

## Media Release

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### Mackay to host 2016 DestinationQ tourism forum

Mackay will host Queensland's leading tourism industry forum for the first time in 2016.

Tourism Minister Kate Jones and Member for Mackay Julieanne Gilbert today announced the *DestinationQ* forum would be held in Mackay on Tuesday 25 October.

Mrs Gilbert said up to 400 tourism industry leaders would join government ministers and key stakeholders in Mackay for the annual tourism forum.

"I know how important this event is for Mackay's tourism sector and that's why I wrote to the Tourism Minister earlier this year requesting *DestinationQ* be held here," she said.

"This is a great opportunity for Mackay to put our best foot forward.

"Tourism is a valuable industry in the Mackay and Whitsunday region supporting more than 13,000 local jobs and contributing \$3 billion to our economy.

"I am looking forward to hosting tourism industry leaders here in Mackay for *DestinationQ* as we explore opportunities for further growth."

Tourism Minister Kate Jones said *DestinationQ* provided an important forum for industry and government to explore ways to build Queensland tourism.

"Tourism is one of our state's most important sectors, contributing \$23 billion to the economy and supporting 230,000 jobs," Ms Jones said.

"The sector is booming with a record 2.3 million international visitors travelling to Queensland last year and spending \$5 billion state-wide, but we know we can do even better.

"We need to modernise the way we do business, develop stronger relationships in Asia, lift the quality of our product and unashamedly chase new markets and investment."

Registrations will open soon and individuals from across the Queensland tourism industry will be invited to nominate.

*DestinationQ* Forum will be held at Mackay Entertainment and Convention Centre.

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