

TREASURER TOM KOUTSANTONIS

Thursday, 7 July 2016

\$35 million more to grow tourism and create jobs

For the second year in a row, the State Budget includes a major funding package of \$35 million over two years from 2017-18 to promote South Australia to key domestic and international markets, secure new major events and conferences, and create thousands of tourism-related jobs.

The \$35 million package includes:

- \$14 million to tourism marketing opportunities in China, India and South East Asia as well traditional markets of the United Kingdom, Europe, the United States and New Zealand;
- \$6 million on marketing campaigns to promote Adelaide and regional tourism experiences to the Australian market;
- \$15 million for the State Government's bid fund, with \$5 million allocated to secure conventions and \$10 million to secure new leisure events.

The additional investment brings the total spend for the tourism sector in South Australia to more than \$300 million over four years.

Background

Tourism directly employs 32,000 South Australians, which is three times the number of people employed in the mining industry in our state.

A further 23,000 South Australians are also employed indirectly.

The State Government's goal is for tourism to directly employ 41,000 people and to grow the visitor economy to \$8 billion by 2020.

Quotes attributable to Treasurer Tom Koutsantonis

We committed an unprecedented \$35 million investment in the 2015-16 budget and have seen our visitor economy grow to a record \$5.73 billion as a result of that investment.

That's a growth of \$370 million in tourism expenditure in the last year alone.

There is tremendous capacity for growth in the tourism sector in South Australia, and this funding injection is about reaching that potential and creating as many new jobs as possible.

We are backing tourism because the sector has proven that, though investment, there is capacity for strong jobs growth.

This funding is in addition to measures announced as part of this budget to activate laneways between the Central Markets and the Riverbank and upgrade Her Majesty's Theatre, which will build on Adelaide's growing reputation as a destination-of-choice for events, restaurants and small bar culture.

Investing in tourism is also a great way to promote growth in regional South Australia, where 44 per cent of tourism dollars are spent.

Quotes attributable to Tourism Minister Leon Bignell

A strong and vital visitor economy is vital to the state's economic future and already we have seen our investment is paying off.

In last year's Budget our focus was on increasing the number of visitors from markets such as China and New Zealand. Chinese visitors are the highest spending of all our international visitors and are absolutely critical to increasing employment in Adelaide and in our regions.

In the past year, we have had record growth in visitation from overseas and interstate, for both business and leisure, and our state is hosting more events than ever before – cementing our reputation as the Best Event State in the nation.

Through the State Government's Major Events and Conference Bid Funds, we have secured major golf, soccer, motorsport, netball and swimming events along with a wide range of business conventions which will pump more than \$200 million into the visitor economy.

The recent launch of Qatar Airways daily flights into Adelaide has also opened connections to more than 140 destinations including 25 European cities, with Qatar flights estimated to generate an additional \$41 million to our visitor economy, creating 228 jobs across the state.

We continue to work with airlines to provide direct flights between Adelaide and China.

Quotes attributable to Environment Minister Ian Hunter

Nature-based tourism will play an important role in expanding our economy – we recently released our strategy which we hope will inject \$350 million a year into the state's economy and create 1,000 new jobs by 2020.

Cleland fits perfectly into this plan – it's a renowned tourism destination and has potential to be expanded to attract new international visitors to Adelaide.

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