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29 October 2014

MEDIA RELEASE

HIGHEST EVER EXPENDITURE DRIVES POSITIVE OUTLOOK FOR AUSTRALIAN TOURISM

Record expenditure of \$30 billion (up 7%) by international visitors in 2013–14, and \$72 billion (up 3%) by domestic travellers places Australian tourism in a strong position to achieve the industry's 2020 target of \$115 billion in overnight expenditure.

Tourism Research Australia's (TRA) *State of the Industry 2014*, released today, reports that this result is tempered by sustained above-trend growth in outbound travel (up 6.5% in 2013–14), which continues to provide a threat to the domestic sector—the industry's bread and butter.

"This year's report shows a continuation of the trend we have observed over the past five years—an increase across both domestic and international sectors to a record \$102 billion in total visitor expenditure, but the challenge for the Australian tourism industry is unlocking its potential and increasing the appeal of holidaying at home to domestic travellers" said Mr Quinn, Assistant General Manager of TRA.

"Demand for the Australian tourism experience is influenced by factors such as income, exchange rates, and product satisfaction, and importantly, demand needs to be supported by improvements in supply" added Mr Quinn.

On the supply front—supported by the tourism investment pipeline worth almost \$50 billion—aviation and accommodation continue to track well against the industry's 2020 targets.

The full *State of the Industry 2014* report, *Tourism Industry Performance Scorecard 2013–14*, and *Tourism Ready Reckoner* can be accessed at www.tra.gov.au

Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: tourism.research@tra.gov.au or (02) 6272 6968

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