1. Over the past 12 months, the Queensland tourism industry has experienced unprecedented growth. To capitalise on this growth, Queensland requires a modern, focused and agile tourism strategy that will increase jobs, overnight visitor expenditure and visitor numbers by:
2. capitalising on the Asia opportunity
3. growing quality products, events and experiences
4. building a skilled workforce and business capabilities
5. investing in infrastructure and access.
6. The draft *Advancing Tourism 2016-20: Growing Queensland Jobs* strategy is an action-oriented plan to help strengthen and grow Queensland’s tourism industry in collaboration with Queensland’s tourism industry.
7. The strategy focuses on building Queensland’s competitive strengths to generate the greatest return on investment and cement Queensland’s position as a world-leading tourism destination.
8. Cabinet approved the release of the draft version of the *Advancing Tourism 2016-20: Growing Queensland Jobs* strategy for public consultation.
9. *Attachments*
* [Draft *Advancing Tourism 2016-20: Growing Queensland Jobs*](Attachments/DraftStrategy.PDF)