1. In its 2012 tourism election policy, *Returning the Queensland tourism industry to number one*, the government committed to a 20 year plan for tourism in Queensland.
2. At the 2013 *DestinationQ* Forum in August 2013 government and industry’s focus shifted to the longer term, and a 20 year vision for tourism in Queensland.
3. At the forum, industry and government identified the major strategic directions needed to be taken together to: ensure the success of tourism in the context of emerging trends; achieve the 2020 stretch goal of doubling overnight visitor expenditure from 2010 levels to $30 billion per annum; and position Queensland’s tourism industry to be successful and competitive in the long-term.
4. *Destination Success* - the 20 year Plan for Queensland Tourism and the 18 month Action Plan were developed in partnership by government and industry to build an industry for the future and to achieve our vision for tourism. These plans are available at www.destq.com.au.
5. The major themes of *Destination Success* – the 20 Year Plan for Queensland Tourism are:
* *Strong Partnerships* – ensuring that the already strong partnerships continue, extend to local government, and enlisting the community as ambassadors for tourism.
* *Investment and Access* – securing investment in new product is critical to our value proposition, and the easy movement of visitors to and around Queensland will help the industry build regional Queensland.
* *Balanced Portfolio of Markets* – a strong focus on growing markets like China, but we must not put all our eggs in one basket, nor ignore the critical domestic market.
* *Iconic Experiences* – leverage our iconic experiences to offer new and refreshed product that connects with consumers and encourages them to return.
* *Nature and Culture* – our natural assets to remain a critical competitive advantage, and include arts and culture, indigenous and heritage experiences in our tourism offering.
* *Quality, Great Service and Innovation* – our service will be authentic and world class, and our operators will innovate to connect with visitors and offer them a quality experience.
1. Cabinet approved *Destination Success* – the 20 Year Plan for Queensland Tourism and 18 month Action Plan.
2. *Attachments*
* [*Destination Success* – the 20 Year Plan for Queensland Tourism](Attachments/Destination%20Success%2020yearplan.PDF)
* [18 month Action Plan](Attachments/18%20month%20Action%20Plan.PDF)