



CIN=FLY

The power of your story.

*100 tourism businesses.
100 flagship stories.
One Queensland in a Day.*

TOURISM STORYTELLING PROGRAM · 2026

A full-page background image showing two hikers from behind, standing on a rocky trail and looking out over a city at sunset. The sun is low on the horizon, casting a warm orange glow over the city and the water. The hikers are wearing backpacks and are silhouetted against the bright sky. The city skyline is visible in the distance, with the sun reflecting on the water.

100 TOURISM BUSINESSES · 12 MONTHS · ONE QUEENSLAND MOVEMENT

Build the confidence and skills to tell better stories about your business — with three months of guided support and twelve months of Cinefly.

Your people. Your place. Your experience. Your story.

WHY THIS MATTERS TO YOUR BUSINESS

Don't just promote what you sell. Show guests how it feels.



Become a confident storyteller

Learn how to find and tell the stories already inside your business.



Help more travellers discover you

Show what makes your people, place and experience worth choosing.



Turn interest into action

Inspire guests to visit, stay longer, share and return.

The experiences guests remember are the ones they share.

MEET YOUR STORYTELLER

Leandro.

Filmmaker. Storyteller.

Leandro brings twenty years of documentary and tourism filmmaking experience to help you recognise the stories already inside your business — and tell them with confidence.

LEANDRO BURRAFATO · FILMMAKER & STORYTELLER

CINÉFLY



THREE MONTHS OF GUIDED SUPPORT

From your first idea to your finished story.

	Find your strongest stories	Uncover the people, moments and experiences guests will remember.
	Plan what to capture	Turn each idea into a simple, practical Storyboard.
	Build confidence on camera	Learn to speak naturally and sound like yourself.
	Capture better content	Know what to film, how to frame it and what to say.
	Publish and improve	Share your stories and learn what connects with travellers.

Not to turn you into a presenter — to help you become recognisably *yourself* on camera.

YOUR TEN STORY TERRITORIES

Ten ways to tell your story.

Choose the theme that best fits your business, your guests and the feeling you want to share. Start with one flagship story — and explore the others throughout the year.

Every story begins with a feeling, not a sales pitch.

CINÉFLY



06 / 25

01

The Welcome

Make guests feel they belong from the moment they arrive.

Show the personal welcome, thoughtful detail or human connection that makes your business memorable.

BEST SUITED TO

Accommodation, hospitality & hosted experiences

02

The Experience

Show the moment guests will talk about for years.

Capture what people travel to experience — and the reaction that makes it unforgettable.

BEST SUITED TO

Tours, attractions & visitor experiences

03

The Flavour

Help guests taste the place through what you grow, make and serve.

Share the local ingredients, makers and stories behind the experience.

BEST SUITED TO

Food, drink & produce

04 The People

Introduce the people who make your business special.

Show the warmth, knowledge and personality that no competitor can copy.

BEST SUITED TO

Every tourism business

05

The Place

Show guests what makes your corner of Queensland different.

Let the landscape, neighbourhood or environment become part of your story.

BEST SUITED TO

Nature, scenery & destination experiences

06

The Journey

Make the journey part of the experience.

Show how guests arrive, what they discover along the way and why they should stay longer.

BEST SUITED TO

Touring, transport & regional itineraries

07

Stories of Country

Share culture, place and living knowledge with respect.

Created only with the consent, direction and proper attribution of the relevant Aboriginal or Torres Strait Islander people and community.

BEST SUITED TO

First Nations tourism · Consent-led

08

For the Next Generation

Show guests how your business cares for the place they have come to experience.

Share the real actions you take to protect nature, support community and create a positive impact.

BEST SUITED TO

Ecotourism & sustainability

Real actions. Real impact. No empty eco claims.

09

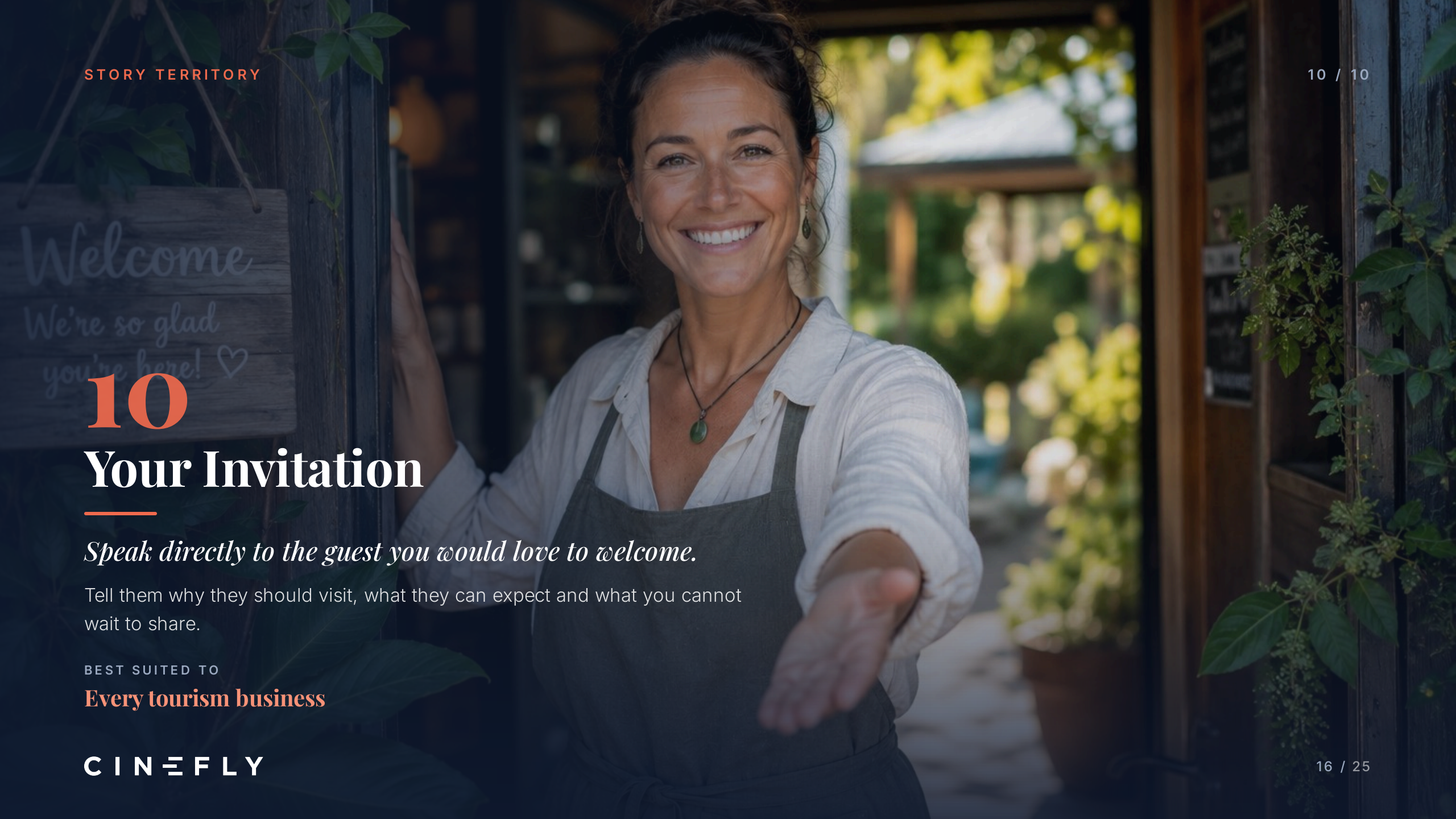
Beyond the Visit

Help guests stay longer and discover more.

Recommend nearby experiences, connect your story with other tourism businesses and give visitors another reason to explore your region.

BEST SUITED TO

Regional discovery & extended stays



10

Your Invitation

Speak directly to the guest you would love to welcome.

Tell them why they should visit, what they can expect and what you cannot wait to share.

BEST SUITED TO

Every tourism business

WHAT THIS MEANS FOR YOUR BUSINESS

Your year of storytelling.



12 months of Cinefly

Everything you need to create, publish and grow your stories.



3 months of guided support

All the training you and your team need from an experienced storyteller and filmmaker.



A simple storytelling rhythm

We guide you towards one meaningful story every fortnight.



Capacity for up to 16 stories a month

Create two to four stories a week whenever you have more to share.



One flagship story

Your opportunity to feature in the annual Queensland in a Day series.

Create at your own pace. Your membership gives you the capacity; the program gives you the confidence.

WHY YOUR TEAM CAN DO THIS

No crew. No editing. Just follow the guide.

1 

Choose your story

Open a guided Storyboard designed around your business.

2 

Point and shoot

Cinefly guides every shot and prompt from your phone.

3 

Cinefly produces it

Editing, colour, music and polish happen automatically.

4 

Share it

Publish your finished video at the press of a button.

Start in minutes. Film from your phone. Share without editing.



CINEFLY

FOUNDING COHORT OFFER

Cinefly Business

A\$720 + GST

for a full 12 months



Around 16 complete
stories a month



Unlimited filming



Everything you need to
create, publish & grow

Limited to 100 Queensland tourism businesses. Story capacity varies with video length and AI-credit use.

COLLABORATION

Your story does not have to be told alone.



You begin the story

Share the heart of your tourism business.



Your team co-creates

Invite staff, guides and hosts to add their voices.



Your guests collaborate

Capture genuine reactions, memories and experiences.



Other tourism businesses connect

Link complementary experiences and encourage visitors to stay longer.



The story ripples

Every contribution helps your story reach another trusted network.

Your business starts the story. Your destination helps it move.

THE RIPPLE

One story. Many voices. Greater reach.



Leandro
directs



Your team
co-creates



Guests
collaborate



Tourism
businesses
connect



Regions
amplify



The story
ripples



Travellers
discover
Queensland

More authentic content. More trusted participation. More ways for travellers to find you.

YOUR STORIES, AMPLIFIED

Help your stories travel further.



Reach more travellers

Share across your website, email and social channels.



Build trust earlier

Show future guests the real people and experiences behind your business.



Give partners content to share

Create stories your region and tourism partners can amplify.



Turn interest into action

Give travellers a stronger reason to enquire, book and visit.

Real stories. Real people. A real reason to choose you.

QUEENSLAND IN A DAY

One day. One state. Hundreds of human moments.

Each year, flagship stories from participating tourism businesses come together in a new statewide film — one day across Queensland, told by the people who make the holiday possible.



DAWN

The day begins



MORNING

Queensland wakes



DAY

Experiences unfold



AFTERNOON

People and place come
alive



EVENING

The feeling stays

A new film every year. A growing portrait of Queensland over time.

BE ONE OF THE FIRST 100

Unlock twelve months of storytelling.

- ✓ 12 months of Cinefly Business — A\$720 + GST
- ✓ Around 16 complete stories a month
- ✓ Unlimited filming
- ✓ Three months of training and guided support
- ✓ Your opportunity to feature in Queensland in a Day

Places are limited. Your stories are not.

CINEFLY



SCAN TO JOIN
THE FOUNDING COHORT

CINEFLY

Let's share what makes your Queensland special.

Join a statewide movement helping tourism businesses tell stronger stories, reach more travellers and bring Queensland's visitor experiences to life.



AWARD WINNER

Advance Queensland · Enhancing the Visitor Experience



SEE OUR TOURISM
STORIES IN ACTION

partners@cinefly.io · cinefly.io

Built from Cinefly's award-winning Queensland tourism innovation work and designed to support Queensland's visitor economy.