



**THE HON PAUL FLETCHER MP**  
Minister for Communications, Cyber Safety and the Arts

**SENATOR THE HON SIMON BIRMINGHAM**  
Minister for Trade, Tourism and Investment

## **JOINT MEDIA RELEASE**

17 February 2020

### **Arts and creativity strong drivers of Australia's domestic tourism**

The Morrison Government welcomes new research which demonstrates the important role of arts and culture in driving domestic tourism.

The Australia Council's report *Domestic Arts Tourism: Connecting the country* draws on Tourism Research Australia data and other resources to provide insights into the behaviour of people travelling within Australia.

Minister for Communications, Cyber Safety and the Arts, the Hon Paul Fletcher MP, said the report shows that the arts are strengthening regional tourism and supporting local economies.

“Our vibrant creative sector is increasingly a drawcard for many Australians. Whether taking daytrips to visit performances, workshops and exhibitions in their own regions, or heading further afield to attend larger festivals and events, the research shows Australians travelling to take part in the arts travel further, stay longer and spend more than other tourists,” Minister Fletcher said.

“The research also reports that First Nations arts tourism is increasing, particularly in regional Australia and the Northern Territory. It shows that tourists who went on overnight trips to experience First Nations art spent an average of \$1,558 per visit. This is helping Indigenous Australians share their rich history and culture, and supports regional and remote communities and economies.”

Federal Tourism Minister Simon Birmingham said the report puts a spotlight on the importance of art and cultural attractions and the role they play in supporting tourism communities around the country.

“Vibrant cultural attractions form the centrepiece of Australia's tourism offerings for both domestic and international visitors.

“Cultural tourism is a significant drawcard, growing 23 per cent globally over the past five years and driving strong domestic visitation with Australians taking more than 25 million daytrips and overnight trips in 2018.

“Opportunities created by the growing demand for authentic Indigenous Australian cultural experiences are a reason why our government is investing \$40 million to support the development of more Indigenous owned tourism businesses.”

The report provides a timely reminder of the role creativity and tourism can play in rebuilding and recovery from disaster by supporting local economies.

The full report is available at <https://www.australiacouncil.gov.au/research/domestic-arts-tourism-connecting-the-country/>

**ENDS**

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