



## **MEDIA RELEASE**

Wednesday, 12 February 2014

### **TOURISM NEEDS GREATER INVESTMENT**

Increasing South Australia's tourism budget, a whole of Government approach to tourism and a more competitive business environment are at the top of the South Australian Tourism Industry Council's **2014 election wish list**.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says tourism is big business in South Australia.

"It is currently a **\$5 billion industry**, generating \$13.5m per day of which \$6.2m is spent daily in our regions and employs **more than 32,000 South Australians**, most being in small to medium sized businesses," Mr Tilbrook says.

"However, its potential is even greater, with tourism forecast to be **Australia's 2nd fastest growth industry over the next 20 years**.

"For the South Australian tourism industry to achieve its potential, SATIC considers **three key areas** must be addressed

1. **Increase South Australia's tourism budget.**
2. **Whole of Government approach to tourism.**
3. **Create a more competitive business environment for tourism & hospitality businesses.**

"The economic, social and environmental benefits which tourism can generate are extensive and there is strong proof that the return on investment is high. More importantly, tourism investment offers sustainable returns for the long term.

"As we operate in a highly competitive international environment, without stronger Government financial commitments to support tourism, we risk failing to capitalise on the growth opportunities forecast for the sector.

"I urge both political parties to highlight a sector that presents very positive growth opportunities for South Australia."

Read the SATIC's election wishlist at: <http://bit.ly/1nsHwB8>

*As South Australia's peak tourism body, the South Australian Tourism Industry Council's role is to engage in all of the processes that shape our State's tourism future.*

*SATIC represents more than 600 members across all sectors of the tourism industry.*