

30 March 2026



Easter travel to drive regional jobs as ATIC backs fuel relief

With tourism in regional Australia generating an estimated \$15.4 billion in visitor spend and supporting around 53,700 jobs in the June quarter, the Australian Tourism Industry Council (ATIC) has welcomed today's National Cabinet measures to ease fuel costs ahead of the Easter and school holiday travel period.

ATIC said the announcement reinforces the importance of Australians continuing with their travel plans during one of the busiest periods for the tourism industry.

"The decision to ease fuel costs will make it easier for families to get on the road these school holidays and continue supporting regional destinations," said Erin McLeod, CEO of the Australian Tourism Industry Council.

The Prime Minister has encouraged Australians to continue with their travel plans, recognising the importance of tourism activity to jobs and local economies across the country.

"That message is especially important heading into the Easter school holidays. Every trip taken – particularly to a regional destination – directly supports local businesses and the people they employ," Ms McLeod said.

ATIC said the Easter school holiday period is one of the most important times of the year for regional tourism operators, with many businesses relying on this peak season to sustain jobs and economic activity in their communities.

ATIC will continue working with the Federal Government and state and territory governments to support clear, consistent messaging and the ongoing strength of Australia's visitor economy.

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In association with



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TABLE. Value of Regional Economies in 2026

April, May & June	\$ Million	Tourism Jobs FTE
Regional NSW & ACT	\$5,531	19,270
Regional VIC	\$3,106	10,822
Regional QLD	\$3,847	13,404
Regional SA	\$923	3,215
Regional WA	\$1,339	4,664
Regional TAS	\$447	1,556
Regional NT	\$218	759
Regional Australia	\$15,411	53,691

Source: Tourism Research Australia IVS and DTS June Qtr 2025 and economic analysis of tourism filled jobs by Australian Tourism Industry Council.

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