

Tourism Australia Opening Statement

I am pleased to be appearing at this Committee for the first time after being appointed as Managing Director of Tourism Australia.

Having been part of Tourism Australia for over a decade, it is a true honour to lead this organisation. I'm especially honoured to be able to support such an amazing industry.

Tourism is not just about making memories to last a lifetime for our leisure and business events visitors. It delivers significant value for Australia:

- Supporting over 360,000 businesses
- Employing nearly 700,000 people
- Accounting for nearly 3 per cent of Australia's total GDP and
- Supporting regional Australia – the year ending September 2025 saw 2.4 million international visitors journey beyond a capital city (and the Gold Coast)

Tourism performance is positive and growing. The latest overseas arrivals data by the Australian Bureau of Statistics for November 2025 was released in January. In the 12 months to November 2025, Australia welcomed 8.85 million international visitors, up 7.8 per cent on 2024.

For the year ending September 2025, international leisure travellers spent over \$29 billion on their holidays to Australia and almost \$4 billion on business events

Tourism Australia is committed to further growth, by growing demand, converting that demand with partners and supporting our industry in all we do.

We work hand-in-hand with Austrade, the State & Territory Tourism Organisations and Business Events partners, as well as our industry to leverage opportunities and to navigate the challenges that face us, in a true Team Australia approach.

In addition to playing as a Team, we are committed to continuing to deliver positive impacts for our industry, examples including:

- our Come & Say G'Day campaign which goes from strength to strength and since launch of Chapter 2 has had 522 million video views
- our events like the Australia Tourism Exchange which is a platform for hundreds of Australian tourism businesses to distribute their product to the world
- And our Business Events Bid Fund Program which has now reached \$1.38 billion in economic value for our visitor economy.

I look forward to providing updates to this Committee and sharing more about the importance of our tourism industry.