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SUBJECT: International Visitors See Themselves in the Nations Capital

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The Tourism Industry Council (ACT & Region) welcomed the most recent data from Tourism Research Australia, which shows an increase of 27% in international visitors to the ACT.

"Again Tourism is responding positively to the investment of the ACT government and contributing substantially to the economy of our region", said Tourism Industry Council Executive Director, Kym Cheatham

In the past 12 months, Canberra has seen a turn around in the performance of both international and national markets from the previous year, and enjoyed increases in the visitor numbers and the length of their stay, outperforming the national figures.

Tourism Industry Council Executive Director, Kym Cheatham says that the ACT Government's commitment to tourism has produced an excellent return for the economy, for the tourism operators and for the 11,500 tourism and hospitality workers in the ACT region.

"Tourism is a major contributor to the ACT economy, and the importance of the ACT government continuing to support tourism marketing, even in a tough budget year, is vitally important to those employed in the industry. More tourists mean more jobs, and more jobs mean that the ACT can attract workers to the region to fill those vacancies." Ms Cheatham said.

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The Tourism Industry Council (ACT & Region) Ltd is the peak representative body for the tourism industry in the Australian Capital Territory and wider Capital Region. It is a broadly based, apolitical, lobbying and advocacy organisation committed to providing leadership and fostering tourism industry development for the benefit of all.

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