

## Gulf Countries

### **Key Market Message**

*Travellers in the Gulf region have seemingly reduced travel due to H1N1 Influenza, with agents reporting some booking cancellations.*

### **1. Key Market Results and Achievements**

- Tourism Australia held a targeted road show in region visiting three countries, Kuwait, Qatar and UAE (Abu Dhabi). More than 50 key agents attended in each market.
- Emirates brochure launch was held 1-3 May. Tourism Australia along with Tourism Victoria, Tourism New South Wales, Tourism Queensland and Gold Coast Tourism participated in the show
- Arabian Travel Market was held in Dubai from 6-9 May. Tourism Australia did not have a stand this year but attended appointments with trade partners.
- Arrivals from the Gulf region for March 2009 increased 38 per cent.
- Summer vacation period has not been affected by the financial crisis but H1N1 Influenza is now an issue.

### **2. Australian Travel Market**

#### **2.1 Market performance**

- Gulf arrivals in March were 4,800, an increase of 38 per cent relative to March 2008.
- Gulf arrivals in April were 4,800, an increase of 40 per cent relative to April 2008. For the four months to April, visitor arrivals totalled 19,800, an increase of 28 per cent relative to the same period in 2008. In the year ending April 2009, there were 67,200 arrivals, an increase of 21 per cent relative to the previous twelve months.

## 2.2 Airline Issues/Changes

- Increased airline capacity into Australia will make it easier for Gulf region residents to purchase tickets this summer. Emirates has increased to 63 flights (up from 49) a week, and Etihad has increased to 21 flights weekly (up from 14) to Australia.

## 2.3 Trade Information Summary (including Business Events)

- As of May 2009, there are 39 qualified Aussie Specialists from UAE, Bahrain, Oman, Qatar and Kuwait. The number of qualified Aussie Specialists has increased 80 per cent over a period of six months.

## 3. Current and Upcoming Activities in Market

### 3.1 Consumer Marketing:

Dates	Project / Event	Partners
May - June	<p>Experience Australia</p> <p>Promotion of Australia for this summer through a dedicated Australian brochure developed in partnership with Kanoo Holidays. This have been supplemented with:</p> <ol style="list-style-type: none"><li>1. An ad and editorial in a Pan-Arabic magazine <i>Ain A-Musafer</i>.</li><li>2. A destination guide <i>Off to Oz 2009</i> in English and Arabic - 30,000 copies have been printed.</li><li>3. On-line advertising on an Arabic portal, <i>maktoob.com</i> in the travel and women related channels.</li></ol>	Kanoo Holidays

### 3.2 Trade Marketing:

Dates	Project / Event	Partners
Nil	•	

## 4. Media Environment

## 5. General Travel Outlook

### 5.1 Political and Economic Outlook

- Political outlook remains stable across all of the GCC.
- GCC Governments will continue their spending and investment plans.

## 5.2 Outbound Travel

- General outbound travel sentiment from the region remains optimistic.
- Summer Holidays will be shorter due to Ramadan's early arrival in August/September; this is likely impact arrivals.
- Short and medium haul destinations will continue to perform well over the holiday period.