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

**THRIVE 2030 Strategy at a glance**

**VISION**

**TARGETS**

**THEMES**

**POLICY PRIORITIES**

**OUTCOMES**

**INTERIM:**

- $166 billion by 2024
  - of which $70 billion is regional spend

**LONG TERM:**

- $230 billion by 2030
  - of which $100 billion is regional spend

---

**COLLABORATE**

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 Aboriginal and Torres Strait Islander experiences

**MODERNISE**

**DIVERSIFY**

**STRATEGY TIMELINE**

- **Recovery phase** 2022–2024
- **Consolidation phase** 2025–2027
- **Acceleration phase** 2028–2030

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

**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.**

**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.**

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

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

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