

## HON ZOE BETTISON MP

Shadow Minister for Trade, Tourism and Investment

Tuesday 2 April 2019

### **Liberal cuts hitting tourism industry**

Latest data shows South Australia's tourism numbers are slumping as the Marshall Liberal Government plans another round of deep cuts to the South Australian Tourism Commission's budget.

Tourism Research Australia has released the latest data for international visitors for the year ending December 2018 with South Australia the only State to go backwards.

In contrast with national growth in international tourism, South Australia saw an alarming decline in international visitors (-3.2%), spending (-3.5%) and visit nights (-9%) compared with the previous year.

The visitor economy is a big job creator in South Australia. It directly employs 36,000 people and contributes \$6.9 billion to the State's economy

In its last budget, the State Government cut \$11 million from the SATC, and industry sources say that there's another 5% cut planned in this year's State budget.

The Joyce Review, published to much fanfare by the Marshall Liberal Government in February, recommends that oversight of the Commission should now directly fall to the beefed-up Department for Trade, Tourism and Investment. (Recommendation 9.31)

That means the SATC loses its independence to set its own international marketing strategy and combined with cuts to their budget, puts South Australia at a distinct disadvantage to other States. (Recommendations: 9.12 and 9.33)

### **Quotes attributable to Shadow Minister for Trade, Tourism and Investment Zoe Bettison**

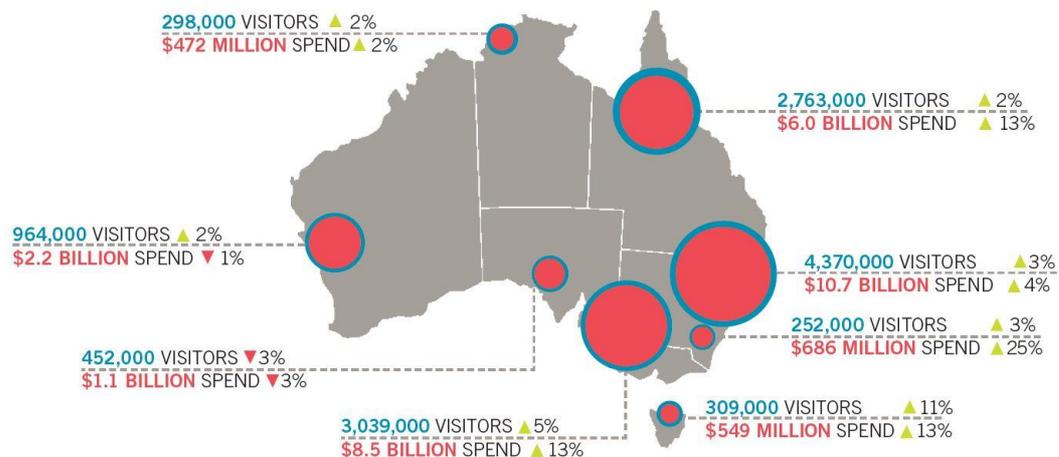
This slump in international visitor numbers will only get worse as the Marshall Liberal Government cuts the tourism budget further.

Cutting the SATC budget means either less money to market the State internationally or less money for events – both drive international visitors to South Australia.

Fewer visitors means fewer jobs and the industry cannot afford any more cuts from the Marshall Liberal Government.

**Pamela Perre 0447 525 822**

FIGURE 5: INTERNATIONAL VISITOR NUMBERS AND SPEND BY STATE, YE DECEMBER 2018



\* Total number of visitors by state will be greater than total number of visitors for Australia



3A INTERNATIONAL VISITORS, VISITOR NIGHTS AND REGIONAL EXPENDITURE BY STATE/TERRITORY VISITED <sup>a</sup>

ANNUAL ESTIMATES - ALL ACCOMMODATION

	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	TOTAL
<b>VISITORS ('000)</b>									
YEAR ENDING DECEMBER 2017	4 243	2 884	2 702	467	944	278	293	245	8 135
YEAR ENDING DECEMBER 2018	4 370	3 039	2 763	452	964	309	298	252	8 524
% OF VISITORS TO STATE <sup>b</sup>	51.3	35.7	32.4	5.3	11.3	3.6	3.5	3.0	100.0
% CHANGE BETWEEN YEAR ENDINGS	3.0	5.4	2.3	-3.2	2.1	11.0	1.9	2.9	4.8
<b>VISITOR NIGHTS ('000)</b>									
YEAR ENDING DECEMBER 2017	93 984	65 557	53 075	10 855	26 241	4 625	3 706	5 221	263 797
YEAR ENDING DECEMBER 2018	96 204	72 872	55 052	9 874	24 928	4 911	3 589	5 838	273 793
% OF VISITORS NIGHTS TO STATE <sup>c</sup>	35.1	26.6	20.1	3.6	9.1	1.8	1.3	2.1	100.0
% CHANGE BETWEEN YEAR ENDINGS	2.4	11.2	3.7	-9.0	-5.0	6.2	-3.2	11.8	3.8
<b>REGIONAL TRIP EXPENDITURE (\$M)</b>									
YEAR ENDING DECEMBER 2017	10 290	7 500	5 291	1 141	2 261	485	463	550	27 982
YEAR ENDING DECEMBER 2018	10 729	8 467	5 994	1 101	2 234	549	472	686	30 234
% OF VISITORS TO STATE <sup>c</sup>	35.5	28.0	19.8	3.6	7.4	1.8	1.6	2.3	100.0
% CHANGE BETWEEN YEAR ENDINGS	4.3	12.9	13.3	-3.5	-1.2	13.2	2.0	24.7	8.0

Source: <https://www.tra.gov.au/International/international-tourism-results>