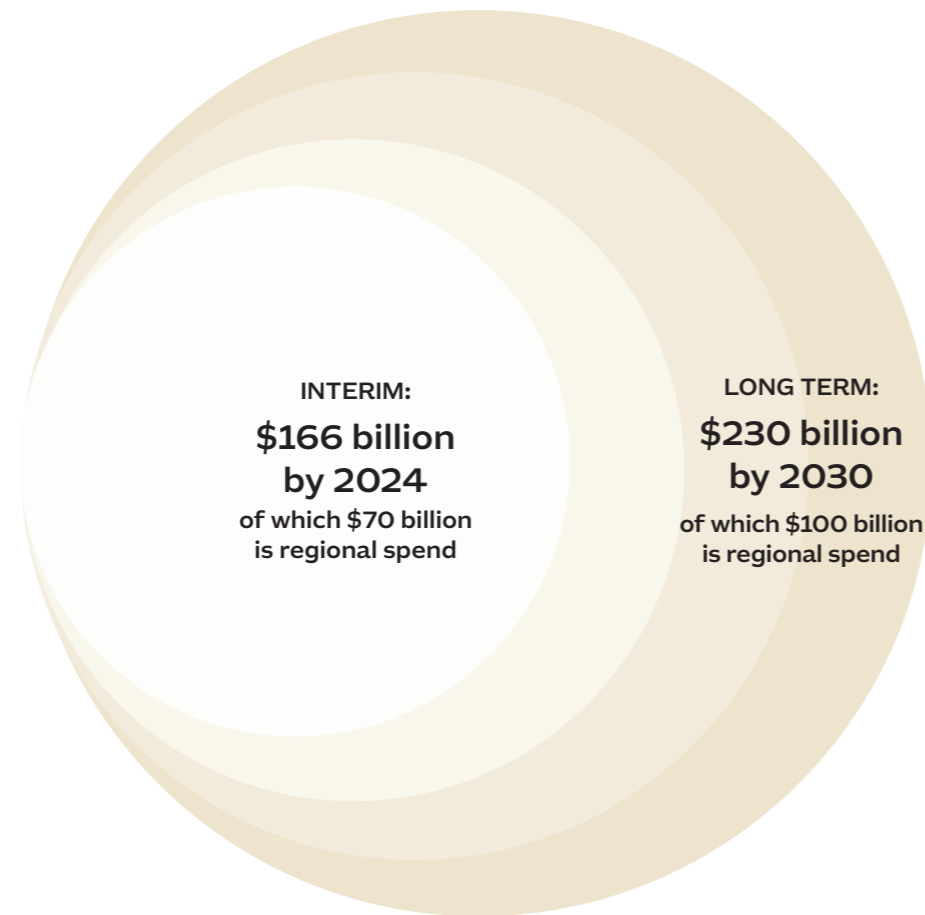


THRIVE 2030 Strategy at a glance

VISION

Australia's visitor economy provides world-leading services and visitor experiences to consumers while delivering significant and sustainable benefits to the Australian community.

TARGETS



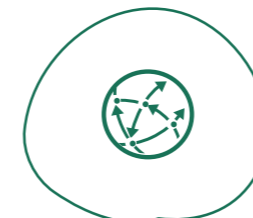
THEMES



COLLABORATE



MODERNISE



DIVERSIFY

POLICY PRIORITIES

1. Deliver success through comprehensive collaboration

2. Improve data and insights

3. Grow a secure and resilient workforce

4. Embrace leading-edge business practices

5. Enhance visitor infrastructure

6. Build markets and attract visitors

7. Grow unique and high-quality products, including First Nations experiences

OUTCOMES

THRIVE 2030 Strategy vision, targets and actions are achieved within timeframes through effective collaboration across the visitor economy.

Improved, more timely data and research supports better business decisions and economic and social outcomes.

Visitor economy businesses have a stable supply of appropriately skilled workers to deliver high-quality experiences.

Visitor economy businesses are profitable, efficient and sustainable and achieve high levels of visitor satisfaction.

Visitor economy infrastructure meets the needs of visitors and local communities.

Forecast visitor levels and visitor expenditure are achieved from the desired mix of domestic and international markets.

High-quality and diverse products and experiences are continually delivered to attract and satisfy visitors.

STRATEGY TIMELINE

Recovery phase
2022–2024

Consolidation phase
2025–2027

Acceleration phase
2028–2030