1. The Tourism Action Plan is underpinned by the need for focussed government and industry action in the following strategic priority areas:

* Investing in tourism jobs;
* Building tourism infrastructure;
* Sales and marketing; and
* Research

1. Consistent with the Queensland Tourism Strategy, the Department of Employment, Economic Development and Innovation will have overarching responsibility for leading and coordinating the implementation of the Action Plan, in consultation with other government and industry partners.
2. Cabinet approved the public release of the Queensland Tourism Action Plan to 2012.
3. *Attachments*

* [Queensland Tourism Action Plan to 2012](Attachments/Tourism%20Action%20Plan.pdf)