

MEDIA STATEMENT

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Towards Australia's next long-term national tourism strategy

Peak body ATIC has welcomed the Federal Government's commitment towards an end-game to produce the next long-term national tourism and visitor strategy inside the COVID economy.

ATIC Executive Director Simon Westaway said the peak body had urged for renewal and delivery of a new long-term national tourism strategy to supersede the *Tourism2020* industry blueprint.

"Improved engagement with industry, which this appointed expert panel can bring, will help elevate policy priorities for a better future state for Australian tourism," Mr Westaway said.

"We view the establishment of an Expert Panel as a means to advance the timeline towards a much-needed, decade long national tourism and visitor economy strategy to year 2030.

"Martin Ferguson previously drove successful collaboration and alignment on the fundamentals to deliver *Tourism2020* and ATIC positively views the appointment and that of the diverse Panel.

"ATIC will continue to directly engage with the Federal Government on a future national tourism strategy which can support a more sustainable future for tourism enterprises and jobs."

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