



WELCOME TO QUEENSLAND

SARAH THOMSON, TRADE MANAGER
TOURISM AND EVENTS QUEENSLAND

Queensland
AUSTRALIA



GREAT BARRIER REEF, ISLANDS AND BEACHES



NATURE AND WILDLIFE



COUNTRY AND OUTBACK



RICH INDIGENOUS CULTURE



BRISBANE

Queensland
AUSTRALIA



HOWARD SMITH WHARVES – BRISBANE CITY



MOUNT BARNEY LODGE – SCENIC RIM



YURA TOURS - NORTH STRADBROKE ISLAND



TANGALOOMA RESORT - MORETON ISLAND

BRISBANE
Sunny capital city with focus on the outdoors and riverside lifestyle
Host for the 2032 Olympic and Paralympic Games
Bustling brewery and award-winning culinary scene
Lively museum and gallery districts

POPULAR AREAS
Newstead, Fortitude Valley, South Bank, Scenic Rim,
Moreton Bay, North Stradbroke Island

GOLD COAST

Queensland
AUSTRALIA



THE MONDRIAN – BURLEIGH HEADS



O'REILLY'S RAINFOREST RETREAT – HINTERLAND



NIGHT FALL – SCENIC RIM



RICK SHORES – BURLEIGH BEACH

GOLD COAST

- 40 mile stretch of golden beach
- World famous surf breaks and safe patrolled beaches year round
- Biggest concentration of theme parks in southern hemisphere
- World-class dining scene

POPULAR AREAS

Surfers Paradise, Broadbeach, Burleigh, Currumbin or visit the green behind the gold - the Scenic Rim!

An aerial photograph of a vibrant beach scene. The foreground shows clear, turquoise water with gentle waves lapping at the shore. In the middle ground, a wide, sandy beach is populated with many people, some walking, some sitting, and some playing. The background features a dense line of green trees and several large, modern buildings, including what appears to be a hotel or resort complex. The overall atmosphere is bright and sunny.

SUNSHINE COAST

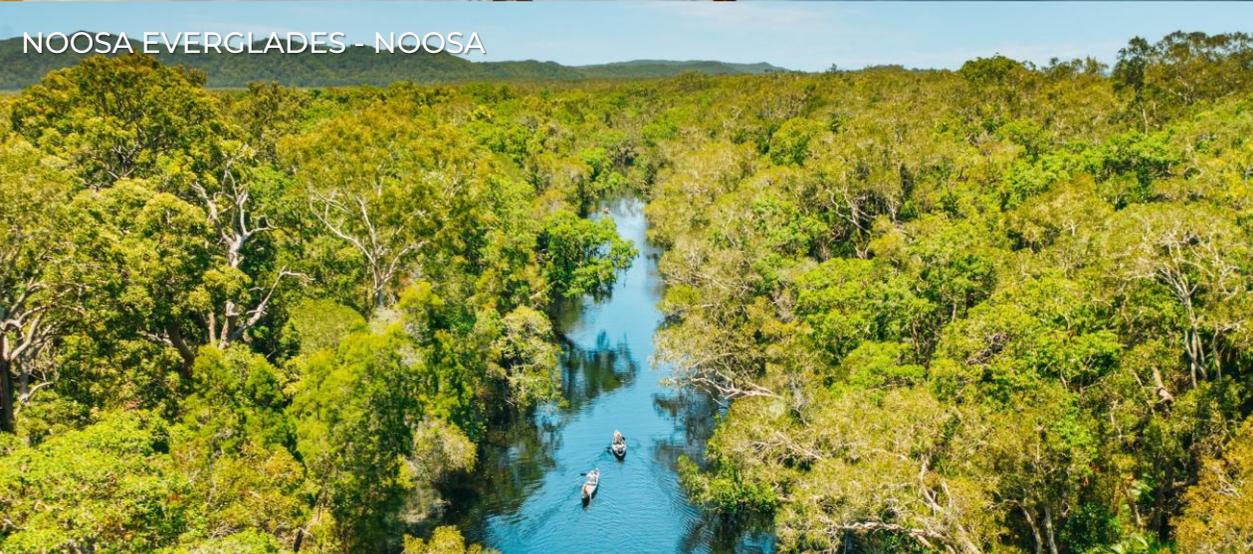
Queensland
AUSTRALIA



LAKE COOTHARABA – HABITAT NOOSA



GLASS HOUSE MOUNTAINS – HINTERLAND



NOOSA EVERGLADES - NOOSA



SALTWATER ECO TOURS – MOOLOOLABA

**SUNSHINE
COAST**

Laidback coastal towns
Waterfront dining and relaxing resorts
Full of activities in nature like exploring the Noosa Everglades
and hiking the Glass House Mountains

**POPULAR
AREAS**

Noosa, Peregian Beach, Mooloolaba, Caloundra, and the
Hinterland like Maleny and Montville



FRASER COAST

WHALE WATCHING – HERVEY BAY



HERVEY BAY ECO MARINE TOURS – K’GARI



DINGO IN THE WILD – K’GARI



LAKE MCKENZIE – K’GARI



**FRASER
COAST**

Enjoy the Great Beach Drive or a Great Walk of Australia
Explore K’gari (formerly Fraser Island)
Unspoilt coastline, crystal-clear lakes, rainforest and wildlife haven

**HOT
TIPS**

Main Gateway is Hervey Bay. It is also the World First Whale Heritage Listed Area so make sure you book a tour! Our suggestions are Quick Cat II, Tasman Venture, Whalesong and Salty Safaris.



SOUTHERN GREAT BARRIER REEF

HELI TOUR – LADY ELLIOT ISLAND



SPLITTERS FARM - BUNDABERG



TURTLE WATCHING – WILSON ISLAND



KEPPEL EXPLORER – GREAT KEPPEL ISLAND



SGBR

Three regions: Bundaberg, Gladstone, Capricorn
Wildlife haven popular for turtles and manta rays
Fresh produce and unique food experiences
Eclectic coastal towns

**ISLAND
HOPPING**

Lady Elliot, Lady Musgrave, Heron, Wilson, Great Keppel,
Pumpkin

THE WHITSUNDAYS

SUNSET – ELSYIAN ISLAND



KOALA – HAMILTON ISLAND WILDLIFE



REEFSLEEP – HARDY REEF



HORSESHOE BAY - BOWEN



THE WHITSUNDAYS

Main Gateway is Airlie Beach
Fly direct to Hamilton Island
74 Whitsunday Islands
Whitehaven Beach, Heart Reef, and Reefsleep

ISLAND HOPPING

Pick your island adventure! Popular choices are Hamilton, Hayman, and Elysian. If you visit Hamilton Island, try the new resort accommodation – The Sundays!

TOWNSVILLE

ROCK WALLABIES – MAGNETIC ISLAND



ARDO ROOFTOP - TOWNSVILLE



TIDES EXPERIENCE – ORPHEUS ISLAND LODGE



AQUASCENE – MAGNETIC ISLAND



TOWNSVILLE

Enjoy a relaxing resort stay at Ardo or The Ville
Explore the Museum of Underwater Art where marine conservation comes to life
Day trip to Wallaman Falls – the highest single-drop waterfall in Australia

HOT TIPS

Make sure you visit Magnetic Island – home to the largest colony of koalas in Northern Australia!



TROPICAL NORTH QUEENSLAND

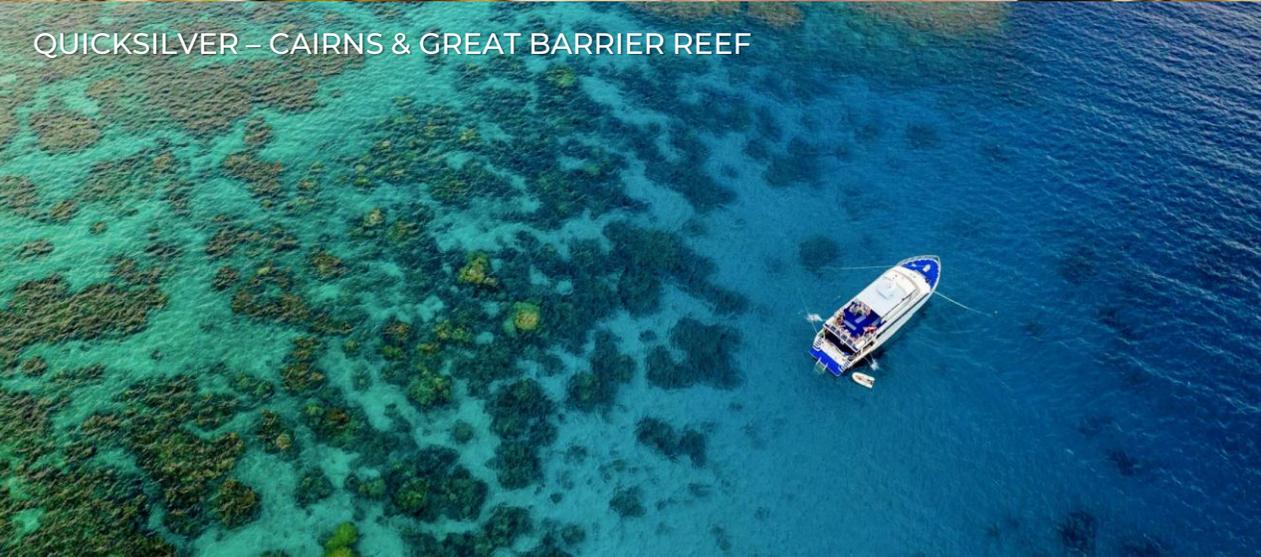
Queensland
AUSTRALIA



MOSSMAN GORGE CULTURAL CENTRE – CAIRNS & GREAT BARRIER REEF



STAND UP PADDLEBOARDING – LIZARD ISLAND



QUICKSILVER – CAIRNS & GREAT BARRIER REEF



BACK COUNTRY BLISS – CAIRNS & GREAT BARRIER REEF

**TROPICAL
NORTH
QUEENSLAND**

Where two World Heritage Listed Areas meet: Great Barrier Reef and The Wet Tropics
Main gateway is Cairns
Two rich Indigenous cultures
Adventure and relaxation for any traveller

**POPULAR
AREAS**

Daintree Rainforest, Palm Cove, Port Douglas, Atherton Tablelands, Mission Beach

A couple is seen from behind, standing on a hillside and looking out over a vast, hazy landscape at sunset. The woman on the left is wearing a light-colored hat and a dark, patterned dress, holding a beer bottle. The man on the right is wearing a dark hat and a dark t-shirt, also holding a beer bottle. The sun is low on the horizon, creating a warm, golden glow. The text "OUTBACK QUEENSLAND" is overlaid in large, bold, purple letters.

OUTBACK QUEENSLAND

Queensland
AUSTRALIA



OUTBACK AUSSIE TOURS – LONGREACH



STAND UP PADDLEBOARDING – COBBOLD GORGE



STARGAZING – WARREGÓ WAY



RANGELANDS OUTBACK CAMP – WINTON

**OUTBACK
QUEENSLAND**

World Heritage Listed Area, Riversleigh Fossil Site, and Australia's largest dinosaur "Cooper"
Local characters and quirky accommodation
Historic and breathtaking landscapes
Incredible drive journeys

**POPULAR
AREAS**

Mount Isa, Longreach, Winton, Charleville, Cobbold Gorge, Undara, Cunnamulla, Roma

QUEENSLAND LOOKBOOK

FIRST CLASS HOLIDAYS

DISCOVER QUEENSLAND



Queensland AUSTRALIA

CATHAY PACIFIC



GREAT BARRIER REEF

PORT DOUGLAS

CAIRNS

TOWNSVILLE

WHITSUNDAYS

MACKAY

ROCKHAMPTON

THE OUTBACK

QUEENSLAND

SUNSHINE COAST

BRISBANE

GOLD COAST

Wildlife Wonders



Nothing is more quintessentially Queensland than a koala clinging to a tree branch. These iconic marsupials are found only in Queensland, where they spend their lives eating eucalyptus leaves. Koalas are a protected species, and their numbers have declined significantly since the 1970s. Today, there are only about 100,000 koalas left in the wild, and they are still facing many threats, including habitat loss and climate change.

Island Life



Scattered the length of the Queensland coastline are more than 900 islands, each with its own unique character. From the lush, green Whitsundays to the rugged, rocky Mackay Islands, there's an island for every type of traveler. Whether you're looking for a quiet retreat or a vibrant party scene, Queensland's islands offer a world of possibilities. Discover the beauty of island life in Queensland.

Outback Adventures



Outback Queensland is the heart of Queensland's most iconic and adventurous landscapes. From the rolling hills of the Blue Mountains to the vast, open plains of the Outback, there's a wealth of natural beauty to be discovered. Whether you're looking for a quiet retreat or a thrilling adventure, Queensland's Outback offers a world of possibilities. Discover the beauty of Outback Queensland.

THANK YOU

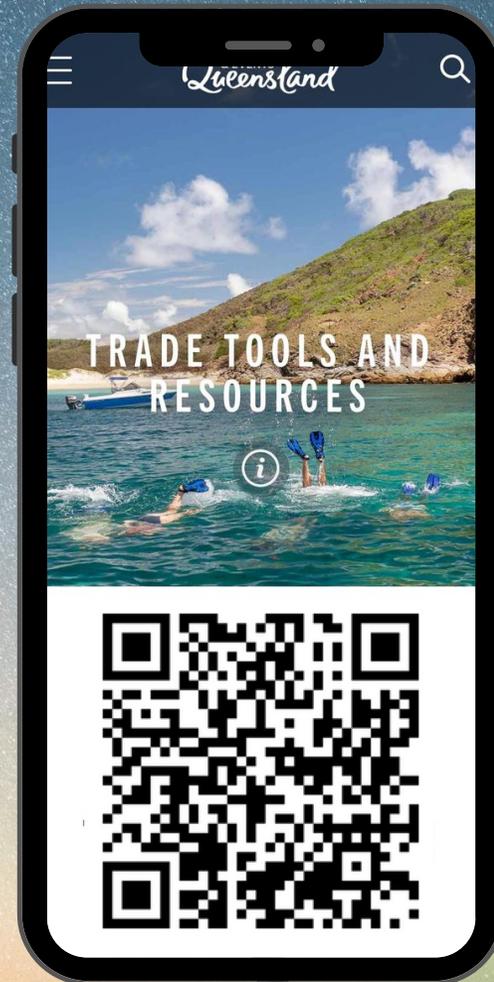
 queensland.com

 facebook.com/visitqueensland

 [@Queensland](https://www.instagram.com/Queensland) #thisisqueensland

 youtube.com/Queensland

 Sarah.Thomson@queensland.com



Queensland
AUSTRALIA