



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

ASSOCIATE MEMBERSHIP

2025-2026

Stronger together



QTIC membership goes beyond perks ... it's an investment in the future of Queensland tourism. As an independent, not-for-profit organisation, we rely on our members to help us advocate, connect and lead.

- Natassia Wheeler, CEO

Welcome

Tourism is Queensland's second-largest export and the state's leading generator of jobs -powering local economies, supporting vibrant communities, and contributing billions to our state's prosperity every year. As Queensland's only statewide peak body for tourism and events, QTIC proudly represents not just front line operators, but also the diverse network of businesses that enable our visitor economy to thrive.

If your business supports tourism operators, QTIC is your advocate. We know the success of Queensland's visitor economy relies on a strong and connected network of service providers like you.

QTIC helps ensure your business is recognised as part of the tourism ecosystem. Associate membership gives you a seat at the table, allowing you to connect with operators, understand industry trends, and align your offerings with the evolving needs of Queensland's tourism, hospitality and events sectors.

We've refined our membership structure to better reflect this broader industry landscape, making it easier for businesses like yours to access relevant benefits and contribute to shaping the future of tourism in Queensland.

In 2025-26, we're introducing new membership categories and tailored support, including a focus on the events sector. Another area where association members play a key role. Whether you're providing creative services to a tourism campaign or delivering infrastructure that enhances the visitor journey, your contribution matters.

QTIC membership is more than just access to benefits. It's a strategic investment in the long-term strength and sustainability of Queensland's tourism industry. As an independent, not-for-profit organisation, we rely on a diverse community of members, including our association partners, to help us lead, connect and champion the sector's future.

Natassia Wheeler
CEO, QTIC



Your QTIC

Who we are

We are the Queensland Tourism Industry Council (QTIC) - Queensland's independent, not-for-profit, member-owned peak body for tourism and events.

As a peak body, our role is to represent and advocate for the entire industry - tourism operators, hospitality providers, event organisers, and the many businesses that support them. We unite the sector's voice to influence decision-makers, shape policy, and deliver real results.

QTIC is trusted at every level of government because we speak with the collective strength of Queensland's visitor economy. We know this state - its regions, its people, and its potential. And through our members, we stay grounded in the realities of your business, your challenges, and your aspirations.

We believe that the strength of our industry lies in collaboration. That's why we foster a #TeamQueensland ethos - bringing together businesses, communities, and government to drive sustainable growth and shared success.

No matter your size or where you're based, QTIC is here to support you. When you join us, you're not just gaining a membership - you're joining a movement that champions tourism, connects people, and builds a stronger future for Queensland.

[Find out more about us](https://www.qtic.com.au)

www.qtic.com.au



What we do

Backing Queensland tourism with action, not just advocacy

For over 22 years, QTIC has been the trusted voice and champion of Queensland's tourism and events industry - working every day to deliver real outcomes for our members.

Influence policy

We collaborate with all levels of government to shape strategy, secure funding, and put tourism operators at the center of decisions.

Real-world advocacy

We listen to members and push for real-world policy responses to the challenges they face.

Workforce building

We deliver training, accreditation and practical pathways for the next generation of industry professionals.

Driving growth

We connect industry through events, partnerships and forums that open new opportunities and foster innovation.

Helping your business grow

Our goal is to bring the world to Queensland, creating more opportunities for tourism operators across the state. We are committed to helping you build your business, grow your business and sustain your business.

We offer a great many programs and services to support this growth.



Business capability

QTIC provides opportunities, tools and resources for tourism businesses to build their capability and improve business outcomes, including accreditation under the Quality Tourism Framework and Star Ratings.



Workforce development

We offer programs that help businesses attract, retain and onboard staff. We also support career growth through training, education and initiatives such as the Queensland Tourism Futures mentoring program and the Registered Trade Skills Pathway program.



Events

We run networking events, industry functions and online sessions to support businesses and strengthen industry connections. We also host major tourism events, including the annual Queensland Tourism Awards and DestinationQ Forum.



Indigenous tourism sector

We proudly support Queensland's Indigenous tourism sector, connecting industry with community and First Nations organisations through programs, resources and initiatives like the Indigenous Champions Network and Destination IQ Forum.

"If you're thinking of becoming a QTIC Member please get on board. It's a fantastic organisation, providing great experiences, great collaboration and their industry knowledge is second to none."

- Dark Arts Global

Delivering for you

QTIC puts members first.

QTIC values the vital role of businesses and organisations that support Queensland’s tourism industry. Whether you are an association, supplier, education provider, or regional tourism body, our Associate Membership ensures you stay connected, informed, and engaged with industry opportunities.

Exclusive benefits for Associate Members:

- **Advocacy & industry engagement:** Influence key tourism policies and participate in QTIC’s industry advisory groups
- **Business development & growth:** Access programs, industry insights, and research tailored to your sector
- **Exclusive resources & opportunities:** Including Grants Gateway, market intelligence and professional development tools
- **Networking & collaboration:** Connect with tourism businesses, government and industry leaders through QTIC events
- **Member-only discounts & partner offers:** Special offers on QTIC programs, sponsorship opportunities, and industry services
- **Tailored benefits for your sector:** Gain recognition, collaborate on industry initiatives, and strengthen your business’s impact in the tourism ecosystem



Associate Membership Categories 2025-26

We offer four tailored categories to better align with businesses engaging in Queensland’s tourism industry.

Associations

\$1,500 +GST

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

- Opportunity to participate in the QTIC 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.

Education & Training Organisations

\$750 +GST

For training institutions supporting Queensland’s tourism workforce.

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

Suppliers

\$1,500 +GST

For businesses providing products and services to the tourism sector.

- 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 (LTOs) & Local Government Authorities (LGAs)

\$1,500 +GST

For organisations focused on regional tourism development.

- 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.

Membership value

Tap into exclusive opportunities, grow your network, and amplify your voice in Queensland’s tourism industry.

Wherever you're based, and whatever your business size, your membership gives you direct access to support, connections and advocacy - helping your business and our industry thrive.

Advocacy	Associations	Education & Training Organisations	Suppliers	LTOs & LGAs
Opportunity to sit on QTIC industry advisory groups to influence advocacy for the tourism industry (subject to QTIC discretion)	✓	✓	✓	✓
Participate in impactful collaborative research opportunities	✓			
Opportunity to sit on QTIC Associations Committee, and a representative from the committee to sit on QTIC Board, if eligible	✓			
Industry engagement & events	Associations	Education & Training Organisations	Suppliers	LTOs & LGAs
Invitations to all QTIC Events (Member special pricing)	✓	✓	✓	✓
Exclusive access to member only webinars and masterclasses	✓	✓	✓	✓
Queensland Tourism Awards nominations	50% discount	50% discount	50% discount	50% discount
Top Tourism Town Awards nominations	50% discount			50% discount
Vote on and nominate for the QTIC board. Financial members only (parent member), limited to one vote per business	Vote only	Vote only	Vote only	Vote only
Data & insights	Associations	Education & Training Organisations	Suppliers	LTOs & LGAs
Member only news with updates from industry and industry insights	✓	✓	✓	✓
Complementary Localis Monthly Member Data Snapshot report (for one nominated region)	✓	✓	✓	✓
Complimentary Localis destination data briefing	✓			✓
Business development & support	Associations	Education & Training Organisations	Suppliers	LTOs & LGAs
QTIC Member Welcome Pack including logo and certificate to promote your involvement with industry	✓	✓	✓	✓
Access to exclusive member offers and opportunities from our partners	✓	✓	✓	✓
Access to QTIC Member Directory	✓	✓	✓	✓
Access to QTIC Grants Gateway	✓	✓	✓	✓
Request QTIC Letter of Support (subject to approval)	✓			✓
Access to QTIC’s suite of business capability initiatives and workforce development programs	✓	✓	✓	✓
Networking opportunities with First Nations tourism leaders and businesses, and support from the QTIC Indigenous Programs Team	✓	✓	✓	✓
Opportunity to provide quotes to QTIC on new procurement opportunities			✓	
Referral of new business opportunities from QTIC network			✓	
Sustainable Tourism Accreditation or Star Ratings Program Accreditation registration or renewal fees	25% discount	25% discount	25% discount	25% discount
Accessible Tourism Program, Tourism Emissions Reduction Program and Risk Management Program	25% discount	25% discount	25% discount	25% discount
Participation in the QTIC Futures Mentoring Program (Mentor or Mentee) (subject to alignment of applicants)	✓	✓	✓	✓
Early invitations to participate on QTIC workforce programs and initiatives		✓		
Formal review of training and assessment strategies to support Registered Training Providers and Higher Education Providers		✓		



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

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