1. The State of the Industry (SOTI) online report is about tracking the progress of the *DestinationQ* partnership, and the achievements of the government, industry and university partnership. It is also a key deliverable of the *Destination Success Action Plan (2014-2015)*.
2. The Queensland Tourism Industry Council (QTIC), regional tourism organisations, government agencies and universities have all contributed to the SOTI online report. The 2015 SOTI online report is available via the website [www.destq.com.au](http://www.destq.com.au/) and includes:

* case studies/key achievements for the tourism industry in each destination in the last 12 months;
* key tourism insights from leading universities;
* information on *Destination Success Action Plan* actions;
* reports on individual 2014 *DestinationQ* commitments;
* statements from various Ministers outlining the government’s commitments under the various Action Plan themes; and
* a joint foreword from the Minister for Tourism, Major Events, Small Business and the Commonwealth Games, the Premier and the Chair of the Queensland Tourism Industry Council (QTIC).

1. Ecotourism is a major part of Queensland’s tourism offering, with 18 per cent of interstate visitors and 62 per cent of international visitors participating in eco or nature based activities. National parks and protected areas are central to the success of ecotourism, but other tenure classes also offer ecotourism opportunities.
2. The Queensland Ecotourism Plan 2015 – 2020 provides the Queensland Government’s new vision, guiding principle, strategic priorities and a three-year Action Plan (2015-18) that aligns with tourism industry and government priorities as well as responding to industry challenges and market forces.
3. Five new strategic directions outline initiatives required by the tourism industry, government and community stakeholders to achieve the vision and deliver the promise:

* driving innovation in ecotourism experiences;
* showcasing the world renowned Great Barrier Reef;
* stimulating investment in new and refurbished ecotourism opportunities;
* expanding authentic Indigenous ecotourism experiences; and
* promoting Queensland’s world-class ecotourism experiences.

1. Cabinet endorsed the 2015 State of the Industry online report be released at the *DestinationQ* Forum in October 2015.
2. Cabinet endorsed the revised draft Queensland Ecotourism Plan be released for consultation at the *DestinationQ* Forum in October 2015.
3. *Attachments*

* [Draft Queensland Ecotourism Plan](Attachments/Draft%20Plan.PDF)