1. During 2013, the Queensland Government worked with tourism operators and industry representatives to develop a shared long-term vision for Queensland tourism, with the Commonwealth Scientific and Industrial Research Organisation (CSIRO) megatrends research informing industry engagement. This research identified big changes ahead for the Queensland tourism industry.
2. Launched in February 2014 by the Queensland Government and industry, *Destination Success: the 20-year plan for Queensland Tourism* sets out the path to create a successful and competitive Queensland tourism industry ahead of the megatrends.
3. *Destination Success* and the 18 month Action Plan were developed in partnership by government and industry to build an industry for the future, and achieve the 2020 stretch goal of doubling overnight visitor expenditure from 2010 levels to $30 billion per annum.
4. Annual plans, with actions for government agencies and industry partners, will be developed to guide implementation of *Destination Success*. The first action plan to 2015 includes 129 actions (over the first 18 months of the 20-year plan) to focus Queensland’s efforts over the short to medium term.
5. Since the 2013 *DestinationQ* Forum, government and industry have continued their joint efforts to build capacity within the tourism industry and lay the foundations for the longer term achievement of the 2020 stretch goal.
6. The first State of the Industry Report shows activities guided by *Destination Success* and the 18 month Action Plan. It also profiles the efforts of 13 regional tourism organisations in supporting operators and marketing their destinations; as well as government’s work to strengthen its relationships with local government partners and the education/research sector.
7. Cabinet approved the inaugural *Destination Success* 2014 State of the Industry Report.
8. *Attachments*
* [*State of the Industry Report: Part 1*](Attachments/Report%20part1.PDF)
* [*State of the Industry Report:* *Part 2*](Attachments/Report%20part2.PDF)