

Tourism

What we stand for

ACT Labor is committed to rebuilding our tourism industry and visitor economy which has been decimated by COVID-19.

We have a proven track record of delivering, having connected Canberra with the world through international flights, and significantly increased our visitor economy.

What we have achieved this term

- Prior to the impacts of COVID-19 ACT Labor had grown the ACT's overnight visitor expenditure to \$2.56 billion, exceeding our target of \$2.5 billion by the end of 2020.
- The tourism industry employed more than 18,000 people and made up around 8.2 per cent of total employment.
- We attracted new aviation connections including daily international services to Singapore and Doha as well as new domestic routes including our first low cost carrier Tiger Airways.
- We have attracted branded hotels with hundreds of millions of loyalty members worldwide.
- Invested tens of millions of dollars in upgrades to our key tourism infrastructure including the Canberra Theatre, Stromlo Forest Park, the National Convention Centre, Manuka Oval, the National Arboretum and GIO Stadium.
- Attracted numerous world class men's and women's sporting events including our first international Test Cricket match, ICC Women's T20 world cup and AFL content.

What we will continue to do

- We will deliver a new, long-term, *Tourism 2030 Strategy* in consultation with industry to grow our visitor economy to \$3.5 billion by the end of the decade.
- We will embark on the biggest destination marketing campaign in our city's history – with additional resources from the ACT Government, Visit Canberra will run a four year \$17m campaign.
- We will establish a flight fund of up to \$3 million to work with Canberra Airport, Tourism Australia, and other domestic and international destinations to support marketing of new direct routes to bring more visitors to Canberra when it is safe to do so.
- We will establish the ACT COVID-Safe Tourism Demand Program, providing matched funding for the development of COVID-safe tourism products and infrastructure to help the industry restart and rebuild.

- We will launch the Choose CBR digital discount program with \$2.5 million to incentivise spending with eligible businesses that need it most in industries like tourism, hospitality, and retail.
- We will extend the Tourism Cooperative Marketing fund into 2021-2022.
- We will boost our ability to attract COVID-safe events by committing \$6 million over 4 years to the Major Events Fund.
- We will continue to support the Canberra Convention Bureau and expand the Major Events Fund to help attract high economic impact business events to the Territory.
- We will build on our support for education tourism through the National Capital Tourism Education Program.
- A re-elected ACT Labor Government will invest \$21 million to build a new 10,000m² indoor venue at EPIC. This new facility would accommodate (in non-pandemic times) around 1,500 people for standing events, and provide a seated option for up to 1000 guests.
- We will look for opportunities to attract appropriate new tourism investment into other ACT Government owned venues like the National Arboretum and Stromlo Forest Park.