



ANNUAL REVIEW

2024-2025



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

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.

Cover image: *Threads of Country* by Wulli Wulli Artist, Arabella Walker



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ABOUT US



Daintree Rainforest
| Tjapukai and Yidindji Country

Our purpose

We elevate Queensland's visitor economy by uniting, innovating, and accelerating the collective power of our industry – transforming individual success into statewide prosperity.

Our vision

To be the trusted voice that champions Queensland as the undisputed leader in the global visitor economy by 2045 – where every member thrives, every experience inspires, and every community prospers.

Our objectives and functions

The Queensland Tourism Industry Council (QTIC) is the peak body and trusted voice for Queensland's visitor economy. We unite operators, regions and partners to champion a sustainable, inclusive and resilient industry, and to ensure tourism's value is understood across government, business and community. Our purpose is to elevate Queensland's visitor economy by turning collective ambition into real-world outcomes for members and the state.

As a not-for-profit, membership-based organisation, our advocacy is anchored in evidence and member insight. We lead policy development and represent the sector in decision-making forums, while promoting tourism's contribution to jobs, regional vitality and Queensland's long-term prosperity. We collaborate closely with government, Tourism and Events Queensland, Regional and Local Tourism Organisations, Associations, education and industry partners to align effort and maximise impact, including towards Destination 2045 and the Green and Gold Runway opportunities.

Our objectives

- Deliver powerful, outcomes-focused advocacy on the sector's most material issues: sustainable industry funding; relief from rising business costs (including insurance); investment in tourism infrastructure; a skilled and resilient workforce; and growth in ecotourism and sustainable practices.
- Build industry capability and workforce, expanding programs in accreditation, compliance, leadership, micro-credentials and inclusive employment, and strengthening First Nations participation and pathways.
- Provide clear member value through tailored engagement, practical tools and timely advice that turn individual success into industry-wide prosperity.
- Champion sustainability, resilience and innovation, embedding data, technology and climate resilience across policy and programs.

What we do

- Policy and representation: prepare submissions, lead regulatory reform agendas and convene targeted engagements (e.g., boardroom briefings, advisory groups) to progress solutions.
- Insight and evidence: run pulse surveys, maintain an issues register and data portal, and partner on research to inform credible positions.
- Programs and capability: deliver workforce and skilling initiatives, business development and accreditation support, including First Nations tourism development and cultural capability.
- Sector convening and visibility: facilitate state-wide forums and networks, and amplify member and industry stories across channels to reinforce tourism's value.

PERFORMANCE HIGHLIGHTS

INDUSTRY HIGHLIGHTS



Domestic overnight visitor expenditure
\$28.6 billion (+0.4%)*



Average trip spend per domestic visitor
\$1,163 (+4.4%)*



International overnight visitor expenditure
\$6.3 billion (+1.6%)*



Average trip spend per international visitor
\$3,168 (+9.3%)*



Total overnight visitor expenditure
\$34.9 billion (+0.6%)*



Tourism related businesses
65,365 (+1.5%)**



Total overnight visitor expenditure per day
\$95.8 million (+0.8%)*



Employed in the tourism industry
(directly and indirectly)
277,000 (+2.7%)**



QTIC REACH HIGHLIGHTS



QTIC social media reach
773 thousand (+19.8%)*



Potential audience reach from QTIC media mentions
36.7 million (+27.5%)*



QTIC social media interactions
32.4 thousand (+11.6%)*



Total QTIC media mentions
1,981 (+28.9%)*



Social media follower increase
3.65 thousand (+26%)*



Visits to qtic.com.au
68.6 thousand (+13.2%)*

* Data from June 2025. Percentage difference from June 2024 compared to June 2025.

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

BOARD OF DIRECTORS



Elsa D'Alessio

Chair, QTIC
Chair, Aviation and Tourism Strategy
Chair, Qld Childrens Hospital
Foundation Legacy Advisory

Elsa is an accomplished executive with extensive experience across aviation, tourism, aerospace, defence, and transport. She has held senior leadership roles including CEO of Sunstate Airlines and Executive GM at Qantas Regional Airlines. As Chair of QTIC, Aviation Australia, and the QCH Foundation Legacy Advisory, she drives strategic growth, innovation, and industry excellence.



Nick Ellis

Country Director, Revinate
Deputy Chair, QTIC

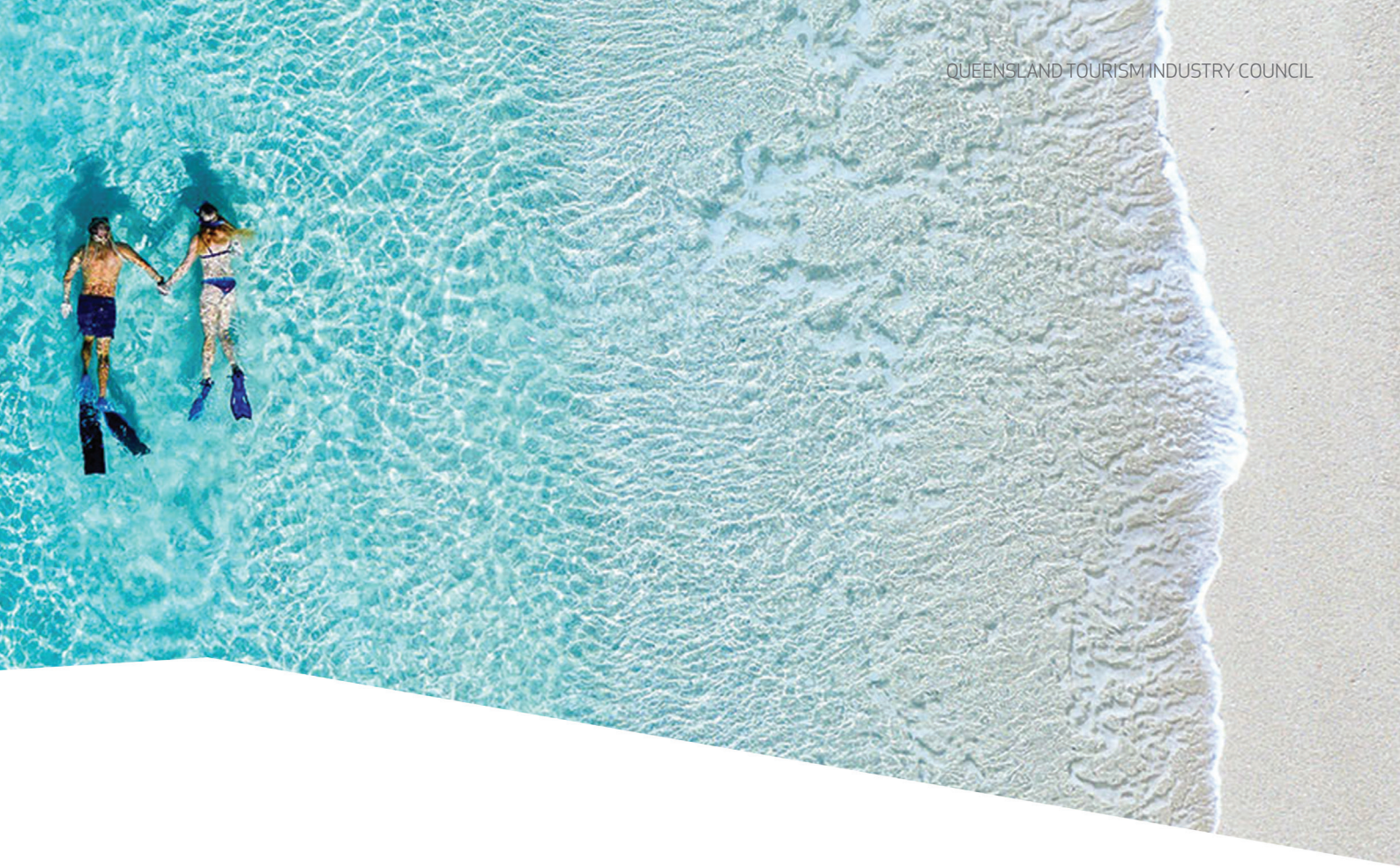
Nick Ellis is recognised as Australia's leading hotel innovator, blending deep operational expertise with bold transformation projects. As Deputy Chair of QTIC, he champions the future of tourism while pioneering new systems, guest experiences, and technologies that redefine hospitality and inspire the industry to think differently.



Juliet Alabaster

Chief Executive Officer, City
Parklands

Juliet, Chief Operating Officer at Brisbane Economic Development Agency since 2008, drives tourism demand and business growth for Brisbane. With extensive experience in business events and major tourism initiatives, she also serves as Deputy Chair of the Queensland Regional Tourism Network and Director of City Parklands Services.



Cameron Costello

Director, Costello Consultancy

Cameron is a Quandamooka man from Moreton Bay, Chair of QYAC, managing native title on Minjerribah and Mulgumpin. With 15+ years in government, law, tourism, and arts, he leads major First Nations projects, advises on tourism and trade, and represents Australia in national and international First Nations initiatives.



Mark Evans

Owner, Paronella Park

Mark Evans, co-owner of Paronella Park, is a passionate advocate for sustainable tourism and heritage preservation. As a QTIC Board Member, he brings decades of experience in business innovation, destination development, and community engagement, championing strategies that strengthen Queensland's tourism industry while fostering cultural and environmental responsibility.



Stuart Field

Managing Director, Oztix

Stuart Field, co-founder and Managing Director of Oztix, is a leading Australian events producer and tech entrepreneur. With 25+ years in major events, he oversees a \$200M ticketing portfolio. Oztix, Australia's largest independent ticketing company, partners with QTIC and QMUSIC. Stuart won QMUSIC's 2023 Outstanding Contribution Award.



Abbey Filko

Founder & Marketing Strategist,
The Marketing Club

Abbey Filko is an award-winning marketer, speaker, educator, and strategic advisor. She is the Founder of The Marketing Circle and has over two decades of tourism experience. She has led strategic marketing, digital transformation, and brand development across the tourism, transport, and not-for-profit sectors, driving growth and innovation across Queensland's visitor economy.



Alison Smith

Chief Executive Officer, Local
Government Association of
Queensland

Alison, CEO of LGAQ, leads Queensland's peak local government body supporting councils since 1896. With extensive experience in corporate affairs, she's held senior roles at The Star Entertainment Group and Rio Tinto. A former journalist and government advisor, she serves on the QTIC and Peak Services boards.



Michelle Weston

Chief Executive Officer, Caravan
Parks Association of Queensland

With over 16 years' experience in national and state caravanning industry associations, Michelle has a strong knowledge of the issues that face industry associations. As QTIC's Associations Council Chair, she brings deep industry and association insights, strong regional focus, and a clear voice for tourism operators of all sizes.



Peter Woodward

Managing Director, CaPTA Group

Peter Woodward chairs the CaPTA Group, which operates tours and attractions in Cairns and Port Douglas. As Managing Director of Australian Yutong Distributor VDI, and Chair of tourism tech business Respax, Peter has worked with tourism organisations of all sizes and appreciates the diverse operational challenges that different businesses experience.

Natassia Wheeler

Chief Executive Officer, Queensland
Tourism Industry Council

Ceased role 2024

EXECUTIVE REPORTS

Chair's report

The 2024–2025 financial year marks my third year as Chair of the Queensland Tourism Industry Council (QTIC), and it has been one defined by both steady recovery and remarkable resilience across our sector. Inbound tourism's recovery continues to gain momentum, with international visitor numbers steadily progressing toward pre-pandemic 2019 levels. This resurgence has been supported by tireless efforts across industry and government to rebuild aviation capacity, establish new routes and secure vital investment in destination marketing. These collective efforts have not only expanded Queensland's global reach but have reinforced our reputation as one of the world's most desirable destinations.

Throughout the year, we have seen encouraging growth in the number of tourism businesses operating across Queensland and in the number of people employed within our industry. This ongoing expansion reflects the confidence, optimism and determination driving our visitor economy forward.

As a Board, we remain deeply committed to engaging directly with our members and stakeholders across Queensland. Throughout the year, the QTIC Board travelled across the state, including visits to North Queensland and the Sunshine Coast, to connect with local

operators and regional representatives. These engagements provided valuable perspectives on both the opportunities and challenges facing tourism businesses and reaffirmed QTIC's vital role in representing and supporting the industry in every corner of our state.

Queensland's tourism industry continues to demonstrate remarkable resilience and unity. As the new year began with severe weather events affecting North Queensland, the South East, and Outback Queensland, the strength and spirit of our operators once again shone through. During these challenging times, QTIC remained focused on supporting our members, advocating for timely assistance, and ensuring that affected communities could recover swiftly and sustainably. Together, we continue to build an industry defined by collaboration, innovation, and enduring optimism.

During the year, we were pleased to welcome Natassia (Tash) Wheeler as Chief Executive Officer. Drawing on her extensive and lived industry experience, Tash has demonstrated strong, visionary leadership—setting a clear agenda to strengthen advocacy, enhance member engagement, and drive delivery across all areas of QTIC's work. Under her guidance, implementation in FY26.



The Board extends its sincere appreciation to Tash for her leadership and direction, and to the entire QTIC team for their tireless efforts and commitment. Their professionalism, collaboration, and dedication have delivered outstanding results and continue to strengthen QTIC's impact and influence across Queensland's tourism industry.

As we look to the year ahead, there is much to celebrate and even more to anticipate. With international visitation continuing to strengthen, sustained investment in infrastructure and aviation, and a united industry ready to seize new opportunities, Queensland tourism stands on the cusp of an exciting new chapter. While we remain mindful of the challenges ahead—economic headwinds, workforce pressures, and a changing climate—QTIC's focus is unwavering. Guided by resilience, innovation, and collaboration, we will continue to champion our members and ensure Queensland's tourism industry remains strong, sustainable, and globally competitive.

I extend my heartfelt thanks to our QTIC Board for their leadership and insight, and to our dedicated QTIC team for their passion, professionalism, and relentless commitment to our industry's success. Most importantly, to our members—thank you for your trust, support, and engagement. Your

belief in QTIC and your shared vision for a vibrant, inclusive, and world-leading Queensland tourism industry continue to inspire us all. Together, we are shaping a bold and resilient future for Queensland tourism.

Elsa D'Alessio

Chief Executive Officer's report

2024–25 has been a year of transition and renewed focus for the Queensland Tourism Industry Council. A change in leadership in December 2024 coincided with significant strategic work for Queensland's visitor economy and for QTIC itself.

Sincere thanks are due to outgoing CEO Brett Fraser for steering QTIC with steadiness and care. Under Brett's leadership, the new QTIC website, investment in a new CRM and the Queensland Data Dashboard powered by Localis all began and have continued to progress towards delivery to better serve our members.

The leadership transition aligned with the Queensland Government's Destination 2045 consultation program. QTIC was represented at every session so we could hear, firsthand, what industry was sharing and needing. Thank you to every operator, council, Traditional Owner, regional and local tourism organisation, and partner who met with us – from the Tropical North to the Outback, the Fraser Coast to the Gold Coast, and across our islands and hinterlands.

These engagements informed the Destination 2045 process and directly shaped QTIC's own priorities. They clarified where the organisation should lead or convene, and they reinforced our members-first test in decision-making. The breadth of voices underscored the diversity and ingenuity of Queensland's visitor economy and the strength of our regional tourism network. We are, quite simply, stronger together.

This year has been about foundations and focus. QTIC's strategy was refreshed and an Advocacy Plan for FY26 was finalised. That members-first lens now guides what is prioritised, how we partner and how we measure success.

From conversations across every corner of Queensland, common priorities emerged. QTIC will continue to prosecute these on behalf of members:

- Sustainable industry funding and predictable, long-term investment settings.
- Insurance affordability, disaster resilience and recovery, including better risk settings for regional and nature-based operators.
- Workforce and housing: attraction, retention, skills pathways and practical solutions in high-pressure regions.
- Aviation capacity and regional connectivity, including route development and airport enablement.
- Tourism infrastructure and product investment, especially nature-based, cultural and experience-led assets.
- First Nations tourism growth, with community-led pathways and procurement opportunities.
- Regulatory efficiency and approvals that enable rather than impede investment.
- Digital, data and sustainability capabilities to improve decisions, productivity and climate adaptation.



To lift member value and impact:

- The website and member portal were advanced, and investment in a CRM will help personalise support and streamline engagement.
- The Queensland Data Dashboard (Localis) progressed so members can access timely insights to guide business decisions.
- Policy capability was strengthened and targeted boardroom briefings were convened to move solutions forward.
- Collaboration with industry partners and the regional tourism network was deepened to align effort and avoid duplication.
- First Nations leadership and participation continued to be embedded across programs, including co-design work that will inform the *Queensland First Nations Tourism Plan 2026–2032*.

The opportunity in front of Queensland is significant – from *Destination 2045* implementation to the *Green and Gold Runway towards 2032*. Realising this opportunity will require collaboration, clear priorities and disciplined delivery. QTIC will:

- Implement the FY26 Advocacy Plan with a focus on measurable outcomes.
- Keep decisions anchored in a members-first test.
- Use data and evidence to sharpen policy

positions.

- Continue to work statewide, shoulder-to-shoulder with operators, RTOs/LTOs, government and industry partners.

None of this happens without the QTIC team. From policy and advocacy to accreditation, workforce programs, First Nations tourism, events, member services, communications and operations, the team's commitment has been immense. They have listened, travelled, convened, problem-solved and delivered – often after hours and in challenging conditions – to support members in every corner of Queensland. Their care for the work and the pride they take in serving our industry are deeply appreciated.

To our members, thank you for your trust and candour. To Brett, thank you for a strong handover. To our Board, thank you for your guidance. It is a privilege to lead Queensland's peak body for tourism. Together, we will turn opportunity into outcomes for operators, communities and visitors across this extraordinary state.

Tash Wheeler

MEMBERSHIP

During the financial year, QTIC focused on supporting members by tackling workforce challenges, strengthening business capability and ensuring industry priorities were heard by those shaping policy. Operators were provided one-on-one workforce support for operators, and hosted regional networking events to help industry connect, grow and influence positive change.

During 2024–2025, QTIC’s membership program focused on practical, on-the-ground support: tackling workforce pressures, strengthening business capability and ensuring industry priorities were heard. Members accessed one-on-one workforce assistance, regional networking events and targeted advocacy that helped them navigate change and plan for growth.

With workforce constraints and rising operating costs, members needed support that was local, responsive and easy to access. QTIC expanded programs and resources to help businesses attract and retain staff, build management capability and identify new market opportunities.

Developing the future workforce was a major priority. QTIC welcomed the Gateway to Industry Schools program, deepening links between schools, students and operators. The program introduces young people to tourism careers while giving businesses a clearer pipeline of talent, complementing existing workforce initiatives and addressing long-term skills needs. Advocacy remained central. QTIC represented the industry in key government forums and

helped secure major Federal commitments, including \$9 billion for Bruce Highway upgrades and \$250 million to protect natural areas, supporting safer travel, regional connectivity and the appeal of Queensland’s landscapes.

Member services continued to evolve. A new website and portal made it easier to access information, events and programs, while new benefits such as Localis data insights helped operators use current market intelligence for pricing, product development and marketing.

“Being a QTIC member has been really valuable for our business. The team does a fantastic job making sure tourism operators like us have a voice and that our views are heard where it matters most.”

| Tangalooma Island Resort



2025 QTIC World Environment Day
| Ngaro Country

Engagement deepened statewide. Networking events and boardroom lunches in Cairns, the Whitsundays and South East Queensland brought members together with peers, investors and government, ensuring regional perspectives shaped QTIC's advocacy and programs.

Membership grew by 17 per cent, particularly in regional areas, reflecting strong engagement and confidence in QTIC's role. By strengthening relationships, investing in future professionals and improving services, QTIC is building a more connected, informed and resilient membership community.



17%

year-on-year membership growth



88.4%

of members say QTIC provides
valuable support to industry



1,056

QTIC members with access to
Localis real-time data insights



\$9.25 billion

secured to support major industry
projects

MEMBER EVENTS

Throughout the financial year, hundreds of QTIC members and industry professionals came together at events, online sessions and networking gatherings across Queensland. These moments brought operators, government and industry leaders together to share ideas, build connections and shape the future of Queensland tourism.

Member events continue to play an important role in bringing Queensland's tourism community together, creating opportunities to connect, share ideas and shape the industry's future. Throughout the year, QTIC hosted four boardroom lunches across the state, where industry and government leaders came together for open discussions on key tourism priorities. QTIC networking events were also held in regions across Queensland, giving members the chance to connect and exchange ideas.



World Tourism Day September 2024

QTIC's World Tourism Day event took place at Riverlife on the banks of the Brisbane River, following the conclusion of the Queensland Tourism Futures Mentoring Program. The evening drew more than 240 guests who came ready to exchange ideas, challenge thinking and look ahead with optimism for the future of tourism in Queensland.

The evening's event featured addresses from the Queensland Premier and the Leader of the Opposition, who shared their perspectives on tourism priorities in the lead-up to the State Election. The evening created space for honest conversation and a renewed sense of purpose across the industry.



2025 QTIC World Environment Day
| Ngaro Country



Tourism Leaders Breakfast

March 2025

The QTIC Tourism Leaders Breakfast at Brisbane's Victoria Park welcomed more than 240 guests to discuss fresh perspectives and challenges shaping the industry. As one of QTIC's flagship events, it brought together business leaders, government representatives and tourism operators to discuss the future of the industry in Queensland.

The breakfast focused on the new opportunities created by bringing the Department of Tourism and the Department of Environment into one portfolio. The Minister for Tourism delivered a keynote address and joined a panel discussion on how this change can better align industry and environmental goals.

"QTIC events are something we really look forward to each year. They bring together so many passionate people from across the industry and always inspire new ideas, partnerships and ways of thinking."

| Ozdream Tours



World Environment Day

June 2025

This year, QTIC's World Environment Day event was held in the Whitsundays, one of Queensland's most spectacular natural regions and a fitting backdrop for conversations about sustainability. More than 70 tourism and environmental leaders came together to explore how the industry is responding to environmental challenges and working towards a more sustainable future.

Guests heard from the Assistant Minister for Tourism and the Mayor of Whitsunday Regional Council before joining a lively discussion on how collaboration, innovation and shared responsibility can balance tourism growth with the protection of Queensland's natural environment.

QTIC acknowledges and thanks Whitsunday Regional Council for sponsoring the event. While in the region, QTIC also hosted a boardroom lunch, a workforce seminar and a series of industry meetings and networking opportunities, strengthening connections with local operators and partners.



825

guests attended QTIC networking events in 2024 and 2025



4

boardroom luncheons held



Paronella Park,
Quality Tourism Accredited Business
| Mamu Country

A family of four is walking along a dirt path through a dense bamboo forest. In the foreground, a man in a yellow t-shirt and dark shorts is holding the hand of a young boy in a blue patterned shirt and dark shorts. Behind them, a woman in a white t-shirt and light blue pants is walking, and further back, another person is partially visible. The forest is filled with tall, green bamboo stalks and a large, thick tree trunk stands prominently in the center. The ground is covered in brown soil and fallen bamboo leaves.

ACCREDITATION



QTIC's accreditation program helps tourism businesses deliver their best by supporting high standards in every part of their operations. With a focus on ongoing improvement and reaching industry best practice, the program guides operators to go beyond guest expectations, strengthening their reputation and long-term success.

Throughout the year, QTIC continued to support business growth and raise industry standards through the national Quality Tourism Accreditation program in Queensland. This program helps tourism operators strengthen their operations by aligning with industry best practice and finding new ways to improve.

Accreditation offers a clear framework to review business processes, products, and services, helping operators identify where they can do better. Today, more than 615 tourism businesses across Queensland hold Quality Tourism Accreditation, showcasing the industry's strong commitment to quality and excellence.

“Being QTIC accredited means a lot to us. It reflects our commitment to quality, sustainability and always doing better. It’s our way of showing visitors that Paronella Park is dedicated to creating great experiences while caring for the place we love.”

| Paronella Park



QTIC offered five specialised accreditation programs during the financial year, giving businesses the chance to grow their skills, build confidence and strengthen their reputation.



Accessible Tourism program

An online tool that helps businesses highlight their accessible features, find ways to improve and create a personalised report to share with customers.



Camp and Adventure Accreditation program

This program helps ensure camping and adventure activities, from snorkelling to abseiling, meet the highest standards and keep safety front and centre.



Star Ratings program

An internationally recognised program, Star Ratings accreditation shows that a property meets the high, independent standards of the Australian Star Ratings system.



Risk Management program

The Risk Management program helps businesses identify their unique risks and put preventative measures in place, offering a personalised risk assessment and management plan.



Tourism Emissions Reduction program

This program supports businesses to understand their carbon impact and develop a clear plan to reduce it.



1770 LARC! Tour,
Quality Tourism Accredited Business
| Gooreng Gooreng Country

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*. Out of the 615 accredited businesses across Queensland, 398 operators enhanced their knowledge and reputation by adding extra modules to their accreditation.

This year, 170 businesses took part in the Accessible Tourism program, showing their commitment to a more inclusive and accessible Queensland, while 188 completed the *Risk Management program*, putting important measures in place to protect their business, staff, and visitors from potential crises.

As QTIC continues to champion excellence through accreditation, these efforts are helping businesses strengthen their operations and build a safer, more inclusive, and resilient tourism industry across Queensland.

**615**

Quality Tourism Accredited
businesses in Queensland

**65%**

of Accredited business with at
least one specialised module

**28%**

Accessible Tourism program
participants

**31%**

Risk Management program
participants

These results show strong uptake of specialised accreditation, with almost two-thirds of accredited businesses adding extra modules to deepen their capability and reputation.



POLICY AND ADVOCACY

QTIC continues to drive strong advocacy and informed policy development through collaboration with government and industry partners. By ensuring the needs of Queensland's tourism operators are represented in key decisions, we help create a supportive business environment that enables growth, resilience and long-term success across the sector.

Key research publications and engagement

We champion innovative research and thought leadership, partnering with members, universities and industry experts to shape the future of Queensland's visitor economy. These collaborations generate insights that drive growth, inform policy and strengthen the state's tourism industry.

- **Next-Gen Visitor Economy CRC:** Participated as industry advisor and bid partner in the *Cooperative Research Centre* application, led by Professor Sarah Gardiner (Griffith University), exploring how AI and digital innovation can transform tourism businesses.
- **University of Queensland TOUR7000 Partnership:** Engaged as an industry partner in the *Tourism Research & Consultancy program*, supporting student-led research project into new Queensland tourism product development.
- **Accessible Tourism Research:** Supported funding applications for the *Australia–China Partnership for Accessible Tourism*, led by Dr Jie Wang (University of Queensland), focused on inclusive and silver travel markets.
- **Protected Areas Research:** Collaborated with The Pew Charitable Trusts through the Queensland Tourism and Conservation Alliance on assessing the economic impacts of protected area expansion in Queensland.
- **Inquiry into e-mobility safety and use:** QTIC advocated for investment in infrastructure, education, and policy clarity to enhance visitor experience and position Queensland as a national leader in active transport.



QTIC CEO Natassia Wheeler presenting at the launch of the *Destination 2045 Plan* | Yuggera and Turrbal Country

Committees and working groups

QTIC serves on more than 30 boards, committees and roundtables, providing a vital link between government and industry. Throughout 2024 and 2025, we have continued to ensure that Queensland's visitor economy is strongly represented in key discussions and decisions shaping the future of our industry.

- Associations Council / QTIC Associations Council
- Australian Chamber of Commerce and Industry – Data, Digital & Cyber Forum
- 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 Industry Council
- Bruce Highway Advisory Council
- Choose Tourism – Market Research: Procurement Panel
- Culinary Reference Group
- DESBT Regional Hospitality and Accommodation Services Group
- Economic Functional Recovery and Resilience Group
- Gateway Schools Reference 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
- NESP Marine and Coastal Hub Committee
- Peet Assessor – Grow Cultural Tourism Fund
- 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 Regional Tourism Network
- Queensland Tourism and Conservation Alliance
- Small Business Industry Roundtable
- 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
- TTSSS Intensive Cookery Pilot Project – Governance Committee
- Wet Tropics Management Authority

ADVOCACY HIGHLIGHTS

'Fix the Bruce' campaign

Working with industry partners and following sustained advocacy for increased investment in tourism-enabling infrastructure, QTIC helped to secure a historic announcement of an additional \$7.2 billion in federal funding to upgrade the Bruce Highway.

This significant investment will not only improve safety but also enhance regional dispersal, a vital element in ensuring sustained economic returns from tourism. The Bruce Highway is a crucial artery, connecting visitors to regional communities and tourism experiences from Brisbane to Cairns. As Queensland's greatest export, tourism relies on strong, safe and reliable infrastructure.



QTIC alongside *Fix the Bruce* campaigners, Local Government Association of Queensland, RACQ and Queensland Farmers' Federation

Destination 2045 Plan

The launch of the Queensland Government's *Destination 2045: Delivering Queensland's Tourism Future* plan in 2025, stands as a major QTIC advocacy achievement.

Developed with strong industry input, the 20-year strategy reflects more than 80 per cent of QTIC's recommendations from the consultation process. QTIC's calls for long-term planning, regulatory streamlining, infrastructure investment, workforce development and sustainable tourism are clearly embedded in the plan.

Key wins include the new Tourism Support Hub, expanded workforce programs, significant ecotourism and First Nations initiatives, regional event investment, major accommodation growth, and innovation and sustainability measures - firmly positioning Destination 2045 as a defining advocacy highlight for QTIC.



QTIC CEO Natassia Wheeler at the launch event for the *Destination 2045 Plan*

\$250 million conservation funding

During the financial year, QTIC advanced its advocacy efforts as a founding member of the *Queensland Tourism and Conservation Alliance*, working to secure the federal government's \$250 million commitment for protected areas.

This national investment has the potential to expand public access to nature, strengthen conservation outcomes and elevate Australia's ecotourism profile ahead of the 2032 Olympic and Paralympic Games.

QTIC supported calls for Queensland to double its protected areas and backed increased ranger resources to ensure these landscapes were well managed and accessible. This work positions Queensland to benefit significantly from federal funding while safeguarding its iconic natural assets.



Members of the *Queensland Tourism and Conservation Alliance* with the Hon Andrew Powell, Minister for the Environment and Tourism and Minister for Science and Innovation

'Capacity for Queensland' campaign

Throughout the financial year, QTIC intensified its advocacy by launching a campaign calling for urgent action to increase Queensland's hotel capacity. With major events approaching and demand rising, QTIC warned that existing infrastructure was insufficient for the state's tourism future.

The campaign drew strong media attention, amplifying member concerns across Queensland. QTIC underscored that the state trailed global destinations, expecting only 51,000 hotel rooms by 2030, a figure far below what upcoming international visitation required.

QTIC continued urging accelerated and strategic investment to ensure Queensland remained competitive, resilient and prepared for opportunities ahead of the 2032 Olympic and Paralympic Games.



QTIC CEO Natassia Wheeler speaking to media on the 'Capacity for Queensland' campaign



WORKFORCE DEVELOPMENT

QUEENSLAND TOURISM FUTURES MENTORING PROGRAM

The QTIC Queensland Tourism Futures Mentoring Program gives emerging tourism leaders the opportunity to fast-track their personal and professional growth by learning from experienced industry mentors.

The Queensland Tourism Futures Mentoring Program, delivered in partnership with The University of Queensland, continues to nurture the next generation of tourism leaders by pairing emerging professionals with experienced industry mentors. This year, the program introduced a new *Leadership* stream, supporting participants with strong leadership potential to expand their impact across the Queensland visitor economy.

Through mentoring sessions, hands-on activities and guided reflection, mentees developed skills in communication, leadership and strategic thinking while gaining confidence and valuable industry connections. Several former mentees and mentors returned to the program, reflecting its long-term influence and strong professional network.

Highlights from 2025 included participants stepping into leadership roles, launching new



2025 Queensland Tourism Futures
Mentoring Program conclusion event
| Yuggera and Turrbal Country

ventures, contributing to tourism strategies and presenting at major conferences. With the generosity of mentors and the enthusiasm of mentees, the program continues to shape a skilled, confident and connected future workforce for Queensland tourism.

“I see my mentor as a role model. Her extensive experience in tourism, the projects she has been involved in, and her commitment to driving change inspire me to challenge myself.”

| Martin Lopez Behar, 2025 Queensland Tourism Futures mentee



12

Queensland tourism regions involved



78

mentoring program participants



22

different industry sectors represented



2025 MENTORING PROGRAM COHORT

MENTEES

Alex Grierson | Tourism Professional

Alice Campbell | Career Changer

Amy Cousins | Tourism Professional

Amy Clark | Career Changer

Ashleigh Rimmington | Tourism Professional

Bonnie Zelinski | Leadership

Catherine Leckenby | Tourism Professional

Claire Felderhof | Tourism Professional

Elana Morrow | Career Changer

Emily Trevithick | Student

Emmagen Mula | Leadership

Georgia Nicholls | Tourism Professional

Jacinta Foreman | Tourism Professional

Jay Ridgewell | Career Changer

Jennifer Dean | Leadership

Kayla Hill | Tourism Professional

Kelly Hensley | Leadership

Kim Wildman | Leadership

Kylie Minett | Career Changer

Kym-Maree Murphy | Leadership

Luona Zhao | Student

Mahadi Hasan | Student

Martin Lopez Behar | Tourism Professional

Monica Vilailert | Tourism Professional

Ngoc Yen Nhi (Nicole) Nguyen | Student

Nicole (Nanyi) Yu | Tourism Professional

O'Keeffe Chan | Student

Pallavi Dubey | Student

Patrice Brandenburg-Wallace | Leadership

Rebecca Hoffensetz | Tourism Professional

Rebekah (Bek) Nickelson | Tourism Professional

Seleena Blackley | Tourism Professional

Shelby Symons | Tourism Professional

Tammy Oldham | Career Changer

Taylor-Jo Connolly | Tourism Professional

Thomas Nickelson | Tourism Professional

Weng Chin | Student

Xinyao Yu | Student

Zhe Chen | Student



MENTORS

Abbey Filko | The Marketing Club

Alleyne Johnson | Qantas Founders Museum

Andre Russ | EarthCheck

Andrew Cameron-Smith | Wonderment

Anthony Penney | Qantas

Arwen McGregor | Devon Pixies

Cameron Boyd | Flight Centre

Danielle Andreuzzi | DR Tourism

Daryl Raven | Queensland Music Festival

Emma Dixon | Luxury Escapes

Gabby Daniels | Gabrielle Daniels Hospitality & Business Solutions

Gayle O'Brien | Queensland Government

Giovanna Lever | Sparrowly Group

Jessie Newell | Victoria Park Golf Complex

Joshua Donohoe | Creative Tours

Juliet Alabaster | Brisbane Economic Development Agency

Katherine Reid | Bundaberg Tourism

Kathryn Richards | Tourism and Events Moreton Bay

Kayleen Allen | BTL Gems

Kirsty Lucas | Brisbane Airport

Kushla Gale | Tilma Group

Kylie Smith | Brisbane Economic Development Agency

Liz Ward | Tourism Tribe

Luke Kinman | Queensland Government

Matt Stoeckel | Visit Sunshine Coast

Melanie Grevis-James | Planet Marketing

Michelle Weston | Caravan Parks Association of Queensland

Mish Lockington | International Project Solutions Pty Ltd

Nikki Giumelli | Green Arrow Consultancy

Paul Manias | The Tourism Group

Petina Tieman | Complete Business Solutions

Racheal Klitscher | Tourism and Events Queensland

Rhona Stewart | Queensland Government

Shivam Khanna | Accor

Tas Webber | Brisbane Economic Development Agency

Tim Richardson | The Ville - ARDO

Tom Young | K&L Gates

Toni Brennan | Fun Over 50 Holidays

Tracie Picton | Crystalbrook Collection

 **2025 Salute to Excellence
Awards Ceremony
| Yuggera and Turrbal Country**



2024 Salute to Excellence Awards Recipients

Secondary Student of the Year Award - Cookery

Winner	Kaitlyn Clowes Sandgate District State High School
Runner Up	Noah Schepis-Wells Calamvale Community College

Secondary Student of the Year Award - Food & Beverage

Winner	Estelle Anderson All Saints Anglican School
Runner Up	Imogen Bell Coolum State High School

Secondary Student of the Year Award - Tourism

Winner	Jasmine Gerlofsma Proserpine State High School
Runner Up	Madeleine Sames Albany Creek State High School

Teacher/Trainer of the Year Award

Winner	Belinda Vlasenko Trinity College Beenleigh
Runner Up	John Shuttleworth Nambour Christian College

SALUTE TO EXCELLENCE AWARDS

For 27 years, QTIC has proudly shone a light on the outstanding talent driving Queensland's tourism and hospitality industry through our annual Salute to Excellence Awards. QTIC celebrate the creativity and dedication of secondary students and educators who are helping to shape a vibrant future for our industry.

For more than twenty years, the Salute to Excellence Awards have proudly celebrated the bright futures of Queensland's secondary students and the dedicated educators, training organisations and employers who help them grow into tomorrow's tourism and hospitality professionals.

As one of QTIC's most inspiring annual events, the program recognises the passion, skill and commitment that drive excellence across the state's visitor economy.

In 2024, the program recognised 23 exceptional finalists who competed across five award categories during an energetic skills test day. Each finalist demonstrated impressive professionalism and enthusiasm, earning praise from industry judges and reflecting the strength of Queensland's emerging workforce.

The celebrations concluded with a gala dinner at the Pullman Brisbane, where more than 150 guests including proud families, teachers and industry leaders gathered to honour the finalists and winners. The evening was hosted by Jimmy Barker, a 2017 Salute to Excellence finalist who now serves as Chief Concierge at Emporium Hotels. His story reflects the lasting impact of the program and the valuable career pathways it helps create.

More than an awards ceremony, the Salute to Excellence program connects education and industry, offering students mentorship, networking and real-world experience that often lead to further training and employment. The program continues to strengthen Queensland's commitment to building a skilled, passionate and future-ready tourism and hospitality workforce.



Secondary Student of the Year

From left to right: Jasmine Gerlofsma, Kaitlyn Clowes, Estelle Anderson



INDUSTRY WORKFORCE ADVISOR PROGRAM

Established with Queensland's tourism industry in mind, the Industry Workforce Advisor program provides practical, personalised support to help businesses improve their approach to attracting and retaining a skilled workforce.

Designed specifically for Queensland's tourism industry, QTIC's Industry Workforce Advisor program continues to help small and medium-sized operators strengthen how they engage and retain skilled workers.

Throughout the financial year, the program provided hands-on support to businesses across the state, from the Scenic Rim and Outback Queensland to the tropics in the north, helping operators identify workforce challenges and develop practical, tailored solutions.

Working side by side with operators, the program helped 42 new businesses create workforce

plans, connect with grants and access new labour markets. These efforts unlocked over \$95,000 in Human Resources Support Grants and contributed to a \$365,000 investment in workforce development.

With growing participation across North, Central and Tropical North Queensland, the program continues to empower tourism businesses to build strong, sustainable teams for the future.



233

businesses directly supported by the program



74

successful HR Support Grant applications totaling \$365,000

The Industry Workforce Advisor program is supported and funded by the Queensland Government.



O'Reilly's Rainforest Retreat,
participants in the Industry
Workforce Advisor program
| Wangerriburra Country

INDUSTRY SKILLS AND JOBS ADVISOR PROGRAM

Throughout the year, QTIC collaborated closely with industry leaders and employers across Queensland to identify emerging workforce trends and regional skill needs. Insights gathered through the Industry Skills and Jobs Advisor program directly informed government priorities and investment decisions.

Throughout the financial year, QTIC led the Industry Skills and Jobs Advisor (ISJA) program, helping to ensure Queensland's tourism, hospitality, travel and events sectors have the skilled people they need to thrive.

At its heart, the program listens to industry. The ISJA team speaks directly with tourism operators, trainers and regional leaders to understand the real challenges and opportunities faced by people working on the ground.

These insights are then shared with government and training providers to guide workforce planning, shape policy and improve training pathways.

Through more than 130 consultations and the work of three dedicated *Industry Reference Groups*, the program helped influence key reforms, from new traineeship opportunities in events to expanded Fee-Free TAFE access.



137

consultations held with industry

By connecting industry voices with decision-makers, the ISJA Program is ensuring Queensland's visitor economy continues to grow on a strong and sustainable foundation.

The Industry Skills and Jobs Advisor program is supported and funded by the Queensland Government.

Over the financial year, the Industry Skills and Jobs Advisor program delivered a wide range of impactful outcomes to strengthen Queensland's tourism, hospitality, and events workforce.

Central to this work was the activation of three dedicated Industry Reference Groups (IRGs), covering *Accommodation, Dining and Hospitality, Attractions, Experiences and Events*, and *Travel, Tourism and Visitor Services*.

These groups brought together employers, regional leaders and sector experts, ensuring that workforce planning and policy recommendations were grounded in accurate and regionally informed intelligence.

The IRGs also played a critical role in analysing and validating industry data, forming the evidence base that shapes the Industry Skills and Jobs Advisor program's strategic advice to the Queensland Government.

The advocacy work of the program contributed to several important vocational education and training (VET) policy changes in 2024-25:

- Reclassifying *Certificate III in Events* as a traineeship
- Securing Fee-Free TAFE access for critical industry courses
- Ensuring the inclusion of higher-level maritime qualifications to the *Queensland Priority Skills List*
- Supported the reclassification of occupations to better reflect tourism and hospitality roles
- Identified key actions to strengthen and sustain the VET workforce
- Provided advice to help improve school pathways for students interested in tourism and hospitality careers
- The retention of key occupations on both national and state occupational lists

Together, these achievements reflect a productive and forward-focused year for the program, helping build a stronger and more resilient workforce for Queensland's visitor economy.



INDUSTRY SKILLS AND JOBS ADVISOR PROGRAM

Industry Reference Group members

ACCOMMODATION, DINING AND HOSPITALITY MEMBERS

Michelle Weston | Caravan Parks
Association of Queensland

Zoe Jennings | Culgoa Point Beach
Resort

Melanie Wheatley | Sandstone Park

Lee Morgan | BIG4 Gold Coast Holiday
Park

Danielle Collett | Paradise Resort Gold
Coast

Tracie Picton | Crystalbrook Collection

Dwayne Clarke | Coast Entertainment
Group

Lauren Jones | Accor Group

Janine Weaver | NRMA Parks & Resorts

Ben Casey | Royal Carrangarra Hotel

Wes Lambert | Australian Restaurant &
Cafe Association

Garry Kindred | Gold Coast Convention
and Exhibition Centre

Willam Rule | Zenith Hospitality

Melissa Hedges | Chefs on the Run

Jasmin Van Gorp | Clubs Queensland

Therese Kelly | Queensland Hotels
Association

Nick Baker | Mantle Group Hospitality

Mike Waterhouse | Freedom Shores and
Northerlies Beach Bar & Grill

Jason Parker | ALH Hotels

Chantelle Martin | Service and Creative
Skills Australia

Terry Patriarca | Service and Creative
Skills Australia

Peter Homan | Queensland Country

ATTRACTIONS, EXPERIENCES AND EVENTS MEMBERS

Gemma Davidson | Queensland
Performing Arts Centre

Krista Copland | The Star Entertainment
Group

Andrew Cameron-Smith | Wonderment

Jennifer Spry | Cairns Adventure Group

Chris Osborne | Coast Entertainment
Group

Megan Dennis | Gold Coast Convention
and Exhibition Centre

James Dee | Dark Arts Global

Diana Mignani | Brisbane Convention and
Exhibition Centre

Lynette Nisbett | Gold Coast Turf Club

Wesley Pearson | Artefact Group

Linda Tillman | Australian Centre for
Regional Events (and Tilma Group)

Peta Kucas | The Balloon Emporium

Sam Tooley | Service and Creative Skills
Australia

Chantelle Martin | Service and Creative
Skills Australia

Terry Patriarca | Service and Creative
Skills Australia

Peter Homan | Queensland Country
Tourism

TRAVEL, TOURISM AND VISITOR SERVICES MEMBERS

Anthony Wynne-Hoelscher | Tourism
Noosa

Dom Courtney | Outdoors Queensland

Peter Homan | Queensland Country

Cameron Boyd | Flight Centre

Jean Summers | Clean Cruising

Andrew Fielding | Boating Industry
Association

Sam Tooley | Service and Creative Skills
Australia

Chantelle Martin | Service and Creative
Skills Australia

Terry Patriarca | Service and Creative
Skills Australia

Chris Osborne | Coast Entertainment
Group

Kyle Simpson | SeaLink



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



GATEWAY TO INDUSTRY SCHOOLS PROGRAM

Queensland's next generation of tourism and hospitality professionals is already stepping up. Through hands-on learning and real industry connections, the Gateway to Industry Schools Program is turning curiosity into confidence and passion into future careers.

This financial year, QTIC proudly became the delivery partner for the Gateway to Industry Schools Program – Tourism and Hospitality, a statewide initiative helping young Queenslanders take confident steps toward rewarding careers in tourism, hospitality and events.

The program creates a meaningful bridge between classrooms and careers, offering students and teachers valuable access to industry connections, training and hands-on learning experiences. Participants explore the industry in exciting and practical ways through mixology workshops, Indigenous cooking masterclasses, farm to fork dinners and winery laboratory sessions guided by leading winemakers.

More than 1,500 students from 82 Queensland schools have taken part in the program, joining hotel tours, career expos and familiarisation visits across the state. Teachers also benefited from professional development workshops and workplace tours in Far North Queensland, gaining real-world insights to take back to their classrooms.

For tourism and hospitality businesses, the program presents a rewarding opportunity to inspire young people, connect with schools and educators, showcase career pathways and help build a passionate, capable and future-ready workforce for Queensland's vibrant visitor economy.



44

hands-on activity days delivered



66

teachers involved in industry
professional development

This Gateway to Industry Schools program is proudly supported and funded by the Queensland Government.



REGISTERED TRADE SKILLS PATHWAY PROGRAM

Queensland's kitchens are brimming with potential and QTIC's Registered Trade Skills Pathway program is helping that talent rise. By turning experience into opportunity, the program is shaping the next generation of skilled chefs across the state.

Chefs are the creative force that brings every kitchen to life. Yet with Queensland's hospitality industry facing record job vacancies, particularly for skilled culinary professionals, the demand for qualified chefs has never been greater.

To help meet this need, QTIC proudly delivers the Registered Trade Skills Pathway program, a flexible and accessible way for casual cooks to gain formal chef qualifications. The program recognises and values the experience participants already have, turning real-world kitchen skills into nationally recognised credentials.

Unlike traditional trade pathways, this program adapts to the realities of hospitality work. Cooks

can continue their training even if they change employers, move to another region or take time out between jobs. This flexibility has made it an industry game changer, opening doors for passionate cooks who might otherwise have found qualification out of reach.

By supporting aspiring chefs to grow, train and stay connected to the industry they love, QTIC is helping to build a stronger and more sustainable future for Queensland's hospitality sector, one skilled chef at a time.

**21**

students participated in the training program

**12**

students successfully gained the trade qualification

A photograph of two women smiling on a boat. The woman on the left has blonde hair and is wearing a black t-shirt with a turtle graphic. The woman on the right has dark hair, wears glasses, and has white body paint on her forehead. The background shows the rigging and ropes of a boat.

FIRST NATIONS TOURISM

QTIC continued to embed First Nations culture and perspectives across our programs, events and workforce initiatives. QTIC's focus remains on supporting growth and opportunity for First Nations tourism operators while deepening industry-wide understanding for the world's oldest living cultures.

QTIC began an important chapter in partnership with The University of Queensland and the Queensland First Nations Tourism Council, leading the co-design of the *Queensland First Nations Tourism Plan 2026–2032*.

This statewide initiative is grounded in listening and collaboration. Throughout the year, consultation sessions were held on Country across seven regions, from Mackay and Toowoomba to Thursday Island and Airlie Beach. Each session brought together Traditional Owners, First Nations tourism operators, community members and industry representatives to share perspectives, aspirations and priorities for the future of First Nations tourism.

These consultations formed the foundation for a truly community-led vision. The engagement process was strengthened by a Regional Destination IQ Forum held in Mount Isa, which provided a powerful platform for regional voices to be heard. Hosting the Forum in Mount Isa created greater access and representation for remote and regional communities, ensuring their experiences, priorities and aspirations were reflected in the development of the Plan. The gathering spotlighted local perspectives, with participants sharing how tourism can celebrate culture, build opportunity and honour connection to Country.

The *Queensland First Nations Tourism Plan 2026–2032* will set the framework to grow a vibrant and sustainable First Nations tourism sector. It aims to inspire the creation of authentic, culturally grounded experiences while promoting greater participation of First Nations peoples across all areas of the industry.

The Plan will also outline practical steps to ensure First Nations tourism can share in the opportunities presented by the Brisbane 2032 Olympic and Paralympic Games, strengthening Queensland's identity as a place of deep culture and welcome.

These initiatives are proudly supported by the National Indigenous Australians Agency and Queensland Government through the Strategic Indigenous Tourism Projects fund



Indigenous Champions Network

The QTIC Tourism Indigenous Champions Network brings together Indigenous and non-Indigenous operators committed to advancing First Nations tourism in Queensland. The Network meets regularly to address key industry issues and now includes 45 Champions.

Adam Jones | Experience Co

Alan Smith | Outback Aussie Tours

Binna Swinley | Janbal Gallery

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 | Gilimbba

Eddie Ruska | Nunukul Yuggera
Aboriginal Dance Company

Emily Tanna | Compass Group

Greg Yong | Dreamworld

Hailey Brown | Vacayit

Joaben Thompson | Maiala Park Lodge

Joe Sproats | Platypus Wealth

Johnny Murison | Jarramali Enterprises

Josh Hanley | Accor

Justine Dillon | Ngarang-Wal Gold Coast
Aboriginal Association

Karen Hanna-Miller | Flikka

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)

Lucy Thompson | Maiala Park Lodge

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

Sean Martin | G Adventures

Serrin Carter | Outback Aussie Tours

Shannon Ruska | Tribal Experiences

Simon Thornelly | Saltwater Eco Tours

Stephanie Parker | Southern Queensland
Country Tourism

Tarragh Cunningham | QAGOMA

Tracy Kearney | Prestige Service Training

Violet Geesu | Sarina Russo



FIRST NATIONS TOURISM EVENTS

QTIC's First Nations tourism events were defined by meaningful conversation and cultural exchange. Through insightful discussions led by national speakers, we explored new ideas shaping the future of First Nations tourism.



280+

guests attended Destination IQ
2024



480+

guests attended 2024 NAIDOC
Corporate Breakfast

Destination IQ Forum 2024

QTIC proudly hosted Destination IQ 2024, Queensland's leading First Nations tourism conference, at the newly opened The Star Brisbane in Meanjin. The event brought together exhibiting artists, storytellers and industry leaders for a day of inspiration, connection and cultural exchange.

More than 280 delegates gathered to discuss new opportunities for First Nations tourism, exploring how the industry can grow sustainably while celebrating culture and creating meaningful partnerships. Speakers and panellists shared practical insights on becoming export-ready,

building collaboration and driving investment in tourism businesses across Queensland.

Beyond the discussions, delegates connected through art, performance and shared storytelling, creating a strong sense of community and purpose.

Now in its twelfth year, Destination IQ continues to evolve as a must-attend event on Queensland's tourism calendar, amplifying First Nations voices and helping shape a more inclusive and connected tourism future.



Destination IQ 2024
| Yuggera and Turrbal Country



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.

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.

2024 Queensland Tourism Awards
| Yuggera and Turrbal Country



2024 QUEENSLAND tourism awards

proudly supported by

Queensland
airports LIMITED



**INDUSTRY
EVENTS**

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 industry businesses, events and individuals.

The Queensland Tourism Awards program is more than a celebration of success; it is a structured capability initiative aligned with the national Quality Tourism Framework. Through the awards process, participating operators review their business against best-practice criteria, strengthen their systems and strategy, and benchmark themselves against peers.

Queensland's award categories are aligned with the Australian Tourism Awards, ensuring a clear pathway from state to national recognition. Nationally aligned category winners gain automatic entry into the Australian Tourism Awards, meaning high-performing businesses can be recognised on the national stage without needing to re-enter. This alignment supports consistency in standards and provides a powerful incentive for continuous improvement across the state.

The Queensland Tourism Awards returned in 2024 for an evening of glitz and glam at Brisbane's The Star Queen's Wharf, following another ground-breaking year for Queensland tourism operators. There were 31 award categories ranging from attractions, events, tours and transport operators, accommodation, restaurants, accessible tourism, culture and marketing. Across these 31 categories, tourism operators were awarded 80 awards, including 31 Gold, 25 Silver and 24 Bronze.

Twelve first-time entrants were celebrated across the Gold, Silver and Bronze categories, including Brisbane's very own Vertigo, voco

Brisbane City Centre and Sonia Jones Travel. Their success highlights how the awards program supports both emerging and established businesses to refine their operations, improve visitor experiences and lift their overall capability through the Quality Tourism Framework.

Individual excellence was also recognised. Elizabeth Hackett received The Marie Watson-Blake Award for Outstanding Contribution by an Individual. Elizabeth is Executive Chair of Australian Adventure Tourism Group, which has owned and operated tourism assets in Queensland for more than 20 years. A visionary leader in sustainable tourism, Chelsea Handley, owner of Barefoot Tours and founder of Allbout Cairns, was awarded The Stephen Gregg Bursary for Young Achiever of the Year in recognition of her strong advocacy for responsible and regenerative practices.

From the many awards presented on the night, four businesses were inducted into the Queensland Tourism Awards Hall of Fame: Sea World Cruises Dining Experiences, BIG4 Adventure Whitsunday Resort, Mitchell Grass Retreat and The Reef House Adults Retreat. Hall of Fame recognition is reserved for operators who achieve Gold in their category for three consecutive years, demonstrating sustained excellence and long-term commitment to quality.

The connection between the Queensland and national awards remained strong. At this year's Qantas Australian Tourism Awards, which celebrated its 40th anniversary in Adelaide in early 2025, Queensland operators achieved outstanding results, accepting 12 accolades across 26 award categories, including six Gold, three Silver and three Bronze. BIG4 Adventure Whitsunday Resort was inducted into the prestigious national Hall of Fame after securing Gold for three consecutive years in the Caravan and Holiday Parks category.

Together, the Queensland Tourism Awards and the national program form a powerful capability pathway. By aligning with the Quality Tourism Framework, they encourage operators to continually lift standards, innovate and invest in the quality of their products, experiences and business practices, ensuring Queensland remains a leader in Australian tourism.

2024 Queensland Tourism Awards Recipients

MAJOR TOURIST ATTRACTIONS

Gold	GC Aqua Park
Silver	Skyrail Rainforest Cableway
Bronze	Mossman Gorge Cultural Centre

TOURIST ATTRACTIONS

Gold	Bundaberg Rum Distillery Visitor Experience
Silver	Cobbold Gorge Tours
Bronze	Skypark Cairns by AJ Hackett



MAJOR FESTIVALS AND EVENTS

Gold	Beef Australia 2024
Silver	Queensland Country Bank Stadium
Bronze	Rockynats 04

FESTIVALS AND EVENTS

Gold	Birdsville Big Red Bash
Silver	Outback Queensland Masters
Bronze	St Lawrence Wetlands Weekend – Isaac Regional Council

THE STEVE IRWIN AWARD FOR ECOTOURISM

Gold	Lady Elliot Island Eco Resort
Silver	Fun Over 50 Holidays – Immersive Tours and Adventures
Bronze	Small World Journeys

CULTURAL TOURISM

Gold	Currumbin Wildlife Sanctuary
Silver	QLD Music Trails – Between the Tides
Bronze	WWII Secret Base, Charleville

AWARD FOR ABORIGINAL AND TORRES STRAIT ISLANDER TOURISM

Gold	Cape York Peninsula Lodge
Silver	Jellurgal Aboriginal Cultural Centre
Bronze	Mungalla Aboriginal Tours

TOURISM RETAIL AND HIRE SERVICES

Gold	Sonia Jones Travel
Silver	Shute Harbour Marine Terminal
Bronze	Whitsunday Coast Airport

VISITOR INFORMATION SERVICES

Gold	Quilpie Visitor Information Centre, Museum & Gallery
Silver	Brisbane Visitor Information and Booking Centre
Bronze	Bowen Visitor Information Centre

BUSINESS EVENT VENUES

Gold	Cedar Creek Lodges
Silver	Voco Brisbane City Centre
Bronze	Windmill Motel and Events Centre

MAJOR TOUR AND TRANSPORT OPERATORS

Gold	Ocean Rafting
Silver	Red Cat Adventures
Bronze	Sea World Cruises

TOUR AND TRANSPORT OPERATORS

Gold	Fun Over 50 Holidays - Immersive Tours and Adventures
Silver	Iconic Whitsunday Adventures
Bronze	Creative Tours

ADVENTURE TOURISM

Gold	Aquascene Magnetic Island
Silver	Cape York Motorcycle Adventures
Bronze	Ocean Rafting



THE RICHARD POWER AWARD FOR TOURISM MARKETING AND CAMPAIGNS

Gold	Explore Rockhampton Accessible Tourism Campaign
Silver	St George Region: You'll be Hooked
Bronze	Brisbane Economic Development Agency – Brisbane Favours The Bold Campaign

TOURISM RESTAURANTS AND CATERING SERVICES

Gold	Sea World Cruises Dining Experiences
-------------	--------------------------------------

TOURISM WINERIES, DISTILLERIES AND BREWERIES

Gold	Bundaberg Rum Visitor Experience
Silver	Western Queensland Spirit Distillery & Cellar Door
Bronze	Tamborine Mountain Distillery

CARAVAN AND HOLIDAY PARKS

Gold	BIG4 Adventure Whitsunday Resort
Silver	BIG4 Gold Coast Holiday Park
Bronze	Esk Caravan Park

Funding for *The Stephen Gregg Bursary for Young Achiever of the Year* is provided by QTIC and Tourism and Events Queensland.

HOSTED ACCOMMODATION

Gold The Country House at Hunchy
Silver Montville Misty View Cottages

UNIQUE ACCOMMODATION

Gold Mitchell Grass Retreat
Silver Cruise Whitsundays
Bronze Oh Deere Farm Stay

SELF CONTAINED ACCOMMODATION

Gold Pinnacles, Airlie Beach
Silver Camp Island Lodge
Bronze On The Beach Noosa

3 - 3.5 STAR ACCOMMODATION

Gold Great Keppel Island Hideaway

4 - 4.5 STAR ACCOMMODATION

Gold Novotel Cairns Oasis Resort
Silver Cape York Peninsula Lodge
Bronze The Boathouse Apartments

5 STAR ACCOMMODATION

Gold The Reef House Adults Retreat
Silver RACV Royal Pines Resort
Bronze InterContinental Hayman Island Resort

NEW TOURISM BUSINESS

Gold Vertigo
Silver Arro Jet Boating
Bronze Eastwoods Dining

EXCELLENCE IN FOOD TOURISM

Gold Beef Australia 2024
Silver Creative Tours
Bronze Scenic Rim Regional Council - Scenic Rim Eat Local Movement

OUTSTANDING CONTRIBUTION BY A VOLUNTEER OR VOLUNTEER GROUP

Gold Mary Valley Rattler
Silver Airlie Beach Cruise Ship Ambassadors
Bronze Brisbane Visitor Information and Booking Centre

THE STEPHEN GREGG BURSARY FOR YOUNG ACHIEVER OF THE YEAR

Winner Chelsea Handley



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

Winner Elizabeth Hackett

RACQ PEOPLE'S CHOICE AWARD - EXPERIENCE AND SERVICE

Winner Cedar Creek Lodges

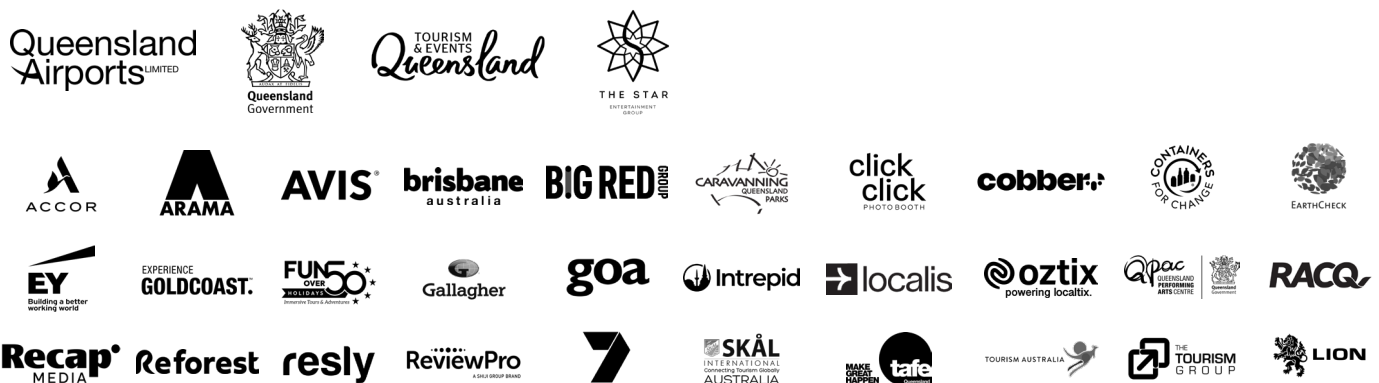
RACQ PEOPLE'S CHOICE AWARD - ACCOMMODATION

Winner Skypark Cairns by AJ Hackett

EXCELLENCE IN ACCESSIBLE TOURISM

Gold BIG4 Adventure Whitsunday Resort
Silver Maleny Botanic Gardens & Bird World
Bronze Museum of Brisbane (MoB)

Thank you to our generous 2024 Awards Sponsors



QUEENSLAND TOP TOURISM TOWN AWARDS

Now in its fifth 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 were revealed at the 2025 Queensland Top Tourism Town Awards in Brisbane, with Bowen, Airlie Beach and Town of 1770 claiming the top gong.

After an extensive judging process by tourism experts and a public vote that attracted more than 7,000 votes, Queensland's top holiday destinations were announced from a shortlist of 17 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 coastal icon of Bowen was named the 2025 Queensland Top Tourism Town.

For a fourth consecutive year, Airlie Beach took out the top honours for Queensland Top Small Tourism Town with a population between 1,500 and 5,000. And, they may be small, with a population under 1,500, but Town of 1770 is



Joel McPherson | Top Tour Guide
Joel's Journeys



Bowen | Top Tourism Town
Population over 5,000



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



Town of 1770 | Top Tiny Tourism Town
Population under 1,500



Bowen, 2025 Queensland
Top Tourism Town
| Juru Country

mighty in exceeding visitor expectations, taking out Queensland Top Tiny Town.

The Sunshine Coast's Joel McPherson from Joel's Journeys was announced Queensland's best tour guide for 2025. 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 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.



7,182

Queenslanders voted for their favourite tourism towns



19

awards finalists in 2025



519,857

potential reach via media coverage of the awards



OUR MEMBERS



Winton Rangelands
| Ngāro Country

1770 LARC! Tours

1770 Reef

1EIGHT

31 The Rocks

8 Seconds

A

Abacus Motel Mt Isa

Abbey Filko Consulting

Abigail Farrawell

Abode Mooloolaba

Above & Below Gallery

Accom Whitsunday

ACCOR Hospitality

Active Tropics Explorer

Adit Shah

Adrenalin Snorkel & Dive

Adrian Archer

Adventure Core Pty Ltd

Adventure Day Trips

Adventure Tribe

Agnes Water Beach Club

Agritourism Queensland

Airbnb Australia Pty Ltd

Airqua Water From Air

Airtrain

Alamanda Palm Cove by Lancemore

Alani Experience

Aldesta Hotel Australia Pty Ltd

Alex Paterson

Alexandra McClunie

Alexandra Park Conference Centre

Amamoor Lodge

Amaroo at Trinity

Amaze World

Amore Tours

Amy Harris

Anita Clark Tourism Services

Anoushka Deshpande

Apollo Motorhome Holidays

Aquaduck Gold Coast

Aquaduck Sunshine Coast

Aquascene Magnetic Island

ARAMA National Ltd

Araucaria Ecotours

Arcadium Adventures

Ardo Hotel

Artefact Group

Ashleigh Barnes

Ashleigh Kindred

Ashmore Palms Holiday Village

Ash's Holiday Units and Ash's @ the Point Cafe

Association of Marine Park Tourism Operators

at Hotel Group

Aurora Training Institute

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 Events Marketing Pty Ltd

Australian International Student Tours

Australian Outback Spectacular

Australian Stockman's Hall of Fame

Australian Sunset Safaris

Australian Working Adventures / Visitoz

Aviation and Tourism Strategy

Aviation High School

Awards Absolute

B

Back Country Bliss Adventures

Bad Fishy

Bali Hai Apartments Noosa

Balonne Shire Council

Bamaga Productions Pty Ltd

Barbara Grieve

Barcaldine Regional Council

Barefoot Tours

Barney Creek Vineyard Cottages

Baroomby Pty Ltd T/A Jarramali Rock Art Tours

Barrel View Luxury Cabins

Bayside Wake Park

BBS Communications Group

Beach House Motel

Beach House Seaside Resort

Beachcomber International Resort

Beachmere Caravan Park

Beachtree Distilling Co.

Bearded Dragon Hotel

Bebes Country Weddings & Events

Bedarra Island Resort

Bedourie Outback Information Centre

Bee Gees Way

Beechmont Estate

Beef Australia

Beenleigh Artisan Distillery

Beerwah State High School

BelgraviaPRO

Belinda Harris

Belinda Vlasenko

Bella Casa Noosa

Bells Caravan Park

Bellthorpe Stays

Ben Jesinowski

Bend the Air

Ben's Chicken Racing

Best Friends Travel

Best to be Surf Lakes International Pty Ltd

Bestbrook Mountain Farmstay

Bethany Cottages

Better in Blackall Inc

Bev Salisbury

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

Birrunga Gallery

Blackwater State High School

Bli Bli House Riverside Retreat

Blue Adventures South Pacific

Blue Bus Tours

Blue Dolphin Marine Tours

Bongaree Caravan Park

Boobook Explore

Bookeasy Australia Pty Ltd

Booking.com

Booringa Action Group Inc.

Bos Tours Queensland

boss international group pty ltd

Boulia Shire Council

Bowen Tourism and Business

Bree Scott

Breeze Management Group

Bright & Young Pty Ltd

Brisbane Airport Corporation

Brisbane Convention & Exhibition Centre

Brisbane Economic Development Agency

Brisbane Holiday Village

Brisbane Open House

Brisbane Racing Club

Brisbane Unexpected Pty Ltd

Brisbane Whale Watching

Brisbane Winery Tours By Chillout Travel

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

Bush Heli Services

Business Chamber Queensland

BUSY Ability

BUSY At Work

BUSY Health

BUSY Skills

By The Sea Port Douglas

C

C Bargara Resort

Caboolture Historical Village

Caboolture State High School

Cairns Adventure Group

Cairns Aquarium

Cairns Convention Centre

Cairns Discovery Tours

Cairns Harbourside Hotel

Cairns Koalas & Creatures

Cairns Premier Reef & Island Tours -
Ocean Free & Ocean Freedom

Cairns Private Apartments

Cairns Queens Court

Cairns Queenslander Hotel &
Apartments

Cairns Reef Fishing Australia

Cairns Sheridan Hotel

Cairns State High School

Cairns Waterfalls Pty Ltd T/A Cairns
Wat

Calamvale Community College

Cali Beach

Caloundra Jet Ski

Camp Island Lodge

Campervan & Motorhome Club of
Australia

Cape Trib Beach House

Cape Tribulation Camping

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 Assn of
QLD

Careers Training Centre

Carly Forrest

Carpentaria Shire Council

Cassandra Mann

Cassowary Coast Regional Council

Cassowary Coast Tourism Inc

Castaways Resort & Spa

Catherine Leckenby

Cayman Villas Port Douglas

Cedar Lake Country Resort

Central Highlands Development Corp

Central Queensland Nature Tours

Cerge

Chancellor State College

Channel 7

Charlotte Plains Pastoral Co

Charter Yachts Australia

Charters Towers Regional Council

Chat2

Cherbourg Historical Cultural
Community Precinct

Chern'ee Sutton Artist

Chillagoe Cabins & Tours

Chris Lundie

Christian Community Ministries Ltd

Christine Moody

Ciao Papi

City of Gold Coast

City of Moreton Bay

City Parklands Services

City Winery Brisbane

Clandulla Cottages & Farmstay

Clifton State High School

Cloncurry Caravan Park Oasis

Cloncurry Shire Council

Cobb & Co Museum

Cobbold Gorge Tours

Cockatours

Comfort Resort Blue Pacific

Commercial Hotel Barcaldine

Complete Business Solutions
(Australia) Pty Ltd

Comuna Collective Pty Ltd

Connect Tourism

Container Exchange

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

Creative Tours

Cross Country Tours

Cruise Whitsundays

Crystal Pacific Palm Beach

Crystalbrook Collection - Flynn

Crystalbrook Collection - Vincent

Culgoa Point Beach Resort

Cumberland Charter Yachts

Cunnamulla Hot Springs

Currumbin Wildlife Sanctuary

D

Daintree Discovery Centre

Daintree Discovery Tours

Daintree Secrets Rainforest
Sanctuary

Daintree Siesta

Danella Perrins

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

Distillery Road Market

Dive Spear and Sport 1770

DL Consulting

Dolphin Wild Island Cruises

Dominic Lis

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

Dreamworld

Drive Queensland

Drop Bear Adventures

Dunk Island Reef Adventures

E

EarthCheck

East Coast Car Rentals

Eastwoods Dining

Eat Street Northshore

ecoTekk Sunshine Coast

Ecotourism Australia

Eden Health Retreat

Edge Apartment Hotel

Eidsvold Caravan Park

Eimeo Pacific Hotel

Elana Morrow

Elite Helicopters

Ellenahs Designer Elegance

Elysian Retreat

Emily Bagetti

Emily Haig

Emily Miller

Emily Trevithick

Emma Dixon

Emma Ingram

Empire Apartment Hotel

Empire Edge Pty Ltd

Emporium Hotel South Bank

Enable Marketing - Test Account

Enzo's on the Beach

Erica Phillips

Ernst and Young

Eromanga Natural History Museum
 Esk Caravan Park
 Eungella Cabins
 Events Management Queensland
 Evert Opals & Fine Jewellery
 Exemplar Coaches & Limousines
 Experience Gold Coast
 Explore Group
 Expo Event Services

F

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

G

Gail Mackay
 Gallagher
 Gallo Dairyland
 Gay and Lesbian Tourism Australia
 GC Aqua Park
 GC Journeys
 GC Wake Park
 Georgina Westlund
 Get Wet Surf School
 Gidgees Bush Camp
 Girraween Country Inn
 Girraween Environmental Lodge
 Gladstone Area Promotion &

Development Limited
 Gladstone Region Tours
 Glass on Glasshouse
 Glen Lough Cabins
 Go Ballooning
 Go Ride A Wave
 Go Vertical SUP
 Goheadhunt
 Gold Coast Convention & Exhibition Centre
 Gold Coast Wake Boat Adventures
 Goodwill Projects Pty Ltd
 Gordon MacGregor
 Gordonvale State High School
 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
 GVH Pty Ltd

H

Habitat Noosa
 Hamilton Island Air
 Hamilton Island Enterprises Limited
 Happit 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
 Heritage 4WD Tours
 Herrmann House
 Hertz Thrifty Mount Isa
 Hides Hotel Cairns
 Highlander Motor Inn & Apartments
 Hilton Cairns
 Hinkler Hall of Aviation
 Hip Hops Brewers Pty Ltd

Historic Australia
 Historic Village Herberton
 Holiday Holiday
 Holiday Hub Bribie Island
 Hook-A-Barra
 Hope Rust
 Hopo Gold Coast Ferry
 Hopscotch Digital
 Hospitality & Business Solutions
 Hot Getaways
 Hotel Rescue Pty Ltd t/as Alexandria Apartments
 Hotel X Fortitude Valley
 Howard Smith Wharves
 Humble on Duke
 Hustle Tourism Co
 Hyatt Regency Brisbane

I

Ibis Budget Brisbane Airport
 ibis Budget Windsor
 ibis Mackay
 ibis Styles Brisbane Elizabeth Street
 Ibis Styles Mt Isa
 Iconic Whitsunday Adventures
 Ikatana Spa
 Inclusion Access
 Independent Aviation
 Indexe Pty Ltd
 Indigo Brisbane City Centre
 Indigo Gold Pty Ltd
 Ingenia Holidays Cairns Coconut
 Ingenia Holidays Noosa
 Insight Event & Business Technologies
 Institute of Culinary Excellence
 InterContinental Hayman Island Resort
 Intrepid Travel
 Ipswich City Council
 Isa Rodeo Limited
 Isaac Regional Council
 iSCREAM Travel

J

Jabalbina Aboriginal Corporation

Jade Prescott-Albrecht
 James Cook University
 Jamie-Lee Howard
 Jamworks Gourmet Foods
 Janbal Gallery
 Jandar Retreat
 Jane Lawson
 Jasmine Wilson
 Jay Ridgewell
 Jellungal Aboriginal Cultural Centre
 Jennifer Dean
 Jester Hill Wines
 Jet Ski Safaris
 Jimbour House
 JJ Strategic Consulting Pty Ltd
 Joel's Journeys
 John Atkin Consulting
 JUCY Rentals
 Julia Creek Dirt N Dust Festival
 Julia Wardle
 Julia Weekes
 Julie Seldon
 JW Marriott Gold Coast Resort & Spa

K

K&L Gates
 Kali Weibler
 Karen Hanna Miller
 Karla Judge
 Kate Creasey
 Kate Russo
 Kathleen Nube
 Kathy Cannon
 Kedron State High School
 Kellys Beach Resort
 Kelvin Grove State College
 Kenilworth Country Cabins
 Kepnock State High School
 Keppel Bay Marina
 Kernow Charters Towers
 K'gari Beach Resort
 K'gari Salty Safaris
 Kiff & Culture
 Kindred Tourism
 Kingfisher Bay Resort Operations

Kingston Butter Factory Cultural Precinct
 Kipara Tropical Rainforest Retreat
 Kirwan State High School
 Koala and River Cruises
 Koola Beach Apartments Bargara
 Koorana Crocodile Farm
 Krista Hauritz Tourism and Events
 Kronosaurus Korner
 Kuranda & Outback Tours PTY LTD
 Kuranda Riverboat
 KUR-Cow Barnwell P/L
 Kurt Sanders
 Kwik Kopy Printing Geebung

L

Lady Elliot Island Eco Resort
 Lady Musgrave Experience
 Lake Moogerah Caravan Park
 Lanai Riverside Apartments
 Lauren Jones
 Le Cordon Bleu
 Let's Go Boat Hire Yeppoon
 Lisa Gay
 Live To Create
 Lizard Island (Delaware North)
 Local Government Association of Queensland (LGAQ)
 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
 Mackay North State High School

Magic Whitsundays Pty LTD
 Magnetic Glamping
 Magnums Accommodation Airlie Beach
 Maiala Park Lodge
 Maidinuer Abula
 Maleny Botanic Gardens & Bird World
 Maleny Cheese Cafe
 Maleny Retreat Weddings
 Malik Hayat
 Maluka Escape Pty Ltd
 Mamu Tropical Skywalk
 Managing Australian Destinations
 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
 Marineland Melanesia / Craig Family Trust
 Mariner Shores Resort
 Mark Greaves
 Marsden State High School
 Martinique Whitsunday Resort
 Mary Valley Chamber of Commerce
 Mary Valley Rattler
 Maryborough State High School
 MatchWorks
 McKinlay Shire Council
 Media Mortar
 Melissa Hamilton
 Mena Creek Hotel
 Meng (Lisa) Luo
 Mercure Brisbane City Garden
 Mercure Brisbane King George Square
 Mercure Brisbane Spring Hill
 Mercure Gold Coast Resort
 Mercure Sunshine Coast Lake Kawana Hotel
 Mercure Townsville

Meridian Port Douglas
 Merino Motor Inn
 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
 Mish Lockington
 Mission Beach Resort
 mist at Cape Tribulation
 Mitchell Grass Retreat
 Montville Luxury Escapes Pty Ltd T/A Montville Country Cabins
 Montville Misty View Cottages
 Moreton Bay Region Industry & Tourism (MBRIT)
 Moreton Life Pty Ltd T/a Moreton Bay Food + Wine Festival
 Mornington Island Art
 Mossman Gorge Cultural Centre
 Mount Isa City Council
 Mountain Creek State High School
 Mountain View Caravan Park
 Mountain Wine Tours
 Mountview Alpaca Farm
 Mr Nicholas Ellis
 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

N

Nambour Christian College
 Narrows Escape Rainforest Retreat
 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
 Noah Schepis-Wells
 NOOSA alive!
 Noosa Blue Resort
 Noosa Boathouse
 Noosa Community Training Centre Inc
 Noosa Ferry & Cruise Company
 Noosa Festival of Surfing
 Noosa Holiday Gems
 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
 Nullawokka First Nations Tours
 Nuvho Hotel Services & Management Company
 Nyanda Cultural Tours

O

Oasis Motor Inn Blackall
 Ocean Beach Tourist Park
 Ocean Breeze Resort
 Ocean Rafting
 Ocean View Estates
 Oceania Tour & Travel Pty Ltd
 Oceans MLR Pty Ltd
 Oceanview Helicopters
 Ochre Restaurant and Catering
 Off Camber Pty Ltd
 Oh Deere Farm Stay and Tours
 Olivia Robinson

On Eagle Wings Mountain Retreat & Spa

On the Beach Noosa

Opera Queensland

O'Reilly's Rainforest Retreat

Outback at Isa

Outback Aussie Tours

Outback Festival

Outback Motel

Outback Pioneers

Outback Queensland Masters

Outback Queensland Tourism Association

Outdoors Queensland

Overlander Homestead

Ovolo Ingholm Brisbane

Ozdream Tours Pty Ltd

Oztix

P

Pacific Whale Foundation Eco Adventures

Palm Court Noosa

Paperbark Arts & Cultural Tours

Paradise Country

Paradise Jet Boating

Paradise Resort Gold Coast

Parkside Motel Ayr

ParkTours

Paronella Park

Paroo Shire Council

Passions of Paradise

Patrick Jones

Pelican Boat Hire

Peninsula Airlie Beach

Pia Robinson

Picnic Point Toowoomba

Pilgrim Sailing

Pineapple Tours

Pink Flamingo Brisbane

Pinnacle Tourism Marketing

Pinnacles

Pioneer Adventures

Pioneer State High School

Piper Girdler

Pippies Beachhouse

Planet Marketing

Port Douglas Connections

Port Douglas Peninsula Boutique Hotel

Port of Brisbane

Portland Roads Sailing the Whitsundays

Ports North

Poseidon Adventurers

Prestige Residential t/a Tingirana Noosa

Prestige Service Training

Promotion Products Pty Ltd

Property Council of Australia Limited

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 Art Gallery of Modern Art (QaGOMA)

QLD Information Centres Association

QMF

QT Gold Coast

Quaffers on Storm King

Quandamooka Yoolooburabee Aboriginal Co

Queens Beach Tourist Village

Queensland Airports Limited

Queensland Bus Industry Council

Queensland College of Wine Tourism

Queensland Country Bank Stadium

Queensland Country Tourism

Queensland Distillers' Association Inc.

Queensland Garden Show

Queensland Helicopters

Queensland Hotels 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

Rachael Hundt

Racheal Klitscher

Rachel Lane

RACQ

RACV Noosa Resort

RACV Royal Pines Resort

Raging Thunder Adventures

Rainforestation Nature Park

Rambla

Rangelands Outback Camp

Ravensbourne Escape

Red Bridge Motor Inn

Red Cat Adventures

Red Lock Escape Rooms

Redland City Council

Redlands College (Wellington Point)

Reef and Rainforest Research Centre

Reef Distillers

Reef Navigator Pty Ltd

Reef Runner Charters

Reforest Australia Pty Ltd

Regal Port Douglas

Resly Solutions

ResPax - Tour Management Technology

RevenYou

Ricks Garage

Ricky Hume

Ride2Go.com.au

Ridenorth

Ridgemill Estate

River Cruises Pty Ltd

River to Bay

RM Williams Australian Bush Learning Centre

Robina State High School

Robyn Pittman

Rockhampton Palms Motor Inn

Rockhampton Regional Council

Rockhampton Serviced Apartments

Roma Central Motel

Roma Explorers Inn

Room Motels

Room Motels - Kingaroy

Room Motels - Kingaroy East

Rose Gums Wilderness Retreat

Rubyvale Gem Gallery

Rui Zhang

Rumba Beach Resort

S

Sail Inn

Sailaway Port Douglas

Sailing In Paradise

Sailing Whitsundays

Saks on Hastings

Salt House

Salt Water Murriss Quandamooka

Saltbush Retreat

Salter Brothers Luxury Collection Operations Pty Ltd

Saltwater Eco Tours

Salty Dog Sea Kayaking

Sandcastles 1770 Resort Pty Ltd

Sandra Mclean

Sandstone Park Carnarvon Gorge

Santo Didgeridoo

Santorini Twin Waters

Sarina Sugar Shed

Sasha Spruyt

Savannah Guides

Scandi at Maleny

Scarborough Harbour Brewing Co.

Scene Change Brisbane

Scenic Rim Regional Council

Scenic Rim Trail

Schalk Pienaar

Sea World

Sea World Cruises

Sea World Cruises Dining Cruises

Sea World Resort

SeaLink North Queensland

SeaLink South East Queensland

Sealink Whitsundays

See Moreton
 Serrena Que Estate Pty Ltd
 Servir Group Pty Ltd
 Seville Mercy Centre
 Shambala Estate
 Sharlynn by the River
 Sharyn Bartlem
 Shelley McRae
 Shengyi Lin
 Shiift Pty Ltd
 Short Term Accommodation Association Australia
 Shortbreak Central
 Shubham Sharma
 Shute Harbour Marine Terminal
 Sip & Create Tamborine Mountain
 Skypark Cairns by AJ Hackett
 Skypoint
 Skyrail Rainforest Cableway
 Small World Journeys
 Sofitel Brisbane Central
 Sofitel Gold Coast Broadbeach
 Sofitel Noosa Resort and Spa
 Somerset Regional Council
 Somerset Storyfest Limited
 Sonia Jones Travel
 Sound Australia Pty Ltd
 South Bank Visitor Information Centre - South Bank Corporation
 Southern Cross Atrium Apartments
 Southern Cross Tours
 Southern Downs Regional Council
 Southport Sharks
 Sparrowly Group
 Specialised Transport Australia
 Spencer College
 Spicers Balfour Hotel
 Spicers Hidden Vale
 Spicers Peak Lodge
 Spicers Tamarind Retreat
 Spinal Life Australia
 Splitters Farm
 St Augustines College - Cairns
 St Brendan's College
 St Judes Estate
 St Marys College - Maryborough

St Monicas College - Cairns
 St Patrick's College - Shorncliffe
 St Ursula's College - Yeppoon
 Stanley Restaurant
 Stanthorpe State High School
 Stephanies Luxury Spas
 Story Bridge Adventure Climb
 Straddie Brewing Company
 Straddie Kingfisher Tours
 Strait Experience Pty Ltd
 Stuart Hesketh
 Sugar Country Motor Inn
 Summer Land Camels
 Sundrift Noosa
 Sunlover Operations Pty Ltd
 Sunset Tourist Park
 Sunshine Coast Airport
 Sunshine Coast Council
 Surf Life Saving Queensland
 Surfers Chalet
 Sushilicious AU PTY LTD
 Swagalong Tours
 Swaggie
 SWAT PARTY BUS
 Syma (Sam) Ahmed

T

Tactical Training Group (Allara)
 TAFE Queensland
 TAFE Queensland - Brisbane
 TAFE Queensland - East Coast
 TAFE Queensland - North
 TAFE Queensland - South West
 TAFE Queensland - Whitsundays
 Take-A-Break Bush Camp
 Talaroo Hot Springs
 Tallebudgera Creek Tourist Park
 Tamborine International Trading as Tamborine Mountain Distillery
 Tamborine Mountain Glades
 Tark Thomas
 Tasman Holiday Parks Airlie Beach
 Tasman Venture
 Taylor Trost
 Test - Integral

The Abbey Museum of Art and Archaeology
 The Balloon Emporium
 The Benson Hotel
 The Boathouse Apartments
 The BUSY Group
 The BUSY School
 The Calile Hotel
 The Comms. People
 The Country House at Hunchy
 The Folly
 The Full Moon Hotel
 The Langham Gold Coast
 The Llama Farm Pty Ltd
 The Mouses Rainforest Retreat
 The Point Brisbane Hotel
 THE PRESSURE PROJECT PTY LTD
 The Presynct Pty Ltd
 The Project Crew
 The Reef House Adults Retreat
 The Seaview Cooktown
 The Sebel Brisbane
 The Sebel Noosa
 The Shakespeare Group
 The Shores Holiday Apartments
 The Shores Motel Group
 The Star Entertainment Group
 The Tour Collective
 The Tourism Group
 The University of Queensland
 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
 Toro Tours
 Toscana Village Resort
 Tour Guides Australia
 Tourism and Events Queensland

Tourism Noosa
 Tourism Port Douglas & Daintree
 Tourism Tap Pty Ltd
 Tourism Tribe
 Tourism Tropical North Queensland
 Tourism Whitsundays Limited
 Townsville City Council
 Townsville Enterprise Limited
 Towri Sheep Cheeses
 Trail Tree
 Training Direct Australia
 Tranquil Getaways On Obi Maleny
 Tranquil Park Maleny
 Traveller's Rest 1770
 Travello
 TreeTop Challenge
 Trevena Glen Farm
 Trinity Islands Holiday Park
 Tropic Tours
 Tropic Towers Apartments
 Tropic Wings Cairns Tours
 Tropical North Car Rentals

U

Uimi Travel and Education Ltd
 Umi Arts Limited
 University of the Sunshine Coast
 Urban Tours

V

Vacayit
 Valdal Property Group Pty Ltd
 Vaseva McGoon
 VeloRoo - Live, Laugh, Ride
 Vertigo Powerhouse
 Victor Prieto Fernandez
 Victoria Bentham
 Victoria Park
 View Brisbane
 Villa Mirasol Motor Inn
 Villa San Michele
 Village Roadshow Theme Parks
 Virgin Australia Airlines Pty Ltd
 Viscount on the Beach

Vision Splendid Outback Film Festival
Visit Gympie Region / Gympie Regional Council
Visit Sunshine Coast
Voco Brisbane City Centre
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
Wavell State High School
Weipa Camping Ground
WellStrategic - Virtual Tours
Western Downs Regional Council
Western Queensland Spirit
Western Suburbs Rugby League Football Club (Mackay) INC
Wet'n'Wild
Wet Tropics Management Authority (WTMA)
Whales In Paradise
Whalesong Cruises
White Ridge Farm
White Shells Luxury Apartments
Whitsunday Apartments Hamilton Island
Whitsunday Charter Boat Industry Association
Whitsunday Coast Airport
Whitsunday Crocodile Safari
Whitsunday Escape
Whitsunday Island Camping Connection
Whitsunday Jetski Tours
Whitsunday Paradise Explorer
Whitsunday Segway Tours
Wicked Event Management
WidiWorks Aboriginal Art Gallery
Wildlife Habitat
William Angliss Institute of TAFE
William Wallace Group
Windmill Motel & Events Centre

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

Y

Yagurli Tours
Yarraman Caravan Park and Cabins
YHA Ltd
YOT Group
Yura Tours Pty Ltd
Yuxuan Hu

Z

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

LIFE MEMBERS

QTIC Life Members are people who have devoted their lives and careers to advancing tourism in Queensland. This honour recognises those who have made an exceptional and lasting contribution.

Daniel Gschwind
Gary Smith
Ian Kean
John Atkin
Stephen Gregg



Magnetic Island
| Wulgurukaba Country



Destination IQ Forum 2024
| Yuggera and Turrbal Country

OUR PARTNERS

In 2024 and 2025, 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.



QTIC is proud to work with the Queensland Regional Tourism Network.





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in Queensland Tourism Industry Council
▶ youtube.com/@QTIC

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