

Tourism Australia: Opening Statement

Good evening. I'd like to provide the Committee with an update on the continued recovery of international tourism markets.

In the year to September 2025, we achieved the highest number of visitors in five years, reaching more than 8.6 million visitors.

China – a target market for TA – has been a large part of this achievement. Arrivals from China have increased 15 per cent on the previous 12 months, cementing China's position as our second largest market, after New Zealand.

Industry engagement

360,000 businesses around Australia and the communities they operate in rely on a healthy tourism industry which employs over 700,000 people.

Our research insights into market trends, consumer behaviour and the changing distribution landscape are an important resource for industry and are designed to help businesses as they plan for growth.

Across the year we've met with over 1,000 operators one-on-one, and have engaged with thousands more through our events.

Campaign launches

The *Come and Say G'Day* campaign has now launched in China, UK, USA, Germany, Japan and South Korea. Marketing campaigns are a vital activity to build consideration of Australia for the leisure or business traveller, and the world is a competitive place.

The launch activities are an important way to bring concentrated focus on Australia. They have delivered over 370million views of the campaign video, nearly 64 million social media impressions, and over 7,700 media articles worth over \$260 million in equivalent advertising value.

Other marketing activity

India is an important visitor market for Australia which, to year ended June 2025, contributed \$2.8bn to the economy. To reach potential visitors, in the last two months, Tourism Australia has worked with our States and Territories to host celebrities and content creators from India who have a combined audience of 72 million followers. They visited the Gold Coast for

surfing lessons and the Currumbin Wildlife Sanctuary; in the Northern Territory they saw the Field of Light and did an Uluru Dot Painting Experience; and in Tasmania they visited MONA and the Callington Mill Distillery – among many other attractions.

Making sure our core market of the UK is stimulated, we have rolled out an Ashes edition featuring Pat Cummins and our campaign ambassador Ruby the Roo.

Business events

Tourism Australia's business events work is also paying off. In this financial year so far, the Business Events Bid Fund has helped Australia win 21 business events that would have otherwise gone to other countries.

And last week I was at Australia Next, our incentive showcase, where interest in Australia as an incentive destination was strong.

Events like this where buyers and sellers meet deliver real commercial outcomes – last year's Australia Next in Cairns generated over 160 leads, worth nearly \$170 million. Since then, 25 of those leads have turned into confirmed events worth more than \$25 million.

Outlook

Looking ahead, while Australia's destination marketing is strong and frequently referenced as world-leading, we are increasingly facing an intensely competitive international marketplace, with highly active competitor destinations which have a natural 'time and distance' advantage.

We will continue to work hard to engage with our industry and deliver activity that builds sustainable growth for the future.

Finally, as the year draws to a close, we have completed implementation of the nine recommendations of the ANAO regarding our procurement and contract management processes.

We are committed to a process of continuous improvement, with best practice as our goal.