



Opportunities for the Visitor Economy

Research Report overview

What is the research report and why was it prepared?

The research report is a detailed analysis of the current state of the visitor economy in the wake of the COVID-19 pandemic. It sets out findings and opportunities for industry and government to consider in planning recovery and long-term sustainable growth of the sector. The purpose of the report is to stimulate discussion on issues and opportunities and not to provide recommendations or policy prescriptions.

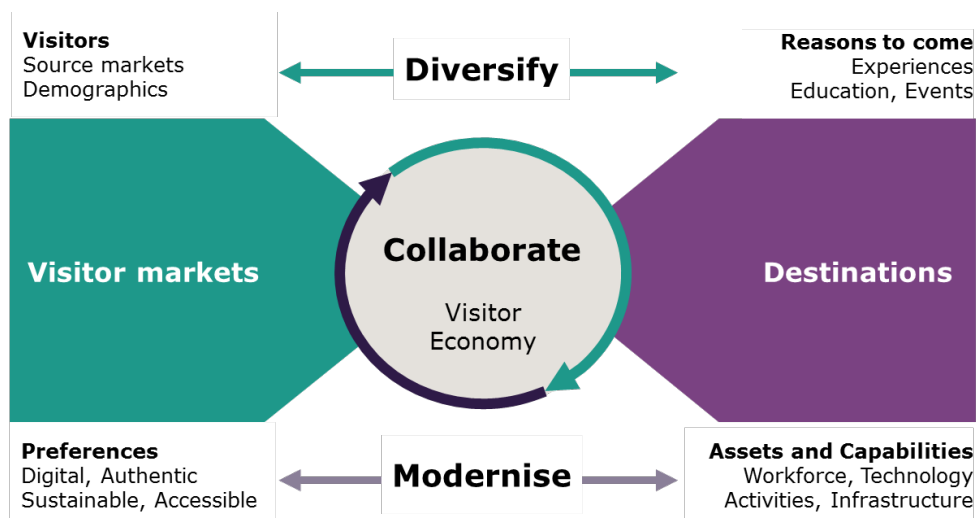
The report is an important input for the [Expert Panel](#) on Reimagining the Visitor Economy. The Expert Panel will prepare a separate report providing recommendations that will help guide the sector through long term transformation to sustainable growth.

Importance of the visitor economy

The visitor economy makes a significant contribution to Australia. It is our fourth largest export earner¹, generates \$152 billion in consumption, and employs directly and indirectly over a million Australians. Beyond its economic contribution, it is an important facilitator of Australia's identity, reputation and soft power overseas.

Key message – diversify, modernise and collaborate

The key message of the report is that the visitor economy should build its future by: **diversifying** its markets; **modernising** its offer, assets and workforce; and **collaborating** at all levels to do so.



¹ 2018-19 year, after iron ore, coal and natural gas

The research report makes 31 findings and outlines significant opportunities for the visitor economy to:

- **diversify** source markets, destinations and experiences to generate greater yield and manage risk.
- **modernise** products to have maximum appeal and improve supply side enablers to deliver quality visitor experiences sustainably and efficiently.
- **collaborate** across all levels of government and with industry to achieve a return to sustainable growth.

The report examines six key topics:

- Structure of the visitor economy and its significant contribution to the Australian economy.
- Pandemic impact and possible recovery scenarios.
- Market opportunities to explore.
- Providing compelling reasons to visit.
- Delivering a high quality visitor experience.
- Collaboration required to achieve success.

Next steps

The Expert Panel will consider the research report in framing its recommendations to government and industry which will help establish a framework for the next long-term strategy for the sector. The Expert Panel is expected to deliver its report in the fourth quarter of calendar year 2021.



For further information please visit the Reimagining the Visitor Economy [webpage](#) or contact visitoreconomy@austrade.gov.au