



# 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?

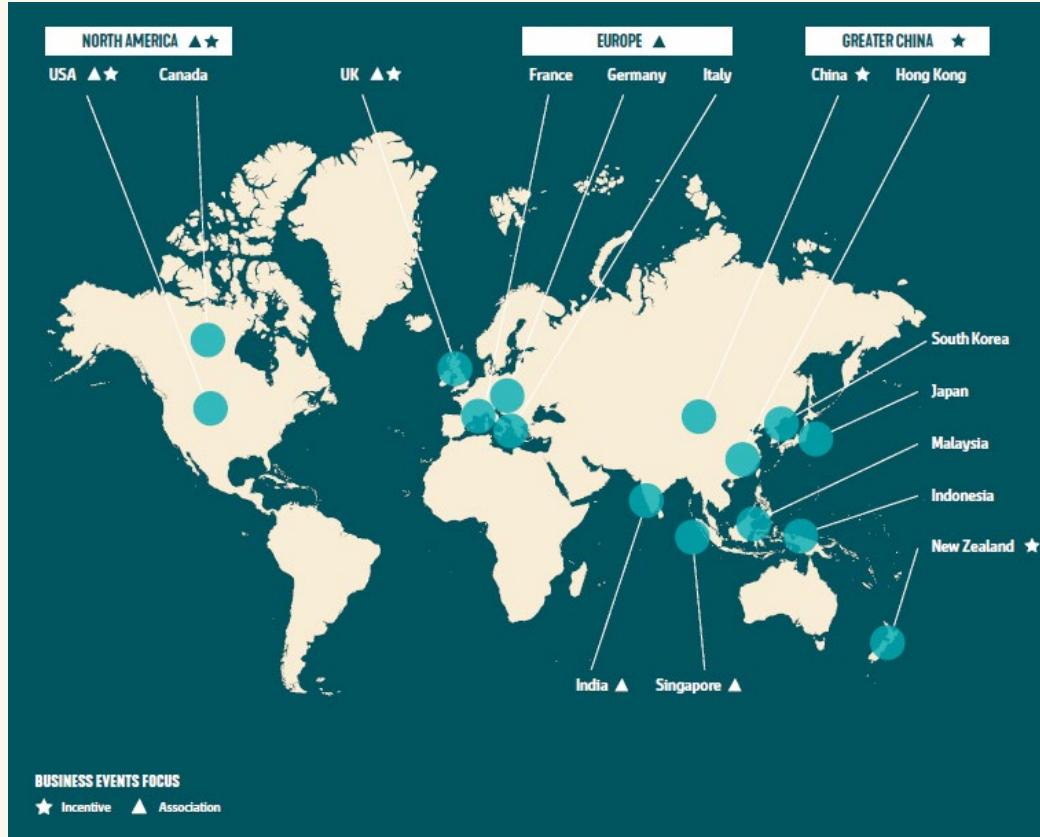
Tourism Australia is the Australian Government agency **responsible for attracting international visitors to Australia**, both for **leisure and business events**.

## 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

## PARTNERSHIPS & DISTRIBUTION

## AVIATION

## PUBLIC RELATIONS & FAMILIES

## INSIGHTS

## AUSTRALIA.COM & SOCIAL

## BUSINESS EVENTS AUSTRALIA

## INDUSTRY EVENTS

# OUR TARGET SEGMENTS ACROSS 15 CORE MARKETS

## 1. HIGH YIELDING TRAVELLERS

Worth \$9.8bn in 2019

## 2. PREMIUM

Worth \$0.59bn in 2019

## 3. WORKING HOLIDAY MAKERS

Worth \$1.35bn in 2019

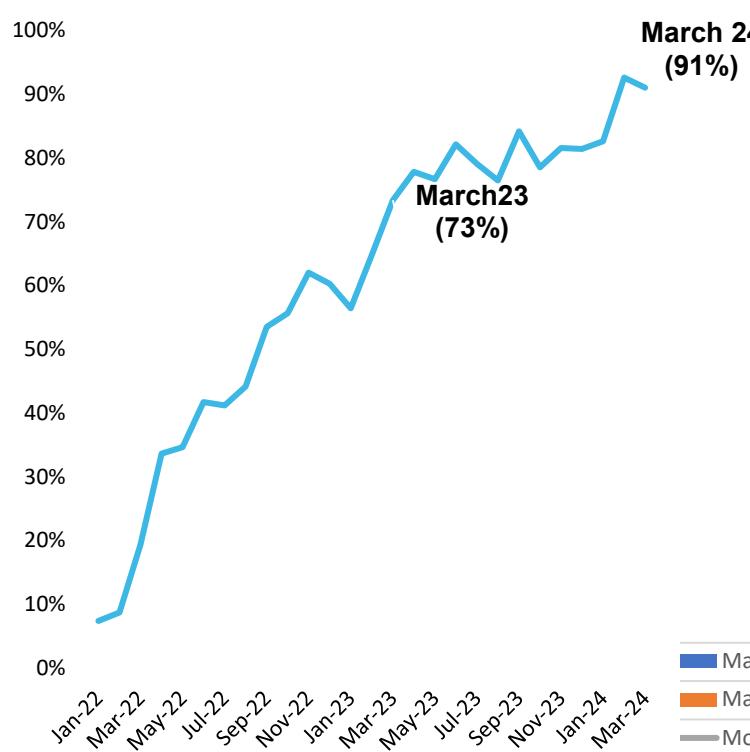
## 4. BUSINESS EVENTS

Worth \$2.7bn in 2019

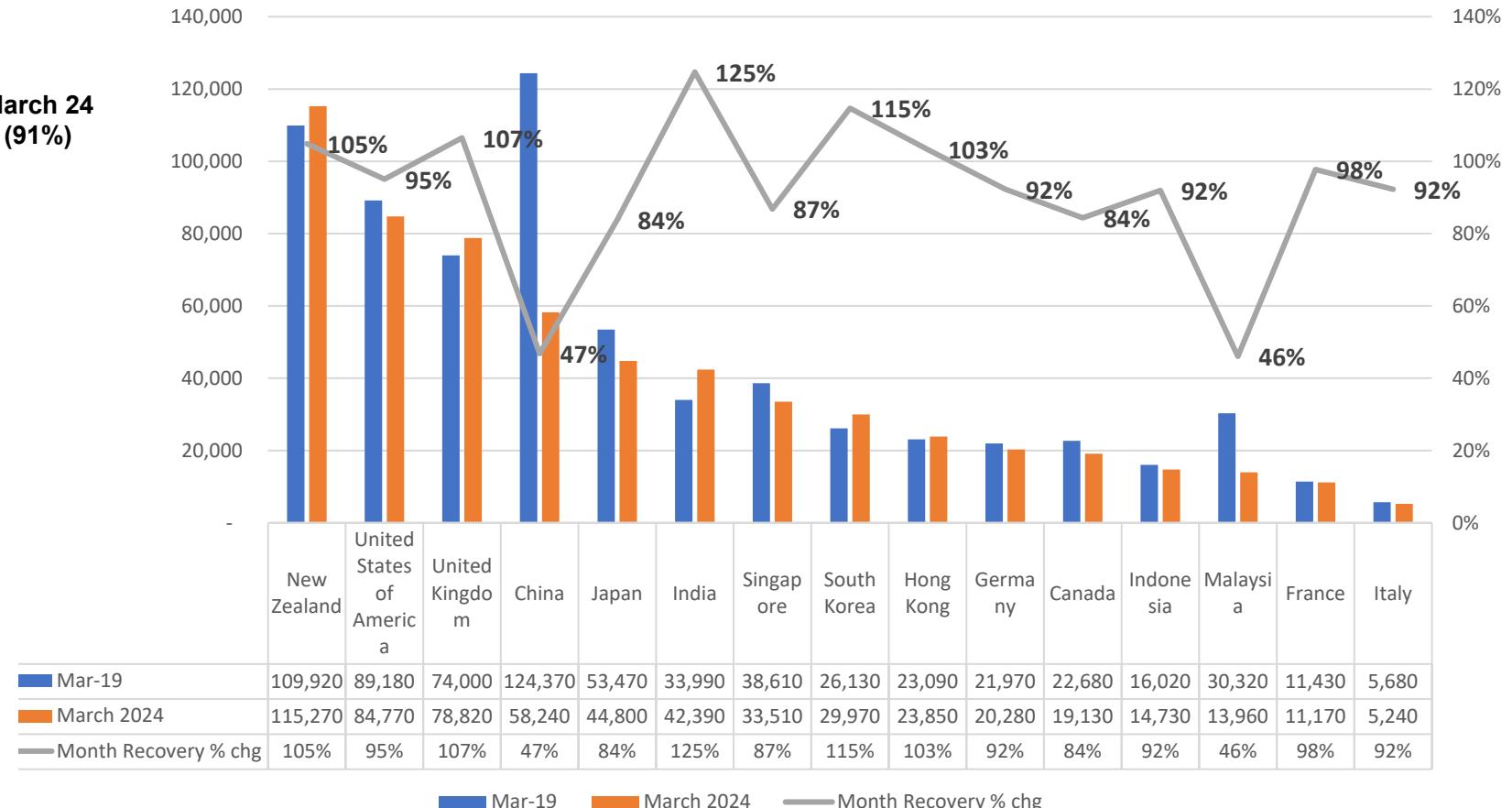
**How are things out there?**

# ARRIVALS FOR MARCH WERE STRONG AT 91% VS 2019

ABS TOTAL INBOUND ARRIVALS  
% Recovery to 2019

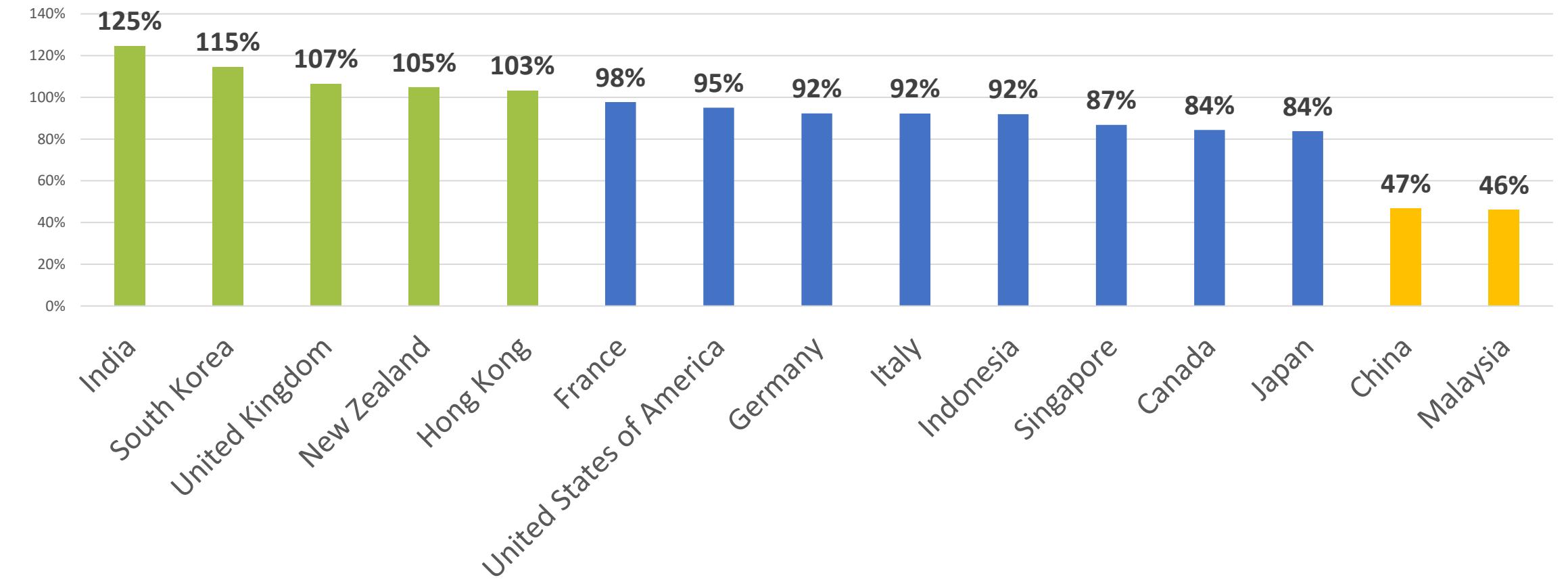


ABS Short-Term Arrivals.  
March 2024 vs. March 2019

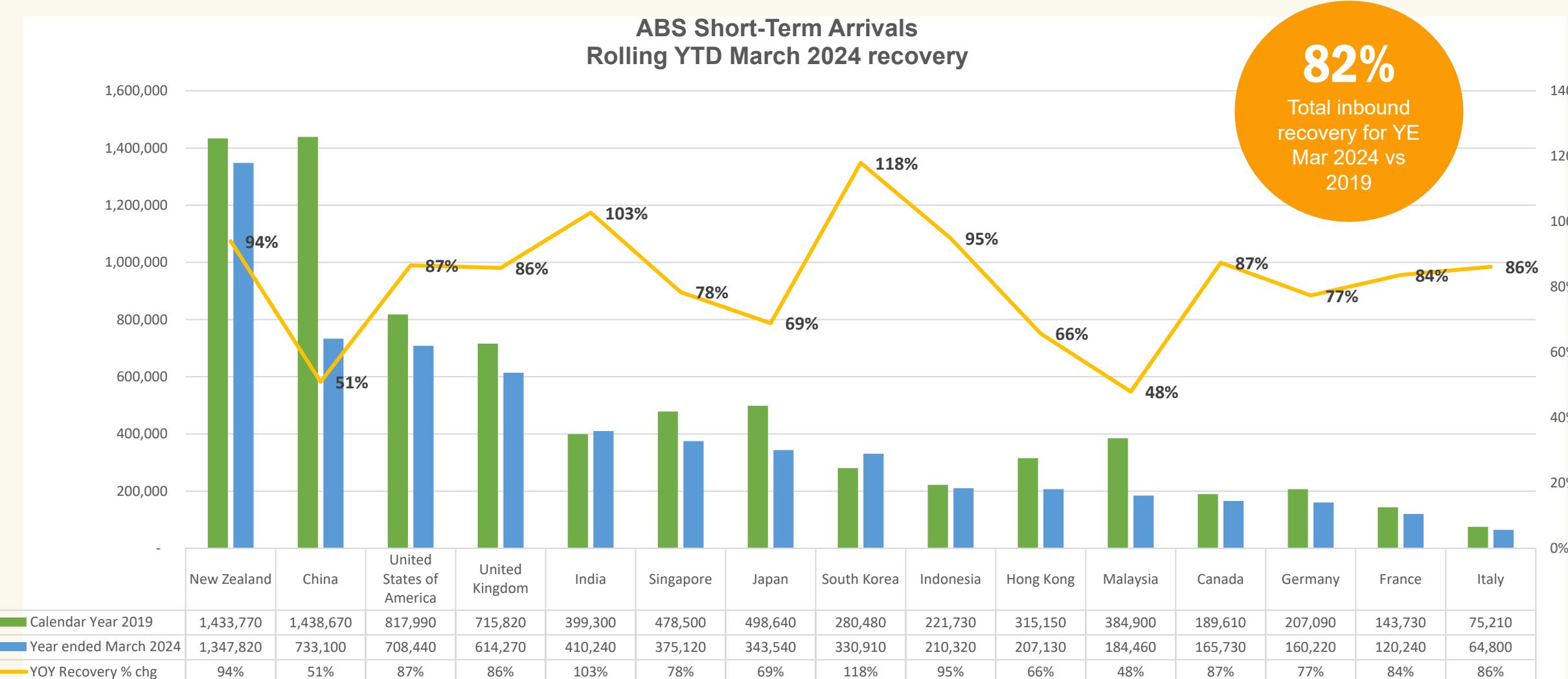


# ALTHOUGH SOME MARKETS STILL LAG BEHIND

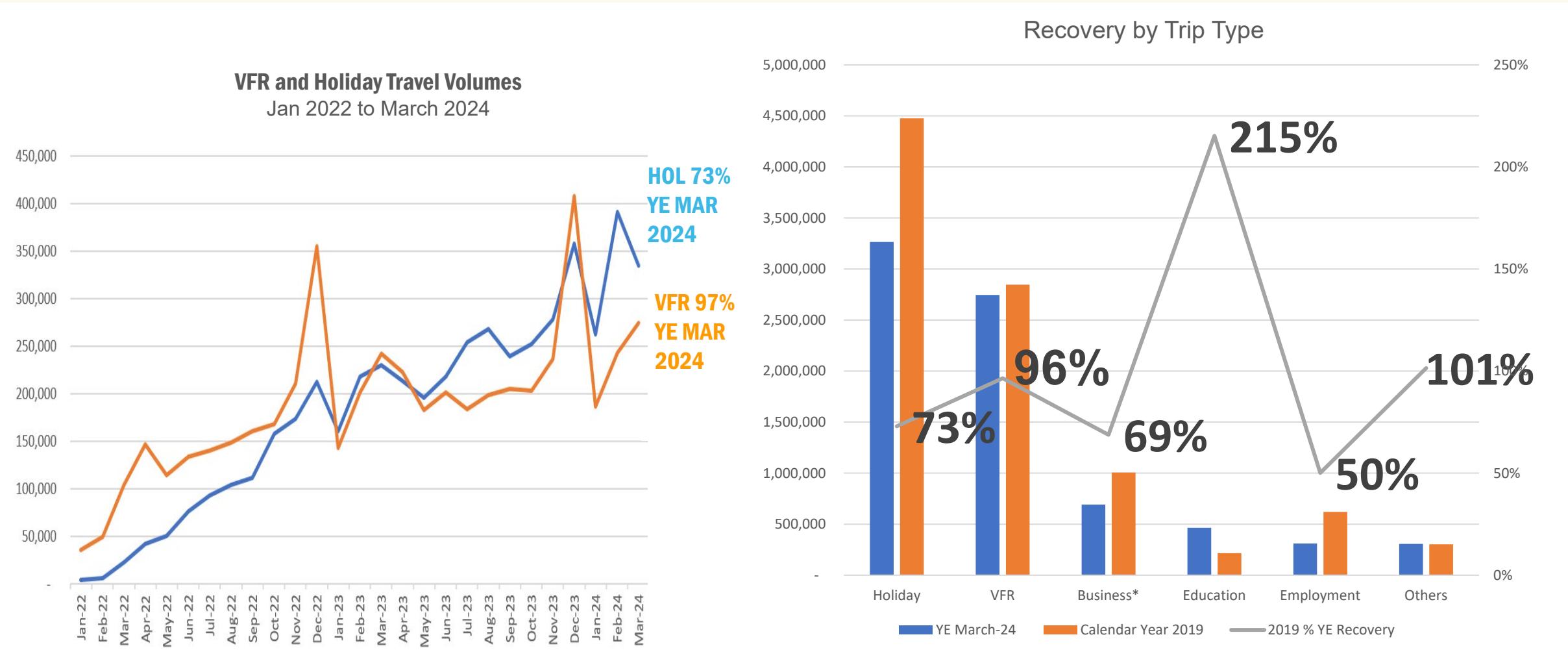
ABS Short Term Arrivals Month of March 2024



# GROWTH OPPORTUNITY EXISTS FROM MANY EASTERN MARKETS



# THE OPPORTUNITY REMAINS IN THE HOLIDAY SEGMENT

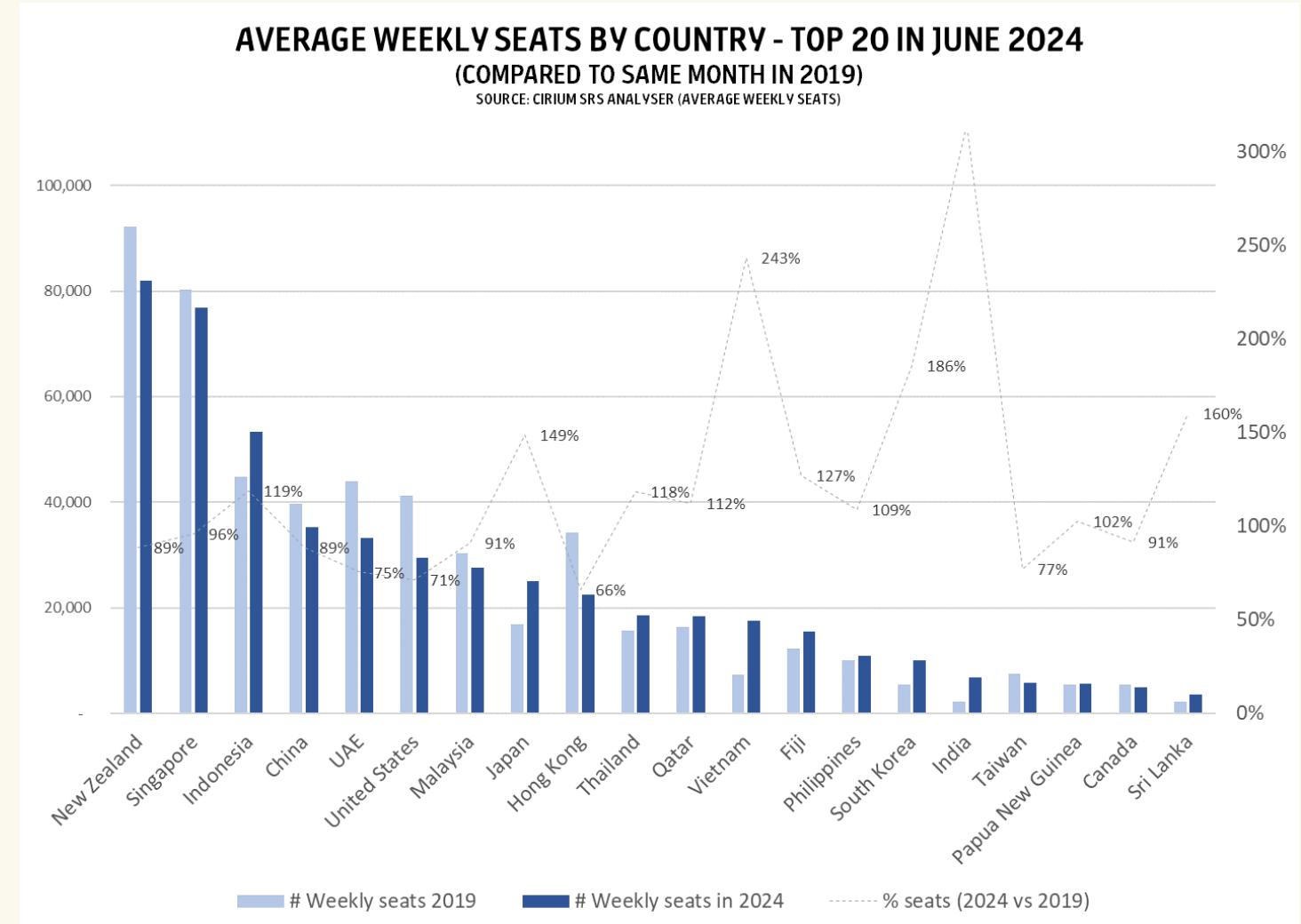


Source: ABS

# 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*

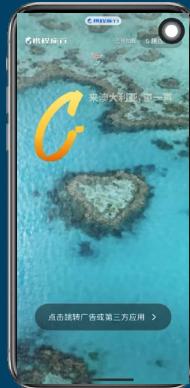


AUSTRALIA



Uluru-Kata Tjuta National Park

# COME AND SAY G'DAY CONTINUES TO SPEARHEAD OUR WORK



## PARTNERSHIPS

## HIGH YIELDING TRAVELLERS

## CULTURE & EVENTS



# SUPPORTED BY A BREADTH OF ACTIVITIES



CONTENT CAMPAIGNS



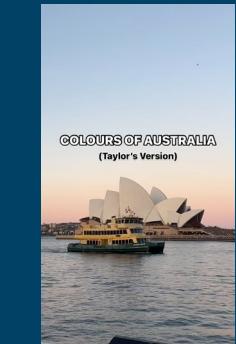
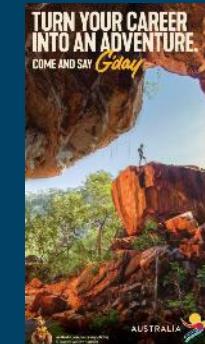
EVENTS



BROADCAST &amp; 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

ENGLAND,  
IF WE DON'T KNOCK YOU  
OUT, THE VIEWS WILL.  
COME AND SAY *G'day*



AUSTRALIA 

## POST-GAME

AT LEAST OUR HOLIDAYS  
ARE UNBEATABLE.  
WELL DONE ENGLAND..  
COME AND SAY *G'day*



AUSTRALIA 

# 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.



**Come along with us on the journey...**



# JUST SOME OF THE WAYS TO GET INVOLVED

## CORPORATE WEBSITE



[TOURISM.AUSTRALIA.COM](http://TOURISM.AUSTRALIA.COM)

## RESEARCH & INSIGHTS



[TOURISM.AUSTRALIA.COM/STATS](http://TOURISM.AUSTRALIA.COM/STATS)

## MARKET INFO



[TOURISM.AUSTRALIA.COM/MARKETREGIONS](http://TOURISM.AUSTRALIA.COM/MARKETREGIONS)

## PR, FAMILS & SOCIAL MEDIA



[TOURISM.AUSTRALIA.COM/WORKINGWITHMEDIA](http://TOURISM.AUSTRALIA.COM/WORKINGWITHMEDIA)

## TRADE EVENTS



[TOURISM.AUSTRALIA.COM/EVENTS](http://TOURISM.AUSTRALIA.COM/EVENTS)

## NEWSLETTERS



[TOURISM.AUSTRALIA.COM/SUBSCRIBE](http://TOURISM.AUSTRALIA.COM/SUBSCRIBE)

## ATEC HOST PROGRAMS



[ATEC.NET.AU/TRAINING/ATEC-HOST](http://ATEC.NET.AU/TRAINING/ATEC-HOST)

## WORKING WITH TA GUIDE



[TOURISM.AUSTRALIA.COM/WORKINGWITHTA](http://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!**

