



# MEDIA RELEASE

**MARTIN FERGUSON**

Minister for Resources and Energy  
Minister for Tourism

**SHARON BIRD**

Member for Cunningham

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## **MINISTER RELEASES NEW TOURISM DATA TO BOOST CUNNINGHAM**

Minister for Tourism, Martin Ferguson AM MP, said tourism operators in Cunningham will benefit significantly from today's release of the industry's first ever Regional Tourism Profiles.

Member for Cunningham, Sharon Bird, said the data published by Tourism Research Australia profiles the local Cunningham tourism region and provides comprehensive data on visitor numbers, expenditure, preferences, and activities of international and domestic visitors.

Ms Bird said: "This data released today profiles the Illawarra and will greatly assist development of the local tourism industry.

"Last year alone, visitors spent \$694 million in the Illawarra region with 4.3 million visitors drawn to the region's many attractions.

Minister Ferguson said: "The Regional Tourism Profiles will for the first time provide regional communities with thorough and meaningful data regarding tourism in their area and is a significant step forward for the tourism industry.

"This will enable these areas to plan for the future, build sustainable industry, and bring dollars and jobs to their region.

"Tourism is the backbone of many regional economies across the country and these new profiles are a major opportunity for communities to gain a better understanding of how tourism contributes to their local economy.

"Regions will now be able to use the information in these profiles to underpin important business decisions, product development and future marketing.

"Furthermore, these profiles include information on local tourism businesses and tourism employment throughout the regions, allowing tourism stakeholders and governments at all levels to have a greater understanding of the impacts of visitors on the local economy.

"As the Regional Tourism Profiles are compiled each year, TRA will be able to continue building a comprehensive database of tourism activity data for the whole of Australia."

For more information or to download the Regional Tourism Profiles, visit [www.tra.australia.com](http://www.tra.australia.com)