

MEDIA RELEASE

Friday, 26 November 2021

TOURISM STRATEGY WITH VISION AND ACTION PLAN

Australia's two leading accommodation bodies have welcomed the release of the draft visitor economy strategy, THRIVE 2030 (The Re-Imagined Visitor Economy), which will help guide the recovery of the national tourism industry.

Tourism Accommodation Australia (TAA) and the Accommodation Association (AAoA) say the tourism strategy helps plan for future opportunities, sets sustainable growth targets and provides solutions on how to approach the challenges ahead.

TAA CEO Michael Johnson said the release of THRIVE 2030 comes at a time of hope for Australia's tourism industry, coinciding with the resumption of flights from key partner countries in Singapore, Japan and South Korea.

"After two years of hibernation and extreme turmoil, Australia's tourism and accommodation industry now has a strategic plan which outlines where we are, where we need to be and actually guides us on how to get there," Mr Johnson said.

"As Australia re-opens to the world, the nature of the impact of COVID-19 means we are almost compelled to improve the way we do business when it comes to our tourism industry – THRIVE 2030 sets the framework we need to achieve this objective."

"The strategy proposes a range of actions including specific amendments to migration settings, the removal of barriers for travellers, investment in tourism infrastructure and the promotion of previously underutilised tourism assets that Australia naturally has at its disposal."

AAoA CEO Richard Munro said the strength of the draft strategy was grounded in the extensive consultation undertaken by the Expert Panel on Reimagining the Visitor Economy, led by the Hon. Martin Ferguson, AM.

"We commend the work of the expert panel, whose recommendations have helped shape a report with achievable goals and practical actions on how to best position Australian tourism," Mr Munro said.

"We look forward to providing feedback on THRIVE 2030 – Australia's accommodation providers and the hundreds of thousands of jobs they support are relying on the successful implementation of a plan to recover and grow our tourism sector.

"We cannot allow our migration policy settings to act as an unnecessary barrier to recovery, as our accommodation providers need all the assistance possible."

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