

# Action Plan for Tourism Recovery

## Terms of Reference



### Context

The future success of Queensland's visitor economy plays a key role in the state's economic recovery and the livelihoods of more than 234 000 people employed by the Queensland tourism industry.

As countries around the world continue to manage the COVID-19 response, the global tourism industry is facing serious challenges. Given the significance of tourism in Queensland, and the ongoing impact of the pandemic, an Action Plan for Tourism Recovery will be developed to accelerate recovery and ensure the industry's long-term success.

The plan will build on *Queensland's Economic Recovery Plan* and the immediate assistance already available to support the industry.

### Scope

Queensland's visitor economy involves many sectors including tourism, hospitality, events and international education. The plan will consider all the reasons people travel, including to holiday, visit friends and relatives, work and study.

COVID-19 has accelerated changes in the global tourism industry with profound implications for Queensland. The plan will examine a range of issues to identify recovery opportunities including:

- changes in consumer demand and emerging market opportunities
- Queensland's brand positioning against competitor destinations, as both a state and destination specific brands
- enablers of tourism growth, including skills, infrastructure and technology
- re-building airline capacity into Queensland as well as other transport options
- opportunities for new products and experiences, including shovel ready projects capable of spurring investment, rejuvenation and visitation

- opportunities for events to drive visitation, including to regional areas and during off-peak periods
- opportunities for Queensland to increase its share of international education.

The plan will also investigate issues associated with 'over-tourism' and highlight recovery opportunities that enhance tourism's contribution to environmental and social outcomes. The plan will also consider the best structure for coordinating delivery across Queensland's tourism network. It will investigate reform opportunities and resourcing options to position the industry for future success, within an environment where we are all required to do more with less.

### Governance

The plan will be overseen by an Industry Reference Panel comprising experienced tourism industry leaders. The panel will include:

- Ms Liz Savage (Chair)
- Mr Andrew McEvoy
- Mr Brett Godfrey

The panel will guide new research, facilitate industry engagement and work with the Queensland Government to deliver the plan. A Cross Agency Working Group, Chaired by the Director-General, Department of Tourism, Innovation and Sport, will support the delivery of the plan.

### Delivery

Submissions will be invited from across the industry to shape the plan, with public discussion papers to be issued from April 2021. A series of roundtable events will provide further opportunity for the panel to seek industry input into the plan.

The plan will be delivered in two phases, with immediate, rolling actions to be identified by the middle of 2021 and a final plan featuring long-term actions to be released by early 2022.

