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MEDIA STATEMENT

Opportunity to expand Indonesian visitation should now be captured

The Australian Tourism Industry Council (ATIC) and its thousands of tourism enterprises it represents is encouraged by today's Australia and Indonesia government-to-government joint statement including its commitment to 'deepening the economic, trade and investment relationship' between both nations.

ATIC Executive Director Simon Westaway said an emergent Indonesian inbound visitor market, supported by an ongoing commitment of 'greater people-to-people links' and a fresh announcement of a growing number of Australian Work and Holiday Visa places under a completed IA-CEPA (Indonesia-Australia Comprehensive Economic Partnership Agreement), was positive news during this difficult period for Australian tourism.

Mr Westaway said the Indonesian inbound visitor market was currently worth greater than \$800 million in annual visitor spending in Australia, with the soon-to-complete *Tourism2020* long-term tourism plan anticipating a market worth well beyond \$1 billion per annum in the short to medium term.

"Indonesian short-term arrivals continue to grow at greater than 7 per cent annually at a record 220,000 arrivals a year and it clearly represents once of our faster growing tourism export markets with obvious scale," Mr Westaway said.

Mr Westaway said Indonesian visitor arrivals to Australia had continued to spike since 2016 and appeared aligned to closer and deeper social and economic ties between both nations under the IA-CEPA journey, which its final ratification should now only accelerate.

"Unquestionably Indonesia is an emergent and strong growing inbound tourism market for Australia and its current and anticipated benefit is not as well heralded as it should. We hope this now changes," Mr Westaway said.

"ATIC strongly welcomes where IA-CEPA has landed and the many new business to business programs and initiatives that will stem from it. We hope and believe these will create opportunities for Australian tourism upon the Agreement's ratification.

"In an increasingly difficult trading environment for Australian tourism is has long been argued by industry that the Indonesian market can sustainably grow. The outcomes of IA-CEPA clearly provide a springboard for even greater engagement and we encourage industry and Tourism Australia to best explore its potential and be nimble footed.

"It is something ATIC will take forward in our ongoing engagement with the Federal Government and its agencies – Austrade and Tourism Australia - for a stronger, more sustainable tourism industry that must build on all market opportunities that present."

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