




Speech By
Michael Healy

MEMBER FOR CAIRNS

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PRIVATE MEMBER'S STATEMENT

Tourism Industry

 **Mr HEALY** (Cairns—ALP) (2.43 pm): I have been contacted by a number of tourism operators raising deep concern over the direction of our state's tourism industry and where it is being steered under the Crisafulli government's 20-year tourism master plan, referred to as Destination 2045. While long-term vision is crucial, this plan introduces uncertainty at a time when our industry cannot afford hesitation. It disrupts the strong momentum built under Towards Tourism 2032, a plan that not only was well-researched and strategically phased but also had the full backing of the tourism industry.

We cannot ignore the reality that Queensland's tourism sector is struggling. Recent data from the Queensland Tourism Industry Council paints a sobering picture. Forward bookings are plummeting, occupancy rates across our major tourism hubs are significantly down, flight searches have dropped by 26 per cent and consumer confidence remains low. Instead of acting decisively to address these urgent issues, the government is pressing pause on a strategy that was working, leaving our industry in limbo.

Under Towards Tourism 2032, our state had a clear road map—a structured, three-phase plan that focused on building immediate demand, evolving the sector in response to changing visitor trends, and ultimately leveraging the 2032 Olympic and Paralympic Games to establish Queensland as Australia's premier tourism destination. This strategy was developed through extensive consultation and was already being implemented with targeted investments in marketing, infrastructure, aviation and new tourism experiences.

By contrast, Destination 2045—the only person who promoted that was the Premier—does not offer a tangible plan at all. It is merely an idea under consultation. While the government claims it wants to hear from Queenslanders, we must ask: why is this government replacing a well-supported, action-driven strategy with a drawn-out consultation process? The industry needs stability and confidence, not delays and uncertainty.

The timing of the shift could not be worse. The figures show alarming declines across our major tourism markets. Cairns occupancy is down 26 per cent year on year. Gold Coast forward bookings have dropped by 20 per cent. Townsville, Brisbane and Sunshine Coast are all experiencing double-digit declines in visitation, not to mention the massive detrimental impact of the current and recent floods impacting on regional Queensland.

This is not the time for government to pause and reflect. This is a time to act. The industry is calling for stimulus, targeted investment and immediate confidence-boosting initiatives, not endless surveys that will delay solutions. This government must listen to the industry and recognise that leadership means building on progress, not dismantling it.