

**Message from the Minister for Tourism, the Hon. Martin Ferguson AM MP**

I welcome the opportunity to provide this message to the Australia India Travel & Tourism Council (AITTC).

The Australian government is committed to growing visitor numbers from India.

India is one of the world's fastest growing tourism markets and was Australia's eleventh largest inbound market in 2012.

In recognition of this, in August 2012 I launched the latest phase of Tourism Australia's *There's nothing like Australia* campaign in India, the first time the campaign has been delivered to Indian consumers.

I was also pleased to launch Tourism Australia's India 2020 Strategic Plan last year, which will see Tourism Australia double its marketing spend in India this year.

Organisations such as the AITTC, which aim to promote travel and tourism between Australia and India, will play an important role in increasing the number of visitors. Through travel, we can increase cultural exchange and understanding between Australia and India and the economic benefits that accompany tourism.

I congratulate you for establishing the AITTC and wish you every success.

Martin Ferguson

