

Backing Small Business, Strengthening Tourism, Embracing Digital Growth

This has a direct, positive impact on:

- Accredited travel businesses and their staff in your electorate
- With 72% of the travel workforce consisting of females and the majority of those who book trips female, this will have a significant impact on the females in your electorate.

The Challenge: Small Business Losing Their Global Edge

Australia’s travel and tourism businesses are facing rising costs, global competition and rapid digital advancements that present both challenges and opportunities. Without targeted support, these challenges will undermine growth, limit job creation, and erode Australia’s international standing.

Small businesses don’t have the resources to invest in AI tools that rivals wield to improve services and win clients, while gaps in cybersecurity risk breaches that could lead to a lowering of confidence in small businesses.

With ever-growing barriers, from global uncertainty to rising competition, without grant support for demand driving activities, small businesses at a significant competitive disadvantage. Tourism Australia warns that to build international business, tourism businesses “need to identify key partners and establish and **maintain relationships with them over a long period of time**”.

The Opportunity: Internationally Competitive Businesses

Digital Upskilling

ATA is calling for funding support to help small businesses improve their digital infrastructure and capabilities – including leveraging artificial intelligence, boosting cyber resilience, and adapting to privacy law changes.

Targeting International Market Support

The Reviving International Tourism Grant Program should be continued to support international ready Australian tourism businesses to undertake demand-driving activities such as expos, business development and marketing.

These should include travel wholesalers, outbound tour operators, inbound tour operators, and other eligible tourism businesses. All ATIA accredited travel businesses should be eligible to participate.

Here’s What Your Support Delivers

Supporting Growth in Australia’s Tourism Businesses

The Reviving International Tourism Grant Program (RITG) has successfully helped Australian tourism businesses expand into global markets. Continuing this program will drive visitor demand, boost exports, and strengthen local economies.

Future-Proofing Jobs & Business Success

Growing digital capability will mean more businesses are able to successfully adopt and integrate new technologies and artificial intelligence, and take advantage of the opportunities digitalisation provides. This applies both to business owners who can leverage opportunities to innovate in the products and services they provide to customers, as well as to workers.

For example, **by leveraging AI to enhance their services and streamline their operations, businesses can drive growth and stay competitive** by offering value beyond what automated systems alone can provide – ensuring customers continue to turn to them for expert insights.

This approach not only improves efficiency but also reinforces the essential role of human expertise, **easing concerns about displacement of jobs** in the travel industry.