

22 March 2026

The Hon Anthony Albanese MP
Prime Minister
Parliament House
CANBERRA ACT 2600

CC:

Senator the Hon Don Farrell, Minister Trade and Tourism
Anthea Harris, National Fuel Supply Taskforce Coordinator

Dear Prime Minister,

RE: Ensuring fuel supply for Easter school holiday travel across regional Australia

The Australian Tourism Industry Council, together with the Tourism & Transport Forum, is writing to draw your attention to anticipated demand pressures on fuel supply across regional Australia during the Easter school holiday period, commencing 1 April 2026.

Tourism businesses across Australia are preparing for a significant uplift in travel demand during this period, particularly to regional destinations.

Easter 2026 coincides with school holiday periods across all states and territories, creating one of the busiest domestic travel windows of the year. Based on analysis of Tourism Research Australia Domestic Tourism Statistics, we anticipate approximately 1.3 million additional overnight visitors will travel to regional Australia in April 2026—representing a 27 percent increase on March volumes.

Of these visitors, an estimated 86 percent—approximately 1.1 million people—are expected to travel by self-drive vehicle. This equates to more than 600,000 additional vehicles accessing regional fuel infrastructure during the 1 to 20 April travel period.

This surge will be felt across all jurisdictions, including:

- Regional NSW: +564,000 visitors
- Regional QLD: +373,000 visitors
- Regional VIC: +166,000 visitors
- Regional WA: +88,000 visitors

Tourism is a critical driver of regional economies, particularly during concentrated seasonal periods such as Easter. Reliable access to fuel is essential to enabling

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Australian Tourism Industry Council Ltd
Suite 207-208, 530 Little Collins St
Melbourne VIC 3000
ACN: 095 626 976
P: 03 9978 6801
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Australians to travel with confidence and ensuring regional businesses can fully realise the economic benefits of this peak period.

To ensure visitor safety, maintain tourism momentum, and support regional economies, we respectfully request the Federal Government, through the Fuel Supply Taskforce, to prioritise fuel availability and distribution to regional drive routes and tourism destinations during this peak travel window.

We also encourage the Government to support clear, coordinated messaging to reinforce traveller confidence and provide certainty to industry in the lead-up to the holiday period.

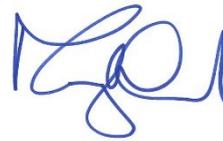
A state-by-state analysis detailing our calculation methodology is available at Appendix A.

Please contact me should you wish to discuss this matter further.

Yours sincerely,



Erin McLeod
CEO
Australian Tourism Industry Council Ltd



Margy Osmond
CEO
Tourism & Transport Forum

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Appendix A: Estimated Additional Regional Visitors — April 2026

State	Additional visitors	Percentage increase	Self drive	Estimated vehicles
Regional NSW	564,000	26%	485,000	269,000
Regional VIC	166,000	9%	143,000	79,000
Regional QLD	373,000	43%	321,000	178,000
Regional SA	82,000	18%	70,000	39,000
Regional WA	88,000	23%	76,000	42,000
Regional TAS	9,000	5%	8,000	4,000
Regional NT	15,000	57%	13,000	7,000
Total	1,297,000	27%	1,116,000	618,000

Methodology

Source: Tourism Research Australia, Domestic Tourism Statistics, 2025. Additional visitors are calculated as April 2025 minus March 2025 regional overnight visitors by state, used as a proxy for Easter and school holiday uplift. For Regional Tasmania, where a March event distorted the baseline, the average of February and March 2025 was used. Self-drive estimates apply an 86% self-drive rate derived from DTS June quarter 2025 data. Estimated vehicles are calculated using an average travel party size of 1.8 persons from the same source. All figures rounded to the nearest thousand.

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