

Tourism 2020

Whole of government working with industry to achieve Australia's tourism potential

TOURISM MINISTERS' MEETING COMMUNIQUÉ **13 June 2018**

The Hon Steven Ciobo MP, Federal Minister for Trade, Tourism and Investment, and the Hon David Ridgway MLC, South Australian Minister for Trade, Tourism and Investment welcomed Australia's Tourism Ministers to Adelaide today for the Tourism Ministers' Meeting.

International tourist arrivals are at record highs, with 9.02 million visitors to the year ending March 2018. Tourism spend continued to exceed record levels in the year ending December 2017 with international expenditure reaching \$41.3 billion while domestic overnight visitor expenditure also reached a record high of \$64.5 billion. Overnight visitor expenditure is now at \$105.8 billion for the year ending December 2017, up 5.8 per cent and tracking above the lower bound of the \$115 billion by 2020 target

Governments and industry are not taking this success for granted. While visitor spending continues to grow, meeting the upper bound of the *Tourism 2020* overnight expenditure target of \$140 billion continues to require reforms and collaboration across all levels of government.

Accordingly, Tourism Ministers discussed a range of issues at today's meeting:

China-Australia Year of Tourism – Ministers reviewed the highlights of the 2017 China-Australia Year of Tourism, including the first-ever tourism trade mission focusing on destination development, and the Closing Ceremony led by Australia.

Tourism Data Needs – Ministers discussed greater use of alternative data sources to measure tourism activity and emphasised situations where a survey approach to data is more appropriate. Tourism Ministers noted the collaborative arrangements between the Commonwealth and jurisdictions being developed to enable alternative data sources to be more effectively utilised.

Beyond Tourism 2020 – Ministers received an update on the Beyond Tourism 2020 Steering Committee developing the next long-term tourism strategy.

Regional Tourism Infrastructure Investment Attraction Strategy – Ministers reaffirmed commitment to work with Australian, state, territory and local governments and key industry stakeholders to deliver facilitation and reform measures as outlined in the finalised implementation plans.

Marketing – Ministers received an update from Tourism Australia on its marketing activities. Ministers reaffirmed the importance of Australia producing effective, coordinated marketing campaigns to drive international demand for Australia.

Ministerial attendance:

The Hon Steven Ciobo MP (Federal Minister, Chair)

Mr Andrew Barr MLA (Australian Capital Territory)

The Hon Adam Marshall MP (New South Wales)

The Hon David Ridgway MLC (South Australia)

The Hon John Eren MP (Victoria)

The Hon Paul Papalia CSC MLA (Western Australia)

The Hon Lauren Moss MLA (Northern Territory)

The Hon Rene Hidding MP (Tasmania)

Apologies:

The Hon Kate Jones MP (Queensland) (senior official in attendance)

The Hon Will Hodgman MP (Tasmania)

Secretariat contact:

Australian Trade and Investment Commission (Austrade)

ascot-tmm@austrade.gov.au | Ph: (02) 6201 7337

Media contacts:

Minister for Trade, Tourism and Investment's Office: (02) 6277 7420