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Australian Tourism Operators Focus on Growth Through Innovation and Investment

The recent national business sentiment survey from the Australian Tourism Industry Council, supported by the state and territory Tourism Industry Councils, reveals that many tourism operators are adapting, innovating and investing despite a mixed trading environment.

During the June quarter 2025, around 72% of respondents were open and trading as usual. Activity compared to the same period last year was split, with 38% experiencing weaker results and 36% reporting stronger performance. Those achieving growth credited product diversification, stronger digital presence, favourable weather and key travel periods such as school holidays.

International demand continues to strengthen, with Tasmanian businesses reporting strong interest from the Singapore market and Victorian operators noting growth in bookings from China and emerging Southeast Asian markets. One Victorian respondent highlighted that “continued recovery of international markets” and “investment in infrastructure and new experiences” are helping sustain growth.

Innovation is driving confidence. Operators across Victoria, New South Wales and South Australia reported expanding offerings, from hosting weddings and restorative retreats to adding Indigenous cultural experiences. A Victorian respondent explained, “These mostly higher-yield activities not only complement the peak summer season but also enable more strategic use of our infrastructure year-round.”

Looking ahead, sentiment remains steady. For the next 12 months, 45% of operators are planning to invest more and 45% feel confident about their business prospects. Confidence is strongest in regions with steady domestic travel and healthy forward bookings. In Tasmania, multiple respondents cited “increased visibility interstate and overseas” as a key growth driver.

In association with



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While challenges remain, including rising operational costs, workforce shortages and environmental factors, many businesses are focusing on long-term stability and growth. As one New South Wales operator put it, “In spite of the economic downturn we are pressing ahead... we have invested a huge amount in new accommodation and facilities as well as in marketing, promotion and training.”

With fresh investment, expanding markets and a focus on innovation, many operators are positioning themselves to capture more visitors and build stronger trade in the year ahead.

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