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New training program to inspire exceptional guest experiences

Everyone involved in welcoming guests to Tropical North Queensland is set to benefit from the new Tropical North Queensland Welcomes You program. Part of a statewide initiative, the program is designed to empower industry to share their pride and passion for their region while warmly welcoming guests.

The Queensland Welcomes You initiative was launched at the 13th annual DestinationQ Forum at Queen's Wharf today.

The initiative provides online training programs, and in-person workshops tailored for each of Queensland's 13 tourism regions.

Topics in the Tropical North Queensland Welcomes You program include hosting visitors, storytelling, accessibility, inclusion, sustainability and local experiences.

Tourism Minister Andrew Powell said, "We want Queensland to be the friendliest and most inclusive destination on the planet as we deliver our 20-year plan for supercharging the tourism industry towards Brisbane 2032 and beyond.

"The Welcomes You program will inspire all frontline workers, including tourism and hospitality staff, tour guides, transport operators and event volunteers to let their pride and passion for their region and Queensland shine through.

"The online and face-to-face workshops will equip everyone in guest services to become passionate hosts who deliver exceptional and inclusive experiences."

Tourism Tropical North Queensland CEO Mark Olsen added, "We encourage any business who plays a role in welcoming and hosting guests across Tropical North Queensland to sign their team up for this free industry training."

Key benefits of the Tropical North Queensland Welcomes You program include:

- Enhanced knowledge of local destinations, leading to richer guest interactions.
- Appreciation of diverse guest needs, fostering inclusive experiences.
- Positive impact on the region by inspiring guests to leave great reviews and plan future visits.
- A certificate of completion to recognise achievement and participation.

To register or learn more visit www.qld.gov.au/qldwelcomesyou.

The Queensland Welcomes You initiative is proudly funded by the Queensland Government and delivered by the Queensland Regional Tourism Network.

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