

Tourism, the current state of the tourism industry and 2026 predictions

February 2026

John Hart, Executive Chair
Australian Chamber –
Tourism

The Largest Tourism Representative Organisation



Global Blue



The Largest Tourism Representative Organisation



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Aviation Customer Rights Charter

Australian Chamber – Tourism (the Chamber) welcomes the opportunity to comment on the draft Aviation Customer Rights Charter (the Charter).



Aviation Consumer Ombuds Scheme

Australian Chamber – Tourism welcomes the opportunity to comment on the design of the Aviation Consumer Ombuds Scheme. Measures that increase consumer outcomes and confidence to travel should be and are supported by the Chamber.



Strategic Fleet Team

The Australian Chamber – Tourism raises concerns in response to the call for input into the consultation on the Coastal Trading (Revitalising Australian Shipping) Act 2012 (the Act).



Future Traveller Strategy

Australia's competitiveness in passenger facilitation at ports is falling, impacting our attractiveness as a destination and our capacity to drive visitor expenditure.



Australian Chamber Tourism Pre-Budget Submission 2026-2027

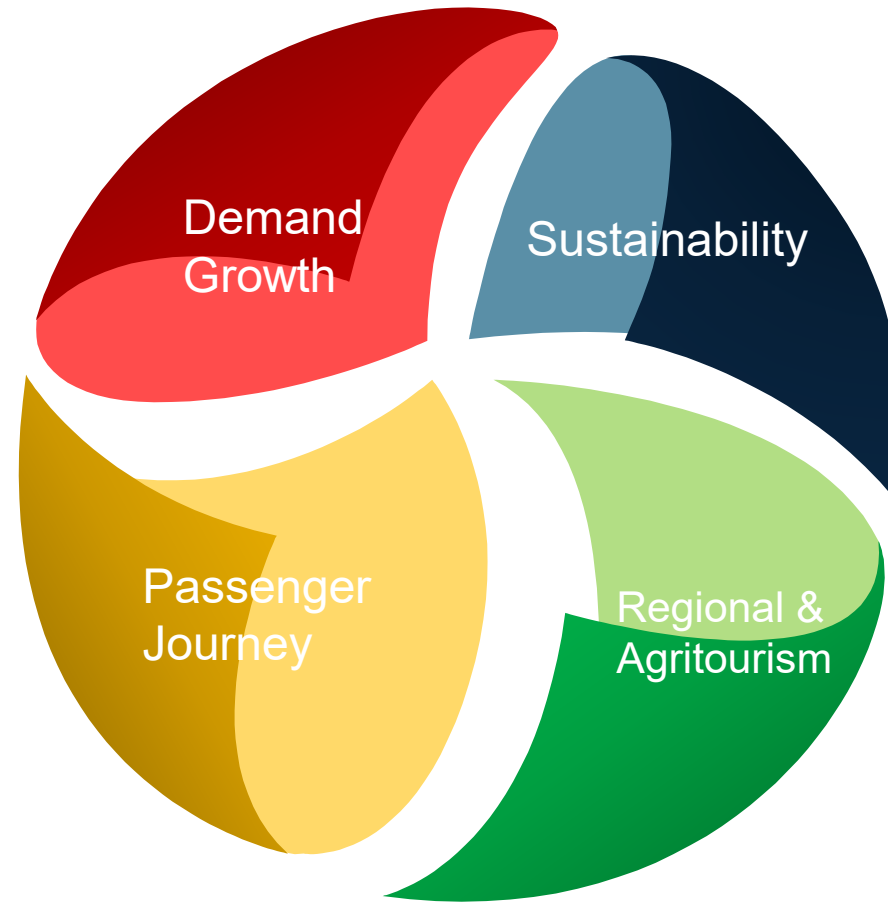
Australian Chamber – Tourism welcomes the opportunity to make a submission to the Treasury on key policy initiatives for the Government's consideration in order to assist in the recovery and capitalise on the potential of the visitor economy.



Independent Review of the Coastal Trading (Revitalising Australian Shipping) Act

This submission outlines the importance of the cruising industry to the visitor economy.

Priority Areas – Australian Chamber - Tourism

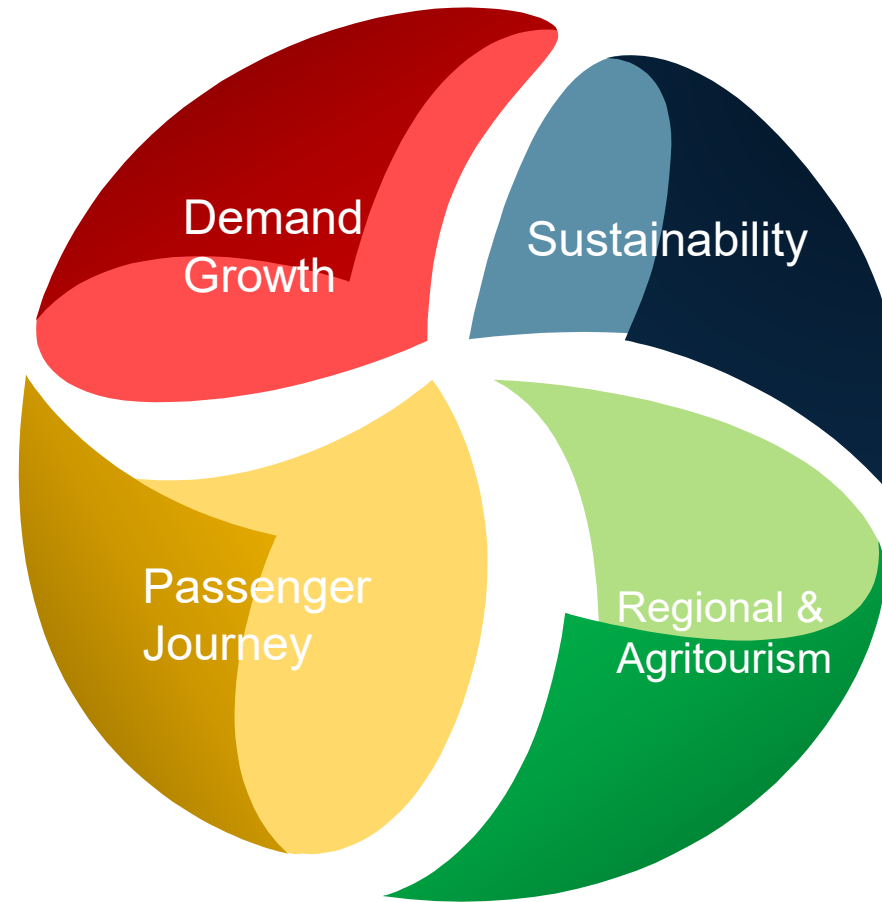


Priority Areas – Australian Chamber - Tourism



Grow demand for Visitation to and within Australia to \$280 Billion per Annum.

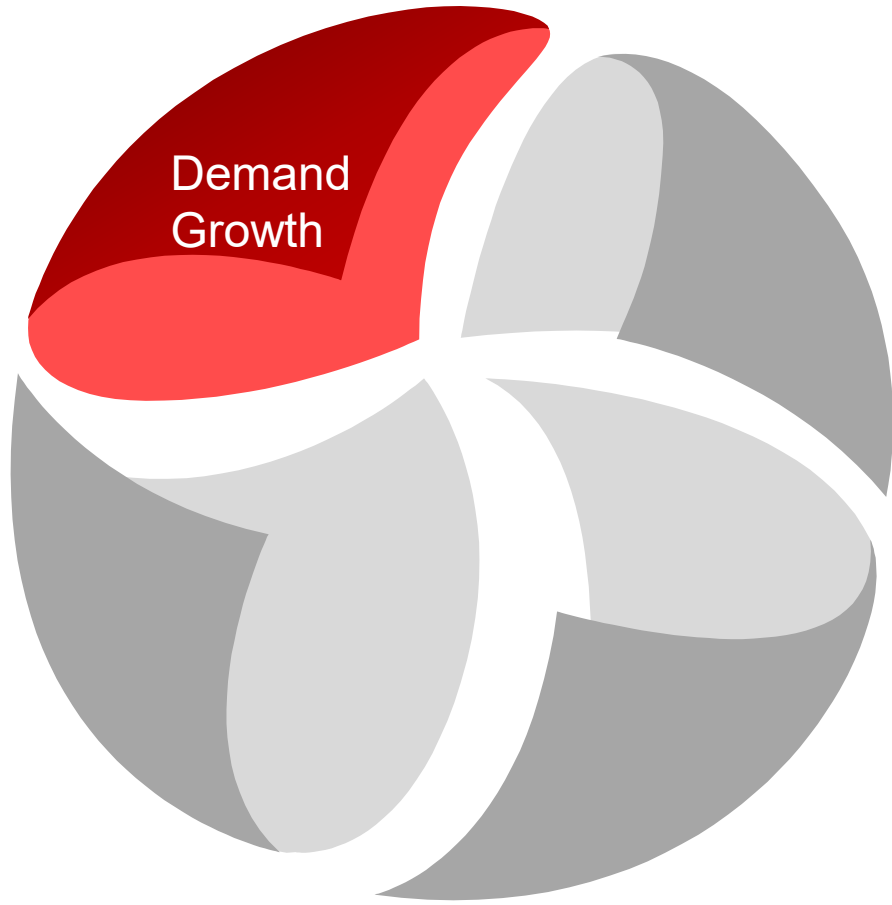
Focus on Environmental and Business Sustainability.



Improve the passenger journey for both inbound and outbound travel.

Strengthen regional economies and dispersal through growing agritourism and improving regional infrastructure.

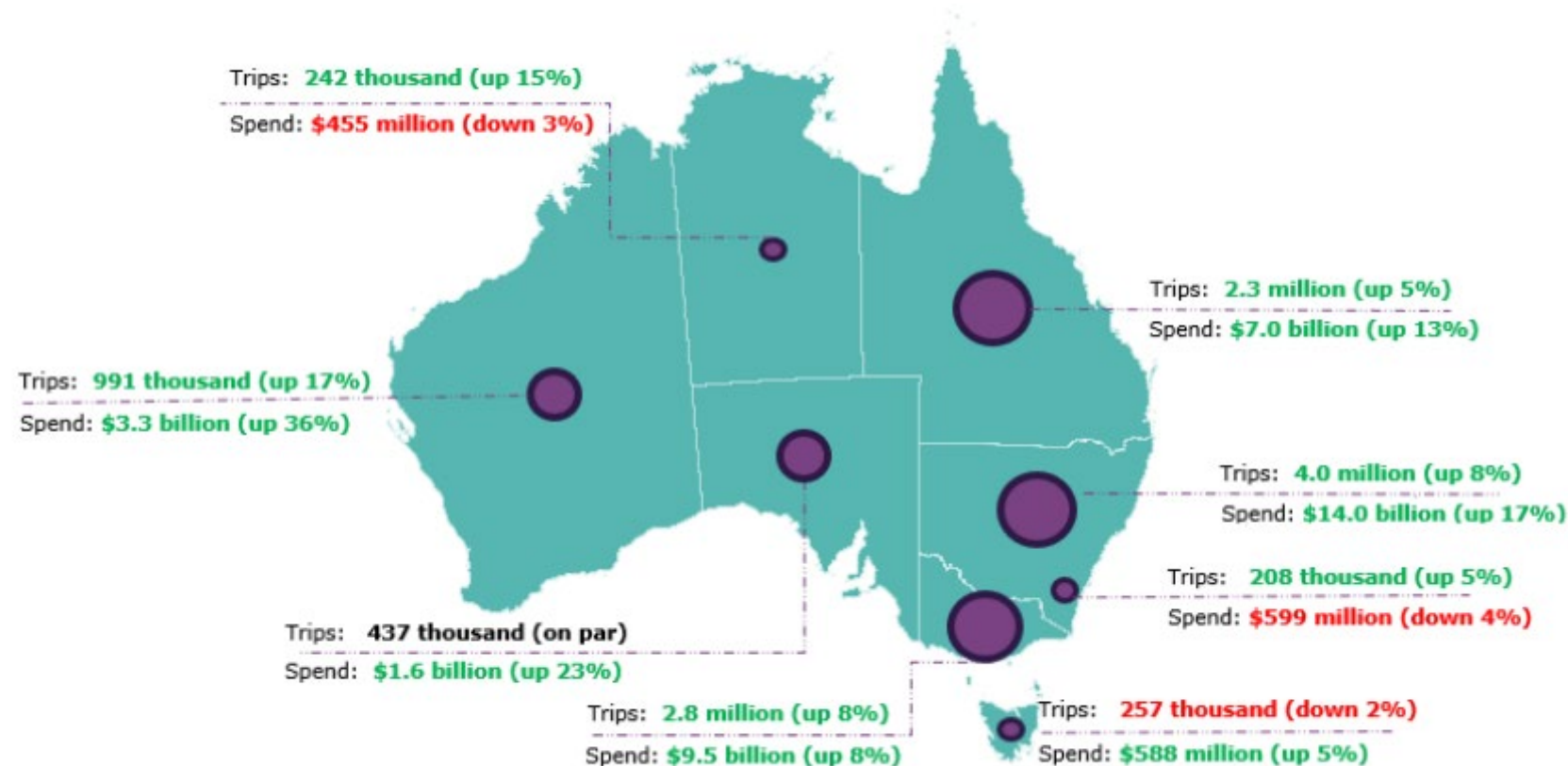
Demand Growth



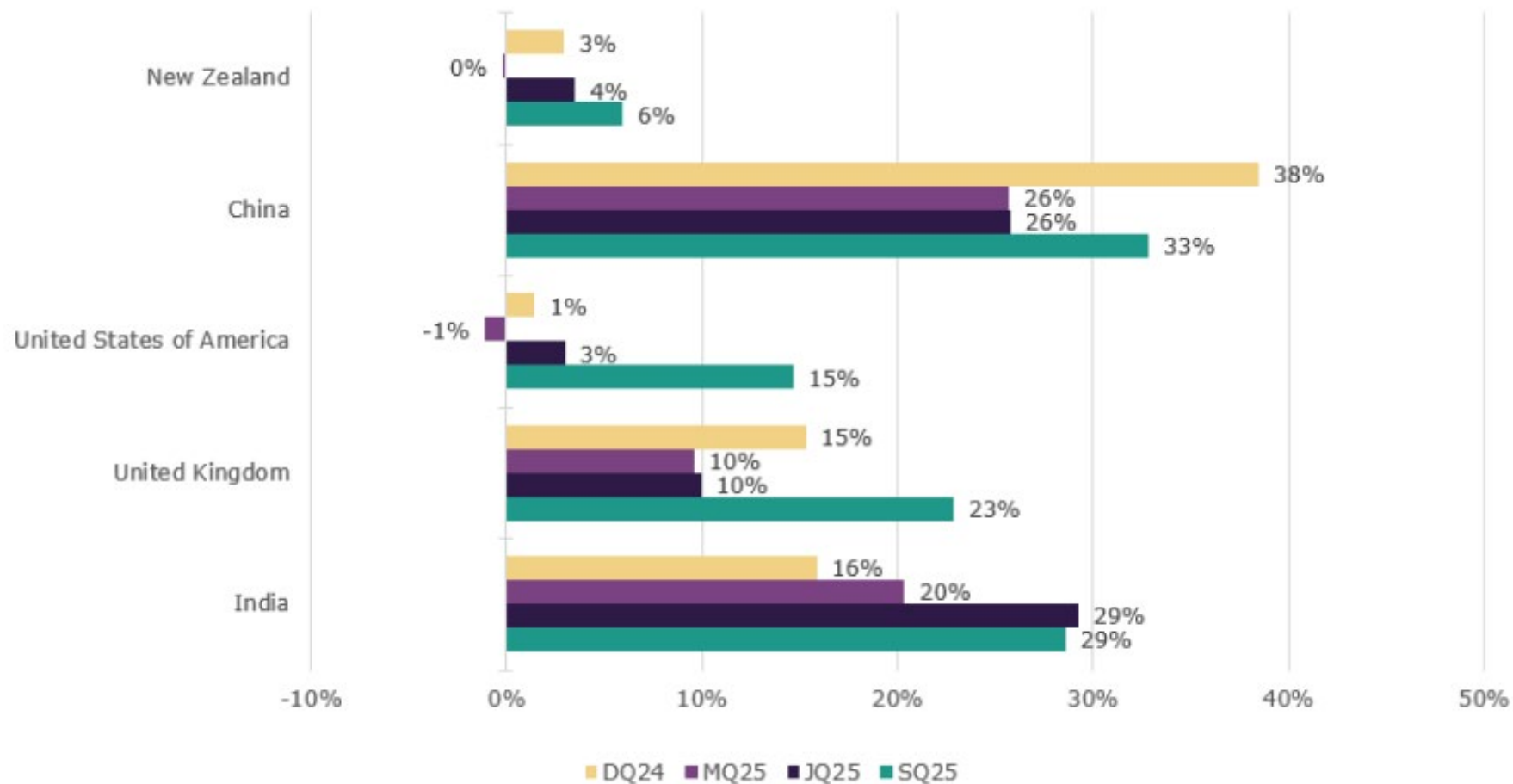
Increase Demand to \$260 - \$280 Billion

Provide \$200 Million per annum funding for Tourism Australia.

International – September 25 on 2024

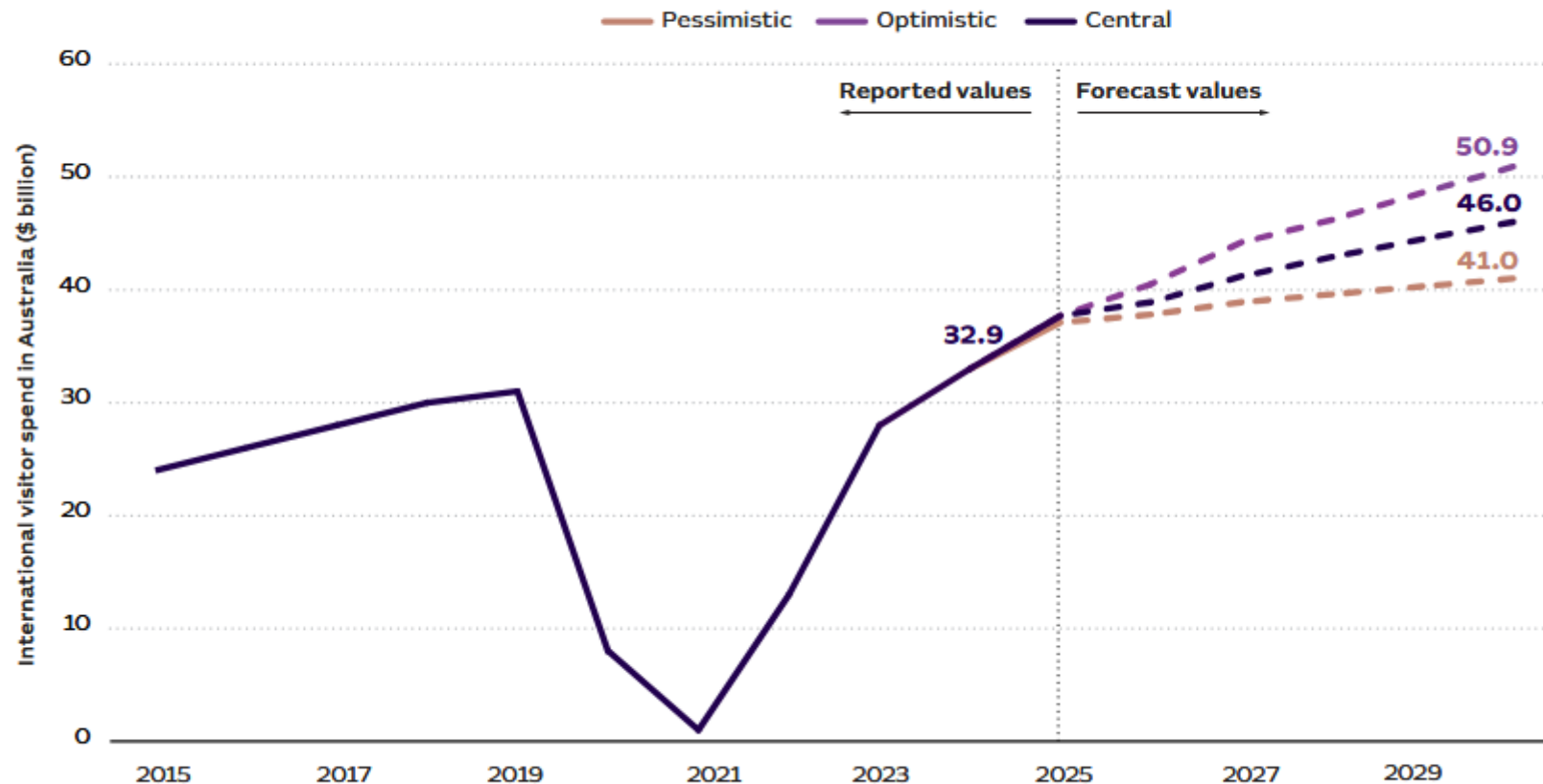


International by Top 5 Markets



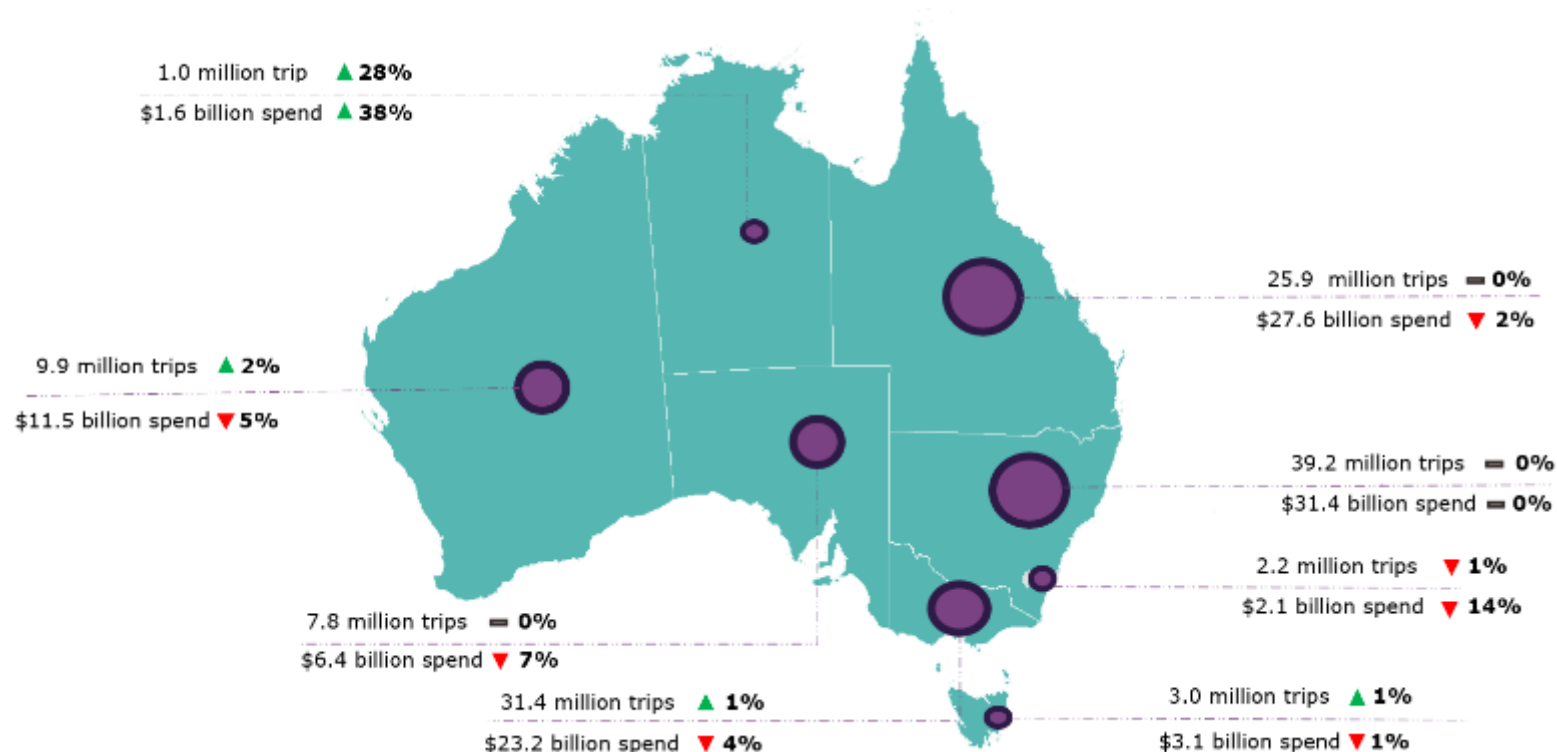
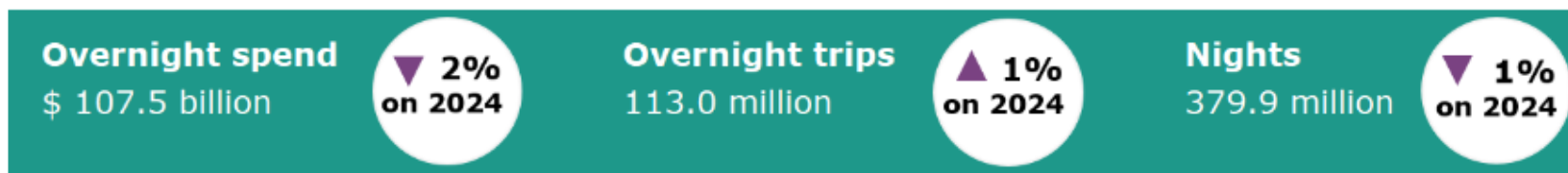
International Projections

Figure 20. International visitor spend in Australia in the pessimistic and optimistic scenarios compared with central forecast. Reported values to 2024, forecast values from 2025 onwards.



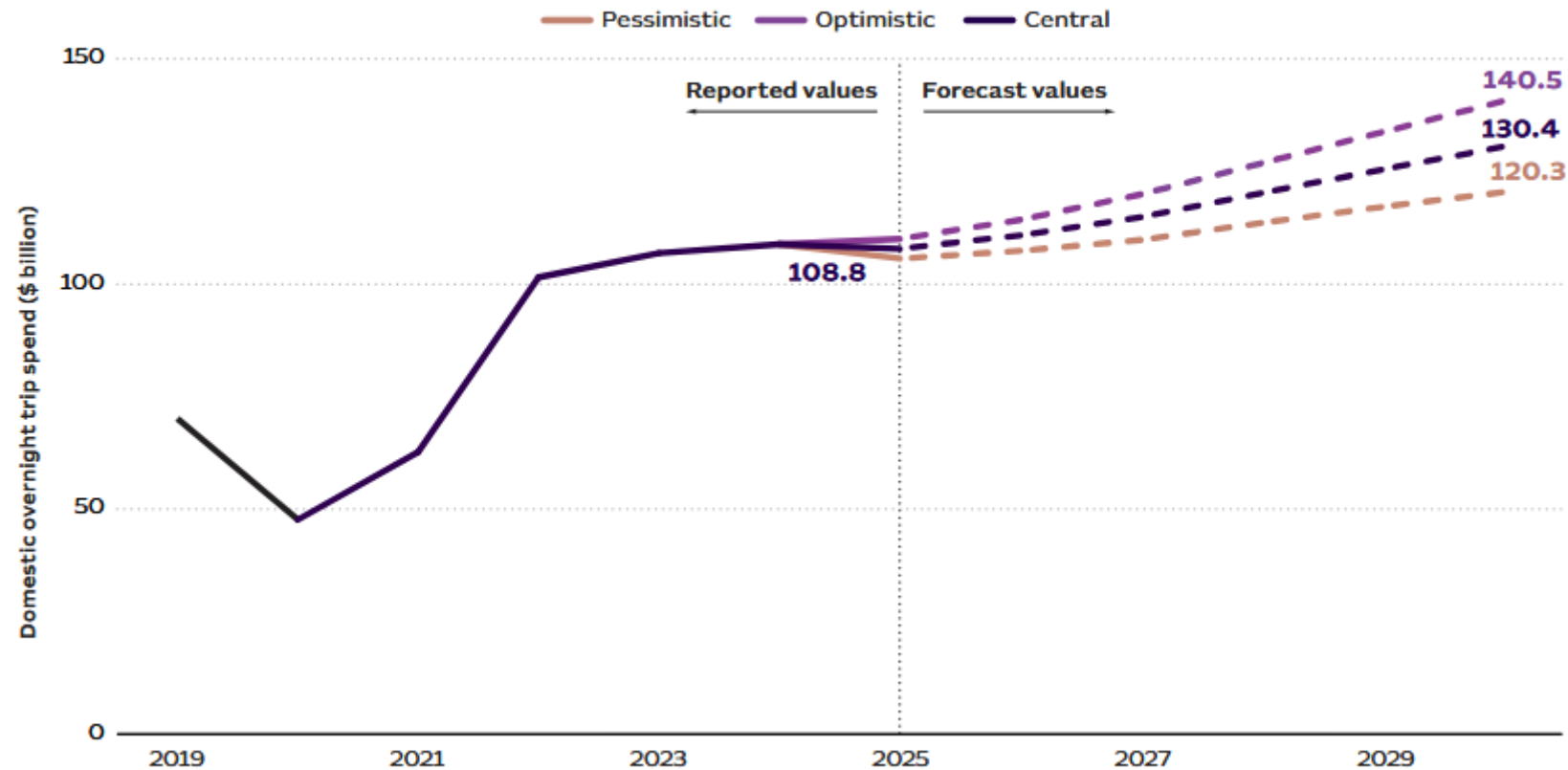
Source: Tourism Research Australia. Uses International Visitor Survey (IVS) data.

Domestic – September 25 on 2024



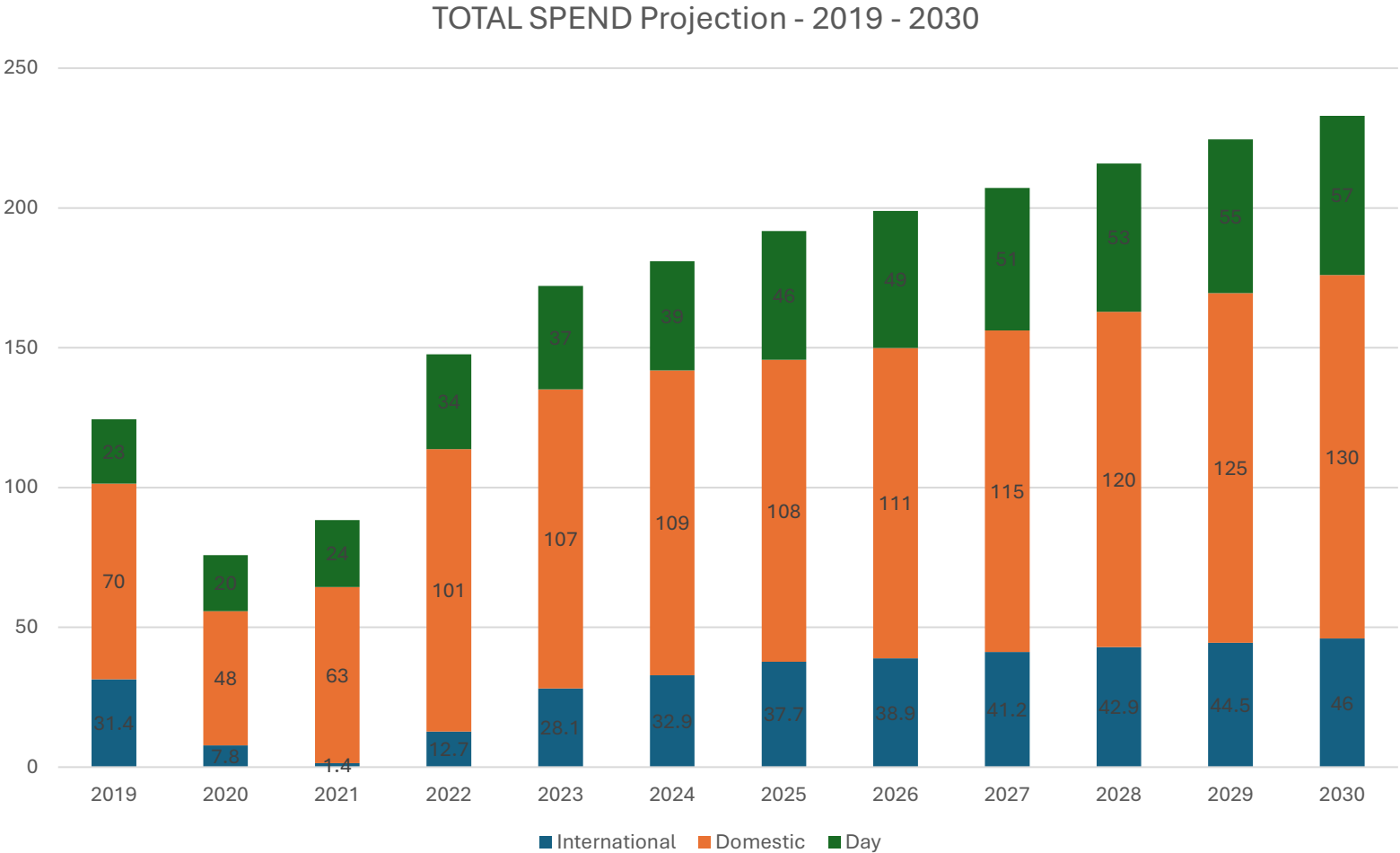
Domestic Projections

Figure 22. Domestic overnight trip spend in the pessimistic and optimistic scenarios compared with central forecast. Reported values to 2024, forecast values from 2025 onwards.



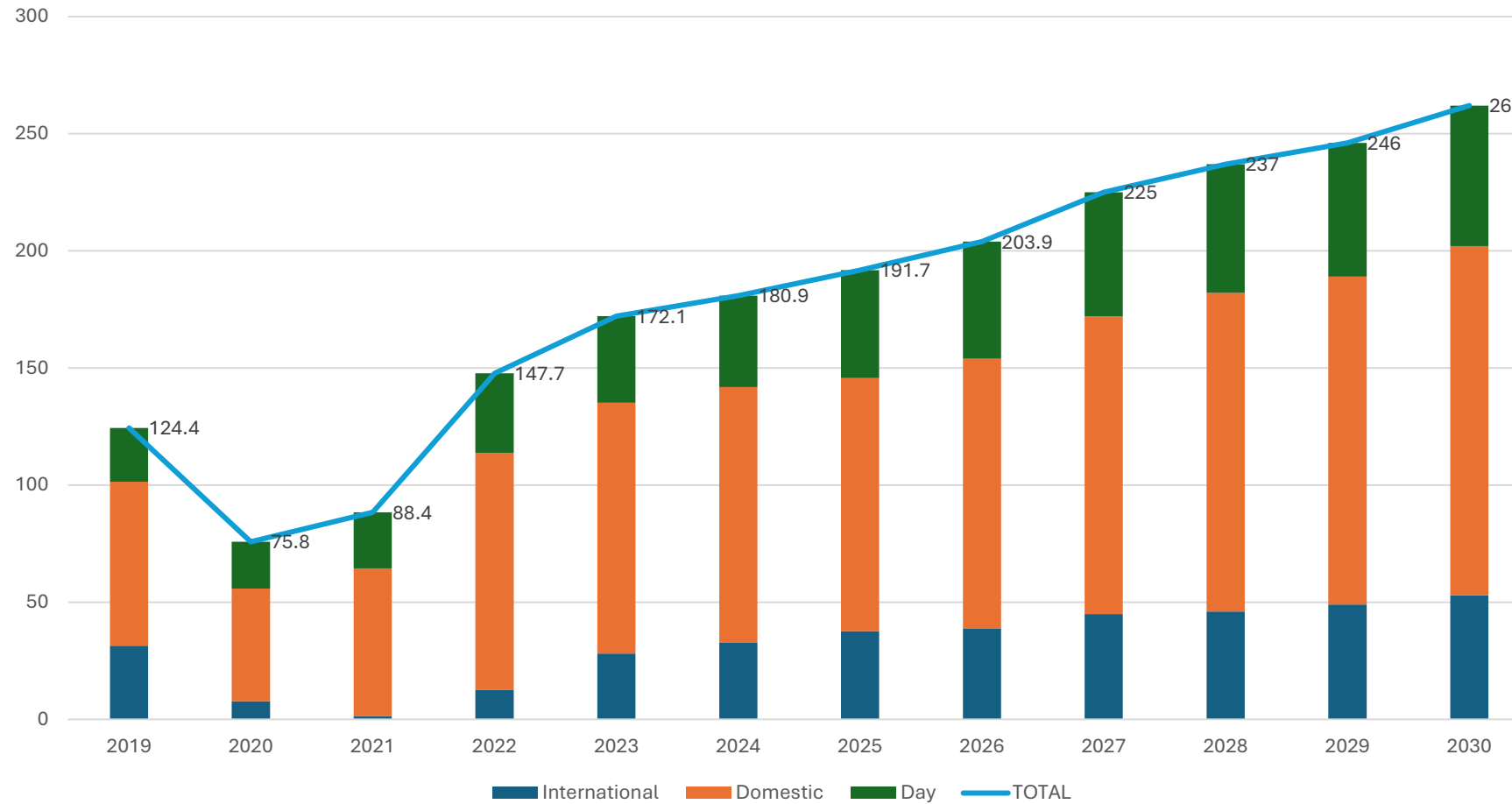
Source: Tourism Research Australia. Uses Domestic Tourism Statistics (DoTS) data.

Conservative Projection

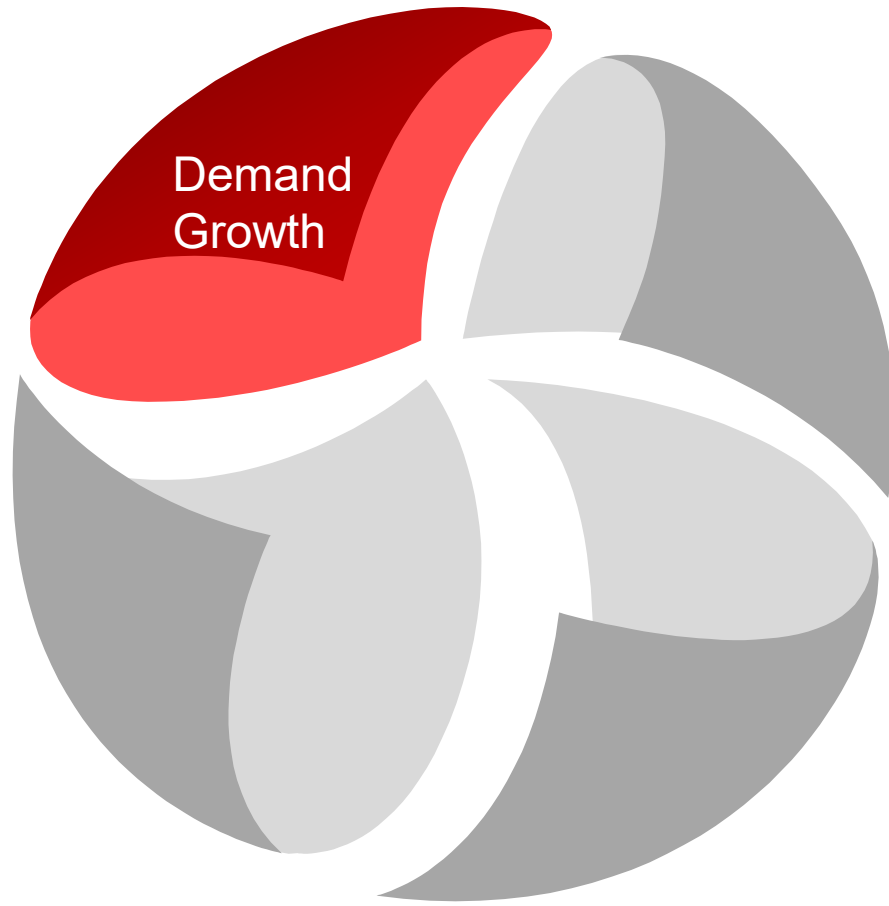


What's Possible

Possible Projection with Additional Investment



Demand Growth



Increase Demand to \$260 - \$280 Billion

Provide \$200 Million per annum funding for Tourism Australia.

Allocate \$9 million per annum to establish Australia's Business Events Bid Fund, enabling longer bidding timeframes and regional opportunities.

Support Regional Business Events Bids through the Bid Fund.



Focus on Environmental and Business Sustainability

Progress initiatives to ensure tourism can make progress toward net zero to remain competitive in International Markets.

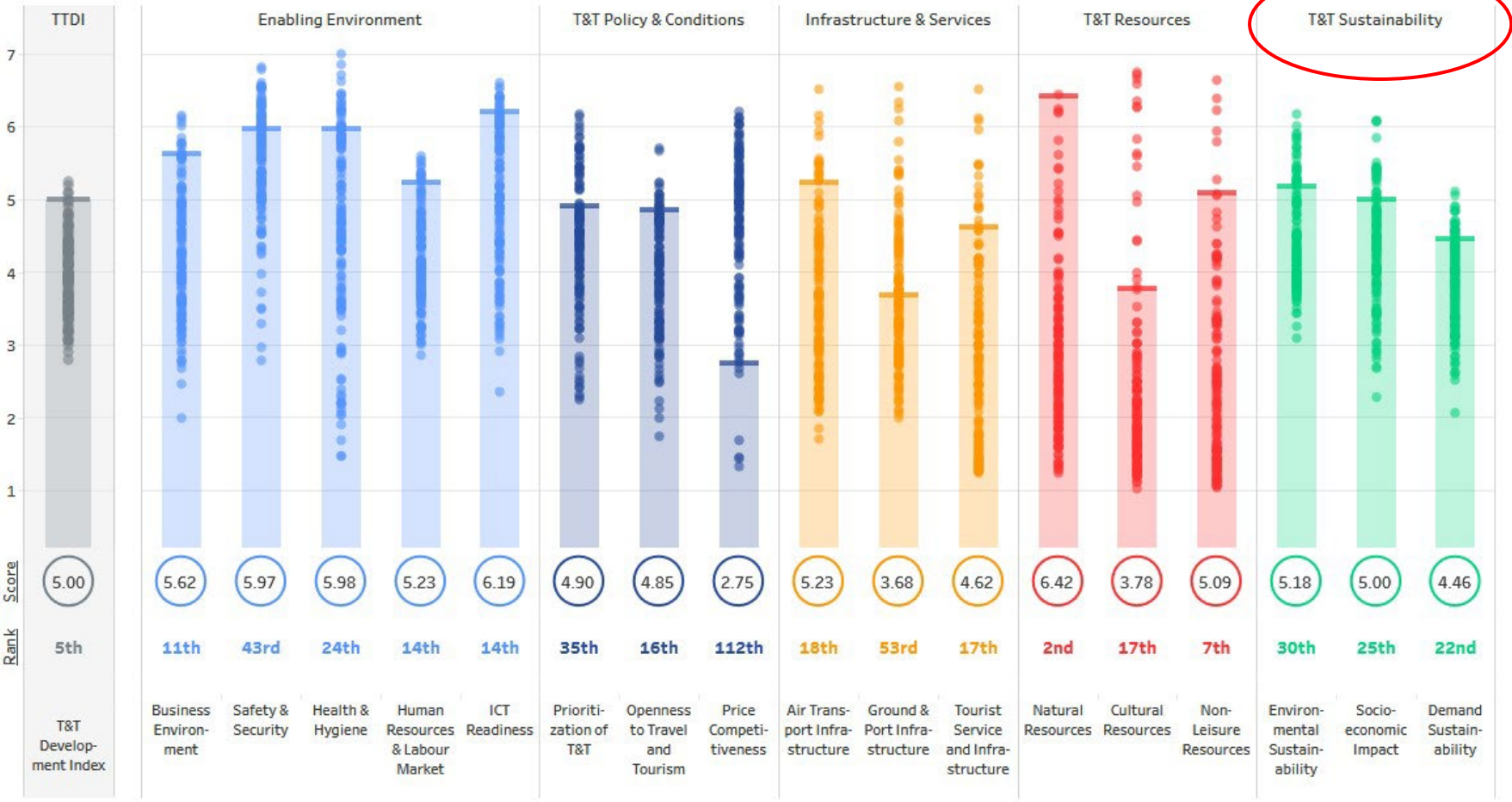
Progress at pace initiatives to produce viable Low Carbon Liquid Fuels.

Establish an additional Sustainable Tourism Transport Fund of \$2 billion over 10 years

Sustainability

Australia Performance Overview

Selected Economy Score [●●●●●] Other Economy Scores



Sustainability



The Murray

AIRLINES

Qantas targets:
25 per cent reduction in net emissions from 2019 levels.
10 per cent of Sustainable Aviation...

AIRPORTS

BUS & COACH

NSW expect to be ordering 1000's of electric buses in order to meet their previously announced 8,000 target by 2045.

CRUISE

15% of the new vessels to be launched in the next five years will be equipped to incorporate fuel cells or batteries. 98% of global ...

ACCOMMODATION

Accor - 46% absolute emissions by 2030 compared to the 2019 base year. IHG 46% reduction in emissions from the energy used ...

FOODSERVICE

By 2030 24% of restaurants will be signed onto the Green Table Program which includes: Recycling all paper material, glass and metal...

Melbourne

AIRLINES

Qantas targets:
25 per cent reduction in net emissions from 2019 levels.
10 per cent of Sustainable Aviation...

AIRPORTS

Continue to transition from high to low carbon intensity electricity
Target of net zero Scope 1 and 2 emissions by 2030 - with option of...

BUS & COACH

Five bus operators have been selected to trial 41 electric buses on existing bus routes in Melbourne, Seymour and Traralgo...

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Ballarat

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AIRPORTS

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Bendigo Loddon

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Central Highlands

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AIRPORTS

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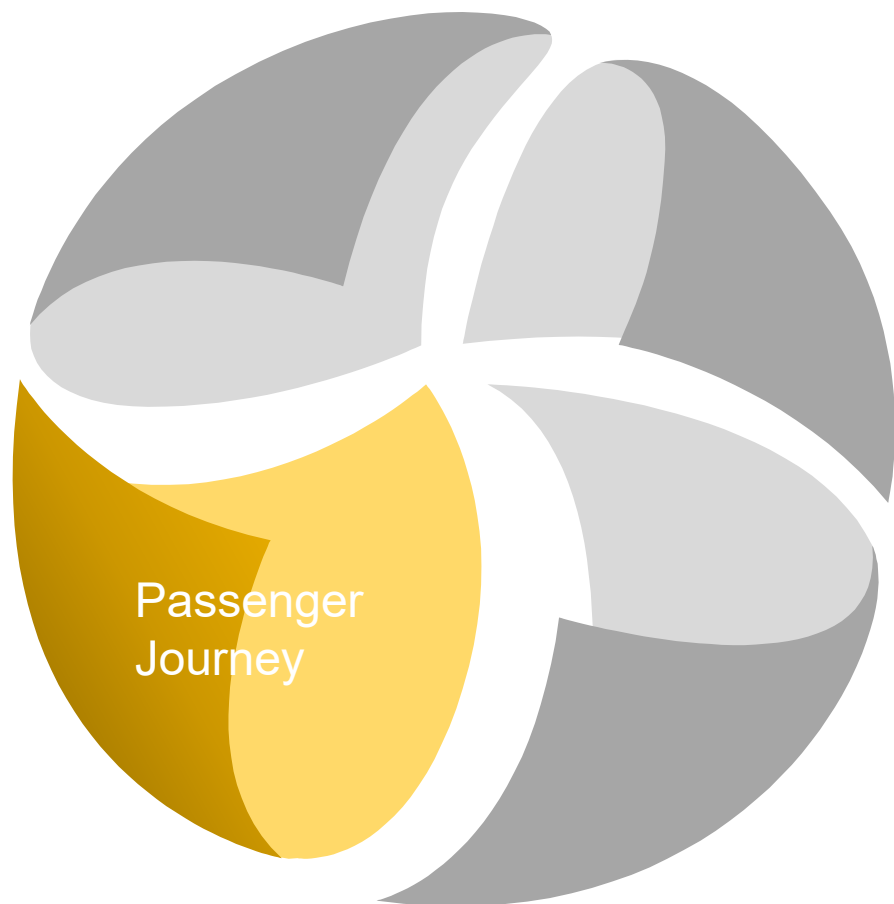
FOODSERVICE

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Sustainability

Establish an additional Sustainable Tourism Transport Fund of \$2 billion over 10 years, funded through a portion of PMC revenue and reallocation of fossil fuel subsidies, to boost the production of renewable fuels and the infrastructure necessary to support production.





Improve the passenger journey

Ring-fence at least 5% of the PMC revenue to fund digital border technologies and passenger facilitation improvements.

Fund the outsourcing and digitising of TRS operations.

Lower visa fees for long-term visitors to attract high-value travellers.

Passenger Journey

Australia Performance Overview

Selected Economy Score [ Other Economy Scores]



Passenger Journey



Continue to negotiate Bilateral Air Service Agreements that are of strategic importance to Australia's visitor economy. This process should have regard to the views of relevant stakeholders, such as ministers, departments, agencies, tourism, travel and aviation industry bodies, as well as the findings of the Australian Competition and Consumer Commission



For the core international markets identified by Tourism Australia, provide visa information in additional languages in an accessible format



Make multiple-entry visas available for all key markets to encourage return visitation



Discontinue the physical Incoming Passenger Card and instead utilise information provided by travel providers and travel agents, and information collected later in the traveller journey, for the required information to process arrivals



Invest in the rollout of 'passenger on the move' technology as an alternative to SmartGates



Provide additional investment for the Australian Passport Office to enhance the digital pathway for the passport application and renewal process

Expand the application and renewal process to enable additional providers in the travel and tourism supply chain to receive passport applications



Agritourism & Regional

Fund the National Agritourism Strategy Framework to upskill farmers, support direct-to-farm experiences, and boost regional economies.

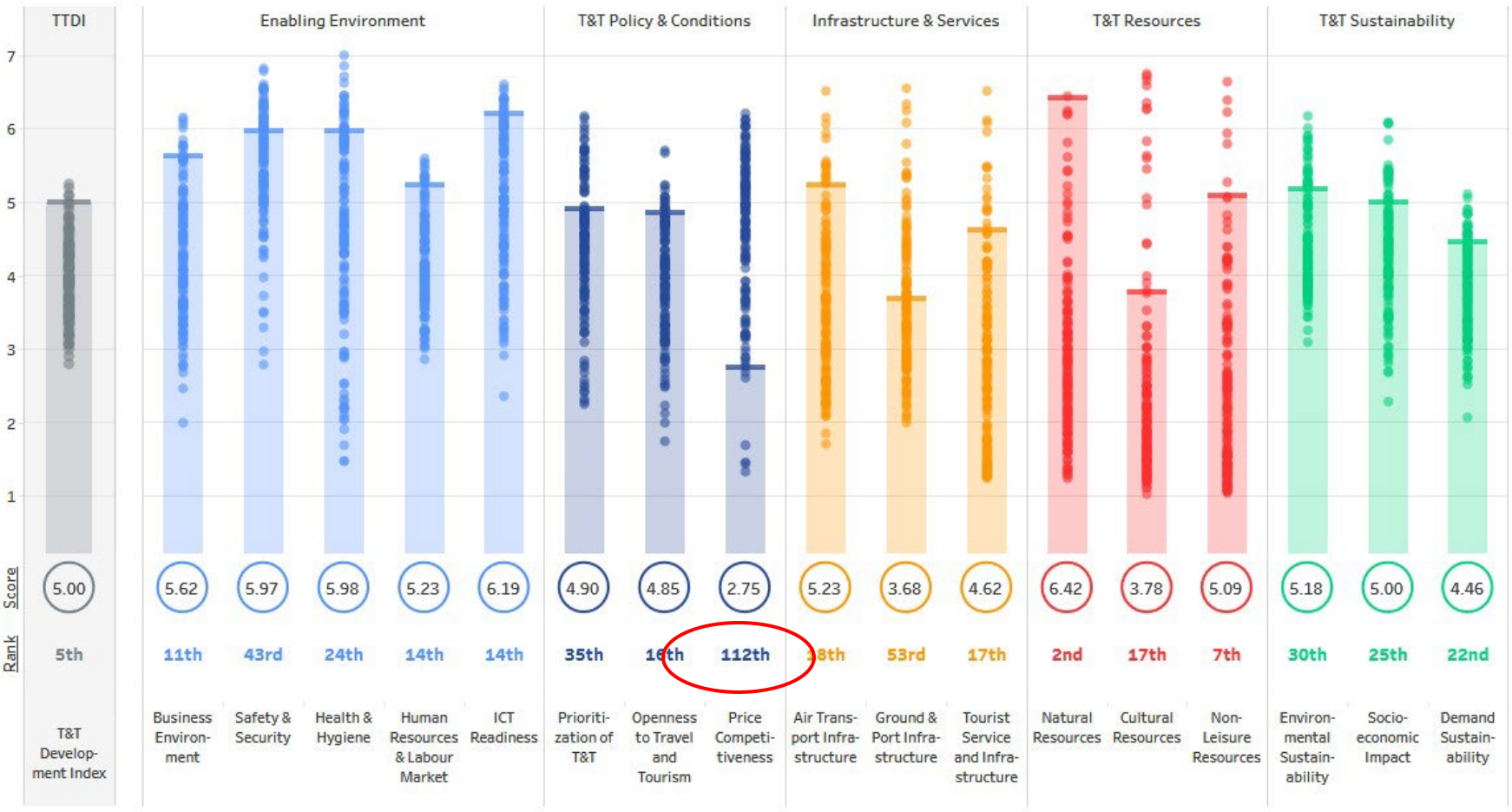
Establish an Agricultural Experiences Export Development Grant.

Provide baseline funding of \$100 million for regional infrastructure upgrades.

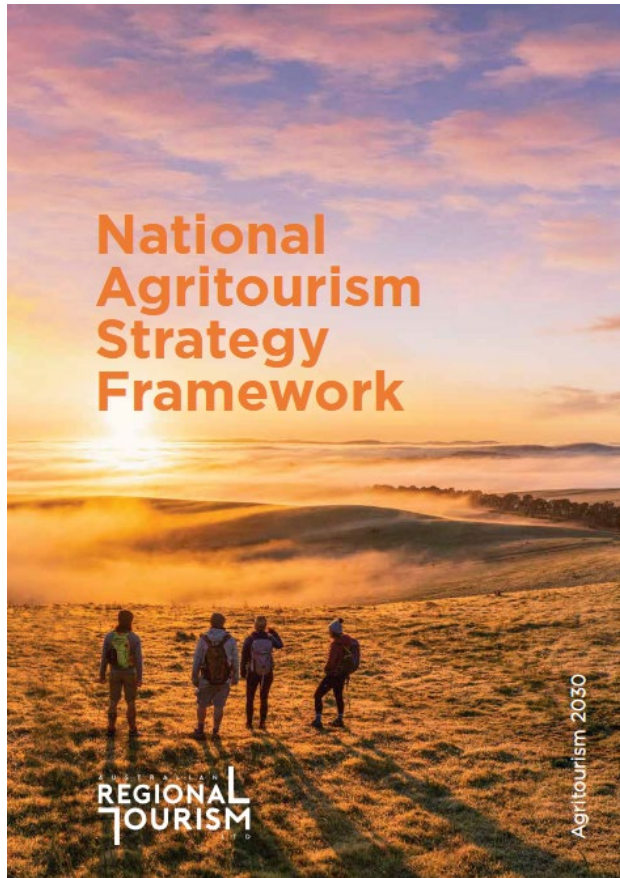
Regional & Agritourism

Australia Performance Overview

Selected Economy Score [●●●●●] Other Economy Scores



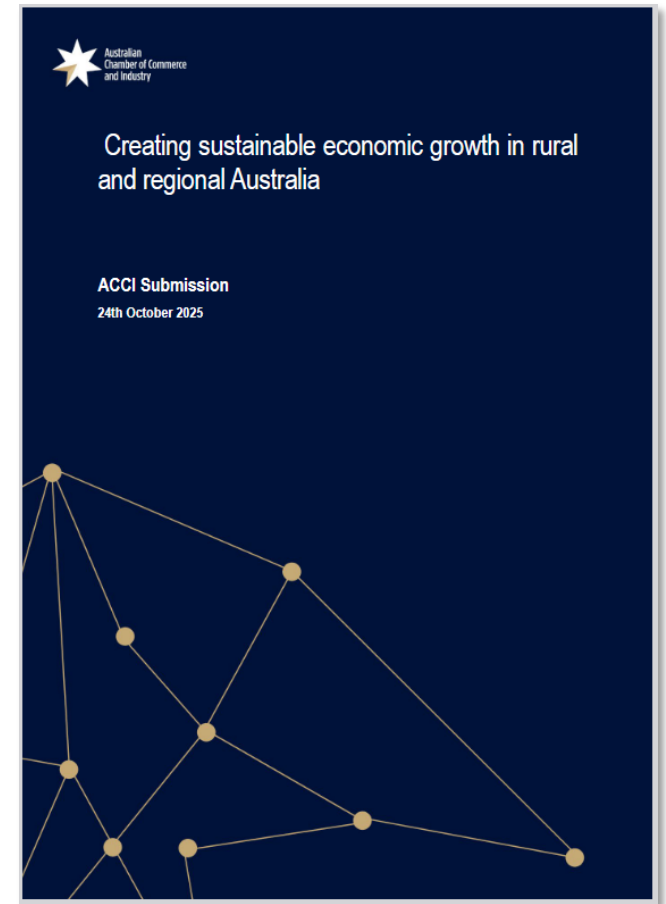
Regional & Agritourism



Fund the National Agritourism Strategy Framework to upskill farmers, support direct-to-farm experiences, and boost regional economies.

Establish an Agricultural Experiences Export Development Grant program to help producers develop tourism offerings showcasing Australia's clean production and premium branding.

Provide baseline funding of \$100 million for regional infrastructure upgrades, building on programs like the Caravan Parks Grant Program.



Prioritise tourism and hospitality occupations in skilled migration programs

Travel, tourism, and hospitality jobs should be prioritised in Australia's national migration strategy, including through the Working Holiday Maker (WHM) program and Skills In Demand visa stream.



Remove barriers to employment in tourism and hospitality for international students

Review visa application fees for international students that limit students' ability and desire to stay in Australia and participate in the workforce.

QUESTIONS?