



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

*The Voice of Tourism*

# ANNUAL REVIEW 2023-2024



## 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, and Tourism Australia.  
Cover image: Mount Coolum, Kabi Kabi Country.

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# 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.

# INDUSTRY INSIGHTS



Domestic overnight visitor expenditure  
**\$28.5 billion** (-1.1%)\*



International overnight visitor expenditure  
**\$6.2 billion** (+41%)\*



Total overnight visitor expenditure  
**\$34.7 billion** (+4.4%)\*



Total overnight visitor expenditure per day  
**\$95 million** (+4.5%)\*

\* Data from June 2024. Percentage difference from June 2023 compared to June 2024.

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



Average trip spend per domestic visitor  
**\$1,114** (-2.36%)\*



Average trip spend per international visitor  
**\$2,898** (+4.35%)\*



Tourism related businesses  
**64,432** (+0.76%)\*\*



Employed in the tourism industry (directly and indirectly)  
**259,700** (+26%)\*\*

# BOARD OF DIRECTORS



## Elsa D'Alessio

Chair, Aviation Australia  
Chair, QTIC

Elsa D'Alessio is an experienced Board Chair, Board Director, and senior leader. She has held roles such as Regional General Manager QLD/NT Qantas, Executive General Manager Commercial Qantas Regional Airlines, and CEO Sunstate Airlines.

Elsa's extensive board experience includes positions with South Bank Corp, Better Brisbane Alliance, Children's Hospital Foundation Legacy Advisory, Premier of Queensland Business Advisory Council, Queensland Futures Institute, Lord Mayor of Brisbane Business Advisory Council, Olympic Games QLD Fundraising Advisory Committee and Qantas Founders Museum.



## Nick Ellis

Chief Operating Officer, The Shores Motel Group  
Deputy Chair, QTIC

Nick Ellis, a leader in tourism innovation, has over 25 years of experience with Australia's top brands and hotels. As the inaugural COO of Shores Motels Group, he and tech-entrepreneur Chris Strode, are transforming distressed motels into luxury boutique locations.

Previously, Nick launched Accor's TRIBE Hotels globally and introduced Ovolo Hotels to Queensland. Nick was the first 'Director of Innovation' in hospitality and was recognised as a Young Tourism Leader by the Queensland Government in 2018. Nick also judges for both the Queensland and Australian Tourism Awards and is Deputy Chair of the Queensland Tourism Industry Council.



### **Cameron Costello**

Director, Costello Consultancy

Cameron Costello is a Quandamooka man from Moreton Bay, with ties to the Githabul People in New South Wales. Cameron is on both the University of Queensland Law and Tourism Advisory Boards, and has worked extensively over 25 years in sports, arts, environment and tourism sectors. Cameron is Director of his own business and is a First Nations Ambassador for ASM Global. His clients include Trade and Investment Queensland and Screen Queensland.

Cameron is on various boards and committees, including the Brisbane 2032 Olympic Legacy Committee and is Chair of the Quandamooka Yoolooburrabee Aboriginal Corporation.



### **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.



### **Abbey Filko**

Chief Marketing and Sales Officer, Airtrain

Abbey Filko has been a dynamic force in Queensland's tourism industry for 20 years. She has become recognised as a collaborator, ambassador, leader and educator, dedicated to the tourism industry's growth. Her journey is marked by a diversity of roles, including being a Young Tourism Leader, managing resort accommodation, mentoring small businesses, an advisory council member, leading Gympie Cooloola Tourism, and educating.

Currently, she is the Chief Marketing and Sales Officer at Airtrain and has navigated the industry's highs and lows, from the Commonwealth Games to the challenges of COVID-19.



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

Michelle chairs QTIC's Association Council, a body bringing together sector specific tourism associations for the benefit of the whole tourism industry.



### Natassia Wheeler

Chief Executive Officer,  
Moreton Bay Region Industry  
and Tourism

With over 18 years' experience in Queensland's tourism industry, Tash Wheeler has worked with several Regional Tourism Organisations, Tourism Queensland, and delivered project-based consulting for tourism and events.

As the former CEO of Tourism Whitsundays, Tash navigated the region through crises such as cyclones, marine incidents, and the pandemic, leading to one of the region's most prosperous periods.

Now the CEO of Moreton Bay Region Industry and Tourism, Tash focuses on tourism marketing, industry development, and organising over 52 events annually, while fostering the region's entrepreneurial spirit.



### 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 has previously been a director of Tourism Tropical North Queensland.

# EXECUTIVE REPORTS

## Chair's report

The return of international travellers in increasing numbers has defined the past year, marking a major milestone in our industry's growing success. With visitor numbers steadily approaching 2019 levels, this progress is welcome news for tourism operators and industry throughout Queensland.

This success has been underpinned by significant efforts to rebuild airline capacity, launch new routes and enhance global marketing campaigns. QTIC worked closely with industry partners and the State Government throughout the year to support the achievement of these results, reaffirming the power of collaboration in driving our success.

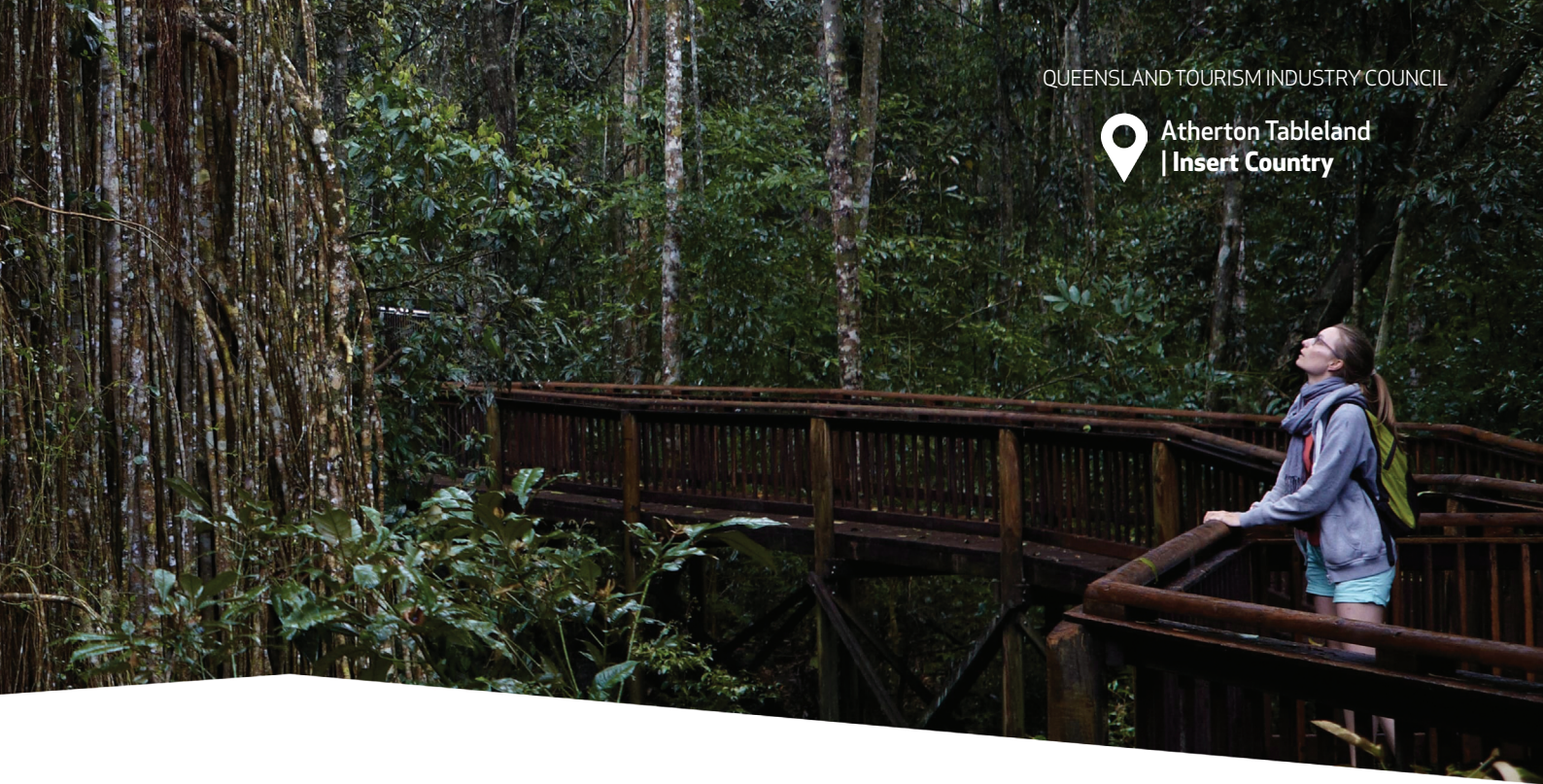
During the year, we also strengthened our commitment to helping tourism operators achieve excellence and improve brand recognition. Our continued delivery of the national Quality Tourism Accreditation program throughout Queensland led to remarkable growth, with a 95 per cent increase in new tourism businesses joining the program. Through this initiative, operators have embraced operational improvements that are driving measurable results.

One standout achievement was the launch of a

new Risk Management program under the accreditation framework. In response to the looming threat of Cyclone Jasper in late 2023, QTIC partnered with the Queensland Government to provide this program free of charge to tourism businesses. A total of 94 operators participated, equipping themselves with robust contingency plans and enhancing their resilience.

Another key strategic focus for us this year was advancing of First Nations tourism and embedding Indigenous knowledge and culture into our workforce initiatives, advocacy and industry engagement. We are particularly proud of the release of the Understanding First Nations cultural protocols in Australia online resource in 2023. The short online course, developed by our QTIC Indigenous and Micro-Credential teams, helps to ensure that the lands, cultural practices and stories of Indigenous peoples are respected by businesses and visitors alike. The online course will assist operators in engaging more confidently with First Nations culture and Country.

As the year progressed, we also undertook significant efforts to reshape QTIC membership to better align our benefits, priorities and services with the issues that matter most to our members. As part of this process, we launched



an annual QTIC Member survey, inviting feedback on where we can do better to meet industry and business needs. The survey highlighted the importance of advocacy and improved access to industry data and insights for our members. These findings will guide QTIC's efforts in the year ahead as we strive to keep members better informed and supported.

Throughout the year, the QTIC Board engaged directly with members by hosting events across the state, from the Sunshine Coast and Brisbane to Toowoomba and the Capricorn Coast. These gatherings allowed us to hear firsthand the concerns of our members, understand their challenges and identify the support they need. This regional focus ensures that QTIC remains closely connected to the heartbeat of Queensland's tourism industry.

As we anticipate the year ahead, there is much to be optimistic about. Opportunities for Queensland tourism continue to grow through increased investment in education and training, infrastructure and aviation capacity. However, we remain mindful of emerging uncertainties, including shifting economic conditions and intensifying global competition.

QTIC remains steadfast in its commitment to

empowering Queensland's tourism industry to thrive. With a focus on resilience, innovation and collaboration, we are ready to navigate the challenges and seize the opportunities that lie ahead.

I would like to express my gratitude to the QTIC Board members, whose dedication and vision have been instrumental in guiding our efforts. I also extend my heartfelt thanks to our CEO, Brett Fraser and the entire QTIC team for their tireless work in securing both the immediate and long-term success of our industry.

Finally, I want to thank our members for your continued support and trust in QTIC. Together, we are building a brighter future for Queensland tourism.

**Elsa D'Alessio**



## Chief Executive Officer's report

Following consecutive years of tourism recovery driven primarily by domestic travellers, this year has been defined by the resurgence of global visitors. International overnight visitor expenditure soared by an impressive 41 per cent compared to the previous financial year, reaching \$6.2 billion.

While domestic visitor spending saw a modest decline of 1.1 per cent, totalling \$28.5 billion, this was an anticipated adjustment as Australian guests shifted their travel patterns. In response, QTIC focused efforts on revitalising international markets: collaborating with aviation partners, marketing bodies and industry stakeholders to entice global visitors back to Queensland. By highlighting our distinctive First Nations cultural experiences and diverse landscapes, we fortified our recovery strategy.

The steady return of international visitors is a positive milestone, but we recognise the need to improve this growth. Given the critical role of the lucrative international market, throughout the year QTIC prioritised restoring aviation capacity, supporting new flight paths into Queensland and advocating for increased funding for destination marketing bodies in collaboration with the Australian Tourism Industry Council and our state and territory counterparts.

To support industry during this time of renewal and to ensure operators have the capacity to

meet evolving global visitor demands, our priorities also focused on addressing the labour shortages impacting industry. From June 2022 to June 2023, employment within Queensland tourism rose by 26 per cent, with over 259,000 people now working directly or indirectly within industry. Despite this impressive progress, workforce gaps remain with growing job vacancies requiring an influx of skilled workers to support expanding tourism ventures.

As we face an operating environment defined by growing labour challenges, our activities throughout the year prioritised the attraction and retention of a skilled workforce. With funding from the Australian Government, we worked closely with the State Government to launch a new campaign in early 2024 – *Choose Tourism*. The \$1.4 million campaign rolled out across Queensland, reaching over 400,000 viewers, highlighting the exciting and rewarding nature of a career in tourism.

In tandem with the campaign, we also worked closely with the Queensland Government and our members to launch a new Tourism Careers website, showcasing diverse job opportunities and the educational and training pathways to those roles. By featuring the real-life success stories of QTIC Members, from tour guides and stage managers to wildlife attendants and business development managers, the online platform aims to inspire career interest among



future professionals.

The campaign results yielded promising results, with surveyed high school students reporting that they were far more likely to investigate training, career or study options in tourism or hospitality. The campaign also achieved a major shift in public perception of industry careers, with 60 per cent of student respondents having a positive view of industry jobs and careers – up from 48 per cent in 2023.

Our strategic focus of attracting and retaining a skilled workforce extended beyond awareness campaigns this year. We expanded our Young Professionals Mentoring Program and Regional Tourism Careers Roadshow, connecting school leavers with industry leaders, and creating opportunities for work experience and employment. These programs not only addressed labour shortages, but also helped foster the next generation of tourism professionals.

Throughout 2023 and 2024, our Industry Workforce Advisor and Industry Skills Advisor programs continued to work closely with operators and industry. Each program saw QTIC providing operators with personalised, one-on-one support to tackle unique labour challenges, and saw us working closely with all levels of government to improve vocational education and training systems. These efforts influenced policy development and increased access to workforce

funding, ensuring that industry needs are met as tourism evolves.

To support industry with their growth and resurgence, we took the opportunity to connect with more of our regional members. We hosted several of our major networking events in regional Queensland, allowing us to better connect and hear the priorities and perspectives of our members and wider industry.

As we look to the year ahead, we remain encouraged by the steady return of international travellers and the ongoing collaboration between QTIC and all levels of government. Stronger investment in education, training, workforce initiatives and programs and career campaigns will be pivotal in continuing the growing success of Queensland tourism.

Queensland's unrivaled landscapes and exceptional attractions, coupled with the global drive to travel, position our industry for continued growth. I remain optimistic about the road ahead, and confident in our state's ability to thrive as a world-class destination.



**Brett Fraser**

# MEMBERSHIP

In 2023 and 2024, we prioritised empowering our members by addressing workforce challenges and boosting business capabilities. We delivered online skilling solutions for staff, offered one-on-one workforce support for operators, and created regional networking opportunities to connect and grow our industry together.

The new financial year brought distinct challenges for Queensland's tourism industry. Workforce shortages, rising operating costs, and severe weather events combined to create a difficult environment for some businesses. These pressures significantly affected many of our members, and required an agile response from QTIC.

In this dynamic context, our mission has never been more essential. QTIC is dedicated to empowering Queensland's tourism industry to thrive and achieve meaningful outcomes for our members. In response to the urgent needs of operators this year, we acted swiftly and strategically.

Our efforts centred on investing in programs and initiatives designed to build a resilient and forward-thinking industry. We provided our members with a suite of services, including workforce resources, staff training programs, professional development courses and business capability support.



## Explore QTIC Membership

We ensured that our members' interests were front and centre in conversations with government, advocating for greater investment in tourism-supporting initiatives. Our advocacy work included a significant partnership with the Queensland Government, enabling us to offer our Risk Management program free of charge to 94 Tropical North Queensland businesses facing the threat of Cyclone Jasper in late 2023.

The end of 2023 and early 2024 were marked by intense advocacy, as operators across the state contended with severe flooding and cyclones. Through collaboration with industry and government, QTIC helped roll out support packages, including marketing campaigns to bring visitors back to affected regions, assistance with insurance claims and funding for rebuilding efforts.



2024 QTIC World Environment Day Breakfast  
| Kabi Kabi Country

Exclusive membership benefits were leveraged by operators through networking and industry events hosted by QTIC, many of which were held in regional areas like Capricorn and the Sunshine Coast. These engagements allowed us to connect with local communities, gain insights and support regional growth, and allowed our members to play a pivotal role in shaping Queensland's visitor economy.

**“QTIC membership has been a great investment for us. They help us put a voice forward when we need advocacy.”**

| Maleny Botanic Gardens & Bird World

Membership grew by 13 percent over the financial year, reflecting our members' trust and engagement. We launched a new membership survey in 2024, and the results underscored the need for better access to industry data and insights, as well as clearer communication about our advocacy efforts on behalf of members and the broader tourism industry. QTIC is committed to addressing these priorities in the coming year.

By fostering local connections and continuously enhancing our services, we are building a more engaged and resilient membership. As we look ahead, QTIC remains focused on being a trusted partner for our members, providing effective solutions to industry challenges, and seizing new opportunities to shape the future of Queensland tourism.

## MEMBER EVENTS

In 2023 and 2024, hundreds of QTIC members and industry professionals attended various industry functions, online sessions and networking events across Queensland. These gatherings supported operators, inspired discussions on key tourism priorities and fostered connections, bringing together government and industry leaders to shape the future of Queensland tourism.

Member events are central to strengthening Queensland's tourism industry, offering opportunities to connect, learn and shape the future. Over the past financial year, we hosted five boardroom luncheons, uniting industry and political leaders to discuss tourism's path forward, and five webinar series, providing insights on core topics such as accessible tourism, marketing strategies, and workforce development through legislative changes in migration. These activities supported members, inspired critical conversations and fostered connections to drive the industry forward.





## World Tourism Day networking event September 2023

The first QTIC networking event of the year brought together an energised crowd of over 200 industry colleagues at the scenic Rivershed, alongside the Brisbane River.

Guests enjoyed an engaging panel discussion led by prominent sustainability advocates, exploring the connection between tourism and green investment. The conversation offered insights on how businesses can drive prosperity by prioritising people and the planet, embracing innovation and leveraging technology for a sustainable future.

Adding to the evening, the 2023 QTIC Young Professionals Mentoring Program proudly honored 81 new graduates, now part of the growing program community, setting an inspiring tone for the event.



**603**

guests attended QTIC networking events in 2023 and 2024



**5**

boardroom luncheons held



**5**

webinar series held



## World Environment Day breakfast May 2024

This year's QTIC World Environment Day Breakfast came to life at the beautiful Novotel Resort on the Sunshine Coast, surrounded by bushland and pristine coastline. The venue captured Queensland's stunning natural heritage - a reminder of what makes the state's tourism brand so unique.

Over 120 guests joined for a motivating morning dedicated to driving sustainability across industry. Leaders in conservation and ecotourism led thought-provoking discussions, sparking new ideas and a renewed passion for elevating Queensland's reputation as a world leading sustainable destination. The event provided fresh insights and a shared commitment to protecting the unique landscapes that draw visitors from across the world to Queensland.

**“Being a member of QTIC has meant that we can engage with the wider tourism community through networking events and functions.”**

| Riverlife and Event Centre



# ACCREDITATION

A woman wearing a light green t-shirt, white shorts, and a wide-brimmed hat is walking on a dirt path. To her right is a large, detailed sculpture of a dinosaur, possibly a T-Rex, with its head and front legs visible. The background is a clear blue sky.

QTIC's accreditation program plays a vital role in empowering tourism businesses to achieve excellence by fostering high-quality standards across every aspect of their operations. By focusing on continuous improvement and industry benchmarks, the program helps operators not only meet but exceed expectations, ultimately boosting their reputation and long-term success.

Throughout the year, QTIC continued to champion business growth and elevate industry standards through the delivery of the national Quality Tourism Accreditation program across Queensland. This comprehensive program has played a critical role in empowering businesses to enhance their operations by aligning with industry benchmarks.

Accreditation provides a structured framework to assess business processes, products and services against best practices, allowing operators to identify areas for improvement. This year saw remarkable growth in participation, with a 95 per cent increase in new businesses joining the program. In total, 146 new businesses achieved Quality Tourism Accreditation during the financial year.



In 2023 and 2024, QTIC offered five niche accreditation programs – allowing businesses to further heighten their knowledge and reputation through accreditation.



### Accessible Tourism program

An online tool that identifies current accessible features, suggests improvements and generates a personalised report for businesses to showcase their accessibility to customers.



### Camp and Adventure Accreditation program

The Camp and Adventure Accreditation program ensures that camping and adventure activities such as snorkeling and abseiling meet the highest industry standards with a focus on safety.



### Star Ratings program

An internationally recognised program, Star Ratings accreditation signifies properties that hold themselves up to the independent standards of the Australian Star Ratings program.



### Risk Management program

The Risk Management program evaluates risks unique to a business and outlines preventative measures, providing businesses with a personalised risk assessment and risk management plan.



### Tourism Emissions Reduction program

The Tourism Emissions Reduction program supports businesses in developing a carbon emissions report and an emissions reduction plan.



To further expand operators' expertise, QTIC offered five specialised accreditation modules, including Star Ratings, Camp and Adventure, Accessible Tourism, Risk Management and the Tourism Emissions Reduction program. Notably, 60 businesses embraced the Accessible Tourism program, reinforcing their commitment to inclusive tourism.

One of the standout achievements this year was the introduction of the Risk Management program. With the looming threat of Cyclone Jasper in 2023, we partnered with the Queensland Government to provide this program free of charge to tourism operators, helping them develop strong contingency and recovery plans. An impressive 94 businesses participated, demonstrating a proactive approach to safeguarding their operations.

As QTIC continues to drive excellence through accreditation, businesses are not only improving their performance but also contributing to a sustainable and resilient tourism industry in Queensland.

**“Being a QTIC accredited business, particularly being a First Nations operator, provides leverage for our small business. People are looking for quality and authenticity and this is what QTIC accreditation provides.”**

| Dreamtime Kullilla-Art



# POLICY AND ADVOCACY

QTIC prioritises powerful lobbying, stakeholder collaboration and policy development to foster a supportive business environment for operators. We take pride in ensuring that the concerns of members and the broader tourism industry are strongly represented in decision-making processes, enabling businesses to capitalise on opportunities for growth.

## Research publications and engagement

We prioritise strategic research collaborations and forward-thinking leadership, drawing on our members' expertise. Through partnerships with universities and researchers, we generate valuable insights and share knowledge to benefit the visitor economy.

- Contributed to the methodology, release and reporting of the inaugural Outdoors Queensland census, via the census project reference group.
- Served as an industry advisor for the 'Enhancing service inclusion for travellers with a disability: attribute-aware travel accessibility profiling' project led by Dr Jie Wang (University of Queensland).
- Speaking to Higher Degree by Research students in the Griffith Institute for Tourism and Tourism, Hotel and Sport Management cohorts on communicating academic research to industry at the annual 2023 Excellence in Professional Industry Communications (EPIC) retreat.
- Speaking to University of Queensland TOUR7000 (Industry Research & Consultancy) students about research partnerships and consultation on industry policy issues.
- Research interview participant in the 'Infodemic Management: Building Resilience to Online Crisis Communication' project led by Dr Yawei Jiang (Griffith University).
- Research interview participant in the 'A framework for emerging global urban destinations: Lessons from Southeast Queensland, Australia' project led by Andrey Pchelkin (Griffith University).
- Presentation to key stakeholders and bid partners of the Future Tourism CRC in the 'Thriving Workforce' webinar.



QTIC CEO Brett Fraser presenting to media at Destination IQ 2023 | Yidinji Country

## Committees and working groups

QTIC serves on over 40 boards, committees and roundtables, actively contributing and mediating between government and industry. Throughout 2023 and 2024, we have played a pivotal role in ensuring Queensland tourism maintains a strong voice across all relevant forums.

- Accessible Tourism Project Reference Group
- Australian Chamber of Commerce and Industry - Data, Digital and Cyber Forum
- Australian Chamber of Commerce and Industry - Employment and 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 Tourism Industry Council
- Culinary Industry Reference Group
- DESBT Back to Work program group
- DESBT Regional Hospitality and Accommodation Services Group
- Economic Roads and Transport Functional Recovery and Resilience Group
- Gateway Schools Reference Group
- Gold Coast Light Rail Project Group
- Hospitality and Accommodation Reference Group
- Industry Advisory Board Member - Griffith University of Tourism, Sport and Hotel Management
- Industry Reference Groups for TT2032
- Industry Skills Advisor Working Group
- Industry Workforce Advisor Working Group
- K'gari Transition Industry Reference Group
- Marine Tourism Incident Response Group
- NESP Marine and Coastal Hub Steering Committee
- Q2032 (Olympic & Paralympic Games) Industry Advisory Group
- Queensland Government Department of Youth Justice, Employment, Small Business and Training: Back to Work Program and Regional Hospitality and Accommodation Services Group
- Queensland Tourism and Conservation Alliance
- QTIC Associations Council
- Queensland Indigenous Tourism Government and Industry Reference Group
- Queensland Leaders' Forum
- Queensland Museum Aboriginal and Torres Strait Islander Consultative Committee
- Queensland Rail Travel First Nations Steering Group
- Queensland Tourism and Conservation Alliance
- Queensland Vocational Education and Training (QVET) Strategy Reference Group
- Regional Jobs Committees
- Regional Local Jobs Program (DEWR)
- STIC – Disaster Management Innovation for Fire Season
- The Future of Tourism CRC
- TNQ Indigenous Experiences Cluster Group
- Tourism Climate Action Steering Committee
- Tourism, Travel and Hospitality Reference Group
- TT2032 Industry Advisory Group
- TT2032 Steering Committee
- TTSSS Intensive Cookery pilot project – Governance Committee

## Policy submissions

Policy submissions are essential to our advocacy, offering a formal platform to communicate industry needs to government. By actively listening to and consulting with members, we develop evidence-based recommendations that address challenges to drive impactful policy and legislative change.

### Workforce

#### What we provided feedback on

- Apprenticeship incentives
- National skills passport
- Queensland VET strategy
- Australian migration system and 2024-25 program
- Short-term rental accommodation
- *South East Queensland Regional Plan: Shaping SEQ 2023*

#### Where our voice has contributed

- Increased access to occupation data
- No change to proposed 12-month Working Holiday Maker visa cap
- Support for improved regional VET access and infrastructure
- Commitment to strengthen VET-industry work experience opportunities



Tourism operators presenting at the 2024  
QTIC World Environment Day Breakfast  
| Kabi Kabi Country

## Business support

### What we provided feedback on

- SME financial incentives and subsidies, including sustainability
- Digital transformation for small businesses

### Where our voice has contributed

- *Digital ID Bill 2023* passed for personal use private sector guidance forthcoming
- Additional funding for SME cybersecurity infrastructure
- Instant asset write-off extension and new small business energy incentive

## Industry development and planning

### What we provided feedback on

- 2024-25 Queensland and Federal Budgets
- Brisbane 2032 independent delivery authority and arrangements
- State and Federal tourism strategies

### Where our voice has contributed

- Additional funding towards new tourism infrastructure, regional products and First Nations tourism experiences
- Funding allocated towards a Brisbane 2032 legacy program

## Sustainability, environment and climate resilience

### What we provided feedback on

- Great Barrier Reef water quality
- Electric vehicle charging in remote and rural areas
- Expanding protected area estate

### Where our voice has contributed

- Queensland emissions reductions targets legislated (75% of 2005 levels by 2035)
- 4% increase to proportion of QLD land secured as protected areas and 500k+ hectare to private protected areas\*
- World Heritage Committee keeping the Great Barrier Reef off UNESCO 'in danger' list

## Transport and connectivity

### What we provided feedback on

- *Aviation White Paper*
- Aircraft noise
- Active transport and micromobility

### Where our voice has contributed

- Commitments to improve aviation accessibility, and better-connected public and active transport
- Productivity commission review to enhance regional aviation services
- Sustainable Aviation Fuel production commitment
- Support for separated micromobility infrastructure
- Targeted plan for communicating micromobility legislation change to visitors

\*30 June 2024 compared to 30 September 2022.

# WORKFORCE AND INDUSTRY DEVELOPMENT



## YOUNG PROFESSIONALS MENTORING PROGRAM

The QTIC Young Professionals Mentoring Program offers the next generation of tourism leaders a unique chance to accelerate their personal and professional development by learning directly from seasoned industry experts.

The QTIC Young Professionals Mentoring Program, presented in partnership with the University of Queensland, provides an opportunity for the next generation of tourism professionals to grow personally and professionally. They can utilise the guidance of industry leaders, equipping them with tools needed to navigate the complexities of a dynamic industry.

In 2024, this journey has come full circle with several former mentees returning as mentors, demonstrating the program's transformative and long-term impact. This year, mentees have made remarkable strides in their careers, attributing successes to the invaluable insights and advice received from their mentors. Some highlights include speaking engagements at conferences, leading new projects and events, transitioning from operational roles to strategic management, enhancing communication skills and expanding personal networks.



2024 Young Professionals  
Mentoring Program conclusion event  
| Yuggera and Turrbal Country

With such enthusiastic mentees and generous mentors, we are confident that the future of Queensland tourism is in capable hands. QTIC remains committed to supporting the career growth of the emerging visitor economy workforce, and fostering lifelong learning for industry leaders by facilitating strong networks and meaningful collaboration.

**“It’s been mentioned by higher management that they’ve seen a dramatic shift in how I operate which was all thanks to getting advice and feedback from my mentor.”**

| Abigail Farrawell, 2024 Young Professionals  
Mentoring Program mentee



**103**

participants accepted into the  
program



**12**

tourism regions involved



**19**

different industry sectors  
represented



## 2023 Salute to Excellence Awards Recipients

### Secondary Student of the Year Award - Cookery

Winner	Connor Johnson
Runner Up	Caleb Talbot

### Secondary Student of the Year Award - Food & Beverage

Winner	Gracie Jenner
Runner Up	Jessica Pauli

### Secondary Student of the Year Award - Tourism

Winner	Tasmin Masters-Humphreys
Runner Up	Elly Street

### Teacher/Trainer of the Year Award

Winner	Julie Lewis
Runner Up	Liz Braid

### Employer of the Year Award

Winner	Arthur Clive's Bakery Cafe
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**Watch the Salute to  
Excellence Awards Skills Test  
Day**

# SALUTE TO EXCELLENCE AWARDS

QTIC has proudly celebrated exceptional secondary students, employers, teachers and trainers in the tourism and hospitality industry for 26 years with our annual Salute to Excellence Awards. This initiative recognises the extraordinary contributions of individuals who are shaping the future of our industry.

For over twenty years, the Salute to Excellence Awards have been shining a spotlight on outstanding secondary students, employers, schools and registered training organisations that contribute to skill development in Queensland's vibrant tourism and hospitality industry.

This annual awards program is one of QTIC's most inspiring events, celebrating talented students eager to embark on careers in tourism while recognising the dedication of employers and trainers who nurture their growth.

In 2023, the competition was fierce, with 33 finalists showcasing their skills across five award categories during a skills test day, impressing industry judges with their talent. The Salute to Excellence Awards not only honors the most skilled and committed individuals in our industry, but also bridges the gap between aspiring talent and employers, connecting students with industry leaders. Many participants walk away from the awards process with invaluable career advancement opportunities and unique skill development experiences.

The finalists and winners of the 2023 Salute to Excellence Awards were celebrated at a spectacular gala ceremony on the Gold Coast, surrounded by proud parents, friends, and colleagues. It was an inspiring evening that united our industry in support of the future of Queensland tourism.



## Secondary Student of the Year

From left to right: Tasmin Masters-Humphreys, Gracie Jenner, Connor Johnson



## Employer of the Year

Arthur Clive's Bakery Cafe



## REGIONAL TOURISM CAREERS ROADSHOW

Inspiring excitement among secondary students, the QTIC Regional Tourism Careers Roadshow engages with Queensland communities, local tourism businesses and schools to showcase the dynamic opportunities a career in tourism, hospitality and events offers to school leavers.

Facing unprecedented labour shortages in the tourism industry, the QTIC Regional Tourism Careers Roadshow has become a vital component of our strategy to cultivate a skilled and robust workforce. With the support of the Queensland Government, this initiative reached seven regional communities across Queensland – from Logan and Toowoomba to Hervey Bay and Rockhampton – sparking interest in tourism, hospitality and events careers among school leavers.

In collaboration with QTIC members and local tourism operators, we hosted dynamic panel sessions featuring industry professionals, giving secondary students an in-depth look at a variety of career options and pathways. Participants also gained practical experience through guided tours of local businesses and interactive activities. School leavers discovered the full process of running an event, from the initial idea to the final curtain call, while also getting hands-on with



Regional Tourism Careers Roadshow  
touring the Emporium Hotel South Bank  
| Yuggera and Turrbal Country

exciting mixology classes and interactive cookery lessons.

During the financial year, industry participation in the Regional Tourism Careers Roadshow surged by 57 per cent compared to 2023, significantly increasing the program's reach and impact. Coupled with this success, more than 400 secondary students joined the Roadshow with

**“Great day loved talking to the guest speakers and the people at the panel ... I will be pursuing a career in the hospitality/tourism industry.”**

| Regional Tourism Careers Roadshow student attendee

many securing employment by connecting directly with local businesses, while others pursued further tourism training.

The collaboration between QTIC, training organisations, industry and schools marks a major milestone and a proud achievement for our Roadshow team. Since the program's launch in 2021, we have showcased careers in tourism, hospitality, and events to thousands of Queensland secondary students, opening doors to future opportunities and motivating the next generation of industry leaders.



Explore our Regional Tourism  
Careers Roadshow

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



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



## INDUSTRY WORKFORCE ADVISOR PROGRAM

Specifically designed for the tourism industry, our Industry Workforce Advisor program offers customised support to businesses, helping to transform how they engage, recruit and retain a skilled tourism workforce.

To support small businesses with their unique workforce challenges, QTIC's Industry Workforce Advisor program\* served as a vital consultant for Queensland's tourism industry throughout the financial year.

From the Scenic Rim to Thursday Island, our Industry Workforce Advisor visited Queensland communities, providing personalised assistance to business operators, helping them identify specific workforce issues and develop customised workforce plans. These plans enabled businesses to attract new talent, explore untapped labour markets and connect with government programs and workforce grants.

A notable highlight was the program's pivotal role in post-Cyclone Jasper recovery efforts in

Tropical North Queensland, where QTIC assisted businesses with workforce planning and recruitment strategies, significantly enhancing regional capacity and resilience.

Our efforts have fostered strategic collaborations with key stakeholders and improved workforce development across Queensland. By linking tourism operators with government support initiatives, the IWA program has facilitated seamless access to government-funded programs, paving the way for business success and growth.



**117**

businesses directly supported by  
the program



**55**

successful HR Support Grant  
applications totaling \$270,000

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

QTIC worked with tourism industry leaders and employers throughout the year to advise the Queensland Government on emerging trends and regional skill needs. Through the Industry Skills Advisor program, this input shaped key decisions on training priorities and investments.

QTIC's Industry Skills Advisor (ISA) program has played a vital role in addressing workforce and skill shortages by providing targeted, evidence-based recommendations to government and industry. Over the past year, QTIC engaged deeply with stakeholders through surveys, consultations and industry reference groups, pinpointing workforce priorities and improving vocational education and training (VET) systems to meet the evolving needs of Queensland's tourism industry.

Key accomplishments include contributions to the *2024 National Priority Skills List* and the *VET Workforce Blueprint* - both initiatives designed

to strengthen Queensland's tourism, hospitality, and events sectors by expanding migration pathways and supporting a sustainable VET workforce to train future professionals. QTIC also had a significant hand in reviewing Australian apprenticeship programs, participating in national consultations on occupation classifications, and supporting sector-specific initiatives such as maritime qualifications and the reclassification of events traineeships.



**163**

**Industry Skills Advisor consultations held with industry**

By driving these initiatives, QTIC successfully influenced policy development, increased access to workforce funding and strengthened workforce planning throughout the year. These efforts have not only supported tourism businesses across the state, but have also laid the groundwork for sustainable growth and resilience in Queensland's tourism workforce.

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



## CHOOSE TOURISM CAMPAIGN

A statewide campaign was launched by the Queensland Government and QTIC in 2024, encouraging high school students, school leavers and mature-aged workers to 'join the crew' and discover a career in the Queensland tourism industry.

The \$1.4 million *Choose Tourism* campaign, funded by the Australian Government, highlighted the exciting and rewarding nature of a job in tourism, as well as the unique travel, friendship and flexibility benefits of the industry.

Launched across social media channels, television and bus stop advertising as well as high-impact online editorials, the campaign showcased a day in the life of tourism workers set against the backdrop of some of Queensland's most iconic landscapes. From tour guides in the verdant rainforests of Tropical North Queensland to deckhands cruising the

Whitsundays' pristine reef and apprentice chefs honing their skills on the Gold Coast's glitter strips, the campaign showcased the vibrant diversity of the industry.

Campaign results were encouraging, with market research revealing that high school students were far more likely than in 2023 to have investigated training, career or study options in tourism or hospitality. The campaign also achieved a major shift in perception, with 60 per cent of student respondents having a positive view of tourism or hospitality jobs and careers – up from 48 per cent in 2023.



Explore the campaign's  
*Tourism Careers* website

# REGISTERED TRADE SKILLS PATHWAY PROGRAM

Chefs play a crucial role in the success of any kitchen, and with hospitality workers - particularly chefs - experiencing the highest number of job vacancies in Queensland over the past year, securing skilled culinary professionals has become a top priority. To meet this growing demand, QTIC continues to offer the Registered Trade Skills Pathway program, providing casual cooks a flexible and accessible path to becoming fully qualified chefs.

This innovative program breaks down the traditional barriers often associated with trade pathways. Recognising existing skills, QTIC's program credits the talents casual cooks already possess. The flexibility of the program is an industry game-changer, enabling cooks to continue their training without interruptions even if they are between jobs, change employers, take a short break, or move to different locations within Queensland.

By empowering aspiring chefs to build on their skills and advance their careers, the Registered Trade Skills Pathway program is helping to strengthen and future-proof Queensland's hospitality sector. This initiative is a crucial part of ensuring kitchens across the state are staffed with talented, qualified professionals who can contribute to the ongoing success and resilience of the industry.

**30**

students participated in the training program

**13**

students successfully gained the trade qualification

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



# FIRST NATIONS TOURISM

In 2023 – 2024, we consistently integrated First Nations knowledge and culture into our events, workforce initiatives, advocacy efforts and industry engagements. Our commitment remains focused on improving outcomes for First Nations tourism while fostering a deeper appreciation of the world's oldest living cultures for both visitors on Country and the broader industry.

Throughout the year, our Indigenous programs team organised community events, supported the growth of new First Nations businesses and artists and promoted culturally respectful business practices within industry. The team also provided guidance to QTIC members and workplaces on their cultural journeys, offering support for Reconciliation Action Plans.

In 2023, to strengthen the relationship between Indigenous Australia and Queensland's tourism industry, the Indigenous programs team collaborated with producers, industry

professionals and educators to develop a free online course for operators, *Understanding First Nations Cultural Protocols in Australia*.

The course, created after consultations with Indigenous groups, industry organisations and operators across Queensland, aims to strengthen ties between Indigenous communities and the tourism sector. It provides a framework for recognising people and place, protecting intellectual property and honoring cultural protocols. Packed with valuable resources, this course is essential for anyone looking to engage with First Nations communities and culture in a respectful and meaningful way.

## **Indigenous Champions Network**

Established in 2008, the QTIC Tourism Indigenous Champions Network convenes regularly to address key issues surrounding First Nations tourism across Queensland. The Network brings together both Indigenous and non-Indigenous operators who are dedicated to advancing First Nations tourism outcomes. Over the years, the Network has steadily expanded to now include 34 Champions.



**Jarramali Rock Art Tours**  
**QTIC Indigenous Champion**  
**| Quinkan Country**



## 2023 and 2024 Indigenous Champions Network

**Adam Jones** | Experience Co

**Alan Smith** | Outback Aussie Tours

**Birrunga Wiradyuri** | Birrunga Gallery

**Brian Hennessy** | Sunlover Reef Crusies

**Cameron Costello** | Costello Consultancy

**Cassy Saunders** | Blackcard Cultural  
Tours

**Chern'ee Sutton** | Chern'ee Sutton Art

**Craig Quartermaine** | NICI

**David Hudson** | Didgeralia

**David Williams** | Gilimbai

**Eddie Ruska** | Nunukul Yuggera  
Aboriginal Dance Company

**Emily Tanna** | Compass Group

**Greg Yong** | Dreamworld

**Hailey Brown** | Vacayit

**Joe Sproats** | Platypus Wealth

**Johnny Murison** | Jarramali Enterprises

**Josh Hanley** | Accor

**Justine Dillon** | Ngarang-Wal Gold Coast  
Aboriginal Association

**Karen Hanna-Miller** | Isa Rodeo

**Katie Lord** | SeaLink

**Kedea Atherton** | Accor

**Kylie-lee Bradford** | Kakadu Tiny Totts

**Lauren Horner** | Village Roadshow Theme  
Parks

**Leanne Ruska** | Nunukul Yuggera  
Aboriginal Dance Company

**Lindsay Davies** | National Trust Australia  
(Qld)

**Mark Greaves** | The Tourism Group

**Matt Adams** | The Star Entertainment  
Group

**Michaela Harrison** | Queensland Music  
Festival

**Olivia Evans** | Sandstone Park

**Oriana Wyrozebska** | Queensland Music  
Festival

**Paul Morton** | Accor

**Petina Tieman** | Complete Business  
Solutions

**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

# FIRST NATIONS TOURISM EVENTS

At the heart of QTIC's First Nations tourism events in 2023 and 2024 were robust conversations and cultural exchange. By embracing truth-telling and hosting insightful discussions led by national experts, we explored industry trends and the latest ideas, drawing interest from people across various sectors and backgrounds. Over 770 delegates attended our annual Destination IQ conference and NAIDOC Corporate Breakfast events in Cairns and Brisbane.

## Destination IQ 2023

QTIC hosted Queensland's premier annual First Nations tourism conference, Destination IQ 2023. Held in Gimuy, Cairns, the event showcased exhibiting artists, local storytellers and insightful discussions led by First Nations tourism leaders.

The conference inspired, challenged and united participants from diverse backgrounds as speakers and panelists explored topics such as accessible tourism, the impacts of climate change on remote communities and strategies for enhancing trade and investment.

A highlight of the event was the introduction of the inaugural *Destination Indigenous Queensland Young Achiever Award*, recognising an exceptional Indigenous leader for their contributions to tourism. The award offers



**290+**

guests attended Destination IQ  
2023



**480+**

guests attended 2024 NAIDOC  
Corporate Breakfast

state-wide recognition and expert mentorship to support both professional and personal development. The first-ever recipient of this honor was Kruze Summers - a passionate Indigenous mentor dedicated to bringing people together for the good of Country.

Continuing to evolve, Destination IQ grows each year as a must-attend event, amplifying the voices of First Nations peoples and addressing key trends, challenges and embracing opportunities.



Watch the 2023 Destination  
IQ conference



## 2024 NAIDOC Corporate Breakfast

Quickly sold out to an enthusiastic crowd, our 2024 NAIDOC Corporate Breakfast saw over 480 delegates join us in Meeanjin, Brisbane in celebration of National NAIDOC Week and in recognition of the powerful contributions of First Nations peoples.

**“The QTIC NAIDOC Corporate Breakfast has become the go to event in the Brisbane NAIDOC Week calendar ... always a great event!”**

| 2024 NAIDOC Corporate Breakfast attendee

Centered around the national NAIDOC theme for 2024, *Keep the Fire Burning. Blak, Loud & Proud*, the event explored the Aboriginal and Torres Strait Islander priorities of today and led a dialogue on truth-telling and healing.

Guests heard from Waanyi and Kalkadoon man, Joshua Creamer, a barrister at the helm of the newly established Truth-telling and Healing Inquiry in Queensland, who led an inspirational conversation on the powerful impact of confronting past hurts and transgressions.

The then Minister for Indigenous Australians, the Hon Linda Burney MP, echoed the sentiments of Joshua in urging guests to unite in addressing uncomfortable pasts to deliver a better tomorrow for all Australians.

# QUEENSLAND TOURISM AWARDS

The Queensland Tourism Awards, the most prestigious event on Queensland's tourism calendar, are delivered by QTIC to honour the achievements of exceptional individuals and industry businesses.

After another ground-breaking year for Queensland tourism operators, the Queensland Tourism Awards were back in November 2023 for a night of glamour in the beautiful tropical city of Cairns in North Queensland.

There were 31 award categories ranging from attractions, events, tour and transport operators, accommodation, restaurants, culture and marketing. Across the 31 categories, 81 operators were awarded including 31 Gold, 26 Silver and 24 Bronze.

From the many awards presented on this night, there were four new businesses entered into the Queensland Tourism Awards Hall of Fame – Fun Over 50 Holidays - Immersive Tours and Adventures, Currumbin Wildlife Sanctuary, Paronella Park and Bundaberg Rum Visitor Experience.

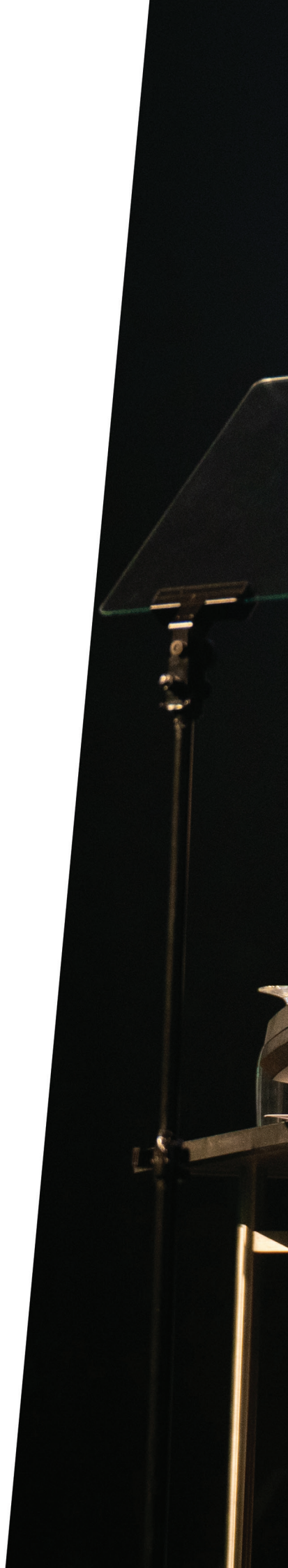
For a first in 2023, the awards introduced the new category called 'Excellence in Accessible Tourism'. The award recognises businesses that are providing services that go above and beyond to accommodate for people with disabilities or specific needs.

Striking Gold for Excellence in Accessible Tourism was the BIG4 Adventure Whitsunday Resort with its acclaimed reputation for being one of Queensland's leading resorts when it comes to accessible holiday accommodation.

Among these higher achievers was a Brisbane local, Hailey Brown who was awarded the Stephen Gregg Award for Young Achiever of the Year. A Queensland entrepreneur, Hailey has become a catalyst for change in the tourism industry by creating a fully audio tour guide app, allowing people with vision impairment to have an audio guide to the world.

Select category winners gained automatic entry into the Australian Tourism Awards, which were held in March 2024 in Darwin.

At this year's national awards, Queensland celebrated an astonishing evening by accepting 14 accolades across 26 award categories, with five gold, seven silver and two bronze presented to exceptional sunshine state operators.





# INDUSTRY EVENTS

## 2023 Queensland Tourism Awards Recipients

### MAJOR TOURIST ATTRACTIONS

<b>Gold</b>	Currumbin Wildlife Sanctuary
<b>Silver</b>	Sea World
<b>Bronze</b>	GC Aqua Park

### TOURIST ATTRACTIONS

<b>Gold</b>	Bundaberg Rum Distillery Visitor Experience
<b>Silver</b>	Historic Village Herberton
<b>Bronze</b>	Daintree Discovery Centre



### MAJOR FESTIVALS AND EVENTS

<b>Gold</b>	Toowoomba Carnival of Flowers
<b>Silver</b>	Isa Rodeo Limited - 2022 Mount Isa Mines Rodeo
<b>Bronze</b>	Rare Spares Rockynats 03

### FESTIVALS AND EVENTS

<b>Gold</b>	Isa Rodeo Limited - 2022 Mount Isa Mines Indigenous Rodeo Championships
<b>Silver</b>	Outback Queensland Masters
<b>Bronze</b>	Crankworx Cairns

### THE STEVE IRWIN AWARD FOR ECOTOURISM

<b>Gold</b>	Fun Over 50 Holidays - Immersive Tours and Adventures
<b>Silver</b>	Barefoot Tours
<b>Bronze</b>	Daintree Discovery Centre

### CULTURAL TOURISM

<b>Gold</b>	Fun Over 50 Holidays - Immersive Tours and Adventures
<b>Silver</b>	Paronella Park
<b>Bronze</b>	Qld Music Trails - The Outback Trail

### AWARD FOR ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

<b>Gold</b>	Cape York Peninsula Lodge
<b>Silver</b>	Jellurgal Aboriginal Cultural Centre
<b>Bronze</b>	Mossman Gorge Cultural Centre

### TOURISM RETAIL AND HIRE SERVICES

<b>Gold</b>	Whitsunday Coast Airport
<b>Silver</b>	Shute Harbour Marine Terminal
<b>Bronze</b>	Pelican Boat Hire

### VISITOR INFORMATION SERVICES

<b>Gold</b>	Ipswich Visitor Information Centre
<b>Silver</b>	Hervey Bay Visitor Information Centre
<b>Bronze</b>	Bowen Visitor Information Centre

### BUSINESS EVENT VENUES

<b>Gold</b>	Sofitel Brisbane Central
<b>Silver</b>	Empire Apartment Hotel Conference Centre
<b>Bronze</b>	Mackay Entertainment and Convention Centre

### MAJOR TOUR AND TRANSPORT OPERATORS

<b>Gold</b>	Ocean Rafting
<b>Silver</b>	Tropic Wings Cairns Tours & Charters
<b>Bronze</b>	Cruise Whitsundays

### TOUR AND TRANSPORT OPERATORS

<b>Gold</b>	Creative Tours
<b>Silver</b>	1770 LARC! Tours
<b>Bronze</b>	SeaLink Whitsundays

### ADVENTURE TOURISM

<b>Gold</b>	Ocean Rafting
<b>Silver</b>	Aquascene Magnetic Island
<b>Bronze</b>	Cape York Motorcycle Adventures



### THE RICHARD POWER AWARD FOR TOURISM MARKETING AND CAMPAIGNS

<b>Gold</b>	Rockhampton Regional Council - Explore Rockhampton
<b>Silver</b>	Visit Sunshine Coast - Australia's Craft Beer Capital
<b>Bronze</b>	Tourism Noosa - Find Your Inner Noosa - Winter Campaign

### TOURISM RESTAURANTS AND CATERING SERVICES

<b>Gold</b>	Sea World Cruises - Sightseeing and Dining
<b>Silver</b>	The FLACKYARD

### TOURISM WINERIES, DISTILLERIES AND BREWERIES

<b>Gold</b>	Tamborine Mountain Distillery
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### CARAVAN AND HOLIDAY PARKS

<b>Gold</b>	BIG4 Adventure Whitsunday Resort
<b>Silver</b>	Esk Caravan Park & Brisbane Valley Rail Trail Motel
<b>Bronze</b>	Cape York Camping Punsand Bay

#### HOSTED ACCOMMODATION

Gold	Narrows Escape Rainforest Retreat
Silver	Bli Bli House Riverside Retreat
Bronze	Glass on Glasshouse

#### UNIQUE ACCOMMODATION

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

#### SELF CONTAINED ACCOMMODATION

Gold	Pinnacles, Airlie Beach
Silver	RACV Noosa Resort
Bronze	Mirage Whitsundays

#### 3 - 3.5 STAR ACCOMMODATION

Gold	Magnums Accommodation Airlie Beach
Silver	Great Keppel Island Hideaway

#### 4 - 4.5 STAR ACCOMMODATION

Gold	Cape York Peninsula Lodge
Silver	Empire Apartment Hotel
Bronze	Novotel Cairns Oasis Resort

#### 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	Kokomo Cruises
Silver	qtQT Gold Coast
Bronze	ULTIQA Signature at Broadbeach

#### EXCELLENCE IN FOOD TOURISM

Gold	Creative Tours
Silver	Sarina Sugar Shed
Bronze	Scenic Rim Regional Council - Scenic Rim Eat Local Movement

#### OUTSTANDING CONTRIBUTION BY A VOLUNTEER OR VOLUNTEER GROUP

Gold	Moreton Bay Region Volunteer Program
Silver	Townsville Enterprise Tourism Ambassadors
Bronze	Capricorn Enterprise - Beverly "Gillo" Gilligan

#### THE STEPHEN GREGG AWARD FOR YOUNG ACHIEVER OF THE YEAR

Winner Hailey Brown



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

Winner Michael L. Hackett

#### RACQ PEOPLE'S CHOICE AWARD - EXPERIENCE AND SERVICE

Winner Paronella Park

#### RACQ PEOPLE'S CHOICE AWARD - ACCOMMODATION

Winner Esk Caravan Park & Brisbane Valley Rail Trail Motel

#### EXCELLENCE IN ACCESSIBLE TOURISM

Gold	BIG4 Adventure Whitsunday Resort
Silver	Hopo Gold Coast Ferry
Bronze	Aquascene Magnetic Island

Thank you to our generous 2023 Awards Sponsors



# QUEENSLAND TOP TOURISM TOWN AWARDS

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

The state's best holiday hotspots and local treasures have been revealed at the 2024 Queensland Top Tourism Town Awards Ceremony in Brisbane, with Roma, Airlie Beach and Winton claiming the top gong.

After an extensive judging process by tourism experts and a public vote that attracted more than 16,000 votes, Queensland's top holiday destinations were announced from a shortlist of 16 finalists.

Opening the vote to the public through a state-wide campaign, allowed us to showcase the wide range of extraordinary regional destinations on offer to holidaymakers and weekend warriors.

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

With a population over 5,000, the outback icon of Roma was named the 2024 Queensland Top Tourism Town.

For a third consecutive year, Airlie Beach took out the top honours for Queensland Top Small Tourism Town with a population between 1,500 and 5,000.



**Adam Hinks | Top Tour Guide**  
Aquascene Magnetic Island



**Roma | 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



Roma, 2024 Queensland  
Top Tourism Town  
| Mandandanji Country

They may be small, with a population under 1,500, but Winton is mighty in exceeding visitor expectations, and took out Queensland Top Tiny Tourism Town for a third year in a row

Magnetic Island's Adam Hinks from Aquascene was announced Queensland's best tour guide for 2024. The accolade recognises a tour guide who goes above and beyond in providing guests with an outstanding visitor experience.

State winners from the Top Tourism Town and Top Tour Guide Awards go on to represent Queensland at the national awards where they have the chance to be crowned the best in the country.

Having won on a state level in 2023, the bustling coastal community of Caloundra was awarded bronze for the highly coveted Australia's Top Tourism Town Award. The home of stunning waterways, Airlie Beach, was crowned Australia's second-best Small Tourism Town.

Silver for the inaugural Australia's Top Tour Guide Award was presented to the Sunshine Coast's own, Joel McPherson from Joel's Journeys.



# OUR MEMBERS



Whitsunday Islands National Park  
| Ngāro Country

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

## A

Abacus Motel Mt Isa  
 Above & Below Gallery  
 Accom Whitsunday  
 ACCOR Hospitality  
 Active Tropics Explorer  
 Adit Shah  
 Adrenalin Snorkel & Dive  
 Adventure Core Pty Ltd  
 Adventure Day Trips  
 Agnes Water Beach Club  
 Airbnb Australia Pty Ltd  
 Airqua Water From Air  
 Airtrain  
 Alamanda Palm Cove by Lancemore  
 Alani Whitsundays  
 Alara Motor Inn  
 Aldesta Hotel Australia Pty Ltd  
 Alexandria Apartments  
 Amamoor Lodge  
 Amaroo at Trinity  
 Amaze World  
 Amy Harris  
 Anita Clark Tourism Services  
 Apollo Motorhome Holidays  
 Aquascene Magnetic Island  
 ARAMA National Ltd  
 Araucaria Ecotours  
 Arcadium Adventures  
 Artefact Group  
 Ashleigh Barnes  
 Ashleigh Kindred  
 Ashmore Palms Holiday Village  
 Association of Marine Park Tourism Operators  
 at Hotel Group  
 Atomiq Design  
 Aurora Training Institute  
 Australian Timeshare Hotel Owners Council ATHOC

AusCycling  
 AUSSIE TRAVEL PTY. LTD.  
 Aussie World  
 Aust Hospitality Skills Recognition  
 Australia Zoo  
 Australian Adventure Tourism Group LTD  
 Australian Age of Dinosaurs Limited  
 Australian BlackCard Pty Ltd  
 Australian Butterfly Sanctuary  
 Australian College of Tourism and Information Technology  
 Australian Hotel Winton  
 Australian International Student Tours  
 Australian Outback Spectacular  
 Australian Stockman's Hall of Fame  
 Australian Sunset Safaris  
 Australian Working Adventures Visitoz  
 Aviation and Tourism Strategy  
 Awards Absolute  
 Ayr Travellers Motel

## B

Back Country Bliss Adventures  
 Bad Fishy  
 Bali Hai Apartments Noosa  
 Ballistic Beer Barga  
 Ballistic Whitsundays Pty Ltd  
 Balonne Shire Council  
 Banana Shire Council  
 Barcaldine Regional Council  
 Barefoot Tours  
 Barney Creek Vineyard Cottages  
 Barrel View Luxury Cabins  
 bbs Communications Group  
 Beach Hostel Mooloolaba  
 Beach House Seaside Resort  
 Beachcomber International Resort  
 Beachmere Caravan Park  
 Beachtree Distilling Co.  
 Beam Mobility Australia  
 Bearded Dragon Hotel  
 Bedarra Island Resort  
 Beechmont Estate

Beenleigh Artisan Distillery  
 BelgraviaPRO  
 Belinda Vlasenko  
 Bella Casa Noosa  
 Bells Caravan Park  
 Bellthorpe Stays  
 Best Friends Travel  
 Bestbrook Mountain Resort  
 Bethany Cottages  
 Better in Blackall Inc  
 Bev Salisbury  
 Big Cat Green Island Reef Cruises  
 Big Fury  
 Big Mama Sailing  
 Big Planet Media Pty Ltd  
 BIG4 Adventure Whitsunday Resort  
 BIG4 Gold Coast Holiday Park  
 BIG4 Sandstone Point Holiday Resort  
 BIG4 Whitsundays Tropical Eco Resort  
 Billabong Sanctuary  
 Billy Tea Bush Safaris  
 Binna Burra Lodge  
 Binnacle Training  
 Birdsville Wirrarri Visitor Information Centre  
 Birrunnga Gallery and Dining  
 Bli Bli House Luxury Bed and Breakfast  
 Blue Adventures South Pacific  
 Blue Bus Tours  
 Blue Dolphin Marine Tours  
 Bongaree Caravan Park  
 Boobook Eco Tours  
 Bookeasy Pty Ltd  
 Booringa Action Group Inc.  
 boss international group pty ltd  
 Boulia Shire Council  
 Bowen Tourism and Business  
 Breeze Management Group  
 Brett's Outback Tasting Adventures  
 Bright & Young Pty Ltd  
 Brisbane Airport Corporation  
 Brisbane Convention & Exhibition Centre  
 Brisbane Economic Devt Agency

Brisbane Holiday Village  
 Brisbane Open House  
 Brisbane Racing Club  
 Brisbane Street Games  
 Brisbane Whale Watching  
 Brooke Turner  
 BTL Gems t/a Tourism Gems Pty Ltd  
 Buderim Foods t/a The Ginger Factory  
 Buffs Club  
 Bulloo Shire Council  
 Bundaberg Brewed Drinks - Barrel  
 Bundaberg Multiplex Sports & Conference  
 Bundaberg Regional Council  
 Bundaberg Rum Visitor Experience  
 Bundaberg Tourism  
 Burdekin Shire Council  
 Burleigh Beach Tourist Park  
 Business Chamber Queensland  
 Busstop espresso  
 BUSY Ability  
 BUSY At Work  
 BUSY Health  
 BUSY Schools  
 BUSY Skills  
 By The Sea Port Douglas

## C

C Bargara Resort  
 Caboolture Historical Village  
 Cairns Adventure Group  
 Cairns Aquarium  
 Cairns Convention Centre  
 Cairns Discovery Tours  
 Cairns Harbourside Hotel  
 Cairns Koalas & Creatures  
 Cairns Queens Court  
 Cairns Queenslander Hotel & Apartments  
 Cairns Reef Fishing Australia  
 Cairns Sheridan Hotel  
 Cairns Waterfalls Pty Ltd T/A Cairns Wat  
 Calfer Pty Ltd  
 Cali Beach

Caloundra Jet Ski  
 Calypso Reef Cruises  
 Camp Island Lodge  
 Campervan & Motorhome Club of Australia  
 Cape Trib Beach House  
 Cape York Camping Punsand Bay  
 Cape York Motorcycle Adventures  
 Cape York Peninsula Lodge  
 Capricorn Caves  
 Capricorn Enterprise  
 CaPTA Group  
 Caravan Parks Association of Queensland  
 Caravan Trade & Industries Association of Queensland  
 Careers Training Centre  
 Carpentaria Shire Council  
 Cassandra Mann  
 Cassowary Coast Regional Council  
 Cassowary Coast Tourism Inc  
 Castaways Resort & Spa  
 Cayman Villas Port Douglas  
 Cedar Creek Lodges at Thunderbird Park  
 Cedar Lake Country Resort  
 Central Highlands Development Corp  
 Central Highlands Regional Council  
 Cerge  
 Channel 7  
 Charlotte Plains Pastoral Co  
 Charter Yachts Australia  
 Charters Towers Regional Council  
 Chern'ee Sutton Artist  
 Christian Community Ministries Ltd  
 Ciao Papi  
 City of Gold Coast  
 City Parklands Services  
 City Winery Brisbane  
 Classic Holidays  
 Cloncurry Caravan Park Oasis  
 Cloncurry Shire Council  
 Cobb & Co Museum  
 Cobbold Gorge Tours  
 Cobigan Draught Horses  
 Cockatours

Comfort Resort Blue Pacific  
 Commercial Hotel Barcaldine  
 Complete Business Solutions (Australia) Pty Ltd  
 Connect Tourism  
 Con-x-ion Airport Transfers  
 Cooktown Holiday Park  
 Coolum Beach Holiday Park  
 Coral Cove Apartments  
 Coral Expeditions Pty Ltd  
 Coral Sea Marina Resort  
 Cosmos Centre and Observatory  
 Costello Consultancy  
 Cotton Tree Holiday Park  
 Country Mile Escape  
 Country Roads Motor Inn Dysart  
 Creative Tours and Events  
 Cross Country Tours  
 Cruise Whitsundays  
 Crystalbrook Collection - Flynn  
 Crystalbrook Collection - Vincent  
 Culgoa Point Beach Resort  
 Cumberland Charter Yachts  
 Cunnamulla All Aboard  
 Cunnamulla Hot Springs  
 Currumbin Wildlife Sanctuary

## D

Daintree Discovery Centre  
 Daintree Discovery Tours  
 Daintree Secrets Rainforest Sanctuary  
 Daintree Tours  
 Daniel Gschwind  
 Daniel Savoff  
 DarkArts Global  
 Daryl Beattie Adventures  
 David Schleeauf  
 Daydream Island Resort  
 Daydream Tours Pty Ltd  
 Destination Scenic Rim  
 Devon Pixies  
 Diamantina Shire Council  
 Diamondvale Estate  
 Didge-ralia  
 Dig IT Tamborine Mountain

Digital Coaching International  
 DigitalRez Australia  
 Dinosaur Experiences Australia  
 Discover Stradbroke  
 Discovery Resorts - Undara  
 Dolphin Wild Island Cruises  
 Donnybrook Caravan Park  
 Dorchester on the Beach  
 Dorsett Gold Coast Hotel  
 Down Under Cruise and Dive  
 Down Under Tours  
 DR Tourism Pty Ltd  
 Dracula's Pty Ltd  
 Dream Yacht Charter Australia  
 Dreamtime Cultural Centre Pty Ltd  
 Dreamtime Kullilla-Art  
 Dreamtime Travellers Rest  
 Dreamweavers  
 Drive Queensland

## E

EarthCheck  
 East Coast Car Rentals  
 Eat Street Northshore  
 ecoTekk Sunshine Coast  
 Ecotourism Australia  
 Eden Health Retreat  
 Edge Apartment Hotel  
 Education & Migration Service Australia  
 Eidsvold Caravan Park  
 Eimeo Pacific Hotel  
 Elite Helicopters  
 Ellenahs Designer Elegance  
 Eloise Rankin  
 Elysian Retreat  
 Emerald Maraboon Motor Inn  
 Emily Bagetti  
 Emily Miller  
 Emma Ingram  
 Empire Apartment Hotel  
 Emporium Hotel  
 Enable Marketing  
 Enzo's on the Beach  
 Erica Phillips

Ernst & Young  
 Eromanga Natural History Museum  
 Esk Caravan Park  
 Events Management Queensland  
 Exemplar Coaches & Limousines  
 Experience Co  
 Experience Gold Coast  
 Explore Group

## F

Fairymead House Sugar History Museum  
 Fascinating Facets and Crystal Caves  
 Fat Frog Beach Café  
 Felons Brewing Co.  
 Ferny Grove State High School  
 Fitzroy Island Adventures  
 Fitzroy Island Resort  
 Flames of the Forest  
 Flight Centre Travel Group Ltd  
 Flinders Shire Council  
 Floating Images Hot Air Balloon Flights  
 FNQ Tour Operator Association  
 Foaming Fury  
 Fox Helicopter Services  
 Frankland Island Cruises  
 Fraser Coast Tourism and Events  
 Fraser Dingo 4wd Hire  
 Fraser Island Boat Charters  
 Fun Over 50 Holidays, Immersive Tours & Adventures

## G

Gail Mackay  
 Gallagher  
 Gallo Dairyland  
 GC Aqua Park  
 GC Journeys  
 Get Wet Surf School  
 Girraween Country Inn  
 Girraween Environmental Lodge  
 Gladstone Area Promotion & Development Limited  
 Gladstone Region Tours  
 Glass on Glasshouse

Global Work & Travel  
Go Ride A Wave  
Go Vertical SUP  
Goheadhunt  
Gold Coast Convention & Exhibition Centre  
GoTrips AU  
Grand Overland 4x4 Tours  
Grand View Hotel  
Granddad Jack's Craft Distillery Pty Ltd  
Granite Belt Wines Pty Ltd  
Great Barrier Reef Festival  
Great Keppel Island Hideaway  
Griffith University  
GTR Events

## H

Habitat Noosa  
Hamilton Island Air  
Hamilton Island Enterprises Limited  
Happitat Adventure Parks  
Harbour Town Premium Outlets  
Hartley's Crocodile Adventures  
HeadBox Solutions Pty Ltd  
Healthy Land and Water  
Heart of Reef Shuttles  
Heavy Vehicle Industry Australia  
Hedlow Retreat  
Help Enterprises  
Hemingway's Brewery  
Heritage 4WD Tours  
Herrmann House  
Hertz Mount Isa  
Hidden Valley Cabins and Tours  
Hides Hotel Cairns  
Highlander Motor Inn & Apartments  
Hilton Brisbane  
Hilton Cairns  
Hinkler Hall of Aviation  
Hip Hops Brewers Pty Ltd  
Historic Australia  
Historic Village Herberton  
Holiday Holiday  
Hook-A-Barra  
Hopo Gold Coast Ferry

Hospitality & Business Solutions  
Hotel X Fortitude Valley  
Howard Smith Wharves  
HSY Travel Tour Pty Ltd  
Humble on Duke  
Hyatt Regency Brisbane

## I

ibis Budget Brisbane Airport  
ibis Budget Windsor  
ibis Mackay  
ibis Styles Brisbane Elizabeth Street  
ibis Styles Mt Isa  
Ikatan Spa  
Inclusion Access  
Independent Aviation  
Indexe Pty Ltd  
Indigo Gold Pty Ltd  
Ingenia Holidays Cairns Coconut  
Ingenia Holidays Noosa  
Insight Event & Business Technologies  
Inspiring Cities Pty Ltd  
InterContinental Hayman Island Resort  
Ipswich City Council  
Isa Rodeo Limited  
Isaac Regional Council

## J

Jade Prescott-Albrecht  
James Cook University  
Jamworks Gourmet Foods  
Janbal Gallery  
Jandar Retreat  
Jane Lawson  
Jarramali Rock Art Tours  
Jellurgal Aboriginal Cultural Centre  
Jester Hill Wines  
Jet Ski Safaris  
Jimbour House  
JJ Strategic Consulting  
Joel's Journeys  
John Atkin Consulting  
JUCY Rentals  
Julia Creek Dirt N Dust Festival

Julia Wardle  
Julie Seldon  
JW Marriott Gold Coast Resort & Spa

## K

K&L Gates  
Kali Weibler  
Kanu Kapers Australia  
Karla Judge  
Kate Creasey  
Kellys Beach Resort  
Kenilworth Country Cabins  
Keppel Bay Marina  
Kernow Charters Towers  
K'gari Fraser Island Adventures  
Kiana Sail and Dive  
Kiff & Culture  
Kim Grierson  
Kindred Tourism  
Kingfisher Bay Resort Operations  
Kipara Tropical Rainforest Retreat  
Koola Beach Apartments Bargara  
Koorana Crocodile Farm  
Krista Hauritz Tourism Marketing + Devt  
Kronosaurus Korner  
Kuranda Riverboat Cruises  
KUR-Cow Barnwell P/L  
Kurt Sanders  
Kwik Kopy Printing Geebung

## L

Lady Elliot Island Eco Resort  
Lady Enid Sailing  
Lady Musgrave Experience  
Lanai Riverside Apartments  
Le Cordon Bleu  
Li Ru Huang  
Lisa Gay  
Little Fish Tourism Development Consulting  
Live To Create  
Lizard Island (Delaware North)  
Local Government Association of Queensland  
Localis

Lockyer Valley Regional Council  
Lockyer Valley Visitor Information Centre  
Logan City Council  
Lone Pine Koala Sanctuary  
Longreach Regional Council  
Longreach School of Distance Education  
Longreach Tourist Park  
Lumber Punks Axe Throwing QLD  
Lyell Deer Sanctuary

## M

Macadamias Australia  
Mackay Entertainment & Convention Centre  
Mackay Isaac Tourism Ltd  
Magic Whitsundays Pty LTD  
Magnums Accommodation Airlie Beach  
Maiala Park Lodge  
Maleny Botanic Gardens & Bird World  
Maleny Cheese Cafe  
Mamu Tropical Skywalk  
Managing Australian Destinations  
Mandalay Luxury Beachfront Apartments  
Mandingalbay Authentic Indigenous Tours  
Mandy Williams  
Manly Marina Cove Motel  
Manomay Chaskar  
Mantra Club Croc  
Mantra Gladstone  
Maranoa Regional Council  
Mareeba District Rodeo Association Inc.  
Mareeba Shire Council  
Mariner Shores Resort  
Mark Greaves  
Marsden State High School  
Martinique Whitsunday Resort  
Mary Valley Chamber of Commerce  
Mary Valley Rattler  
MatchWorks  
McKinlay Shire Council  
Media Mortar  
Mena Creek Hotel

Mercure Brisbane City Garden  
 Mercure Brisbane King George Square  
 Mercure Gold Coast Resort  
 Mercure Sunshine Coast Lake Kawana Hotel  
 Mercure Townsville  
 Meridian Port Douglas  
 Meriton Property Services Pty Ltd  
 Meriton Suites Adelaide Street, Brisbane  
 Meriton Suites Broadbeach  
 Meriton Suites Herschel Street, Brisbane  
 Meriton Suites Southport  
 Meriton Suites Surfers Paradise  
 Mermaid Waters Hotel by Nightcap  
 Mike Ball Dive Expeditions  
 Mingo Crossing Caravan & Recreation Park  
 Mini Car Rentals  
 Minjerribah Camping  
 Mirage Whitsundays  
 Mirimar Cruises  
 Mission Beach Resort  
 Mitchell Grass Retreat  
 Montville Misty View Cottages  
 Moreton Bay Region Industry & Tourism  
 Moreton Bay Regional Council  
 Mornington Island Art  
 Mossman Gorge Cultural Centre  
 Mount Isa City Council  
 Mountain View Caravan Park  
 Mountain Wine Tours  
 Mountview Alpaca Farm  
 Mr Percival's  
 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  
 Mystery Craters  
 Mystic Mountain Tours

**N**  
 Nambour Christian College  
 Narrows Escape Rainforest Retreat  
 National Rugby League  
 National Trust Australia (Queensland) Limited  
 Native Oz Bushfood  
 Nautilus Aviation  
 Next Level - High Ropes Adventure Park  
 Ngarang-Wal Gold Coast Aboriginal  
 Niramaya Villas and Spa  
 No Limit Adventures Pty Ltd  
 NOOSA alive!  
 Noosa Blue Resort  
 Noosa Boathouse  
 Noosa Community Training Centre Inc  
 Noosa Ferry & Cruise Company  
 Noosa Festival of Surfing  
 North Burnett Regional Council  
 North West Tours  
 Novotel Brisbane South Bank  
 Novotel Cairns Oasis Resort  
 Novotel Sunshine Coast Resort  
 Novotel Surfers Paradise  
 NRMA  
 NRMA Palm Cove Holiday Park  
 Nuvho Hotel Services & Management Company  
 Nyanda Cultural Tours

**O**  
 Oasis Motor Inn Blackall  
 Ocean Breeze Resort  
 Ocean Free & Ocean Freedom  
 Ocean Rafting  
 Ocean View Estates  
 OCEANIA TOUR & TRAVEL PTY LTD  
 Oceans Mooloolaba  
 Ochre Restaurant and Catering  
 Off Camber  
 Oh Deere Farm Stay and Tours  
 Olivia Robinson  
 On the Beach Noosa  
 Opera Queensland  
 O'Reilly's Rainforest Retreat

Original Eumundi Markets LTD  
 Outback at Isa  
 Outback Aussie Tours  
 Outback Festival  
 Outback Motel  
 Outback Pioneers  
 Outback Queensland Masters  
 Outback Queensland Tourism Association  
 Overlander Homestead  
 Ovolo Inchcolm Brisbane  
 Oz Paragliding and Hang Gliding  
 Ozdream Tours Pty Ltd  
 Oztix powering Localtix

**P**  
 Pacific Whale Foundation Eco Adventures  
 Palm Court Noosa  
 Paradise Country  
 Paradise Jet Boating  
 Paradise Links Resort  
 Paradise Resort Gold Coast  
 Parkside Motel Ayr  
 ParkTours  
 Paronella Park  
 Paroo Shire Council  
 Passions of Paradise  
 Patrick Jones  
 Pelican Boat Hire  
 Peninsula Airlie Beach  
 Phoenix One  
 Picnic Point Toowoomba  
 Pilgrim Sailing  
 Pineapple Tours  
 Pinnacle Tourism Marketing  
 Pinnacles Resort  
 Pioneer Adventures  
 Planet Marketing  
 Port Douglas Connections  
 Port Douglas Peninsula Boutique Hotel  
 Port of Brisbane  
 Portland Roads Sailing the Whitsundays  
 Ports North

Prestige Residential t/a Tingirana Noosa  
 Prestige Service Training  
 Promotion Products Pty Ltd  
 Providence Sailing  
 Pullman Brisbane King George Square  
 Pullman Cairns International  
 Pullman Palm Cove Sea Temple Resort Spa  
 Pullman Port Douglas Sea Temple Resort and Spa  
 Pullman Reef Hotel Casino

**Q**  
 Qantas Founders Outback Museum  
 Qld Garden Expo  
 QMF  
 QT Gold Coast  
 Quandamooka Yoolooburabee Aboriginal Co  
 Queens Beach Tourist Village  
 Queensland Airports Limited  
 Queensland Art Gallery | Gallery of Modern Art  
 Queensland Bus Industry Council  
 Queensland College of Wine Tourism  
 Queensland Distillers' Association Inc.  
 Queensland Hotels Association  
 Queensland Information Centres Association  
 Queensland Performing Arts Centre  
 Queensland Rail Limited  
 Queensland Symphony Orchestra  
 Quest Robina  
 Quicksilver Group  
 Quilpie Motor Inn  
 Quilpie Shire Council

**R**  
 R Ally's Transfers PTY LTD  
 Rachel Lane  
 RACQ  
 RACV Noosa Resort  
 RACV Royal Pines Resort  
 Raging Thunder Adventures  
 Rainforestation Nature Park  
 Rangelands Outback Camp

Ravensbourne Escape  
 Red Cat Adventures  
 Red Lock Escape Rooms  
 Redland City Council  
 Reef and Rainforest Research Centre  
 Reef House Boutique Resort and Spa  
 Reef Magic Cruises  
 Reef Runner Charters  
 Reforest Australia Pty Ltd  
 Regal Port Douglas  
 Resly Solutions  
 Ricks Garage  
 Ricky Hume  
 Ride2Go.com.au  
 Ridenorth  
 Ridgemill Estate  
 River City Cruises  
 River to Bay  
 RM Williams Australian Bush Learning Centre  
 Rockhampton Palms Motor Inn  
 Rockhampton Regional Council  
 Roma Explorers Inn  
 Rose Gums Wilderness Retreat  
 Rubyvale Gem Gallery  
 Rui Zhang  
 Rumba Beach Resort  
 Rydges Gold Coast Airport

## S

Sail Inn  
 Sailaway Port Douglas  
 Sailing Whitsundays  
 Saks on Hastings  
 Salt House  
 Saltbush Retreat  
 Salter Brothers Hospitality  
 Saltwater Eco Tours  
 Salty Dog Sea Kayaking  
 Santo Didgeridoo  
 Santorini Twin Waters  
 Sarina Sugar Shed  
 Savannah Guides  
 Scandi at Maleny  
 Scarborough Harbour Brewing Co.

Scenic Rim Regional Council  
 Scenic Rim Trail  
 Sea World  
 Sea World Cruises  
 Sea World Cruises Dining Cruises  
 Sea World Resort  
 SeaLink North Queensland  
 SeaLink South East Queensland  
 Sealink Whitsundays  
 See Moreton  
 Servir Group Pty Ltd  
 Shambala Estate  
 Shantara Resort Port Douglas  
 Sharlynn by the River  
 Sheraton Grand Mirage Resort Port Douglas  
 Shiift Pty Ltd  
 Shiralee Clydesdales & Farm Stay  
 Shortbreak Central  
 Shubham Sharma  
 Skedaddle Cairns  
 Skypark Cairns by AJ Hackett  
 Skyrail Rainforest Cableway  
 Small World Journeys  
 Sofitel Brisbane Central  
 Sofitel Gold Coast Broadbeach  
 Sofitel Noosa Resort and Spa  
 Somerset Regional Council  
 Sonia Jones Travel  
 Southern Cross Atrium Apartments  
 Southern Cross University  
 Southern Downs Regional Council  
 Southern Queensland Country Tourism  
 Southport Sharks  
 Specialised Transport Australia  
 Spencer College  
 Spicers Balfour Hotel  
 Spicers Hidden Vale  
 Spicers Peak Lodge  
 Spicers Tamarind Retreat  
 Spinal Life Australia  
 Splitters Farm  
 St Judes Estate  
 State Library of Queensland  
 Stephanies Luxury Spas

Story Bridge Adventure Climb  
 Straddie Kingfisher Tours  
 Student Horizons  
 Success Matrix  
 Sugar Country Motor Inn  
 Summer Land Camels  
 Sunlover Reef Cruises  
 Sunset Tourist Park  
 Sunshine Coast Airport  
 Sunshine Coast Regional Council  
 Sunshine Glamping Co  
 Surf Lakes Holdings Ltd  
 Surf Life Saving Queensland  
 Surfers Chalet  
 Swaggie  
 SWAT PARTY BUS

## T

Tactical Training Group (Allara)  
 TAFE Queensland  
 Take-A-Break Bush Camp  
 Talaroo Hot Springs  
 Tallebudgera Creek Tourist Park  
 Tamborine Mountain Distillery  
 Tasman Holiday Parks Airlie Beach  
 Tasman Venture  
 Taylor Trost  
 The Abbey Museum of Art and Archaeology  
 The Boathouse Apartments  
 The BUSY Group  
 The Calile Hotel  
 The Cassidy Group  
 The Country House at Hunchy  
 The FLACKYARD  
 The Full Moon Hotel  
 The Langham Gold Coast  
 The Llama Farm Pty Ltd  
 The Mouses House Rainforest Retreat  
 The Mysa Motel  
 The Pressure Project Pty Ltd  
 The Project Crew  
 The Sebel Brisbane  
 The Sebel Noosa  
 The Shakespeare Group

The Shores Motel 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  
 Tina Watkins  
 Tony Charters and Associates  
 Toorbul Caravan Park  
 Toowoomba Regional Council  
 Top Shelf International  
 Topgolf  
 Torian Pro  
 Toscana Village Resort  
 Tourism Leisure Corporation  
 Tourism Noosa  
 Tourism Port Douglas & Daintree  
 Tourism Services Pty Ltd  
 Tourism Tap  
 Tourism Tribe  
 Tourism Tropical North Queensland  
 Tourism Whitsundays Limited  
 Townsville Enterprise Limited  
 Towri Sheep Cheeses  
 Training Direct Australia  
 Tranquil Park Maleny  
 TravConsult  
 Traveller's Rest 1770  
 Travello  
 TreeTop Challenge  
 Trinity Islands Holiday Park  
 Tropic Tours  
 Tropic Towers Apartments  
 Tropic Wings Cairns Tours  
 Tropical North Car Rentals

## U

ULTIQA Signature at Broadbeach  
 Umi Arts Limited  
 University of Queensland  
 University of the Sunshine Coast

 **2024 QTIC NAIDOC  
Corporate Breakfast  
| Yuggera and Turrbal Country**

**V**

Vacayit  
Valdal Property Group Pty Ltd  
VeloRoo - Live, Laugh, Ride  
Victor Prieto Fernandez  
Victoria Park  
View Brisbane  
Villa Mirasol Motor Inn  
Villa San Michele  
Village Roadshow Theme Parks  
Viscount on the Beach  
Vision Splendid Outback Film Festival  
Visit Gympie Region  
Visit Rural Pty Ltd  
Visit Sunshine Coast  
Vue Apartments - Trinity Beach

**W**

Walkabout Cultural Adventures  
Wallaroo Outback Retreat  
Waltzing Matilda Centre  
Wander  
Warner Bros Movie World  
Warwick Show and Rodeo Society  
Watermark Resort Caloundra

Welcome to Country  
Western Downs Regional Council  
Western Queensland Spirit  
Wet'n'Wild  
Wet Tropics Management Authority  
Whales In Paradise  
Whalesong Cruises  
Whispering Valley Cottage Retreat  
White Ridge Farm  
White Shells Luxury Apartments  
Whitsunday Apartments Hamilton Island  
Whitsunday Charter Boat Industry Assn  
Whitsunday Crocodile Safari  
Whitsunday Escape  
Whitsunday Island Camping Connection  
Whitsunday Jetski Tours  
Whitsunday Paradise Explorer  
Whitsunday Segway Tours  
Wicked Event Management  
Wild Hinchinbrook Adventures  
Wildlife Habitat  
William Angliss Institute of TAFE  
William Wallace Group  
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  
Woof Media  
Woolshed Chargrill & Saloon  
Woolshed Eco Lodge  
Worklinks QLD LTD  
WW Souvenirs Gifts and Homewares  
WWII Secret Base & Tour

**X**

XXXX Lion Australia

**Y**

Yagurli Tours  
Yeehaa Events  
YHA Ltd  
Yiru Jones  
YOT Group  
Yura Tours

**Z**

Zebrahood  
Zenith Hospitality Staffing Solutions  
Zero Latency Gold Coast  
Zigzag Whitsundays  
Zoe Jennings

# OUR PARTNERS



In 2023 and 2024, QTIC proudly partnered with a team of leading brands and organisations across the private sector, government and academia who, together, are helping to drive Queensland tourism forward.





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