



Media Release

\$4.5 million for Queensland tourism businesses to boost digital capabilities

26 June 2024

- The Queensland Tourism Industry Council (QTIC) and the Queensland Government have teamed up to provide individual tourism businesses with a \$2,500 rebate to enhance their digital capabilities.
- The rebate forms part of the State Government's \$4.5 million Tourism Business Digital Adaption Program.
- The Tourism Business Digital Adaption Program will provide Sunshine State operators with free online digital adaption webinars and resources, free trials of digital products, and support via access to a Digital Champions Network.
- The rebate will support up to 1,600 tourism businesses in adopting digital technology and innovation through the delivery of events, tourism experiences and business operations, and assist the development of better visitor experiences.

The Queensland Tourism Industry Council (QTIC) has partnered with the State Government to provide tourism businesses with a \$2,500 rebate to enhance their digital capabilities.

The rebate forms part of the Queensland Government's \$4.5 million investment in the Tourism Business Digital Adaption Program and will see up to 1,600 operators able to access annual subscriptions to identified digital products.

The Tourism Business Digital Adaption Program aims to facilitate the uptake of digital technology and innovation by tourism operators in the delivery of events, tourism experiences and business operations and assist in the development of better visitor experiences.

Along with a \$2,500 rebate, the Tourism Business Digital Adaption Program will provide Sunshine State operators with free online digital adaption webinars and resources, free trials of digital products, and key support via access to a Digital Champions Network.

Following calls from industry for greater digital adaptation support, the Program will help operators identify digital gaps in their business and ensure that they have the right technology and capabilities to reach potential customers and support the delivery of seamless and exceptional visitor experiences.

For more information on the Tourism Business Digital Adaption Program, visit the QTIC website at qtic.com.au/wprkforce-development/tourism-business-digital-adaption-program.



Quotes attributable to Queensland Tourism Industry Council CEO Brett Fraser:

“We welcome the State Government’s investment in expanding the digital capabilities of our tourism businesses.

“Today’s tourism operators work in a rapidly evolving environment. We don’t want to see any Queensland businesses left behind as technology and guest demands advance.

“The \$2,500 rebate will help 1,600 Queensland tourism businesses invest in online booking platforms, leverage technology to enhance customer engagement, and ultimately improve the online visitor experience so that it matches the high quality of our real-world tourism experiences.

“The rebate and Digital Adaption Program should be a game changer for our industry, and we anticipate strong interest in the free program.”

Quotes attributable to the Minister for Tourism and Sport Michael Healy MP:

“These grants will help make small to medium-sized tourism operators expand their reach and deliver even better visitor experiences in a digital world,” said Mr Healy.

“From better websites and online booking systems, payment gateways and social media engagement tools to digital adaption webinars, resources and trials of products.

“The program will help tourism operators overcome some of the digital gaps in their systems so they can adopt new technologies and be more innovative.

“The program supports our Towards Tourism 2032 strategy that sets a vision of \$44 billion in annual visitor spend by 2032, establishing Queensland as Australia’s destination of choice for quality visitor experiences.”

Quotes attributable to the Minister for Transport and Main Roads Bart Mellish MP:

“A key priority of Queensland’s digital economy strategy is to support businesses and industry to adopt digital technologies to help them adapt, grow, compete and innovate.

“This initiative will help more tourism businesses to adopt technologies and be more innovative in their tourism experience, service delivery and business sustainability.

“Tourism is an important sector of the Queensland economy and the Queensland Government is providing support to enhance the digital capabilities of our tourism operators.”



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**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

Queensland Tourism Industry Council (QTIC) is the peak industry body for tourism in Queensland representing more than 60,000 tourism businesses. QTIC is a not-for-profit, membership-based organisation which, since 2001, has worked to influence and shape the state's tourism business environment that directly contributes \$32 billion to the Queensland's economy and employs more than 206,000 Queenslanders.

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