

# 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.

The Framework will guide TEQ's marketing activities by focusing on Hero Experiences that have the best potential to drive visitation and expenditure. The Framework will also identify Queensland's best of the best tourism operators and guide the future development of quality and innovative experiences.

## Experience Pillars

These five experience pillars have been identified through consumer research as categories that set Queensland apart. They form the backbone of Tourism and Events Queensland's creative strategy and define how messaging is delivered to consumers.



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 and Fossicking
- Theme Parks
- Journeys

- Food and Beverage
- Indigenous Experiences
- Local Characters
- City Experiences
- Outback and 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

Queensland

AUSTRALIA