1. Transport is vital to tourism industry success in a large, decentralised state such as Queensland. Providing a first class visitor experience requires well-coordinated interaction between the tourism and transport sectors. Efficient, easily accessible and affordable transport provides opportunities for visitors, as well as locals, to experience more of Queensland’s destinations, attractions and events, increasing expenditure and creating jobs.
2. The draft Queensland Tourism and Transport Strategy was developed with a holistic approach to integrating tourism and transport priorities in consultation with industry.
3. The draft strategy was informed by a comprehensive consultation process, including engagement with the QTTS Industry Reference Group (IRG), feedback on a discussion paper and outcomes from the ‘Tourism and Transport Masterclass’ held at the 2015 *DestinationQ* Forum.
4. The draft strategy articulates how the vision of *providing an exceptional journey for every visitor* is delivered using the guiding principles of innovation and partnerships. It will look to produce integrated solutions which ensure a visitor’s journey is seamless from start to finish, and includes targeted action in the themes of visitor information, transport services, ticketing and products and planning and investment.
5. The final strategy will be a supplement to *Advancing Tourism 2016–20*, which was released at the *DestinationQ* forum in October 2016 in Mackay.
6. Cabinet approved the release of the draft Queensland Tourism and Transport Strategy for public consultation.
7. Attachment
	* [Draft Queensland Tourism and Transport Strategy](Attachments/DraftStrategy.PDF)