

DESTINATION 2045

**DELIVERING
QUEENSLAND'S
TOURISM FUTURE**

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Front cover image: Heart Reef, Whitsundays



Mossman Gorge, Daintree 

Premier's Foreword



It is with great pride that I present *Destination 2045: Delivering Queensland's Tourism Future* – a bold 20-year vision to make Queensland a must-visit destination for domestic and international travellers.

Tourism is central to our government's promise of a brighter future. It drives economic growth, creates jobs, and showcases the incomparable beauty, culture, and spirit of our state. With the 2032 Olympic and Paralympic Games on the horizon, we have an unparalleled opportunity to create a global legacy well beyond the closing ceremony. We are committed to tourism in our state, which is why we established the Tourism Cabinet Committee in our first 100 days to drive our tourism future.

This plan reflects the voices of Queenslanders and our shared ambition to deliver world-class events and experiences. At its heart is a commitment to responsible, sustainable ecotourism – one that protects our natural wonders while unlocking their potential to inspire and create unforgettable moments for visitors and locals alike.

Thank you to everyone who contributed to this plan. This is your plan: one that belongs to every Queenslander. Together, we'll shape a stronger, more vibrant tourism future for Queensland – one that inspires pride, prosperity, and connection for generations to come.

The Hon. David Crisafulli MP

Premier of Queensland
Minister for Veterans

Minister's Foreword



The Crisafulli Government has an ambitious vision for tourism as we capitalise on the green and gold runway in the lead up to Queensland hosting the Games.

We want Queenslanders to reap the benefits for generations to come. We want to partner with the private sector, and the community, to bring exciting new things to see and do and make sure that Queensland is the number one destination in Australia.

This is our roadmap to unlock the full potential of ecotourism, support the transformation and development of visitor experiences, and enable investment in world-class tourism offerings and events. This plan is about more than growth: it's about supporting an industry that is innovative, diverse, and sustainable, with the right conditions to achieve excellence.

When more visitors come to Queensland, they stay in our hotels, eat in our restaurants, and visit our attractions. This creates jobs and strengthens our economy, helping to ease the cost of living for everyone.

I look forward to working together as we bring this vision to life.

The Hon. Andrew Powell MP

Minister for the Environment and Tourism
Minister for Science and Innovation



Introduction

Sunshine Coast Athlete Village, Maroochydore

Artist impression

A plan to maximise Queensland's green and gold runway, so visitors who come for the Games stay for the state.

Queensland is the home of the holiday. Our rich biodiversity and natural environments attract visitors from across the world. We are host to unique destinations, from the Great Barrier Reef to the rainforest, the Outback and the coasts, and from islands to cities.

The Games offer a worldwide platform to build a stronger economy and create destinations and experiences that will bring people together.

With the global spotlight on the state, there will be a spotlight on our natural landscapes, vibrant cities and events, and culture, arts and heritage.

We will capitalise on Queensland's green and gold runway to grow our industry for decades before and after the Games.

Destination 2045 sets out a pathway for Queensland to build on the strong foundations already in place and capitalise on this foundation.

It is a bold 20-year vision for our state to become a global tourism and events leader, showcasing the best assets of our environment, lifestyle, and regions.

Increased tourism brings more opportunities for our regional and small businesses to thrive. This growth means more people will spend money in Queensland businesses, fuelling growth for communities across our state.

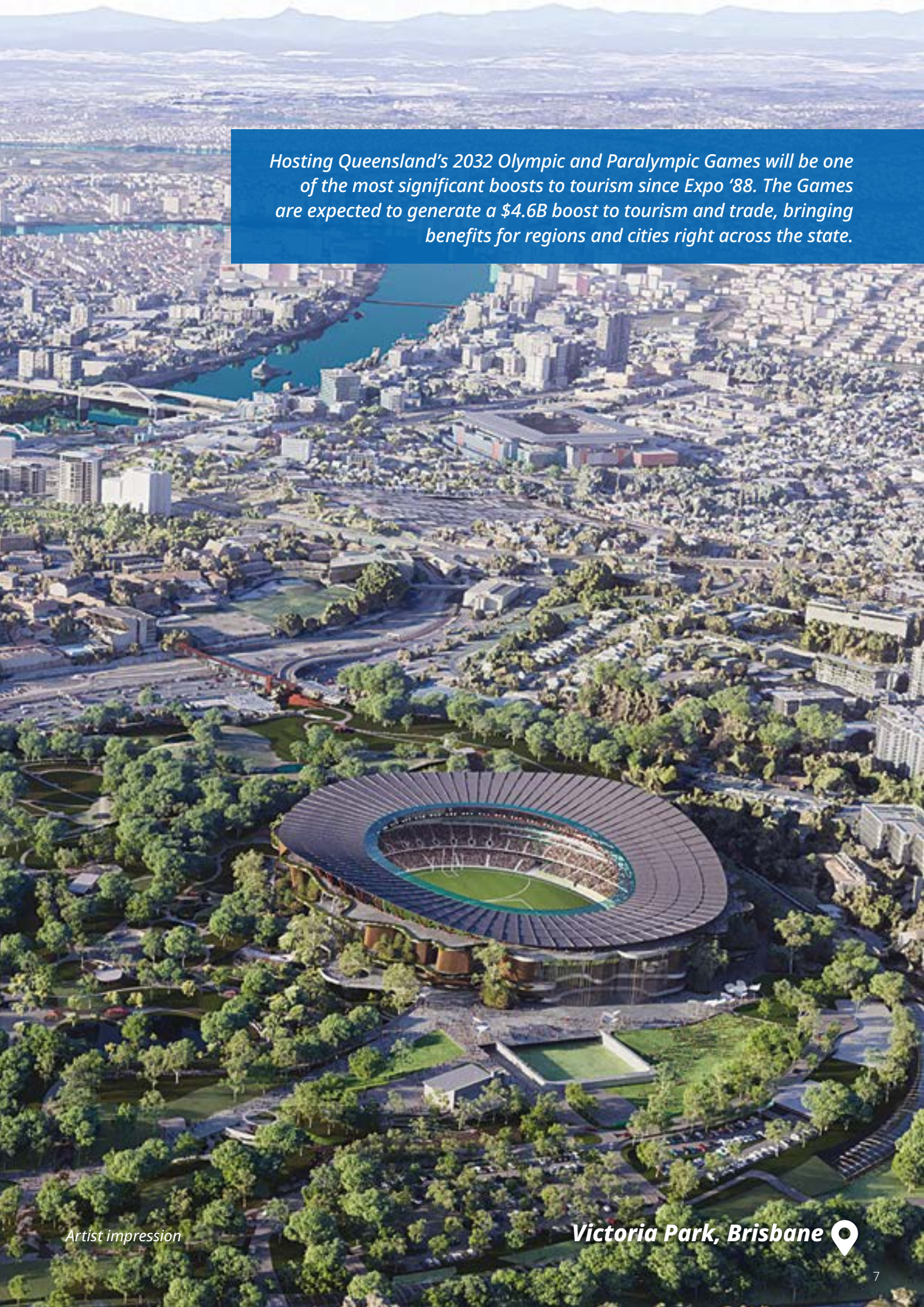
We are ambitious to grow Queensland's tourism future. Together, we will show the world what 'home of the holiday' really means – a welcoming, vibrant place with deep connections.

Destination 2045 is the path for government, industry, and community to grow tourism in Queensland. We will provide:

- New investment through the Connecting Queensland Fund to expand international and regional aviation routes across the state.
- New investment in world-class events and experiences to make Queensland the event capital of the country.
- Partnerships with the private sector to invest in new tourism experience development and industry growth.
- Low-impact, high-quality responsible ecotourism opportunities in suitable protected areas, including through partnerships with the private sector.
- A strong invitation to domestic and international investors to help boost our competitiveness on a global stage.

With the Games on the horizon, Queensland stands at a once-in-a-generation moment.

Destination 2045 ensures we grasp every opportunity to drive sustainable growth, foster innovation, and showcase the best of our state – for visitors, for industry, and for future generations.

An aerial photograph of Brisbane, Australia, showing the city's urban landscape, the Brisbane River, and the proposed Victoria Park stadium. The stadium is a large, oval-shaped structure with a dark, curved roof and a green field. It is surrounded by lush greenery and trees. The city extends to the horizon, with mountains visible in the distance.

Hosting Queensland's 2032 Olympic and Paralympic Games will be one of the most significant boosts to tourism since Expo '88. The Games are expected to generate a \$4.6B boost to tourism and trade, bringing benefits for regions and cities right across the state.

Artist impression

Victoria Park, Brisbane 

Queensland's icons

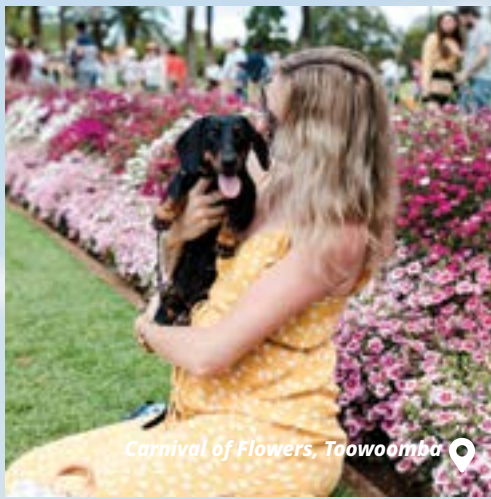
Queensland is home to iconic cultures, destinations, and experiences. We have two of the world's oldest continuous cultures, five World Heritage-listed sites, nationally and internationally renowned attractions and experiences, and a diversity of natural environments found only in our state.

Building Queensland's tourism future isn't just about new attractions and experiences. It's about making the most of what we have, and building on our strong foundation, so when people visit they stay for longer and travel to more places around our state.

Lake McKenzie, K'gari 



Torres Strait Islands



Carnival of Flowers, Toowoomba



Cobbold Gorge, Gulf Savannah



Qantas Founders Museum, Longreach



Southern Great Barrier Reef



Credit: Bluey's World and BBC Studios

Bluey's World, Brisbane



Wallaman Falls, Townsville



Australian Age of Dinosaurs, Winton



Noosa Heads



Movie World, Gold Coast



Orpheus Island, Townsville



Cape Hillsborough, Mackay

Our tourism industry

***Tourism supports 1 in 11 Queensland jobs.
In Tropical North Queensland, it's 1 in 6 jobs.
In the Whitsundays, it's 1 in 3.***

\$115M

in visitor spend every day

over

90%

are small businesses

65,000

tourism related businesses

\$21.2B

in activity outside Brisbane



Growing our industry



Total visitor expenditure

The amount of money overnight and day trip visitors spend in Queensland each year

2025
\$42B



2045 PROJECTION
\$84B



Gross value added

The direct contribution that tourism makes to the Queensland economy each year

2025
\$16B



2045 PROJECTION
\$32B



Direct jobs

The number of jobs that are directly supported by the tourism industry in Queensland each year

2025
156K



2045 PROJECTION
190K



Mount Mitchell, Scenic Rim 

Strategy snapshot

We will capitalise on the once-in-a-generation opportunity presented through the next 20 years to showcase our state on the global stage. Through the green and gold runway we will deliver a generational legacy for Queenslanders for decades after the 2032 Olympic and Paralympic Games.

Destination 2045 is our plan to capture that opportunity and grow our tourism industry.

Vision: By 2045, Queensland will be a global leader in tourism, showcasing our environment, lifestyle, cultures and regions



Ecotourism

Delivering more experiences in nature. Responsibly showcasing our natural assets and connecting people to our environment.



Events

Transforming Queensland into Australia's event capital. Attracting world-class events for locals and visitors.



Connectivity

Making it easier for people to get here and travel around. Delivering visitors straight to the doorstep of our operators and attractions.



Experiences

Delivering more to see and do. Creating world-class attractions through investment and partnerships.



Brand

Bringing in more visitors through world-class marketing. Cementing Queensland's reputation as the home of the holiday.



Industry

Backing our operators. Empowering Queensland tourism businesses to modernise and thrive.

2045 projections

Total visitor expenditure

\$84B

per year

Gross value added

\$32B

per year

Direct jobs

190K

per year



Yagurli Tours, Burketown 

Ecotourism

Delivering more experiences in nature



Mossman, Daintree 



Mon Repos Turtle Centre, Bundaberg

Queensland aspires to become the world's leading ecotourism destination, leveraging its incredible biodiversity and natural environments that already attract visitors from across the globe. Ecotourism is a key competitive advantage for the state, offering significant potential to create future jobs, support local communities, and unlock new opportunities for operators.

By responsibly managing and showcasing Queensland's diverse natural assets, we can deliver remarkable visitor experiences that are accessible to people of all ages and abilities. Central to this vision is fostering understanding, appreciation, and conservation – helping visitors form deeper connections with nature and inspiring them to champion the protection of our natural heritage.

The growth of ecotourism has been hindered by excessive red tape, with operators often required to navigate multiple permits and approvals for the same activity. To address this, we are committed to reviewing and streamlining the regulatory system to ensure it is fit for purpose. This plan will provide clear, consistent pathways for industry while delivering better outcomes for the environment.

This plan will deliver new investment in low-impact facilities that enhance the visitor experience without harming ecosystems, as well as areas nearby for on-farm food and beverage experiences. It will link ecotourism with conservation projects so that tourists can engage with scientists and support local environmental projects, including collaboration on reef monitoring and restoration.

It will make more ecotourism sites accessible to a wider audience while ensuring the protection of sensitive ecosystems through controlled access and guided tours. And for industry, accessing specific sites will be streamlined through simplified processes.

What does success look like in 2045?

- Delivered 45 world-class ecotourism projects.
- Increased dark sky tourism experiences.
- Increased light footprint accommodation options in protected areas.
- Natural assets are conserved.

Initiatives

- 1.1 **Streamline and simplify processes** to facilitate and accelerate ecotourism growth in protected areas.
- 1.2 Enable one **single permission for tourism operations on protected areas** to streamline the permitting process for businesses.
- 1.3 Deliver key government **priority ecotourism projects**.
- 1.4 Expand Queensland's Dark Sky Reserves network by identifying more stargazing sites, including on protected areas, and deliver an experience program.
- 1.5 Deliver a **Queensland Parks experience program**, showcasing our rangers' expertise and environmental custodianship.
- 1.6 Provide new visitor experiences and **enhance accessibility** to protected areas through accommodation and amenities.
- 1.7 Work with **First Nations peoples** to support culture and Country and create access to valued tourism experiences.
- 1.8 Deliver **150 new Park and Indigenous Land and Sea Rangers** to ensure environments are protected from weeds and invasive species.
- 1.9 **Boost agritourism with more farm stays and experiences, helping farmers** diversify and improve on-farm profitability.



Once you've experienced our breathtaking natural wonders for yourself, you'll truly feel the drive to protect it.

Thorsborne Trail, Hinchinbrook Island

The Currumbin Eco-Parkland project will transform 148 hectares into one of the largest rehabilitated areas in a high-density city. It will include picnic areas, nature play elements, nature-based recreational trails for all abilities, and longer trails showcasing the endangered ecosystems that protect a variety of species. A section will be dedicated to koala conservation, including a rehabilitation facility, small-scale vet unit and eucalypt plantation. This unique ecotourism project will showcase environmental rehabilitation and enable visitors to appreciate nature on the doorstep of the Gold Coast.

Currumbin Eco-Parkland

Queensland's 45 by 45

Queensland will champion 45 world-class ecotourism projects by 2045.

We have developed 45 by 45: Getting Queensland Ecotourism Moving, a statewide policy position that lays out the Queensland Government's guiding principles for ecotourism development in our state.

Whitsunday Skyway

The proposed development of the Whitsunday Skyway has the potential to provide a new land-based attraction for the Whitsundays, which will showcase the region and provide much-needed local employment.

The proposed Skyway includes approximately one kilometre of cableway, an all-weather summit facility with views overlooking Airlie Beach and the Whitsundays, and adventure activities located adjacent to and within Conway National Park.

Artist impression



Lake Eacham, Atherton Tablelands

This project will upgrade the Lake Eacham Day Use Area to improve the visitor experience by removing deteriorating infrastructure and replacing it with a more natural and welcoming environment. A key feature of the redevelopment is improved accessibility, with new infrastructure designed to give visitors with mobility requirements access to the lake. Additionally, a dedicated new entry point for watercraft will be established to enhance safety and minimise potential conflicts with swimmers.

Artist impression



Springbrook National Park, Gold Coast

Facility upgrades are planned across the Springbrook Plateau's popular national park visitor sites. These upgrades will enhance a visitor's experience, improve site access, and address car parking and traffic movements. The Purling Brook precinct will be upgraded, including the replacement of the existing causeway, east/west lookouts, and associated sections of the walking track. In the Settlement area, upgrades will include an enhanced visitor hub, updated toilet facilities, and a formalised car park. This will establish a primary arrival point at Springbrook, providing diverse information, improving accessibility, and accommodating both current and future visitation.

Pictured is the mockup of the future arrival point (car park and information hub) at the Settlement to access the upgraded walking tracks, bridges, and lookouts over Purlingbrook Falls.

Events

Making Queensland Australia's event capital





Queensland Country Bank Stadium, Townsville





Agnes Water and Town of 1770

Paving the green and gold runway with diverse and impactful events

We want Queensland to be the event capital of Australia to maximise the opportunities of the green and gold runway. Not only will this bring more visitors to the state, but Queenslanders will have more to see and do. Events run throughout the year and attract people to travel to new places, dispersing visitors around Queensland.

We want to lure more world-class events to bring more people to Queensland, so that when they come, they explore more places, and experience more attractions.

Queensland is uniquely positioned to attract sporting events in the lead up to and following the Games, as sporting codes seek to familiarise athletes with local conditions. We will deliver exceptional new and enhanced venues, growing Queensland's appeal as a world-class events destination.

Events in our communities showcase our lifestyle and culture. Business events allow industries to bring bright minds and high-value travellers to our state. Our world-class cultural and sports events turn the eyes of the world to our incomparable venues and landscapes.

What does success look like in 2045?

- Increased the value of Queensland's events calendar to \$4B including a \$2B regional events calendar.

- Increased the value of Queensland's business events calendar to \$2B.
- Established an integrated whole-of-government approach to growing Queensland's events calendar.

Initiatives

- 2.1 **Deliver a coordinated approach to events delivery, developing a pipeline and calendar of events** that leverages our Queensland 2032 Olympic and Paralympic Games venues across the state.
- 2.2 **Deliver a diverse events portfolio** that showcases Queensland's regions, celebrates First Nations cultures and highlights the state's creativity, heritage and natural environment.
- 2.3 **Showcase Queensland's world-class event delivery** capability by successfully hosting global events.
- 2.4 Foster a **growth pathway of homegrown destination events** across the state.
- 2.5 **Streamline major events delivery** by modernising legislation and ensuring it is fit-for-purpose.
- 2.6 **Deliver a high-value business events pipeline** aligned to priority outcomes across government.

Toowoomba Carnival of Flowers

Toowoomba Carnival of Flowers is Australia's longest-running flower show, held every year since 1949 throughout Toowoomba and surrounds. The event was inducted into the prestigious Australian Tourism Hall of Fame in 2018 after winning Gold Awards for Major Festival and Event three years running. As part of the 75th anniversary in 2024, the carnival had a display at Singapore's Gardens by the Bay, attracting almost 400,000 visitors.



Royal Edinburgh Military Tattoo



One of the world's biggest and most spectacular military and cultural events is coming to Brisbane for the first time in 2026. Royal Edinburgh Military Tattoo Chief Executive Jason Barrett said the Queensland team was persistent in encouraging them to consider Brisbane.

"The entire team – government at both the local and regional levels, the business community, and the stadium – presented a level of coordination and unity unlike anything I've seen before. They spoke with one voice and had a clear, compelling vision. It was through this collective effort and strong sense of purpose that we became certain we had chosen the right destination."

Connectivity

Moving into and around Queensland easier





Lady Elliot Island 

Bring more visitors to Queensland by connecting the regions to the world

For many visitors, the journey itself is just as important as the destination. To unlock Queensland's full potential, we need to make it easier for people to get here and travel around.

Queensland's unique strength lies in its vast and decentralised geography, offering distinct and extraordinary destinations spread across an immense landscape.

To meet the needs of modern travellers, getting around Queensland must be simple, safe, and enjoyable. Whether by air, road, rail, or sea, seamless travel is key to turning a trip into an unforgettable journey.

Drive tourism is a growing trend, with more travellers choosing to hit the road and explore at their own pace. Queensland's iconic road trips offer the chance to discover hidden gems, connect with local communities, and experience the true spirit of our state.

That is why upgrading the Bruce Highway is critical. By 2045, we envision a highway that is safer, more efficient, and better connected, making it easier for visitors and locals alike to travel between our regions. These improvements will also support regional economies, helping businesses thrive and creating opportunities for Queenslanders.

Air travel will remain a key focus, with partnerships to expand direct international flights and increase

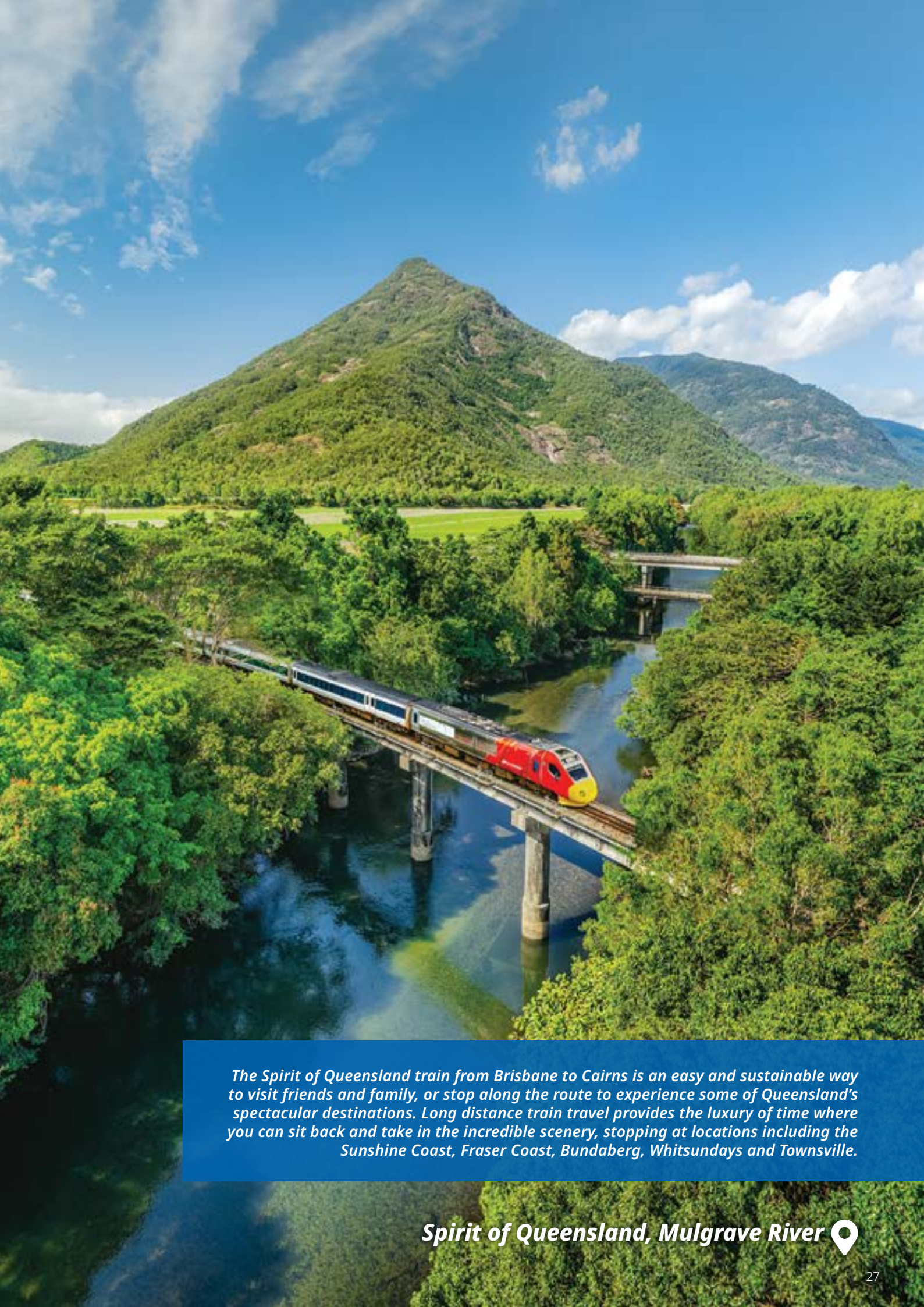
domestic passenger capacity. At the same time, we'll continue to invest in rail and cruise travel, which are enjoying renewed popularity and offer exciting opportunities for growth.

What does success look like in 2045?

- Increased domestic aviation growth to 36.4M seats.
- Increased international aviation growth to 11.3M seats.
- Increased number of cruise ship visits.
- Additional signature rail tourism experiences.
- Achieved the #1 leader position in Road Trips and maintained #1 leader position in Journeys through Tourism Research Australia.

Initiatives

- 3.1 **Launch the Connecting Queensland Fund** to drive international growth.
- 3.2 Connect **international routes with domestic regions.**
- 3.3 Increase the drive tourism market by partnering with regional tourism organisations, operators and commercial brands to **co-fund and amplify drive tourism initiatives.**
- 3.4 Position Queensland as a leader in cruise tourism by **attracting more cruise ships, supporting port development and working with operators** to enhance onshore visitor experiences.



The Spirit of Queensland train from Brisbane to Cairns is an easy and sustainable way to visit friends and family, or stop along the route to experience some of Queensland's spectacular destinations. Long distance train travel provides the luxury of time where you can sit back and take in the incredible scenery, stopping at locations including the Sunshine Coast, Fraser Coast, Bundaberg, Whitsundays and Townsville.

Spirit of Queensland, Mulgrave River 

Experiences



Delivering more to see and do







O'Reilly's Rainforest Retreat, Canungra

Attracting domestic and international investment into tourism infrastructure and experiences that are the envy of the world

To build on Queensland's great lifestyle we want more to see and do across our state.

Queensland has an incredible variety of tourism products, and the government has a bold vision to work with partners to develop a pipeline of new products across the state.

Getting this right means Queensland will be the envy of the world.

In addition, there is an opportunity for the industry to revive and rejuvenate existing brands and accommodation assets, to not only refresh the experience for visitors but also increase long-term benefit through increased capacity in existing developments.

By 2045, Queensland will require an additional 40,000 rooms, therefore a targeted Australian and international investment campaign is required to deliver on these shortfalls. We will invite domestic and international investors to deliver sustainable, high-value infrastructure that accelerates our visitor economy and meet our future demands.

Through this plan we will focus on working with investors to develop the right infrastructure,

attractions and experiences that exceed expectations and leave lasting benefits to communities, create jobs and support more tourism related businesses to grow and thrive.

What does success look like in 2045?

- Length of stay has increased.
- Increased investment in accommodation.
- Increased investment into new attractions, including in the regions.
- Increased investment into reviving existing tourism infrastructure to increase capacity.
- Increased private sector investment into Great Barrier Reef islands.

Initiatives

- 4.1 Launch a worldwide **investment marketing campaign and global investment prospectus**, to proactively leverage investment opportunities for tourism.
- 4.2 Rejuvenate the **Great Barrier Reef islands** to meet the unique needs of each island, and target private investment.
- 4.3 **Partner with the private sector** on large-scale projects like event venues and transport infrastructure.

Australian Age of Dinosaurs, Winton



Australia's Dinosaur Trail follows the footsteps of prehistoric giants through a world-famous Outback triangle which links Hughenden, Richmond and Winton. These towns are home to some of the world's best-preserved fossils – scattered across Outback Queensland. The Trail allows you to dust off dinosaur bones, see evidence of a dinosaur stampede and find Australia's largest collections of dinosaur and ancient marine reptile fossils.

Tommerup's Dairy Farm, Scenic Rim



Tommerup's Dairy Farm, located in the picturesque Kerry Valley in the Scenic Rim, is a sixth generation working family farm. It offers authentic experiences, events and market days, providing an opportunity for visitors to connect with farmers in various ways. The farm, which celebrated 150 years in 2024, sells a range of high-quality, small-scale products and hosts chef visits, special event days and school groups.

Brand

Home of the holiday





Whitehaven Beach, Whitsundays 



South Bank Parklands, Brisbane

Driving world-class marketing campaigns to bring in a generation of people who fall in love with Queensland

Queensland is more than a place – it's a feeling. It's where your heart sings and that holiday state of mind sets in.

To stand out and achieve our bold industry growth goals, we must elevate Queensland's unique advantage through a strong, emotive, and united brand. Brand Queensland is about showcasing the depth and breadth of the state – from vibrant cities to remote escapes – and positioning Queensland as a lifetime of holidays in one place.

It's about promoting destinations and experiences, telling a unified story, and driving greater impact through strong collaboration across industry.

Through our brand, we will elevate Brisbane as Australia's Olympic and Paralympic city – creating global awareness, driving desire, and using the Games as a launchpad to draw the world not just to Brisbane, but to Queensland.

Our brand brings to life what makes our state truly special – our warm-hearted people, rich arts and cultural heritage, and breathtaking natural landscapes and World Heritage-listed sites across our Outback, rainforests, reefs and islands – and how it makes visitors feel when they're here. It supports our consumer promise – for visitors to become the holiday version of themselves.

Queensland has a proud legacy of bold, creative marketing. We will continue to lead with big ideas

and destination-led campaigns to drive demand, boost visibility, and secure our state as the must-visit destination for domestic and international travellers.

What does success look like in 2045?

- Increased domestic visitation to 110.4M per year.
- Increased international visitation to 5M per year.
- Queensland has maintained its position as domestic brand leader.
- Queensland is the most desirable holiday destination in Australia amongst international markets.

Initiatives

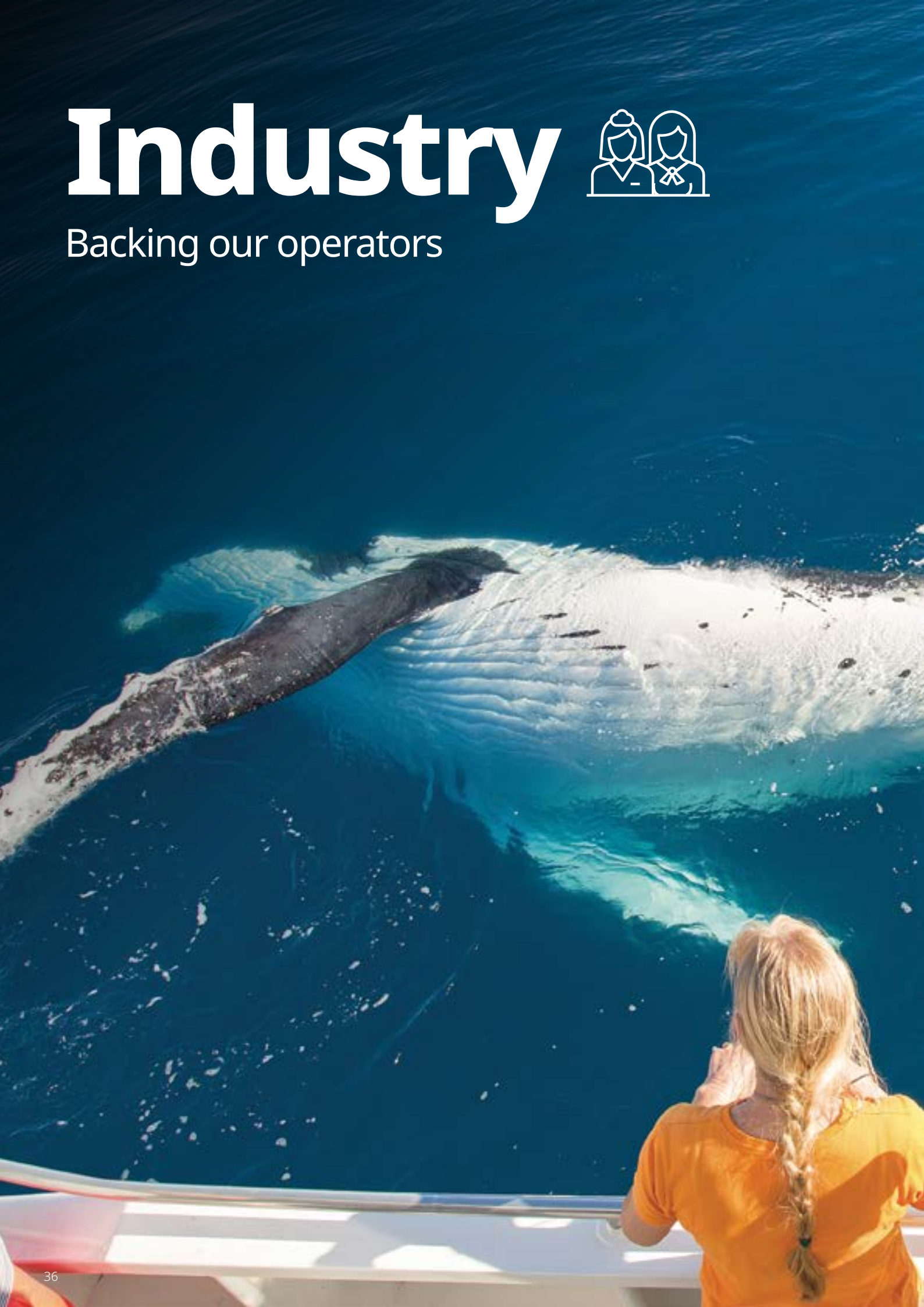
- 5.1 Deliver **Queensland brand activities**, positioning us as a must-visit destination.
- 5.2 Increase **marketing investment into key international markets** aligned with strategic aviation routes.
- 5.3 Make Queensland famous for multi-stop road trips, aligned with the **Queensland Drive Tourism Marketing Strategy 2032**.
- 5.4 Strengthen **strategic, trade and aviation marketing partnerships**.
- 5.5 **Leverage the Queensland 2032 Olympic and Paralympic Games** and Queensland's diverse events portfolio to market, promote and package Queensland globally.



Industry



Backing our operators







Suncorp Stadium, Brisbane 

Empowering Queensland tourism businesses to modernise and thrive

Queensland tourism operators bring our incredible lifestyle and attractions to life. We will back tourism operators, so they are able to become even better.

Tourism provides 1 in 11 jobs in Queensland which is why, at the heart of our strategy, we will work with operators to ensure they can grow.

Industry innovation is at the heart of a thriving tourism sector. Innovation brings new benefits for tourism operators and visitors alike. By fostering grassroots investment, we can empower Queensland operators to enhance their skills, expand their capabilities, and seize new opportunities that enhance the visitor experience.

We want to create the right conditions for Queensland tourism and events operators to grow, innovate and compete on the global stage, staying ahead of the curve and continue to attract more visitors.

By supporting businesses to boost their capability, adopt digital tools including AI, and utilise valuable data and insights, we can build a thriving industry that consistently delivers world-leading visitor experiences.

We recognise that a skilled and future-focused workforce is critical to long-term industry success. That's why we will continue to champion workforce development and support industry to build a pipeline of talent, especially in regional and remote areas where tourism plays a vital role in local economies.

What does success look like in 2045?

- Achieved 85% satisfaction rating from industry in capability support programs.
- Supported at least 1,000 tourism businesses per annum through industry capability programs.

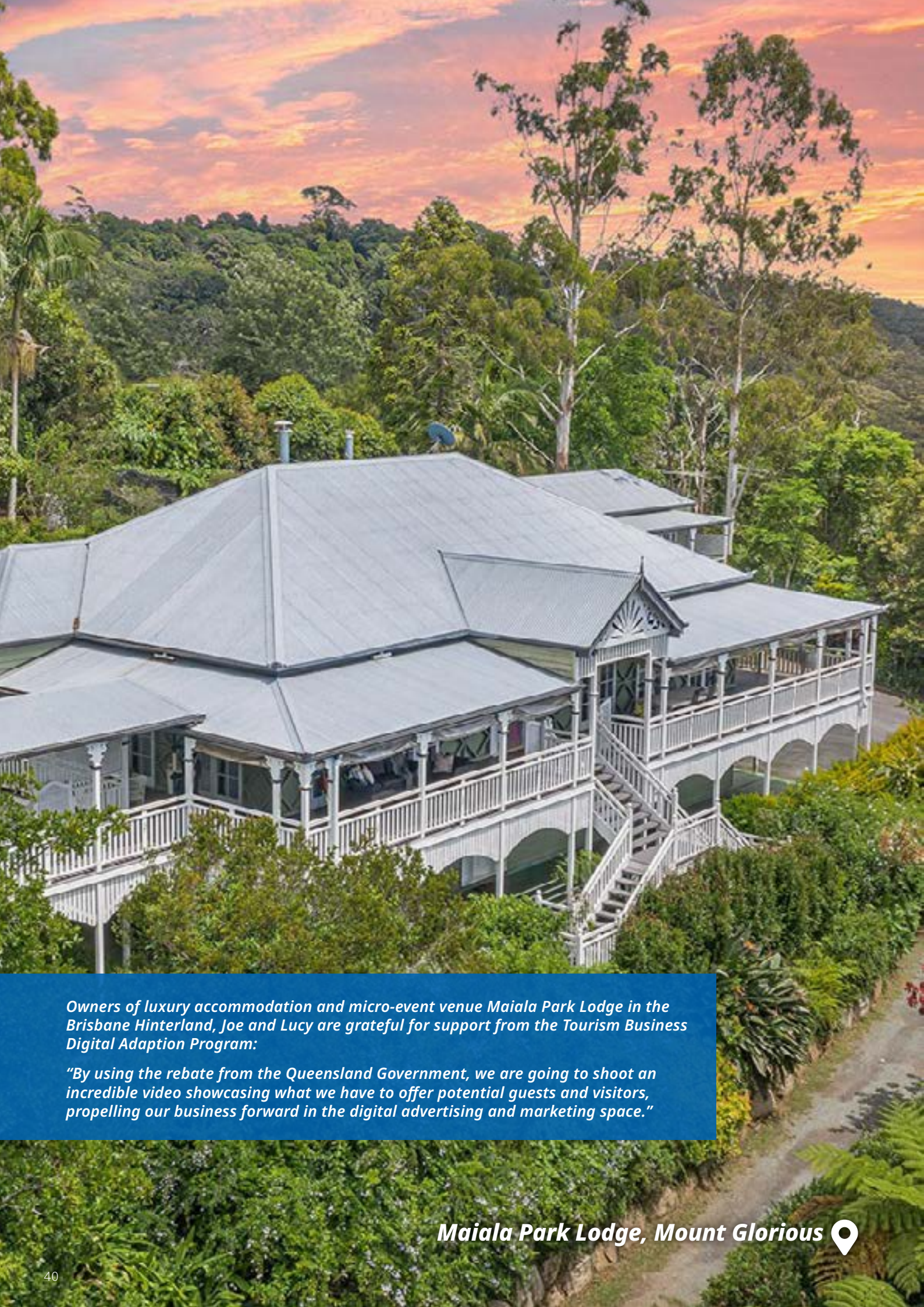
- Increased Best of Queensland Experiences operators.
- Increased accredited/certified tourism operators.
- Increased perceptions that Queensland is an accessible destination.
- Increased engagement with First Nations experiences by visitors.
- Increased digital capability of tourism operators.

Initiatives

- 6.1 Deliver industry capability and experience programs that support **accreditation, experience development and event delivery**.
- 6.2 Promote tourism careers and develop the workforce of the future through **attractive training and skills programs**.
- 6.3 Build the **sustainability of the Queensland Regional Tourism Network** through a well-balanced funding model.
- 6.4 Deliver and support **First Nations tourism experiences** that enhance employment opportunities and enhance industry capability.
- 6.5 **Grow key tourism sectors** that showcase Queensland's diversity of experiences available.
- 6.6 Create a new **Tourism Innovation Program** which will unite tourism, science and innovation to assist tourism businesses to be prepared for the future of visitor experiences.
- 6.7 Create world-class visitor experiences that **raise awareness and better understanding about our natural and cultural values and environments** through participating in science activities.

Maleny Botanic Gardens and Bird World is a perfect day out for the whole family. Through a \$25,000 Accessible Tourism Infrastructure Grant, it upgraded to locally manufactured accessible buggies, designed in consultation with Spinal Life Australia. This project builds on their investment of more than \$1.5 million over two years to enhance accessibility for guests. Upgrading the buggy fleet ensures accessibility across an otherwise challenging site.





Owners of luxury accommodation and micro-event venue Maiala Park Lodge in the Brisbane Hinterland, Joe and Lucy are grateful for support from the Tourism Business Digital Adaption Program:

"By using the rebate from the Queensland Government, we are going to shoot an incredible video showcasing what we have to offer potential guests and visitors, propelling our business forward in the digital advertising and marketing space."

Maiala Park Lodge, Mount Glorious 

eFoile owner Vasco Vellez introduced an Artificial Intelligence-driven marketing assistant supported by the Tourism Business Digital Adaption Program. This custom and industry specific designed bot has been a game changer, increasing his efficiency by over 80%. It enabled him to:

- produce compelling blog content, reinforcing their industry authority*
- craft persuasive product descriptions to resonate with high-end clientele*
- develop optimised web page copy to increase visitor engagement and sales*





Jarramali Rock Art Tours, Laura 

Cutting red and green tape

We want tourism and event businesses to focus on the things that matter, rather than spending unnecessary time navigating complex and time-consuming government processes.

That's why we will reduce red tape by reviewing our laws, regulations and permitting processes to reduce timeframes and barriers. We will collaborate so that all levels of government work effectively to reduce confusion.

There are also significant challenges facing the tourism industry nationally, such as insurance and workforce attraction. We will continue to strongly represent the views of the Queensland industry in discussions with the Australian Government and other state and territory jurisdictions. This will allow new entries as well as established businesses in agritourism, adventure tourism, events and

festivals, summertime/outdoor trade activations and the nightlife economy to operate in the long-term with certainty.

This plan begins to streamline processes to support ecotourism in our protected areas as well as on land adjacent to, and off, protected areas. This means that significant natural assets, such as protected areas or sites valued for their natural beauty, can be considered in a timely way for new ecotourism opportunities.

Finally, to foster a vibrant and diverse nightlife, we will support businesses by reviewing and reforming regulations, and investing in safe, world-class after-dark experiences that drive tourism and economic growth which will be guided by the Night-Life Economy Commissioner's agenda.

The focus of our efforts will be to:

- Reduce the number of touchpoints with government with the introduction of the Tourism Support Hub service.
- Simplify and streamline government engagement for the tourism and events industry.
- Reduce duplication in permit and approval processes.
- Review tenure and permits to enhance protection of our natural environments, critical sectors (e.g. food and fibre production) and sustainable development.
- Streamline business support enabling tourism development and events growth.



Appendix





Ecotourism

Initiative no.	Initiative	Activity no.	Activity
1.1	Streamline and simplify processes to facilitate and accelerate ecotourism growth in protected areas.	1.1.1	Develop a centralised, user-friendly application process with clear, standardised forms and transparent criteria.
		1.1.2	Implement fast-track approval processes, defined timeframes, and digital tools to enhance efficiency and support applicants.
		1.1.3	Engage with stakeholders to refine processes and ensure the best possible outcome.
1.2	Enable one single permission for tourism operations on protected areas to streamline the permitting process for businesses.	1.2.1	Amend legislation to facilitate a single permission for tourism businesses operating on protected areas, without reducing protection for protected areas.
1.3	Deliver key government priority ecotourism projects.	1.3.1	Complete the construction of the Wangetti Trail and assist operators to establish world-class visitor experiences.
		1.3.2	Support proponent to deliver the Whitsunday Skyway once progressed through due diligence requirements.
		1.3.3	Extend Smithfield Mountain Bike Trails.
		1.3.4	Launch commercially guided tours on the world renowned Thorsborne Trail on Hinchinbrook Island.
		1.3.5	Upgrade visitor infrastructure on Springbrook Mountain to support access and amenities across the park.
		1.3.6	Progress the Ngaro track with a commercial operator, delivering a diversity of experiences.
		1.3.7	Work with the City of Gold Coast to further advance ecotourism projects on the Gold Coast, under their Nature Based Tourism Program.
		1.3.8	Collaborate with councils to advance priority projects adjacent to protected areas and off-protected areas.
1.4	Expand Queensland's Dark Sky Reserves network by identifying more stargazing sites, including on protected areas, and deliver an experience program.	1.4.1	Work with Councils to identify areas, including in protected areas, that have the potential to be included in the Dark Sky Reserves network, and create experience content that increases knowledge of the value of dark sky reserves.
1.5	Deliver a Queensland Parks experience program, showcasing our rangers' expertise and environmental custodianship.	1.5.1	Promote the work of our rangers in parks through our Gateway Visitor Centres and a Queensland Parks experience program, which will include environmental interpretation training and 'Queensland Welcomes You' tourism training.

Initiative no.	Initiative	Activity no.	Activity
1.6	Provide new visitor experiences and enhance accessibility to protected areas through accommodation and amenities.	1.6.1	Identify places within protected areas that could support small scale accommodation offerings to enhance appropriate access to protected areas.
		1.6.2	Deliver a range of low-impact accommodation and amenities on protected areas to improve accessibility and provide exceptional visitor experiences.
1.7	Work with First Nations peoples to support culture and Country and create access to valued tourism experiences.	1.7.1	Support First Nations peoples with sharing their knowledge of caring for Country connecting culture and nature through tourism experiences and deliver a guide for working with First Nations peoples on protected areas and promote new and existing experiences to visitors both on and off protected areas.
		1.7.2	Develop ways to simplify engagement processes in partnership with Traditional Owners to reduce complexity and risk for ecotourism operators and improve engagement and returns for Traditional Owners.
1.8	Deliver 150 new Park and Indigenous Land and Sea Rangers to ensure environments are protected from weeds and invasive species.	1.8.1	Employ 150 rangers through Queensland Parks and Wildlife Service (including more than 30 specialist fire management rangers, and up to 30 through the Indigenous Land and Sea Rangers program) to support park management.
		1.8.2	Establish a training program to increase the number of rangers able to undertake enhanced pest and weed management and deliver visitor-focussed programs, to ensure Queensland's natural and cultural assets are conserved and well presented, and visitors can be educated on the benefits of managing invasive species.
1.9	Boost agritourism with more farm stays and experiences, helping farmers diversify and improve on-farm profitability.	1.9.1	Work with local governments to identify and reduce red tape to encourage investment into agritourism and tourism clusters. For example, identifying small scale and low impact activities (within caveats) that do not require impact assessment.
		1.9.2	Leverage new agritourism experiences into food and farm experiences to drive domestic and international visitation.





Events

Initiative no.	Initiative	Activity no.	Activity
2.1	Deliver a coordinated approach to events delivery, developing a pipeline and calendar of events that leverages our Queensland 2032 Olympic and Paralympic Games venues across the state.	2.1.1	Identify and commit to a calendar of events that positions Queensland as a global events destination, using Brisbane 2032 and associated infrastructure to attract future events.
		2.1.2	Align event content acquisition plans (domestic and international) with venue infrastructure plans, especially in the regions, to secure events to activate Games venues.
		2.1.3	Curate and deliver a mega and strategic event pipeline, which includes national and international sporting events, exclusive theatre productions, stadium concerts, signature homegrown arts and cultural events, and major international business events.
2.2	Deliver a diverse events portfolio that showcases Queensland's regions, celebrates First Nations cultures and highlights the state's creativity, heritage and natural environment.	2.2.1	Deliver an annual calendar of iconic Queensland anchor events including cultural, sports and lifestyle events across the state.
		2.2.2	Leverage existing programs to deliver coordinated approaches to selected sport and business event investment with arts and cultural activations to grow event impacts.
2.3	Showcase Queensland's world-class event delivery capability by successfully hosting global events.	2.3.1	Successfully host blockbuster one-off events such as the British and Irish Lions Tour 2025, AFC Women's Asian Cup 2026, UCI BMX Racing World Championships 2026 and the Men's Rugby World Cup 2027, showcasing Queensland's world-class event delivery capability and strategically leveraging these successes to secure and support future events.
2.4	Foster a growth pathway of homegrown destination events across the state.	2.4.1	Support the growth of homegrown events, including through the Queensland Destination Events Program, to attract interstate and intrastate visitors to Queensland communities fostering community pride and activating local economies.
2.5	Streamline major events delivery by modernising legislation and ensuring it is fit for purpose.	2.5.1	Review the Major Events Act 2014 and other relevant legislation to streamline the preparation and delivery of events and support the growth of the Queensland events calendar.

Initiative no.	Initiative	Activity no.	Activity
2.6	Deliver a high value business events pipeline aligned to priority outcomes across government.	2.6.1	Position Queensland's business events destinations as leaders for global business events by actively engaging with associations and industry networks directly and through trade shows.
		2.6.2	Showcase Queensland as a business events destination to global audiences by creating a marketing approach that unifies and amplifies business events destinations across Queensland.
		2.6.3	Partner and work with state-owned convention centres to align acquisition strategies and attract a diverse range of events to ensure venues are utilised year-round.
		2.6.4	Leverage business events to tap into global expertise and address priority areas for government.

Connectivity

Initiative no.	Initiative	Activity no.	Activity
3.1	Launch the Connecting Queensland Fund to drive international growth from key markets.	3.1.1	Bring more international visitors to Queensland by launching the new Connecting Queensland Fund, with a priority short term focus on targeting international services that operate through major international aviation hubs, with future focus on seamless connections to regional locations. Initial focus is on India, Southeast Asia and key hubs such as Kuala Lumpur and the Middle East.
3.2	Connect key international routes with key domestic regions.	3.2.1	Consider, as part of regular planning of aviation services for regional communities, how to best link between international and domestic routes and implement changes that will support domestic visitor aviation dispersal.
3.3	Increase the drive tourism market by partnering with regional tourism organisations, operators and commercial brands to co-fund and amplify drive tourism initiatives.	3.3.1	Develop and implement drive tourism actions to better meet visitor needs, improve access, and enhance the travel experience by identifying experience and event gaps across the regions to inform targeted investments.
3.4	Position Queensland as a leader in cruise tourism by attracting more cruise ships, supporting port development and working with operators to enhance onshore visitor experiences.	3.4.1	Identify opportunities for strategic cruise and marine infrastructure enhancements to support visitors using terminals and docks, and increase the capacity for cruise visits across the state.
		3.4.2	Ensure long-term and day-use tourism opportunities are considered as part of the masterplans developed for state boat harbours.

Experiences

Initiative no.	Initiative	Activity no.	Activity
4.1	Launch a worldwide investment marketing campaign and global investment prospectus, to proactively leverage investment opportunities for tourism.	4.1.1	Develop a new investment prospectus and global campaign to highlight investment opportunities for future experiences, accommodation and infrastructure developments, including anticipated timeframes and requirements to deliver, to the international market and a comprehensive market. Provide analysis, short- and long-term opportunities and value proposition to engage domestic and international investor interest.
4.2	Rejuvenate the Great Barrier Reef islands to meet the unique needs of each island, and target private investment.	4.2.1	Establish a vision for the activation of Double Island and select a new lessee.
		4.2.2	Facilitate common-user infrastructure to support the rehabilitation of and investment into the rejuvenation of Great Keppel Island.
		4.2.3	Identify islands with sites that have potential to unlock more sustainable tourism opportunities by modernising tenure arrangements to attract private investment.
		4.2.4	Design the second phase of the 'Reef Islands Initiative' program, including: - identifying and prioritising key islands for rejuvenation - identifying key partners and investors across government and the private sector - exploring opportunities to maximise the environmental legacy from the 2032 Olympic and Paralympic Games.
4.3	Partner with the private sector on large-scale projects like event venues and transport infrastructure.	4.3.1	Explore models to facilitate collaboration with private businesses and public-private partnerships on large-scale projects.
		4.3.2	Maximise our river city potential through future activations of the Brisbane River.





Initiative no.	Initiative	Activity no.	Activity
5.1	Deliver Queensland brand activities, positioning us as a must-visit destination.	5.1.1	Strengthen domestic visitation by delivering 'That Holiday Feeling' brand platform, promoting Queensland's competitive advantages and establishing the state as Australia's ultimate holiday destination.
		5.1.2	Elevate Queensland's global profile as a nature-based tourism destination by showcasing the state's World Heritage Areas and nature-based tourism offerings, in collaboration with industry.
		5.1.3	Enhance the digital consumer journey, using data to improve relevance and personalisation.
		5.1.4	Foster a collaborative marketing approach with industry to amplify the reach and impact of tourism campaigns.
		5.1.5	Deliver an enhanced Best of Queensland Experiences Program to help the tourism industry deliver exceptional experiences that drive word of mouth, attract visitors, and boost expenditure.
		5.1.6	Promote Queensland as a leading study tour and edu-tourism destination.
		5.1.7	Leverage Queensland's Global Connectors program to increase the profile of Queensland as must-visit tourism destination.
5.2	Increase marketing investment into key international markets aligned with strategic aviation routes.	5.2.1	Leverage the profile of Queensland tourism at global events, such as the World Expo in Osaka.
		5.2.2	Bolster consumer marketing in strategic international markets to accelerate awareness of Queensland and position it as the world's leading nature-based tourism destination.
		5.2.3	Scale up international marketing including trade, media and airline partnerships in Southeast Asia and India through increased investment.
		5.2.4	Create high-impact global moments that highlight Queensland's unique advantages, inspiring international visitors to book a Queensland holiday.
		5.2.5	Scale up investment in global marketing of Queensland's education and training offering to boost international students and their visiting friends and relatives.
5.3	Make Queensland famous for multi-stop road trips, aligned with the Queensland Drive Tourism Marketing Strategy 2032.	5.3.1	Increase awareness and appeal for Queensland's hero drive journeys, collaborating with Regional Tourism Organisations and industry.
		5.3.2	Build commercial and strategic partnerships with Regional Tourism Organisations, operators, and commercial brands to co-fund and amplify drive tourism initiatives, driving increased commercial outcomes.
		5.3.3	Grow international visitation by developing tailored drive tourism marketing plans for New Zealand, United Kingdom, Europe, United States, India, China, Japan and South Korea.

Initiative no.	Initiative	Activity no.	Activity
		5.3.4	Elevate unique regional experiences and events by developing high-impact clusters of events, such as dinosaur trails, food journeys, and music tours, increasing visibility, impact, and visitation across the region.
		5.3.5	Support sustainable tourism by championing eco-friendly travel through the promotion of electric vehicle charging stations in partnership with the private sector.
5.4	Strengthen strategic, trade and aviation marketing partnerships.	5.4.1	Build a five-year international trade readiness program with Regional Tourism Organisations, trade and aviation partners.
		5.4.2	Deliver a trade mission program (on and offshore) to showcase Queensland products.
		5.4.3	Raise awareness of Queensland's quality products through cooperative marketing activity with selected trade and commercial partners targeting international consumers.
		5.4.4	Launch the first in a series of global commercial and strategic partnership activations that benefit the state.
5.5	Leverage the Queensland 2032 Olympic and Paralympic Games and Queensland's diverse events portfolio to market, promote and package Queensland globally.	5.5.1	Drive statewide regional dispersal by targeting key international and domestic markets with messaging that promotes the entire state as the host of the Brisbane 2032 Olympic and Paralympic Games —growing awareness, visitation and regional dispersal.
		5.5.2	Increase global awareness, appeal and consideration of Brisbane as the host city as well as a holiday destination through a multi-year, destination-led brand campaign with Tourism Australia (TA), Brisbane Economic Development Agency (BEDA) and the Brisbane 2032 Organising Committee showcasing the city's lifestyle, arts and culture, and visitor experiences.
		5.5.3	Maximise Queensland's global brand recognition post-Brisbane 2032 by leveraging the Games' heightened awareness to embed Queensland in global travel consideration, converting brand fame into sustained international demand with strong post-Games marketing.





Industry

Initiative no.	Initiative	Activity no.	Activity
6.1	Deliver industry capability and experience programs that support accreditation, experience development and event delivery.	6.1.1	Use the Best of Queensland Experiences Program to increase capability and quality of experiences across the state.
		6.1.2	Deliver an Ecotourism Experience Capability Program that supports ecotourism operators to build their business capability and capacity and provide world-class standards of service that exceed visitor expectations.
		6.1.3	Explore and implement improvements to industry distribution pricing to create commissionable products for domestic and international markets.
		6.1.4	Deliver the Best Practice Tour Guide Programs focused on training and certifying guides to provide high-quality, engaging, and informative experiences.
		6.1.5	Expand opportunities for guide training programs by capitalising on the success of the Wet Tropics, Savannah Guides and Master Reef Guides Programs.
		6.1.6	Support Regional Tourism Organisations to integrate eco-certification into Destination Management Plans or develop an eco-first approach to destination management.
6.2	Promote tourism careers and develop the workforce of the future through attractive training and skills programs.	6.2.1	Develop and launch a program to assist the tourism industry to meet its skills needs leading up to the Olympic and Paralympic Games, promoting tourism as a career and attracting the workforce and volunteers of the future.
		6.2.2	Profile tourism as a stable and rewarding career choice, emphasising long-term opportunities and educational benefits for communities to attract new entrants to the industry.
		6.2.3	Invest in partnerships and initiatives to deliver attractive training and skills programs to support the industry's workforce requirements, collaborating across agencies.
		6.2.4	Bolster workforce by collaborating with education and training providers to engage international students to fill skill gaps in tourism businesses, especially in our regions.
6.3	Build the sustainability of the Queensland Regional Tourism Network through a well-balanced funding model.	6.3.1	Attract more visitors to more Queensland destinations through additional funding for regional tourism organisations.
6.4	Deliver and support First Nations tourism experiences that enhance employment opportunities and enhance industry capability.	6.4.1	Facilitate new agreements between tourism businesses and Indigenous communities providing targeted support, advice, mentorship, and toolkits.
		6.4.2	Continue to provide a voice to emerging and established Indigenous tourism operators and community owned organisations, through the Our Country Advisory Service, and help to develop the capabilities of First Nations peoples to create tourism experiences.

Initiative no.	Initiative	Activity no.	Activity
6.5	Grow key tourism sectors that showcase Queensland's diversity of experiences available.	6.5.1	Develop and promote dinosaur tourism experiences and expand awareness of the unique sites across the state.
		6.5.2	Establish an event industry development program to build the capability of event proponents to deliver exceptional experiences and exceed visitor expectations.
		6.5.3	Support primary producers' capability to diversify into the tourism sector by providing advice on sustainable business models – business governance, workforce plans, visitor safety.
		6.5.4	Embed accessible and inclusive training into industry support initiatives to meet diverse visitor needs.
		6.5.5	Support businesses to activate the nightlife economy and foster a vibrant and safe nightlife, guided by the Night-Life Economy Commissioner's agenda.
6.6	Create a new Tourism Innovation Program which will unite tourism, science and innovation to assist tourism businesses be prepared for the future of visitor experiences.	6.6.1	Provide a space and environment for innovators and tourism businesses to share knowledge and help tourism businesses to be prepared for the future of visitor experiences.
		6.6.2	In cooperation with industry and the tertiary/research sector deliver partnerships and initiatives that harness artificial intelligence and digital innovation, boost productivity, profitability and address industry challenges to enhance visitor experiences.
6.7	Create world-class visitor experiences that raise awareness and better understanding about our natural and cultural values and environments through participating in science activities.	6.7.1	Continue to actively engage with the science sector to deliver more visitor experiences involving taking part in science projects, to raise awareness and promote education about our natural environments and the work being undertaken by Queensland's science community.

Consultation

The *Destination 2045: Queensland's Tourism Future Discussion Paper* was released in December 2024, inviting feedback on the development of a 20-year tourism plan. The discussion paper supported engagement at 16 regional consultation workshops and six industry sessions. Feedback was also sought via an online survey and written submissions.



406

survey responses



3,444

discussion paper
downloads



353

email submissions



1,444

participants at 16
workshops



3.5M

social media
reach



127

participants at 6
deep dives



22,894

visits to the *Destination 2045*
website and *In The Loop* surveys





Mackay Reef, Tropical North Queensland 

DESTINATION 2045

Delivering Queensland's Tourism Future



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FOR QUEENSLAND



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