

**Membership
Prospectus
2026/27**



FROM THE CEO



On behalf of Australian Regional Tourism, I would like to sincerely thank our continued membership for their support. Membership is central to everything we do. Connecting local council and regional tourism organisations is at the forefront, ensuring we can represent your interests with a strong, unified voice and advocate for regional tourism issues.



In 2025/26, many successes were a result of the collective effort of our members, providing invaluable feedback and working together to be a unified voice for the regional tourism community.

Most recently, ART launched 'There's more at stake than fuel', a campaign that highlights the importance of maintaining confidence in appropriate domestic regional travel. Throughout this campaign, we heard from many ART Members, who shared the impact of the fuel crisis and highlighted what is at stake in their region.

In regional communities, tourism contributes to wellbeing, resilience, pride of place, and community identity. ART has championed the growing need to quantify these impacts on the community, partnering with Nourish Group to explore social impact reporting. Since the launch of the program, we have shared a [discussion paper](#), which is informed by preliminary findings. This social impact assessment program continues to be a key focus for ART.

Agritourism continues to represent a significant opportunity for Australia's regional economies, and ART has remained a strong advocate for the sector through a \$14 million pre-budget proposal to support farmers to diversify into tourism and grow the industry to \$18.6 billion by 2030. Over the past year, collaboration with Tourism Australia, RTOs and STOs has helped strengthen opportunities for producers, tourism operators and communities in this growing sector.

The 2025 ART Convention in the Adelaide Hills, South Australia, brought members and industry leaders together to connect, collaborate and experience one of Australia's leading agritourism destinations. In 2026, we are excited to head to Busselton, Western Australia, a coastal town cradled by the turquoise waters of Geographe Bay. ART members continue to benefit from discounted Convention registration, supporting greater industry participation.

As we look ahead, I thank you for your continued support and engagement, and look forward to working together to create new opportunities and deliver meaningful outcomes for the sector.

Lauren Douglass
Chief Executive Officer
Australian Regional Tourism

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

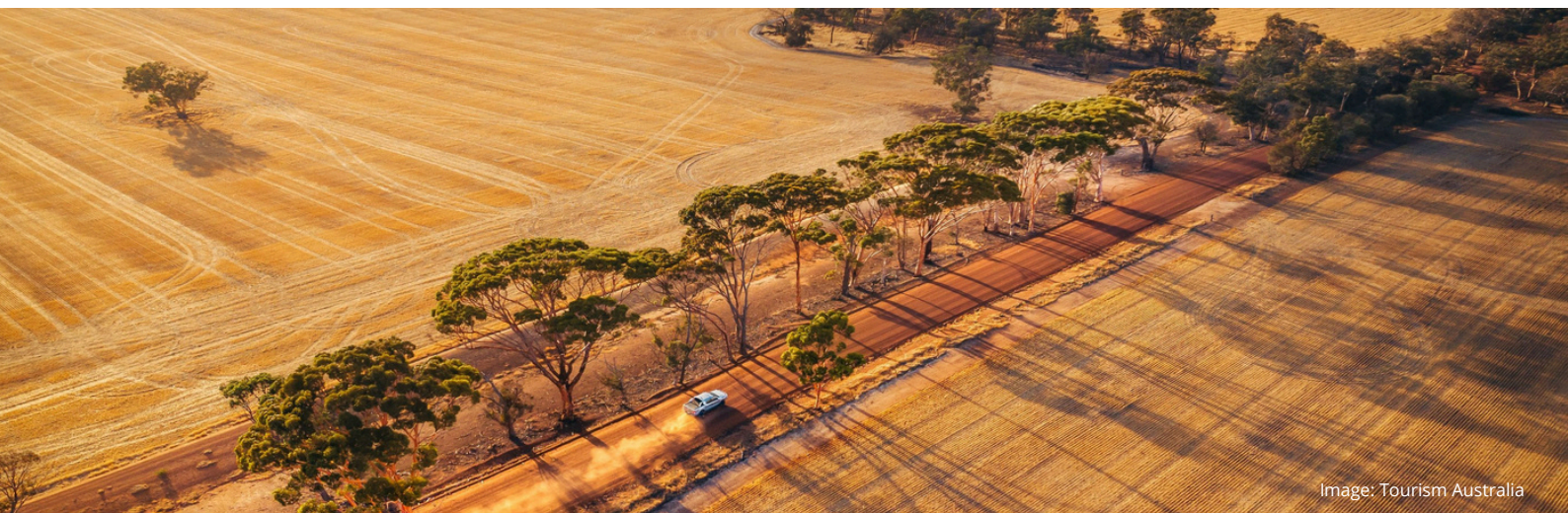
To drive regional visitor economy success through supporting and improving tourism communities.

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





The ART Strategic Plan 2025–28 is centred around three key pillars, and nine national regional tourism priorities as agreed by the regional tourism community. An action plan was developed to outline specific project initiatives aligned with each key pillar of the strategy.

Key pillars



Advocacy

Elevate the national regional tourism priorities to shape policies that support and develop the visitor economy.



Collaboration

Build and nurture partnerships among stakeholders to foster unity and strengthen the regional tourism industry.



Regional Empowerment

Strengthen regional capabilities and support sustainable growth to boost tourism and build industry resilience.





National 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.



Regional Data

Accurate, timely and affordable data is required to provide a clear understanding of visitor demographics and behaviours in regions.



Product Experience

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 crucial. For example, upskilling regional operators through targeted online programs and workshops will ensure suitable skill development.

Additionally, 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.



Skills and Workforce Shortages

The regional tourism industry faces several challenges related to skills and workforce issues. Difficulties retaining skilled staff, limited training and development opportunities, negative perceptions about career stability, and an ageing workforce are among the challenges.

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.



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. By enhancing access to suitable insurance products, we can improve the resilience of the sector.



Enabling Infrastructure

In Australia, regional tourism infrastructure faces significant challenges due to inadequate funding and investment. Key issues include transportation networks, accommodation availability, visitor facilities and digital connectivity.

Poor infrastructure impacts visitor experiences and accessibility, limiting the potential reach of tourism activities in regional areas.



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.

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.



Sustainability

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.



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

Join us in Busselton, Western Australia, for this year's ART Convention from 20-23 October 2026. A gentle 2.5-hour journey south from Perth, Busselton rests where forest meets ocean — a coastal town cradled by the turquoise waters of Geographe Bay. Long regarded as the northern gateway to the Margaret River region.

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 includes:

- Welcome Reception – Tuesday 20 October
- 2 full days of Convention – Wednesday 21 and Thursday 22 October
- Convention Dinner – Thursday 22 October

There are also optional famils (Convention on the Move) on Friday 23 October for those who wish to attend.

For ART members, Convention registration pricing is reduced by up to 15%.

Further details can be found [here](#)



BECOME A MEMBER

To become a member:

- Email 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.

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

TIER 1 PARTNER

\$7006

Federal and State
Government agencies

National and
State tourism
organisations

TIER 2 MEMBER

\$1437

Corporate
organisations
Industry associations
RTO's

Medium to large
enterprises
with < 10 FTE

TIER 3 MEMBER

\$717

Local government
RTOS
LTOS with >10 FTE

TIER 4 MEMBER


\$287

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



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	✓	✓	✓	✓
Provide input into ART strategic planning	✓			
Provide input into ART convention topics	✓			

A photograph of three people walking away from the camera on a dirt path through a dense forest of tall, thin trees. They are wearing helmets and harnesses, suggesting they are engaged in a climbing or rappelling activity. The forest floor is covered in pine needles and small branches. The lighting is soft, filtering through the canopy.

Enquiries

Lauren Douglass
Chief Executive Officer
Australian Regional Tourism
0407 436 965
eo@regionaltourism.com.au
www.regionaltourism.com.au