



The Big Tourism Picture

John Hart
Executive Chair
Australian Chamber - Tourism

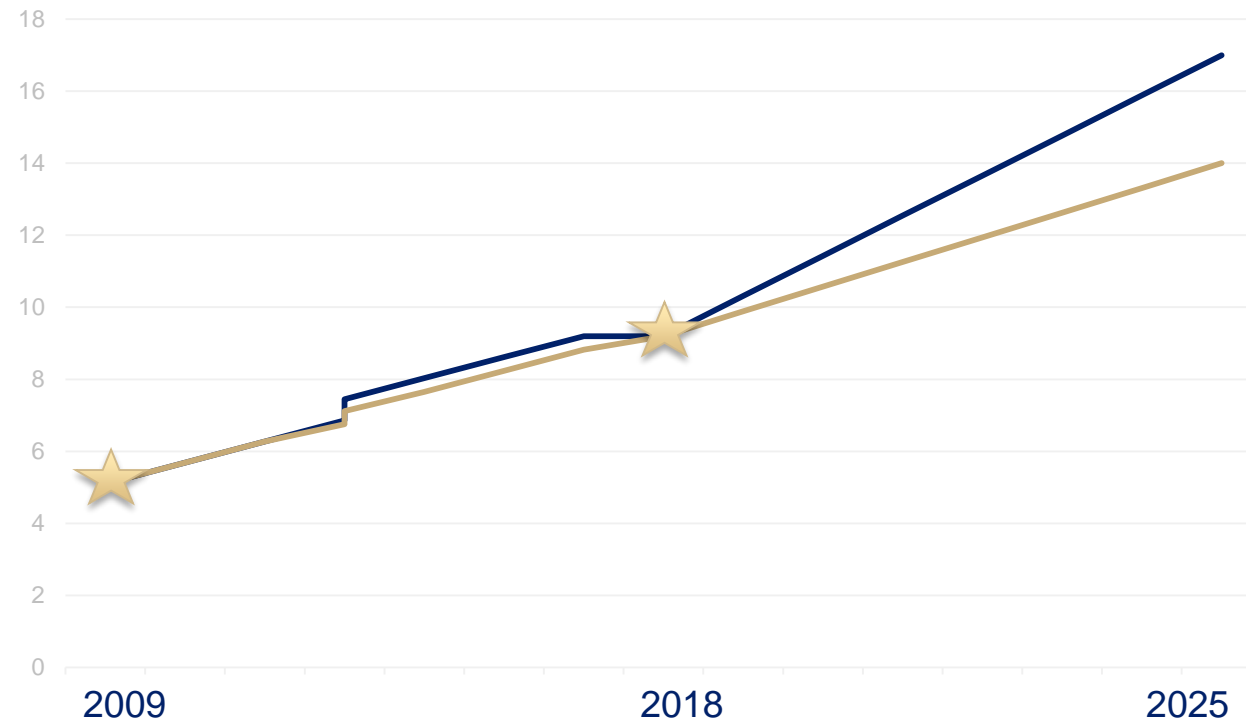


LORD MAYOR HAS DECLARED WAR ON TOURISM, SAYS TCIT

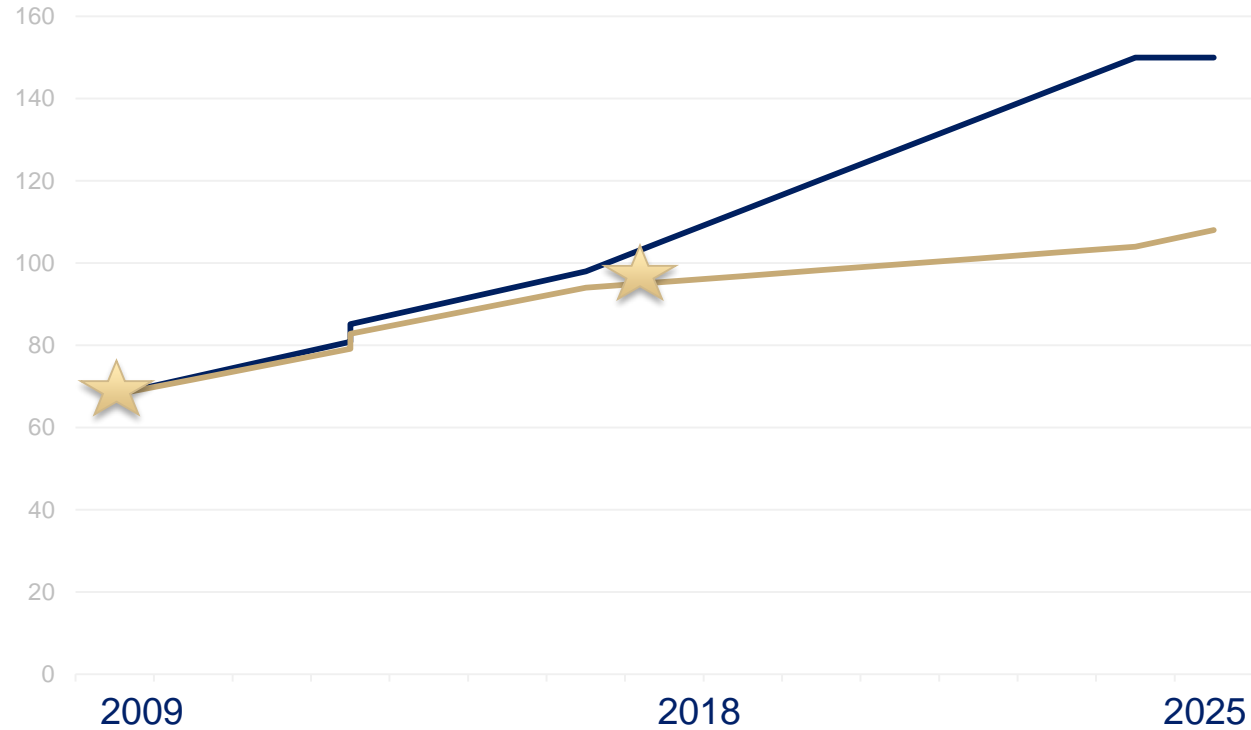
MASS tourism has the potential to destroy everything Hobartians love about their city, Hobart Lord Mayor Ron Christie says. Alderman Christie says the community is being "brainwashed" into believing large-scale tourism is in its best interest.



INTERNATIONAL VISITORS



DOMESTIC VISITORS



Visitation

Length of Stay
& Dispersal

Yield





AIRLINE SEATS

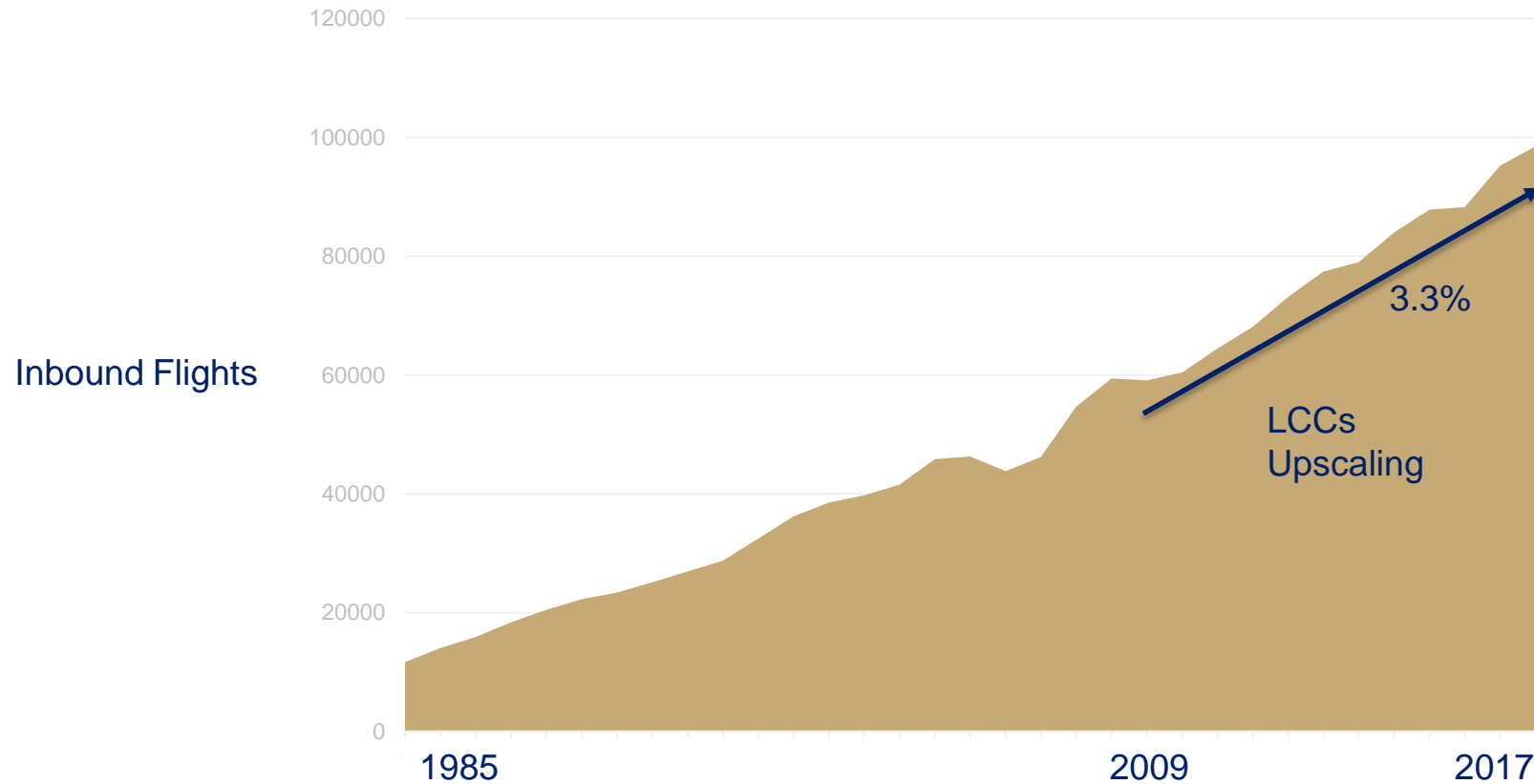
ROOMS

LABOUR

REGIONAL

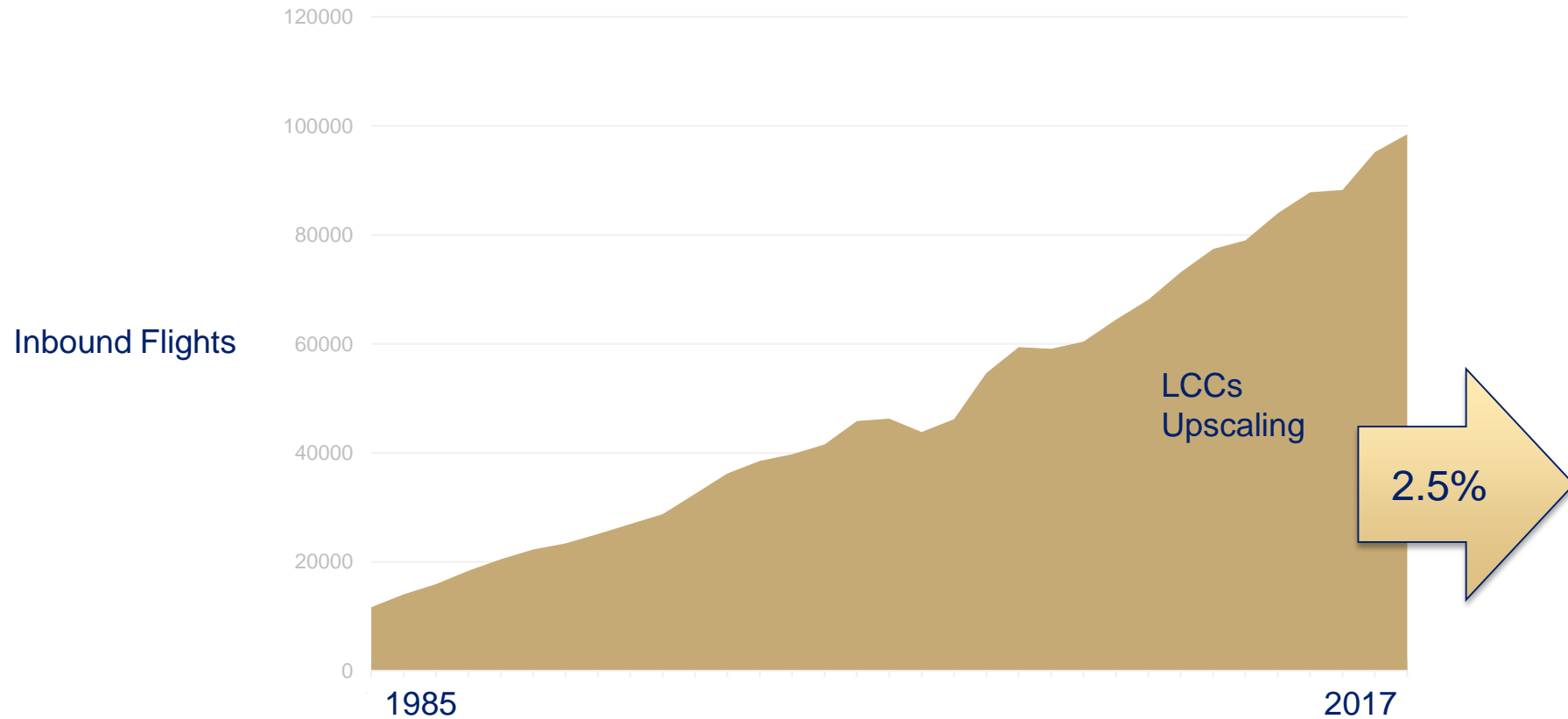
INFRASTRUCTURE

AIRLINE SEATS



Source: The Bureau of Infrastructure, Transport and Regional Economics (BITRE)

AIRLINE SEATS



Accommodation Supply

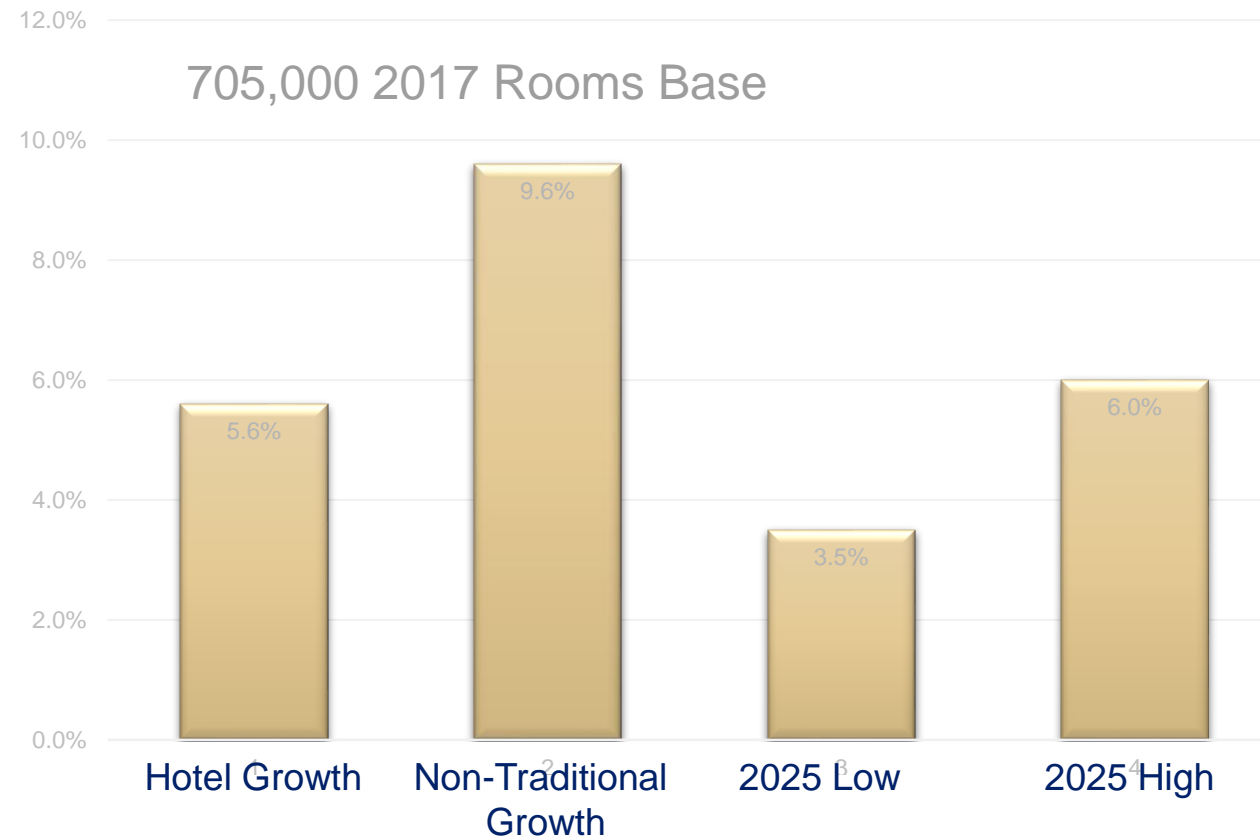
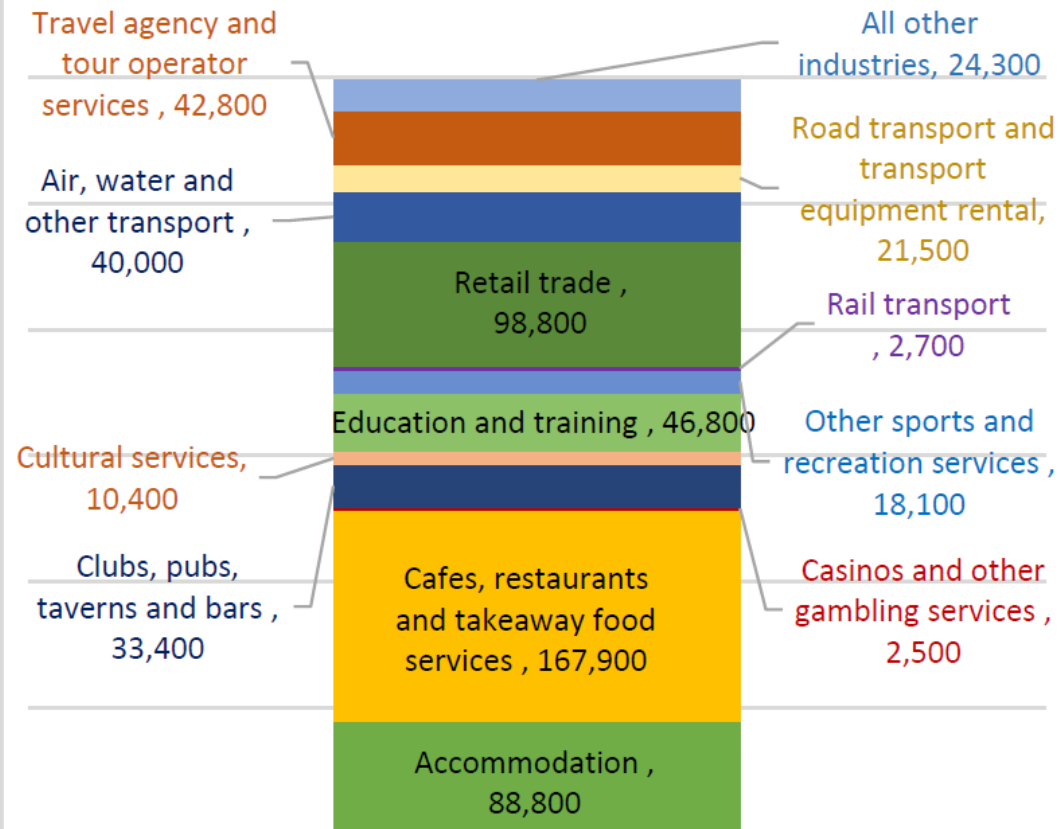



Figure 3: Tourism Employment by Sector, 2016-17
- Persons

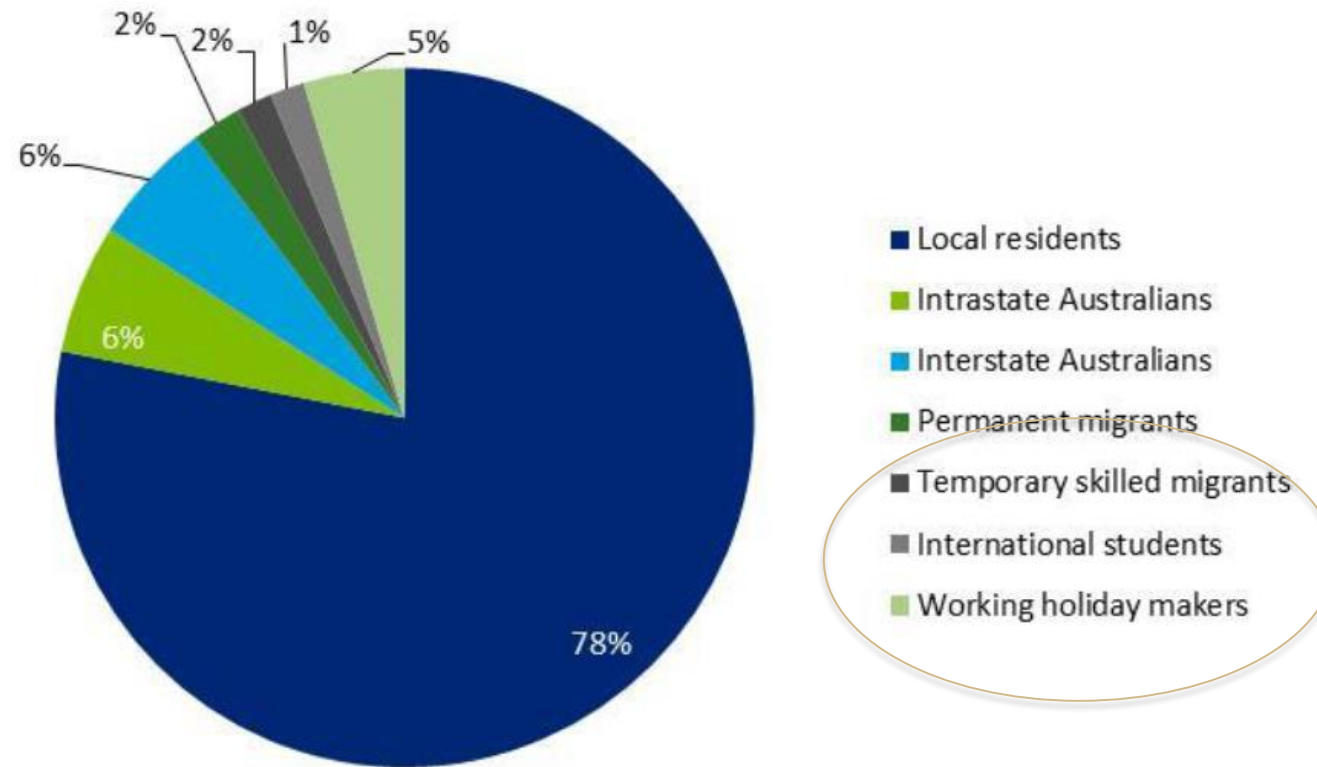




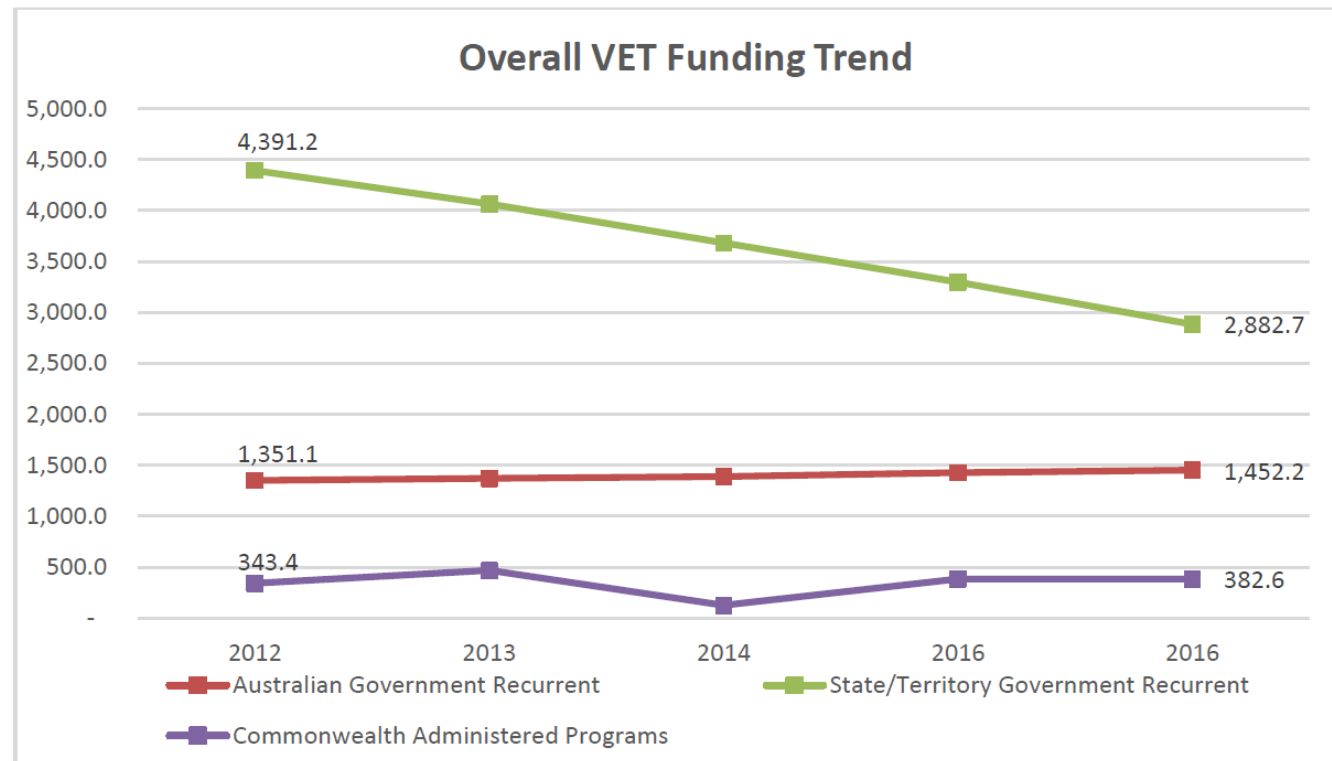
Metric	Accommodation	Attractions	Restaurants and cafes	Other
Survey responses	731	378	175	146
Businesses reporting as seasonal	44%	49%	59%	47%
Average # employees	21	22	21	11
Vacancy rate	5%	4%	9%	10%
Turnover rate	51%	42%	88%	61%
% identifying recruitment deficiencies	39%	36%	71%	38%
% identifying retention deficiencies	27%	22%	52%	30%
% identifying skills deficiencies	66%	59%	81%	64%
Top deficiency identified	Capability misalignment	Experience opportunities	Capability misalignment	Experience
Top occupation affected by deficiency	Cleaner	Tour guide	Chef	Hospitality worker

Source: Survey results. Values are based on employing businesses only.

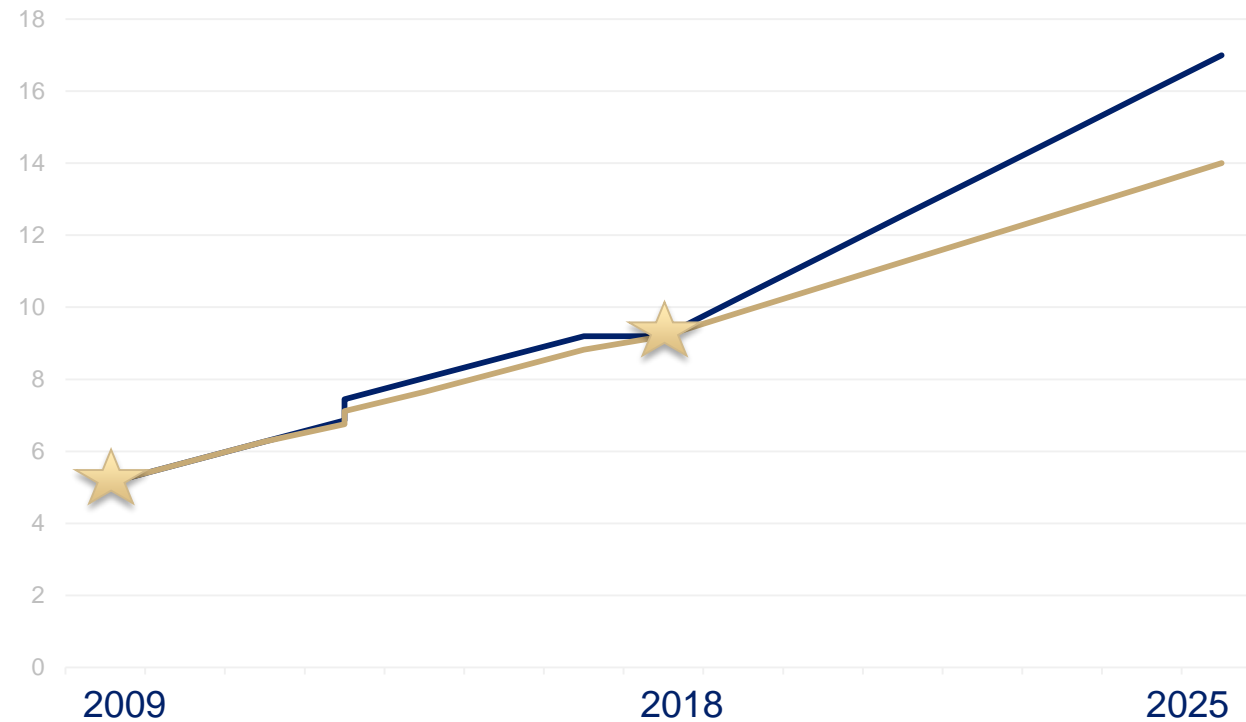
Sources of Labour



VET Funding is Sliding



INTERNATIONAL VISITORS





A gold-colored graphic consisting of two overlapping arrow shapes pointing towards the top right.

Thank you