



# 2025 DESTINATION IQ

Wednesday 12 November

Brisbane Convention & Exhibition Centre

## Sponsorship Opportunities



Queensland  
Government



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL



Australian Government  
National Indigenous  
Australians Agency



NIAA



## ABOUT DESTINATION IQ

Destination Indigenous Queensland (IQ) is the premier First Nations tourism conference in Queensland and is delivered annually by Queensland Tourism Industry Council (QTIC), in partnership with Queensland Government and National Indigenous Australians Agency (NIAA).

Throughout its thirteen-year history, Destination IQ has transitioned from an intimate gathering of less than 50 participants to now boasting an impressive attendance of over 400 delegates. The event brings together business leaders, employers, government representatives, tourism organisations, native title holders and community organisations from across Queensland.

The event presents an opportunity to ensure First Nations tourism and employment is a priority across the industry and government through important discussions, partnerships and thought provoking presentations.

“Destination IQ offers cultural immersion, at a quality learning conference; no one else is offering anything like this.  
- Charlotte Fey, Queensland Rail”

“I regard the Destination IQ as one of the most important and inspirational events of the tourism calendar...  
- Angela Freeman, Hartley's Crocodile Adventures”

## 2025 AGENDA

Destination IQ 2025 will feature an engaging mix of keynote speakers, industry updates and facilitated panels. The provisional agenda (subject to finalisation) is:

- Welcome
- Keynote Speaker
- Panel #1 Youth in Industry: Curating the Experiences of Tomorrow
- Panel #2 Culture in Demand: Turning Cultural Strength into Tourism Success
- Panel #3 Guardians of Knowledge: Empowering First Nations Tourism through Intellectual Property Rights
- Queensland's First Nations Tourism Plan Launch
- Strategic Indigenous Tourism Projects (SITP) Update
- Panel #4 Respect & Recognition
- Plenary Session: Destination 2045 Update
- Industry Networking Event

The final Destination IQ agenda will be announced in September.

# 2024 ENGAGEMENT



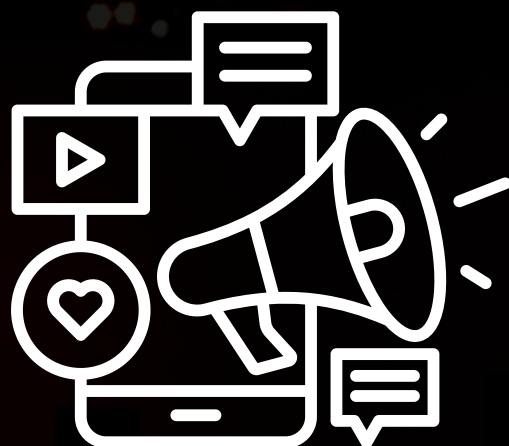
400+

People attended the Destination IQ conference and/or dinner events



28

Presenters during the Conference



12,200+

Social media impressions

# SPONSORSHIP OPPORTUNITIES

The QTIC team welcome the opportunity to discuss a tailored sponsorship package that aligns with your strategic objectives. The standard 2025 sponsorship opportunities are listed below.

	PRESENTING PARTNER	GOLD	SILVER
Speaking opportunity on stage to demonstrate your company's commitments to First Nations employment and tourism	●		
Exclusive branding in breakout networking space for morning and afternoon tea	●		
Access to leading members of the Indigenous business community and Queensland's tourism industry	●	●	●
Company logo to be displayed on the event page of the QTIC website	●	●	●
Company logo to be displayed on the Forum app	●	●	●
Recognition during the Destination IQ Forum as a sponsor of the event (verbally and on-screen)	●	●	●
Opportunity to supply digital content to be included in the Forum app	●	●	
Recognition as a sponsor of the event with logo placement in email communications	●	●	●
Option to display additional signage in the room during the Destination IQ Forum	●	●	●
Complimentary tickets to the Destination IQ Forum	10 guests	5 guests	3 guests
Reserved VIP seating at the Destination IQ Forum	●	●	●
Opportunity to participate in a panel discussion at Destination IQ (subject to QTIC's approval)	●	●	
Complimentary tickets to the post-event networking function	10 guests	5 guests	3 guests
Invitation to attend exclusive networking function with speakers and sponsors on Tuesday 11 November	3 guests	2 guests	1 guest
	\$50,000 + GST	\$15,000 + GST	\$7,500 + GST





# EXPRESSIONS OF INTEREST

QTIC is pleased to be staging 2025 Destination IQ in partnership with Queensland Government and National Indigenous Australians Agency (NIAA).

For more information or to apply for partnership opportunities please contact one of the QTIC Team below.

Opportunities are available on a first-in basis and will close on 30 September, 2025:

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