

MEMBERSHIP MATTERS

2024-2025



QUEENSLAND
TOURISM INDUSTRY
COUNCIL


ACKNOWLEDGMENT OF COUNTRY

We acknowledge 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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- Natassia Wheeler, CEO

Welcome

Tourism is Queensland's greatest export. It creates jobs, supports local communities, and drives billions into our economy every year. At QTIC, we proudly stand as the voice of tourism, representing businesses like yours - whether you're a small, family-run operation or a large corporate operator - so that your voice is heard where it matters most.

If your business operates in tourism, events, hospitality or provides services to the tourism industry, QTIC is here to support you. Whether it's through advocacy, valuable industry insights or direct connections, being involved with QTIC ensures you stay informed, represented and part of the conversation shaping Queensland's tourism future.

Our role is simple: we advocate for better policies, greater investment and a stronger future for the tourism industry. We build connections, provide resources, and ensure that, in both good times and tough times, Queensland's tourism operators have the support they need.

QTIC membership is more than just access to benefits - it's about being part of a united industry. Your membership helps fund the work we do as an independent, not-for-profit organisation to represent and advocate for the entire tourism community. By joining QTIC, you're investing in the future of tourism and ensuring that when your region or business needs a voice, we're there to stand up and lead.

We would love for you to join us as we continue to shape the future of tourism. Together, we can ensure that Queensland remains one of the world's most iconic destinations.

Natassia Wheeler
CEO, QTIC



Your QTIC

Who we are

We are Queensland Tourism Industry Council (QTIC). Your voice for a stronger tourism, hospitality and events industry.

We work with and for you, our members, to understand your issues and turn challenges into opportunities for a better tomorrow.

Decision makers listen to us because we represent the interests of tourism operators across all of Queensland. We know Queensland, its people and its opportunities, and through you we understand what it takes to build a stronger, more effective tourism sector.

As Queensland's independent, not-for-profit and member owned and driven tourism peak body, we put our members first.

No matter your size or where you are from, we won't stop backing you.

[Find out more about us](#)

www.qtic.com.au



What we do

Helping the Queensland tourism industry grow

For more than 20 years, QTIC has been Queensland's trusted voice backing tourism and hospitality operators.

We work closely with all levels of government to ensure the needs and views of Queensland tourism operators are considered in government decision making.

We work with decision makers to address and resolve issues faced by tourism operators, individually and collectively.

We work with industry bodies and sector organisations across the country to build new opportunities, drive investment and create a workforce for the future.

"QTIC membership has been a great investment for us. They help us put a voice forward when we need advocacy. We wouldn't be able to achieve that by ourselves."

- Verena Olesch, Maleny Botanic Gardens & Bird World

Helping your business grow

Our goal is to bring the world to Queensland, creating more opportunities for tourism operators across the state. We are committed to helping you build your business, grow your business and sustain your business.

We offer a great many programs and services to support this growth.



Business capability

QTIC provides opportunities, tools and resources for tourism businesses to build their capability and improve business outcomes, including accreditation under the Quality Tourism Framework and Star Ratings.



Workforce development

We deliver a suite of programs to support businesses in attracting, retaining and on-boarding a skilled workforce. We provide programs to support career development, industry training and education including the Young Professionals Mentoring Program, the Registered Trade Skills Program and more.



Events

QTIC provides a range of networking events, industry functions and online information sessions that support businesses and connect them with their wider industry. We also host several of the state's biggest tourism events, including the annual Queensland Tourism Awards.



Indigenous tourism sector

We are proud advocates for Queensland's Indigenous tourism sector. We connect the tourism industry with community and First Nations organisations through programs, resources and educational tools, including QTIC's Indigenous Champions Network, Destination IQ and Annual NAIDOC activities.

“Being a member of QTIC has meant that we can engage with the wider tourism community through networking events and functions. We’re able to connect with our colleagues and peers and have those important conversations.”

- Sam Jarmy, Riverlife and Event Centre

“Being a QTIC accredited business, particularly being a First Nations operator, provides leverage for our small business. People are looking for quality and authenticity and this is what QTIC accreditation provides.”

- Jo Connolly, Dreamtime Kullilla-Art

Delivering for you

QTIC puts members first.

Whether you're an individual looking to connect with others, or a business wanting to shape the industry, we have a range of membership options to suit you.

Members receive a range of exclusive benefits across:

- Advocacy and industry engagement
- Business capability programs

Benefits include:

- Access to members only resources, including Grants Gateway
- Access to exclusive member events
- Discounts and partner offers
- Plus many more!



We offer six membership levels so you can get even more value from your QTIC membership:

Corporate Membership

\$14,300

Influence and lead Queensland's tourism industry

This level is for those seeking to influence and lead Queensland's tourism industry. By becoming a corporate member, you will receive the highest level of benefits including exclusive support and tailored benefits.

Tourism Champion

\$4,347

Be a champion for the industry

By becoming a Tourism Champion you will receive greater discounts on QTIC's programs, access to a wider range of support services, and even more exclusive networking opportunities.^

Tourism Advocate

\$1,316

Grow your business and expand your network

This level is for those seeking to grow their business and expand their networks. As a Tourism Advocate you'll have access to a range of programs, services and support, including a 25% discount on Quality Tourism Accreditation and Star Ratings Accreditation fees.^

Tourism Supporter

\$440

Get the support you need

Supporters will receive discounts on a range of programs and services, including a QTIC Member Welcome Pack, to promote their involvement with the industry.

Individual

\$50

Get actively involved in the industry

We offer membership for individuals and professionals looking to be actively involved in the tourism industry. This membership category provides opportunities for professional development and networking with peers. Individuals are eligible to apply for the QTIC Young Professionals Mentoring Program.

Associations

\$1,500

Represent your association

This membership category is for industry associations. Membership benefits are tailored to your organisation. Association members have the opportunity to join QTIC's Associations Council.

*QTIC proudly supports the important work of Queensland's Regional Tourism Organisations (RTOs). If you're an RTO member, we thank you for backing our tourism industry by offering a 25% discount on Tourism Champion, Tourism Advocate and Tourism Supporter categories.

^Up to six properties, brands, or products can be included within this category.

^^Up to three properties, brands, or products can be included within this category.

Get involved

Be part of Queensland's exciting tourism future and ensure your voice is heard.

No matter how big or small your business is or where you are located – we're here for you.

Join us!

www.qtic.com.au/membership

Advocacy & Industry Engagement	Corporate Member	Champion	Advocate	Supporter	Individual	Associations
Tourism In Action Monthly QTIC newsletter	✓	✓	✓	✓	✓	✓
Exclusive member news and updates about business support, events and activities, and funding/grant opportunities	✓	✓	✓	✓	✓	✓
Vote on and nominate for the QTIC Board	✓	✓	✓	✓		Vote Only
Consultation with QTIC on issues and policies affecting tourism businesses	✓	✓	✓	✓		
Opportunity to sit on QTIC industry advisory groups to influence the tourism industry	✓	✓	✓			✓
Participate in impactful collaborative research opportunities	✓	✓				✓
Invitations to attend relevant QTIC corporate boardroom luncheons attended by senior government and/or industry leaders	✓					
Collaboration with QTIC on joint projects and industry initiatives	✓					
Opportunity to sit on QTIC Associations Council and invitation for one representative to sit on the QTIC Board						✓
Business Development & Support	Corporate Member	Champion	Advocate	Supporter	Individual	Associations
QTIC Member Welcome Pack including logo and certificate to promote your involvement with industry	✓	✓	✓	✓	✓	✓
Exclusive member offers and opportunities from our partners	✓	✓	✓	✓	✓	✓
Access to QTIC Member Directory	✓	✓	✓	✓	✓	✓
Access to QTIC's suite of industry professional development and education courses	✓	✓	✓	✓	✓	✓
Participation in QTIC Young Professionals Mentoring Program	✓	✓	✓	✓	✓	✓
Access to QTIC Grants Gateway	✓	✓	✓	✓		✓
Access to QTIC's suite of workforce development programs	✓	✓	✓	✓		✓
Access to QTIC's suite of business capability development programs	✓	✓	✓	✓		✓
Networking opportunities with First Nations tourism leaders and businesses, and support from the QTIC Indigenous Programs Team	✓	✓	✓	✓		✓
Discounted Sustainable Tourism Accreditation Program or Star Ratings Program Accreditation registration or renewal fees	One Free Accreditation	25% discount	10% discount			25% Discount
Discounted access to Accessible Tourism Program and Risk Management Program	One Free Accreditation					
QTIC Letter of Support	✓	✓	✓	✓		✓
Contribute to QTIC newsletters, social media and website	✓	✓				
Recognition as a corporate member within QTIC marketing and communication collateral	✓					
Member logo to appear digitally at QTIC industry events	✓					
Member logo on QTIC rolling corporate network website banner	✓					
Events	Corporate Member	Champion	Advocate	Supporter	Individual	Associations
Discounted tickets to QTIC events	✓	✓	✓	✓	✓	✓
Exclusive access to member only webinars	✓	✓	✓	✓	✓	✓
Complimentary tickets to QTIC industry webinars	✓	✓	✓	✓	✓	✓
Discounted Queensland Tourism Awards nominations	One Free Nomination	One Free Nomination	50% discount	25% discount		50% Discount
Complimentary tickets to attend QTIC Industry Events including Industry Breakfast, World Environment Day and World Tourism Day	✓					
Invitations to exclusive industry events as a QTIC guest	✓					
Opportunity to present branded webinars to tourism industry supported by QTIC	✓					



Celebrating QTIC

When you join QTIC, you
join a community.

Join us today!

www.qtic.com.au/membership





**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

Queensland Tourism Industry Council

ABN: 75 095 706 095

PO Box 13162, George St Brisbane QLD 4000

www.qtic.com.au



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