

MEDIA RELEASE



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New tourism funding would drive economic growth, new air services to Australia

The Australian Airports Association (AAA) has welcomed the Australian Labor Party's commitment to provide an additional \$25 million for tourism marketing.

AAA Chief Executive Officer Caroline Wilkie said the additional funds for Tourism Australia domestic marketing and aviation attraction recognised the importance of the industry to Australia's future prosperity.

"We know that every new air service welcomed by our airports injects new growth into the tourism market," Ms Wilkie said.

"With global demand for air services expected to double in the next 15 years, this funding commitment comes at a time of great opportunity for Australia's tourism industry.

"Australia's airports have a proud tradition of working in partnership with tourism agencies to bring new services to Australia and we are delighted that the importance of Tourism Australia's contribution has been recognised."

Ms Wilkie said the \$100 billion tourism market was a critical economic driver and welcomed the creation of a dedicated tourism plan to support its future success.

Australian airports play an important role in the tourism industry, with 97 per cent of international visitors arriving in the country by air.

Ms Wilkie said the continued focus on aviation attraction would help airports, airlines, government and tourism agencies work together to bring more air services to Australia to support local jobs and industry.

These efforts would be further supported by the recently announced \$100 million regional airport fund, ensuring both international and domestic tourists can easily access some of the country's most remote attractions.

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