

Nothing beats  Queensland<sup>™</sup>  
Where Australia Shines

# OUR PLEDGE

We, the members of the tourism industry, are united in our determination to show that Nothing Beats Queensland.

## Our plan is simple.

- We will pull out all stops to thank visitors for their support, by giving them the best holiday experiences possible.
- We will surprise and delight with random acts of joyful appreciation.
- We will turn our service level up to 11.
- We will do our utmost to create unexpected moments that give our visitors a thrill, a smile or even, blow their minds.
- We will not underestimate the power of these moments.
- As individuals, companies and organisations, we are committed to being the best ambassadors for Queensland.
- Together, we will unite to bring visitors back, and give them a reason to keep coming back.
- Our actions will be evidence that Queensland is the place where Australia - and the Australian spirit - shines.

Signed,