

Tourism Australia – Opening statement

Thursday, 27 February 2025

Phillipa Harrison, Managing Director

- Good evening and thank you for giving me the chance to address the committee.
- I would like to start with a quick statement to provide an update on Tourism Australia's work and the current state of play for inbound international tourism to Australia.

Arrivals

- The Australian Bureau of Statistics recently released the international arrivals numbers for December 2024, which show we welcomed 8.3 million visitors to Australia over the calendar year.
- With a full 12 months of arrivals numbers we can now compare last year to the 2023 and we are pleased to see arrivals are up 15 per cent year on year.
- While we welcome the continued growth in inbound international arrivals we acknowledge it is steady and these nationally aggregated numbers are not the same experience for everyone around the country.

Campaign activity

- At Tourism Australia we are continuing to work in key markets around the world to encourage international travellers to plan and book an Australian holiday.
- An example of our recent activity is our *Howzat for a holiday?* campaign which ran in India throughout the recent Summer of Cricket.
- With the eyes of India already on our country for the Test series we took the opportunity to promote Australia as a holiday destination with great success.
- Our campaign featuring Australian Test Cricket captain Pat Cummins and our brand ambassador Ruby the Kangaroo has been viewed almost 100 million times in India.
- Work is also underway to build on our successful global *Come and Say G'day* campaign with the next chapter of that to be rolled out mid-year.

Conclusion

- Tourism is the lifeblood of so many communities around the country, delivering significant benefits and employment opportunities for so many Australians.
- We are committed to driving demand for Australia around the world and look forward to revealing plans to do just that later this year.