1. In June 2012, the Queensland Government signed a Partnership Agreement with the Queensland Tourism Industry Council (QTIC) as part of the government’s new approach to tourism – *DestinationQ*. The agreement included a 25 point, 12 month Key Action Plan developed at the *DestinationQ* Forum in Cairns by 400 industry and government stakeholders.
2. The Key Action Plan contained commitments from a range of portfolios and industry across a range of areas including ecotourism, infrastructure, product development, marketing, skills and partnerships. All of these commitments have been delivered.
3. The past twelve months has seen an unparalleled, whole-of-government effort to encourage the growth of the tourism industry. The Partnership Report captures this effort and the outcomes achieved. It also profiles the promising trends in tourism data. The report also highlights that in 2013/14 work continues across government to build on the efforts so far.
4. Cabinet approved the *DestinationQ* Partnership Report.
5. *Attachments*
* [*DestinationQ* Partnership Report](Attachments/Attachment%20-%20DestinationQ%20Partnership%20Report.PDF)