

Budget estimates – Opening statement (Friday, 2 June)

- Good afternoon and thank you for giving me the opportunity to address this committee.
- I know our last meeting was only a few months ago (February), so I will keep this brief, before taking any questions you may have.

Come and Say G'day

- Tourism Australia's global campaign, *Come and Say G'day*, which launched late last year (October), is playing across our key markets and it is performing well.
- Our research shows those who have viewed the campaign are 59 per cent 'more likely to take a holiday to Australia' and that is the impact we want it to have.
- The 190 partnerships, which are part of the campaign, are continuing to roll out, and results show our key distribution partners are exceeding their targets.

China

- Later this month, *Come and Say G'day*, will launch in China – which was our largest market for both visitation and spend, pre-pandemic.
- We always maintained a presence in China which allowed us to move quickly when China reopened to launch a tactical campaign, *Don't Go Small Go Australia*, to capture pent up demand and visiting friends and family.
- Now that initial wave has been through, and aviation capacity is returning, the time is right to go live with *Come and Say G'day* in China.

Recovery

- In terms of the overall international tourism recovery we were pleased to see the arrivals figures for March show we are back to 73 per cent, compared to March 2019.
- This is up from 65 per cent in February and show the recovery is trending in the right direction.
- Importantly, since the start of the year, we have seen the number of people visiting Australia for a holiday outnumber those visiting friends and relatives...
- And that is what the tourism industry has been waiting for.