1. Queensland’s tourism industry is a driving force in our state’s economy. As we strongly emerge from the profound impacts of the COVID-19 pandemic, our visitor economy is well positioned to transform and grow.
2. In June 2022, the independent Queensland Tourism Industry Reference Panel (the Panel) released their Action Plan for Tourism Recovery (the Action Plan), which made 75 recommendations for industry and government to look forward and plan for long-term success.
3. In a coordinated effort across government and industry, a new long-term tourism industry strategy has been prepared (*Towards Tourism 2032*), drawing on the strategic intent and directions identified in the Action Plan.
4. *Towards Tourism 2032* provides a collective framework to drive visitor economy growth over the next ten years and will be delivered as a partnership between the Queensland Government, tourism industry and local governments.
5. *Towards Tourism 2032* charts a new course for our visitor economy future to position us for success in the lead up to Brisbane 2032.
6. Cabinet approved the release of Queensland’s long-term tourism industry strategy, *Towards Tourism 2032* and the Phase 1 Implementation Plan, alongside the Queensland Government Response to the Tourism Industry Reference Panel’s Action Plan for Tourism Recovery.
7. *Attachments:*
   * [*Towards Tourism 2032* Strategy, including Phase 1 Implementation Plan (2023-2025)](https://dpcqld.sharepoint.com/sites/DPC-CABINETSERVICES/Shared%20Documents/General/Proactive%20Release/ToBeProcessed/2022/Oct/TowardTourism/Attachments/Strategy.PDF)
   * [Queensland Government Response to the Action Plan for Tourism Recovery](https://dpcqld.sharepoint.com/sites/DPC-CABINETSERVICES/Shared%20Documents/General/Proactive%20Release/ToBeProcessed/2022/Oct/TowardTourism/Attachments/Response.PDF)