

# Tourism 2020

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Whole of government working with industry to achieve Australia's tourism potential

## **Tourism Research Advisory Board Meeting 28 October 2013 Summary of Outcomes**

### ***Survey of Small-Scale Accommodation***

Despite a continued promotional campaign by Tourism Research Australia (TRA), industry associations and state and territory tourism organisations, registrations for the small-scale accommodation survey (SSAS) were not high enough for the project to be viable. Tourism Ministers accepted a recommendation from the Advisory Board that the project be discontinued and that efforts be made to utilise data contained in reservation management systems.

### ***Tourism Forecasts***

The Advisory Board noted that the first forecasts to be prepared by TRA were released on Friday 25 October 2013. The forecasts were developed drawing upon advice from a reference panel comprising key informants from industry and government.

### ***Advisory Board Purpose***

The Advisory Board agreed that it is timely to amend its Terms of Reference, particularly around the Board's scope and role, the number of meetings per year and membership. The Secretariat has re-drafted the Terms of Reference for consideration by Minister Robb.

### ***Changes to tourism within the new Government***

The Advisory Board agreed to prepare an issues paper on 'demand-driver infrastructure' programs for consideration by Minister Robb. Advisory Board members are particularly keen to ensure that mechanisms are in place for states and territories to manage funding for tourism programs under the new arrangements for domestic tourism.

### ***Tourism Research Australia update***

The Advisory Board noted that TRA:

- has developed a new, more user-friendly website;
- is producing multi-tiered reports for different audiences;
- is finalising the development of its mobile APP which will include access to TRA's key data;
- is developing an 'academic library' for its website which will include the title, author, key findings and key applications of various academic publications;
- is updating TRA Online and CDMOTA to be more user-friendly; and
- is working on a range of snapshots for industry.

### ***Research and Development Corporation for Tourism***

The Advisory Board agreed to form a sub-committee to explore further the need for the establishment of a Research and Development Corporation to provide an ongoing funding mechanism for tourism research. The case will demonstrate a clear understanding of the current situation, gaps, how to address gaps, and funding.

For more information go [www.tra.gov.au](http://www.tra.gov.au) or email [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)

**Deborah Lewis**  
**Acting Chair, [Tourism Research Advisory Board](#)**  
**General Manager**  
**Tourism Division**