

Tourism Australia Opening Statement

Good evening. I'd like to start by highlighting the continued growth and value of Australia's tourism industry and Tourism Australia's role in this success.

Industry Performance and Value

Australia's visitor economy is vital, welcoming 8.5 million international visitors last year, a five-year high.

Total international trip spend exceeded \$55 billion (up 16 per cent) and combined international and domestic overnight spend was over \$150 billion. This supports over 700,000 jobs and 360,000 businesses, many in regional areas.

Campaign Success and industry engagement

To support the broader recovery, Tourism Australia's primary focus, is getting more international visitors to choose Australia as a holiday or business events destination. Our campaigns are our most visible way we do this.

The second chapter of our global 'Come and Say G'Day' campaign is rolling out across 16 markets.

Initial market research shows the campaign can shift traveller behaviour, with 83 per cent considering travel to Australia after seeing the campaign.

Another essential part of our job is staying connected with the Australian tourism industry. Across the year we've met with over 1,000 operators one-on-one and have engaged thousands more through our events.

Key Focus Areas and Impact

Indigenous tourism is thriving, reaching a record 1.1 million travellers, a 22 per cent increase on pre-pandemic levels. Our sustainability initiatives show that nearly 80 per cent of travellers intend to visit sustainable destinations.

The business events sector contributes over \$4 billion, and our Bid Fund has helped win 186 events worth over \$1.3 billion.

Critically, Tourism Australia delivers a direct, measurable impact: for every dollar invested in international marketing, we generate a return of \$14.

Tourism Australia remains committed to showcasing the best of our country, supporting growth, and delivering meaningful outcomes. Thank you, and I welcome your questions.