



Opportunities for the Visitor Economy

Research Report Insight Summary: Modernisation

This document provides a summary of key insights on **modernisation** from the Research Report on *Opportunities for the Visitor Economy*.

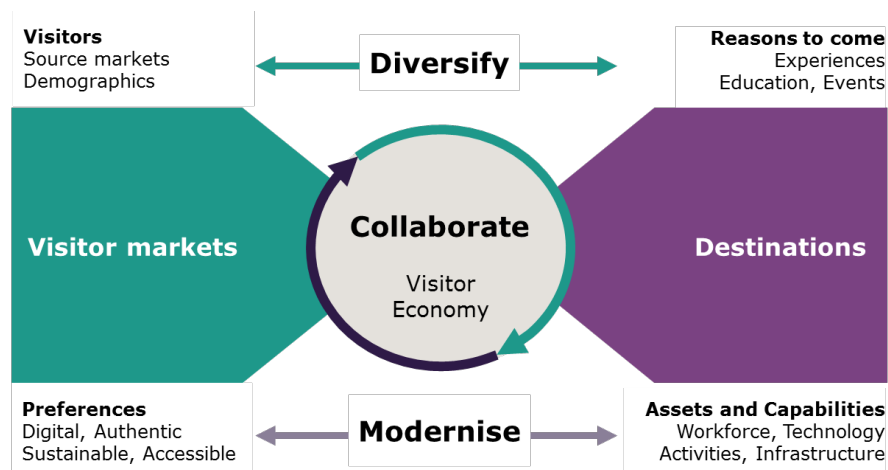
What is the visitor economy?

The visitor economy includes international and domestic leisure travellers, business travel, international students studying in Australia, business and major events, people visiting friends and relatives, and those working as part of a short term stay in Australia. The visitor economy takes in all businesses who provides goods and services to this variety of different visitors.

Modernising the visitor economy

Modernisation is one of three key pillars identified in the research report as integral to the future success of the visitor economy. The report concludes that Australia's visitor economy businesses should modernise **products** to have maximum appeal, and modernise supply side **enablers** to deliver quality visitor experiences sustainably and efficiently.

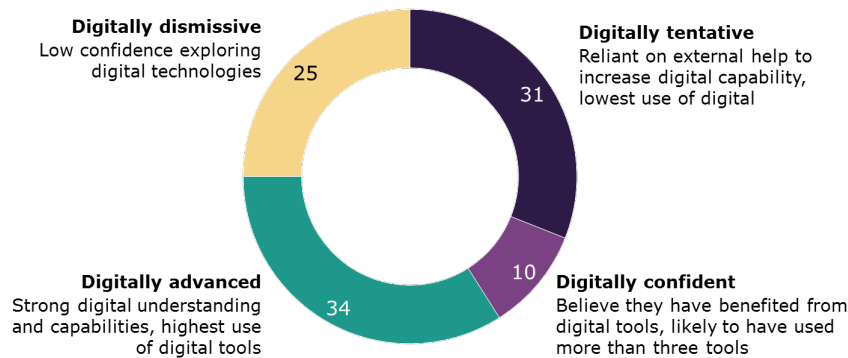
Figure 1: Elements of the report's key message



Products: Visitor demands, product trends and demographics are constantly evolving. Travellers are increasingly looking for more immersive, authentic and experiential travel delivered in a safe, sustainable and digitally enabled way. The research report concludes that visitor economy businesses must modernise their products by integrating **technology**, addressing **sustainability** and improving **accessibility**. The digital revolution has impacts across the visitor journey, from planning and booking, through to enhancing the experience itself, and real time sharing with family and friends. The research report provides suggestions to increase digital technology uptake given the challenge of many small businesses being dismissive or tentative towards digital technology (see Figure 2 below).

Figure 2: SME digital mindset survey

ANZ SME digital mindsets survey
2018, % of respondents



Source: ANZ, 'The Digital Economy: transforming Australian businesses', 2018

Enablers: Delivering a quality visitor experience relies on a range of supply side enablers including a skilled **workforce**, sufficient **infrastructure** and a variety of **transport** options. The research report provides suggestions on how the visitor economy should modernise enablers to cater to the volume and evolving needs of visitors including:

- Implementing new approaches to increase volume and quality of the workforce both in the short and long term,
- Addressing gaps in infrastructure and taking sustainability and accessibility issues into account when planning new infrastructure,
- Encouraging efficient and sustainable point to point travel, and
- Continuing to modernise the visa and border experience.

In the critical area of **workforce**, the research report suggests examining wage levels, reskilling, and visa restrictions in the short term. In the longer term, the report suggests determining the best means to develop the mix of cognitive, social and technology skills required by the visitor economy workforce of the future. It also suggests expanding the labour supply by drawing on more diverse and underemployed labour sources such as people with a disability and older Australians.

Further information

For further information please visit the [Reimagining the Visitor Economy webpage](#) or contact visitoreconomy@ustrade.gov.au