

# VIEW FROM CANBERRA

October 2015

## National Tourism Council – A Positive Change for Bus and Coach

I recently attended an exciting new start for the tourism sector in Australia.

Friday 2nd October saw a fundamental change in the way the Tourism Industry in Australia will represent itself to Governments with the formation of the National Tourism Council of which the BIC is a founding member.

Australian tourism generates more than \$90 billion a year, employs nearly a million people and is a major source of exports. Delivering a tourism experience to visitors involves businesses in a range of industries including the Bus and Coach Industry.

Buses and Coaches play a key role and are a big contributor to Australia's tourism economy. Long Distance, Charter and Express services are traditionally identified as the tourism sector contributors. But we should not forget that, like Europe, local public transport services in our major cities play an important part in the tourism equation and as public transport gets better and better, ticketing arrangements are put in place, the role of bus in transporting domestic and international tourists around our cities is only going to grow.

An important fact identified in the BIC's Tourism Policy Statement – "Moving People Across Australia" is that on average, international visitors travelling by coach stay for 26 nights and spend \$8,246 on their trip and contribute \$2.3 billion to the Australian economy. International visitors travelling on charter or tour coach services average 11 nights and spend \$8166 on their trip and contribute \$2 billion to the Australian economy.

The important comparison is to aircraft travellers who spend less time and money in the country, 16 nights on average and \$6933 a visitor.

Bus and Coach plays an often unrecognised and unappreciated part in the success of Australian tourism. The National Tourism Council provides the opportunity to raise the industry's profile.

The National Tourism Council aims to do just that. It brings together key participants in the sector to advocate better policies, including in the areas of tax, regulation, visas and infrastructure.

The Council is part of the Australian Chamber of Commerce and Industry, whose membership network includes eight state and territory chambers of commerce and more than 50 industry associations.

Many Australian Chamber members are involved in tourism, including the Bus Industry Confederation, Australian Hotels Association, Restaurant & Catering Australia, the Australian Federation of Travel Agents, the Australian Retailers Association, the National Retail Association, the National Roads and Motorists' Association, Star Ratings and Murrays Australia.

### Bus Australia Network



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Embedding the National Tourism Council within the Australian Chamber allows it to draw on the Chamber's policy resources and large network, which includes more than 300,000 businesses.

The Council's roles include:

- > strengthening tourism's national political presence and influence
- > preparing policy positions and submissions, including to the budget process
- > coordinating updates, events and activities that bring together tourism stakeholders
- > advocating policy positions with key stakeholders, including ministers
- > being a passionate advocate in the media on behalf of tourism.

This is a great opportunity to promote the bus and coach industry role in tourism with the Federal Government and the BIC will be playing an active role on the National Tourism Council.

### Bus Australia Network

