

**Question on Notice**  
**No. 1359**  
**Asked on 10 November 2022**

**MR D CRISAFULLI** ASKED THE MINISTER FOR TOURISM, INNOVATION AND SPORT AND MINISTER ASSISTING THE PREMIER ON OLYMPICS AND PARALYMPICS SPORT AND ENGAGEMENT (HON S HINCHLIFFE) —

**QUESTION:**

With reference to the priority objectives listed on page 15 of the Towards Tourism 2032 document—

Will the Minister provide both the 2022 baseline and the 2032 target that will be used to calculate the ‘living’ balanced scorecard’ (reported separately for each corresponding measure)?

**ANSWER:**

Tourism has always been a key contributor to Queensland’s broader economy – though it’s important to realise expenditure is not the only measure of success.

The independent Tourism Industry Reference Panel set government and industry a challenge to set a balanced scorecard to measure and monitor visitor economy success beyond economic benefit and include customer experience, community and environment as key indicators.

The Queensland Government and industry worked closely to develop the *Towards Tourism 2032* strategy and will continue to work as a collective to set the baseline across the state. Once the baseline is set and agreed with industry bodies including the Regional Tourism Organisation Network; Queensland Tourism Industry Council; as well as Tourism and Events Queensland, then the targets can be finalised.