

## **HON ZOE BETTISON MP** Shadow Minister for Trade, Tourism and Investment

Wednesday, 24 April 2019

### **Tourism numbers plummet as Liberal cuts take hold**

South Australia's tourism revenue has plummeted by more than \$70 million according to the latest national statistics – as the industry feels the true impact of the Marshall Liberal Government's cuts to tourism.

Hardest regions hit by a decrease in daytrip expenditure include Limestone Coast (down \$30 million), Barossa (down \$21 million) and River Murray Lakes and Coorong (down \$9 million) in the 12 months to December 2018 (compared to the same period in 2017).

The dramatic reversal to this key South Australian industry comes just a few weeks after data showed South Australia was also the only State going backwards on international visitor numbers – down 3 per cent on the year to December 2018.

The Marshall Liberal Government cut \$11 million cut from the State's tourism budget last year and industry sources have said there is a further \$5 million being proposed in this year's June State Budget.

The cuts mean the South Australian Tourism Commission is left with a stark choice – cut selling the State to potential tourists or cut the investment in events that bring in tourists.

Tourism in SA includes thousands of businesses, directly employing 36,000 people.

The Marshall Liberal Government's Tourism Minister, David Ridgway, appears to be a keen advocate of his own tourism – taking five international trips over 29 days in his first year as Minister.

#### **Quotes attributable to Shadow Minister for Tourism Zoe Bettison**

After years of solid investment and growth under Labor, the Marshall Liberal Government is turning its back on tourism putting businesses and jobs at risk.

This is a big hit to the tourism industry bottom line and with further cuts to the Tourism Commission's budget, it will only get worse.

The Marshall Liberal Government has been in office for more than twelve months and yet they have delivered no new strategy to grow this key industry.

The only tourism David Ridgway is boosting are the economies of the countries he visits and his frequent flyer account.

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