

News Release



Australian Government



Tourism Australia

26 June, 2008

Australia voted the top “must see” travel destination

Tourism Australia welcomed the study released today by Visa International, which voted Australia as the top ‘must visit’ travel destination for people in key markets across the Asia Pacific.

Managing Director of Tourism Australia, Geoff Buckley said, “The data gathered by Visa International is very encouraging for the Australian tourism industry. 63% of the 4,500 people surveyed from nine Asia Pacific countries and territories said that Australia was the place they most wanted to see.

“This study confirms the widespread appeal of Australia as a travel destination and reflects Tourism Australia’s own research, conducted in surveys around the world, which highlights the desire many internationals feel to visit Australia. Our country is considered a dream destination by many global travellers and it is our continuing challenge to turn that desire into reality. Tourism Australia’s efforts are focused towards driving a sense of urgency in people to visit, motivating potential travellers to realise their travel aspirations, book a ticket and come and see Australia for themselves.

“As November draws closer, excitement is brewing in the industry surrounding the launch of Baz Luhrmann’s Australia and the worldwide promotional opportunities this movie will bring. Tourism Australia’s international promotional campaign, publicised last week, is the first of what will be some exciting announcements over the coming weeks as we finalise our plans for the year ahead.”

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For further information on Visa International’s study,
or to read Visa’s press release, please visit: www.corporate.visa.com