



## RESEARCH UNDERPINS NEW PUSH TO PROMOTE AUSTRALIA'S AQUATIC AND COASTAL EXPERIENCES



Tourism Australia is supporting a major documentary project in which renowned English broadcaster and naturalist, Sir David Attenborough, will take viewers on a journey through the past, present and future of one of Australia's most recognised and popular attractions - the Great Barrier Reef.

The three-part documentary series is expected to air early in 2016 and be watched by hundreds of millions of viewers across more than 130 countries.

The project forms a key part of a renewed push by Tourism Australia to grow demand for Australia by promoting the country's highly regarded aquatic attractions and experiences.

The renewed focus on aquatic and coastal experiences is backed by Tourism Australia's latest consumer research, carried out in 11 of Australia's most important inbound markets: China, Germany, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, UK and USA.

### DID YOU KNOW?

The Great Barrier Reef attracts more than 1.9m visitors each year, contributing more than \$5.2 billion to the Australian economy and supporting 64,000 jobs.

“The opportunity to work on a project offering this level of global exposure is one we jumped at, particularly when you consider that the Great Barrier Reef remains one of our most famous natural tourism icons and strongest draw cards for international visitors.”

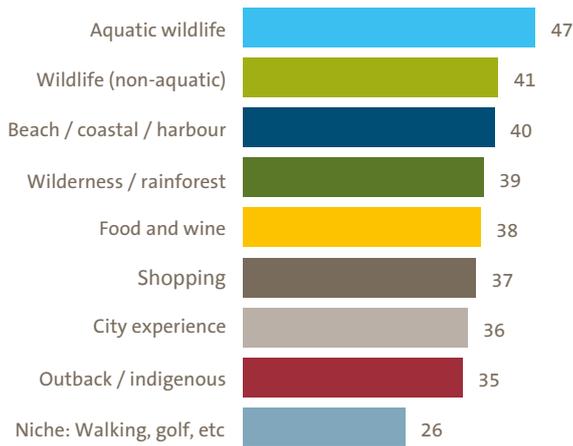
**Tourism Australia Managing Director, John O'Sullivan**

### KEY FINDINGS:

- » Australia's biggest competitive strength is its world class nature, well regarded from all key target markets and core to the country's global tourism offering;
- » Australia is the highest rating destination when it comes to 'world class beauty and natural environments', ahead of Hawaii, New Zealand, Canada and Switzerland;
- » The most important types of 'world class beauty and natural environments' are aquatic – specifically 'tropical islands and beaches', ranking No.1 for consumers from three of Australia's four highest volume markets – New Zealand, China and the USA – as well as Germany, India, Malaysia and Indonesia;
- » The greatest drivers of international visitor demand specifically to Australia are coastal (including beaches) and aquatic, with Tropical North Queensland, Sydney, and the Gold Coast ranking highest for uniqueness and appeal;
- » The Great Barrier Reef is ranked third overall for 'most appealing Australian experience or activity', just behind 'Australian beaches' and 'Australian wildlife';
- » Consumers in the UK, US, Singapore and Japan rank the Great Barrier Reef as their most appealing Australian attraction.

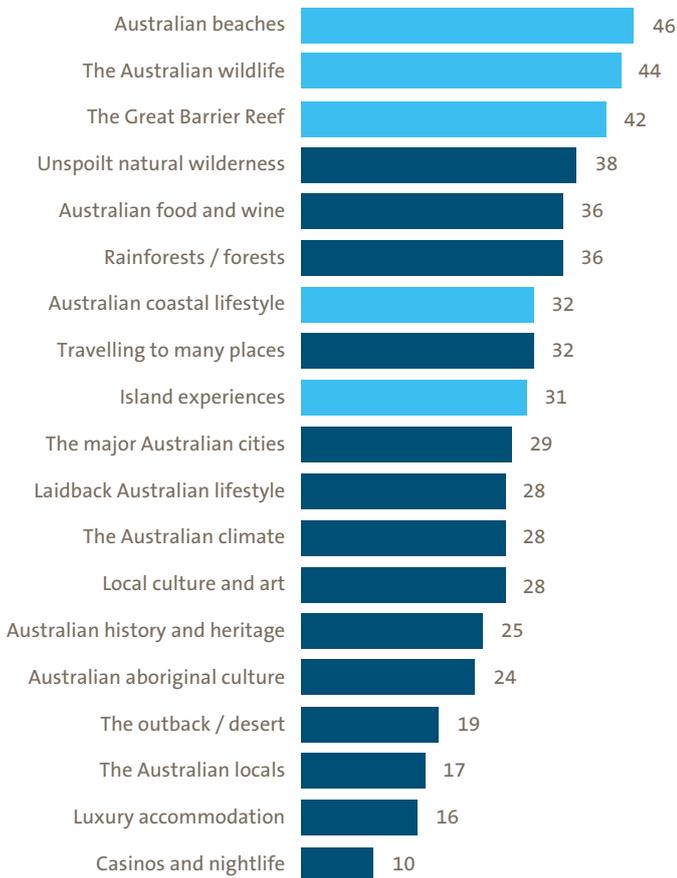


## AQUATIC WILDLIFE MOST APPEALING TYPE OF EXPERIENCE



Read as: Aquatic wildlife tops the list of Australian experiences, with 47% appeal.

## BEACHES CONSIDERED THE MOST APPEALING AUSTRALIAN ATTRACTION



Read as: Australian beaches top the list of most appealing attractions with 46% appeal.



“It’s vital that we continue to show the world why our aquatic and coastal experience are so unique, and this film will undoubtedly help tell that story to a truly global audience in an authentic and engaging way,”

Tourism Australia Managing Director, John O’Sullivan

## THE RESEARCH

The research was commissioned By Tourism Australia and carried out by BDA Marketing Planning, a strategic business planning consultancy specialising in international demand side strategy development and consumer research.

The aim of the research is to help determine the strategic priorities to achieve the Tourism 2020 goal, by providing a comprehensive assessment of Australia’s current and future destination appeal.



## CONTACTS

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Images Front page: Main: Snorkelling, Great Barrier Reef, QLD; Circle: Bondi Beach, Sydney, NSW; Bottom right: Great Barrier Reef, QLD  
Images Back page: Top right: Whale Shark, Ningaloo Reef, WA; Bottom right: Kayaking, Bathurst Harbour, TAS.