

Queensland's Experience Framework

Queensland's Experience Framework identifies five key Experience Pillars and supporting Hero Experiences that reflect the heart and soul of the Queensland story and represents where we have a competitive advantage.

Experience Pillars

These five experience pillars have been identified through consumer research as categories that set Queensland apart.



Reef, Islands and Beaches



Natural Encounters



Adventure and Discovery



Lifestyle, Culture and People



Events

Hero Experiences

Each Experience Pillar has a suite of Hero Experiences that reflect the heart and soul of the Queensland story and represent where we have a competitive advantage.

- Great Barrier Reef
- Islands
- Beaches
- Diving and Snorkelling
- Sailing

- Natural Landscapes
- Wildlife Experiences
- Marine Life Experiences

- Adventure Experiences
- Dinosaurs
- Theme Parks
- Journeys

- Food and Beverage
- Indigenous Experiences
- City Experiences
- Outback
- Country Life

- Participation Events
- Food and Beverage Events
- Music Events
- Festivals
- Arts and Culture Events
- Spectator Sports

Best of Queensland Experiences

The Best of Queensland Experiences are identified as the best of the best tourism products, events and iconic locations that bring to life Queensland's Hero Experiences and deliver these within each destination.

Tourism Products

Events

Iconic Locations

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Hero Experience Essence Statements

TEQ undertook comprehensive consumer research to understand Queensland's competitive advantage and what resonated with [High Value Travellers](#) to guide how we talk about Queensland's Hero Experiences in our marketing activity.

This research led to the development of Hero Experience Essence Statements, which:

- Capture the essence of each of our Hero Experiences to provide direction for consistency of consumer messaging;
- Ensure we are highlighting Queensland's competitive advantage for the Hero Experience against other relative domestic and international destinations



Reef, Islands and Beaches

Great Barrier Reef:

The Great Barrier Reef. Spend time exploring one of nature's World Heritage Listed wonders and its incredible diversity of marine life, either by air, boat or getting up close with some of the best snorkelling and diving in the world. To be shared and conserved.

Beaches:

Queensland's diverse and distinctive beaches go from popular hotspots on the Gold and Sunshine coasts, to places of beautiful isolation. Experience Aussie beach culture, surf, play with the family, bask in the sun, or simply enjoy the calm and serenity of some of the most beautiful beaches in the world.

Islands:

Queensland's Islands provide the ultimate holiday paradise. Whether it's staying on them, sailing by, or in the water, immerse yourself in natural beauty at its best.

Diving and Snorkelling:

World Heritage-listed reef and world class guides. Jaw-dropping, unforgettable and safe marine encounters experienced on the outer reef, straight off the beach or exploring world class wrecks.

Sailing:

Australia's home of sailing adventures. Self-guided bareboating odysseys. Expertly-skipped sailing escapes. Chart your own course, island-hopping through a tropical paradise.



Adventure and Discovery

Dinosaurs:

Outback Queensland is home to some of the world's rarest dinosaur discoveries and Australia's biggest dinosaur fossils. Get hands on experience digging for a piece of Australia's prehistoric history, 95 million years in the making. Be captivated by first hand stories of ancient discoveries. Embrace your inner palaeontologist, unlocking the secrets of the past on an organised dig.

Theme Parks:

Visit Australia's Theme park playground to experience action packed fun and family entertainment. There's wildlife encounters too at SeaWorld and Dreamworld with a focus on conservation and protection.

Journeys:

Road trips in Queensland are all about spending quality time together and escaping to the open road. Whether it's driving to Queensland to get to your favourite destinations, or a fly drive holiday to be able to venture far and wide, Queensland offers iconic landscapes and a myriad of great things to see and do. It's about the journey, as much as the destination.

Adventure Experiences:

Experience Queensland's adventurous heart with epic expeditions through untamed wilderness and national parks, or on some of Queensland's Islands. Enjoy fast paced, adrenaline filled activities, 4WD driving or unforgettable adventures exploring sublime natural landscapes.

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Natural Encounters

- Wildlife Experiences:** Feel connected to nature with in-the-wild encounters in extraordinary locations. Have up-close animal experiences with leaders in wildlife conservation in Queensland's world-class sanctuaries.
- Marine Life Experiences:** Unrivalled marine diversity in a protected, World Heritage-listed environment. Unforgettable and interactive close encounters above and below the surface.
- Natural Landscapes:** See Queensland's epic natural landscapes and wildlife across 5 World Heritage areas and national parks. Visiting, hiking, close up animal experiences, and camping allows you to discover nature, waterfalls and unique wild life in some of the most beautiful places on earth.



Lifestyle, Culture and People

- Indigenous Experiences:** Connect with the ancient wisdom and storytelling of the world's two oldest living cultures Aboriginal and Torres Strait Islanders. Personal engagement and events in spectacular Queensland including indigenous artists at the Laura Dance Festival and Cairns Indigenous Art Fair.
- Outback:** Find yourself in the wide open spaces and under the big blue sky, escape day to day life and forge a deeper connection with the locals, the history of our land and the Australian outback spirit.
- Country Life:** Escape from the city, whether it's a short road trip or something longer; farm stays, wineries and relaxation while discovering Queensland's rural communities.
- City Experiences:** Discover Brisbane, an emerging global city, that continues to thrive and evolve. Enjoy the River City's laid back, outdoor lifestyle and great weather with its waterfront dining and rooftop bars and a whole lot of fabulous food. A great place for a winter break, or to visit for a range of great events from sport, to music, as well as a surprising array of arts and culture.
- Food and Beverage:** Abundant flavours, local produce and the freshest seafood are at the heart of Queensland's food experience. Our all year round outdoor lifestyle and extraordinary natural environment provides the stage to savour Queensland's ever emerging vibrant food culture.



Events

- Music Events and Festivals:** From international performers to regional festivals such as the Broadbeach music festival and the best of the world's country music at CMC Rocks QLD.
- Food and Beverage Events:** Discover Queensland's food and beverage scene and indulge in the state's best produce, with events across the state catering for every type of Foodie, including the Noosa Food and Wine Festival, Scenic Rim Eat Local Week and the Curated Plate Culinary Festival, as well as a range of local markets and food events to satisfy the taste buds.
- Participation Events:** Queensland has many events that you can take part in. Pound the pavement at the Gold Coast and 'Runaway' Noosa marathons, experience the crystal clear waters at the Noosa Summer Swim Festival and witness the beauty of Tropical North Queensland as you race towards the finish line at the IRONMAN 70.3 Cairns.
- Arts and Culture Events:** Experience a surprising array of Arts & Culture in Brisbane and right across Queensland. Spend your time in the most integrated and accessible arts and cultural precinct in Australia, at Brisbane's South Bank with performing and visual arts from Queensland and international talent. Learn about Queensland's historical artefacts and indigenous culture at the Queensland Museum and regional museums state wide.
- Spectator Sports:** For spectators wanting to take it all in, Queensland is the best address to watch Australia's best sporting rivalries; as the Maroons and Blues go head to head in the Holden State of Origin, the Wallabies winning a nail biter against a fellow international, and witnessing Supercars race Queensland's streets at the Vodafone Gold Coast 600, Coates Hire Ipswich SuperSprint and Watpac Townsville 400.

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