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Victorian Tourism is Dead

With another 2 weeks of lockdown just announced, Victorian tourism businesses have effectively been told to close until Victoria and Australia reach the 70%/80% vaccination thresholds.

Consumer confidence is at levels not seen before during this pandemic and as the rest of the world opens up we in Victoria have been locked down again with the added burden of a nighttime curfew.

Current modelling sees Victoria's 70% vaccination rate being hit in late October, until then people will not book holidays, go on tours and make big holiday decisions.

ATV calls for the immediate reintroduction of JobKeeper and automatic business assistance grants for tourism and hospitality until all Australian governments have decided lockdowns are no longer required.

How many times does Victoria need to go in and out of lockdown as we crawl towards 70%/80% without a wage subsidy?

We're now at the point where the Victorian visitor economy has been nailed shut and just like last year we need our employees to stay connected with their places of work and the businesses that have made it through to now need the urgent help to get to the finish line.