



# 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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### REPORT SPOTLIGHTS REGIONS RELIANT ON TOURISM

A new report has found seven regional areas account for 21 per cent of total tourism spending in Australia.

The Minister for Small Business and Minister Assisting on Tourism, Senator Nick Sherry, released the report by Tourism Research Australia at today's Australian Regional Tourism Convention in Townsville.

The seven regions are:

- Tropical North Queensland
- The Sunshine Coast (Qld)
- The Gold Coast (Qld)
- NSW Mid North Coast
- Northern Rivers (NSW)
- NSW South Coast
- Australia's South West (WA)

"Between them, these seven regions account for one dollar in every five of tourism spending across Australia," Senator Sherry said.

"In all seven regions, most of the tourism dollar comes from domestic visitors and like other regions in Australia, domestic visitor nights have declined over the past decade.

"The seven regions have other things in common too. They're all on the coast, have National Parks and have developed visitor experiences around natural features – all subject to the vagaries of seasons.

"By looking in detail at the characteristics of some of our most tourism-dependent regions, we can tailor our strategies to make the most of the potential – especially from emerging markets such as China," Senator Sherry said.

Previous research from TRA suggests that a region's dependency on tourism is not necessarily related to the size of its tourism industry. These seven regions were the only ones identified in the report as having both relatively large tourism industries and a relatively high dependency on tourism.

*Economic Importance of Tourism in Australia's Regions: Phase 2 - Large tourism dependent regions* is at [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

TOWNSVILLE

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