



A U S T R A L I A N  
**REGIONAL**  
**TOURISM**  
L T D

2025 - 2026

**MEMBERSHIP PROSPECTUS**



## ABOUT ART



Australian Regional Tourism (ART) is a membership based organisation bringing together State and Federal Government to partner with local councils and industry, and deliver best practice solutions for regional tourism development. ART is a profit-for-purpose organisation with all revenue reinvested to support the regional tourism industry.

ART is the peak body that represents regional tourism practitioners and acts as a hub for collaboration, cooperation, idea generation, knowledge sharing, networking and more. On behalf of its members, ART promotes sustainable regional development through regionally focused research, destination management planning, product development, marketing and the development of skilled human resources.

### **Our vision**

To be the leading authority on regional tourism in Australia.

### **Our mission**

To drive regional visitor economy success through supporting and improving tourism communities.

### **Our core business**

- To be a known and respected leader and authority to both industry and government through influence of positive policy that improves the regional tourism environment.
- To be a facilitator of conversations and a connector of resources, people and organisations through building community.
- To create and share market intelligence that empowers better regional tourism decision-making.

The **Australian Regional Tourism Strategic Plan** guides key priorities and actions for 2025 – 2028. The ART Strategic Plan outlines the following:

- Key pillars guiding ART Actions
- National Tourism Priorities
- Action Plan





# NATIONAL REGIONAL TOURISM PRIORITIES

ART is the unified industry voice for regional tourism advocacy and enables a collaborative approach to industry development and shared regional challenges. ART does this in partnership with State and Territory tourism organisations and members, where ART meets regularly with Ministers and leaders to bring regional tourism issues to the centre of government decision making.

The following tourism priority issues will be a focus for national level advocacy, and steering a coordinated approach to seek solutions is integral in addressing these issues to make a significant contribution to the growth of regional tourism and communities.



ART's advocacy strategy is centred around the following **Agreed National Regional Tourism Priorities**:



### Strategic Advice

ART plays a pivotal role in ensuring that the voices and needs of regional areas are heard and addressed in national tourism policy.

By advocating for policies that reflect the diverse challenges and opportunities specific to regional tourism, ART can ensure regional tourism destinations are properly represented. This includes providing strategic advice on funding, and ensuring government focus remains inclusive and not city-centric.



### Regional Data

Accurate, timely and affordable data is required to provide a clear understanding of visitor demographics and behaviours in regions. The following aspects are crucial to ensure the most relevant data is being collected.

- *Data availability* ensures that there is enough reliable and timely data available for all regions, not just major cities and tourist hotspots.
- *Data quality* is crucial for understanding granular visitor demographics, behaviours, and preferences. For example, expanding the dataset to include accommodation properties with less than 10 rooms to be more reflective of the regional tourism market.
- *Access to affordable data* ensures stakeholders such as regional tourism boards, local businesses, and policymakers can facilitate informed decision-making.
- *Integrating data* from various sources (e.g., NVS/IVS and private data services) to create a more comprehensive picture of regional tourism trends.



### Sustainability & Accessibility

Sustainability has been identified as a top priority for the regions. The process for destinations to become certified is expensive and time consuming. As several organisations are actively engaged in promoting sustainability within this space, ART aims to support efforts to streamline the process by aligning with established programs where possible.

Accessibility in tourism remains a critical focus for ART, spanning across key aspects such as accessible infrastructure, inclusive services and policy and standards, achieved through collaboration between government and key stakeholders.



### Insurance

Factors such as remote locations, exposure to environmental risks, and seasonal fluctuations exacerbate the difficulty in securing affordable policies that effectively mitigate region-specific tourism risks. ART will aim to assist in connecting stakeholders, advocating for necessary policy change and educating industry on how they can be part of the solution



## REGIONAL PRIORITIES



### Regional Dispersal of Key International Markets

The regional dispersal of key international markets in Australia remains a critical issue. Factors contributing to this challenge include limited regional awareness among international tourists, inadequate accessibility and infrastructure in regional areas, seasonal variations affecting travel, and varying levels of readiness among regional operators to cater to international visitors. Additionally, regional aviation services and the cost of airfares to regional destinations remains a challenge.

Currently, Australia lacks a cohesive strategy aimed at guiding visitors from key growth markets towards regional destinations, impacting the potential economic benefits to Australia's appeal as a tourism destination.



### Skills & Workforce Shortages

The regional tourism industry faces several challenges related to skills and workforce issues, including the following:

- **Skill gaps:** Misalignment between the skills required by businesses and the local workforce.
- **Seasonal demand:** Seasonal fluctuations in visitor numbers, leading to seasonal demand for workers and challenges to maintain a stable workforce throughout the year.
- **Retention issues:** Difficulty in retaining skilled employees due to limited career progression opportunities, remote location challenges, and competitive wages.
- **Training and development:** Limited access to relevant training and professional development opportunities for employees in regional areas.
- **Perception of career opportunities:** Perceptions among regional residents that careers in tourism lack stability or are less desirable compared to other industries.
- **Ageing workforce:** In some regions, insufficient younger workers are entering the industry.
- **Infrastructure and connectivity:** Limited transport infrastructure, internet connectivity, and access to affordable housing can impact the attractiveness of regional areas.
- **Migration:** The international migration system needs to cater for unique workforce requirements.

Addressing these challenges requires collaboration to develop strategies that support skills development, improve workforce retention, and promote tourism careers as viable and rewarding options in regional Australia.



### Product & Experience Development

Regional Australia needs to build unique and high-quality visitor products and experiences that will influence visitors to travel regionally. To enable this, especially in sectors like agritourism, a focused approach is required to ensure the up-skilling of regional operators through targeted online programs and workshops.

Furthermore, policy is required to streamline approval processes and enable tourism experiences in National Parks and protected areas that will attract international visitation to regional areas. Government grant programs must acknowledge the unique challenges of operating in regional and remote areas, providing incentives for operators to improve their offerings and infrastructure.

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### Enabling Infrastructure

In Australia, regional tourism infrastructure faces significant challenges due to inadequate funding and investment. Key issues include:

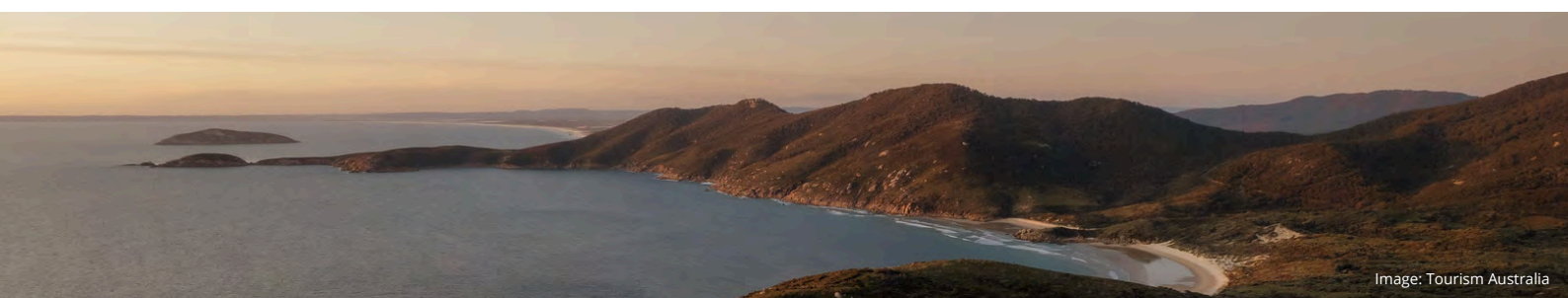
- Transportation networks (roads and public transport)
- Accommodation availability
- Visitor facilities (including visitor centres and amenities)
- Digital connectivity (internet and mobile coverage)
- Regional airports (and maintenance)
- Regional ports (and maintenance)

Poor infrastructure impacts visitor experiences and accessibility, limiting the potential reach of tourism activities in regional areas. Additionally, impost on local government to fund tourism destination marketing and infrastructure projects is difficult, as many regional areas have a low rate base.



### Resilience & Wellbeing

Being crisis ready and resilient is vital to the wellbeing of local communities and destinations to ensure a thriving tourism industry. ART will continue to ensure preparedness within our industry is a priority so we can manage and work through crisis' situations in our regions.





## ART CONVENTION

The annual ART Convention provides a forum to discuss, debate and investigate solutions to issues, challenges and opportunities facing regional tourism. The Convention is regarded as the most significant annual event for industry, practitioners and government agencies engaged in regional tourism, anywhere in Australia.

The stunning Adelaide Hills, just a short drive from the gateway of Adelaide, yet a world away in terms of offering world-class cellar door experiences, pristine nature and wildlife, iconic agritourism and wellness offerings, including Beerenberg and Jurlique, as well as the charming historic German town, Hahndorf, where the convention will be hosted.

Convention is a must-attend event for anyone who wishes to contribute to the future of regional tourism in Australia and is tailored for all sectors of the tourism industry. It is a great networking opportunity and forum to exchange ideas about ways to grow a sustainable regional destination and to showcase best practice success.

Convention registration will include:

- Welcome Reception – Tuesday 14 October
- 2 full days of Convention – Wednesday 15 and Thursday 16 October
- Convention Dinner – Thursday 16 October

Further details can be found [here](#).



Image: Tourism Australia



## BECOME A MEMBER

### To become a member:

- Email [admin@regionaltourism.com.au](mailto:admin@regionaltourism.com.au) to advise which membership level your organisation will be signing up for.
- Advise the key contact person for your organisation.
- Request an invoice to pay membership fees, or pay via our website.

Or, sign up directly via our website.

Once membership fees are received, your key contact person will receive a ‘welcome email’ and be added to our Member database.

### TIER 1 PARTNER

**\$6673**

Federal and State  
Government agencies

National and  
State tourism  
organisations

### TIER 3 MEMBER

**\$1402**

Corporate  
organisations  
Industry associations  
RTO's

Medium to large  
enterprises  
with < 10 FTE

### TIER 3 MEMBER

**\$700**

Local government  
RTOS  
LTOS with >10 FTE

### TIER 3 MEMBER

**\$280**

Individuals  
Sole traders  
Single visitor centres  
LTOS and small  
businesses  
with >5 FTE



Image: Tourism Australia



## MEMBERSHIP BENEFITS

BENEFITS	TIER 1	TIER 2	TIER 3	TIER 4
Discounted delegate ART Convention registration	✓	✓	✓	✓
Access to ART support on regional tourism issues	✓	✓	✓	✓
Advocacy of regional tourism issues at a national level	✓	✓	✓	✓
Use of ART Member logo	✓	✓	✓	✓
Nominate candidates and vote at board elections	✓	✓	✓	✓
Access the Tourism Hub and industry resources	✓	✓	✓	✓
Provide input into ART strategic planning	✓	✓		
Provide input into ART convention topics	✓			
Send email to ART members (3 per year)	✓			



## Enquiries

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