



QTIC STRATEGIC PLAN 2025-2028

Uniting and Elevating Queensland's Visitor
Economy through Leadership, Collaboration
and Bold Action



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

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Acknowledgement of Country

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.

Contact details for QTIC

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Image credit

Tourism and Events Queensland



Purpose

We elevate Queensland's visitor economy by uniting, innovating, and accelerating the collective power of our industry – transforming individual success into statewide prosperity.

Vision

Short: To be the trusted voice and champion of Queensland's visitor economy.

Expanded: To be the trusted voice that champions Queensland as the undisputed leader in the global visitor economy by 2045 – where every member thrives, every experience inspires, and every community prospers.

Tagline

QTIC – The Peak Body for Queensland's Visitor Economy. Trusted Voice. Member Focused. Future Ready.

Who We Are

QTIC is Queensland's peak body for the visitor economy. We are more than a representative organisation - we are the trusted voice, bold advocate, and unifying force that transforms individual business success into a powerful

collective movement. Together, we are elevating Queensland to global tourism leadership by 2045.

Our Brand Pillars: The Way We Lead

QTIC's mission and vision come to life through four brand pillars. These aren't new priorities – they are the spirit that drives how we deliver across every strategy, program, and partnership, and the foundation of the trusted reputation QTIC holds as the voice of Queensland's tourism industry:

- **UNITE** – We bring together the diverse voices of Queensland's visitor economy into powerful, collective action.
- **ELEVATE** – We transform individual success into industry-wide prosperity, lifting our members and our state to new heights.
- **INNOVATE** – We lead with foresight, building business and team capability through new ideas, technology, and partnerships that future-proof Queensland's competitiveness.
- **ACCELERATE** – We drive momentum with bold leadership, ensuring QTIC and our members are always future ready.

These brand pillars provide the energy and inspiration behind our Strategic Pillars 2025–2028. They help us speak with one voice, project Queensland's confidence, and inspire collective



action towards 2045 and beyond, while reinforcing the credibility and reputation that makes QTIC a trusted leader for our industry.

Our Promise to Members

We will deliver clear, visible value at every level of membership - ensuring your investment in QTIC translates to stronger advocacy, greater opportunities, and shared industry success.

Strategic Pillars 2025-2028

Our strategic pillars directly support the delivery of Destination 2045. Together, they ensure Queensland's visitor economy is not only future-ready, but positioned to capture the legacy opportunities of the Green and Gold Runway.

1. Powerful Advocacy for the Visitor Economy - UNITE

Unite Queensland's diverse voices into powerful, collective action.

- Implement the 2025–2026 QTIC Advocacy Strategy and deliver measurable outcomes for Queensland's visitor economy.
- Lead the drive to resolve systemic challenges such as

escalating insurance costs for operators.

- Champion statewide priorities, supporting RTO and local efforts where appropriate, while maintaining a clear state-level focus.
- Drive red tape reform and advocate for long-term permit certainty to enable sustainable investment in protected areas.
- Use evidence-based tools (data dashboard, pulse surveys, policy reference groups) to shape strong, credible advocacy positions.
- Work collaboratively with the government to ensure the Destination 2045 Tourism Plan delivers tangible benefits for the entire visitor economy.

2. Member-led Engagement and Support - ELEVATE

Elevate members by transforming individual success into industry-wide prosperity.

- Increase visibility and value of advocacy outcomes and member resources.
- Deliver a new QTIC member portal and refresh membership benefits by tier.
- Build regionally led engagement programs (e.g. QTIC On the Road).

- Enhance clarity and visibility of partner offerings and benefits.
- Launch Industry Advisory Groups by sector.
- Tailor engagement, content, and benefits to deliver clear, tangible value at each membership level, ensuring offerings match expectations and investment.
- Leverage quarterly and annual member surveys to guide continuous improvement and demonstrate responsiveness to member priorities.

3. Empowering Industry Capability and Workforce - INNOVATE

Innovate by preparing Queensland's workforce and businesses for the future.

- Expand capability-building programs – accreditation, compliance, leadership.
- Deliver workforce programs, in partnership with government, to grow a pipeline to the industry.
- Support inclusive and accessible tourism workforce solutions.
- Build and promote First Nations tourism development, cultural capability, and career pathways across the sector.



- Enhance data literacy and insights distribution through the QTIC Data Portal.
- Align efforts with Destination 2045's Empowering the Industry pillar.
- Deliver programs and activities that promote tourism as a genuine career opportunity.
- Grow participation in national and micro-credentialing programs to meet emerging skill needs.
- Support members in resilience planning in the face of increasing diversity.
- Collaborate with TEQ and RTOs on targeted business training to address identified gaps.

4. Organisational and Cultural Excellence - ACCELERATE

Accelerate industry impact by ensuring QTIC is bold, sustainable and future-ready.

- Strengthen QTIC's governance and financial resilience through clear role delineation, cost transparency, and long-term sustainability planning.
- Cultivate a bold, collaborative, and member-focused organisational culture aligned with QTIC's leadership.
- Continuously review structure and systems to embed best practice, operational efficiency, and resource alignment to core priorities.
- Modernise QTIC's brand and voice to reflect its position as Queensland's trusted peak body for the Visitor Economy.
- Invest in staff capability, collaboration, and clarity of purpose to ensure high performance and cross-functional alignment.

**Support members in resilience planning
in the face of increasing diversity.**



Cross-Cutting Themes

Strategic Partnerships

- Strengthen collaboration with government, RTOs, education providers, and industry associations to maximise alignment and collective impact.
- Secure, deliver, and maintain high-value corporate partnerships that enhance QTIC's strategic impact, brand presence, and financial sustainability.

Sustainability and Resilience

- Align with the Green and Gold Runway to ensure Games-linked benefits for all regions.
- Advocate for long-term environmental policy that enables investment and preservation.
- Champion a climate-resilient visitor economy through proactive disaster recovery planning.
- Reinforce Queensland's position as a global benchmark for a sustainable and inclusive visitor economy.

First Nations Empowerment

- Lead strategic thinking and program delivery for tourism Queensland.
- Embed First Nations-led thinking in all policy, workforce, and development strategies.

Technology and Innovation

- Make AI and digital maturity a standing focus in all workforce and engagement strategies.

- Explore data partnerships for richer insights and predictive policy leadership.

Performance Measurement

- Embed clear KPIs and evaluation frameworks across all pillars to ensure strategic accountability and continual improvement.

How we will Measure Success

- Increased visibility and impact of advocacy outcomes (measured through member satisfaction/NPS and policy wins).
- Growth in membership engagement and retention, right across Queensland and in every region.
- Stronger industry capability and workforce participation, tracked through program uptake and outcomes.
- Strengthened organisational sustainability (measured by surplus budgets, partnerships, and brand awareness).

*Footnote: The **visitor economy** refers to the total economic activity generated by people who travel for leisure, business, study, or to visit friends and relatives. Beyond the traditional tourism sectors of accommodation, events, transport and attractions, the visitor economy encompasses a wide array of industries, from retail and hospitality to food production and professional services that benefit directly or indirectly from visitor spending.*



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