

12 MONTHS of

June 2026

DESTINATION 2045

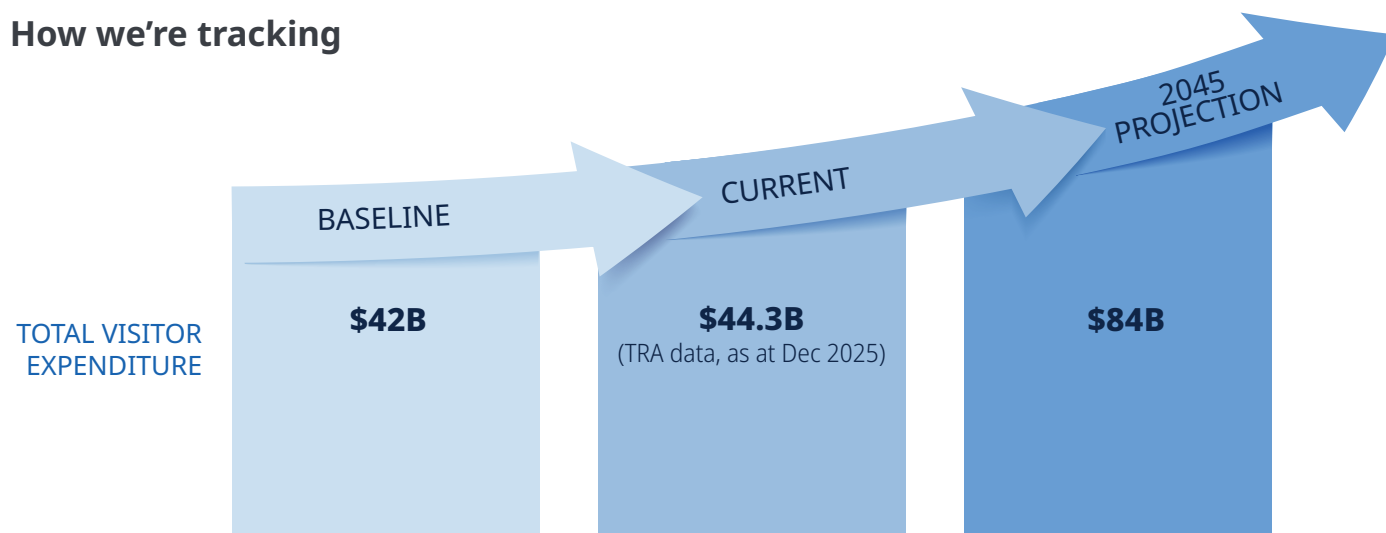
A year of delivering for Queensland's tourism future.



Progress report

Destination 2045 is our bold 20-year plan to establish Queensland as a global tourism leader, creating jobs, boosting the visitor economy, and energising regional communities. With a \$446 million investment over four years, we're delivering practical outcomes and have set strong foundations in the first year.

How we're tracking



Key achievements



ECOTOURISM

We're delivering more experiences in nature, responsibly showcasing our natural assets and connecting people to our environment.

Delivered two key **45 by 45 ecotourism projects**, with the **Ngaro Track** and **Thorsborne Trail** now open for commercial bookings and visitors.

Released the **Information Guide for Ecotourism Proposals on Protected Areas**.

Released '**Supporting agritourism through Local Government planning schemes: Guidance for local government**' to reduce red tape and support agritourism as an important and growing sector.

Introduced the **Environmental Protection (Efficiency and Streamlining) and Other Legislation Amendment Bill (EPOLA)** to parliament to streamline permissions for tourism operators.



EVENTS

We're transforming Queensland into Australia's event capital.

Established the **Event Investment Review Committee** to strategically assess opportunities.

Allocated **\$100 million to secure world-class events**, including the **Rugby League World Cup 2026**, **The Last Ship** and **NRL Magic Round** extended to 2032, to drive nights in hotels, boost local spending and jobs.

Commenced **review of the Major Events Act 2014** to streamline delivery of major events.



INDUSTRY

Queensland's 66,000 tourism operators are central to the success of Destination 2045.

Launched the **Tourism Support Hub**, which has supported more than 150 enquiries across all 13 regions in its first months of operation.

Launched the **Tourism Business Capability Subsidy**, with more than \$136,592 in subsidies approved to support 88 tourism businesses to undertake 150 new training and accreditation courses.

Signed **four-year agreement with QTIC** to enhance industry engagement and **bolster workforce development programs**.

Extended the **Great Barrier Reef and Outback Education Experiences program** to the end of 2029, with 153 new groups (6,500 students) already approved to receive a subsidy.



CONNECTIVITY

Improved connectivity is critical to growing Queensland's tourism sector. We are making it easier for people to get here and travel around.

The **\$75 million Connecting Queensland Fund** secured seven new services.

Trade missions to Singapore and India to explore investment and partnership opportunities.

Developing the **Queensland Cruise Action Plan** to position the state as a premier cruise destination.



EXPERIENCES

We are creating world-class attractions and unforgettable visitor experiences.

More than **\$30 million** committed to new tourism experiences, including nine projects through the **Tourism Icons Investment Fund** and 26 regional projects through the **Regional Tourism Infrastructure Fund**.



BRAND

We are bringing in more visitors through world-class marketing and cementing Queensland as *the home of the holiday*.

Launched '**That Holiday Feeling**' **Queensland brand platform**, which is outperforming national advertising benchmarks and lifting likelihood to visit Queensland.

Boosting drive tourism awareness and intention through the '**Discover Queensland**' **Drive Tourism Marketing Strategy 2032** and the '**Australia's Holiday Highway**' marketing campaign promoting multi-stop road trips.

The **Best of Queensland Experiences Program** introduced Gold and Silver tiers in 2026.