



Australian Government

Business and leisure: exciting opportunities in the Australian tourism and visitor economy

Tourists spend more per visit to Australia than anywhere else.

We're the top destination in the world for our natural experiences; home to stunning beaches, pristine rainforests and vast outback plains. We have 20 UNESCO World Heritage sites. Our vibrant cities offer world-class sporting and cultural events, diverse cuisines and award-winning wineries on the doorstep, with a thriving business events sector.

In the year before the pandemic hit, we welcomed almost 10 million visitors, after a decade of solid growth.

Both domestic and international tourists are rediscovering their wanderlust now borders are open again – spending on transport services grew a whopping 60 per cent in the March quarter of 2022. In May 2022, spending on domestic overnight trips was 33 per cent higher than pre-pandemic levels. Our THRIVE 2030 strategy outlines plans to rebuild visitor spending in Australia to pre-pandemic A\$166 billion by 2024 and grow it to A\$230 billion by 2030.



**GLOBAL
AUSTRALIA**





A growing industry

Chinese visitors to Australia spent A\$12 billion in 2019, while American visitors spent A\$4 billion, the British spent A\$3.3 billion and visitors from New Zealand spent A\$2.6 billion.

Pre-pandemic, Australia's tourism industry experienced more than a decade of consecutive growth. Australia has the solid regulatory foundations and business support systems – not to mention the natural assets – to ensure our strong signs of recovery continue.

Our political stability, sound governance and transparent regulatory system all make for a safe, low-risk business environment.

Australia's focus on investing in new products and destinations, a diverse portfolio of markets and strengthening business practices, sustainability and workforce capability is helping our tourism industry flourish.

Our natural beauty

Australia is an ecotourism leader and our breathtaking natural landscapes offer something for every traveller.

Our ecosystems are home to a huge variety of plants and wildlife, much of which is unique to Australia.

With such an expansive natural environment – including a continuous coastline stretching some 30,000 kilometres – innovative businesses have the chance to craft truly unique travel experiences.



Eat well, stay well

One in five dollars spent by international tourists in Australia goes on food and wine.

Our award-winning restaurants and wineries serve up fresh produce, while cafes have made coffee an art form.

Wellness tourism is a growing market around the world and increased by almost 10 per cent in Australia 2019.

Promoting Australia

Australian tourism businesses are supported by well-funded government promotional efforts, including a A\$40 million Tourism Australia campaign to attract international visitors Down Under.

The Business Events Bid Fund Program offers financial support at the critical bidding stage to help secure new international business events for Australia.

The government is investing an additional A\$48 million to attract and upskill workers, support quality tourism products, and deliver infrastructure upgrades. This includes A\$10 million to help wholesalers and exporters to attract more international visitors to Australia, through a range of activities including expos, development, and marketing.

A wide variety of federal and state government support, assistance and grants programs are available, including export finance and grants to grow international tourism markets. Particular support is available to help businesses innovate and build long-term, sustainable growth.

Businesses planning new investments in Australia can get tailored help from the Australian Tax Office's New Investment Engagement Service.

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Aussies holiday at home

The tourism industry has been buoyed by an even greater demand from Australians exploring their own backyard.

Australians are enthusiastic travellers, accounting for around three-quarters of total tourism spend in a typical year, and taking more than five annual domestic overnight trips, on average.





Australian Government



Australia is offering

- Fast track visas
- Facilitated relocation of company executives, key staff and their families
- The certainty of permanent residency
- Tailored advice to help kick start your Australian success
- Connections to industry and professional networks

Who's eligible?

Highly skilled individuals with exceptional talent in their field, as well as Australian resident companies or foreign resident companies with a permanent base in Australia.



Check out what Australia has waiting for you at:



www.globalaustralia.gov.au/tourism



www.linkedin.com/company/globalaustralia

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