

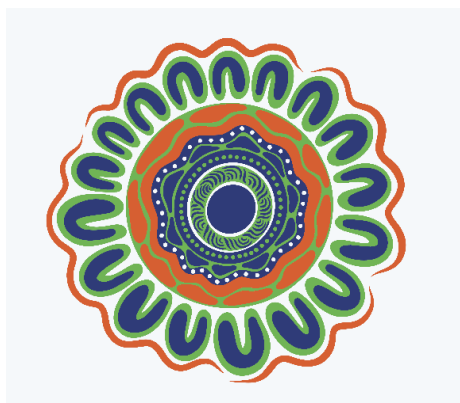
2025-26 Federal Budget Submission

January 2025



**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

The Voice of Tourism



QTIC acknowledges the Traditional Owners and Custodians of Country throughout Queensland. We recognise those who shared stories, welcomed guests on Country, and were stewards of the earth for millennia before us, and their continued connection to land, waterways, and culture.



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1. QUEENSLAND TOURISM INDUSTRY COUNCIL

The Queensland Tourism Industry Council (QTIC) is pleased to offer this submission to the Australian Government and the Treasury for consideration in the 2025-26 Budget.

QTIC is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. Our efforts focus on powerful lobbying, policy development, and collaboration with key industry stakeholders to create a favourable business environment for operators.

As a not-for-profit, membership-based organisation, we take pride in ensuring that the concerns and needs of our members and the broader tourism industry inform all relevant policy debates and that businesses have strong representation in decision-making processes. By promoting the value and importance of tourism in government forums and to the wider community, we help to create a vibrant, diverse industry that benefits all.

Through delivery of workforce and skilling programs, advocating for attraction and infrastructure investment, and working with the private sector to develop innovative solutions to tourism priorities, QTIC continues to serve members and industry. We also provide expert advice and support, including workforce and business development opportunities and access to vital industry insights.

2. DECISIVE 25-26 BUDGET ACTION FOR A THRIVING VISITOR ECONOMY

Tourism is an economic powerhouse for Australia, contributing significantly to the state's prosperity and standing as Queensland's second greatest export. It is one of the state's largest employers, acting as a key driver of job creation, particularly in regional Queensland, where tourism sustains entire communities. Across the state, the sector provides one in every twelve Queenslanders with a job, supporting local businesses, generating opportunities in remote and rural areas, and building pathways for young people and diverse workforces. With Queensland set to host the Brisbane 2032 Olympic and Paralympic Games, there is an unprecedented opportunity to enhance global visibility and solidify the state's tourism appeal for decades to come. Strategic investment in tourism infrastructure, digital innovation, and workforce development will be critical to ensuring the visitor economy meets future demand and remains globally competitive.

The Queensland Government is already laying the groundwork with the development of a 20-year tourism strategy, aiming to drive sustainable growth, diversify tourism offerings, and attract high-value visitors. However, long-term success requires decisive action in the 2025–26 Federal Budget, with targeted investments that align with Queensland's strategic priorities.

The tourism sector's contribution to economic recovery, regional employment, and national prosperity cannot be overstated. Federal budget support is crucial to ensuring that Queensland, and Australia, remains at the forefront of the global tourism landscape, capitalising on future opportunities such as the Brisbane 2032 Games, while also building resilience against potential economic and environmental challenges.

We urge the Australian Government to seize this pivotal opportunity to secure the future of Queensland's visitor economy. By committing to sustained and strategic investment in tourism, the Government can ensure that Queensland thrives as a global tourism leader, driving unparalleled economic growth, job creation, and community resilience for decades to come.

3. INTRODUCTION

Queensland stands on the brink of a transformative era as it prepares to host the **2032 Olympic and Paralympic Games**, now just 7.5 years away. This once-in-a-lifetime opportunity offers an unparalleled chance to position Queensland not just as a global tourism destination, but as a **jobs creator and economic powerhouse**. Tourism drives international visitation, strengthens local economies, supports thousands of businesses across multiple sectors, and secures long-term economic growth.

To fully capitalise on the Games and ensure a thriving tourism industry well beyond 2032, **strategic investment** is essential. This includes a sharp focus on **infrastructure development, workforce growth, and innovative marketing strategies** that showcase Queensland's unique offerings to the world. Tourism is more than holidays—it creates jobs in hospitality, transport, construction, and retail, and supports critical industries like agriculture, creative services, and manufacturing.

With international visitation steadily recovering, policymakers and industry stakeholders must prioritise initiatives that **enhance regional dispersal, address workforce challenges**, and adopt a **data-driven approach** to future tourism planning. By taking action now, we can ensure that Queensland's tourism sector not only recovers but leads the way on a global stage, demonstrating how tourism underpins broader economic and social success.

To support this vision, QTIC calls for Australian Government budget allocations to prioritise the following critical areas:

1. **Direct funding for key industry bodies like the Australian Tourism Industry Council (ATIC) and its state-based counterparts, to provide essential support services to tourism businesses.**
2. **Increased funding to achieve international visitation growth.**
3. **Reduction of the impact for small and medium size businesses from the rising costs of insurances.**
4. **Infrastructure investment and facilitation.**
5. **Tourism Workforce support.**
6. **Tourism industry net zero emissions 2050 target.**
7. **First Nations product development.**

4. BUDGET REQUESTS

4.1 Increased funding to achieve international visitation growth (currently 7.5 million international visitors, representing 86% of September 2019 levels)

Australia's tourism industry is a vital contributor to economic recovery and long-term prosperity, but it faces growing challenges in competing globally for international visitors. Targeted investments and strategic policy changes are essential to boost international visitation beyond the current 7.5 million visitors (86% of pre-pandemic levels).

Recommendations for Achieving Growth:

1. **Increase Tourism Australia Funding:**
 - Allocate an additional **\$35 million per annum** to Tourism Australia to reverse the real decline in funding due to inflation.
 - Tourism Australia is a global leader in destination marketing, but without adequate resources, its ability to compete with other international destinations is at risk. Rising operational costs and inflation in key markets have eroded its budget, limiting its reach and effectiveness.
 - Increased funding will ensure Tourism Australia can continue delivering high-impact campaigns to grow international holiday visitation and solidify Australia's position in a competitive global market.
2. **Expand the Export Market Development Grant (EMDG):**
 - Better funding and expanded access to the EMDG program will empower more tourism businesses to participate in international markets.
 - By reducing financial barriers, the program can help businesses grow their export capacity, particularly in alignment with Tourism Australia's marketing efforts.
 - Enhanced support will maximise ROI from public and private sector marketing efforts, driving

immediate business benefits and long-term growth for the tourism industry.

3. **Freeze the Passenger Movement Charge (PMC):**
 - Maintain the PMC at **\$70 for the next five years** to support international visitor growth.
 - High passenger movement charges deter international travel, and freezing the rate ensures Australia remains competitive in attracting visitors.
4. **Expand Aviation Attraction Investment Fund:**
 - Co-invest with states and airports in an expanded **Aviation Attraction Investment Fund** to secure direct international routes and promote regional dispersal of visitors.
 - QTIC supports Queensland's contribution of \$20 million to this fund and calls on the Federal Government to match this investment.
 - This initiative will grow regional tourism, connecting international visitors directly to key destinations outside capital cities.
5. **Increase Business Events Bid Fund:**
 - Increase the annual funding for the **Business Events Bid Fund** to **\$20 million**. This program is instrumental in attracting high-value international business events, driving \$1.04 billion in economic contribution annually.
 - QTIC recommends revising delegate threshold caps to make smaller regional events, such as those in Cairns, eligible. A proportional approach considering city size, infrastructure, and event profile will allow regional areas to benefit and compete globally.
6. **Modernise Border Processes and Technology:**
 - Invest in upgrades to outdated processes like the **Incoming Passenger Card (IPC)** by transitioning to a digital model that leverages pre-existing information from travel providers and agents.
 - Prioritise funding for **'passenger on the move' technology** as an alternative to SmartGates, improving efficiency and passenger experience.
 - Allocate resources to the Australian Border Force for developing and implementing these advancements, ensuring Australia's border processes meet modern traveler expectations.

4.2 Reduce the impact for small and medium size businesses from the rising costs of insurance.

Market failures, combined with the increasing frequency of natural disasters and the rising costs of repairs and replacements, are making it increasingly difficult for tourism businesses to afford insurance premiums. Insurance coverage in a hardened global insurance market is one of the most pressing challenges faced by Queensland tourism operators. Limited options for affordable insurance, coupled with the heightened risk of storms, cyclones, and floods, are driving premiums well above the national average and constraining economic growth.

The **Northern Australia Cyclone Reinsurance Pool (NACRP)** was established to provide affordable insurance coverage for businesses and households in cyclone-prone regions, but its effectiveness in alleviating the financial burden on tourism businesses has been limited. Many operators in areas like North Queensland report that restrictive eligibility criteria, administrative complexity, and insufficient premium reductions have limited its impact.

To better serve the needs of the tourism industry, QTIC calls on the Commonwealth Government to prioritise **expanding and enhancing the NACRP** as a straightforward, practical solution that leverages existing infrastructure. This includes:

- **Expanding Coverage Eligibility:** Broaden the eligibility criteria to include more businesses, particularly SMEs, that are currently excluded due to location, size, or type of risk exposure.
- **Enhancing Premium Reductions:** Increase the level of premium relief provided under the scheme to offer more meaningful financial support to tourism operators.
- **Streamlining Administrative Processes:** Simplify the claims and application process to ensure ease of access for businesses.

In addition to these improvements, QTIC recommends the following measures to create a more sustainable and resilient insurance landscape:

- **Joint Taskforce on Insurance Affordability:** Fund a collaboration between State and Federal Governments to explore measures addressing affordability and availability of insurance.
- **Public Liability Framework:** Develop a national policy framework, including a **no-fault/capped liability scheme** for SMEs, modelled on the New Zealand Accident Compensation Corporation.
- **Rebate System:** Establish a dollar-for-dollar matched grant to help businesses underwrite the cost of insurance, ensuring continued operations in challenging economic conditions.
- **Reform Taxation on Insurance Products:** Review and reduce state-imposed taxes and levies on insurance premiums, which exacerbate affordability challenges for policyholders.
- **Support Legal Reforms:** Address the rising trend of litigation and inflated claims, which are significantly contributing to increasing public liability insurance costs.

These measures, particularly the enhancements to the NACRP, represent actionable solutions that can be implemented quickly to address the immediate and growing insurance crisis facing the tourism industry. Expanding the NACRP is a logical and feasible step that builds on existing infrastructure to deliver faster relief to businesses, ensuring that tourism operators in vulnerable regions can continue to contribute to Queensland's economic resilience and growth.

4.3 Allocate funds to drive the improvement of regulatory reforms, infrastructure investment and facilitate urgently needed new tourism projects.

A **robust infrastructure pipeline** is crucial for stimulating new tourism product development and enhancing existing offerings, but a lack of clear leadership and poor interdepartmental coordination have significantly reduced investor confidence, particularly for Queensland in the lead up to Brisbane 2032. To streamline and fast-track infrastructure developments for tourism, including ecotourism, the Australian government needs to provide greater funding to:

- **Drive Regulatory Reforms and Streamlining Approvals:**
- **Fund a Single-Window Approvals team:** Introduce a centralised "one-stop-shop" for tourism-related infrastructure approvals to reduce bureaucratic delays. NFP bodies such as QTIC could be funded to assist with this delivery.
- Establish a **Tourism Cabinet Sub Committee:** establishing a Tourism Cabinet Committee at the federal level could make strategic sense for several reasons:
 - **Economic Importance of Tourism:** Tourism is a significant contributor to Australia's economy, generating billions in revenue and supporting jobs across various sectors. **A dedicated committee could ensure tourism policies are prioritised** at the highest level of government.
 - **National Coordination:** Tourism is a cross-jurisdictional issue, impacting states and territories differently. A federal committee could facilitate better coordination between national and state-level tourism strategies, ensuring a unified approach to infrastructure, investment, and marketing.
 - **Crisis Preparedness and Resilience:** Given the sector's vulnerability to external shocks (e.g. COVID-19, natural disasters, geopolitical tensions), a federal-level committee could provide a proactive and coordinated response to crises and long-term resilience planning.
 - **Strategic Growth and Investment:** A dedicated committee could focus **on national-level investment attraction**, sustainability initiatives, and industry innovation to enhance Australia's competitiveness as a global destination.
 - **Stakeholder Engagement:** Bringing together government agencies, industry bodies (like QTIC), and private sector stakeholders within a structured federal committee could lead to more effective policymaking and implementation.
- **Standardised Environmental Assessments:** Develop streamlined environmental impact assessment (EIA) processes specifically for sustainable tourism projects to balance development with conservation.

Targeted Financial Incentives:

- **Increase funding** for the next generation of iconic attractions, via Austrade, in each state and territory to \$60 million. Instructive government co-investments in tourism infrastructure (such as the Australian Stockman's Hall of Fame, QANTAS Founders Museum, Waltzing Matilda Centre, and the Australian Age

of Dinosaurs) continue to demonstrate the catalytic benefits and returns from such investments. The returns manifest not just in increased tourism expenditure but also result in jobs growth, community revitalisation and additional investment and activity in other sectors of the economy.

- **Tax Incentives:** Provide tax breaks or accelerated depreciation allowances for tourism infrastructure investments, especially in regional and remote areas.
- **Public-Private Partnerships (PPPs):** Encourage collaborations between the government and private sector to co-invest in large-scale tourism infrastructure, with individual case management.
- **Increase Grants and Subsidies:** Expand and tailor grant programs (e.g., Building Better Regions Fund) to support eco-friendly tourism projects with clear economic and environmental benefits.
- **\$60 million should be allocated** and available annually to underpin feasibility studies for potential new projects that align with the aspirations of the *Thrive 2030* strategy.

Strategic Infrastructure Investments:

1. **Transport and Connectivity Enhancements:** Invest in better road, rail, and air connectivity to tourism hotspots, particularly in remote destinations. The return to an 80:20 funding split is a welcomed commitment from the Australian government to enable delivery of a safer Bruce Highway.
- **Digital Infrastructure:** Fund the improvement of digital connectivity, particularly in blackspots such as Queensland's outback and the Whitsundays (e.g., high-speed internet, smart tourism technologies) to support the visitor economy.

Zoning and Land Use Reforms:

- **Tourism Precincts:** Designate and fast-track the development of tourism zones with pre-approved land use classifications.
- **Flexible Land Use Policies:** Encourage adaptive land use policies that support seasonal and eco-friendly developments with minimal environmental impact.
- **Fund the reformation of the EPBC Act,** to swiftly recognise and approve small scale sustainable tourism experiences approved under relevant national park legislation in each State.

Leveraging Innovation:

- **Incentivise Eco-friendly Construction Technologies:** Promote the use of sustainable construction materials and practices to support green tourism infrastructure.

Regional Development Focus:

- **Tourism Infrastructure Masterplans:** Drive a coordinated region-specific masterplan with clear investment roadmaps to prioritise and fast-track projects and provide investment incentives with local and state governments.
- **Decentralisation Strategies:** Encourage investment in underdeveloped regions through dedicated support packages and streamlined planning processes.

The **Brisbane 2032 Olympic and Paralympic Games** present significant opportunities for tourism but require substantial infrastructure investment. To support this, state and Australian governments must address barriers such as **construction delays, materials shortages, and workforce challenges**. Strategic funding initiatives will ensure timely tourism infrastructure development, drive sustainable growth, and maximise economic benefits across Queensland and Australia

The **Northern Australia Infrastructure Facility (NAIF)** has made significant strides in financing infrastructure projects across northern Australia, with over \$4 billion in contractual closes and more than half of its projects now operational. However, to further stimulate the development and commercialisation of new products, NAIF could enhance its funding dispersal mechanisms by:

- **Streamlining Application Processes:** Simplifying and accelerating the assessment and approval procedures would make it more accessible for innovative projects to secure funding. This includes reducing administrative burdens and providing clear guidelines for applicants.
- **Expanding Funding Instruments:** Beyond concessional loans, offering diverse financial products such as equity investments and guarantees can provide tailored support to emerging industries and new product ventures. The 2021 reforms have already allowed NAIF to provide equity finance up to \$50 million per investment, which is a step in the right direction.

- **Enhancing Risk Appetite:** Adopting a higher risk tolerance, especially for pioneering projects with substantial potential benefits, aligns with NAIF's mandate to invest where major banks may be reluctant. This approach acknowledges that some investment failures are inevitable but necessary for fostering innovation.

By implementing these strategies, NAIF can more effectively disperse funds to initiatives that drive the development and commercialisation of new products, thereby contributing to the economic growth and diversification of northern Australia.

4.4 Tourism Workforce Support

The Queensland tourism industry is not just a vital component of the state's economy—it is a powerhouse of job creation. In 2022–23, it directly and indirectly generated 260,000 filled jobs, equating to 8.4% of Queensland's total employment. Nationally, the tourism industry employed 626,400 people, demonstrating its unparalleled ability to generate jobs across cities and rural areas alike.

Despite its significant contribution—\$31.8 billion to Queensland's Gross State Product and \$63 billion to Australia's GDP—the sector faces a critical workforce shortage. Currently, there are 4,147 job vacancies within Queensland's tourism sector alone, with demand projected to rise sharply as accommodation and food services become the third-fastest-growing industry by 2025–26.

This challenge is compounded by Queensland's youth unemployment rate of 8.7% (compared to a 3.7% overall unemployment rate). Tourism provides a unique opportunity to bridge this gap by engaging young people in work-readiness programs that fill workforce shortages and launch careers.

The Brisbane 2032 Olympic and Paralympic Games represent an unprecedented opportunity to showcase Australia to the world, but they also highlight the urgent need to build a **pipeline of skilled workers**. These Games will require a highly trained workforce across tourism and hospitality, making federal investment in workforce training, apprenticeships, and upskilling programs an immediate priority.

To address workforce challenges and prepare for this national milestone, QTIC recommends the following:

- **Federal Funding for Workforce Training and Apprenticeships:** Establish dedicated funding to support tourism and hospitality apprenticeships and workforce training programs, ensuring a skilled workforce is in place to meet demand during and after the Brisbane 2032 Games.
- **Include Tourism and Hospitality in Skilled Worker Priority Listings:** Reflect ongoing workforce shortages in the immigration skilled worker priority lists to attract international talent in critical tourism roles.
- **Regional Working Groups:** Fund regional working groups with federal, state, and local representatives to address migration and workforce needs while accounting for housing limitations in tourism regions.
- **Upskilling Support:** Extend financial support for workforce upskilling programs, fee reductions, and demand-driving initiatives to retain talent and reduce workforce pipeline leakage.

Specific Strategies for Workforce Growth:

- **Incentivise Apprenticeships:** Introduce a 3-year \$25,000 apprenticeship and traineeship incentive for tourism-related fields like commercial cookery, supporting housing and cost-of-living needs for apprentices.
- **Engage Pensioners:** Raise the pensioner income threshold to encourage retirees to re-join the workforce without fear of losing pensions, and establish a register connecting pensioners to tourism jobs, expanding the successful "grey nomad trail" model.
- **Strengthen the Working Holiday Maker (WHM) Visa Program:**
 - Maintain second and third visa extensions for WHM visa holders undertaking longer holiday journeys across Australia.

- Expand WHM visa criteria to allow all tourism and hospitality work to qualify for extensions, increasing regional employment opportunities and economic contributions.
- Fund tourism marketing to attract long-stay WHMs and introduce a national register of approved WHM employers to ensure compliance, protect workers' rights, and enhance workforce reliability.
- Introduce an extended WHM visa for employees in whom businesses have invested heavily in upskilling, ensuring the retention of valuable expertise.

The Brisbane 2032 Games provide a compelling reason for the government to act now. Strategic investment in tourism workforce development will not only address current shortages but also ensure that Queensland and Australia are fully prepared to host a world-class event, creating a legacy of skilled employment opportunities that extend well beyond the Games.

4.5 Tourism industry net zero emissions 2050 target.

Climate change poses a significant threat to Queensland tourism, risking disruption and damages from increasingly frequent and severe extreme weather events. **Long-term sustainability demands investments in resilience, innovation, and strategies** addressing evolving tourist preferences, however, individual businesses can only do so much, due to financial constraints and the need for a coordinated, standardised approach. Federal intervention to a thriving and adaptive tourism industry, requiring unified policies, resource allocation, and consistent support to ensure climate resilience. Government support is vital to ensure a level playing field, adherence to consistent standards, and effective climate action.

The **budget must reflect and commit to the delivery of plans and strategies that assist in meeting Australia's commitment as signatory to multiple international reports** and goals relating to the protection of environmental and cultural heritage. This can be achieved by:

- **Funding the establishment of a Renewable Energy Transition Fund** to assist tourism businesses in adopting low-emission technologies.
- **Continue to fund the rollout of the National EV Charging Network**, ensuring coverage in regional tourism destinations. Partner with accommodation and experience providers to co-fund in-region charging stations.

A country like Australia that is dependent on long-haul travel with significant internal distances and the Australian government should take a collaborative leadership position with regard to sustainable travel. For aviation, a hard to abate sector, Australia must utilise its natural resources to develop a domestic **Sustainable Aviation Fuel (SAF) production industry**. SAF is the primary pathway to the credible decarbonisation of the aviation industry in the medium term and central to establishing medium term sustainability targets. It is broadly compatible with existing refueling infrastructure and can be used by current aircraft without blending or modification to engines. Without a domestic SAF industry or access to SAF in Australia, it is very likely that airlines will reduce their allocation of aircraft to Australia where there is no or insufficient access to SAF, which will severely impede the ability to facilitate both inbound and outbound travel. Action needed includes:

- **Fund an embedding carbon measurement** as part of the **Tourism Satellite Accounts** and incentivising operators to measure to manage.
- **Fund a program that mandates marketing focus on low-carbon opportunities** and prioritise investment in showcasing itineraries for low-impact travel.
- **Fund and support the development of regional specific bio-diversity projects** to foster localised climate action (in lieu of offsets).
- **Invest in SAF** – provide an investment account to enable businesses to contribute to Research and Development programs.
- **Direct grant aid or tax incentives for physical infrastructure decarbonisation**. Alongside guidance to businesses on how they can retrofit to decarbonise.
- **Allocate strategic marketing funds to promote research led good news stories on Great Barrier Reef**, tourism to counter negative publicity regarding its health, and safeguard operator interests.

4.6 Fund First Nations businesses and a First Nations Cultural Centre in Queensland.

In the 2019 calendar year, approximately 472,000 visitors in Queensland engaged in First Nations tourism experiences, accounting for 13% of the state's total international visitors.

According to the latest available data from Tourism Research Australia, in the 2023–24 financial year, there were a total of 3 million trips in Australia that incorporated First Nations activities, marking the highest annual number on record. Of these, around 1.1 million were by international visitors, representing 15% of all international trips to Australia.

- **\$50 million investment towards the development and/or scaling up of authentic, First Nations-owned, and operated tourism businesses, including attractions, tours, and events** with a feasibility study fund grant program of \$10 million to encourage development opportunities.
- **\$50 million investment, matched by the state government**, to build a First Nations Cultural Centre in Queensland in time for the Brisbane 2032 games.
- The Australian Government should work more closely with communities and industry stakeholders, rather than relying solely on the National Indigenous Australians Agency and state government as intermediaries. The Queensland tourism industry is suffering from a low level of **integration of young First Nations people in the workforce**, while simultaneously experiencing exponential growth in demand for First Nations tourism. If this trend persists, there will be a dearth of skilled workers to sustain sector expansion. QTIC proposes implementing incentives to encourage greater participation.
- **Funding to support industry promotion of First Nations languages** ahead of *Brisbane 2032*, drawing on the existing body of work undertaken by Tourism Australia, with support from Traditional Owner groups.

5. SUMMARY

The Queensland tourism industry is a cornerstone of the state's economic prosperity, cultural identity, and community resilience. As one of Queensland's greatest export, tourism generates significant international revenue and supports industries across the economy, from hospitality to transport, construction, and retail. With the Brisbane 2032 Olympic and Paralympic Games on the horizon, Queensland has a once-in-a-lifetime opportunity to position itself as a global tourism leader. To achieve this, strategic, targeted investments are needed now to seize emerging opportunities, ensure sustainable growth, and safeguard the long-term future of the visitor economy.

The 2025–26 Federal Budget represents a pivotal moment for the Australian Government to demonstrate its commitment to the tourism sector by addressing critical challenges, including:

- **Workforce shortages that constrain growth and service delivery.**
- **Infrastructure development to support regional and urban tourism.**
- **Rising operational costs, including unaffordable insurance premiums.**
- **Sustainability imperatives to future-proof the industry and align with net zero targets.**

Investment in these priority areas will drive job creation, boost regional economies, and enhance Australia's global tourism competitiveness. Tourism is not just an industry—it is an economic engine and major employer, that generates substantial export revenue for Queensland and Australia. Supporting tourism is an investment in national prosperity.

6. CONCLUSION

The Queensland tourism industry is a vital contributor to the state's economic prosperity, cultural identity, and community well-being. As Queensland prepares for the Brisbane 2032 Olympic and Paralympic Games, it is imperative that strategic and targeted investments are made to capitalise on emerging opportunities, drive sustainable growth, and future-proof the visitor economy.

The 2025-26 Federal Budget presents a critical opportunity for the Australian Government to demonstrate its commitment to the tourism sector by addressing key industry challenges, including workforce shortages, infrastructure development, rising operational costs, and sustainability imperatives. Investment in these priority areas will not only support businesses and communities but will also enhance Australia's global tourism competitiveness, ensuring long-term economic resilience and job creation.

QTIC urges the Federal Government to act decisively by fostering meaningful collaboration, providing targeted financial support, and implementing forward-thinking policies to build a thriving, resilient, and globally competitive tourism industry. With strategic investment and leadership, Queensland's tourism sector will not only drive significant economic and social benefits today for Australia but also create an enduring legacy of growth and prosperity well beyond 2032.