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TOURISM AUSTRALIA ‘FLEXIBLE’ ON MARKETS AS OZ OPENS UP

Tourism Australia is actively targeting five key overseas markets which will offer accommodation providers the best opportunities as Australia slowly opens to the world, an online forum of industry leaders has been told.

More than 200 accommodation and tourism GMs and heads of Department zoomed in for this week’s Tourism Accommodation Australia NSW Members Update Webinar - which included a question and answer session with Tourism Australia Managing Director - Phillipa Harrison.

The webinar particularly focused on the challenges surrounding international tourism as Australia opens up to the world.

Ms Harrison said Tourism Australia was targeting Singapore and the United Kingdom markets as ‘dead certainties’ to open this year, and was also focused on the United States, Korean and Japanese tourism markets.

She said Tourism Australia had “watching briefs” on key markets and would be flexible as “opportunities present themselves” especially in Australia’s traditional tourism markets like the US, UK, China, Hong Kong and Europe.

Ms Harrison said consumer confidence had declined, especially when it came to the domestic market, with challenges remaining over border closures.

She added high vaccination rates would make a big difference with 75% of Australians surveyed saying they would feel safe to travel domestically once high vaccination numbers were reached (58% said they would feel safe travelling internationally).

TAA NSW CEO Michael Johnson thanked Ms Harrison for her dedication.

“Phillipa is at the head of Tourism Australia during the most difficult period in living memory and I would like to thank her and the TA team for their professionalism and dedication as our sector struggles through the pandemic,” he said.

“We still have challenging times ahead but our industry is resilient and we will get through this together.”

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