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Tourism & Transport Forum (TTF)

A division of TTF Australia

SUPPLEMENTARY SUBMISSION

Inquiry into the role of the National Capital Authority

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1. Forward

The Tourism & Transport Forum (TTF) welcomes the opportunity to make a supplementary submission to the Review of the National Capital Authority (NCA).

The NCA plays a crucial role in ensuring effective planning and pro

attractions were more important in their decision making than did overnight visitors (66.4% compared to 61.4%).

Of significance is that overnight holiday and leisure visitors who stayed an average of 1-7 nights and travelled with children; they are more likely to be highly motivated by attractions and would be more likely to substitute their trip if they did not exist.

At the end of June 2004, a total of \$249-\$265 million is estimated to be attributable to the ACT attractions sector per annum. This includes approximately \$217 per annum from domestic and international overnight visitors and \$40 million from domestic day trippers.

Attractions are also a significant catalyst for additional expenditure flows to supporting industries, translating to approximately \$85 million per annum for the accommodation sector, \$76 million for the food and beverage sector, \$43 million the retail sector, \$28 million for transport and \$5 million per annum for the entertainment sector³.

It is estimated that a total of \$96-\$102 million would be foregone if the ACT attractions did not exist. This includes approximately \$83 million per annum from domestic and international overnight visitors and \$16 million per annum from domestic day trippers⁴.

It is encouraging that cultural visitors still remain to be a large proportion of travellers to the Territory despite declining numbers. Over the past 4 years, cultural visitors have represented between 29-34% of total visitors to the Territory⁵.

Greater support for institutions such as the Australian Capital Exhibition, the National Carillon and Anzac Parade needs to remain a priority given the significant contribution these attractions make to the ACT economy.

³ Sustainable Tourism CRC & University of Canberra, ACT Attractions: Economic Impact Study

⁴ Sustainable Tourism CRC & University of Canberra, ACT Attractions: Economic Impact Study

⁵ National Visitors Survey, Tourism Research Australia, December 2007



Tourism & Transport Forum – Supplementary Submission to the Review of the National Capital Authority



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