



**Asia-Pacific
Economic Cooperation**

2016/TWG49/016
Agenda Item: 22

Briefing by TWG Members on Tourism Development

Purpose: Information
Submitted by: Australia



49th Tourism Working Group Meeting
Kokopo, Papua New Guinea
31 August – 1 September 2016

Tourism 2020

Whole of government working with industry to achieve Australia's Tourism potential

Melanie Crosswell
Director, Services & Tourism Exports
Australian Department of Foreign Affairs & Trade

TOURISM AUSTRALIA



Australian Government



Department of Foreign Affairs and Trade

Australian Government



Austrade



TOURISM RESEARCH AUSTRALIA

Economic significance of tourism



Tourism contributes **\$47.5 billion** to Australia's Gross Domestic Product (GDP)

3.0% of total GDP

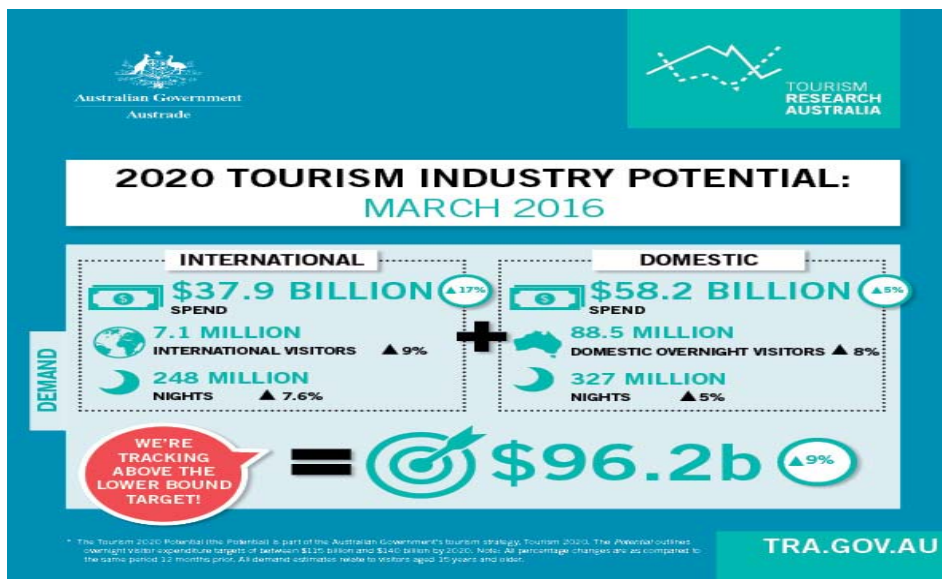


Tourism employs around **580,800 people** (5.0% of Australia's workforce) directly in industries such as *accommodation & food services, retail trade, and transport*



Tourism is Australia's **number one services export industry** and accounts for **\$30.7 billion** of total export receipts

Tourism 2020: Whole of government working with industry to achieve Australia's Tourism potential



Tourism 2020: Whole of government working with industry to achieve Australia's Tourism potential

Tourism 2020

Governments and industry are joined in their commitment to achieving the **Tourism 2020 target** of doubling overnight expenditure of domestic and international visitors to between **\$115 and \$140 billion** by 2020

In March 2016, overnight visitor expenditure reached:

\$96.2 billion tracking above the lower bound target.

↑ To achieve Tourism 2020 target, overnight visitor expenditure needs to increase between **3.0% and 8.2%** per annum.

Tourism 2020: Whole of government working with industry to achieve Australia's Tourism potential

Tourism 2020



Tourism 2020: Whole of government working with industry to achieve Australia's Tourism potential

Tourism 2020 priorities

- Aviation capacity
 - Connectivity is important to support growth
 - Inbound capacity from China grew 50% in 2015-16
 - Direct flights between Singapore and Canberra
- Visas
 - Multi-entry visitor visas
 - Online lodgement
 - Fast track service

Tourism 2020: Whole of government working with industry to achieve Australia's Tourism potential

Tourism 2020 priorities

- Labour and skills
 - 38,000 unfilled vacancies
 - Working with industry to build capacity
 - Tourism Labour & Skills Roundtable
- Tourism Infrastructure Investment
 - Strong development pipeline
 - Focus on facilitation
 - Opportunities in regional Australia

Tourism 2020: Whole of government working with industry to achieve Australia's Tourism potential

Tourism Marketing

- Tourism Australia has launched its latest campaign, which highlights Australia's world-class aquatic and coastal experiences.
- Consumer research shows aquatic and coastal experiences drive international visitation to Australia.
- New technology and digital assets will provide immersive experiences.



Tourism 2020: Whole of government working with industry to achieve Australia's Tourism potential