

Latest federal tourism data shows what ground zero looks like!

The Australian Tourism Industry Council (ATIC) said the June financial quarter release of national visitor and spend data ably depicts the ground-zero situation that faces Australian tourism.

Tourism Research Australia’s domestic tourism results for the June 20 quarter saw overnight visitor spend capitulate 80% against the June 19 quarter and overnight trips falling 67%.

TRA’s June 20 quarter international visitor survey brought to full light the ill-state of our once robust inbound tourism market with less than 10,000 arrivals and spending dramatically down.

ATIC Executive Director Simon Westaway said latest, free-falling Domestic and International Visitor quarterly TRA data highlighted the depth of impact to industry by the first COVID wave.

“These are naturally terrible results as Australian tourism faced the then full-frontal assault of the first COVID-19 wave that swept the country,” Mr Westaway said.

“The effective shutdown of our international visitor market and the host of state and territory border closures translated into incredibly dramatic slumps in visitor movement and spend.

“What’s critical for government and policy makers going forward is still zero international visitors will significantly impact visitor spend and many tourism enterprise’s performance and viability.

“Australia’s tourism and visitor economy has more than halved in economic value during year 2020 due to the combined affects of COVID-19 and the early-year bushfire storms

“These tourism visitors and spend figures are now the benchmark for sustained government funding support and to develop more partnerships with our industry and tourism regions.”

“This is because our industry once employing 1 in 12 Australians, has seen that figure dramatically fall to 1 in 22. Hundreds of thousands of real jobs have been lost and we must build them back.”

ATIC said the TRA release of month of July domestic tourism and spending figures showed no respite with overnight spending down a comparative 53% and overnight trips falling 39%.

TRA’s figures can be viewed at: www.tra.gov.au

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