

# TOURISM MEMBERSHIP

2025-2026

Stronger together





**QTIC Membership is more than a benefits package ... 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 operates in or supports these sectors, QTIC is your advocate. We provide industry insights, valuable connections, and strong representation to ensure your voice is heard.

Member feedback is at the heart of what we do. In response, we've strengthened our advocacy, expanded member benefits, and refined membership categories to better meet the evolving needs of the industry, ensuring businesses of all sizes find value in QTIC.

In 2025-26, we're introducing a dedicated membership category for event providers, recognising their key role in attracting visitors and enhancing Queensland's tourism appeal. We've also streamlined our membership structure to better serve tourism, hospitality, and events businesses with more targeted support.

QTIC membership is more than just benefits - it's an investment in Queensland's tourism future. As a not-for-profit organisation, we rely on our members to help us lead, connect, and advocate for a stronger, world-class destination.

**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](#)

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

**"Being a member of QTIC has meant that we can engage with the wider tourism community through networking events and functions. We're able to connect with our colleagues and peers and have those important conversations."**

- Riverlife and Event Centre



# Delivering for you

## QTIC puts members first.

Whether you're a tourism business, event operator, or industry professional looking to connect and grow, we have a membership option tailored for you.

### Exclusive benefits for Tourism and Events Members:

- **Advocacy:** Be part of key discussions shaping the future of Queensland tourism and events
- **Business development & support:** Access exclusive resources, training, and business development programs
- **Data & insights:** Including Grants Gateway, policy updates, and industry insights
- **Industry engagement & events:** Invitations to QTIC's exclusive industry events, webinars, and workshops
- **Member-only discounts & partner offers:** Enjoy savings on industry programs, events, and accreditation
- **Plus more!** Stay connected, informed and supported with a strong industry network

# Tourism Membership Categories 2025-26

Choose the membership level that aligns with your goals and role in Queensland's tourism industry.

## Tourism Champion

\$4,350 +GST

For industry leading tourism operators committed to shaping Queensland tourism at a strategic level.

This level is ideal for tourism and event operators who want to play an influential role in the future of the industry. Champions actively engage in state-level advocacy, contribute to government dialogue, and represent the voice of tourism through QTIC's peak forums and platforms.^

- Includes everything in Advocate and Supporter
- Priority access to government and industry roundtables
- Complimentary access to select accreditations and programs
- Elevated brand visibility through QTIC channels

## Tourism Advocate

\$1,320 +GST

For businesses that want to help shape industry's direction through collaboration and contribution.

Advocates are businesses ready to engage in industry discussions, contribute to planning and development, and connect through professional networks. This tier suits operators seeking to be part of the conversation and collaborate on QTIC-led initiatives.^^

- Includes everything in Supporter
- Opportunity to join industry advocacy groups
- Access to QTIC professional development programs
- Member directory listing for enhanced networking

## Tourism Supporter

\$440 +GST

For businesses that want to show their support for the industry without active involvement.

Supporters value being part of Queensland's peak tourism body and accessing core insights and resources, but prefer not to participate in consultation or leadership forums. This level provides a straightforward way to contribute to the collective strength of the sector.

- Representation in QTIC advocacy
- Member-only resources and updates
- Discounts on events and program
- Inclusion in QTIC business directory

## Events

\$440 +GST

For event organisers and businesses connected to Queensland's events economy.

This membership is designed for those involved in tourism-related events who want to stay informed, connected and supported. It's ideal for organisations that wish to align with the state's tourism strategy, without necessarily engaging beyond the event sector.

- Sector-specific advocacy and representation
- Access to event-related updates and resources
- Discounted rates for QTIC events and workshops
- Industry networking opportunities tailored to event organisers

\*QTIC proudly supports the important work of Queensland's Regional Tourism Organisations (RTOs). If you're an RTO member, we thank you for backing our tourism industry by offering a 25% discount on Tourism Champion, Tourism Advocate, Tourism Supporter and Events categories.

\*Tourism Membership is exclusive to tourism, hospitality and events businesses, or businesses that primarily serve the tourism, hospitality and events industry.

^Up to six properties, brands, or products can be included within this category.

^^Up to three properties, brands, or products can be included within this category.



# 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	Tourism Champion	Tourism Advocate	Tourism Supporter	Events
Opportunity to sit on QTIC industry advisory groups to influence advocacy for the tourism industry (subject to QTIC discretion)	✓	✓		At the invitation of QTIC
Consultation with QTIC on issues and policies affecting tourism businesses	✓			
Participate in impactful collaborative research opportunities	✓			
Opportunity to submit one annual policy submission for QTIC to review and potential advocacy support through media commentary and government submissions	✓			
Request QTIC Letter of Support (subject to approval)	✓	✓	✓	✓
Industry engagement & events	Tourism Champion	Tourism Advocate	Tourism Supporter	Events
Opportunity to be invited to exclusive industry events as a QTIC guest	✓			
Opportunity to meet with QTIC CEO when in region (subject to availability)	✓			
Invitation to at least one QTIC Partner & Industry leader networking events per year (One ticket)	✓			
Invitation to QTIC Industry Events, including World Environment Day, World Tourism Day and Tourism Industry Breakfast (One ticket)	✓			
Queensland Tourism Awards nominations	One free nomination	50% discount	50% discount	50% discount
Top Tourism Town Awards nominations	One free nomination	50% discount	50% discount	
Invitations to all QTIC events (special member pricing)	✓	✓	✓	✓
Vote on and nominate for the QTIC board. Financial members only (parent member), limited to one vote per business	✓	✓	Vote only	Vote only
Exclusive access to member only webinars and masterclasses	✓	✓	✓	✓
Data & insights	Tourism Champion	Tourism Advocate	Tourism Supporter	Events
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	Tourism Champion	Tourism Advocate	Tourism Supporter	Events
Access to QTIC Member Directory	✓	✓	✓	✓
Access to exclusive member offers and opportunities from our partners	✓	✓	✓	✓
Access to QTIC Member Directory	✓	✓	✓	✓
Access to member-only resources, including QTIC's Grants Gateway	✓	✓	✓	✓
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	✓	✓	✓	✓
QTIC Member Welcome Pack including logo and certificate to promote your involvement with industry	✓	✓	✓	✓
Opportunity to contribute to QTIC industry newsletters, social media and website (subject to QTIC discretion)	✓			
Subsidiary Memberships: Extend membership benefits to additional properties, brands, or products	Up to 6 subsidiary memberships	Up to 3 subsidiary memberships		
Sustainable Tourism Accreditation or Star Ratings Program Accreditation registration or renewal fees	One free accreditation	25% discount	25% discount	25% discount
Accessible Tourism Program, Tourism Emissions Reduction Program and Risk Management Program	One free accreditation	25% discount	25% discount	25% discount
Access to QTIC Brisbane meeting rooms for Brisbane stakeholder meetings (subject to availability)	✓			
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	✓			





**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

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