

Fact Sheet

CATO

COUNCIL OF AUSTRALIAN TOUR OPERATORS

The Council of Australian Tour Operators (CATO) is a trade association representing Australian based Tour Operators and Wholesalers.



About CATO

CATO members create, supply, and deliver travel services that enable Australians to explore and discover all parts of the world, through many different styles of travel in an innovative and sustainable manner.

CATO members product is distributed through retail travel agencies or direct to the consumer. Without CATO members products and services, retail travel agents would be particularly vulnerable if left with very little product to sell and Australians would be at more risk by having to book with overseas suppliers directly.



40,000 JOBS

Product delivered by CATO members underpins **more than 40,000 jobs** that comprise the Australian travel industry.



TRAVEL SAFELY

CATO members will play a vital role in **enabling Australians to travel again safely** through stringent measures once borders reopen. Our members supported DFAT in helping **repatriate 200,000 stranded Australians**.



INDUSTRY SUPPORT

CATO provides invaluable **support to its members through Advocacy, Research, Education and Marketing**. During the COVID-19 crisis these services are more essential to CATO members than ever before.

ACTIVELY ENGAGED

CATO is an active participant on the Department of Foreign Affairs and Trade (DFAT) travel industry consultative committee.

CATO is actively engaged with the Australian Competition and Consumer Commission (ACCC) and the Insurance Council of Australia (ICA).

OUR MEMBER IMPACT



- **Economic:** CATO members are at the forefront of economic investment generated by the travel industry.
- **Product:** CATO members create and deliver the travel products sold through travel agents.
- **Services:** CATO members' services drive significant volume that directly supports the Australian aviation industry.
- **Touch Points:** Members are made up of tour operators, wholesalers, destination management companies, tourism offices, ground operators and representation companies.

AUD\$52 billion spent on international leisure travel by Australians in 2019

Whilst this looks like a lot of money leaving Australia, this spend directly supports 40,000 Australian jobs across the outbound travel sector, which in turn underpins aviation capacity, supporting the Australian inbound tourism sector.

These jobs include front and back office support staff across retail travel agents, tour operators, wholesalers, and cruise lines (not onboard crew).

The global travel and tourism ecosystem are reliant on all countries participating and supporting both inbound and outbound travel.

OUTBOUND TRAVEL FACTS



- 11 million Australians travelled overseas in 2019¹
- 6.5 million of these travelled for a holiday¹
- average spend of AUD\$8,000 on all components of a trip²
- AUD\$52 billion spent on international leisure travel by Australians in 2019

¹Australian Bureau of Statistics (ABS)

²CATO research and member supplied data

Outbound Land-Supply Sector Delivers AUD\$20 Billion Economic Impact

A combination of ongoing CATO research and analysis of member data confirms the outbound land-supply sector delivers over **\$10 billion** in direct economic impact for the Australian economy and a further **\$10 billion** of indirect economic impact.



- CATO members help to underpin 40,000 jobs in the Australian travel industry and will be a key driver in the re-employment of staff post-COVID, providing a direct economic impact for the Australian economy.
- CATO members provide over AUD\$1.25 billion in direct benefit to the Australian travel agency community through commissions, training, conference sponsorship, incentives and subsidised travel.



Further information

- Contact CATO Managing Director, Brett Jardine at cato@cato.travel or 0419 724 909



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