

QTIC State Election Priorities - survey results

Attract, build, and retain a skilled tourism workforce

That's the number one priority identified by respondents.

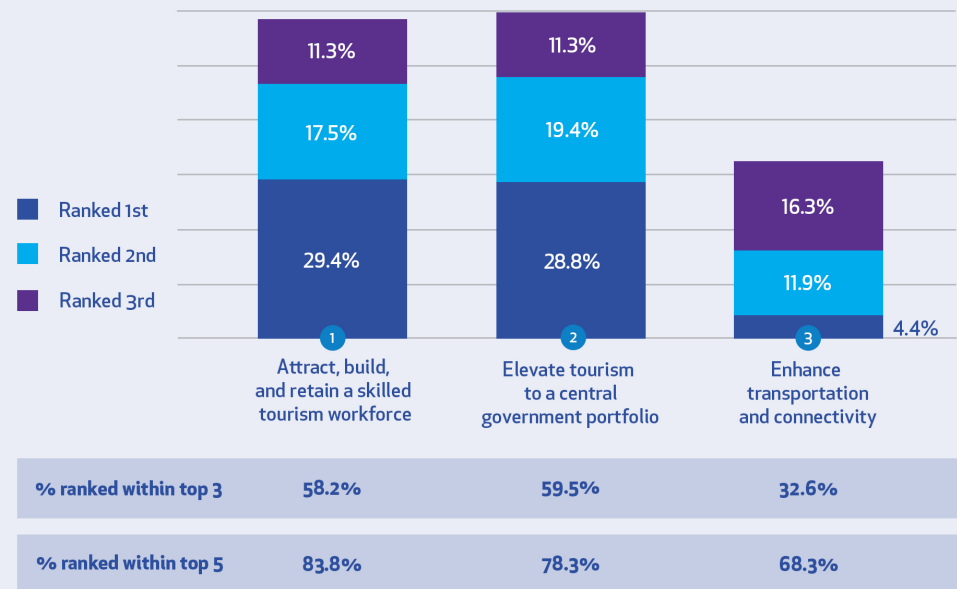
Industry responded strongly to our call to help guide our advocacy, by ranking how they want the next Queensland government to empower tourism businesses to thrive.

29.4% of respondents ranked *Attract, build and retain a skilled tourism workforce* as their number one, followed by *Elevate tourism to a central government portfolio* - recognising its far-reaching environmental, cultural and economic impacts - and *Enhance transportation and connectivity to facilitate visitor dispersal and meet population growth demands*.

Other highlights

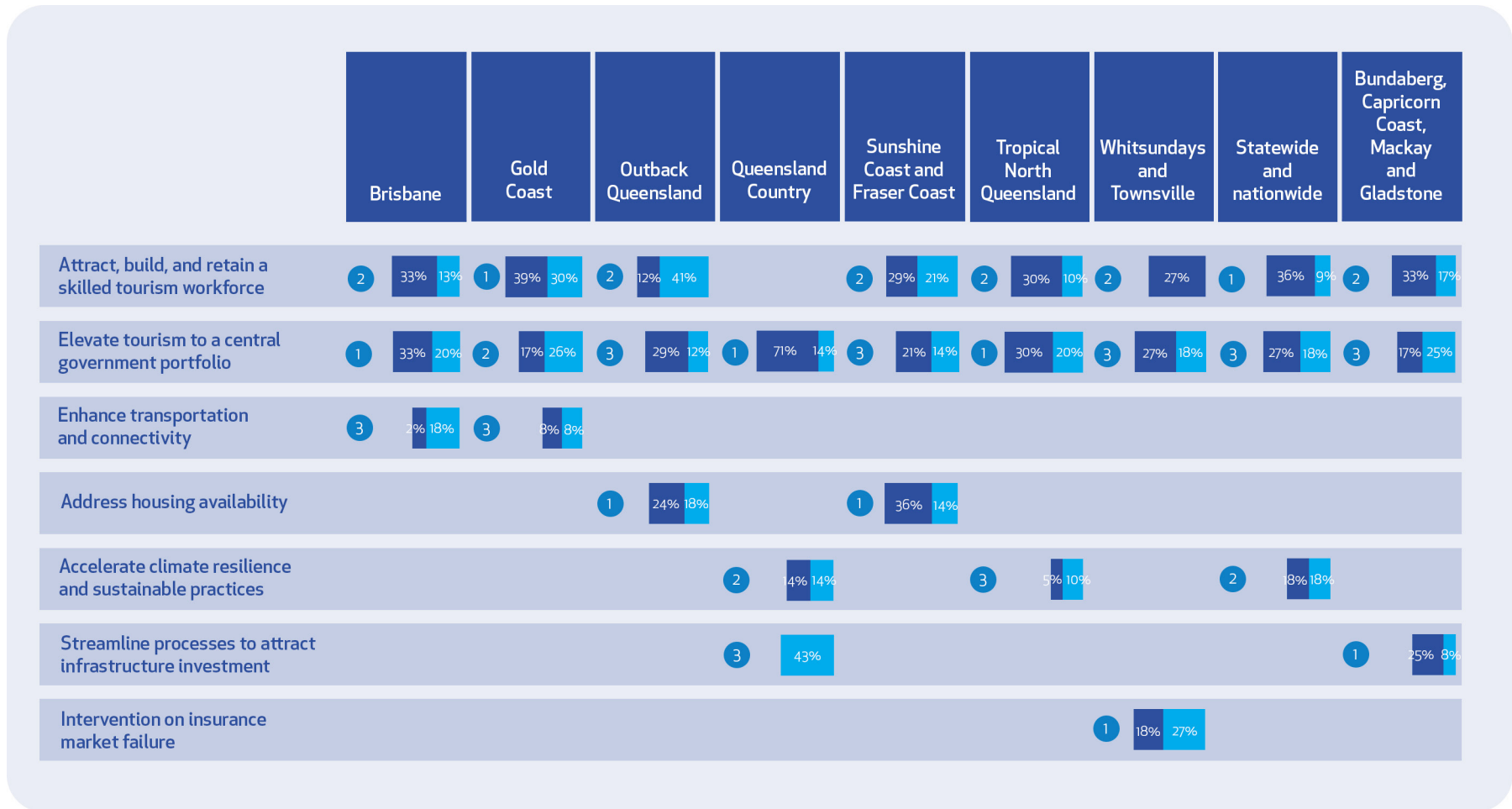
- 45.25% disagree or strongly disagree that a skilled workforce is readily available to meet specific business staffing needs.
- 45% strongly disagree or disagree with the statement 'I believe the Queensland tourism industry is well prepared for the Brisbane 2032 Olympic and Paralympic Games'.
- 78.75% strongly agree or agree that greater project facilitation support is necessary to overcome barriers in tourism infrastructure development.
- 85.6% agree or strongly agree that rising costs, interest rates, and inflation are significantly impacting business capability.

Top 3 priorities



“Ensure the seeds are planted earlier with connection between schools and industry ... young people need real life inspiration and a realistic training environment that better prepares them for challenges and positives of tourism and hospitality careers.”

Regional breakdown



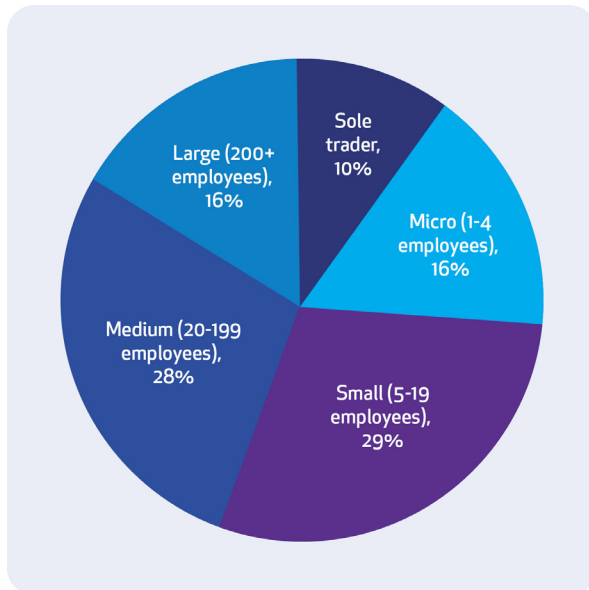
*To maintain data integrity, some regions have been grouped together.

Business size breakdown



“A commitment to take tourism to the highest level at the next election – preference to have it as part of the Premier or Deputy Premier’s portfolios.”

You told us that rail network and airport expansion, public transport gaps, regional aviation routes, bike paths, reliable internet and mobile coverage, road maintenance, visitor road safety education, dual First Nations signage, and service cutoffs due to Bruce Highway flooding are critical to improving transport and connectivity.



Next steps

Your responses reflect the priorities we’ve been advocating for over the past year.

We have consolidated these key issues into a document shared with both the Queensland government and opposition. Our team will continue meaningful discussions with political parties, candidates, and industry stakeholders, urging them to address what our members identify as crucial for a prosperous tourism industry.

Your insights will also guide our advocacy agenda for the year ahead.

Together, let’s build a thriving tourism industry.