



MARKETING AUSTRALIA TO THE WORLD

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5 Sep 2024

WHO IS TOURISM AUSTRALIA?

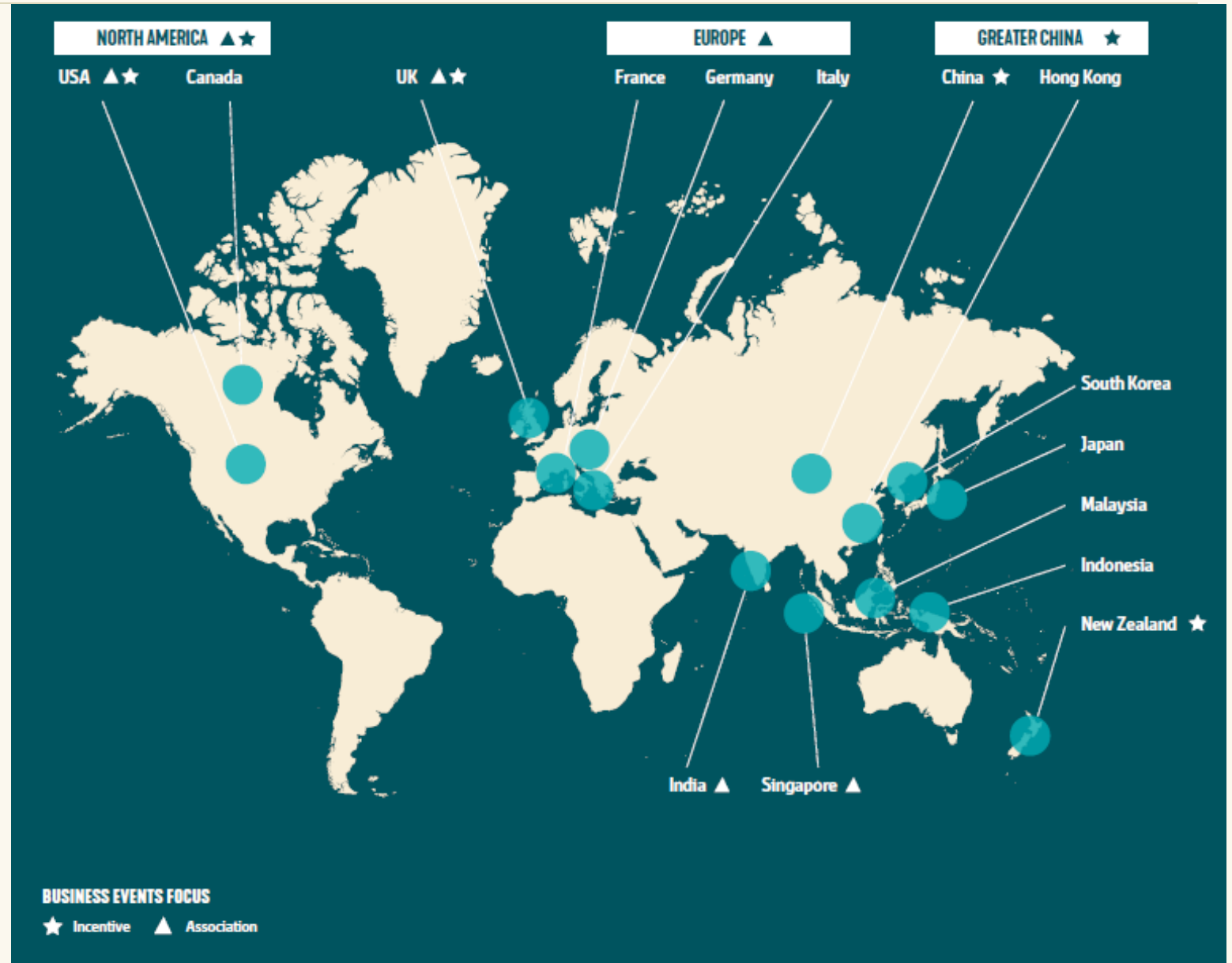
Tourism Australia is the Australian Government agency **responsible for attracting international visitors to Australia**, both for leisure and business events.

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



OUR TARGET SEGMENTS ACROSS 15 CORE MARKETS

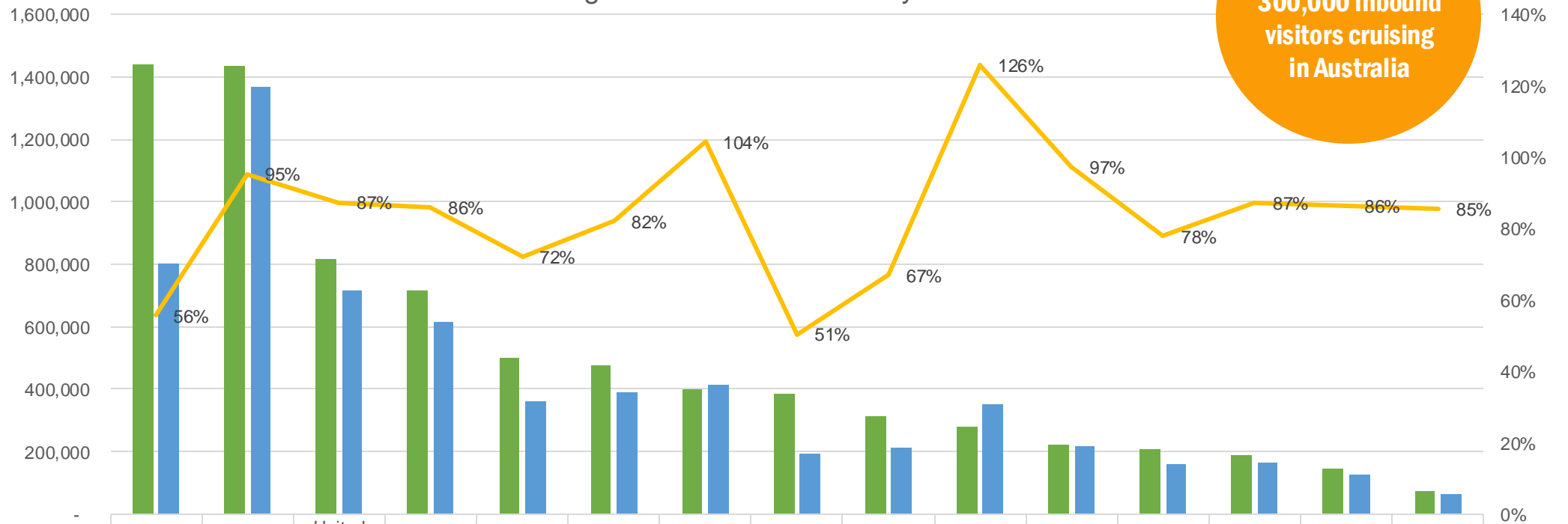


How are things out there?

TOTAL INBOUND RECOVERY IS AT 84% FOR JUNE 2019 YE VS 2019

ABS Short-Term Arrivals
Rolling YTD June 2024 recovery

2019 saw up to 300,000 inbound visitors cruising in Australia



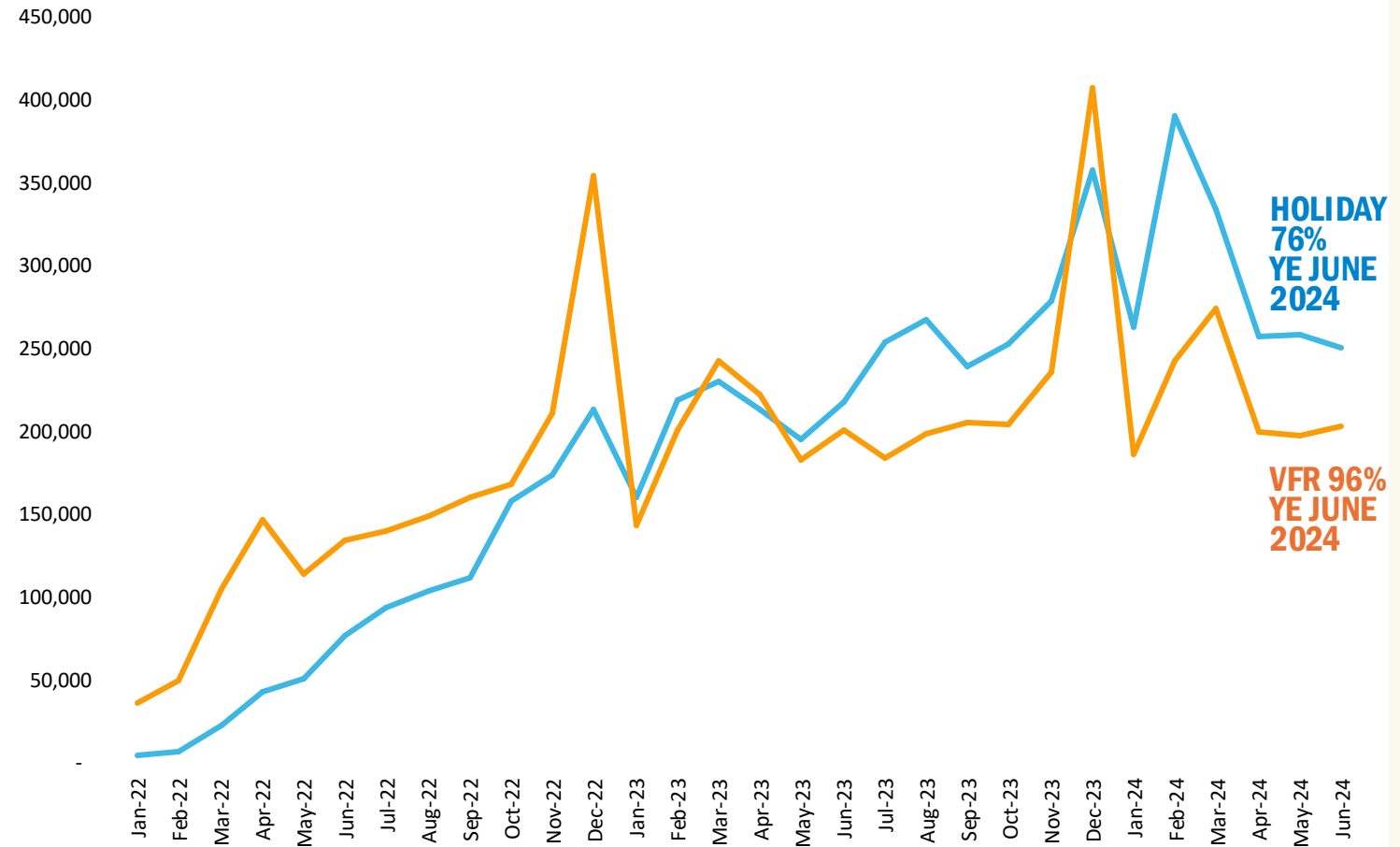
	China	New Zealand	United States of America	United Kingdom	Japan	Singapore	India	Malaysia	Hong Kong	South Korea	Indonesia	Germany	Canada	France	Italy
Calendar Year 2019	1,438,670	1,433,770	817,990	715,820	498,640	478,500	399,300	384,900	315,150	280,480	221,730	207,090	189,610	143,730	75,210
Year ended June 2024	800,380	1,367,380	714,770	615,280	360,130	392,340	416,430	194,380	211,240	353,160	215,700	161,160	165,620	124,100	64,300
YOY Recovery % chg	56%	95%	87%	86%	72%	82%	104%	51%	67%	126%	97%	78%	87%	86%	85%

■ Calendar Year 2019
 ■ Year ended June 2024
 — YOY Recovery % chg

Source: Australian Bureau of Statistics (ABS) Short-Term Visitor Arrivals.

HOLIDAY HAS BEEN ABOVE VFR FOR A YEAR NOW – WHICH IS EXACTLY WHAT WE NEED FOR TOURISM GROWTH

**VFR and Holiday Travel Volumes
Jan 2022 to June 2024**



Source: ABS Short-Term Arrivals

What are we doing about it?

THE AVERAGE TRAVELLER IS ONLY CONSIDERING THREE PLACES

TRAVELLERS ARE CHOOSING BETWEEN AUSTRALIA'S DIRECT COMPETITORS, THE INCREDIBLE DESTINATIONS BELOW



JAPAN



USA



NEW ZEALAND



SOUTH AFRICA



CANADA



FRANCE



HAWAII

COME AND SAY

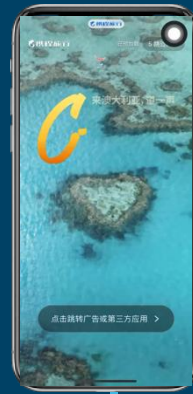


Uluru-Kata Tjuta National Park

AUSTRALIA



COME AND SAY G'DAY CONTINUES TO SPEARHEAD OUR WORK



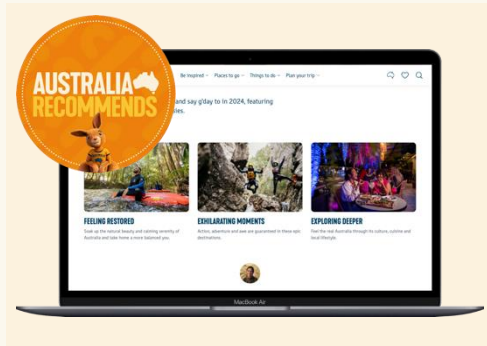
PARTNERSHIPS

HIGH YIELDING TRAVELLERS

CULTURE & EVENTS



SUPPORTED BY ALL THE OTHER GREAT WORK THE TEAM DOES



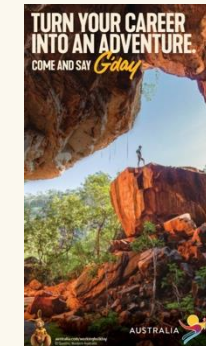
CONTENT CAMPAIGNS



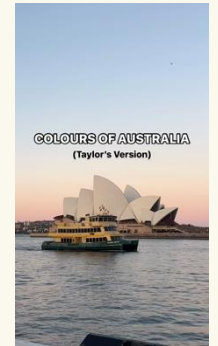
EVENTS



BROADCAST & IMHP



WORKING HOLIDAY MAKER



TOPICAL MOMENTS



SOCIAL MEDIA



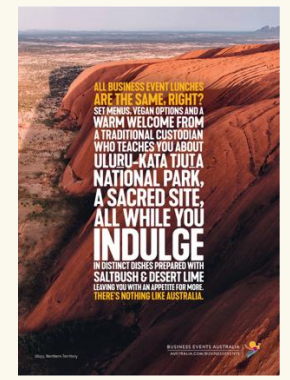
GLOBAL PR



ADVOCACY



CONTENT PARTNERSHIPS



BUSINESS EVENTS

Where does cruise fit?

TOURISM AUSTRALIA'S APPROACH TO CRUISE

WORKING WITH INDUSTRY TO **GROW INBOUND DEMAND FOR AUSTRALIA**, MAKING AUSTRALIA THE PREMIER CRUISING DESTINATION FOR HIGH YIELDING TRAVELERS, AND FOCUSING ON **GROWING OVERNIGHT VISITOR EXPENDITURE**

INDUSTRY PARTNERSHIPS

Partnering with **ACA & CLIA** including facilitating ATE participation for the sector.

DISTRIBUTION

Working with **key travel consortia** who are engaged in the cruise sector.

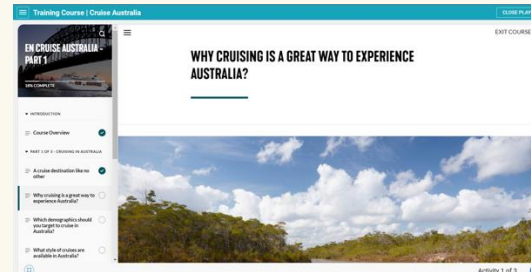
Agent training including the **ASP** program to target cruise-focused agents (+ Cruise module).

MARKETING , CONTENT & PUBLIC RELATIONS

Using **TA platforms** to tell the story of some of Australia's iconic cruise itineraries.

RESEARCH & INSIGHTS

Includes **supporting research** into the economic impact of the sector such as pre/post visitation.



JUST SOME OF THE HIGHLIGHTS IN 2024 FY



Cruise Planners Land Forum
163 advisors trained



Cruise World Showcase
74 advisors trained



Cruise Vacations Virtual Roadshow
Panel presentation + 121 meetings:
500 US and 112 CA advisors trained



Signature Cruise Brochure
24 page mailer with different cruise options in Australia through participating cruise lines.
Reach: 300,000 cruise consumers in STN network

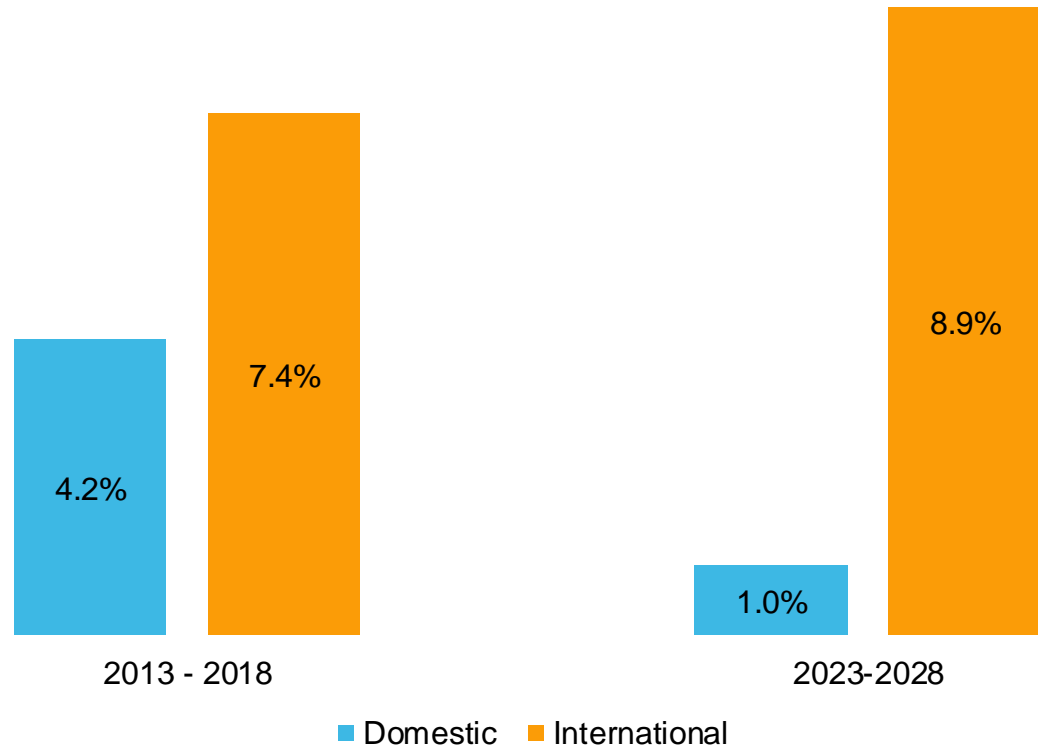


Carnival Canada x TA Industry Events
Agent events in SW Ontario and Vancouver promoting ex-BNE itineraries.

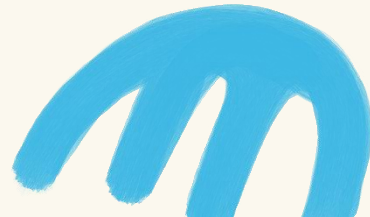
What does the future hold?

TOURISM GROWTH OPPORTUNITIES IN AUSTRALIA WILL BE SIGNIFICANTLY HIGHER FOR INTERNATIONAL RATHER THAN DOMESTIC

5-YEAR AVERAGE ANNUAL GROWTH RATES (%)
DOMESTIC VS INTERNATIONAL
Expenditure in real terms

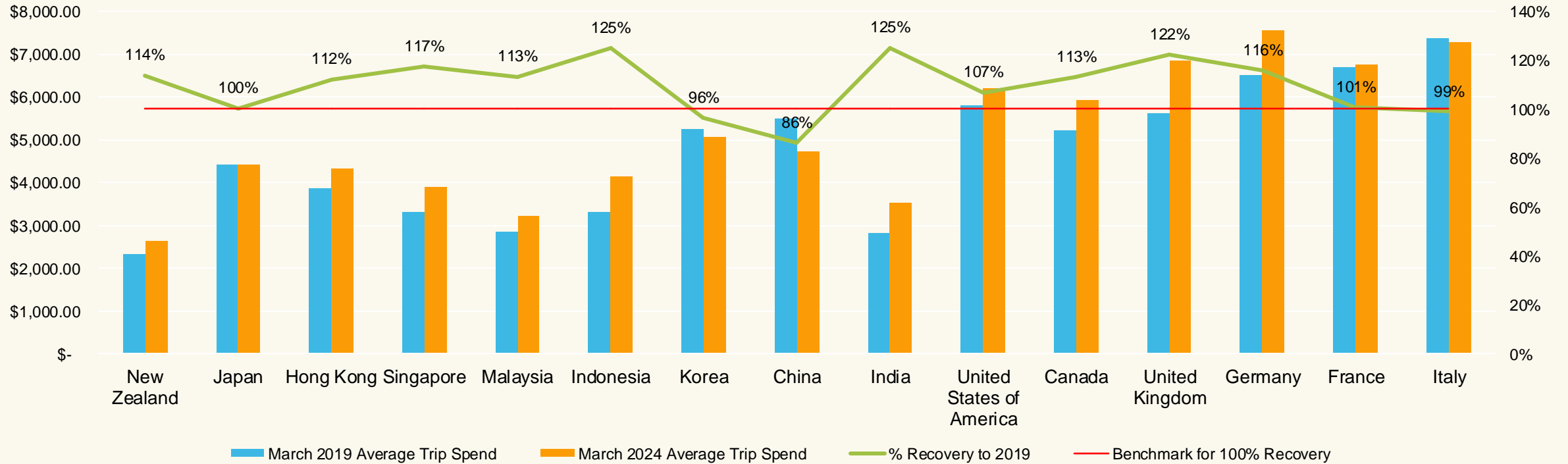


Source: Tourism Research Australia, Tourism forecasts for Australia 2023 to 2028



AVERAGE TRIP SPEND IS LARGELY UP

Recovery in Average (total) trip spend adjusted for inflation
March 2019 YTD vs. March 2024 YTD



AND WE'LL CONTINUE
TO BE THERE LOOKING
FOR THOSE GREAT
OPPORTUNITIES TO
INTEGRATE CRUISE
INTO WHAT WE DO



australia and royalcaribbeanaunz

freelabellove • The Free Label - everybody wants to rule the world



australia POV: Entering Sydney Harbour from the best seat in the house 😍🚢 Let's be honest, a visit to Warrane (@sydney), @visitsnw would be incomplete without a day spent by the sparkling harbour – and you can arrive like royalty onboard @royalcaribbeanaunz's action packed #OvationOfTheSeas 🏰 After days spent exploring some of Australia's most beautiful coastal regions, you'll find yourself docked in a picture-perfect spot between the #SydneyHarbourBridge and @sydneyoperahouse. Step off the ship and straight into the heart of Circular Quay; where you can sample coffee and sweet treats at @la_renaissance_patisserie, stroll the cobblestone laneways of The Rocks, grab a delicious bite to eat at @lefoote and savour a rooftop tipple at @theglenmore 🍷

📍: @royalcaribbeanaunz's #OvationOfTheSeas, Tubowgule (#SydneyHarbour), @visitsnw

#SeeAustralia #ComeAndSayGday #NewSouthWales #FeelNewSydney

ID: A montage of scenes show a man and woman on a cruise ship in a turquoise harbour between a towering, arched bridge and a building covered in white sails before disembarking and wandering through cobblestone laneways with old-fashioned brick buildings, enjoying coffee and pastries at an outdoor café, sipping red wine over lunch at a street side restaurant and sipping beers from a rooftop bar overlooking a city skyline.



Liked by willcookyouanything and others

4 June



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Post

