



Destination

13 November 2025

Brisbane Convention & Exhibition Centre

SPONSORSHIP OPPORTUNITIES



Queensland
Government



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

TOURISM
& EVENTS
Queensland

About DestinationQ 2025

DestinationQ is Queensland's premier annual tourism industry conference, delivered by the Queensland Tourism Industry Council (QTIC) in partnership with the Queensland Government and Tourism and Events Queensland.

As the state's largest gathering of tourism, events, and hospitality leaders, DestinationQ brings together operators, decision-makers, and government to shape the future of Queensland's visitor economy.

In 2024, more than 800 delegates—including the Premier, Ministers, senior executives, and industry leaders—gathered to exchange ideas, hear from leading experts, and align on priorities for growth.

This year's program will again showcase high-calibre speakers and panels exploring the opportunities and challenges facing our industry, guided by the state's long-term vision, Destination 2045: Queensland's 20-Year Tourism Plan. Key themes will include:

- Regional and investment opportunities
- Workforce and skills reform
- Insurance and risk readiness
- Destination 2045 update
- Ministerial addresses

Held at the Brisbane Convention & Exhibition Centre as part of Queensland Tourism Week (10–14 November), DestinationQ 2025 will be a pivotal platform to strengthen partnerships, spotlight innovation, and inspire the industry's next decade of growth.



Partnership & Sponsorship Opportunities

As an event delivered in partnership with Queensland Government and Tourism and Events Queensland, DestinationQ 2025 will provide unrivalled engagement, brand and business development opportunities for Event Partners and Sponsors.

Featuring a series of keynote presentations and facilitated panel discussions, participation opportunities will also be available to Event Partners where strong alignment exists.

With accessible pricing (\$99 QTIC Member, \$199 Non-QTIC Member), DestinationQ 2025 is set to attract a high calibre industry and government audience.

Investment Options

LEVEL	INVESTMENT
Presenting Partner	On application
Platinum Partner (Max 5)	\$25,000 + GST
Gold Sponsor <ul style="list-style-type: none"> Morning/ Afternoon Break- Naming Rights Coffee Lounge- Naming Rights Networking Event- Naming Rights 	\$15,000 + GST
Event Supporter	\$5,000 + GST
Exhibitor Space - Networking Hub	\$3,500 + GST
VIP Dinner Sponsor (30 pax)	Host Venue



Platinum Partner

Investment \$25,000 + GST

Platinum Partners have a unique opportunity to showcase their industry leadership at DestinationQ. In addition to the significant corporate profiling, exclusive networking and business development opportunities, Platinum Partners may also have the opportunity to participate with a mutually agreed representative through one of the following:

- Panel Introduction – introducing topic & panellists
- Panel Closing – discussion summary and vote of thanks
- Panel Participation – subject to topic alignment & approval

Other Key Partnership benefits:

- Presenting Rights to one mutually agreed themed session including participation option above, branding and opportunity to play short introductory TVC (30 secs)
- Acknowledgement as a Platinum Partner in all DestinationQ marketing & communications
- Regular acknowledgement as a Platinum Partner by MC and digital event branding
- Corporate profile and website link as a Platinum Partner on Official Event App
- Platinum Partner digital branding in Networking Hub
- Exclusive access to a reserved meeting space within Networking Hub for industry/government meetings
- Invitation for one senior executive to attend the invitation-only VIP Dinner
- Eight (8) complimentary delegate registrations
- Eight (8) complimentary post-event networking function tickets
- Pre-event briefing and facilitated introductions with industry and government leaders by QTIC staff during conference where possible
- One LinkedIn/social media acknowledgement for sponsored session announcement
- EDM and website listing including URL link
- Other tailored benefit requests will be considered.



Gold Sponsor

Investment \$15,000 + GST

Gold Sponsors, in addition to the significant business development opportunities on offer, will have the exclusive Naming Rights to one of DestinationQ's prime assets (available on a first-in basis) including:

- Coffee Lounge
- Morning Break
- Afternoon Break
- Networking Event

Other Key Partnership benefits:

- Corporate profiling, acknowledgements and branding of selected asset as follows:
 - Coffee Lounges – exclusive branding of event space (including additional company banner opportunities) and MC Naming Rights acknowledgements of event space throughout conference
 - Morning/Afternoon Tea Breaks & Networking Event – MC Naming Rights acknowledgement, scripted company spiel & dedicated company slide prior to break.
- Acknowledgement as a Gold Sponsor in all DestinationQ marketing & communications (with reference to your selected Naming Rights asset)
- Regular acknowledgement as a Gold Sponsor by MC and digital branding throughout conference sessions
- Corporate profile and website link as a Gold Sponsor on Official Event App
- Gold Sponsor digital branding in Networking Hub
- Invitation for one senior executive to attend the pre-event VIP Dinner
- Four (4) complimentary delegate registrations
- Four (4) complimentary post-event networking function tickets
- Pre-event briefing and facilitated introductions with industry and government leaders by QTIC staff during conference where possible
- LinkedIn/social media acknowledgement
- eDM and website listing including URL link



Event Supporter

Investment \$5,000 + GST

Event Supporters will have access to significant business development opportunities, and corporate profiling throughout the conference including:

- Acknowledgement as an Event Supporter in all DestinationQ marketing & communications
- Regular acknowledgement as an Event Supporter by MC and digital event branding throughout conference sessions
- Corporate brand and website link as an Event Supporter on Official Event App
- Event Supporter digital branding in Networking Hub
- Opportunity to add Exhibitor Space at 50% discount
- Three (3) complimentary delegate registrations
- Three (3) complimentary post-event networking function tickets
- Pre-event briefing



Exhibitor Space - Networking Hub

Investment \$3,500 + GST

Exhibitor space at 2025 DestinationQ is very limited and applications will be considered on a first-in basis. Exhibitor space includes:

- Branded Exhibitor Pod (2000 x 2000 x 2500) within the dedicated Networking Hub adjacent to the main auditorium (Plaza Ballroom).
- Includes branded pod, adaptable platform and 2 chairs with the option to add a digital screen (cost on application)
- Exhibitor to provide collateral, giveaways and extra theming as required.
- Two (2) complimentary DestinationQ registrations
- Two (2) post-conference networking event tickets





EXPRESSIONS OF INTEREST

QTIC is pleased to be staging 2025 DestinationQ in partnership with Queensland Government and Tourism and Events Queensland.

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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We acknowledge 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.