



Australian Government
Australian Trade and Investment Commission

Opportunities for the Canberra Region

Canberra Regional Tourism Advisory Forum, 3 February 2023

Sam Palmer

GM Visitor Economy & Client Programs & Global Diversity and Inclusion Champion - Austrade



AUSTRALIA

Acknowledgment of Country

Professor Deen Sanders OAM, Worimi man
Chair, National Indigenous Tourism Advisory Group

“Our culture is still alive, this land is still alive, and it is still loved as unceded Aboriginal and Torres Strait Islander land – and we want to share it with you. Which is why this report is an important first step in that journey. It is a first step because it necessarily focuses on urgent economic initiatives to help us all respond to the challenges in the post pandemic environment – but it cannot stop there. A future strategy must centre Indigenous landscape, Indigenous voice and Indigenous leadership. Not because it will close a gap but because it is the best way to build a relationship to the landscape and generate a successful, authentically Australian, tourism economy.”



The Australian Trade and Investment Commission (Austrade)

- Accelerates exporter growth
- Attracts foreign investors
- Stimulates the visitor economy

- Develops **tourism policy**
- Delivers grant programs to support the tourism sector
- Provides official statistics through Tourism Research Australia



to **support a strong
tourism industry and
grow Australia's tourism
market share**

Overview

1



THRIVE 2030
Strategy

2



Domestic market

3

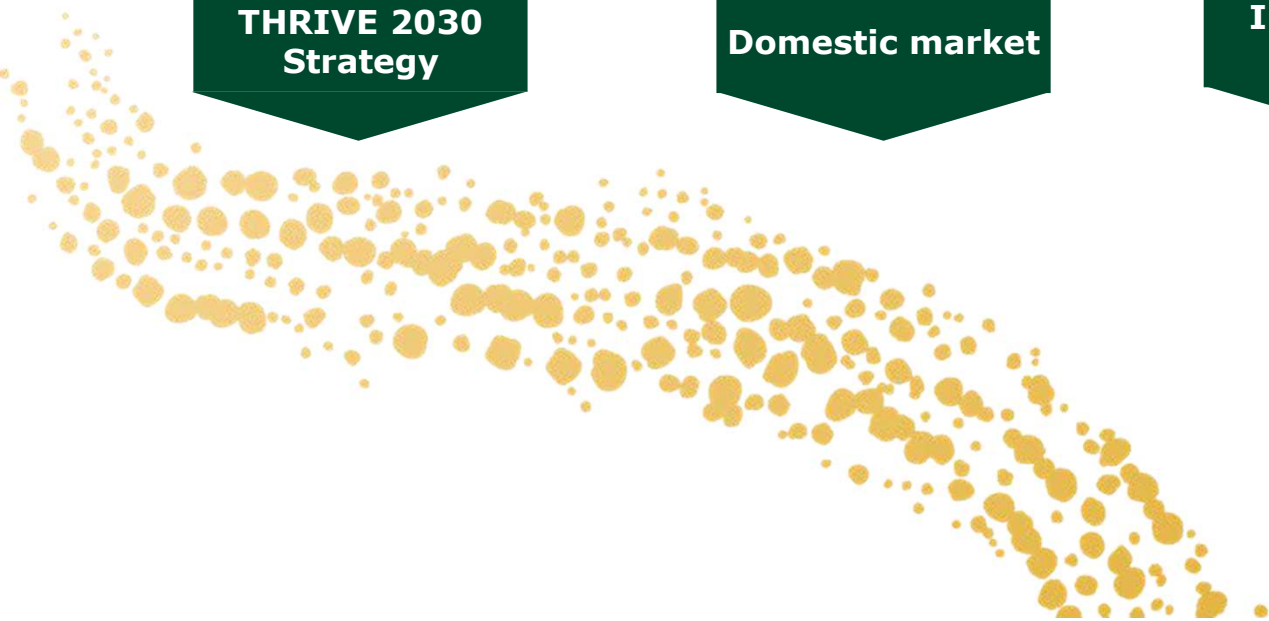


International
market

4



Other
opportunities



THRIVE 2030



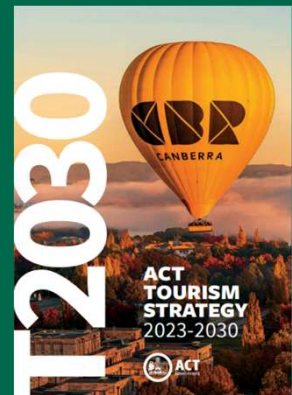
(The Re-Imagined Visitor Economy)

- National strategy for Australia's visitor economy's recovery and return to sustainable growth from 2022 to 2030
- Return to pre-pandemic expenditure (\$166 billion) by 2024
- Visitor expenditure of \$230 billion by 2030
- 7 policy pillars addressing 3 themes



T2030: ACT Tourism Strategy 2023-2030

- A vision for "A thriving, sustainable destination that benefits Canberrans"
- Four tenets of the visitor economy – place, economy, community, visitor
- Economic goals of \$3.1 billion in expenditure by 2025, and \$4.0 billion by 2030
 - Other targets for community, place, and visitor
- A "mission-led" strategy – 4 missions



THRIVE 2030 Vision and Targets



Vision

Australia's visitor economy provides world leading services and visitor experiences to consumers while delivering significant and sustainable benefits to the Australian community.

This will be accomplished by:

- **Collaborating** across all stakeholders to achieve success
- **Modernising** supply side enablers
- **Diversifying** markets, experiences and destinations

Targets

- The Strategy sets ambitious yet achievable targets
- **\$166 billion in visitor expenditure by 2024**
- **\$230 billion by 2030**
- Approximately 40% of target spend will be regional: \$100 billion
- A broader set of '**longitudinal indicators**' is being developed

Domestic Market





Domestic visitation - ACT

Visitors ('000)

Expenditure (\$M)

Reason for visiting	September quarter 2019	September quarter 2022	September quarter 2019	September quarter 2022
Holiday	273	233	173	217
Visiting friends and relatives	251	260	94	140
Business	310	281	182	168
Total*	903	829	541	634

*Total includes other reasons for travel

In the ACT...

Tourism Forecast for Australia 2022 to 2027 (Tourism Research Australia) predicted visitor nights to move higher than pre-pandemic levels in the ACT by end 2022 due to strong growth in leisure travel

Post COVID-19 challenges for many ACT tourism operators:



High business travel reliance

Pre-COVID-19, business travellers contributed a much higher share of domestic overnight visitors to the ACT than nationally



Lower than average length of stay

Domestic overnight visitors to ACT stay around 1 day less than the national average



Market for school-aged visitors

Canberra attracts many school group visitors, which stopped during the pandemic. Data for visitors under 15 currently not captured in NVS.



Yet, the ACT has several key advantages



ACT is not as impacted by seasonality

Visitor numbers are much the same across each quarter of the year. Protecting against the challenges of highly seasonal visitor flows



Strong visitor interest in Arts and Culture

31% of domestic overnight visitors to ACT participated in arts and heritage activities in year ending September 2022, more than double the Australian average (15%)



Clearly defined domestic market

59% of overnight visitors to the ACT are from Sydney, Melbourne or Brisbane

And opportunities for growth

Growing average length of stay

A one day increase in average length of stay would have the potential to add nearly 40% to domestic overnight spend in the ACT each year.

Planned scheduling of festivals/activities/blockbusters and collaborative packaging will increase opportunities to extend stays.

Events off to a good start

Summernats 2023 attracted record breaking numbers.

Floriade 2022 visitor numbers were in the top ten in event history, with high sales figures suggesting visitors were spending more money.



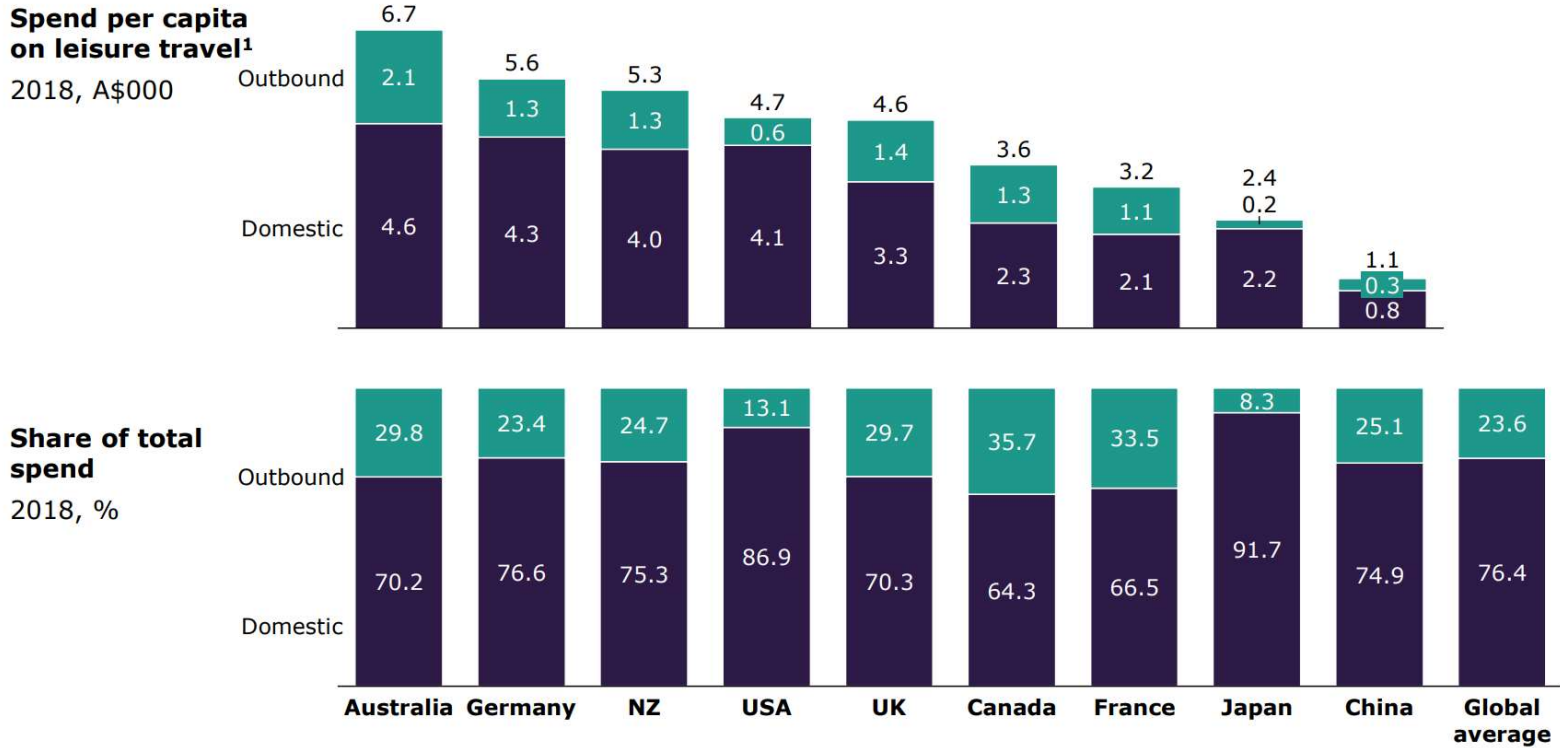
Diversification - domestic market

Australians like to spend on travel

We can encourage greater domestic spend by:

- Developing unique experiences
- Simplifying the planning process

Australian Travel Spend 2018



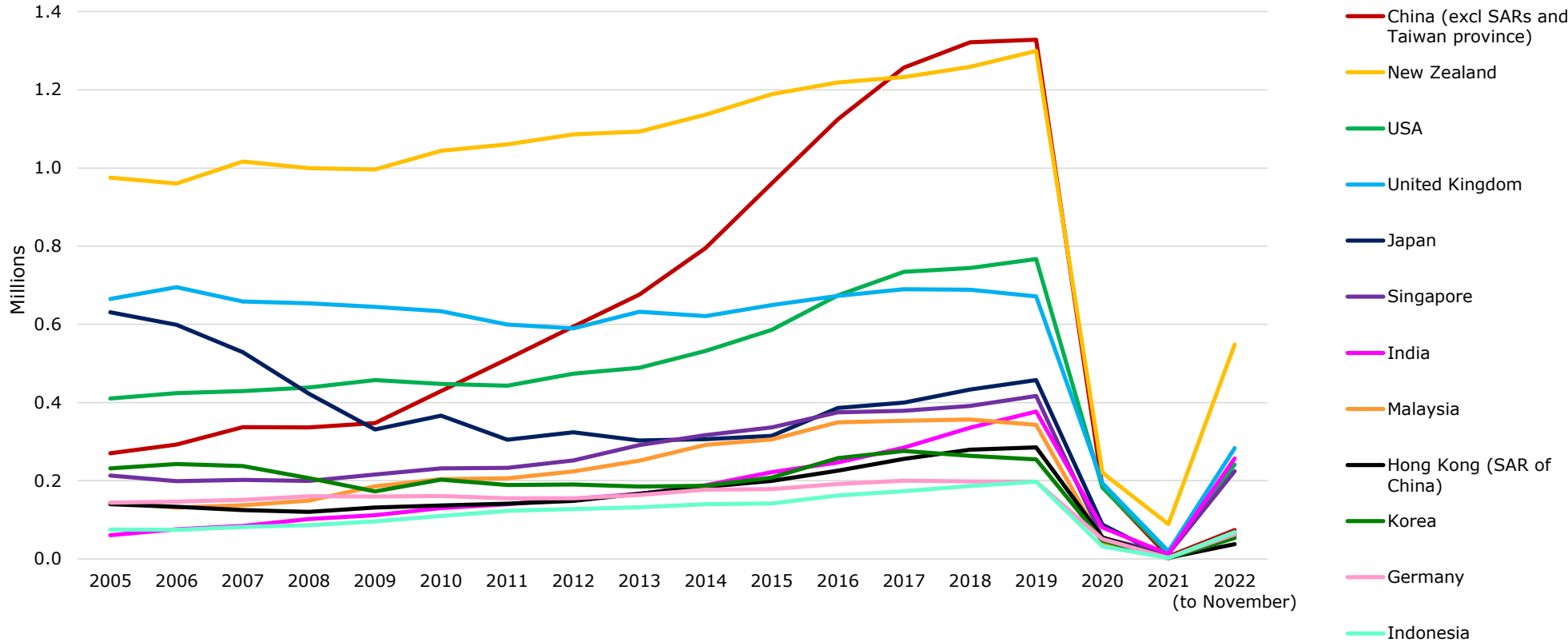
1. Leisure: holiday and VFR travel
Source: UNWTO, World Tourism Barometer, July 2020 (converted to \$AUD using exchange rate for 31 July 2020)

International Market



International visitor numbers in Australia

Short term visitor arrivals¹ to Australia by year, selected countries², 2005 to 2022

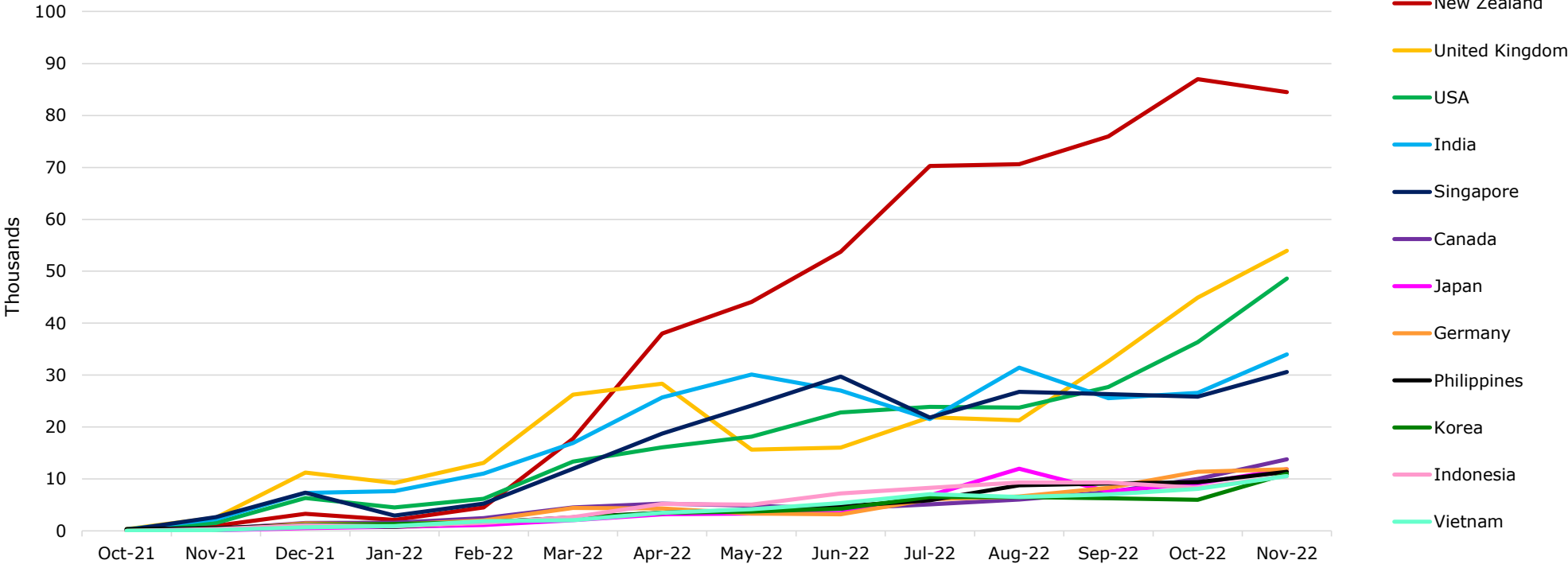


1. Visitors aged 15 years and older with intended duration of stay in Australia of less than 12 months.
 2. Top 12 countries based on number of short term visitor arrivals in 2019.
 Source: Department of Home Affairs, 2022, Overseas Arrivals and Departures to November 2022.



International visitor arrivals by origin country: October 2021– November 2022

Short term visitor arrivals¹ to Australia by month, selected countries², October 2021 to November 2022



1. Visitors aged 15 years and older with intended duration of stay in Australia of less than 12 months.
2. Top 12 countries based on number of short term visitor arrivals in November 2022.
Source: Department of Home Affairs, 2022, Overseas Arrivals and Departures to November 2022.

International tourism is starting to recover

	Visitors ('000)		Total trip spend (\$M)	
	September quarter 2019	September quarter 2022	September quarter 2019	September quarter 2022
ACT	61	29	133	114
Australia	2,064	972	11,108	6,051

Across Australia...

- International tourism recovery slower than domestic
- Leading markets were NZ, UK, India, USA, and Singapore. Influenced by other key markets like China and Japan being slow to open borders
- Visiting friends and relatives and Employment segments recovering fastest
- International visitor expenditure forecast to surpass pre-COVID levels in 2024 while arrivals forecast to exceed pre-COVID levels in 2025

Diversification - international markets

- **Diversification** a key focus of THRIVE 2030
- **Action to develop Visitor Economy Diversification Strategy to:**
 - Maintain & build share in existing markets
 - Identify new & emerging international source markets
- Good potential in the Indo-Pacific region

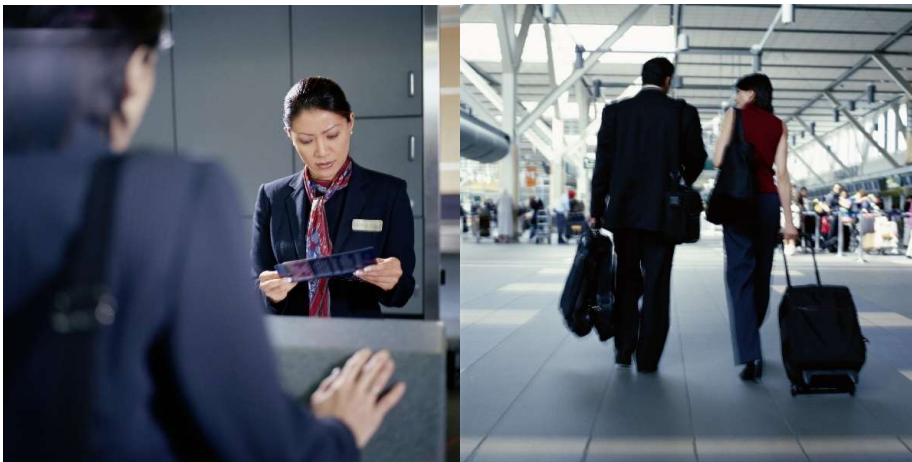


Image: Austrade

THRIVE
2030

Potential Growth Markets



Indo-Pacific region

Challenges



Develop appropriate products



Provide language & cultural training



Meet food preferences



Promote effectively

Alignment with broader Government diversification agenda

*Southeast Asia Economic Strategy
2040*

- Deepening engagement with Southeast Asia is a key commitment of Government across all sectors
- Education and tourism will be key sectors of focus for the Strategy



Other Opportunities

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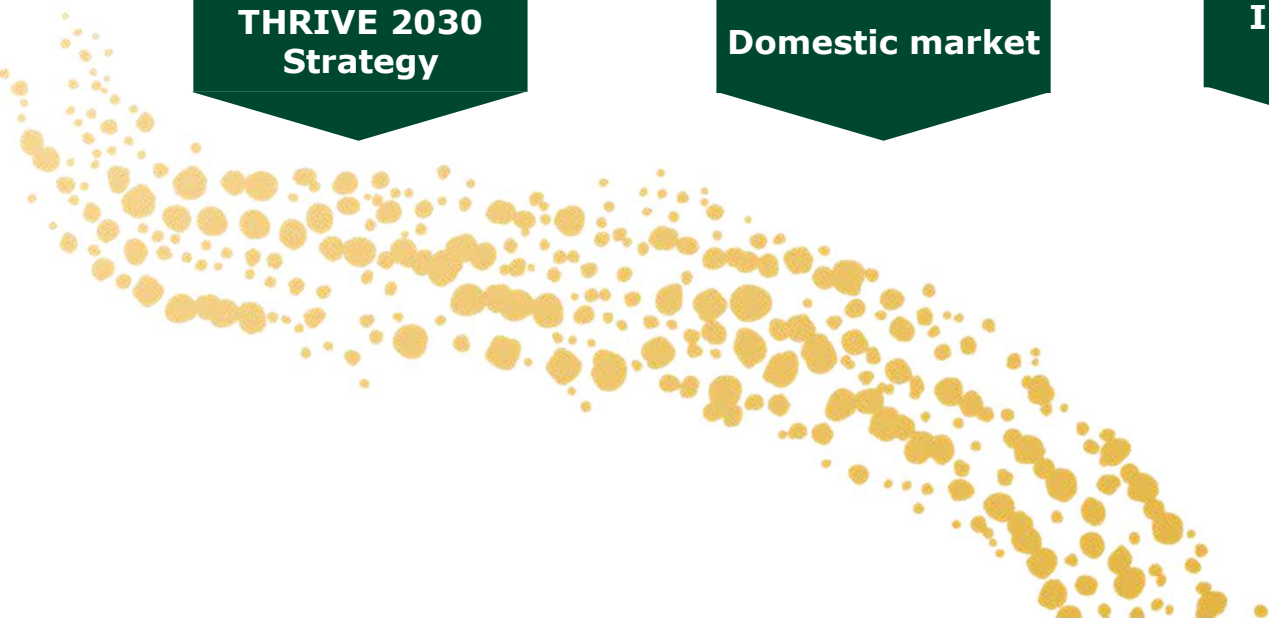


International
market

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Other
opportunities



Accessible tourism

- Travellers with disabilities contribute more than **\$3.2 billion** a year to the visitor economy.
- The accessible travel community includes people with disability, a long-term health condition, or mobility needs. This includes individuals with:
 - Limited mobility
 - Wheelchairs and scooters
 - Low vision
 - Low hearing
 - Cognitive impairment/autism
 - Allergies and intolerances
- GetAboutAble's work & "More than Inclusive, More than Accessible" campaign

Visually impaired hikers at the top of Mt Kosciuszko
Image: Cocky Guides



Sustainable & nature-based tourism

- Nature-based tourism is growing
- Travellers are becoming more **conscious of their environmental footprint**
- Benefits of sustainability: **efficiency, cost reduction** and **promotion**
- **Sustainability framework and toolkit** under development with states and territories.

Resources – examples include

- Ecotourism Australia Certification and Scorecard Programs
- Business.gov.au Environmental Impact guide
- Grants and support programs – check business.gov.au
- Intrepid Travel - 10 step guide to decarbonise your travel business

Image: Tourism Australia



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