



National Coach Connections Summit

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**Coach design, comfort, technology and
travellers**

The next generation of coach

Presentation By: Michael Apps

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National and Regional Land Transport Tourism Strategy 2028 – 10 year strategy

“Travel Across it – Not Over it”

**Federal – State – Local Government focus on land transport
regional tourism**

**Tourism Australia Product development and coordination role
focussed on Regional Australia**

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National and Regional Land Transport Tourism Strategy 2028 – 10 year strategy

- Modal specific strategies for Coach and Rail tourism**
- Promote regional connectivity between cities and regions and inter-regional tourism**
- “Bottom up” Local Government focus on Regional economic growth through tourism**



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National and Regional Land Transport Tourism Strategy 2028 – 10 year strategy

- 2028 Double the number of trips taken by coach**
- Currently 10.8% of international visitor trips**
- Currently 1.7% of domestic trips**

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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

“What’s the Plan Stan”

The Travel Across it Not over it Strategy Framework

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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

- Research**
- Infrastructure Investment**
- Taxation**
- Employment and Skill shortages**
- Marketing**

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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

Research – Are we doing enough

- National Tourism Research Agenda**
- Tourism Region Profiles – National tourism information database**
- Land transport tourism trends and statistics**
- Transport choice and value of “spend”**
- Tourist perceptions research**

“Guide future investment and planning “



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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

Tourism Infrastructure Investment

- World Class and traveller friendly destinations**
- Regional Growth Fund**
- Coach and rail terminals**
- National consistent planning for integration of modes, coach facilities and parking**

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National and Regional Land Transport Tourism Strategy 2028 - 10 year Strategy

Taxation and Charges

- Investment incentives to upgrade coach fleet**
- Expand Visitor Refund scheme to Regions**
- Review tourism business taxes and charges**
- Lower visa fees**
- Reinvest Passenger Movement Charge**



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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

Employment and Skill Shortages

- National Tourism Labour and Skills Roundtable**
- National Tourism Careers Education Campaign**
- Improved vocational education and apprenticeship support**
- Coach module – Cert 3 Transport qualification**
- Review of skilled migration fees and visas**

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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

Marketing

- Increase real funding for Tourism Australia**
- Business Events Fund expanded**
- Increased focus on regional tourism marketing**
- On line Land transport “ Journeys’ Compendium**

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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

Coach Issues

- Regional Connectivity – Rail and Coach Services**
- NHVR**
- Vehicle Standards**
- Accreditation – Coach and National Parks ***
- Driver Licensing**
- Mass and Dimensions***
- Controlled Access Buses**

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National and Regional Land Transport Tourism Strategy 2028 – 10 year Strategy

Coach Issues

- Airport access**
- Accessible transport standards**

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Coach Issues

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Questions?

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