



MEDIA RELEASE

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AUSTRALIAN TOURISM WILL LOOK TO ASIA

Australian tourism will look to Asia in the coming years as travel booms in the region, according to latest predictions from the Tourism Forecasting Committee.

International arrivals to Australia are expected to grow by 5.3 per cent in 2010 and 5.6 per cent in 2011, fuelled largely by growth in visitor numbers from Asia.

Minister for Tourism, Martin Ferguson AM MP, said the forecasts confirm the strengthening of Australia's integration with Asia as travellers from the region form a greater percentage of the total number of visitors to Australia.

"The Australian economy has become increasingly linked to the economies of Asia with tourism also reflecting the trends in other major export sectors," Minister Ferguson said.

"Tourism Australia is investing \$150 million over the next three years on its global leisure campaign *There's Nothing Like Australia*, which includes part of the \$30 million announced in June to sustain the record growth in the China market.

"Through the National Long-Term Tourism Strategy we are building the industry's capacity to capture the opportunities of strong growth predicted in international tourism arrivals."

Minister Assisting on Tourism, Senator Nick Sherry, said Tourism Forecasting Committee predictions were consistent with global trends released by the United Nations World Tourism Organization, which recorded 14 per cent growth in visitors from the Asia Pacific region in the first eight months of 2010.

Senator Sherry, said one particular forecast posed a challenge for the industry – that the number of Australians travelling abroad will be up by 15 per cent this year, as a result of the high Australian dollar.

"The Australian Government has both immediate and long-term strategies to help support the tourism industry," Senator Sherry said.

"We're encouraging Australians to holiday at home with the *No Leave No Life Campaign*, which aims to get workers to use their leave and take a short break in Australia."

"Any unused leave we can unlock is great for tourism and we will be increasing our marketing efforts to correspond with the coming holiday season."

The Tourism Forecasting Committee November Release: www.ret.gov.au/tra

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