



Confederation of Indian Industry  
125 Years - Since 1895

# AUSTRALIA ECONOMIC STRATEGY | TOURISM



## Overview

- Tourism is one of India's largest services sectors, contributing 9.2% to India's GDP in 2018
- This sector has a significant scope for further development in India, driven by the country's rich cultural heritage and abundance of natural landscapes
- India's tourism sector is supported by a well-developed hospitality industry and government initiatives such as easing of visa norms, upgradation of infrastructure facilities, development of Special Tourism Zones etc.
- In 2018, India was ranked as the 9th most popular tourist destination for Australians, with approximately 400,000 Australians visiting the country in 2018
- New Zealand has historically been the most popular tourist destination for Australians, followed by Indonesia, USA, UK, and China
- Indian cuisine has also been growing in popularity in Australia, due to the presence of a large Indian diaspora in the country
- In the past few years, Australia has emerged as a popular tourist destination for world travelers, on account of a well-defined strategy laid out by Tourism Australia
- The Australian Government also encourages the presence international filmmakers in the country by offering tax incentives on production costs that in turn encourage the inflow of tourists to the country

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## Key Opportunities

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- The following opportunities have been identified in this sector in the Australia Economic Strategy Report:
  - a. Encouraging inbound tourist visits by Australian citizens to India
  - b. Increasing frequency of direct flights between India and Australia
  - c. Encouraging collaborations between the Ministry of Tourism in India and Tourism Australia to develop a comprehensive strategy for India's growing tourism sector
  - d. Setting up outlets of Indian restaurant chains in Australia
  - e. Availing favorable taxation policies by Federal and State Governments of Australia to film Indian movies in Australia