1. The *Advance Queensland: Connecting with Asia Strategy* forms an important part of the Advance Queensland agenda and aims to increase total overnight visitor expenditure.
2. The Strategy builds on the success achieved in securing new and additional flights from China, Hong Kong and Canada into the Gold Coast, Cairns and Brisbane under the Attracting Aviation Investment Fund (AAIF).
3. The investment will drive tourism growth from Asia through:
* securing more direct international aviation access
* creating innovative tourism products
* building relationships with targeted Asian countries
* driving digital connection
* growing awareness of Queensland experiences.
1. The Queensland Government will develop and assess proposals, with industry consortia to be invited to participate in a market sounding process.
2. Cabinet approved the implementation framework for the *Advance Queensland: Connecting with Asia Strategy*.
3. *Attachments*
* Nil.