



REGIONAL TOURISM ORGANISATION 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.

As an RTO, you are the voice and vision behind your region's tourism identity. QTIC membership offers a platform to amplify that voice. Connecting you with statewide advocacy, valuable insights and strategic partnerships that strengthen your regional efforts and enhance Queensland's overall visitor economy.

We understand the pivotal role RTOs play in destination marketing, industry development and regional collaboration. Our membership structure reflects that, with dedicated support, opportunities to engage in high-level policy discussions, and access to tools that help align regional and statewide strategies.

In 2025-26, we're introducing new membership categories and targeted support, including for the events sector - recognising the critical role of events in driving regional visitation. As an RTO, your insights into these drivers are invaluable, and your membership helps ensure your region's needs and opportunities are represented at the highest levels.

QTIC is more than a network; we're your partner in advocacy and impact. As an independent, not-for-profit organisation, we rely on strong partnerships with RTOs across Queensland to help lead, connect and elevate the tourism industry as a whole.

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 region 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 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.



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.

"I attend as many QTIC events as possible. Attending has provided invaluable return through opportunities to network and connect with a vast array of stakeholders and operators all in the same room."

- Complete Business Solutions

Delivering for you

A partnership that powers Queensland's visitor economy

Queensland's Regional Tourism Organisations (RTOs) are the front line champions of our destinations, driving growth, supporting local operators, and connecting communities to the broader visitor economy.

At QTIC, we recognise that a thriving tourism industry starts in the regions. That's why our partnership with RTOs is not just important, it's essential.

As Queensland's statewide peak body for tourism and events, QTIC is committed to working with RTOs to build a stronger, more connected, and more resilient industry. We don't just support the sector, we support the regional networks that underpin its success.

By joining QTIC as an RTO Member, your organisation becomes part of a strategic alliance focused on shared outcomes. You'll gain access to high-level advocacy, cross-sector partnerships, tailored resources, and opportunities to amplify your region's voice where it matters most.

Together, we are #TeamQueensland. And together, we will shape the future of tourism, one region at a time.

RTO Membership tiers & pricing

- Small RTO: \$2,250
- Medium RTO: \$3,375
- Large RTO: \$4,500

*All fees include GST



Membership value

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

Advocacy & industry influence	Regional Tourism Organisations
Opportunity to sit on QTIC industry advisory groups to influence advocacy for the tourism industry (subject to QTIC discretion)	✓
Consultation with QTIC on key issues and policies affecting the tourism sector	✓
Provide feedback on key QTIC submissions (via the QRTN Chair)	✓
Collaborate with QTIC on joint projects and industry initiatives	✓
Partner with QTIC on bespoke advocacy topics aligned with your region’s needs	✓
Invitation for one representative of the QTIC RTO Reference Group to sit on the QTIC Board (if eligible)	✓
RTO Members receive a 25% discount on QTIC tourism membership categories and programs	✓
Partner with QTIC for roundtable meetings and boardroom lunches with key government representatives and industry leaders	✓
Opportunity to collaborate with QTIC on in-region media opportunities	✓
Business development & industry support	
QTIC Member Welcome Pack (includes logo and certificate to promote industry involvement)	✓
Exclusive member offers and partner opportunities	✓
Access to QTIC Member Directory	✓
Access to QTIC Grants Gateway for funding and grant opportunities	✓
Request QTIC Letter of Support (subject to approval)	✓
Access to QTIC business capability initiatives and workforce development programs	✓
Networking opportunities with First Nations tourism leaders and support from the QTIC Indigenous Programs Team	✓
One free accreditation for Sustainable Tourism Accreditation or Star Ratings Program Accreditation	✓
One free accreditation each for Accessible Tourism Program, Tourism Emissions Reduction Program, and Risk Management Program	✓
Marketing & industry promotion	
Opportunity to contribute to QTIC industry newsletters, social media, and website (subject to QTIC discretion)	✓
Access to QTIC Brisbane meeting rooms for stakeholder meetings (subject to availability)	✓
Participation in the Queensland Futures Mentoring Program (as Mentor or Mentee, subject to eligibility)	✓
Early invitations to participate in QTIC workforce programs and initiatives	✓
Member-only news updates, industry insights, and policy briefings	✓
Complimentary Localis Monthly Member Data Snapshot for one nominated region	✓



Membership value cont.

Events & networking opportunities	Regional Tourism Organisations
Member pricing for all QTIC events	✓
Exclusive access to QTIC member-only webinars and masterclasses	✓
One free Queensland Tourism Awards nomination	✓
One free Top Tourism Town Awards nomination	✓
Opportunity to be invited as a QTIC guest to exclusive industry events (one representative for QRTN)	✓
Vote on and nominate for the QTIC Board (financial members only, one vote per business - QRTN Chair able to nominate for the QTIC Board)	✓
Opportunity to meet with QTIC CEO when in-region (subject to availability)	✓
Partner with QTIC to co-host annual industry events in-region	✓
Opportunity for QTIC CEO to participate in RTO industry events and webinars	✓
RTO Members receive complimentary access to QTIC webinars and masterclasses	✓
Invitation to attend QTIC Boardroom Luncheons (minimum five per year; one representative for QRTN)	✓

“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





**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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