair, QTIC

Elsa D'Alessio is an experienced senior leader, previously the Regional General Manager QLD / NT Qantas, Executive General Manager Commercial Qantas Regional Airlines, and CEO Sunstate Airlines.

In 2022, Elsa was appointed the first female Chair of Aviation Australia, and first female Chair of QTIC.

Elsa's previous Board and Committee roles include: Premier of Queensland Business Advisory Council Member; Queensland Futures Institute Corporate Council Member; Lord Mayor of Brisbane Business Advisory Council Member; Olympic Games QLD Fundraising Advisory Committee Member; and, Qantas Founders Museum Board Member.



Shane O'Reilly

Managing Director, O'Reilly's Rainforest Retreat
Ceased role 16 August 2022

Shane O'Reilly is part of the third generation of original O'Reilly family members who started the iconic O'Reilly's Rainforest Retreat in the 1930s and for several years has served as the Managing Director.

Shane has been involved in various committees and has served as director on several tourism-related boards, including QTIC, Gold Coast Tourism, Queensland Wine Industry Association, Gondwana Rainforests Reserves Australia and Tourism Queensland.



Cameron Costello

Director, Costello Consultancy
Deputy Chair, QTIC

Cameron Costello is a Quandamooka man from Moreton Bay, with connections to the Githabul People in New South Wales. Cameron is on the University of Queensland Law Advisory Board and has worked extensively in the legal industry delivering First Nations policies and programs. Previously, Cameron was CEO for the Quandamooka Yoolooburabee Aboriginal Corporation.

Cameron is currently advising on the Brisbane 2032 Olympic and Paralympic Games Legacy Committee, is Deputy Chair of the Queensland Tourism Industry Council, and is a member of the Arts Queensland First Nations Arts and Cultural Panel.



Nick Ellis

Director of Innovation and Technology, Salter Brothers Hotel Management Company

As a passionate hotelier, Nick Ellis served on the front line of the tourism industry for more than 20 years.

Nick has been fortunate enough to travel throughout Australia, building industry expertise across a wide range of hotels. Significantly, Nick worked as General Manager for the global brand launch of Accor's Tribe Hotels.

In his current role as Director of Innovation and Technology at Salter Brothers, Nick focuses on creating innovative solutions to improve guest experience, as well as transforming business processes.



Mark Evans

Owner, Paronella Park

Mark Evans has been in the tourism industry for 30 years. In that time, he and his family brought Paronella Park from a forgotten attraction on a back road, into one of Queensland's most iconic and award-winning tourism attractions. The business has now broadened to include the Mena Creek Hotel and Mamu Tropical Skywalk, creating a tourism hub south of Cairns.

Mark currently serves on the Townsville Enterprise Limited Strategic Advisory Committee and has previously served as a Board Member for Tourism Tropical North Queensland.



Stuart Mackenzie

Chair, Outback Gondwana Foundation. Mayor of Quilpie
Ceased role 22 November 2022

Stuart Mackenzie served as Quilpie Shire councillor for seven years and Deputy Mayor for four years. He was elected as Mayor in 2012 and continues to serve in this role.

Stuart has served as Founding Director and Chair of the Outback Gondwana Foundation and as Chair of Outback Queensland Tourism Association. He also sits on several ministerial advisory panels and government committees.



Mark Olsen

Chief Executive Officer,
Tourism Tropical North
Queensland

Mark Olsen is the CEO of Tourism Tropical North Queensland (TTNQ), the Destination Management Organisation for the World Heritage listed Great Barrier Reef and Wet Tropics rainforests.

Prior to joining TTNQ, Mark was the CEO and founder of EarthCheck Consulting, and co-owner of the EarthCheck global benchmarking and certification program that operates in over 70 countries.

The author of over one hundred destination management and ecotourism plans, Mark has worked with communities, investors, developers, and managers of tourism experiences to deliver world-leading, sustainable tourism outcomes.



Alison Smith

Chief Executive Officer, Local
Government Association of
Queensland

As CEO, Alison Smith is responsible for leading a diverse team of professionals at the Local Government Association of Queensland (LGAQ) - the peak body for local government across Queensland.

Previously, Alison worked with ASX-100 companies, heading their corporate affairs functions. Alison was Group Executive External Affairs at The Star Entertainment Group, and previously held media and corporate affairs roles at Rio Tinto's coal and uranium businesses in Australia, Africa, and Canada.

Alison is currently a director on the Peak Services board and her past board roles have included Chair of the Brisbane Festival.



Michelle Weston

Chief Executive Officer,
Caravan Parks Association of
Queensland

With over thirteen years' experience in national and state caravanning industry associations, most recently as Chief Executive Officer of Caravan Parks Association of Queensland (CPAQ), Michelle Weston has a strong knowledge of the issues that face industry associations.

With a highly engaged membership base, consisting primarily of small operators, Michelle can clearly articulate the issues facing industry businesses, and supports operators by actively advocating for whole-of-tourism programs.



Natassia Wheeler

Chief Executive Officer,
Moreton Bay Region Industry
and Tourism

With over 16 years' experience within Queensland's tourism industry, Tash Wheeler has headed up two Regional Tourism Organisations and has worked at Tourism and Events Queensland.

Previously, as CEO of Tourism Whitsundays, Tash guided one of Australia's most lucrative tourism regions through several crisis events, including cyclones, marine incidents and the pandemic.

Now based in South East Queensland, Tash is the CEO of Moreton Bay Region Industry and Tourism, and she also consults on various tourism projects and event delivery programs through her own consulting company.



Peter Woodward

Managing Director, CaPTA
Group

Peter Woodward is the Managing Director of the CaPTA Group, which is owned by the Woodward family and operates several major tours and attractions in the Cairns and Port Douglas region.

As part-owner and Managing Director of RespaxTour Software, Peter has worked with tourism organisations of all sizes and appreciates the various operational challenges that different businesses experience.

Peter is on the committee for Cairns Amateurs Racing and has previously been a director of Tourism Tropical North Queensland.

EXECUTIVE REPORTS

Chair's report

After several challenging years for Queensland tourism and the industry globally, it was welcome news to see our state breaking domestic tourism records for a second-consecutive year. 2022/23 was defined by ongoing growth and meaningful improvement on tourism numbers from the year before, with both domestic and international numbers soaring to new heights.

This past financial year, Queensland welcomed 25.3 million Australians, who opened their wallets to the tune of a record-breaking \$28.8 billion, making our state one of the most lucrative destinations in the nation.

While domestic visitors have kept our industry afloat the past few years, it is the return of international visitors that will define our continued revitalisation and success. Although QTIC has been collaborating with government and industry to rebuild aviation capacity and secure Queensland's place in the hearts and minds of globetrotters, the welcoming back of international guests was always anticipated to be a gradual affair.

More than a year after Australia's borders reopened to the world, 2023 saw the long-awaited shift from international visitors travelling to see friends and family, to guests

travelling for holiday purposes. This momentous turning point in travel mentality was encouragingly reflected in the numbers, with international overnight visitor expenditure growing to \$4.3 billion, which more than doubled the dollar figure of last year. Combined, domestic and international overnight visitor expenditure soared to \$33.1 billion this year. A significant milestone that brings us closer to the state's target of building a \$44 billion tourism industry by the Brisbane 2032 Olympic and Paralympic Games.

While the 2032 Olympic and Paralympic Games have set a pivotal moment on our calendars, they also helped to refine QTIC's strategic direction this past year. In nine years, the eyes of the global community will be on Queensland. To meet demand and leverage off the enormous exposure the world's biggest event will generate, we strengthened our efforts in empowering Queensland tourism to thrive.

We had the chance this year to invest more in our education and training programs, allowing tourism operators and professionals to develop their careers, gain industry qualifications, and fill critical skills gaps. Our strategic focus to build a skilled workforce was also highlighted through investment in our Regional Tourism Careers

Roadshow, which connected with more Queensland communities and school leavers throughout the year.

We also gave greater prominence to supporting the industry during 2023 as the Year of Accessible Tourism, by expanding our online Accessibility Self-Assessment Module and providing more operators with the tools and knowledge needed to improve their visitor offerings for guests of all abilities. Elevating and championing accessible tourism is fundamental in enabling us to become a more welcoming and inclusive destination and remains a key priority for QTIC.

As the year progressed, the Board took the opportunity to connect with our members through QTIC events that were held in region. From the Gold Coast to Bundaberg, many of our annual conferences, awards ceremonies, and networking events connected us with more members and allowed us to delve into the concerns they hold and the support that is needed.

As we look to the year ahead and consider the future of our industry, there is much to be optimistic about, with opportunities for Queensland tourism growing through investment

in education and training, infrastructure, and increased aviation capacity. However, we remain realistic that the year ahead will bring with it new uncertainties, particularly with shifting economic tensions and increased global competition. I would like to assure all our members that QTIC remains steadfast in our commitment to empower Queensland tourism to thrive.

I would like to thank all members of the Board and recognise outgoing board member, Stuart Mackenzie, for his generous contributions and valuable insights during his time with QTIC. I also acknowledge the tremendous and ongoing efforts of our CEO, Brett Fraser, and the entire QTIC team. Their tireless work is helping to secure the immediate and long-term success of our industry.

Finally, I would like to thank all our members for their ongoing support and faith in QTIC.


Elsa D'Alessio

Chief Executive Officer's report

Last year our tourism industry was buoyed by the resounding success of domestic tourism. As Australians and Queenslanders explored our great state, overnight visitor expenditure and visitor number records were broken throughout our regions. 2022-23 saw a repeat of the last financial year, as, once again, Queensland topped the tourism charts as one of Australia's most popular holiday destinations. The sustained domestic tourism numbers have aided our industry's recovery these last few years and are a testament to the unique visitor offerings Queensland boasts and the quality of our state's tourism operators.

While we celebrate these achievements, we remain mindful that continued success now relies on the return of international visitors. Our industry's reliance on the lucrative global market saw QTIC's advocacy focus shift this year. We supported efforts to restore aviation capacity, secure new flight paths into Queensland, and advocated for destination marketing bodies to receive the funding needed to secure Australia's place on the itineraries of would-be travellers.

Our advocacy efforts also focused on addressing the chief concerns and needs of our operators and tourism businesses. Primary among these priorities is our need to address the skills shortage that continues to grip our industry.

The difference between Queensland's pre-

pandemic tourism workforce landscape and this year's operating environment is stark. In March 2020, our state's tourism industry was comprised of 238,000 employees spread across 59,543 tourism businesses, with 1,985 jobs needing filling. Jump forward to March of this year and our industry is made up of 206,200 employees working in 64,038 businesses, with 4,962 job vacancies. This is our current reality – more tourism businesses and job vacancies coupled with less employees.

To help businesses address this growing workforce challenge, the breadth and depth of our activities throughout the year were expanded to prioritise the attraction and retention of a skilled tourism workforce. In 2023, we introduced a new Industry Workforce Advisor program, which saw us providing operators with one-on-one personalised support to tackle their labour shortages. We also invested in our Micro-Credentialing program to help businesses upskill and retain staff through access to hundreds of free tourism and hospitality-related short online courses.

Connecting businesses with employees and supporting them in upskilling staff is essential, but a critical piece of the labour shortage puzzle is securing a long-term workforce. This requires incentivising individuals to choose tourism as a career, as well as investing in effective support programs, and education and training.

Accordingly, this year we prioritised the expansion of our Young Professionals Mentoring Program and Regional Tourism Careers Roadshow program – connecting our industry with more school leavers and driving support for those dedicated to a career in tourism. Through these programs we also had the chance to connect our members with a new generation of tourism leaders, by facilitating work experience and employment opportunities.

This year we also took the opportunity to engage more with our members by hosting many of our events in region. This allowed us to better connect with industry and to hear your perspectives and priorities, which have helped guide our advocacy agenda and the strategic direction of our programs. I thank all our members who took the time to meet with me and the QTIC team in region this year and I especially appreciate those members who shared their concerns. Your contributions ensure that Queensland's tourism industry continues to have a strong and meaningful advocacy presence.

Another key strategic focus for us this year was the elevation of First Nations tourism. We gave greater prominence to embedding Indigenous knowledge and culture across our workforce initiatives, advocacy efforts and through our interactions with industry. It is with immense pride that our QTIC Indigenous team released the *Best Practice Guide for Working with First*

Nations Tourism in Queensland. A resource for the tourism industry, the guide helps to ensure that the lands, cultural practices, and stories of Indigenous peoples are respected by businesses and visitors alike.

As we look to the year ahead, we are realistic about the challenges that lie before us. Attracting international travellers to Queensland and driving stronger investment in tourism education, training and attraction programs is critical to our success. Against a backdrop of rising geopolitical and economic tensions, reduced discretionary income and increased global competition, I remain optimistic about the future of our industry. The drive to travel remains strong and Queensland is home to many of the world's most diverse landscapes and exceptional home-grown attractions.

I look forward to working with our partners, embracing new opportunities, and representing our members and the wider tourism industry in the year ahead.



Brett Fraser

MEMBERSHIP

Addressing the workforce concerns of our members and improving business capabilities formed the core focus of our membership investment in 2022 and 2023. We provided practical staff skilling solutions, professional development courses, regional networking opportunities and discounts on promotional services for our members.

The new financial year ushered in unique challenges for Queensland's tourism industry. The loss of skilled workers during the global pandemic, together with rising operating costs associated with a historic inflationary cycle and the staggered return of international visitors, coalesced to create a tough working environment for businesses. These challenges have had a significant impact on our members.

As we navigate this dynamic working environment, our purpose has never been clearer or more important. First and foremost, QTIC exists to empower Queensland's tourism industry to thrive and to deliver outcomes for our members. Accordingly, we were swift to respond to the most pressing concerns facing operators this year.

A sharp focus was given to investing in our programs and initiatives to build a robust and innovative industry to tackle the challenges and opportunities that lie ahead. We offered a range of services to our members, including a suite of workforce resources and staff training programs, professional development courses, as well as business capability programs.

We placed our members at the forefront of industry conversations with government and advocated for greater investment in programs



Explore QTIC Membership

that deliver for tourism. Our advocacy efforts helped drive the establishment of the Queensland Government's Industry Workforce Advisor program. An initiative that is providing one-on-one workforce support for tourism operators.

"QTIC has led the charge for our industry. They listen to their members and advocate for meaningful change, having a real and positive impact."

| Maleny Botanic Gardens & Bird World

We also saw additional state government funding allocated to QTIC's micro-credentialing program, which is providing much-needed skilling solutions for tourism operators and their staff.

Not only did our members get the opportunity to shape Queensland's visitor economy this year through advocacy, but they also accessed exclusive member benefits. Many members leveraged their membership by attending networking and industry events hosted by QTIC.

Several of these functions took place in regional Queensland. From Bundaberg to the Gold Coast, your industry body visited communities across the state to connect with our members and discover more ways in which we can help to

deliver growth and prosperity for our visitor economy. We know the power of local knowledge, expertise, and experience, and we have worked even more closely with our members this year to strengthen our tourism regions.

Through local engagement, we are growing a more involved membership and are continuously improving the services we offer. As we move into a new financial year, QTIC remains focused on ensuring that we continue to be a trusted partner for our members and that we provide solutions to industry challenges and leverage new opportunities. Together, we shape the future of Queensland tourism.

MEMBER EVENTS

Hundreds of QTIC members and industry professionals attended a range of QTIC networking events held across Queensland in 2022 and 2023. Designed to inspire discussions on key tourism priorities and to foster industry connections, these events brought together government and industry leaders to consider the future of Queensland tourism.



World Tourism Day Networking Event September 2022

As one of QTIC's largest annual networking events, World Tourism Day in 2022 saw industry colleagues gather at the XXXX Brewery Ale House in Brisbane to recognise the significance of tourism to the global community.

Centred on the theme, *Re-thinking Tourism*, the event featured a facilitated discussion led by prominent industry panelists. Their deliberations sparked conversation on the integration of sustainable practices into business.

The networking event also marked the official conclusion of the 2022 QTIC Young Professionals Mentoring Program. For mentees, it was an invaluable opportunity to connect with industry luminaries, providing a boost to their professional development.

"I attend as many QTIC meetings and events as possible. The investment by my business to attend events ... has provided an invaluable return through the opportunities to network and connect with a vast array of industry stakeholders and tourism operators all in the same room."

| Complete Business Solutions



Tourism Industry Networking Event March 2023

The initial QTIC networking event of the year brought together 250 industry attendees for a breakfast gathering at the Gold Coast's iconic cultural hub, Home of the Arts.

During the event, guests were treated to a panel discussion featuring renowned industry voices. Their conversation delved into actionable strategies operators can undertake to bolster accessible tourism and to capitalise on the opportunities presented by the journey towards the Brisbane 2032 Olympic and Paralympic Games.

Following the breakfast event, the 2023 QTIC Young Professionals Mentoring Program held its induction, welcoming a cohort of 81 participants.



World Environment Day Networking Event June 2023

Bundaberg's Mon Repos Turtle Centre provided the picturesque setting for this year's annual QTIC World Environment Day Breakfast.

Surrounded by conservation parkland and turtle nesting sites, the event underscored the significance of the natural environment to Queensland's tourism brand. Additionally, the event celebrated the 50th anniversary of World Environment Day.

An intimate gathering attended by 55 guests, prominent conservation and ecotourism proponents shared the collaborative approaches businesses and individuals can embrace to enhance Queensland's global reputation as a sustainable tourism destination.

ACCREDITATION

QUEENSLAND TOURISM INDUSTRY COUNCIL

 Skyrail Rainforest Cableway,
Quality Tourism Accredited
Business
| Yirrganydji Country

QTIC's accreditation program supports tourism businesses in developing high-quality standards, encompassing essential business practices, safety, and customer satisfaction.

Throughout the year, QTIC remained dedicated to fostering business growth and enhancing quality management standards by delivering the national Quality Tourism Accredited Business (QTAB) program throughout Queensland.

A comprehensive nationwide program, accreditation plays a pivotal role in enhancing a business' capability development. The program provides a structured framework for assessing a business' processes, products, and services against industry standards and best practice. Through the accreditation process, businesses can identify areas of improvement, implement necessary changes, and streamline their operations to exceed industry quality and performance benchmarks.

Specialty accreditation modules

Once businesses achieve base-level accreditation through QTAB, they can expand their knowledge and reputation by completing specialised accreditation modules.

In 2022 and 2023, we offered operators three additional modules of accreditation; Star Ratings, Camp and Adventure, and the Accessibility Self-Assessment Module - allowing businesses to develop a greater understanding and knowledge of specialty markets.



Explore Quality
Tourism Accreditation



Star Ratings Module

Star Ratings are an internationally recognised symbol for quality accommodation standards. Used in more than 70 countries worldwide, the accreditation reflects the cleanliness, quality, and condition of guest facilities.

Over time, there have been significant shifts in both industry and consumer expectations. The rise of online consumer ratings and reviews have transformed the landscape of accommodation rating systems. As more consumers turn to booking websites to assess their holiday options, we saw a decline in accommodation providers adopting the Star Ratings system in 2022-23.

Although the adoption of Star Ratings may have decreased, our commitment to providing an impartial property review system remains strong. While consumer ratings hold an important position in the market, we believe it is essential to maintain a reliable and independent ratings system to uphold Queensland's high-quality accommodation standards.



Camp and Adventure Module

Camps and Adventure accreditation is designed to ensure that camping and outdoor experiences are conducted in a manner where the safety of staff and participants is assured.

Completing the module ensures there are clear procedures for supervising campers and that proper planning has been done to manage emergencies should they arise.

Accreditation signals to insurance providers, customers and industry that proper activity equipment is provided and used in a safe manner. This year, several tourism businesses in the camps and adventure sectors obtained accreditation, sending a clear message to both consumers and industry that safety is a top priority for these Queensland businesses.

“The Accessibility Module provided a great opportunity to reflect on the Museum’s overall accessibility ... the team have already begun to strategise new ways to improve access across the Museum.”

| Australian Age of Dinosaurs



Australian Age of Dinosaurs,
Quality Tourism Accredited Business
| Koa Country



Accessibility Self-Assessment Module

During the year, we supported the improvement of inclusivity and accessibility within Queensland’s tourism industry by rolling out the Accessibility Self-Assessment Module.

An online toolkit that supports businesses in evaluating the accessibility of their visitor offerings, the module identifies accessible features currently available to guests and details where businesses can implement initiatives to improve accessibility. Operators can discover opportunities for improvement and explore low-cost, high-impact initiatives that enhance the guest experience for visitors of all abilities.

The introduction of 2023 as the *Year of Accessible Tourism* led to a surge of positive interest from government, industry associations and tourism businesses alike. Riding the wave of industry interest in improving inclusivity, the year saw close to 50 Queensland businesses complete our Accessibility Module.

POLICY AND ADVOCACY

A core focus of QTIC's activities is powerful advocacy, policy development, and collaboration with key industry stakeholders to create a favourable business environment for operators. We take pride in ensuring that the concerns and needs of our members and the broader tourism industry inform all relevant policy debates and that businesses have strong representation in decision-making processes.

Policy submissions

Policy submissions are a key element of our advocacy as they provide a formal platform to convey industry needs and priorities to key stakeholders and present evidence-based recommendations to support meaningful policy change.

Workforce

- Feedback to the Australian Government Select Committee on Workforce Australia Employment Services regarding the *Inquiry into Workforce Australia Employment Services*.
- Feedback to the Australian Government Department of Employment and Workplace Relations regarding the *Australian Skills Guarantee*.
- Feedback to the Australian Government Australian Bureau of Statistics regarding the *Review of the Australian and New Zealand Standard Classification of Occupations*.
- Feedback to the Australian Government Department of Employment and Workforce Relations regarding the *Digital Capability for Workforce Skills - Final Report 2022*.
- Feedback to Jobs and Skills Australia regarding the *Jobs and Skills Australia Bill 2022 and the Jobs and Skills Australia (National Skills Commissioner Repeal) Bill 2022*.
- Feedback to Jobs and Skills Australia regarding the *Jobs and Skills Australia discussion paper*.
- Feedback to the Australian Government Jobs and Skills Australia regarding the *Jobs and Skills Australia Amendment Bill 2023 [Provisions]*.

Education and training

- Submission to the Australian Government Department of Employment and Workplace Relations regarding the *Australian Apprenticeship Services and Supports* discussion paper.
- Feedback to the Wet Tropics Management Authority regarding the Wet Tropics tour guide training program design.

Environment and sustainability

- Feedback to the Queensland Government Department of Environment and Science regarding the *Ecotourism Plan for Queensland's Protected Areas 2022-2027*.

Migration

- Feedback to the Australian Government Department of Home Affairs regarding the *A migration system for Australia's future*.
- Feedback to the Australian Government Joint Standing Committee on Migration regarding the *Migration, pathway to nation building*.

Trade and investment

- Feedback to the Australian Government Southeast Asia Economic Strategy Section regarding the *Southeast Asia Economic Strategy to 2040*.

Crisis management

- Feedback to Queensland Health regarding *COVID-19 legislation - proposed changes to the Public Health Act 2005*.

Business development

- Submission to the Federal Treasury regarding the *Inquiry into online bookings – restrictions on tourism and accommodation providers setting prices* and information sharing via industry partners.

Major events

- Feedback to the Queensland Government Department of State Development, Infrastructure, Local Government and Planning regarding the *Brisbane 2032 Olympic and Paralympic Games Legacy Consultation*.

Research publications and engagement

We place a strong emphasis on strategic collaborative research initiatives, fostering bold and forward-facing thought leadership. Leveraging the wealth of knowledge and lived experience of our members, we actively cultivate productive partnerships with universities and researchers to produce insightful research and share knowledge that benefits the visitor economy.

- *Queensland Tourism Workforce Crisis Resilience & Recovery* project (in partnership with Associate Professor Richard Robinson, University of Queensland) outcomes, including the Regional Consultations and National Survey report, Volunteer Resilience report, and webinar to industry on project results to date.

Industry development

- Feedback to the Queensland Government Department of Tourism, Innovation and Sport regarding the *Towards Tourism 2032: Transforming Queensland's visitor economy* future strategy and implementation plan.
- Questions taken on notice at public hearing for the *Inquiry into the economic and regulatory frameworks for Queensland's island resorts*.
- Submission to the Australian Government Joint Standing Committee on Foreign Affairs, Defence and Trade regarding the *Inquiry into Australia's tourism and international education sectors* and questions taken on notice at a subsequent public hearing.

Budget and elections

- 2023-24 Federal Budget pre-budget advocacy, submission, and budget release summary for industry.
- 2023-24 State Budget pre-budget advocacy, submission, and budget release summary for industry.

COMMITTEES AND WORKING GROUPS

QTIC serves on over 40 boards, committees, and roundtables, acting as an active contributor and mediator between government and industry. Throughout 2022 and 2023, we continued to play a pivotal role in ensuring Queensland tourism has a strong voice across all relevant forums.

- Accessible Tourism Project Reference Group
- Australian Chamber of Commerce and Industry: Data, Digital & Cyber Forum
- Australian Chamber of Commerce and Industry: Employment & Skills Committee
- Australian Chamber of Commerce and Industry: Future of Tourism and Sustainability Working Group
- Australian Chamber of Commerce and Industry: Small Business Committee
- Australian Chamber of Commerce and Industry: Tourism Committee
- Australian Event Awards
- Australian Tourism Awards Owners Groups
- Australian Tourism Industry Council
- Australian Tourism Industry Council Program Managers Group
- Bruce Highway Trust Advisory Council
- Culinary Reference Group
- DestinationQ Communications Working Group
- DestinationQ Steering Committee
- DestinationQ Working Group
- Gateway Schools Reference Group
- Hospitality and Accommodation Reference Group
- Industry Skills Advisor Working Group
- Industry Workforce Advisor Working Group
- K'gari Transition Industry Reference Group
- MegaCRC for Mega Event Innovation (*research partners*)
- National Indigenous Tourism Advisory Group
- National Environment Science Program Marine and Coastal Hub Steering Committee
- Outdoors Queensland Census Project Reference Group
- QTIC Associations Council
- Quality Tourism Framework Working Development Group
- Queensland Government Department of Agriculture and Fisheries Agritourism Reference Panel
- Queensland Government Department of Tourism, Innovation and Sport Activate Eco Tourism Infrastructure Review Panel
- Queensland Government Department of Youth Justice, Employment, Small Business and Training Back to Work Program Group
- Queensland Government Department of Youth Justice, Employment, Small Business and Training Regional Hospitality & Accommodation Services Group
- Queensland Indigenous Tourism Government and Industry Reference Group
- Queensland Museum Aboriginal and Torres Strait Islander Consultative Committee
- Queensland Rail Travel First Nations Steering Group
- Queensland Tourism & Conservation Alliance
- Queensland Tourism Regional Network
- Queensland Vocational Education and Training Strategy Reference Group
- Regional Jobs Committees
- Regional Local Jobs Program
- The Future Tourism CRC (*research partners*)
- Tourism Climate Action Steering Committee
- Tourism, Travel and Events Reference Group
- Tropical North Queensland Indigenous Experiences Cluster Group
- TT2032 Industry Advisory Group
- TT2032 Steering Committee
- University of Queensland BEL Connect 'Enhancing service inclusion for travellers with a disability: Attribute-aware travel accessibility profiling' project Industry Advisory Board

YOUNG PROFESSIONALS MENTORING PROGRAM

The QTIC Young Professionals Mentoring Program provides an opportunity for the next generation of tourism professionals to grow personally and professionally with the guidance of industry leaders.

The 2023 Young Professionals Mentoring Program, presented in partnership with the University of Queensland, has been a transformative experience for early-career tourism professionals, providing them with the tools and guidance to navigate the complexities of a dynamic industry.

Through personalised mentorship and unwavering support, 2023 mentees achieved remarkable strides in their careers, attributing successes to the invaluable insights and advice received from their mentors. Some highlights include finishing university with a graduate job offer, nominating for industry committees, successfully negotiating workplace promotions, and learning new skills.

Overall, the program has allowed mentees to develop robust support networks and gain the confidence to take on new challenges.

QTIC stands ready to look to the future with optimism, eager to support the career development of the emerging visitor economy workforce, facilitate strong networks and meaningful collaboration, and encourage lifelong learning.


81

participants accepted into the program


10

different tourism regions involved


16

different industry sectors involved



2023 Young Professionals Mentoring Program conclusion event
| Yuggera and Turrbal Country

WORKFORCE AND INDUSTRY DEVELOPMENT

SALUTE TO EXCELLENCE AWARDS

With the support of the Queensland Government, QTIC has been recognising remarkable tourism and hospitality secondary students, employers, teachers, and trainers for 25 years through our annual Salute to Excellence Awards.

For more than two decades, the Salute to Excellence Awards have recognised exceptional secondary students, employers, schools, and registered training organisations for their contribution to skill development in Queensland's tourism and hospitality industry.

The annual awards program is one of our most inspiring events, where we commend the talented students who aspire to pursue a career in tourism and acknowledge the employers and educators who have dedicated themselves to nurturing these distinguished students.

The awards program not only celebrates our industry's most skilled and dedicated, but it also bridges the gap between employers and talent, connecting students with industry leaders. Students are often provided with valuable career advancements and unique skill development opportunities.

Celebrating its 25th installment in 2022, entrants from across Queensland competed in five award categories through a skills test day, where participants demonstrated their talents and wowed industry judges.

The finalists and winners of the 2022 Salute to Excellence Awards were celebrated in a gala ceremony at Brisbane's Victoria Park. Proud parents, friends and colleagues watched on as our industry came together to support the future of Queensland tourism.



2022 Salute to Excellence Awards winners
| Yuggera and Turrbal Country



Watch the 2022 Salute to Excellence Awards ceremony



39
entrants in the 2022 Salute to Excellence Awards



22
schools and training organisations took part

2022 Salute to Excellence Awards Recipients

STUDENT OF THE YEAR AWARD - COOKERY

Winner Amy Fogarty
Runner Up Montana Pearce

STUDENT OF THE YEAR AWARD - FOOD AND BEVERAGE

Winner Lauren Dann
Runner Up Alanna Fink

STUDENT OF THE YEAR AWARD - TOURISM

Winner Hannah Lawrence
Runner Up Tayissa Bender

TEACHER/TRAINER OF THE YEAR AWARD


Winner Kelly Brown
Runner Up Larissa White

EMPLOYER OF THE YEAR AWARD

Winner Sea World Cruises

“Participating in the Salute to Excellence Awards was nothing short of incredible. It really shaped my career pathway.”

| Molly Dobbins
2018 and 2019 Student of the Year - Tourism Award winner

 Regional Tourism Careers Roadshow
on the Sunshine Coast
| Kabi Kabi Country

REGIONAL TOURISM CAREERS ROADSHOW

Sparking enthusiasm in secondary students, the QTIC Regional Tourism Careers Roadshow connects with Queensland communities and schools to demonstrate the exciting nature of a career in tourism and hospitality to school leavers.

39% of student respondents attending the QTIC Roadshow said they were **“definitely interested”** in a tourism and hospitality career after attending the Roadshow.

With the tourism industry facing unparalleled labour challenges, the QTIC Regional Tourism Careers Roadshow forms an integral part of our long-term strategy to develop a robust and skilled workforce.

With the support of the Queensland Government*, the QTIC Regional Tourism Careers Roadshow was delivered in 10 regional Queensland communities from Toowoomba to Cairns to inspire school leavers to take up a career in tourism.

Collaborating with QTIC members and local tourism businesses, secondary students were treated to inspiring panel discussions with industry professionals, who took school leavers on a journey through the different career pathways available to them. Participants also explored industry careers through guided tours of local businesses and hands-on activities.

This year, 798 secondary students were able to experience the vibrancy of a tourism career by participating in a regional Roadshow. Several attendees secured employment through the Careers Roadshows when they were connected with local tourism businesses. Many more students have gone on to pursue tourism training pathways.

“It was really great, as a grade 12 student, to see all of the opportunities in the hospitality and tourism industry.”

| Regional Tourism Careers Roadshow student attendee

Continuing the success of the in-person Careers Roadshow, we facilitated five virtual career expos this year. Replicating the learning format of the Roadshows online allowed us to reach a greater and more dispersed national audience. Through interactive virtual career booths, real-time discussion boards and live presentations from passionate industry specialists, job seekers were given direct access to industry employers and guidance.



Explore our Regional Tourism
Careers Roadshow

*This Tourism Training and Skills Support Strategy project is proudly supported and funded by the Queensland Government.

MICRO-CREDENTIALING PROGRAM

Tailored especially for the tourism industry, our Micro-Credentialing program provides fast online training solutions for businesses and their staff. Delivered through free bite-sized courses, the program helps to fill critical skills gaps and create an engaged workforce.

In response to our advocacy for greater investment in tourism education and training, and building on the remarkable success of our Micro-Credentialing pilot program introduced in 2020, the Queensland Government* allocated additional funding in 2022 for the expansion of this training initiative.

Responding to a skills shortage that continues to hamper the growth of Queensland's tourism industry, our program provides businesses and their staff with access to hundreds of fully funded tourism and hospitality-related online courses.

The bite-sized and flexible courses provide operators with the support needed to improve productivity, retain staff, and upskill and onboard new and existing employees.

In 2023, we expanded the training program by launching 13 customer service *Tourism Hero* courses. Working in close collaboration with Queensland's Regional Tourism Organisations, the courses are tailored for each region to arm staff with an intimate knowledge of their local area and with the skills needed to deliver exceptional customer service and become a Tourism Hero.



Explore the Micro-Credentialing program's *Tourism Hero* courses

Since March 2022, hundreds of tourism businesses have taken part in the program



817
businesses engaged in the program



2,111
employees engaged in the program



10,214
lessons completed



99%
of feedback received from program participants was positive

*This Tourism Training and Skills Support Strategy project is proudly supported and funded by the Queensland Government.

INDUSTRY WORKFORCE ADVISOR PROGRAM

To support small businesses with their unique workforce challenges, QTIC launched an Industry Workforce Advisor program in 2023, with funding from the Queensland Government*.

From Rockhampton to Cairns, our Industry Workforce Advisor travelled throughout the state this year, working one-on-one with businesses to provide tailored assistance.

Sitting down with operators, we helped small businesses identify their unique workforce challenges and assisted them in developing bespoke workforce plans. Guided by these plans, operators were then supported in developing strategies to recruit new talent, tap into previously unexplored labour channels, and

were connected with government programs and initiatives, including workforce grants.

By facilitating a direct link between tourism operators and government support initiatives, the Industry Workforce Advisor program is helping industry businesses more seamlessly access government funded programs that will help them succeed and thrive.



63
businesses directly supported by the program in 2023

*The Industry Workforce Advisor program is funded by the Queensland Government as part of the *Good people. Good jobs. Queensland Workforce Strategy 2022-2032*.

INDUSTRY SKILLS ADVISOR PROGRAM

In 2022 and 2023, QTIC was contracted to engage with employers and those connected with the tourism industry to provide advice to the Queensland Government about current and emerging industry direction, regional skills needs, innovative training solutions, jobs growth and employment opportunities. This advice, provided by the Industry Skills Advisor program, informed the state government's training and skills priorities and decision making throughout the year, including program design and investment.


To address complex industry concerns such as workforce and skilling shortages, meaningful collaboration between industry and government is needed to produce informed and evidence-based solutions. In 2022 and 2023, our Industry Skills Advisor program engaged with tourism businesses to inform nuanced and evidence-based decision-making by government and industry.

Through extensive consultations, surveys and meetings with industry reference groups, the Industry Skills Advisor program identified the key workforce priorities of businesses, friction points within industry training and qualification programs, and the effectiveness of government investment in vocational education and training.

This industry-led feedback played an active role in QTIC's securing of project grants, the extension of funding for key skilling initiatives such as our Micro-Credentialing program, and the establishment of critical workforce support

*This initiative is proudly funded by the Queensland Government through its Industry Skills Advisory Program 2020 - 2023.



 The Mantle Group, participants in the Registered Trade Skills Pathway program | Yuggera and Turrbal Country

REGISTERED TRADE SKILLS PATHWAY PROGRAM

programs like QTIC's Industry Workforce Advisor program.

Through the Industry Skills Advisor program, tourism insights also contributed to future plans for national training reform, review of national training package information, and informed the 2023 State Nominated Skilled Migration Program.



132

Industry Skills Advisor consultations held with industry



15

Industry reference group meetings held

Chefs play a vital role in the success of any kitchen and, with hospitality workers and chefs demonstrating the highest number of job vacancies over the past year, we have made securing qualified chefs for Queensland kitchens a top priority.

Through our Registered Trade Skills Pathway program, which is backed by the Queensland Government*, QTIC offers flexible qualification pathways to casual cooks aspiring to qualify as chefs.

Our skilling program removes many of the barriers associated with traditional trade pathways and recognises the existing skill set of working cooks. The program also provides

greater flexibility for participants, enabling students to continue their training even if they experience unemployment, change employers, or relocate within Queensland.

Enabling cooks to develop their culinary skills and advance their careers is a key strategy in building a resilient and successful hospitality sector.



39

students participated in the program training

*This initiative is proudly funded by the Queensland Government through its Registered Trade Skills Pathway program.

FIRST NATIONS TOURISM



Blackcard Cultural Tours, members of QTIC's Indigenous Champions Network | Yuggera and Turrbal Country

Throughout the year, we continued to embed First Nations knowledge and culture across our events, workforce initiatives, advocacy efforts, and interactions with industry. Our ongoing commitment is focused on enhancing outcomes for First Nations tourism and fostering a deeper understanding of the world's oldest living cultures for guests on Country and industry.

Our First Nations initiatives and events are produced and managed by our Indigenous programs team. During the year, they curated community events, supported the development of new First Nations businesses and artists, and facilitated culturally respectful business practices within industry. The Indigenous programs team also offered guidance and input to QTIC members and workplaces that were seeking assistance on their cultural journeys and who required support with Reconciliation Action Plans.

To strengthen the relationship between Indigenous Australia and Queensland's tourism industry, our Indigenous programs team developed a comprehensive *Best Practice Guide for Working with First Nations Tourism in Queensland* in 2022.

Following consultations with Indigenous groups, industry organisations, and operators across the state, the *Best Practice Guide* provides readers with a comprehensive framework and resources for engaging with First Nations people in a culturally appropriate way. Helping to ensure that the lands, cultural practices, and stories of Indigenous peoples are respected by businesses, agencies, and visitors alike.

Indigenous Champions Network

First established in 2008, the QTIC Tourism Indigenous Champions Network meets regularly to discuss issues relating to First Nations tourism throughout the state. Comprised of Indigenous and non-Indigenous operators who are committed to enhancing First Nations tourism outcomes, the Network welcomed seven new members this year, bolstering their ranks to 44 Champions.

2022 and 2023 Indigenous Champions Network

Adam Jones | Experience Co

Alan Smith | Outback Aussie Tours

Anthony Corrie | Lions AFL

Birrunnga Wiradyuri | Birrunnga Gallery and Dining

Brian Hennessy | Sunlover Reef Crusies

Cameron Costello | Costello Consultancy

Cassy Saunders | Blackcard Cultural Tours

Chern'ee Sutton | Chern'ee Sutton Art

Cheryl Thompson | Trackers QLD

Craig Quartermaine | NICI

David Hudson | Didgeralia

David Williams | Gilimbbaa

Eddie Ruska | Spirits of the Red Sand

Emily Tanna | Compass Group

Greg Yong | Dreamworld

Hailey Brown | Vacayit

Joe Sproats | Platypus Wealth

Johnny Murrison | Jarramali Enterprises

Josh Hanley | Accor

Katie Lord | Sealink QLD

Kerryn Collins | Spirits of the Red Sand

Lauren Horner | The Tour Collective

Leanne Ruska | Spirits of the Red Sand

Lindsay Davies | National Trust Australia (Qld)

Lloyd Mills | Stockmans Hall of Fame

Marion Hudson | CaPTA Group

Mark Greaves | The Tourism Group

Matt Adams | The Star Entertainment Group

Michelle Ruska | Spirits of the Red Sand

Olivia Evan | Sandstone Park

Paul Morton | Accor

Paul Victory | SeaLink QLD

Petina Tieman | Complete Business Solutions

Peter Lenoy | UMI Arts

Preston Campbell | Preston Campbell Foundation

Russell Boswell | Savannah Guides

Ryan Hanly | Travello

Serrin Carter | Outback Aussie Tours

Shannon Ruska | Tribal Experiences

Stephanie Parker | Southern Queensland Country Tourism

Tarragh Cunningham | QAGOMA

Tracy Kearney | Prestige Service Training

Violet Geesu | Sarina Russo

Willie Enoch-Tranby | Silver Lining Foundation Australia

FIRST NATIONS TOURISM EVENTS

Robust conversations and the bringing together of cultures formed the core of QTIC's First Nations tourism events in 2022 and 2023. Harnessing the power of truth telling, thoughtfully crafted discussions by national experts, the sharing of trends, ideas, and the latest industry evidence, our events attracted the interest of people from all industry sectors and backgrounds. More than 750 delegates visited the Gold Coast and Brisbane for our annual Destination IQ and NAIDOC Corporate Breakfast events.


260+

guests attended Destination IQ 2022


500+

guests attended 2023 NAIDOC Corporate Breakfast



Destination IQ 2022

Audiences were delighted once again to attend Queensland's annual premier First Nations tourism conference, Destination IQ 2022. Conversations were held in the Gold Coast Convention and Exhibition Centre, which featured exhibiting artists alongside local storytellers and dialogue from First Nations tourism heavyweights.

The event inspired, challenged, and connected audiences from all backgrounds, who heard speakers and panelists discuss a wide range of topics from arts and culture to export-ready product development and respectful engagement with Indigenous communities and Country.

The importance of respectful engagement continued with the launch at Destination IQ of QTIC's *Best Practice Guide for Working with*

First Nations Tourism in Queensland. Aimed at strengthening the relationship between Indigenous Australia and Queensland's tourism industry, the guide sets out a practical framework for recognising people and place, upholding cultural protocols, and for respecting Indigenous heritage. From the boardroom to the tour bus, the guide can be followed by anyone who wishes to engage with First Nations people in the tourism industry.

Always evolving, the Destination IQ conference continues to grow each year as an event to attend to hear resonating First Nations voices talk on the leading trends, issues and ideas that will see the elevation of First Nations tourism in Queensland.



2023 NAIDOC Corporate Breakfast

Quickly sold out to an enthusiastic crowd, our 2023 NAIDOC Corporate Breakfast saw over 500 delegates join us in Meeanjin, Brisbane in celebration of National NAIDOC Week and in recognition of the powerful contributions of First Nations tourism.

Centred around this year's national NAIDOC theme, *For Our Elders*, the event honoured the trailblazers, nurturers and storytellers who have helped preserve and share the world's oldest living cultures with guests on Country.

"NAIDOC Breakfast 2023 was the most thought-provoking event I have attended."

| 2023 NAIDOC Corporate Breakfast attendee



Guests heard from compelling First Nations leaders and guest speakers, Phillemon Mosby, Mayor of the Torres Strait Island Regional Council, Erin Lang, CEO of Reconciliation Queensland, Thomas Mayo, renowned advocate for a constitutional voice to parliament for Indigenous Australians, and Selwyn Button, Managing Director of PwC's Indigenous Consulting. The inspirational conversation explored the First Nations priorities of today and led a dialogue on truth-telling and healing.



Watch the 2023 NAIDOC Corporate Breakfast

INDUSTRY EVENTS

QUEENSLAND TOURISM AWARDS

The most prestigious event on the Queensland tourism calendar, the Queensland Tourism Awards, which are delivered by QTIC, recognise the outstanding achievements of the state's tourism industry.

After a bounce-back year, more than 1,000 tourism operators and individuals from around the state came together for the 2022 Queensland Tourism Awards at the Gold Coast Convention and Exhibition Centre.

From movers and shakers to Mum and Dad operators, Queensland's tourism industry was championed with a total of 78 awards, including 31 Gold, 26 Silver and 20 Bronze Awards presented across 30 categories.

Among the accolades presented was a new Hall of Fame winner, two RACQ People's Choice Awards, Outstanding Achievement by an Individual, and Young Person of the Year Award.

The spotlight was on Outback Queensland this year with eight rural operators taking out awards, as well as the Southern Great Barrier Reef region receiving an impressive 12 awards.

A hero in its category, which recognises ecologically sustainable tourism, Lady Elliot Island Eco Resort received The Steve Irwin Award for Ecotourism, placing it in the Queensland Tourism Awards Hall of Fame – a prestigious accolade presented to entrants that have won in their selected Queensland Tourism Awards category for three consecutive years.

Each year, the Queensland Tourism Awards are judged by a panel of industry experts who volunteer their services to assess submissions and travel across Queensland to experience firsthand the amenities and services of the nominated operators.

Select category winners gained automatic entry into the Australian Tourism Awards, which were held in March 2023 in Sydney.

At this year's national awards, Queensland celebrated a remarkable night by accepting 16 accolades across the total 25 award categories, with seven gold, three silver, and six bronze presented to exceptional sunshine state operators.

The highly coveted Tourist Attraction award was presented to Queensland icon, Bundaberg Rum Distillery Visitor Experience, while Outback Queensland Masters took the title for best festivals and events.



 Currumbin Wildlife Sanctuary
 2022 Queensland Tourism Awards
 Major Tourist Attractions Gold winner
 | Kombumerri Country

2022 Queensland Tourism Awards
Recipients

MAJOR TOURIST ATTRACTIONS

- Gold Currumbin Wildlife Sanctuary
Silver Australian Age of Dinosaurs
Bronze Australian Stockman's Hall of Fame

TOURIST ATTRACTIONS

- Gold Bundaberg Rum Distillery Visitor Experience
Silver Wildlife Habitat
Bronze Amaze World

MAJOR FESTIVALS AND EVENTS

- Gold Cooly Rocks On Festival
Silver Toowoomba Carnival of Flowers

FESTIVALS AND EVENTS

- Gold Outback Queensland Masters
Silver RockyNats 02
Bronze St Lawrence Wetlands Weekend Event

THE STEVE IRWIN AWARD FOR ECOTOURISM

- Gold Lady Elliot Island Eco Resort
Silver Fun Over 50 Holidays – Immersive Tours and Adventures
Bronze Lady Musgrave Experience

CULTURAL TOURISM

- Gold Fun Over 50 Holidays – Immersive Tours and Adventures
Silver Paronella Park
Bronze Eromanga National History Museum



AWARD FOR ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

- Gold Spirits of the Red Sand
Silver Cape York Peninsula Lodge
Bronze Yura Tours

TOURISM RETAIL AND HIRE SERVICES

- Gold Pelican Boat Hire
Silver Whitsunday Coast Airport
Bronze Shute Harbour Marine Terminal

VISITOR INFORMATION SERVICES

- Gold Quilpie Visitor Information Centre, Museum and Gallery
Silver Noosa Visitor Information Centre
Bronze Agnes Water/1770 Visitor Information Centre

BUSINESS EVENT VENUES

- Gold Empire Apartment Hotel Conference Centre
Silver Mackay Entertainment and Convention Centre

MAJOR TOUR AND TRANSPORT OPERATORS

- Gold Sea World Cruises
Silver Ocean Rafting
Bronze Exemplar Coaches and Limousines



TOUR AND TRANSPORT OPERATORS

- Gold Fun Over 50 Holidays – Immersive Tours and Adventures
Silver Aquascene Charters
Bronze 1770 LARC! Tours

ADVENTURE TOURISM

- Gold Ocean Rafting
Silver Ocean Safari
Bronze Aquascene Charters

THE RICHARD POWER AWARD FOR TOURISM MARKETING AND CAMPAIGNS

- Gold Tourism Tropical North Queensland
Silver Rockhampton Regional Council
Bronze Brisbane Economic Development Agency

TOURISM RESTAURANTS AND CATERING SERVICES

- Gold Sea World Cruises
Silver Humble on Duke

TOURISM WINERIES, DISTILLERIES AND BREWERIES

- Gold Tamborine Mountain Distillery
Silver O'Reilly's Canungra Valley Vineyards
Bronze Heritage Estate Winery

CARAVAN AND HOLIDAY PARKS

- Gold BIG4 Adventure Whitsunday Resort
Silver Julia Creek Caravan Park
Bronze Ingenia Holidays Cairns Coconut

HOSTED ACCOMMODATION

- Gold Bli Bli House Riverside Retreat
Silver Narrows Escape Rainforest Retreat

UNIQUE ACCOMMODATION

- Gold Mitchell Grass Retreat
Silver Lady Musgrave Experience
Bronze Cruise Whitsundays - Reefstays

SELF CONTAINED ACCOMMODATION

- Gold RACV Noosa Resort
Silver Pinnacles Resort
Bronze Mirage Whitsundays

3 - 3.5 STAR ACCOMMODATION

- Gold Magnums Accommodation Airlie Beach
Silver Lazy Lizard Motor Inn

4 - 4.5 STAR ACCOMMODATION

- Gold Cape York Peninsula Lodge
Silver Empire Apartment Hotel
Bronze Rydges Gold Coast Airport

5 STAR ACCOMMODATION

- Gold The Reef House Boutique Hotel and Spa
Silver InterContinental Hayman Island Resort
Bronze Emporium Hotel South Bank

NEW TOURISM BUSINESS

- Gold Wildcat Mackay
Silver Dorsett Gold Coast Hotel
Bronze Macadamias Australia

EXCELLENCE IN FOOD TOURISM

- Gold Creative Tours and Events
Silver Scenic Rim Regional Council - Scenic Rim Eat Local Movement

OUTSTANDING CONTRIBUTION BY A VOLUNTEER OR VOLUNTEER GROUP

- Gold The Royal Theatre Winton
Silver Moreton Bay Region Industry and Tourism Volunteer Team
Bronze Australia Zoo

YOUNG ACHIEVERS AWARD

- Winner Amy Gash

THE MARIE WATSON-BLAKE AWARD FOR OUTSTANDING CONTRIBUTION BY AN INDIVIDUAL

- Winner Paul Donovan



RACQ PEOPLE'S CHOICE AWARD - EXPERIENCE AND SERVICE

- Winner Paronella Park

RACQ PEOPLE'S CHOICE AWARD - ACCOMMODATION

- Winner RACV Noosa Resort

JUDGES CHOICE AWARD

- Winner Maiala Park Lodge

2022 Queensland Tourism Awards Sponsors



QUEENSLAND TOP TOURISM TOWN AWARDS

Now in its third iteration, the QTIC Queensland Top Tourism Town Awards celebrate the state's diverse and outstanding regional destinations. The Awards recognise and honour towns that work together with their tourism operators, businesses and local community to make their destination the best it can be.

The state's best holiday hotspots and local treasures were honoured at the 2023 QTIC Queensland Top Tourism Town Awards, with Caloundra, Airlie Beach, and Winton claiming top honours.

After an extensive judging process by a panel of tourism experts and a public vote that attracted more than 20,000 votes, Queensland's top holiday destinations were announced from a

shortlist of 17 finalists. By opening the vote to the public through a state-wide campaign, we were able to showcase the wide range of outstanding regional destinations available to holidaymakers and day-trippers.

Across three hotly contested award categories, regional destinations were crowned the best in Queensland based on population size.

Caloundra, 2023 Queensland
Top Tourism Town
| Kabi Kabi Country

In 2023, a Queensland Top Tour Guide Award was introduced as a new accolade. The award recognises a tour guide who goes above and beyond in providing guests with a remarkable visitor experience.

The Sunshine Coast's Joel McPherson from Joel's Journeys was announced Queensland's best tour guide for 2023.

State winners from the Top Tourism Town Awards and Top Tour Guide Award go on to represent Queensland at the national awards, hosted by the Australian Tourism Industry Council, where they have the chance to be crowned the best in Australia.



Caloundra - Top Tourism Town
Population over 5,000



Airlie Beach - Top Small Tourism Town
Population between 1,500 and 5,000



Winton - Top Tiny Tourism Town
Population under 1,500



Joel McPherson - Top Tour Guide
Joel's Journeys

OUR MEMBERS

1770 LARC! Tours
1770 Reef
1770 Sandcastles Resort Pty Ltd
1EIGHT

A

Above & Below Gallery
Accom Whitsunday
Accommodation Association of Australia
Accor Hospitality
Active Tropics Explorer
Adrenalin Dive
Adventour (Riverlife)
Adventure Day Trips
Adventure Rafting
Agnes Water Beach Club
Airbnb
Airlie Apartments
Airlie Beach Skydivers (1300 Skydive)
Airlie Beach YHA
Airlie Court Holiday Units
Airtrain
Alamanda Palm Cove by Lancemore
Alani Whitsundays
Aldesta Hotel Australia Pty Ltd
Alexandria Apartments
Alowishus Delicious Bundaberg
Amamoor Lodge
Amaroo at Trinity
Amaze World (Bellingham Maze)
Enzo's on the Beach
Anita Clark Tourism Services
Apollo Motorhome Holidays
Aquascene Charters
ARAMA National Ltd
Araucaria Ecotours
Arcadium Adventures
Archer Park Motel
Aria Cruises
Ashmore Palms Holiday Village
Association of Marine Park Tourism Operators
at Hotel Group

Atomiq Design
Aurora Training Institute
Aussie World
Aust Hospitality Skills Recognition
Australia Zoo
Australian Adventure Tourism Group
Australian Age of Dinosaurs Limited
Australian BlackCard Pty Ltd
Australian Hotel Winton
Australian International Student Tours
Australian Stockman's Hall of Fame
Australian Timeshare and Holiday Ownership Council
Australian Trade Training College
Australian Working Adventures / Visitoz
Aviation and Tourism Strategy
AVIS Australia
Awards Absolute

B

Back Country Bliss Adventures
Backpackers by the Bay
Bad Fishy
Bali Hai Apartments Noosa
Ballistic Barga
Ballistic Beer Co
Balonne Shire Council
Banana Shire Council
Barcaldine Regional Council
Barcoo Shire Council
Barney Creek Vineyard Cottages
BARRA World
bbs Communications Group
BDO Australia
Beach Hostel Mooloolaba
Beach House Seaside Resort
Beachcomber International Resort
Beachtree Distilling Co.
Bedarra Island Resort
BelgraviaPRO
Bella Casa Noosa
Bellthorpe Stays
Bestbrook Mountain Resort

Bethany Cottages
Better in Blackall Inc
Big Fury
Big Mama Sailing
Big Planet Media Pty Ltd
BIG4 Adventure Whitsunday Resort
BIG4 Conway Beach Tourist Park
BIG4 Gold Coast Holiday Park
BIG4 Whitsundays Tropical Eco Resort
Bike and Hike Whitsunday
Billabong Sanctuary
Billy Tea Bush Safaris
Binna Burra Lodge
Binnacle Training
Birrunga Gallery and Dining
Blackall-Tambo Regional Council
Bli Bli House Luxury Bed and Breakfast
Blue Bus Tours
Blue Dolphin Marine Tours
Boggo Road Gaol
Boobook Eco Tours
Bookeasy Pty Ltd
Booringa Action Group Inc.
Boulia Camel Races
Boulia Shire Council
Bounce Noosa
Boundless Marine
Breeze Management Group
Brett's Outback Tasting Adventures
Bright & Young Pty Ltd
Brisbane Airport Corporation
Brisbane City Cruises
Brisbane Convention and Exhibition Centre
Brisbane Economic Development Agency
Brisbane Holiday Village
Brisbane Racing Club
Brisbane Street Games
Brisbane Whale Watching
BTL Gems (Business Tourism Life) t/a Tourism Gems Pty Ltd
Buderim Foods Pty Ltd trading as The Ginger Factory

Bufs Club
Bulloo Shire Council
Bundaberg Brewed Drinks - Barrel
Bundaberg Multiplex Sports & Conference
Bundaberg Rum BONDSTORE
Bundaberg Tourism
Burdekin Shire Council
Busy at Work
By The Sea Port Douglas

C

Caboolture Historical Village
Cairns Aquarium
Cairns Convention Centre
Cairns Discovery Tours
Cairns Queens Court
Cairns Queenslander Hotel & Apartments
Cairns Reef Fishing Australia
Cairns Sheridan Hotel
Caloundra Jet Ski
Camp Island Lodge
Campbells Cove Beachfront Apartments
Campervan and Motorhome Club of Australia
Cape Gloucester Beach Resort
Cape Trib Beach House
Cape York Motorcycle Adventures
Capricorn Caves
Capricorn Enterprise
CaPTA Group
Caravan Parks Association of Queensland
Caravan Trade and Industries Association of Queensland
Carpentaria Shire Council
Casa Bella Holdings
Cassowary Coast Regional Council
Castaways Resort & Spa
Cayman Villas Port Douglas
Cedar Lake Country Resort
Central Highlands Development Corporation

Centre Point	D
Charlotte Plains Pastoral Co	Daintree Discovery Centre
Charter Yachts Australia	Daintree Discovery Tours
Charters Towers Regional Council	Daintree Secrets Rainforest Sanctuary
Chern'ee Sutton Artist	Daniel Gschwind
Christian Community Ministries Ltd	DarkArts Global
City of Gold Coast	Daryl Beattie Adventures
City Parklands Services	Daydream Island Resort
City Terraces	Destination Cairns Marketing
City Winery Brisbane	Destination Gold Coast
Classic Holidays	Destination Gympie Region
Clear to Work	Destination Scenic Rim
Cloncurry Caravan Park Oasis	Devon Pixies
Cloncurry Shire Council	Diamantina Shire Council
Clouds Retreats Pty Ltd	Didge-ralia
Club Wyndham Airlie Beach Whitsundays	Digital Coaching International
Cobbold Gorge Tours	DigitalRez Australia
Cockatours	Discover Stradbroke
Colonial Palms	Discovery Parks Airlie Beach
Comfort Resort Blue Pacific	Dolphin Wild Island Cruises
Commercial Hotel Barcaldine	Don Pancho Beach Resort
Complete Business Solutions	Dorchester on the Beach
Connect Tourism	Down Under Cruise and Dive
Con-x-ion Airport Transfers	Down Under Tours
Cook Shire Council	DR Tourism Pty Ltd
Cooktown Holiday Park	Dracula's Pty Ltd
Coolum Coaches/Stradbroke Buses	Dream Yacht Charter Australia
Coral Cove Apartments	Dreamtime Cultural Centre Pty Ltd
Coral Expeditions Pty Ltd	Dreamtime Kullilla-Art
Coral Sea Marina Resort	Dreamweavers
Costello Consultancy	Drive Queensland
Country Mile Escape	E
Creative Tours and Events	EarthCheck
Cross Country Tours	Eat Street Northshore
Cruise Whitsundays	ecoTekk Sunshine Coast
Crystal Caves	ecotourism Australia
Crystalbrook Collection - Vincent	Education and Migration Services Australia
Culgoa Point Beach Resort	Elite Helicopters
Cumberland Charter Yachts	Ellis Beach Oceanfront Bungalows & Caravan Park
Curlew Escape	Elysian Retreat

Emerald Maraboon Motor Inn
Emeraldene Inn & Eco-Lodge
Emporium Hotel
Enoggera Manors
Ernst and Young
Eromanga Natural History Museum
Esk Caravan Park & BVRT Motel
Eungella Cabins
Events Management Queensland
Exemplar Coaches & Limousines
Experience Co
Explore Group
Explore Whitsundays

F
Fat Frog Beach Café
Festival Services
Fitzroy Island
Flames of the Forest
Flight Centre Travel Group Ltd
Flinders Shire Council
Floating Images Hot Air Balloon Flights
FNQ Motorcycle Tours
FNQ Tour Operator Association
Food Agent Australia
Fox Helicopter Services
Fraser Coast Tourism and Events
Fraser Dingo 4wd Hire
Freedom Shores
Freestyle Resort Port Douglas
Frontier Education
Fun Over Fifty Pty Ltd

G
Gallagher
Gallo Dairyland
GC Aqua Park
GC Journeys
Get Wet Surf School
GetAboutAble
Gilberton Outback Retreat
Girraween Country Inn
Girraween Environmental Lodge

Gladstone Area Promotion and Development Limited
Gladstone Region Tours
Glass on Glasshouse
Glasshouse Country Tours
Go Fish Australia
Go Vertical SUP
Goaheadhunt
Gold Coast Convention and Exhibition Centre
Grand Mercure C Bargaara Resort
Grand View Hotel
Granddad Jack's Craft Distillery Pty Ltd
Granite Belt Wines Pty Ltd
Great Keppel Island Hideaway
Griffith University

H
Habitat Noosa
Hamilton Island Air
Hamilton Island Enterprises Limited
Happitat Adventure Parks
Harbour Lights Caravan Park
Harbour Town Outlet Shopping Centre
Hartley's Crocodile Adventures
HeadBox Solutions Pty Ltd
Healthy Land and Water
Heart of Reef Shuttles
Helireef Whitsundays
Hemingway's Brewery
Henderson Park Farm Retreat
Heritage 4WD Tours & Kamp Out Safaris
Herrmann House
Hertz Mount Isa
Hertz Whitsundays
Hickey Lawyers
Hidden Valley Cabins and Tours
Hides Hotel Cairns
Highfields Motel
Highlander Motor Inn & Apartments
Hilton Brisbane
Hilton Cairns

Hinkler Hall of Aviation
Hipcamp
Historic Australia
Historic Village Herberton
Holiday Holiday
Holiday Inn Cairns
Hook-A-Barra
Horizons at Peregian Holiday Apartments
Hospitality & Business Solutions
Hotel Grand Chancellor Townsville
Hotel X Fortitude Valley
Humble on Duke

I
Ikatan Spa
Independent Aviation
Ingenia Holidays Cairns Coconut
Ingenia Holidays Noosa
Insight Training College
Inspiring Cities Pty Ltd
InterContinental Hayman Island Resort
interNATIONAL PARKtours
Ipswich City Council
Isaac Regional Council
ISail Whitsundays
Island Transfers
James Cook University
Jamworks Gourmet Foods
Janbal Gallery
Jarramali Rock Art Tours
Jellurgal Aboriginal Cultural Centre
Jester Hill Wines
Jet Ski Safari
Jimbour House
JJ Strategic Consulting
Joel's Journeys
John Atkin Consulting
JUCY Rentals
Julia Creek Dirt N Dust Festival
Just Tuk'n Around
JW Marriott Gold Coast Resort & Spa

K
K&L Gates
Kanu Kapers Australia
Kellys Beach Resort
Keppel Bay Marina
Kernow Charters Towers
Kewarra Beach Resort & Spa
K'gari Fraser Island Adventures
Kiff & Culture
Kindred Tourism
Kingfisher Bay Resort Operations
Kipara Tropical Rainforest Retreat
Koala Blue Tours
Koola Beach Apartments Bargara
Koorana Crocodile Farm
Krista Hauritz Tourism Marketing + Development
Kronosaurus Korner
Kuku Yalanji Cultural Habitat Tours P/L
Kuranda Rainforest Journeys
Kuranda Riverboat Cruises
KUR-Cow Barnwell P/L
Kwik Kopy Printing Geebung

L
Lady Elliot Island Eco Resort
Lady Enid Sailing
Lady Musgrave Experience
Lanai Riverside Apartments
Lion Australia
Lizard Island
Local Government Associations Queensland
Local Tickets Pty Ltd
Localis
Lockyer Valley Regional Council
Logan City Council
Lone Pine Koala Sanctuary
Longreach Regional Council
Longreach School of Distance Education
Longreach Tourist Park
Lyell Deer Sanctuary

M
Macadamias Australia
Mackay Entertainment and Convention Centre
Mackay Tourism
Magic Whitsundays Pty Ltd
Magnums Hotel Airlie Beach
Maiala Park Lodge
Major Events Gold Coast
Maleny Botanic Gardens & Bird World
Maleny Cheese Cafe
Managing Australian Destinations
Mandalay Luxury Beachfront Apartments
Mandingalbay Ancient Indigenous Tours
Mango House Resort
Manly Marina Cove Motel
Mantra Boathouse Apartments
Mantra Club Croc
Maranoa Regional Council
Mareeba District Rodeo Association Inc.
Mareeba Shire Council
Mariner Shores Resort
Marsden State High School
Martinique Whitsunday Resort
Mary Valley Rattler
MatchWorks
McKinlay Shire Council
Media Mortar
Medical Tourism Australia
Mercure Sunshine Coast Lake Kawana Hotel
Meridian Port Douglas
Meriton Propoerty Services Pty Ltd
Mermaid Waters Hotel by Nightcap
Mike Ball Dive Expeditions
Mini Car Rentals
Minjerribah Camping
Mirage Whitsundays
Mirimar Cruises
Mission Beach Resort
Mitchell Grass Retreat
Montville Misty View Cottages

Moreton Bay Region Industry and Tourism
Moreton Bay Regional Council
Moreton Island Adventures
Mornington Island Art
Mossman Gorge Centre
Mount Isa City Council
Mount Isa Rotary Rodeo
Mountain Wine Tours
Mountview Alpaca Farm
Mt Barney Lodge Country Retreat
Mt Cotton Rainforest Gardens
Mt Larcom Tourist Park
Mt Quincan Crater Retreat
Mungalla Aboriginal Tours
Murdering Point Winery
Murweh Shire Council
MyGui
Mystic Mountain Tours

N
Nambour Christian College
Narrows Escape Rainforest Retreat
National Trust Australia
Nautilus Aviation
Nestler Pty Ltd t/a Beyondbnb.io
Next Level - High Ropes Adventure Park
Ngarang-Wal Gold Coast Aboriginal
No Limit Adventures Pty Ltd
Nomad Productions and Events Pty Ltd
NOOSA alive!
Noosa Blue Resort
Noosa Boathouse
Noosa Community Training Centre Inc
Noosa Ferry & Cruise Company
North Burnett Regional Council
North West Tours
Novotel Cairns Oasis Resort
NRMA Bowen Beachfront Holiday Park
NRMA Parks and Resorts
Nyanda Cultural Tours

Ocean Breeze Resort
Ocean Dynamics
Ocean Free & Ocean Freedom
Ocean Rafting
Ocean View Estates
OceanFit
Oceans Mooloolaba
Ochre Restaurant and Catering
Off Camper
Opera Queensland
O'Reilly's Rainforest Retreat
Original Eumundi Markets Ltd
Outback at Isa
Outback Aussie Tours
Outback Festival
Outback Pioneers
Outback Queensland Tourism Association Inc.
Overlander Homestead
Ovolo Inchcolm Brisbane
Oz Paragliding and Hang Gliding

P

Pacific Whale Foundation Eco Adventures Australia
Palm Bay Resort
Palm Court Noosa
Paradise Jet Boating
Paradise Links Resort
Paradise Resort Gold Coast
Parkside Motel Ayr
Paronella Park
Paroo Shire Council
Passions of Paradise
Pelican Boat Hire
Peninsula Airlie Beach
Phoenix One
Picnic Point Toowoomba
Pico Play
Pilgrim Sailing
Pineapple Tours
Pinnacle Tourism Marketing
Pinnacles Resort
Pioneer Adventures

Planet Marketing
Port Curtis Coral Coast Trust Ltd
Port Douglas Connections
Port Douglas Peninsula Boutique Hotel
Port of Brisbane
Portland Roads
Ports North
Prestige Residential t/a Tingirana Noosa
Prestige Service Training
Prosail Queensland Pty Ltd
Providence Sailing
Pullman Palm Cove Sea Temple Resort and Spa
Pullman Reef Hotel Casino
Pumpkin Island

Q

Qantas Founders Outback Museum
QLD Art Gallery of Modern Art
QLD Garden Expo
Quandamooka Yoolooburabee Aboriginal Corporation
Queens Beach Tourist Village
Queensland Airports Limited
Queensland Bus Industry Council
Queensland College of Wine Tourism
Queensland Hotels Association
Queensland Information Centers Association
Queensland Music Festival
Queensland Performing Arts Centre
Queensland Rail Limited
Queensland Symphony Orchestra
Quest Robina
Quicksilver Group
Quilpie Motor Inn
Quilpie Shire Council

R

Racing Queensland
RACQ
RACV Royal Pines Resort
Raging Thunder Adventures

Rangelands Outback Camp
Ravensbourne Escape
RavenTours
Ray White North Stradbroke Island
REACH for Training
Red Cat Adventures
Red Dirt Tours
Red Lock Escape Rooms
Redland City Council
Reef and Rainforest Research Centre Limited
Reef Gateway Hotel
Reef House Boutique Resort and Spa Palm Cove
Reef Runner Charters
Regal Port Douglas
Regional Arts Services Network
Resly Solutions
ResPax - Tour Management Technology
Richmond Shire Council
Ricks Garage
Ride2Go.com.au
Ridgemill Estate
River City Cruises
River Festival Limited
River to Bay
Riversands Wines
Rivet Investments Pty Ltd
Rockhampton Palms Motor Inn
Rockhampton Regional Council
Roma Explorers Inn
Rose Bay Resort - Bowen
Rose Gums Wilderness Retreat
Rubyvale Gem Gallery
Rumba Beach Resort
Rumble Strategic Creative

S

Sail Inn
Sailaway Port Douglas
Sailing Whitsundays
Saks on Hastings
Salt House
Rangelands Outback Camp
Ravensbourne Escape
RavenTours
Ray White North Stradbroke Island
REACH for Training
Red Cat Adventures
Red Dirt Tours
Red Lock Escape Rooms
Redland City Council
Reef and Rainforest Research Centre Limited
Reef Gateway Hotel
Reef House Boutique Resort and Spa Palm Cove
Reef Runner Charters
Regal Port Douglas
Regional Arts Services Network
Resly Solutions
ResPax - Tour Management Technology
Richmond Shire Council
Ricks Garage
Ride2Go.com.au
Ridgemill Estate
River City Cruises
River Festival Limited
River to Bay
Riversands Wines
Rivet Investments Pty Ltd
Rockhampton Palms Motor Inn
Rockhampton Regional Council
Roma Explorers Inn
Rose Bay Resort - Bowen
Rose Gums Wilderness Retreat
Rubyvale Gem Gallery
Rumba Beach Resort
Rumble Strategic Creative

Saltbush Retreat
Saltwater Club
Salty Dog Sea Kayaking
Santo Didgeridoo
Santorini Twin Waters
Sarina Sugar Shed
Savannah Guides
Scandi at Maleny
Scarborough Harbour Brewing Co.
Scenic Rim Clydesdale Spectacular
Scenic Rim Regional Council
SCF Australia
Seabreeze Tourist Park (NRMA Airlie Beach)
SeaLink North Queensland
Servir group Pty Ltd
Seva Eco Pty Ltd
Shantara Resort Port Douglas
Sharlynn by the River
Sheena Walshaw
Shiift Pty Ltd
Shingley Beach Resort
Shiralee Clydesdales & Farm Stay
Shortbreak Central
Sirromet Wines
Skedaddle Cairns
Skydive Airlie Beach
Skypark Cairns by AJ Hackett
Skyrail Rainforest Cableway
SkyView Units
Small World Journeys
Sofitel Noosa Resort and Spa
Somerset Regional Council
Somewhere To Stay
Sonia Jones Travel
Southern Cross Atrium Apartments
Southern Cross University
Southern Downs Regional Council
Southern Queensland Country Tourism
Spencer College
Spicers Group
Spinal Life Australia
Spirits of the Red Sand

Splitters Farm
St James College
St Judes Estate
St. Crispins Café
Stazione & Co Pty Ltd t/a Morven Roadhouse
Stephanies Luxury Spas
Stephen Gregg Consulting
Straddie Kingfisher Tours
Student Horizons
Success Matrix
Sugar Country Motor Inn
Summer Land Camels
Suncorp
Sundowner Cruises
Sunlit Waters
Sunset Tourist Park
Sunshine Castle
Sunshine Coast Airport
Sunshine Coast Regional Council
Surf Connect Watersport Centre
Surf Lakes Holdings Ltd
Surf Life Saving Queensland
Surfers Chalet

T

Tactical Training Group (Allara)
TAFE Queensland
Take-A-Break Bush Camp
Talaroo Hot Springs
Tamborine Mountain Distillery
Tania Kernaghan Productions
Tasman Holiday Parks Airlie Beach
Tasman Venture
Tassels Catering
The Australian Workers Heritage Centre
The Calile Hotel
The Cassidy Group
The Country House at Hunchy
The Emerald Surfers Paradise
The Full Moon Hotel
The Global Work & Travel Co. Pty Ltd
The Manor Apartment Hotel

The Mouses House Rainforest Retreat
The Mysa Motel
The Shakespeare Group
The Star Entertainment Group
The Tour Collective
The Tourism Group
The Ville Resort-Casino
The Windmill Cafe
Thing Adventures
Tilma Group Pty Ltd
Tin Can Bay Houseboats
Tony Charters and Associates
Toowoomba Regional Council
Top Shelf International
Toscana Village Resort
Tourism and Hospitality Services AustralAsia
Tourism Leisure Corporation
Tourism Noosa
Tourism Port Douglas & Daintree
Tourism Services Pty Ltd
Tourism Tap
Tourism Tropical North Queensland
Tourism Whitsundays Limited
Townsville Enterprise Limited
Training Direct Australia
Tranquil Park Maleny
TravConsult
Travel West
Travellers Rest 1770
Travello
TreeTop Challenge
Trek West Hiking
Trinity Islands Holiday Park
TripTick Tourism Consulting
Tropic Towers Apartments
Tropical Coast Tourism
True Blue Sailing
Tusa Dive

U

Umi Arts Limited
Uni Central

University of Queensland
University of the Sunshine Coast
Vacayit
Valdal Property Group Pty Ltd
VeloRoo - Live, Laugh, Ride
Vertigo Property Group
Villa Botanica
Villa Mirasol Motor Inn
Villa San Michele
Village Roadshow Theme Parks
Viscount on the Beach
Vision Splendid Outback Film Festival
Visit Sunshine Coast
Vue Apartments - Trinity Beach

W

Walkabout Cultural Adventures
Wallaroo Outback Retreat
Wander
Warwick Show and Rodeo Society
Water Wings t/a Cruise Maroochy
Watermark Resort Caloundra
Western Downs Regional Council
Westpac
Wet Tropics Management Authority
Whalesong Cruises
Whispering Valley Cottage Retreat
White Ridge Farm
White Shells Luxury Apartments
Whitehaven Xpress
Whitsunday Apartments Hamilton Island
Whitsunday Charter Boat Industry Association
Whitsunday Crocodile Safari
Whitsunday Escape
Whitsunday Fishing Charters
Whitsunday Holiday Rentals
Whitsunday Island Camping Connection
Whitsunday Jetski Tours
Whitsunday Paradise Explorer

Whitsunday Reef Explorer
Whitsunday Rent a Yacht
Whitsunday Sands Resort
Whitsunday Segway Tours
Whitsunday Terraces
Whitsunday Transit
Whitsunday Vacations
Whitsundays Rainforest Retreat
Whitsundays Sailing Adventures
Wicked Event Management
Wild Hinchinbrook Adventures
William Angliss Institute of TAFE
Wings Sailing Charters Whitsundays
Winton Movies Inc.
Winton Shire Council
Winton Truck and Machinery Museum
Wolngarin Holiday Resort
Wonderment Pty Ltd
Woodfordia Inc.
Woodgate Beach First National Real Estate
Woof Media
Woolshed Chargrill & Saloon
Worklinks Inc
WW Souvenirs Gifts and Homewares

Y

YACHATDAC (The Yumbangu Aboriginal Cultural Heritage and Tourism Development Aboriginal Corporation)
Yagurli Tours
Yalabin Dining
Yangaro Retreat
Yeehaa Events
YHA Ltd
YOT Club
Yura Tours

Z

Zenith Hospitality Staffing Solutions
Zest Institute
Zigzag Whitsundays

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In 2022 and 2023, QTIC was generously supported by partners across government, academia, and industry. We are grateful for the generous contribution made by our partners in helping Queensland tourism thrive.





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The Voice of Tourism

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