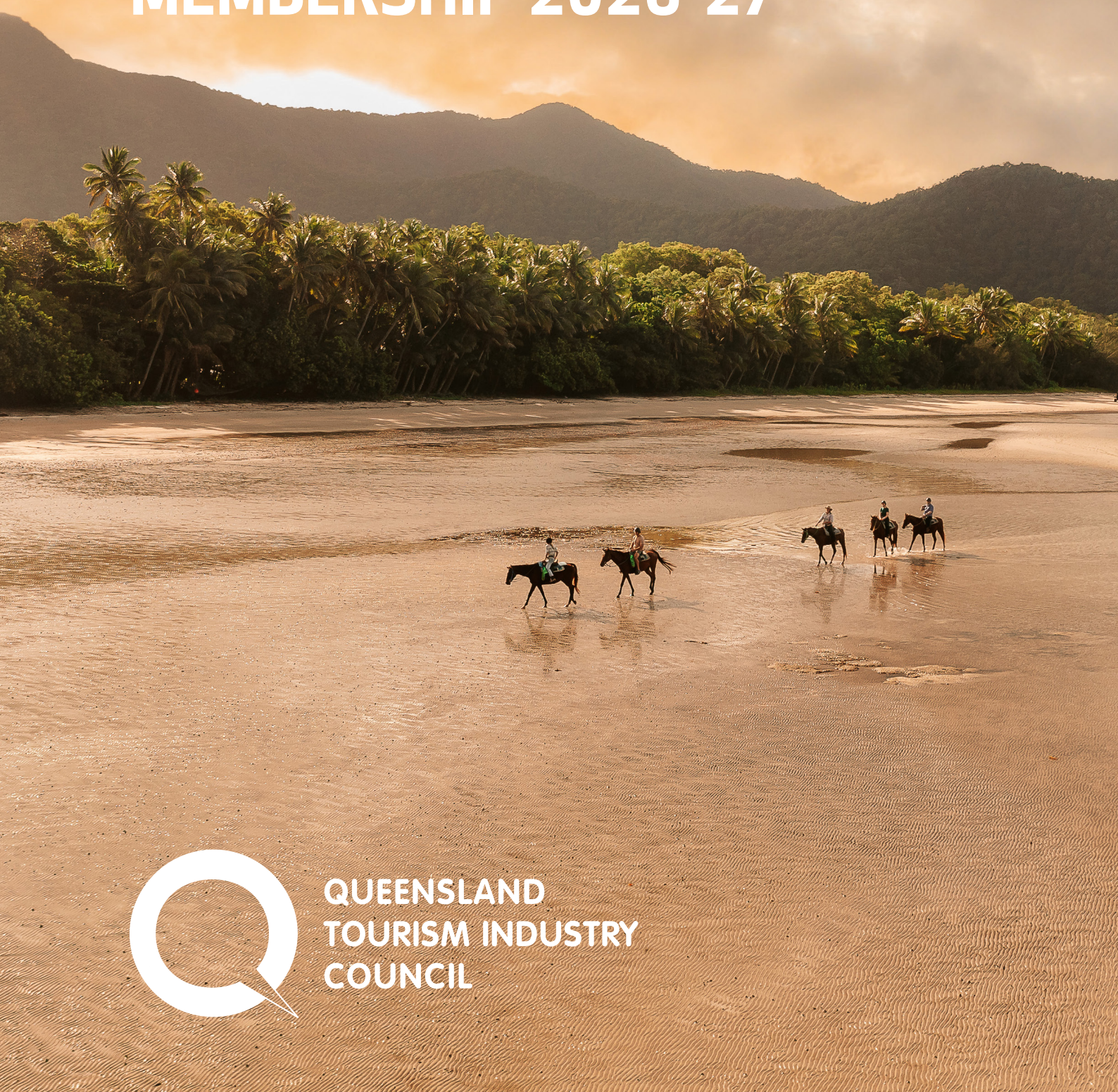


# STRONGER TOGETHER

MEMBERSHIP 2026-27



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

**Whether you are delivering experiences on the ground, enabling the sector through services and expertise, or shaping the environments in which it operates, QTIC exists to represent, connect and support you.**

- Natassia Wheeler, QTIC CEO

# Welcome

As Queensland's only statewide peak body for the visitor economy, QTIC brings together the full tourism ecosystem, including hospitality and events.

We advocate for the full breadth of industry, ensuring every voice contributes to a stronger, more coordinated and more influential future. From operators and event organisers to suppliers, educators, regional bodies and government partners, this collective network drives jobs, investment and opportunity across Queensland. Its strength lies not in individual parts, but in how they come together.

Whether you are delivering experiences on the ground, enabling the sector through services and expertise, or shaping the environments in which it operates, QTIC exists to represent, connect and support you.

Through our [Strategic Plan 2025–2028](#) and [Advocacy Plan 2025–2026](#), we are focused on strengthening industry capability, influencing policy reform, securing investment and addressing workforce challenges. Critically, we are ensuring the visitor economy is recognised as an essential driver of Queensland's long-term prosperity, particularly as we look toward 2032 and beyond.

For 2026–27, we have continued refining our membership framework to better reflect the diversity and interconnected nature of our industry. Our structure is designed to be clear, inclusive and aligned to the evolving needs of businesses and organisations across the tourism industry.

Member insight continues to shape our priorities. Pleasingly, our latest Member Survey reflected strong growth in member sentiment across every measure, including a 67% increase in QTIC's Net Promoter Score year-on-year. This feedback reinforces the value members place on QTIC's advocacy, communications, events, accreditation and broader industry support. In response, we have continued strengthening our advocacy focus, expanding practical benefits, and enhancing programs that build capability, support workforce development and create meaningful industry connections.

QTIC membership is more than access to services. It is a commitment to a stronger, more resilient and more collaborative Queensland tourism industry.

As an independent, member-owned organisation, our impact is driven by the strength and diversity of our members. Together, we lead, connect and champion a confident, competitive and future-focused Queensland.

Thank you for being part of QTIC and for contributing to what we can achieve together.

**Natassia Wheeler**  
CEO, QTIC



# Your QTIC

## Who we are

We are the Queensland Tourism Industry Council, the independent, member-owned peak body representing Queensland's visitor economy.

Our strength lies in our ability to bring industry together and translate real business insight into influence. We work at the intersection of industry and government, ensuring decisions are informed by evidence, grounded in operational reality and aligned with long-term growth.

QTIC is trusted by all levels of government because we represent a unified and credible industry voice. We provide insight, data and practical expertise that shape policy, unlock investment and support sustainable development across Queensland.

Through our members, we remain closely connected to the challenges and opportunities facing industry, from workforce and regulation to cost pressures, sustainability and growth.

We do not operate in isolation. We lead a coordinated, #TeamQueensland approach that aligns industry, communities and government around shared outcomes.

When you engage with QTIC, you are engaging with a collective force that drives progress across Queensland's tourism industry.

[Find out more about us](#)

[qtic.com.au/about-qtic](http://qtic.com.au/about-qtic)



## What we do

### Backing Queensland tourism with action, not just advocacy

For over 25 years, QTIC has delivered tangible outcomes for Queensland's tourism and events industry.

#### Policy influence & advocacy

We work with local, state and federal governments to influence strategy, reform regulations, secure funding and ensure tourism is embedded in economic planning and infrastructure investment.

#### Industry capability

We build business capability through accreditation, quality assurance, sustainability programs, star ratings and practical business tools that strengthen competitiveness.

#### Workforce & skills

We address workforce challenges through training pathways, mentoring programs, education partnerships and industry attraction initiatives - supporting both current operators and the next generation of professionals.

#### Industry engagement & events

We regularly connect industry leaders, operators and partners through forums, advisory round tables, events and collaborative platforms that foster innovation and unlock opportunity.

# Helping your business grow

Our goal is simple: to strengthen Queensland's visitor economy so your business can grow with confidence.

We are committed to supporting you to build capability, increase resilience and unlock new opportunities.



## Industry capability

QTIC provides tools, accreditation pathways and frameworks to strengthen business reputation and support industry standards, including:

- Quality Tourism Framework
- Star Ratings
- Accreditation pathways
- Queensland Welcomes You
- Pathways to Industry Excellence

These programs and frameworks help build capability across the tourism sector and support continuous business development and industry excellence.



## Workforce development

Through workforce development initiatives and industry partnerships, QTIC supports businesses to attract, retain and develop talent, including through:

- Queensland Tourism Futures Mentoring Program
- Registered Trade Skills Pathway Program
- Gateway to Industry Schools Program
- Industry Workforce Advisor support
- Young Tourism Leaders Program
- Tourism Careers Roadshows
- Industry Skills and Jobs Advisor Program



## Events

We deliver networking events, industry briefings and professional development sessions across the state, including:

- Queensland Tourism Awards
- Tourism Week - including DestinationIQ and DestinationQ
- Tourism in the House
- Queensland Top Tourism Town and Tour Guide Awards
- Major networking events
- Industry briefings and professional development sessions

These events bring industry together to celebrate excellence, strengthen connections and help shape the future of Queensland tourism.



## Indigenous tourism sector

We proudly support the growth of Queensland's Indigenous tourism sector, working alongside First Nations businesses and communities through initiatives and partnerships including:

- NAIDOC Week events
- DestinationIQ Forum
- Collaboration with Independent Indigenous Tourism Operators of Queensland (IITOC) and Queensland First Nations Tourism Council (QFNTC) in the delivery of the *Queensland First Nations Tourism Plan*
- *Understanding First Nations Cultural Protocols* resources
- *Best Practice Guide for Working with First Nations Tourism*

These initiatives strengthen representation, create opportunities and support meaningful collaboration across Queensland's tourism industry.

# Delivering for you

## QTIC puts members first.

We represent the full tourism ecosystem - and our membership framework ensures every part of that ecosystem remains informed, connected and influential.

### Exclusive member benefits:

- **Advocacy & representation** - Be part of the unified industry voice influencing tourism policy, regulation reform and investment priorities
- **Business capability & professional development** - Access accreditation pathways, workforce initiatives, training and growth programs
- **Data & industry insights** - Including policy updates, Localis data snapshots, market intelligence and sector research
- **Industry engagement & networking** - Invitations to events, webinars, advisory groups and strategic forums at exclusive member rates
- **Member-only offers & partner benefits** - Exclusive discounts across QTIC programs and partner services
- **Visibility & recognition** - Strengthen your presence within Queensland's tourism network and contribute to industry initiatives

Stay connected. Stay informed. Stay influential



## Membership Categories 2026-27

We offer three tailored categories for our tourism, hospitality and events businesses.

### Champion

**\$4,515 +GST**

**For industry leaders committed to shaping Queensland tourism at a strategic level.**

Champions actively engage in high-level advocacy, government dialogue and industry reform. This tier is designed for organisations that want to influence policy direction and strengthen the future of Queensland tourism.^

Includes everything in Advocate and Supporter, plus:

- Priority access to government and industry roundtables
- Leadership engagement in advocacy priorities
- Complimentary access to select accreditation and programs
- Elevated brand visibility through QTIC platforms

### Advocate

**\$1,370 +GST**

**For businesses ready to contribute to industry conversations and collaborative initiatives.**

Advocates participate in advocacy discussions, professional networks and industry planning.^

Includes everything in Supporter, plus:

- Direct input into QTIC advocacy and policy priorities
- Access to professional development programs
- Member directory listing

### Supporter

**\$457 +GST**

**For businesses that want to be part of Queensland's peak tourism body and access core insights and representation.**

- Representation in QTIC advocacy efforts
- Member-only updates and resources
- Event and program discounts
- Inclusion in QTIC directory

**Queensland tourism needs a strong, clear and practical voice and QTIC continues to deliver that with genuine commitment. Skyrail has proudly supported QTIC since its inception and we greatly value the role QTIC plays in representing and connecting Queensland's tourism industry.**

- Richard Berman-Hardman, General Manager, Skyrail  
QTIC Champion Member

QTIC proudly supports Queensland's Regional Tourism Organisations (RTOs). RTO members receive a 25% discount on Champion, Advocate and Supporter categories.

Champion, Advocate and Supporter membership is exclusive to tourism, hospitality and events businesses, or businesses primarily serving those sectors.

^Up to six properties, brands or products included.

^^Up to three properties, brands or products included.

## Associate Membership Categories 2026-27

Tailored for organisations supporting and engaging with Queensland's tourism industry.

### Industry Associations

For industry associations seeking collaboration, advocacy, and influence in tourism policy.

**\$1,557 +GST**

- Opportunity to participate in the Queensland Associations Council
- Access to QTIC's advocacy and policy consultation efforts
- Invitations to exclusive QTIC industry events
- Access to member-exclusive resources and networking opportunities

### Suppliers

For businesses providing products and services to the tourism sector.

**\$1,557 +GST**

- Exposure and business connection opportunities through QTIC's member network
- Access to advocacy efforts impacting tourism suppliers
- Invitations to attend all QTIC events, with special member pricing

### Local Tourism Organisations (LTO) & Local Government Authorities (LGA)

For organisations focused on regional tourism development.

**\$1,557 +GST**

- Industry collaboration and policy advocacy opportunities
- Invitations to QTIC strategic meetings and events
- Recognition in QTIC's network and member directory
- Access to research, grants, and regional tourism initiatives

### Education & Training Organisations

For training institutions supporting Queensland's tourism workforce.

**\$779 +GST**

- Opportunities for collaboration on workforce development programs
- Invitations to QTIC networking events
- Access to industry insights and training opportunities

### Regional Tourism Organisations (RTOs)

For organisations focused on regional tourism development.

**FROM \$2,366 +GST**

- Regional advocacy, policy collaboration and representation
- Invitations to QTIC strategic meetings, roundtables and industry events via the QRTN representative
- Access to tourism data, research and industry insights
- Opportunities for collaboration, programs and profile across the QTIC network

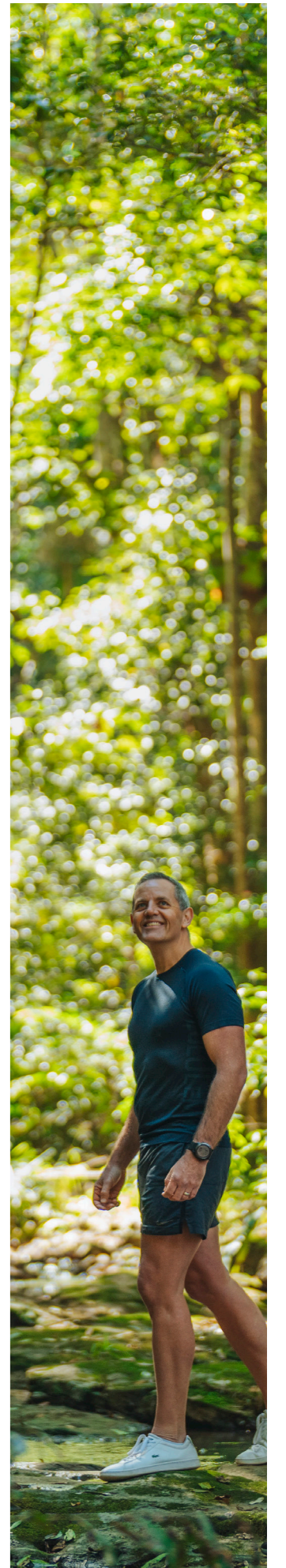
Collaboration between industry organisations is critical to ensuring Queensland tourism continues to thrive. QTIC provides an important platform for Associations to work together on shared advocacy priorities, policy discussions and industry initiatives that benefit operators across the state.

- Michelle Weston, CEO, Caravan Parks Association of Queensland



# Membership categories

Advocacy	Champion	Advocate	Supporter
Opportunity to attend QTIC advocacy round tables	Invitation only		
Vote and nominate for the QTIC Board (one vote per financial parent member)	✓	✓	Vote only
Consultation with QTIC on issues and policies affecting the tourism industry	✓	✓	
Opportunity to submit one annual policy position for QTIC review and potential advocacy support	✓		
Participation in collaborative research initiatives supporting sector advocacy	✓		
Collaborate with QTIC on joint advocacy projects and industry initiatives	✓		
Partner with QTIC on bespoke advocacy priorities aligned with regional or sector needs	✓		
Partner with QTIC on roundtables and boardroom luncheons with government and industry leaders	✓		
Request QTIC Letter of Support (subject to approval)	✓	✓	✓
Crisis-ready advocacy and rapid support during disruption	✓	✓	✓
Industry engagement & events	Champion	Advocate	Supporter
Invitations to QTIC events at special member pricing	✓	✓	✓
Exclusive access to member-only webinars and masterclasses	✓	✓	✓
Partner & Industry Leader networking event	1 free ticket		
QTIC Industry Events including World Tourism Day, World Environment Day, Tourism in the House	1 free ticket		
Invitation to exclusive QTIC events (as guest)	✓		
Queensland Tourism Awards	1 free nomination	50% discount	50% discount
Top Tourism Town / Top Tour Guide	1 free nomination	50% discount	50% discount
Data & insights	Champion	Advocate	Supporter
Member-only industry news and insights	✓	✓	✓
Updates on policy, trends and sector developments	✓	✓	✓
Complimentary Localis Monthly Member Data Snapshot for one nominated region	✓	✓	✓
Complimentary access to Queensland Tourism Intelligence Dashboard	✓	✓	✓
Business/personal development & support	Champion	Advocate	Supporter
Access to QTIC Member Directory	✓	✓	✓
Access to exclusive member offers and partner opportunities	✓	✓	✓
Negotiated member savings with preferred suppliers	✓	✓	✓
Access to member-only resources	✓	✓	✓
Participation in QTIC Futures Mentoring Program (Mentor or Mentee, subject to alignment)	✓	✓	✓
Access to QTIC's business capability initiatives and workforce development programs	✓	✓	✓
Early invitations to participate in QTIC workforce programs and pilots	✓	✓	
Opportunity to connect with First Nations tourism leaders and businesses	✓	✓	✓
Official QTIC Member digital badge and certificate to promote your involvement with industry	✓	✓	✓
Opportunity to contribute to QTIC industry newsletters, social media and website (subject to QTIC discretion)	✓		
Quality Tourism Framework – Sustainable Tourism Accreditation & Star Ratings Accreditation or renewal fees	1 free accreditation	25% discount	25% discount
Quality Tourism Framework – Accessible, Camps and Risk Management Program	1 free of each add-on module	25% discount	25% discount
Complimentary access to Quality Tourism Framework – Tourism Emission Reduction Program and Connecting to Culture modules	Complimentary	Complimentary	Complimentary
Access to QTIC's member lounge in Brisbane for stakeholder meetings (subject to availability)	✓		
Subsidiary Memberships: Extend membership benefits to additional properties, brands or products	Up to 6 subsidiary memberships	Up to 3 subsidiary memberships	

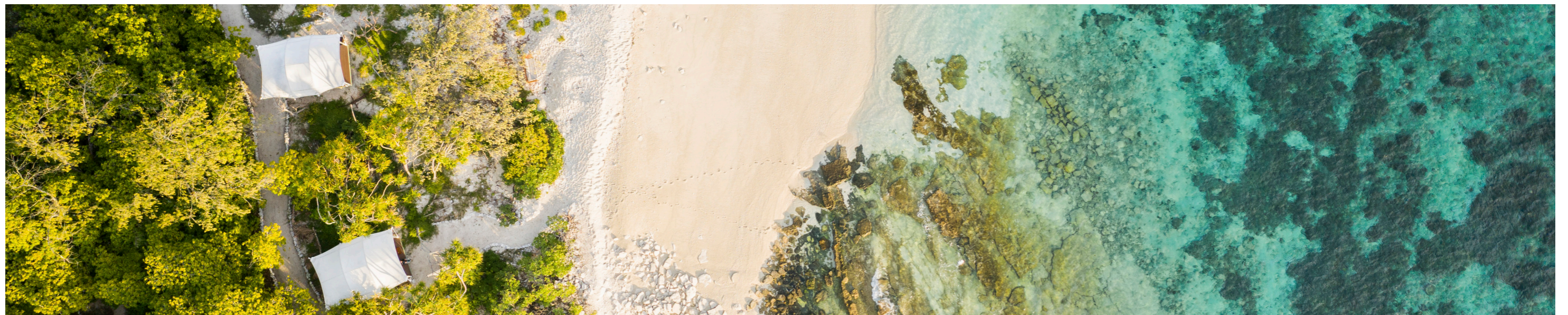


# Associate categories

Advocacy	Associations	Education & Training Organisations	Suppliers	LTO/LGA	RTO
Opportunity to attend QTIC advocacy round tables	Invitation only				Invitation only
Eligibility to participate in the QTIC Associations Committee, with a representative pathway to the QTIC Board (if eligible)	✓				
Invitation for one representative of the QTIC RTO Reference Group to sit on the QTIC Board (if eligible)					✓
Vote and nominate for the QTIC Board (one vote per financial parent member)	Vote only	Vote only	Vote only	Vote only	Vote only
Consultation with QTIC on issues and policies affecting the tourism industry	✓		✓	✓	✓
Participation in collaborative research initiatives supporting sector advocacy					✓
Opportunity to provide feedback on key QTIC submissions					✓
Collaborate with QTIC on joint advocacy projects and industry initiatives	✓				✓
Partner with QTIC on bespoke advocacy priorities aligned with regional or sector needs					✓
Partner with QTIC on roundtables and boardroom luncheons with government and industry leaders					✓
RTO-specific advocacy coordination and regional representation					✓
Request QTIC Letter of Support (subject to approval)	✓	✓	✓	✓	✓
Crisis-ready advocacy and rapid support during disruption	✓			✓	✓
In-region media collaboration with QTIC (subject to relevance and availability)					✓
Industry engagement & events	Associations	Education & Training Organisations	Suppliers	LTO/LGA	RTO
Invitations to QTIC events at special member pricing	✓	✓	✓	✓	✓
Exclusive access to member-only webinars and masterclasses	✓	✓	✓	✓	✓
Partner & Industry Leader networking event					1 free ticket
QTIC Industry Events including World Tourism Day, World Environment Day, Tourism in the House					1 free ticket
Invitation to exclusive QTIC events (as guest)	✓				✓
Invitation to attend QTIC Boardroom Luncheons					✓ (via QRTN rep.)
Opportunity to co-host in-region industry events with QTIC	✓			✓	✓
QTIC CEO participation in events/webinars (subject to relevance and availability)	✓			✓	✓
Queensland Tourism Awards	50% discount	50% discount	50% discount	50% discount	1 free nomination
Top Tourism Town / Top Tour Guide	50% discount			50% discount	1 free nomination
Data & insights	Associations	Education & Training Organisations	Suppliers	LTO/LGA	RTO
Member-only industry news and insights	✓	✓	✓	✓	✓
Updates on policy, trends and sector developments	✓	✓	✓	✓	✓
Complimentary Localis Monthly Member Data Snapshot for one nominated region	✓	✓	✓	✓	✓
Complimentary access to Queensland Tourism Intelligence Dashboard	✓	✓	✓	✓	✓
Complimentary Localis destination data briefing	✓			✓	✓

## Associate categories cont.

Business/personal development & support	Associations	Education & Training Organisations	Suppliers	LTO/LGA	RTO
Access to QTIC Member Directory	✓	✓	✓	✓	✓
Access to exclusive member offers and partner opportunities	✓	✓	✓	✓	✓
Negotiated member savings with preferred suppliers	✓	✓	✓	✓	✓
Access to member-only resources	✓	✓	✓	✓	✓
Participation in QTIC Futures Mentoring Program (Mentor or Mentee, subject to alignment)	✓	✓	✓	✓	✓
Access to QTIC's business capability initiatives and workforce development programs		✓	✓	✓	✓
Early invitations to participate in QTIC workforce programs and pilots	✓	✓		✓	✓
Opportunity to connect with First Nations tourism leaders and businesses	✓	✓	✓	✓	✓
Official QTIC Member digital badge and certificate to promote your involvement with industry	✓	✓	✓	✓	✓
Opportunity to contribute to QTIC industry newsletters, social media and website (subject to QTIC discretion)	✓		✓		✓
Quality Tourism Framework – Sustainable Tourism Accreditation & Star Ratings Accreditation or renewal fees	25% discount	25% discount	25% discount	25% discount	1 free accreditation
Quality Tourism Framework – Accessible, Camps and Risk Management Program	25% discount	25% discount	25% discount	25% discount	1 free of each add-on module
Complimentary access to Quality Tourism Framework – Tourism Emission Reduction Program and Connecting to Culture modules	Complimentary	Complimentary	Complimentary	Complimentary	Complimentary
Access to QTIC's member lounge in Brisbane for stakeholder meetings (subject to availability)					✓
Opportunity to provide quotes to QTIC on new procurement opportunities			✓		
Referral of business opportunities through the QTIC network			✓		
Formal review of training and assessment strategies to support Registered Training Providers and Higher Education Providers		✓			





**QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL**

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.

Queensland Tourism Industry Council

ABN: 75 095 706 095

PO Box 13162, George St Brisbane QLD 4000

[www.qtic.com.au](http://www.qtic.com.au)



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