

Queensland's tourism sector celebrates NAIDOC

07 July 2022

The biggest names in Queensland's tourism industry came together yesterday to celebrate Indigenous culture at the Queensland Tourism Industry Council (QTIC) NAIDOC Corporate Breakfast.

Held at Brisbane's Victoria Park, more than 330 guests gathered at the sell-out event to recognise the importance of First Nations tourism in the Sunshine State.

QTIC CEO Brett Fraser highlighted that Indigenous tourism experiences account for 2 million visitors to Queensland each year and that, prior to the pandemic, 12 per cent of all international visitors to the state participated in First Nations activities and events.

"We're seeing a growing demand from both domestic and international visitors for greater authentic cultural experiences," said Fraser.

"Our theme parks and adventure tourism experiences will always draw big crowds, but increasingly we're seeing guests wanting to connect with the rich cultural experiences and stories of our state's first inhabitants.

"It's essential for our tourism sector to not only provide these important experiences, but to also remind guests on Country that all tourism in this state stems from the ancient practices and customs of First Nations peoples.

"It was Indigenous storytellers who first shared the unique experiences of this land and Indigenous peoples who prioritised a deep respect for our natural assets.

"The sell-out NAIDOC event affirms that our industry is committed to bolstering First Nations tourism and is leading the way in advocating for a stronger Indigenous representation in Australian tourism," said Fraser.

QTIC NAIDOC Breakfast attendees were treated to a stellar lineup of guest speakers, including the first Aboriginal woman to serve in the House of Representatives, the Minister for Indigenous Australians, the Hon. Linda Burney MP.

Minister Burney leant her influential voice to speak on the importance of Indigenous representation within all industries and across all political spheres.

Queensland's Tourism Minister Stirling Hinchliffe said growing First Nations visitor experiences was a key recommendation of the independent Tourism Industry Reference Panel.

Media Release



"We know genuine Indigenous cultural experiences are increasingly sought-after by domestic and international visitors to Queensland," Mr Hinchliffe said.

"Growing Aboriginal and Torres Strait Islander tourism is important for rebuilding Queensland's overseas visitor industry, worth more than \$6 billion before the pandemic.

"The Palaszczuk Government is investing \$4 million in the 2022-23 Budget to help more First Nations businesses create more good, secure jobs for Queensland's tourism economy.

"We're on the runway to two golden decades of tourism opportunity ahead of the Brisbane 2032 Olympic and Paralympic Games.

"As the Tourism Industry Reference Panel has identified, authentic First Nations cultural experiences will be important for reshaping our visitor economy toward 2032."

Indigenous broadcaster, NITV attended the event and televised the QTIC NAIDOC celebrations live across the country.

The event was proudly supported by The Star Entertainment, Griffith University, Reef and Rainforest Research Centre, Australian Adventure Tourism Group, Indigenous Business Australia, Karlka Recruiting Group, SeaLink, Fun Over 50, and Deadly Tickets.

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Queensland Tourism Industry Council (QTIC) is the peak industry body for tourism in Queensland representing more than 3,000 members. QTIC is a private sector, membership-based organisation which, since 2001, has worked to influence and shape the state's tourism business environment that directly contributes \$27.2 billion to the Queensland's economy and employs more than 237,000 Queenslanders.

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