

# TOURISM 2027



## POSITIONING OUR INDUSTRY FOR SUCCESS IN THE NEXT DECADE

GLOBAL TOURISM IS  
GROWING AT AN  
ASTOUNDING RATE.

Predictions of 15 million international visitors travelling to Australia by 2027 are exciting, but how will our industry cope? If we are to realise this potential, what does success look like and how do we get there?

There are important questions our industry needs to address to continue to enhance our **COMPETITIVENESS** and ensure we maintain a **HIGH QUALITY EXPERIENCE**.

### QUESTIONS LIKE:



Where will our  
visitors be going?



How will they  
get there?



Where will  
they stay?



How do we preserve  
our tourism assets?



And, what will the  
industry need to  
meet this increasing  
demand?

# 15.0M INTERNATIONAL VISITORS IN 2026-27

^ 75% ON 2016-17

ANNUAL GROWTH OF 5.8%

