

**16 February 2026**

**ATIC welcomes launch of next THRIVE 2030 Action Plan**

The Australian Tourism Industry Council (ATIC) welcomes last week's announcement by the Australian Government of the next action plan for THRIVE 2030, Australia's national strategy for the long-term sustainable growth of the visitor economy.

ATIC Chair Evan Hall said the action plan reinforces the importance of a coordinated national approach to growing the visitor economy.

"The THRIVE 2030 strategy targets tourism growth which is critical to jobs, small businesses, and regional destinations."

Mr Hall said continued collaboration between industry and government will be essential to deliver practical outcomes for tourism operators across Australia.

"The Australian Tourism Industry Council strongly supports the strategic role of Tourism Australia to drive tourism demand across Australia; and we look forward to working with the Australian Government to support small businesses embrace AI and develop high quality sustainable and accessible tourism experiences."

ATIC welcomed the Government's continued focus on priorities including workforce resilience, digital transformation, sustainability, and maintaining Australia's global competitiveness as a destination.

ATIC will continue to work closely with the Australian Government, Tourism Australia, Austrade, state and territory tourism organisations, and industry stakeholders to support delivery of the next THRIVE 2030 Action Plan.

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