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Future trends: What do you see as the future trends which will shape and change the industry over the next 10 years?

Please provide your response : Greater domestic tourism, particularly FIT travel outside urban areas to regional 'local' experiences.

Less structured travel and bookings, with components and activities being more flexible.

Last-minute bookings to increase.

Regional dispersal: Given that growth in tourism beyond 2020 will mainly come from inbound visitors, particularly those from the Asian region, how can we achieve greater dispersal into our regions for longer periods of time? Should there be specific targets set for international visitation to regional Australia?

Please provide your response : Domestic tourism should be as much if not a greater area of focus for the industry than inbound. Australians should discover their own continent more. Inbound will naturally follow if we create valued and sustainable domestic travel as the engine room of the industry. In that regard, there should be specific targets set for DOMESTIC visitation to regional Australia.

Data: What role do you see data analytics and segmentation playing now and into the future?

Please provide your response : Huge. It already is. Big opportunity to deliver customer-first products and experiences.

Technology: What technological advances do you think will shape the sector over the next 10 years? What legislative and regulatory amendments are needed to better facilitate the adoption of new technology to meet the diverse needs of the future traveller?

Please provide your response : Much more flexible booking options. Those who don't change and increase flexibility in products and pricing will fall by the wayside. There should be minimal regulator interference. Allow disruptors to create outcomes which benefit guests first and foremost.

Indigenous tourism: How can industry and Australian and state and territory governments better coordinate and support the development and continuation of Indigenous tourism businesses, experiences and offerings on a national basis?

Please provide your response : Prioritise domestic over inbound so Aussies learn about their own country.

Infrastructure/seasonality: What kind of tourism infrastructure investment should be prioritised to encourage all-year-round visitation to Australian tourism icons affected by seasonality?

Please provide your response : Less government regulation and more financial assistance. E.g. Victorian alpine resorts should not be a part of special excised local

government areas which don't receive any LGA funding for services, the result of which is a huge impost on visitors and barrier to access the region.

Employment: How can the tourism industry improve career perceptions and create career pathways to attract new workers into the industry?

Please provide your response : Higher pay and greater opportunity for career progression.

Australian expertise: Looking beyond tourism demand and supply, how can the next long term strategy seek to leverage the export capability of Australian tourism businesses?

Please provide your response : Have a well-developed domestic offering which provides a solid core to take to the international market.

Reduce airport costs and allow all freedoms of the air.

Aviation: What are the missing links in Australia's aviation network, including 'secondary' international hubs and domestic regional locations?

Please provide your response : Domestic airlines are extremely poor at multi-stop journeys, and don't provide flexibility. E.g. if you want to go Melb-Syd but the direct flights are full, it should be simple and cost effective to reroute via Canberra or Newcastle.

Social licence: How do we better message the social and economic benefits of the tourism industry to the Australian community to ensure ongoing social licence to operate?

Please provide your response : I think we do this okay

Resilience: How can the Australian tourism industry ensure it is resilient to the impact of global shocks beyond 2020 (economic, political and environmental)?

Please provide your response : Strong domestic tourism

Title: What is the appropriate title for the strategy?

Please provide your response : That's your job!

General: Any other comments

Please provide your response : Thanks for listening

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Organisations must also satisfy and agree to the following criteria with regards to submitting feedback and comments for the Beyond Tourism 2020 Strategy" the initiative (the "Initiative")

Our organisation maintains business ethics and fulfils its legal obligations, including those arising from anti-bribery laws in Australia and overseas. Australia's anti-bribery laws apply overseas and Austrade will not provide services to any party who breaches the law, will withdraw service to any party who breaches the law, will withdraw service to any party suspected of bribery and will report credible evidence of any breach (for further information please visit <http://www.austrade.gov.au/legal-issues>);

Our organisation's activities will not damage or harm the reputation of Austrade, the Australian Government or Australia; and if this occurs or is revealed to have occurred in the past, it will be grounds for immediate cessation of our organisation's participation in the Initiative;

Our organisation warrants that all the information and content provided herein is true and correct;

Our organisation consents to Austrade storing and publishing the information submitted in this form as part of any marketing material related to this Initiative, and agrees to it being translated and distributed nationally and internationally;

Our organisation understands that submitting our details does not guarantee inclusion in any of the marketing materials relating to this Initiative and that this decision is made at Austrade's discretion. Austrade's discretion is final;

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Our organisation Yes

agrees to the above

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