MEDIA RELEASE

TOURISM NEEDS A FRESH FACE

November 22nd, 2011

The Government needs to act to arrest the decline in Central Australian visitor numbers..

Shadow Tourism Minister, Willem Westra van Holthe, said the decline in tourists to the region is best illustrated by visitations to Uluru.

“Over the past 10 years, visitors to Central Australia have dropped by almost 25% from about 400,000 a year to 300,000 a year,” Mr Westra van Holthe said.

“Over the same period, international arrivals into Australia have increased overall by about 1 million people over the same period.

“And since 1990, international visitors to Australia have almost tripled from approximately 2 million to 6 million.

“It makes sense that in a growing market visitor share should increase at a similar rate to the market itself.

“Tourism Minister, Malarndirri McCarthy has joined a succession of Labor ministers who have mismanaged this crucial economic portfolio.

“She should resign or be replaced, but in lieu of that she should:

• Listen to people in the tourism industry who are on the ground and take notice of the operators.
• Stop assigning a dollar figure in an attempt to dress it up as an outcome. Tourism operators don’t care how much you spend; they want to see visitors through their doors and bums on seats.
• Give operators something they can promote, something that will reverse the trends of the past decade.

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