1. At the inaugural *DestinationQ* Forum in Cairns on 26 June 2012, there was a call for developing a new Plan, along with other initiatives to competitively position Queensland as a world leader in ecotourism.
2. This Queensland Ecotourism Plan 2013-2020 (the Plan) seeks to provide tourism operators, government, community and other stakeholders with clear direction on how Queensland will leverage its competitive advantage to become a bold, innovative, world leader in ecotourism. World class nature is the main motivator for international and domestic visitors to travel to Queensland. No longer a niche market, ecotourism is now one of Queensland’s greatest competitive advantages.
3. The vision for ecotourism in Queensland is that “Queensland is Australia’s number one ecotourism destination and recognised as a world leader in ecotourism, delivering best practice nature-based experiences that contribute to the conservation of our natural resources and cultural heritage”.
4. This vision will be achieved through implementation of the following strategic priorities:

* Deliver world class experiences;
* Facilitate best practice;
* Raise the profile of Queensland’s ecotourism experiences;
* Foster thriving operators; and
* Embrace a partnership approach between the tourism industry, government and community.

1. The draft Plan was developed for public consultation which commenced on 17 April 2013 and closed on 31 May 2013.
2. Cabinet endorsed the Queensland Ecotourism Plan 2013-2020.
3. Cabinet approved the public release of the Plan at the *DestinationQ* Forum being held on the Gold Coast on 27-28 August 2013.
4. *Attachments*

* [The Queensland Ecotourism Plan 2013-2020](Attachments/Plan.PDF)