

# BEYOND TOURISM 2020 STEERING COMMITTEE

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# BEYOND TOURISM 2020 STEERING COMMITTEE

TOGETHER WE CAN GO FURTHER

In February 2018, the Association of Great Britain and Ireland (AGBI) and the British Tourist Authority (BTA) announced the formation of the Beyond Tourism 2020 Steering Committee. The committee is a cross-industry group of experts from the travel and tourism sectors, established in December 2018.

## STEERING COMMITTEE MEMBERS



**KERRIE MATHER**

Chief Executive,  
Future of Tourism Scotland



**TODD COATES**

Former CEO,  
British Airways



**KAREN BOLINGER**

Managing Director,  
Celtic Connections



**CINZIA BURNES**

Head of  
Tourism



**HARVEY LISTER**

AEGIO



**ANDREW WILLIAMS**

Director of  
& R



**JOHN HART**

Assistant  
Director



**CLARK KIRBY**

Senior  
Tourism

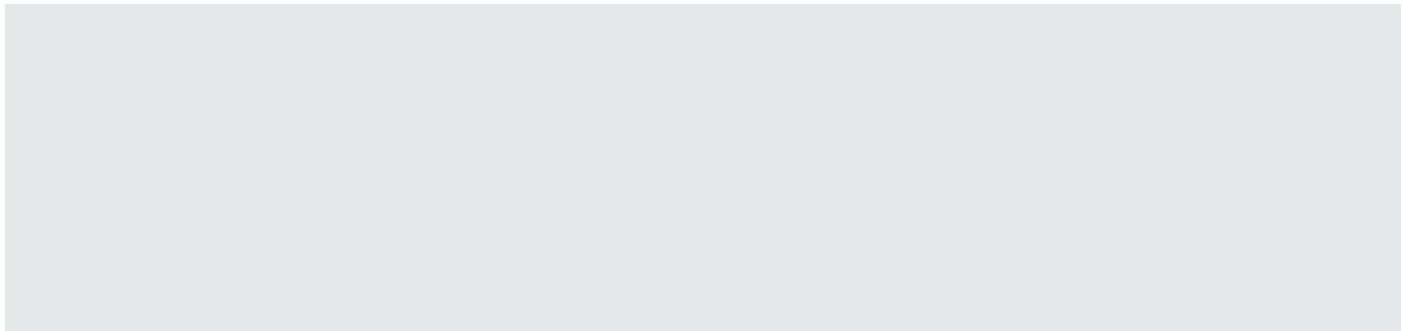


**JOHN O'SULLIVAN**

Director  
AGBI

# BEYOND TOURISM 2020 STEERING COMMITTEE

THE GOVERNMENT



# BEYOND TOURISM 2020 STEERING COMMITTEE

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# BEYOND TOURISM 2020 STEERING COMMITTEE

THE OFFICE OF GOVERNMENT

## Emerging markets



## PROPOSED EXPENDITURE TARGETS AND SUPPLY REQUIREMENTS

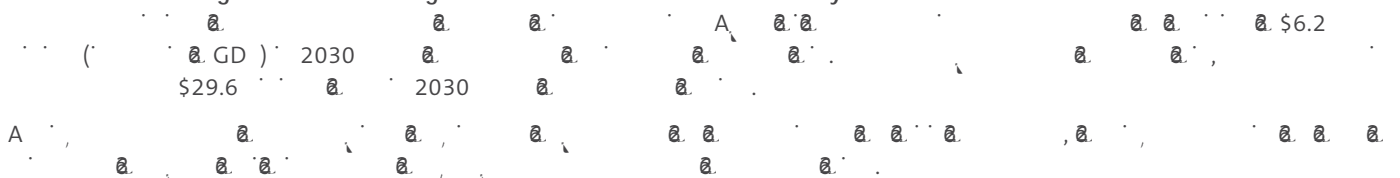
| Category | 2017  | 2030 | 2030  | 2030  |
|----------|-------|------|-------|-------|
| 2017     | 111.7 | 13.7 | 97.2  |       |
| 2030     |       |      | 15.3  | 21.2  |
| 2030     |       |      | 124.5 | 172.2 |
| 2030     |       |      |       | 2030  |

B 2025, \$152-\$195<sup>10</sup>

B 2030, \$111-\$250  
 (\$91.1-\$123.3  
 \$91.6-\$126.7)<sup>11</sup>

Accommodation: 2030

## What does achieving the tourism 2030 goals mean for the Australian economy?



# BEYOND TOURISM 2020 STEERING COMMITTEE

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## STRATEGIC PILLARS TO DRIVE GROWTH

### 1. Drive demand



<sup>9</sup> <sup>10</sup> <sup>11</sup> BDA Market, 2019. <sup>12</sup> E O O k, A 2019. <sup>13</sup> M F 2030



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3 ( 2 ( 62, 33



# BEYOND TOURISM 2020 STEERING COMMITTEE

REPORT TO GOVERNMENT

## 4. Harness technology to enhance visitor experience

The committee has identified several key areas where technology can be used to enhance the visitor experience. These include: digital marketing, mobile apps, virtual reality, and artificial intelligence. The committee has also identified several key areas where technology can be used to enhance the visitor experience. These include: digital marketing, mobile apps, virtual reality, and artificial intelligence. The committee has also identified several key areas where technology can be used to enhance the visitor experience. These include: digital marketing, mobile apps, virtual reality, and artificial intelligence.

## CHAPTER 7: DIGITAL INNOVATION AND ECONOMIC REGENERATION

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## 5. Establish a suitably skilled and available workforce that aligns with Australia's world-class positioning

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### 6. Build a sustainable tourism industry

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# BEYOND TOURISM 2020 STEERING COMMITTEE

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## RISKS AND OPPORTUNITIES

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# BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

| Goal 5              | Action   | Measure of Success    |
|---------------------|--|-----------------------|
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| <p>L</p> <p>...</p> | <p>B</p> <p>L</p> <p>A</p> <p>...</p>                                    | <p>...</p>            |
| <p>D</p> <p>...</p> | <p>E</p> <p>...</p>  | <p>...</p>            |
|                     |  |                       |

# BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

| Goal 5   | Action                                   | Measure of Success |
|--|--|--------------------|
| <b>2. INVEST IN AGGREGATED AND SEGMENTED DATA ANALYTICS CAPABILITY</b> |  |                    |
| <p>E</p>   | <p>I /N a.a. a.a.a. a.a. a.a. k a. -</p> | <p>I a. a.a.</p>   |
| <p>E</p>   | <p>E<br/>C<br/>D</p>                     | <p>E<br/>f</p>     |
| <p>B</p>   | <p>E<br/>B</p>                           | <p>f</p>           |
|  |  |                    |
|  |  |                    |

# BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

| Goal 5  | Action  | Measure |
|---|---|---------|
| 1. Attract investment in the tourism sector<br>2. Increase the number of tourists<br>3. Increase the number of tourists from other countries<br>4. Increase the number of tourists from other countries | 1. Attract investment in the tourism sector<br>2. Increase the number of tourists<br>3. Increase the number of tourists from other countries<br>4. Increase the number of tourists from other countries |         |
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# BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

| Goal 5  | Action | Measure |
|---|--------|---------|
| 4. HARNESS TECHNOLOGY TO ENHANCE VISITOR EXPERIENCE |        |         |
| E<br>1.1<br>1.2                                     |        |         |
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