

# Tourism a strong future for Queensland

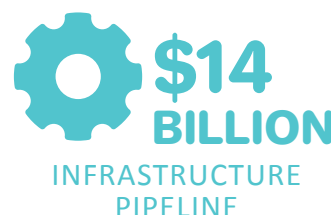
"A significant share of new jobs created is generated by tourism businesses across the state. **Billions of investment dollars are flowing into Queensland** to build new and exciting tourism infrastructure. **Communities challenged by economic transition can rely on a thriving visitor economy.**

Now is the time for the business sector and governments at all levels to focus on building on this momentum."

Daniel Gschwind – CEO, QTIC

## QTIC'S STATE ELECTION PRIORITIES 2017-2020

- Invest in innovation to drive business and product development
- Build business capability through industry-led programs
- Develop sustainable business opportunities through Qld's natural and cultural heritage
- Maximise Qld's destination advantage
- Accelerate public investment in tourism infrastructure for jobs and economic growth
- Provide certainty for competitive investment in tourism marketing and event attraction





# #Voicesoftourism



"The Great Barrier Reef offers unforgettable experiences and is central to who we are as a nation and how we are seen around the world. We must ensure we invest in the protection of the reef, and other natural assets, to ensure they are around for years to come.

Our priority is to engage the world in the future of the Reef. The role of communities and businesses are key to drive meaningful action but this must be met with equal determination from those who have the political mandate to drive the change required. Much of the world believes that the reef is dead, it is critical that we do not give up on the Reef and illustrate with every practical measure that Queensland will do everything it can to protect the most famous natural icon on the planet. We need funding and legislative backing to protect our natural assets, their contribution to the economy, and to send a clear signal that we will lead by example in order to mobilise the world."

- Andy Ridley, Citizens of the Great Barrier Reef

"Now is a fantastic time to join the Queensland Tourism Industry! Working in the tourism industry builds transferable skills, provides flexible hours and conditions and has diverse and long term career opportunities. A shortage in skills has the potential to limit the sector's ability to meet upward demand for the Australian tourism experience.

Businesses and governments need to support the development of skills for existing workers, attract new workers to the sector and demonstrate the sector as a viable career. If we don't address these labour market issues, we will not prosper from the rising demand for the world wanting to visit the best address on earth, Queensland!"

- Zac Garven, Cassidy Hospitality Group



"Aboriginal & Torres Strait Islander tourism is building momentum across the state and has incredible growth potential. Indigenous tourism products allow sharing of culture, provides a place for mob to work and sets pathways to success for so many. Benefits are felt not just by visitors but also for those reconnecting with their heritage through these experiences.

Moving forward, we need government to walk side-by-side with us, to be a part of this journey, sharing and promoting cultural experiences. Beyond that, government involvement in aligning resources with the needs of Aboriginal and Torres Strait Islander tourism businesses is necessary to support development of experiences and ventures and provide opportunities. A collaborative approach to assist in development of new Indigenous tourism products will support growth targets. Let's work together for a better future" - Preston Campbell, Preston Campbell Foundation

"Innovation and the ability to change is critical to the running of any tourism business. Innovation stimulates tourism growth across the state – new products, experiences, processes and targeting new markets, helps to ensure the relevancy of Queensland as a destination and position us as a competitive destination.

With such incredible product being developed across the country, continued investment in innovation from our State Government, especially for small business, is integral to the future competitiveness of the Queensland tourism industry."

- John Sharpe, Riverlife



The Queensland Tourism Industry Council (QTIC) is the peak body for Queensland tourism industry, providing strong voice for Queensland's tourism, hospitality and accommodation operators. We work with business owners, industry bodies, government and the community to build a sustainable, world-class tourism industry for Queensland.

Queensland Tourism Industry Council

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