

DOING WHAT'S RIGHT FOR AUSTRALIA

The Howard
Government



ENCOURAGING TOURISM

The Howard Government recognises the importance of tourism, which employs 4.6% (around 500,000) of the Australian workforce and contributes to over 10% of our exports.

Tourism is the lifeblood of many communities, with 53 cents in every tourism dollar being spent outside Australia's capital cities. Tourism is also the means by which many overseas visitors learn about Australia and Australians learn more about their own country.

Domestic tourism benefits from a strong economy. Since 1996, 2.2 million more people are in jobs, average wages have increased 21.5% above inflation and tax relief has been delivered, resulting in more people with more income to spend, seeing their own country.

With some targeted help from the Howard Government, the Australian tourism industry has, like our economy more generally, displayed resilience in response to shocks, including the 1997 Asian financial crisis, September 11, the Ansett collapse, SARS and natural disasters like drought, floods and cyclones.

The 2003 Tourism White Paper, and the \$235 million package that accompanied it, launched "Brand Australia" to the world and implemented initiatives to encourage domestic tourism, while putting in place structural reforms to ensure sustainable tourism growth.

Among the many efforts to promote Australia abroad is the "So Where the Bloody Hell Are You?" campaign, which helped deliver 2.7 million tourists to Australia during the six months

period January 2007 to June 2007. A further, innovative way of attracting new American tourists to Australia has been through the annual "G'Day USA" week, the single largest foreign country promotion held annually in the United States.

In the year to June 2007, Australia achieved a record of 5.6 million international visitors, who spent \$1.8 billion more than in 2006. These numbers are forecast to increase again in 2008. Building on this, Tourism Australia will have a record \$555 million over the next four years (2007/08 to 2010/11) to promote Australia and encourage tourism.

Other recent measures include: the Australian Tourism Development Program to enhance tourism in regional and rural Australia; provision of mentors to high potential Indigenous tourism businesses; funding towards a sunrise viewing platform at Uluru and for field management and infrastructure in the Great Barrier Reef Marine Park; a Memorandum of Understanding with the China National Tourism Administration and development of the Korean Voluntary Code of Conduct (to promote fair and value for money tourism experiences); promotion of Australia as a destination for business events and conventions; a World Heritage campaign in Japan; and an Action Plan to boost nature based tourism.

The Howard Government will continue to build a strong economy, support small businesses and regional communities and put Australia's best foot forward.



For more information about our achievements and plans for the future

