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TAA CHAIR TO LEAD EXPERT PANEL ON TOURISM

Tourism Accommodation Australia National Chair, Martin Ferguson, has been appointed to lead an expert panel to provide advice to government on the economic recovery of the tourism industry.

Federal Minister for Trade, Tourism and Investment Dan Tehan said Mr Ferguson had been appointed to lead the Reimagining the Visitor Economy Expert Panel over the next six months.

The five-member panel will provide advice on the visitor economy, which encompasses domestic and international tourism, including international students, business and leisure travellers, business and major events and short-term overseas workers, as well as associated industries such as hospitality, aviation, and accommodation.

TAA CEO Michael Johnson said the appointment was recognition of Mr Ferguson's breadth of experience and respect in the industry.

"Martin's skills and experience have been crucial to the work TAA has been doing during the worst crisis to hit our industry in living memory and I can think of no one better to lead this panel," said Mr Johnson.

"This panel has been tasked with a crucial role, helping Australia chart a course to long-term success as we emerge from COVID-19.

"Martin has a unique insight into both business and politics, and his contribution to the panel will ensure our view and the experiences of our members are heard at the highest levels of government.

"I wish Martin and his panel every success," said Mr Johnson.

Mr Ferguson, a former federal Tourism Minister, welcomed the opportunity to lead this important work.

"We have an opportunity to imagine a new future for the sector which is more resilient, sustainable and competitive," he said.

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