



# MEDIA RELEASE

## SENATOR THE HON NICK SHERRY

Minister for Small Business  
Minister Assisting on Deregulation and Public Sector Superannuation  
Minister Assisting on Tourism

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10/230

### MARKETING COMMITMENTS PAY OFF FOR TOURISM EXPORTERS

Australian tourism will benefit from forecast increases in international visitor numbers, the Minister Assisting on Tourism, Senator Nick Sherry, has told an audience of some of Australia's most prominent tourism exporting businesses.

Addressing the Australian Tourism Export Council *Meeting Place* conference in Sydney today, Senator Sherry emphasised the role of significant government marketing commitments to drive further increases in visitors to Australia.

"The outlook for international travel to Australia is positive, with Japan recovering and record growth in the China market," Senator Sherry said.

"International visitors to Australia were up almost 10 per cent in the September quarter 2010 on the previous year, and we're expecting growth next year to exceed five per cent.

"Almost half a billion dollars is spent promoting Australia each year, including flagship programs like the Tourism Australia's \$150 million global marketing campaign *There's Nothing Like Australia*..

"As a result, average annual growth in visitor arrivals is expected to be 3.9 per cent and is forecast to reach over 8 million in 2020.

"The Gillard Government will continue providing the marketing and trade support necessary to nurture growth in arrivals."

Senator Sherry also emphasised the importance of Australian tourism businesses participating in online marketing and product distribution opportunities.

"Latest data from Tourism Research Australia shows 44 per cent of international visitors are now researching or booking their holiday online," Senator Sherry said.

"The continued rise of online technology will mean Australian business will need to increase their online participation.

"The Australian Government's National Broadband Network will support Australian business to participate in the Digital Economy and make the most of these exciting new opportunities."

SYDNEY

1 DECEMBER 2010

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