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MEDIA STATEMENT

Live from AUS – Let’s bring Australian tourism a-live

The Australian Tourism Industry Council and its thousands of tourism SME member businesses, including many regional-based firms are strongly behind the success of Tourism Australia’s innovative ‘Live from AUS’ domestic campaign.

The mainstream media, as well as digital and online execution, launches this evening through broadcast media and then through TA’s highly popular Facebook page and YouTube channels.

Executive Director of ATIC, Simon Westaway said:

“Enthusiastically we wish Tourism Australia well with this bold and innovative campaign approach. Importantly we observe it includes a focus on how Australia’s tourism SME’s from all corners of the country deliver their compelling offering and how it can and will strongly appeal to local audiences to hit the road and holiday here this year.

“Domestic tourism is the well-known backbone of our sector. Pre the COVID-19 pandemic Australians were spending \$100 billion annually inside our domestic visitor economy, which like our international visitor and spending numbers, were running at record levels.

“Close to three quarters of our industry is a domestic play and that clearly will not change for the years ahead.

“Acknowledging the significant hurdles that our industry has faced with a stratospheric drop in demand the face of recovery will not be easy. This week’s official massive lift in unemployment and underemployment levels and rising household debt and cashflow stress highlight this.

“But it is the right thing for our acclaimed national tourism agency to keep the inspiration of a domestic holiday, a regional and rural journey or short trip top of mind and that time is now.

“Innovative campaigns like this are a further proof point that there is a genuine, longer term role for Tourism Australia to play in Australia’s domestic tourism sector. Our position on this has never wavered.

“We wish the campaign well and look forward to hearing of the strong outcomes and insights gained and hopefully lots of future trips being considered or booked!”

Further Details:

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