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MEDIA STATEMENT.

Australian tourism – ATIC response to latest quarterly Visitor economy data

Tourism Research Australia's release of its Australian tourism and visitor economy quarterly update (to September 2019) reinforces the significant and growing contribution tourism now makes – and why its value needs to be sustained – according to the Australian Tourism Industry Council.

Today's release of the FY20 first quarter total tourism spend and overnight trip data by domestic and international visitors, which back dates the significant challenges community and industry faces as a result of the devastating bushfires, reinforces why tourism is now a key economic pillar.

ATIC Executive Director Simon Westaway said the continuing prominence of domestic tourism – of Australian's travelling to and through our country – highlights why in the present circumstances our tourism industry is so vital to many of our regions. This is why the industry is seeking a greater partnership in its future sustainability between itself and government.

He said the back-dated record domestic and international Australian tourism economic figures proved the unquestioned worth and future value of the industry, but which faces unprecedented challenges including to thousands of small business tourism enterprises and tens of thousands of jobs through the impact of recent and ongoing bushfires.

"Australia's tourism industry is a proven and resilient sector. Today's latest national domestic and international tourism visitor data only further underlines the point of its immense value, including the delivery of 1 in 13 local jobs across the country," Mr Westaway said.

"We are an industry worth fighting for! ATIC stands as one across our entire Australian tourism sector in working constructively in partnership with governments to ensure a continued, sustainable industry and one particularly supporting small to medium tourism enterprises and tens of thousands of tourism jobs."

TRA said domestic tourism for the September 2019 quarter again mirrored previous financial quarters of compound double-digit percentage growth with overnight spend (+13% to \$79.1 billion), corresponding local visitor nights (+12% to 116 million) and trips (+12% to 410 million) all moving to new record positions.

International Visitor nights (up 2% to 276 million) and on-the-ground spending (\$45.2 billion) for the year to 30 September 2019 were again record outcomes with pleasing increases in visitation led by holiday, education and employment travel categories by overseas travellers to our country.

Mr Westaway said amongst the major economic data release for Australian tourism, domestic overnight holiday visitors now contributed financially more to the spending pie than Australian's categorised as visiting friends and relatives through their travel.

He said this was an important development as domestic tourism delivers around 75 per cent of the economic value in Australian tourism and reflected a trend of Australians doing more holidaying at home.

"More Australians travelling or desiring to travel to and through their own country reflects how far our industry has come and why it has a real future," Mr Westaway said.

An average Australian holiday trip spend for a family travelling with children was now \$874 for an average length of stay over greater than 3 nights according to TRA.

Further details at www.tra.gov.au

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