



Speech By

Hon. Andrew Powell

MEMBER FOR GLASS HOUSE

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MINISTERIAL STATEMENT

Tourism Industry

 **Hon. AC POWELL** (Glass House—LNP) (Minister for the Environment and Tourism and Minister for Science and Innovation) (10.57 am): I am pleased to advise the House on the Crisafulli government's progress to deliver Destination 2045, a transformative strategy that will define Queensland's place on the global stage and deliver a lasting legacy from the 2032 games. As opposed to an absentee former minister cutting the tourism budget by 95 per cent and slashing nearly \$100 million from Tourism and Events Queensland, the Crisafulli government is proudly investing in Queensland tourism.

By 2045 Queensland will be home to an even bigger collection of world-class tourism experiences that reflect the natural beauty and cultural richness of our state. Our ambitious 20-year plan is already inspiring the tourism sector to think big and act boldly. From developing 45 new ecotourism experiences to positioning Queensland as the events capital of the nation, our vision is reshaping the future of tourism in this state.

What is particularly exciting is the enthusiasm we are seeing from the industry. To date we have received more than 30 proposals for ecotourism projects, ranging from early-stage ideas to fully developed plans. These proposals are not just about increasing tourism numbers; they are about creating experiences that will leave a lasting legacy for Queensland and its visitors as well as a deeper appreciation for our stunning natural landscapes.

In Far North Queensland, tourism creates one in six jobs. That is why we are cleaning up Labor's mess by getting the Wangetti Trail back on track and making it the world-class tourist offering it should be. We are delivering \$15½ million for a new and expanded Smithfield Mountain Bike Park. We are also delivering a new cultural and ecotourism centre in the heart of the Daintree National Park, with construction underway. That is all part of our plan to make Queensland a global ecotourism leader—a far cry from Labor's decade of decline.

However, Destination 2045 is about more than just ecotourism. By 2045, Queensland will be recognised as the event capital of Australia. Our mega and strategic events fund is already delivering results with highlights including Sting's *The Last Ship* at QPAC in 2026 and a groundbreaking partnership with Germany's Bundesliga to grow football in Queensland. If we have anything to do with it, by 2045 Taylor Swift will not be skipping Queensland on her 20th anniversary Eras Tour.

Connectivity is one of the six pillars of Destination 2045 and aviation plays a critical role in achieving our target to double total visitor expenditure by 2045. We are working with airports to develop new or expanded services, with support from the Connecting Queensland Fund. This will open possibilities for new international markets and provide better connections into our regions. The sky is quite literally the limit. It is all about sharing with the world what we as Queenslanders already know:

Queensland is one of the most extraordinary places on earth. Queensland is the destination of 2045. In closing, should the member for Murrumba have a lot of spare time on his hands following 8 December, I look forward to providing some Queensland holiday suggestions.