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MEDIA RELEASE

\$48M ELECTION COMMITMENT CRUCIAL TO TOURISM RECOVERY

The announcement today that a Labor Government will invest \$48 million to assist the tourism industry recover has been welcomed by the Australian Tourism Industry Council.

Included in the \$48 million package is \$8 million to help small businesses through the Quality Tourism Framework, which delivers training, accreditation and Awards programs enabling small tourism businesses to develop high-quality sustainable, eco-friendly, accessible and internationally-targeted tourism product.

Australian Tourism Industry Council Chair Evan Hall said the funding was well-targeted to help small and regional tourism businesses adapt to changing markets and workforce needs.

“The tourism industry was one of the first affected during the COVID-19 pandemic, and the industry continues to feel the impact of more than two years of ongoing restrictions,” Mr Hall said.

“This funding will provide mentoring, support and programs to assist new tourism businesses start up and develop new tourism product to meet the market.”

“Labor’s election commitment is consistent with the priorities identified by the Australian Tourism Industry Council, including regulatory reform, new infrastructure, events and attracting key workers.”

More than 10,000 tourism businesses around Australia already participate in the Quality Tourism Framework, which is managed by the Australian Tourism Industry Council in partnership with State Tourism Industry Councils.

ENDS.

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