



Speech By  
**Hon. David Crisafulli**


**MEMBER FOR BROADWATER**

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Record of Proceedings, 4 March 2026

## MINISTERIAL STATEMENT

### Tourism Industry, Events

 **Hon. DF CRISAFULLI** (Broadwater—LNP) (Premier and Minister for Veterans) (2.25 pm): Nothing beats being a Queenslander. We live in the best place in the world and there is a buzz about the Sunshine State. There has never been a better time for people to come to Queensland—from investors, to families who want to relocate, to major events. Our Destination 2045 plan sets a clear goal to double visitor expenditure to \$84 billion by 2045. As part of that plan, our vision is for Queensland to be the events capital of the country. Events do not just provide entertainment; they are economic drivers. They are job creators. They are confidence builders. They showcase the very best of who we are.

We are already the sports capital of Australia, and that is not just because we won the State of Origin, the AFL and both NRLs, and we have started 2026 in a good place too, with the Townsville Fire taking home the WNBL premiership on Sunday. That is a fifth championship in a little over a decade. To celebrate Queensland Day this year, we have already locked in blockbuster clashes right across the board—Queensland talent and passion on show in Queensland venues on Queensland Day. It has not happened by accident, and it does not get any better than that.

We have our sights set on the international market too—NFL, European football, the Kabaddi cup. Who knows what awaits the great state of Queensland? World-class matches that will fill hotel rooms, support local businesses and put Queensland on screens across the globe: that is the boost that major events can bring our state. Just last month Queensland hosted the Royal Edinburgh Military Tattoo for the first time right here in Brisbane, and it did not happen by accident. It was coordinated, it was planned, it was rolled out and it delivered benefits. Over 120,000 tickets were sold, with plenty of interstate visitors making the trip to Queensland to watch the show. Hotel occupancy was at 90 per cent, injecting more than \$30 million into the economy.

From April Sting will bring *The Last Ship* to our new Glasshouse Theatre. He is bringing the show to four major centres—Paris, Amsterdam, New York, Brisbane. Not bad! This week the AFC Women's Asian Cup kicked off, with the Gold Coast hosting six matches. Our pipeline of events is stronger than ever, but we are not done yet. As we prepare for the Brisbane 2032 Olympic and Paralympic Games, we are building the foundations for decades of opportunity. We are working with industry, local councils and tourism operators to ensure that when the spotlight shines it shines brightly on every corner of this state. While stadium availability and certainty has created some challenges and made it difficult for acts to plan during a decade of decline, we have a plan to fix that with upgrades to Suncorp Stadium and a world-class oval stadium at Victoria Park. This will enable us to attract the big-name acts that have passed us by. To those fans of pop music, I have not given up on getting Harry Styles to Queensland one day, either. We have not given up on that just yet.

**Mr Bleijie:** Who's Harry Styles?

**Mr CRISAFULLI:** I will tell you later.

**Government members** interjected.

**Mr SPEAKER:** Order!

**Mr CRISAFULLI:** Mr Speaker, for the reputation of our team, I will not take that interjection. The investments we make now will enable us to do the things that Queenslanders need—the investments in venues, in transport, in accommodation, in skills. They will serve Queenslanders long after the closing ceremony. It is about the cafe owner who will see an increase in customers, the apprentice tradie working on venue upgrades and the soundie who gets her big break on a Queensland stage. We are on the cusp of something very special and we are on a mission to bring more opportunities to Queensland. It is Queensland's time to shine now. It is Queensland's time of opportunity, and we are just getting started.