



MARKETING AUSTRALIA TO THE WORLD

Kristy Malapa– Industry Relations Manager – Tourism Australia
5 June 2024

TODAY'S UPDATE



A BIT ABOUT US



HOW ARE THINGS LOOKING?



WHAT ARE WE DOING ABOUT IT?



COME ALONG WITH US ON THE JOURNEY

WHO IS TOURISM AUSTRALIA?

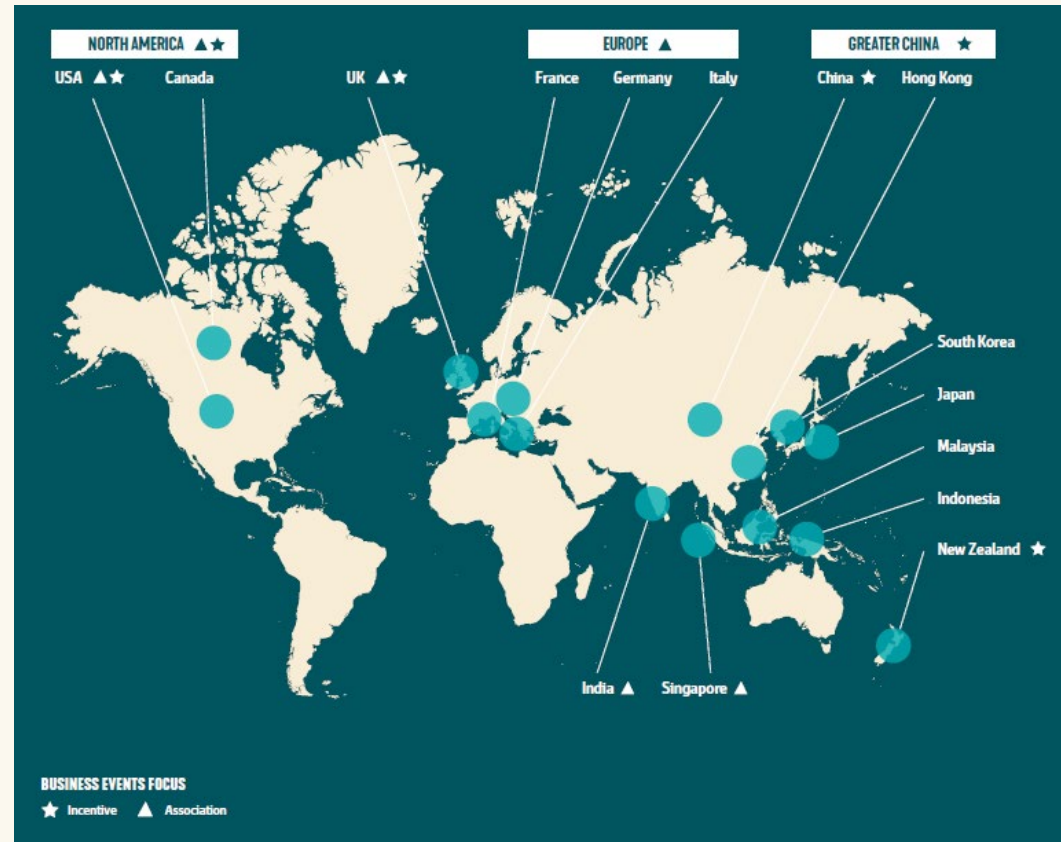
Tourism Australia is the Australian Government agency **responsible for attracting international visitors to Australia**, both for leisure and business events.

OUR VISION

To make Australia the most desirable & memorable destination on earth

OUR PURPOSE

To create demand enabling a sustainable and competitive Australian tourism industry



BRAND & MARKETING

AVIATION

INSIGHTS

BUSINESS EVENTS AUSTRALIA

PARTNERSHIPS & DISTRIBUTION

PUBLIC RELATIONS & FAMILS

AUSTRALIA.COM & SOCIAL

INDUSTRY EVENTS

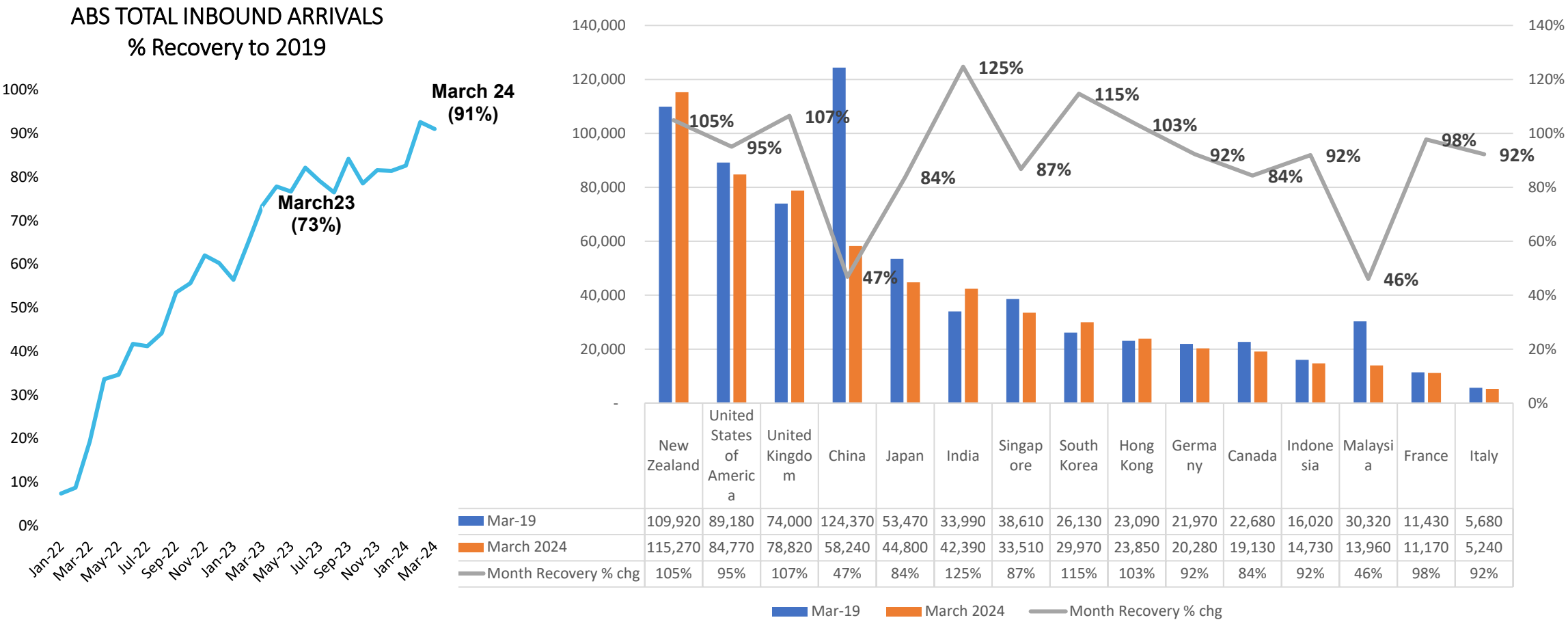
OUR TARGET SEGMENTS ACROSS 15 CORE MARKETS



How are things out there?

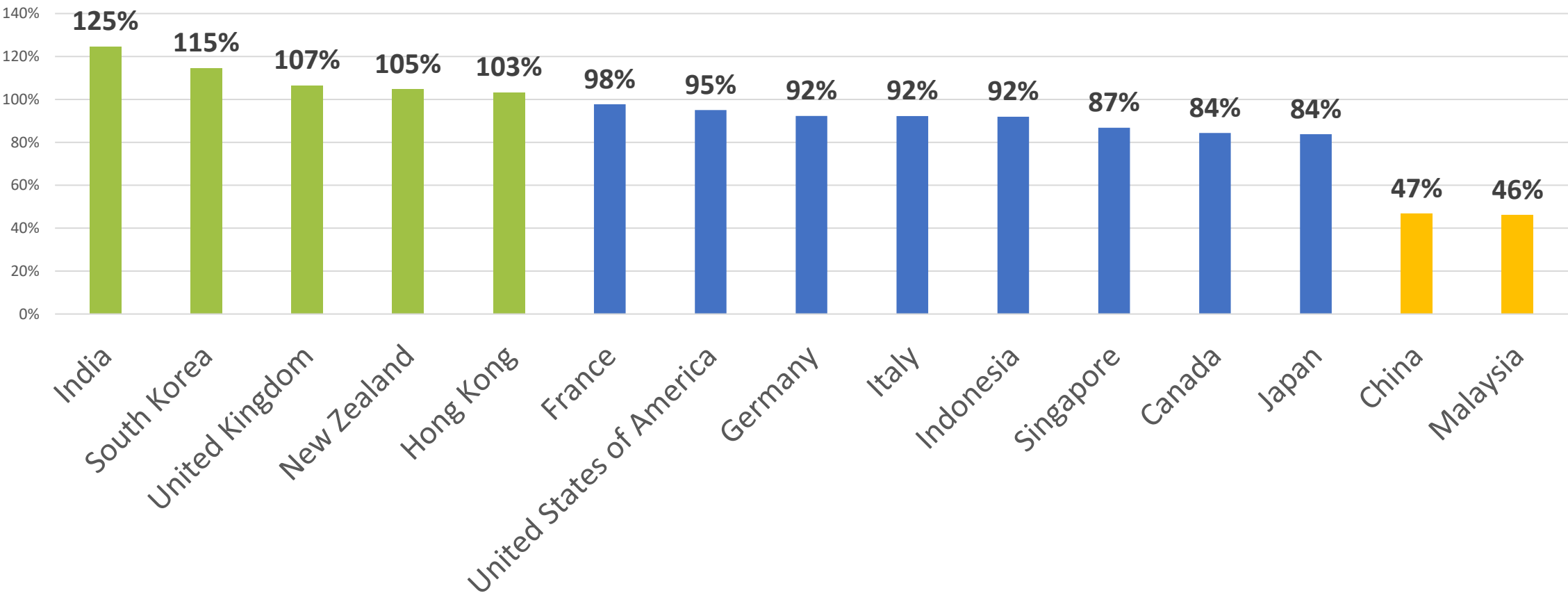
ARRIVALS FOR MARCH WERE STRONG AT 91% VS 2019

ABS Short-Term Arrivals.
March 2024 vs. March 2019

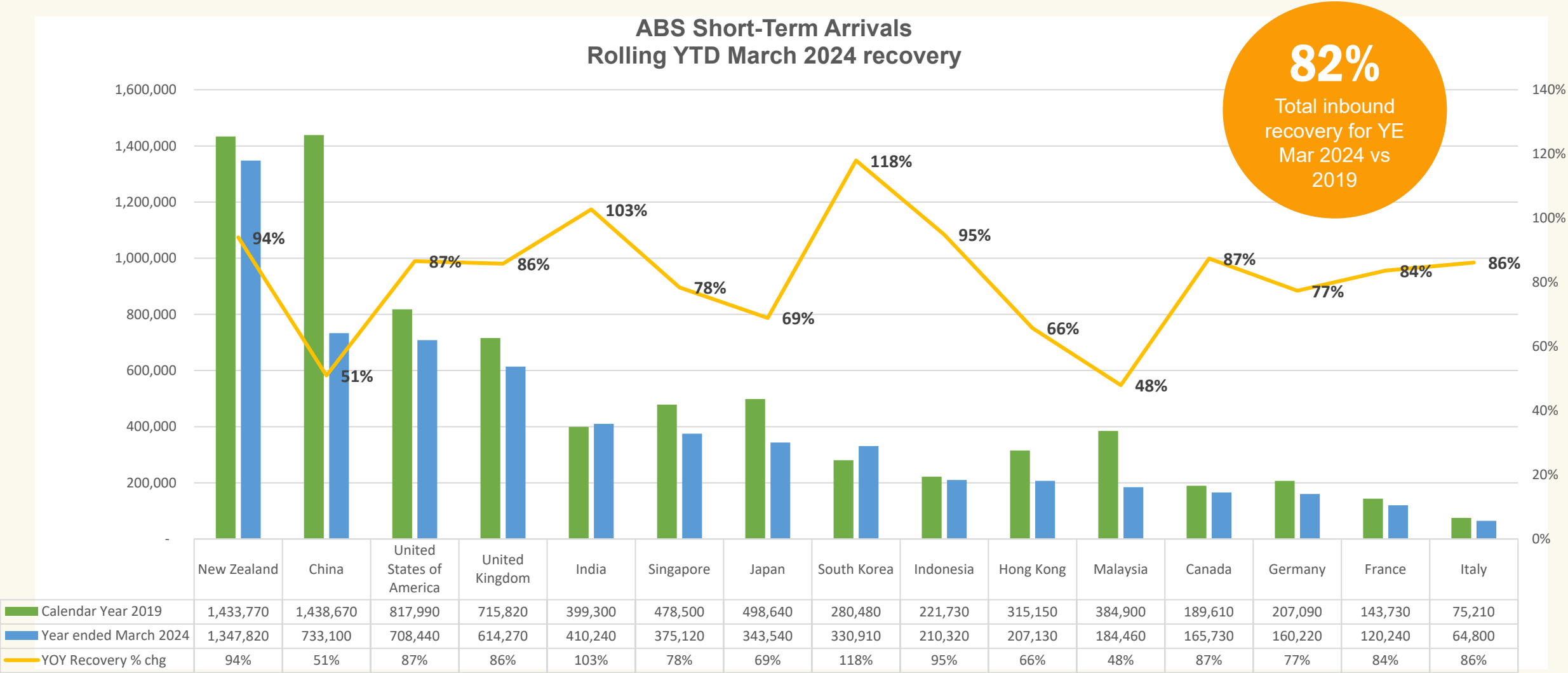


ALTHOUGH SOME MARKETS STILL LAG BEHIND

ABS Short Term Arrivals Month of March 2024



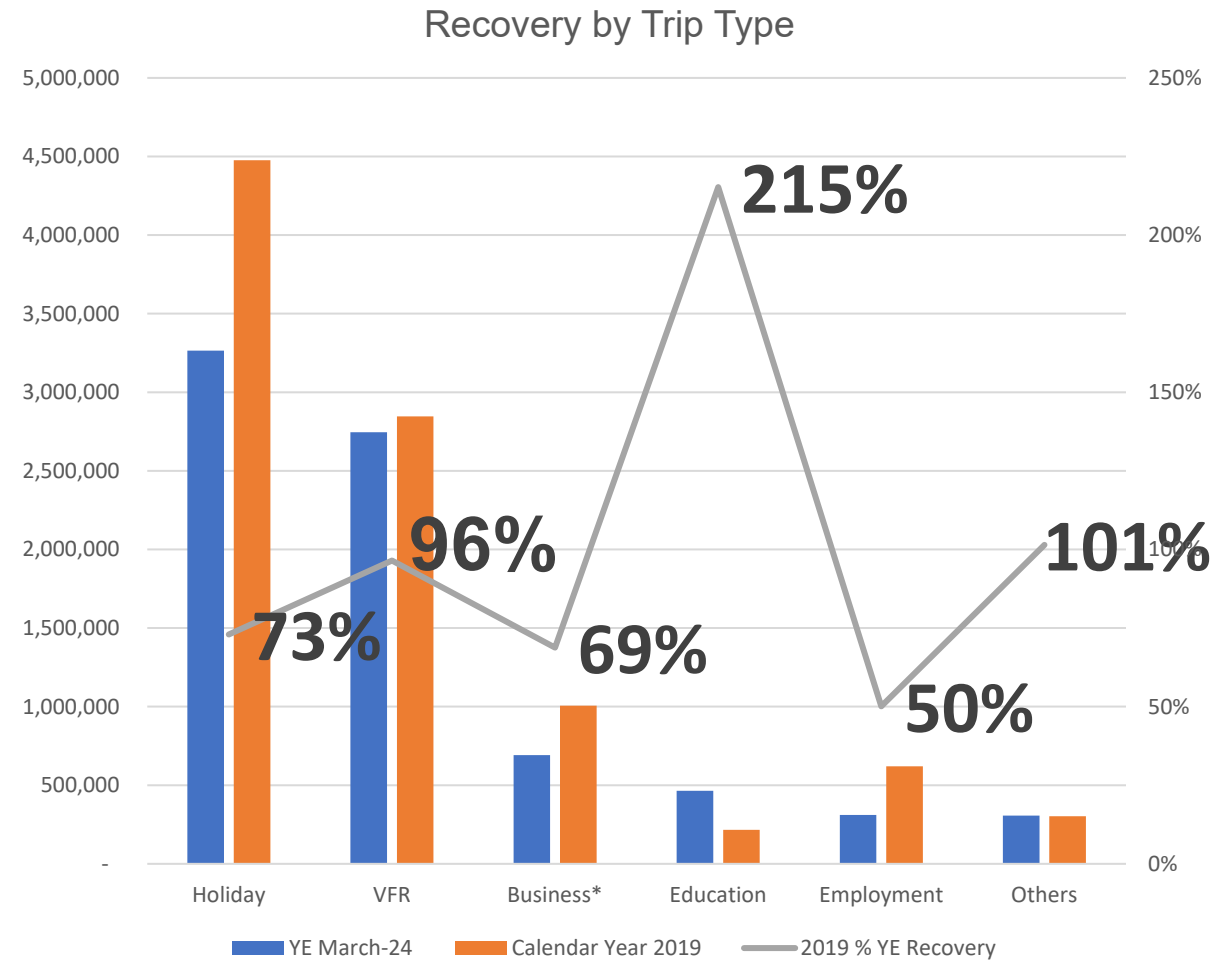
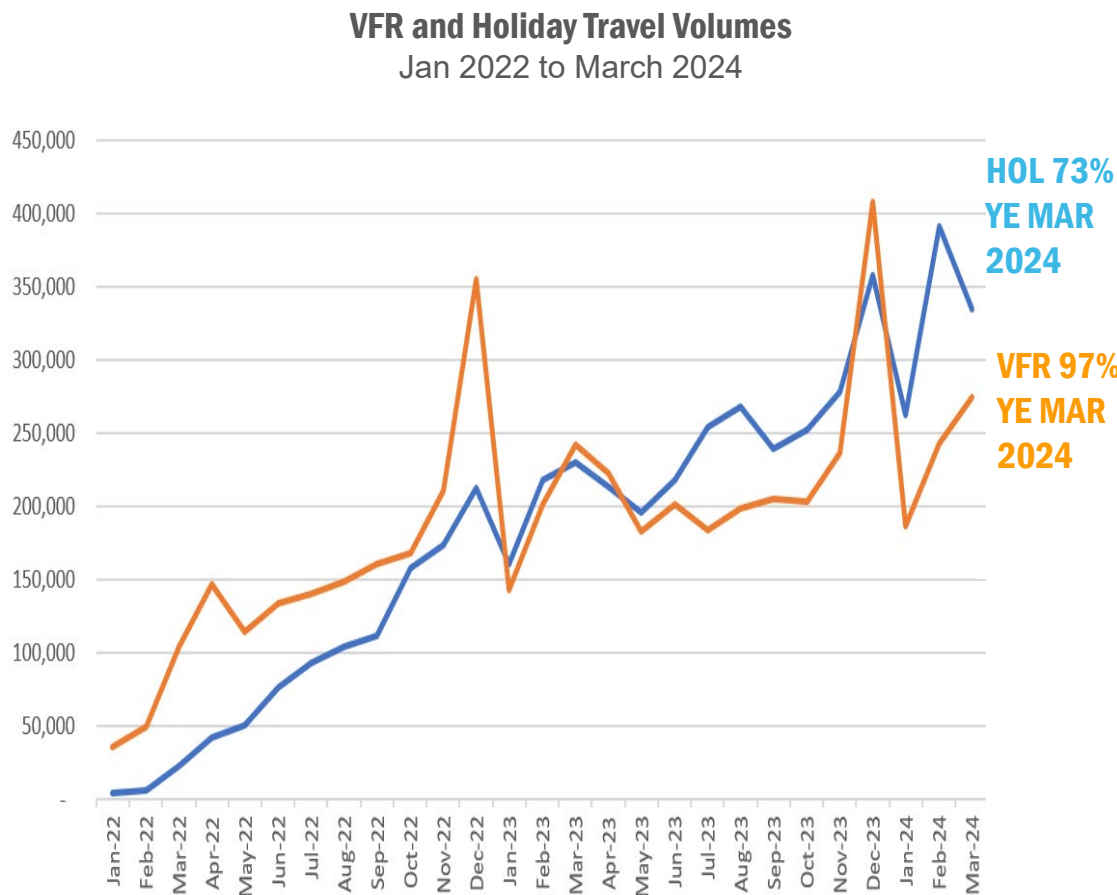
GROWTH OPPORTUNITY EXISTS FROM MANY EASTERN MARKETS



Source: ABS

Calendar Year 2019 Year ended March 2024 YOY Recovery % chg

THE OPPORTUNITY REMAINS IN THE HOLIDAY SEGMENT

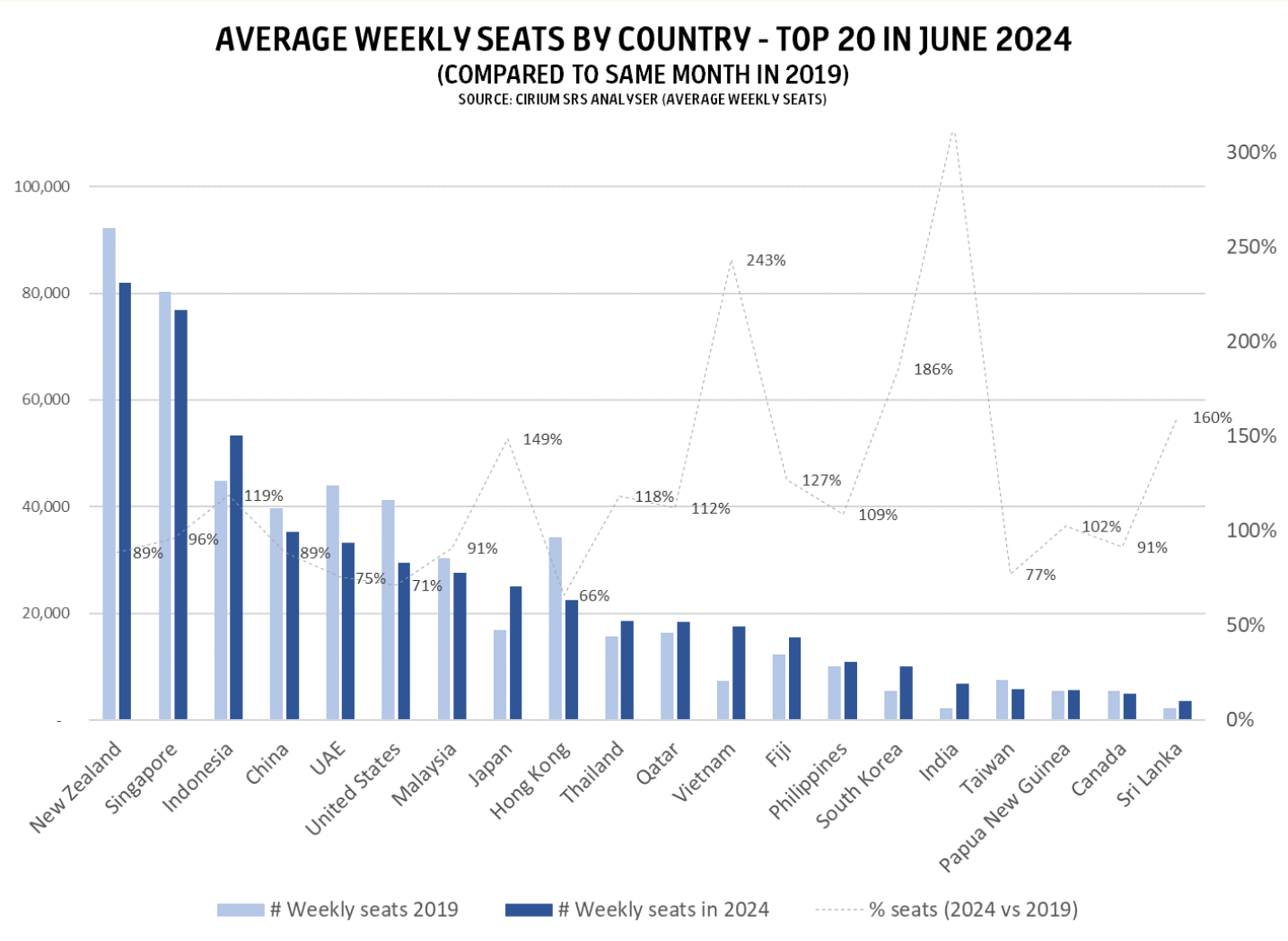


Source: ABS

CAPACITY IS LARGELY RECOVERED BUT VARIES BY MARKET

June 2024 levels:

New Zealand:	89% of seats scheduled
Singapore:	96% of seats scheduled
Indonesia:	119% of seats scheduled
China:	89% of seats scheduled
UAE:	75% of seats scheduled
USA:	71% of seats scheduled
Hong Kong:	66% of seats scheduled
Malaysia:	91% of seats scheduled
Japan:	149% of seats scheduled
Qatar:	112% of seats scheduled
South Korea:	186% of seats scheduled
India:	314% of seats scheduled
Canada:	91% of seats scheduled
Qantas:	96% of seats scheduled
Singapore Airlines:	95% of seats scheduled
Emirates:	87% of seats scheduled
Cathay Pacific:	83% of seats scheduled



Source: Cirium SRS Analyser air schedules data

WORKING HOLIDAY MAKER PROGRAM



- We currently have more WHMs in the country than any time in the history of the program 183,668 (DHA)
- Brits, Irish and French make up 1/3 of all working holiday makers
- 28% of all Brits in Australia are on a WHV with that set to increase as the FTA changes kick in.
- The average length of stay for WHMs is 9.4 months
- The average spend per trip is \$26,787 (Flinders University) + lifetime value from repeat visitation
- Canada, Denmark, France, Ireland, Italy and UK have an extended age limit of 35, all other nationalities are 30.
- Undersupply of product due to many hostels / tours not surviving the pandemic.

So that's a lot.... What are we doing about it?

COME AND SAY *G'day*

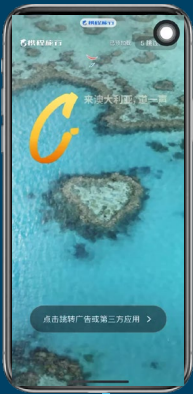


Uluru-Kata Tjuṯa National Park

AUSTRALIA



COME AND SAY G'DAY CONTINUES TO SPEARHEAD OUR WORK



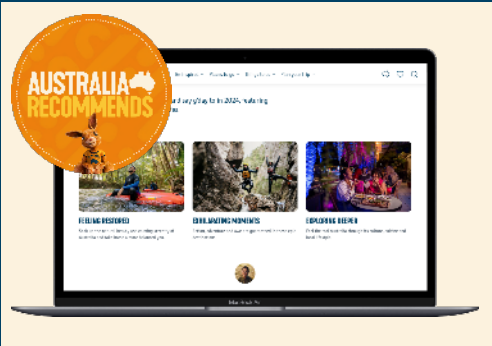
PARTNERSHIPS

HIGH YIELDING TRAVELLERS

CULTURE & EVENTS



SUPPORTED BY A BREADTH OF ACTIVITIES



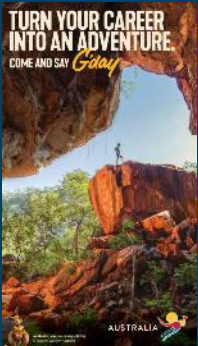
CONTENT CAMPAIGNS



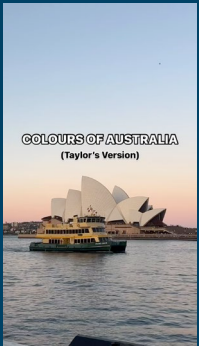
EVENTS



BROADCAST & IMHP



WORKING HOLIDAY MAKER



TOPICAL MOMENTS



SOCIAL MEDIA



GLOBAL PR



ADVOCACY



CONTENT PARTNERSHIPS



BUSINESS EVENTS

AN EXAMPLE OF LEVERAGING THOSE CULTURAL MOMENTS...



FIFA WOMEN'S WORLD CUP – UK EXAMPLE

PRE-GAME



POST-GAME



TRADE PARTNERS REMAIN KEY, FOR EXAMPLE THE TRAILFINDERS CAMPAIGN CURRENTLY RUNNING IN THE UNITED KINGDOM

Overview

For the first time, Trailfinders, the largest producer of visitors to Australia from the UK, is running an always on 'One Voice' Australia campaign in conjunction with Tourism Australia and all eight State & Territory Tourism Organisations.

This activity allows us to reach a significant audience to drive awareness of, and conversion of Australia bookings.

Timings: August 2023 to June 2024.

Partners: Trailfinders, Tourism Australia & all 8 x State & Territory Tourism Organisations.

Campaign investment: Combined investment of over £1million.

Creative & Channels: *Come and Say G'Day* creative across print, digital and social.

TRAILFINDERS
THE TRAVEL EXPERTS

COME AND SAY G'day

AUSTRALIA

NO ONE LOOKS AFTER YOU BETTER

<p>Sydney to Canberra - Coast & Country Loop 14 nights from \$X,XXXX</p> <p>Flights, 11 days fully inclusive car hire, hotel and Hunter Valley Food and Wine Explorer - Sydney to Bondi Beach - Hunter Valley - Blue Mountains Saving over \$200 per couple</p>	<p>Sydney and beyond 14 nights from \$X,XXXX</p> <p>Flights, 11 days fully inclusive car hire, hotel and Hunter Valley Food and Wine Explorer - Sydney to Bondi Beach - Hunter Valley - Blue Mountains Saving over \$200 per couple</p>	<p>Absolute Luxury New South Wales & Uluru 14 nights from \$X,XXXX</p> <p>Flights, 11 days fully inclusive car hire, hotel and Hunter Valley Food and Wine Explorer - Sydney to Bondi Beach - Hunter Valley - Blue Mountains Saving over \$200 per couple</p>
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Trailfinders
Tailormade Travel Worldwide
First & Business Class Travel
0207 795 4551
0207 795 4552
trailfinders.com

Trustpilot
★★★★★
"Truly excellent: patient, friendly, helpful and a mine of knowledge, tips and advice."

Prices are per person based on a twin/double share & valid for selected UK departures. Offers are subject to availability & restrictions may apply. Prices correct at time of going to print 23 Jan 23.

Come along with us on the journey...

JUST SOME OF THE WAYS TO GET INVOLVED

CORPORATE WEBSITE



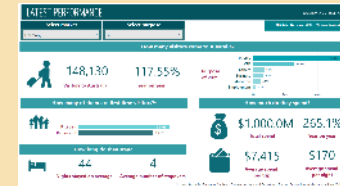
[TOURISM.AUSTRALIA.COM](https://www.tourism.australia.com)

RESEARCH & INSIGHTS



[TOURISM.AUSTRALIA.COM/STATS](https://www.tourism.australia.com/stats)

MARKET INFO



[TOURISM.AUSTRALIA.COM/MARKETREGIONS](https://www.tourism.australia.com/marketregions)

PR, FAMILS & SOCIAL MEDIA



[TOURISM.AUSTRALIA.COM/WORKINGWITHMEDIA](https://www.tourism.australia.com/workingwithmedia)

TRADE EVENTS



[TOURISM.AUSTRALIA.COM/EVENTS](https://www.tourism.australia.com/events)

NEWSLETTERS



[TOURISM.AUSTRALIA.COM/SUBSCRIBE](https://www.tourism.australia.com/subscribe)

ATEC HOST PROGRAMS



[ATEC.NET.AU/TRAINING/ATEC-HOST](https://atec.net.au/training/atec-host)

WORKING WITH TA GUIDE



[TOURISM.AUSTRALIA.COM/WORKINGWITHTA](https://www.tourism.australia.com/workingwithta)

TRADE EVENTS

Including Australian Tourism Exchange
and Marketplace Events

26-27 August 2024:

Australia Marketplace Japan

29-30 August 2024:

Australia Marketplace Korea, Seoul

8-11 September 2024:

Australia Next, Cairns

14-17 October 2024:

G'day Australia, Perth

18-20 November 2024:

Australia Marketplace UK / Europe, London

28 April – 1 May 2025

Australian Tourism Exchange 2025, Brisbane



TOURISM.AUSTRALIA.COM/EVENTS

THANK YOU

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THANK YOU!

