

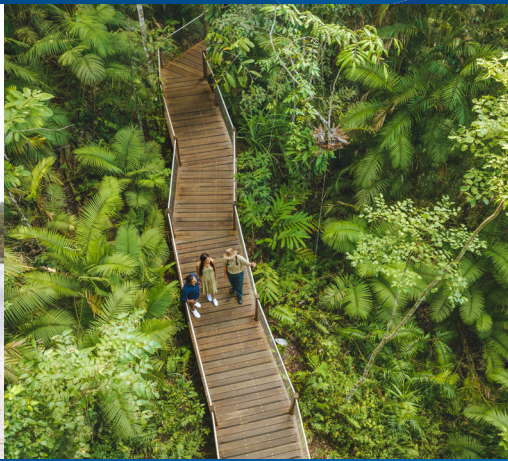
Including
**2026 Tourism Week
Gold Coast
Nov 4 - 6**



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

2026/2027 Sponsorship Opportunities

Expressions of Interest



Partner with Queensland Tourism Industry Council

Queensland's tourism industry is a cornerstone of the state's prosperity, generating significant export revenue, supporting jobs in every region, and intersecting many other key sectors including transport, aviation, education, agriculture, retail, construction, health, technology and the arts. Queensland tourism is strongest when industry comes together, to collaborate, to learn, and to recognise excellence. As the peak body, the Queensland Tourism Industry Council (QTIC) stages a series of events and programs that connect operators, government and industry leaders across the state.

In partnership with a select group of sponsors, QTIC delivers year-round engagement opportunities from flagship conferences and forums to nationally acclaimed awards and capability building programs.

Sponsorship provides a trusted way for your organisation to demonstrate your industry leadership, build relationships with key decision makers and participate in conversations that will shape Queensland's tourism industry in the lead up to and beyond the 2032 Brisbane Olympic and Paralympic Games.

Importantly, your sponsorship investment also helps strengthen the capability, sustainability and competitiveness of the visitor economy across Queensland, ensuring operators and regions have a strong collective voice and access to the connections and insights that drive long-term growth.

QTIC invites you to consider a FY27 sponsorship opportunity that aligns with your strategic priorities and positions your organisation as an active supporter of Queensland tourism.

Natassia Wheeler
Chief Executive Officer



Natassia Wheeler
Chief Executive Officer

Partnership & Sponsorship Opportunities



Expressions of Interest are now open for the following QTIC events and programs for organisations from any sector who wish to develop a stronger connection with Queensland's tourism industry as the state prepares to host the 2032 Olympic and Paralympic Games.

The QTIC Partnerships and Events team will be pleased to provide you with more information on these opportunities and discuss a tailored sponsorship package that aligns with your business priorities.

Events and programs

- 2026 Tourism Week
 - ~ DestinationQ Conference
 - ~ Queensland Tourism Awards
 - ~ DestinationIQ Forum
- 2026 NAIDOC Corporate Breakfast
- 2026 Tourism in the House
- 2026 World Tourism Day
- 2027 Tourism Leaders Lunch
- 2027 World Environment Day
- 2027 Queensland Top Tourism Town Awards
- 2027 Queensland Tourism Futures Mentoring Program
- 2027 Future Ready Tourism Webinar Series

As a QTIC Sponsor your organisation will benefit from significant business development, participation and branding benefits and also have access to QTIC's extensive industry network throughout Queensland.

QTIC Audience



Industry Database

6,461



Social Media Channels

37,516



QLD Tourism, Events & Hospitality businesses

65,365



QLD Tourism, Events & Hospitality workers

277,000

DestinationQ Conference

Thursday 5 November 2026, Gold Coast Convention & Exhibition Centre



Join over 800 of Queensland tourism's industry and government leaders on the Gold Coast for Tourism Week 2026, proudly supported by Experience Gold Coast. Tourism Week is the state's largest annual gathering of key tourism stakeholders and presents an unrivalled opportunity for sponsors to connect, profile and position their organisation during an exciting and fertile time for the industry.

DestinationQ is the cornerstone event of Tourism Week and attracts business leaders and senior government officials from around the state to discuss and share insights and priorities.

DestinationQ is delivered in a partnership between Queensland Tourism Industry Council (QTIC), Tourism and Events Queensland (TEQ) and Queensland Government. DestinationQ 2026 will draw on the expertise and experience of speakers and presenters from across Queensland and Australia, to inspire and inform the Queensland tourism industry.

Discussion topics will align with the recommendations of Destination 2045: Queensland's 20 Year Tourism Plan, in the following areas:

- Experience Development
- Investment Attraction
- Ecotourism
- Connectivity & Access
- Events
- Brisbane 2032 Games Legacy

DestinationQ 2026 will provide unrivalled engagement, brand and business development opportunities for Event Partners and Sponsors. Opportunities will include:

Investment

- Platinum Partner (max 3) \$25,000 +GST
High level participation & engagement opportunities within the conference program
- Gold Sponsor (max 6) \$15,000 +GST
Branding of key event assets including Session Breaks, Networking Hub, Coffee Lounge and Networking Event
- Event Supporter \$5,000 +GST
Entry level brand sponsorship and business development
- Business Hub Exhibitor Space TBC

Details of 2026 DestinationQ Forum have not been released yet. Please register your interest with QTIC now to receive exclusive access to event sponsorship opportunities prior to industry release.

Queensland Tourism Awards

Friday 6 November 2026, Gold Coast Convention & Exhibition Centre

2026
Tourism Week

In partnership with
**EXPERIENCE
GOLD COAST.**



In 2026 Queensland tourism's premier industry awards will bring together up to 1000 tourism industry leaders, government representatives and entrepreneurs on the Gold Coast for a world-class celebration of industry excellence.

The 2026 Queensland Tourism Awards proudly presented by Queensland Airports Limited, provides an unrivalled, high-profile platform to showcase your company's commitment to Queensland's \$25B tourism industry.

With 30 Award categories to choose from, a stellar lineup of industry leaders to engage with, and a six month marketing window, this is a prime opportunity to showcase your brand's commitment to the industry.

2025 Media Coverage

QTIC drove a targeted PR campaign for the 2025 Queensland Tourism Awards that delivered \$2.4M in coverage and a total reach of 45.6 million including:

- Media Clips 335 online, broadcast and print
- LinkedIn/Social Media 240,068 impressions
- Live Stream Views 1,856

[Click here to watch the 2025 Queensland Awards Highlights video](#)

Benefits

- Category Alignment – with your business priorities
- Profiling & Branding to QTIC's extensive industry audience
- VIP Networking events
- Gala Awards Staff & Client hosting
- Staff & Client hosting
- Extensive marketing leveraging opportunities

Investment

- Gold Sponsor \$20,000 +GST
- Category Sponsor \$8,500 +GST
- Event Sponsor In Kind

"The Queensland Tourism Awards is a momentous occasion, a time to recognise and reward the outstanding achievements of tourism operators, individuals and events. As a proud and longstanding sponsor, Queensland Airports Limited looks forward to celebrating excellence within the industry each year, and has always found the Awards to be a valuable opportunity to showcase our four airports as gateways to this wonderful state."

~ Abigail Koch, GM Strategic Communications, Queensland Airports Limited (Presenting Partner)

DestinationIQ First Nations Tourism Forum

Wednesday 4 November 2026, The Star Gold Coast

2026
Tourism Week

In partnership with
**EXPERIENCE
GOLDCOAST.**



DestinationIQ is the premier First Nations tourism conference in Queensland, attracting over 250 First Nations business leaders, employers, government representatives, tourism organisations, native title holders and community organisations from all around Queensland.

Established in 2013, DestinationIQ provides an important annual platform for thought provoking discussions, insightful presentations and collaborative ideas to ensure that First Nations tourism and employment is a priority for both the industry and government.

DestinationIQ also presents an opportunity for non-Indigenous business leaders to listen, learn and implement positive change in their businesses.

This is an opportunity for your organisation to work with QTIC's First Nations Tourism team to contribute to First Nations tourism and provide opportunities for growth, collaboration and partnership.

Benefits

- Organisation Profiling & Branding
- Engagement & Networking opportunities
- Staff & Client hosting
- Speaking opportunity (Presenting Partner only)

Investment

- | | |
|----------------------|---------------|
| • Presenting Partner | \$15,000 +GST |
| • Event Sponsor | \$5,000 +GST |
| • Event Supporter | In Kind |



NAIDOC Corporate Breakfast

Wednesday 8 July 2026, Royal International Convention Centre, Brisbane



Brisbane's largest annual NAIDOC corporate event and a key event in Queensland's tourism calendar, this event will bring together 500 business and government leaders to recognise the value of First Nations people in the industry.

This year's theme of **50 Years of Deadly** celebrates five decades of NAIDOC Week, honouring the strength, pride, resilience and cultural leadership of Aboriginal and Torres Strait islander peoples and communities that have carried this movement over the past 50 years.

This is an opportunity to demonstrate your organisation's leadership in supporting First Nations tourism and promoting First Nation's opportunities within the broader corporate sector.

Benefits

- Organisation Profiling & Branding
- Engagement & Networking opportunities
- Speaking opportunity (Presenting Partner only)

Investment

- | | |
|----------------------|--------------|
| • Presenting Partner | ₹15,000 +GST |
| • Event Sponsor | ₹5,000 +GST |
| • Event Supporter | In Kind |



World Tourism Day

Wednesday 23 September 2026, Brisbane



World Tourism Day was founded in 1980 to highlight the significance of tourism on a global scale and marks the adoption of the statutes of the United Nations World Tourism Organisation.

In Queensland, World Tourism Day is now one of the key events in our tourism calendar, bringing together over 250 industry leaders, government representatives and tourism professionals from all over the state to discuss key areas concerning our industry. The event offers a prime opportunity for a small number of Sponsors to engage with a high value, industry-leading audience.

Benefits

- Organisation Profiling & Branding
- Engagement & Networking opportunities
- Staff & Client hosting
- Access to key decision-makers
- Speaking opportunity (Presenting Partner only)

Investment

- | | |
|----------------------|---------------|
| • Presenting Partner | \$20,000 +GST |
| • Event Sponsor | \$5,000 +GST |
| • Venue Partner | In Kind |



Queensland Tourism Leaders Lunch

March 2027, (Location TBC)



QTIC's annual networking event with key industry and government leaders to discuss and address key issues, challenges and opportunities for Queensland tourism.

Featuring a keynote address and panel discussion this event is open to QTIC members and non-members to attend and attracts a strong cross-section of leaders from around the state.

This event provides a prime opportunity early in the year for sponsors to connect with a high-end industry and government audiences.

Benefits

- Organisation Profiling & Branding
- Engagement & Networking opportunities
- Staff & Client hosting
- Speaking opportunity (Presenting Partner only)

Investment

- | | |
|----------------------|---------------|
| • Presenting Partner | \$15,000 +GST |
| • Event Sponsor | \$5,000 +GST |
| • Venue Partner | In Kind |



World Environment Day

June 2027, (Location TBC)



World Environment Day is celebrated annually on 5 June and encourages awareness and action for the protection of the environment.

With nature-based experiences a key pillar of Queensland's tourism industry, World Environment Day provides an important platform for industry and government leaders to come together to discuss key issues concerning tourism's role in the protection of the environment.

This event provides an opportunity for a small number of Sponsors to demonstrate their leadership and commitment to sustainable tourism and environmentally responsible practices.

Benefits

- Organisation Profiling & Branding
- Engagement & Networking opportunities
- Staff & Client hosting
- Speaking opportunity (Presenting Partner only)

Investment

- | | |
|----------------------|---------------|
| • Presenting Partner | \$20,000 +GST |
| • Event Sponsor | \$5,000 +GST |
| • Venue Partner | In Kind |



Queensland Top Tourism Town Awards

June 2027 (Date TBC), 1 William Street, Brisbane



The Queensland Top Tourism Town Awards is part of the national awards program that aims to celebrate the regions and showcase their communities, attractions, amenities and tourism infrastructure.

The four awards open for nomination are:

- Top Tourism Town;
- Small Tourism Town;
- Tiny Tourism Town; and
- Top Tour Guide.

Winners enjoy state recognition, free publicity, boosted visitation and the pride of living in one of Australia's best towns. Queensland winners are awarded in June and automatically put forward for the National Awards in September at Parliament House, Canberra.

This is an opportunity for one Presenting Partner to underline their commitment to Queensland's tourism industry to a government and industry audience.

Benefits

- Partner branding & media coverage – 3 month program
- Senior Government & Industry networking opportunities
- VIP invitations to attend Queensland & Australian Awards
- Speaking opportunity at Queensland Awards (Presenting Partner only)
- Brand & content opportunities – online voting platform & Awards

Investment

- Presenting Partner \$15,000 +GST
- Supporter Sponsor \$5,000 +GST/ In Kind



Queensland Tourism Futures Mentoring Program

April - September 2027



The QTIC Queensland Tourism Futures Program provides an opportunity for the next generation of tourism professionals to grow both personally and professionally under the guidance of experienced industry leaders.

Past graduates of the program have achieved significant success including securing new job opportunities, establishing award-winning tourism ventures and gaining senior leadership roles.

Running annually from April to September, this program matches students and early-stage industry mentees with experienced mentors to provide them with guidance and support, including goal setting, career planning, leadership mentoring and identifying possible areas for improvement.

The opportunity exists for one Presenting Partner to align closely with this initiative to provide valuable support to the next generation of tourism leaders.

Benefits

- Organisation Profiling & Branding
- Engagement & Networking opportunities
- Staff & Client hosting
- Speaking opportunity (Presenting Partner only)

Investment

- Presenting Partner \$15,000 +GST
- Supporter Sponsor \$5,000 +GST



Future Ready Webinar Series

Monthly Online 2027



QTIC's Future Ready Tourism Webinar Series is a statewide digital engagement platform, of particular importance to regional and remote operators who may not be able attend in-person events.

Featuring high-quality monthly online content, the webinars provide interactive segments from industry leaders, innovators, entrepreneurs and QTIC partners. Hosted by the QTIC CEO or another senior QTIC leader, the aim of this series is to provide valuable data, insights and perspectives on key topics and issues facing Queensland's tourism industry.

An opportunity exists for one Presenting Partner to align with and participate in this important statewide engagement platform.

Benefits

- Exclusive Organisation Profiling & Alignment
- Participation opportunities – one dedicated monthly segment*
- Branded content – Presenting Partner branded content in monthly Your Tourism Voice industry eDM
- Connection to monthly thought leaders and a statewide industry audience

Investment

- | | |
|--------------------------|---------------|
| • Presenting Partner | \$15,000 +GST |
| • Single Webinar Sponsor | \$2,500 +GST |



*Content by mutual agreement

Secure a QTIC Sponsorship

Register your Sponsorship interest today

Queensland Tourism Industry Council is now inviting Expressions of Interest for 2026/2027 financial year sponsorships.

There has never been a more important time to demonstrate your leadership and commitment to the Queensland tourism industry. QTIC's Partnerships & Events team will be pleased to work with you to create a flexible sponsorship package that aligns with your business priorities and delivers a strong return on your investment.

This includes the option to bundle sponsorship opportunities to create a tailored annual package that complements your QTIC membership or partnership. You will also receive first right of renewal on future opportunities – a key advantage for your business.

For an early discussion please contact one of the QTIC team below.



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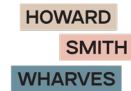
[t 0410 741 208](tel:0410741208)

Our Partners

Strategic Partners



Corporate Partners



Regional Tourism Network Partners



2025/2026 QTIC Partners shown



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

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Level 5, 189 Grey Street, South Bank QLD 4100

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.