



28 JUN, 2025

"THE WORLD IS WATCHING"

Courier Mail, Brisbane

"THE WORLD IS WATCHING"

AN AMBITIOUS TOURISM PLAN SEES QUEENSLAND AIM TO DOUBLE ANNUAL VISITOR SPENDING TO \$84BN BY 2045

Natassia Wheeler

CEO, QUEENSLAND TOURISM INDUSTRY COUNCIL

As someone who started out in a visitor information centre and built a career across every level of tourism, I know its power to change lives – my own included.

That's why I'm proud to welcome the Destination 2045 plan on behalf of the industry. It's not just a document, it's a generational opportunity to secure our future.

Tourism opens doors. It connects communities, drives regional economies and creates meaningful jobs for Queenslanders. When we grow our tourism workforce, we're not just filling roles – we're building capability, resilience and pride in place.

This plan gives us the tools to do just that. It speaks to today's workforce challenges with clear, long-term action: pathways into the industry, sustainable funding for capability building and support for the next wave of talent. That matters. Because our ability to double visitor expenditure by 2045, to \$84bn, is built on people.

As we look ahead to the 2032 Games and beyond, our industry's strength will lie in its people. And in the collaboration we've already seen, across government, regions, operators, educators and community.

I see that spirit every day. In businesses reinventing experiences.

In the confident voices of young leaders shaping what tourism will become.

They are the future – and we back them.

To every student, career changer and entrepreneur: Tourism isn't just a job. It's a story you help write. And as I once was, you'll be supported, encouraged, and inspired to stay.

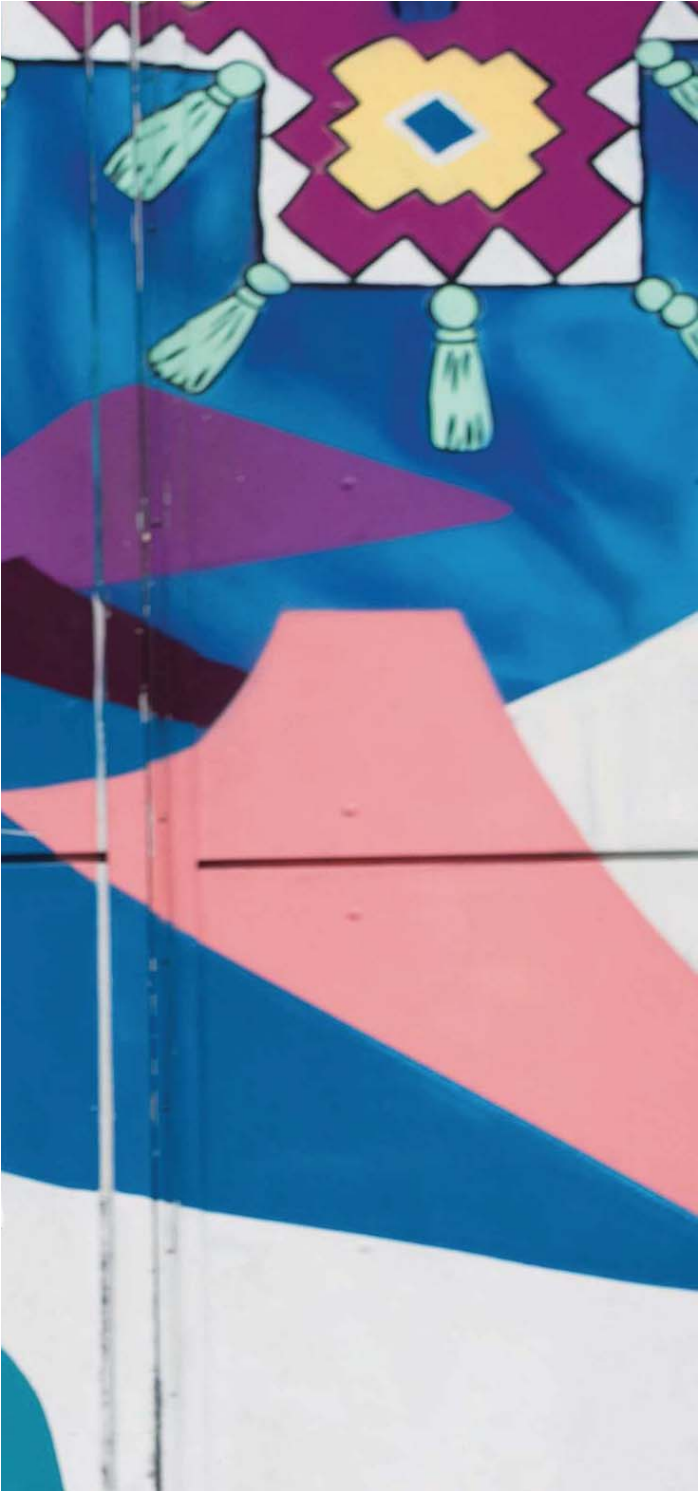
When we stand united, Destination 2045 becomes more than a vision: It becomes our shared reality.



28 JUN, 2025

"THE WORLD IS WATCHING"

Courier Mail, Brisbane





28 JUN, 2025

"THE WORLD IS WATCHING"

Courier Mail, Brisbane

Craig Davidson

CEO, TOURISM AND EVENTS QUEENSLAND

Queensland doesn't just deliver holidays. We deliver that emotional connection to what a holiday really means. Joy, discovery, belonging. That first barefoot step on to warm sand. The hush of an ancient rainforest. The roar of a stadium crowd.

Queensland is undoubtedly unique. We're home to a wonder of the world, and we're the only place in Australia where the two oldest living cultures meet. And with the Brisbane 2032 Olympic and Paralympic Games on the horizon, the world is watching.

Destination 2045 is the Queensland government's plan to showcase Queensland on that global stage at its strongest. It's a commitment to unlock \$84bn in visitor spending each year, support 190,000 jobs, and cement Queensland as the premier tourism and events destination in the country.

It means more connectivity in the air and on the roads. A renewed focus on eco-tourism experiences in our most iconic places. More events in sport, culture, music and business, delivered not only in the cities but throughout the whole state. Events are our secret weapon, because they don't just fill stadiums, they fill hotels, restaurants and main streets. Events unite people, igniting something powerful.

Our focus is on creating campaigns that do more than market Queensland. They make people feel something. "That Holiday Feeling" is just

the start of a new era in brand Queensland, where we lead with heart, scale and imagination.

Tourism and Events Queensland has always been bold. Now, we're going bigger. We're building partnerships to forge unforgettable visitor experiences, backing the businesses who make them happen, and using this green and gold runway to launch Queensland on to the global stage.

This is our once-in-a-generation moment. And we're ready to make it count.





28 JUN, 2025

"THE WORLD IS WATCHING"

Courier Mail, Brisbane

The Honourable

Andrew Powell

ENVIRONMENT AND TOURISM
MINISTER AND SCIENCE AND
INNOVATION MINISTER

Tourism is more than an industry in Queensland; it's the foundation of tens of thousands of small businesses, and the livelihood of more than 270,000 Queenslanders. Visitors come to Queensland to experience our pristine beaches, lush rainforests and vibrant wildlife, but it's the people behind the scenes who make Queensland the home of the holiday. It's our tour guides who bring Queensland's natural landscapes to life, the First Nations leaders who share their stories and culture, and the event organisers who bring vibrancy to our regions. It's the people and places that make our state unforgettable.

As Queensland's Environment and Tourism Minister, I know the tourism industry is the beating heart of our economy, with more than 64,000 tourism businesses across our state. Nine out of 10 tourism businesses are small businesses, run by locals and families who pour their energy and heart and soul into creating extraordinary experiences for visitors.

Destination 2045 is a plan designed with these businesses at its core. Our tourism operators work tirelessly to share Queensland with the world, and

our plan will ensure they have the resources and opportunities they need to succeed.

Over the next two decades, we want to more than double the value of visitor expenditure to \$84bn, and increase direct tourism employment by 25 per cent. These are ambitious targets but reflect our confidence in the resilience and potential of Queensland's tourism operators.

But we're also acutely aware Queensland's natural wonders – from the picturesque coast and hinterland, to the vast Outback and



“THE TOURISM INDUSTRY IS THE BEATING HEART OF OUR ECONOMY”

north, to the island paradises in the Torres Strait – are what set us apart, and protecting the very environment that makes Queensland so special is a key part of our 20-year tourism plan.

Destination 2045 commits to responsible tourism practices that safeguard our environment while creating opportunities for operators, visitors and locals. Our 45 new eco-tourism experiences by 2045 will ensure visitors leave with more than just memories – they will leave with a deeper connection to Queensland's natural and cultural treasures.

We are backing our industry to grow and innovate, with new funds to support new ideas and streamlined regulation to allow our operators to thrive.

Tourism is about people, places and the stories we share with the world. Destination 2045 will create jobs, support regional economies and strengthen our communities for generations.



28 JUN, 2025

"THE WORLD IS WATCHING"

Courier Mail, Brisbane

Tim Booth

CHAIR, QUEENSLAND REGIONAL TOURISM NETWORK

Queensland is the home of the holiday – there is no doubt about it. And as chair of Queensland’s Regional Tourism Network, no one is prouder to champion the exceptional beauty and diversity of our state, and the incredible holiday experiences we have on offer.

Ahead of us is an extraordinary opportunity to shape the future of our state in the lead-up to the 2032 Games and beyond, and cement our position as the nation’s leading holiday destination. That’s why we’re excited to be looking ahead with Destination 2045.

We are so lucky with our tourism offerings in this state, from our thriving capital city, to the world-famous sandy beaches, to national icons, to the Great Barrier Reef. These make us attractive to visitors around the globe, but what makes us truly unique is what our regions bring.

We are a holiday destination like no other. Where you dive the reef one day and visit ancient rainforests the next. Where you can experience

Australia’s two Indigenous cultures side by side or follow an ancient dinosaur trail. Or take an epic driving trip along the coast. Seek world-class romance or reconnect with the family. Or hear tall tales from locals. We have it all.

The Destination 2045 plan recognises this, with a destinations like never before – not just with direct flights from overseas but by making it easier to connect right around Queensland.

The commitment to strong commitment to funding the regions to promote their experiences to the world and to connect our backing events ensures we give visitors even more reasons to travel around the state. As an industry, we also welcome the commitment to making it easier for businesses to operate and innovate in Queensland.

This is an incredible time for our tourism industry. We invite you to visit now, and into the future, to enjoy it all.

