

Executive Director Update

Australian tourism and our broader visitor economy continue to experience change and ongoing challenges, but it is also being presented with opportunities.

The announced commencement of a two-way safe travel corridor on the Trans Tasman route from 19 April presents such a scenario. Challenges in terms of new competition for the Australian visitor dollar, but opportunity for Australian tourism businesses to again access a returning international market from the traditionally high volume, if historically lower-yielding Kiwi market.

The travel bubble provides a foundation for ATIC to push for future international market re-openings, headed by the likes of Singapore.

With the Federal Government domestic airfare initiative underway, airlines have reported stronger forward sales. This is against a backdrop of Federal Transport data showing domestic air travel down 75% in the past year. ATIC will keep a close watch on the performance of this policy.

The national COVID-19 vaccine rollout is at a critical juncture. With only around 3% of Australians having received their first of two vaccine treatments, the rollout is simply not moving quickly enough despite international supply chain disruption. It is a point ATIC is consistently prosecuting through media and in government circles.

Areas of current public policy focus remain around increased direct support for tourism enterprises, reform of business insurance affordability and accessibility and future changes to the Working Holiday Maker program to benefit tourism and hospitality.

Simon Westaway
Executive Director



Recent ATIC Media

- [State of Tourism Industry - ABC TV News 24](#)
- [Can Half price flights help patch up a stricken tourism industry- ABC TV](#)
- [State of the tourism industry- The Australian](#)
- [State of Tourism Industry - Nine Fairfax \(Age / SMH\)](#)
- [State of Tourism Industry - Sky News Australia](#)
- [End of JobKeeper - Nine Fairfax \(Age / SMH\)](#)
- [Trans Tasman Travel Bubble - Radio New Zealand](#)
- [Easter Holiday Trade - News Limited papers](#)
- [Welcome sign at Aussie airports](#)
- [Easter Holiday Trade - Sky News](#)
- [Australians need to 'hold authorities to account' over border closures - The Australian](#)
- [School Holiday Reform - The Courier Mail](#)
- [Domestic and International Borders - Sky News](#)
- [Trans Tasman travel bubble - Seven Network 'Sunrise'](#)
- [Trans Tasman travel bubble - NZ Media](#)
- [Vaccine Rollout - ABC The World Today](#)



Federal Government Grant Program

COVID-19 Consumer Travel Support Program – Update

Applications for the Federal Government's COVID-19 Consumer Travel Support Program are now open and your business, if a tour arranging service or travel agency, may be eligible.

There is a range of criteria to meet for the one-off taxable grant which is an online application process through the Services Australia Business Hub.

You can view the Grant Opportunity [here](#).

For further information or to access the Grant Opportunity documents please visit [GrantConnect](#)



ATIC Communications

- [Media Statement: End of JobKeeper and Industry Direction](#)
- [ATIC Member Update Edition 14, March 2021](#)

Federal Government Updates

- [TRA - Tourism Satellite Account 2019/20](#)
- [TRA - NVS Monthly \(December 2020\)](#)
- [TRA - IVS Calendar Year 2020](#)
- [International Visitor Survey results December 2020](#)
- [BITRE - Domestic Airline Activity \(January 2021\)](#)
- [ABS - International Arrivals Activity \(January 2021\)](#)
- [Statement on JobKeeper - Federal Treasurer](#)
- [Statement on Half Price Air Fares - Federal Tourism Minister](#)
- [Half-price airfares to power tourism recovery | Minister for Trade, Tourism and Investment](#)
- [Jobkeeper Update](#)
- [Tourism Australia - Marketing commitment](#)
- [Trans Tasman two-way Travel](#)
- [AstraZeneca COVID-19 Vaccine | Prime Minister of Australia](#)



Quality Tourism Framework

The Quality Tourism Framework (QTF) is a business pathway to support the continuous growth and development of an Australia tourism business.

Quality Tourism Accreditation

The Quality Tourism Accredited Business logo signifies quality assurance and the delivery of quality tourism experiences.

COVID-19 Clean Module

The complimentary COVID-19 Clean Practising Business module is offered through the QTF and is recognised as meeting the WTTC Safe Protocols



[Click here to learn more](#)



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