OFFICIAL

AGREEMENT TO BOOST CHINESE TOURISM TO AUSTRALIA

Prime Minister Anthony Albanese is focused on advancing Australia’s security and economic interests – with trade, tourism and Australian jobs a critical part of his visit to China.

That means driving greater and more diverse tourism cooperation between Australia and China – building on our strong people to people links.

China is Australia’s largest tourism market by expenditure, with a total spend of $9.2 billion in the 12 months up to March 2025.

This represents around a quarter of all short-term international visitor expenditure in Australia for that period.

Chinese tourism is also growing at a faster pace than other international markets, with a 26% increase in visitors in the past 12 months and a total of 860,000 trips to Australia.

Today Prime Minister Albanese witnessed Tourism Australia and Trip.com Group sign a Memorandum of Understanding (MoU) that promotes Australia as a premier tourist destination for Chinese travellers as well as visitors from other key Asian markets.

This partnership will provide a significant boost for Australia’s tourism industry.

Trip.com Group is one of the world’s largest travel agencies. It commands more than 40% of the Chinese travel market, has a large presence in other parts of Asia and is accessed by more than 300 million travellers worldwide.

While visiting Trip.com Group’s headquarters in China, Prime Minister Albanese attended the launch of Tourism Australia’s new trailer for the next chapter of its Come and Say G’Day campaign – aimed at inspiring international travellers to book an Australian holiday.

Quotes attributable to Prime Minister Albanese:

“Not only is Australia’s beef, barley, red wine and rock lobster the best in the world – we’re the best place in the world to come for a holiday.

“Expanding our tourism relationship with China will mean more jobs for Australians and a boost for Australian businesses.”

SUNDAY, 13 JULY 2025

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