



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

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

WORKING TOWARDS EASIER TRAVEL FOR VISITORS AND INDUSTRY

A working group that finds new ways to make it easier for travellers to get into and around Australia met today on the eve of the Australia-China Tourism Summit in Cairns.

The Tourism Access Working Group is made up of representatives from airlines, airports, industry associations and government.

The Minister Assisting on Tourism, Senator Nick Sherry, chaired the meeting and welcomed this year's 55 per cent rise in aviation capacity with China.

The group discussed Mapping Australia's Tourism Aviation Priorities to ensure Australia meets its aviation growth needs and identifies key markets for more air services.

The group also discussed a new project looking into the economic benefits of streamlined travel between Australia and New Zealand.

"The Tourism Access Working Group ensures government can address barriers to the growth of the tourism industry," said Senator Sherry.

"By 2020, the number of seats on flights to and from Australia needs to grow by between one-third and a half, while the number of domestic seats needs to rise by about a quarter.

"We are finding new ways to improve the supply side of Australia's tourism industry.

"This working group, for example, is seeking passenger cruise data to ensure we can measure the economic contribution of this sector more accurately in years to come."

International arrivals grew to 5.9 million in 2010 and are forecast to grow by more than three per cent this year.

Seven of Australia's top 10 markets grew during this time, with China the strongest performer, increasing by nearly 25 per cent.

More information on the working group including projects on raising awareness of the Tourist Refund Scheme and communication on the regional airports package is at www.ret.gov.au

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