TOURISM AUSTRALIA’S STRATEGIC AND CREATIVE DIRECTION
KAREN HALBERT | EGM CORPORATE AFFAIRS, GOVERNMENT & INDUSTRY
OUR VISION
TO MAKE AUSTRALIA
THE MOST DESIRABLE AND
MEMORABLE DESTINATION
ON EARTH

ALIGNED TO
OUR CORE VALUES:
POSITIVE, GENUINE,
INNOVATIVE,
COMMERCIAL
& UNITED
OUR VISITOR ECONOMY IS GROWING

TOURISM GROWTH IS OUTPACING THE WIDER ECONOMY

17% INCREASE IN TOURISM GDP IN THE PAST 2 YEARS VS 4.1% FOR THE WHOLE ECONOMY

94% OF AUSTRALIANS BELIEVE TOURISM IS IMPORTANT FOR THEIR FUTURE
UNDERPINNED BY A HIGH YIELD 2020 STRATEGY

2009 FROM $70BN OVERNIGHT INTERNATIONAL & DOMESTIC VISITOR EXPENDITURE

2017 NOW $103BN OVERNIGHT INTERNATIONAL & DOMESTIC VISITOR EXPENDITURE YE JUNE

2020 TO $130BN OVERNIGHT INTERNATIONAL & DOMESTIC VISITOR EXPENDITURE
NOT JUST LEISURE BUT ALSO BUSINESS EVENTS (16% OF VISITORS)

SECTOR WORTH ALMOST $14 BN

INTERNATIONAL BUSINESS EVENTS VISITOR SPEND $3.7 BN
June 2017 YE

INTERNATIONAL BUSINESS EVENTS VISITORS ↑4% TO 0.8M
June 2017 YE
KEY DRIVERS OF DESTINATION CHOICE

- SAFETY AND SECURITY: 57%
- NATURE AND WILDLIFE: 53%
- VALUE FOR MONEY: 40%
- FOOD AND WINE: 36%
- FRIENDLY OPEN CITIZENS: 31%
- HISTORY AND HERITAGE: 30%
- AQUATIC AND COASTAL: 27%
- FAMILY FRIENDLY: 25%
- GOOD INFRASTRUCTURE: 23%
- ROMANTIC: 16%
- INDIGENOUS EXPERIENCES: 15%
- EVENTS AND FESTIVALS: 12%
OUR STRATEGY IS FIRMLY FOCUSED ON TARGETING HIGH VALUE TRAVELLERS
Our purpose
To invite the world
to experience the
Australian
way of life
“WE ENSURE THAT THE CUSTOMER IS AT THE HEART OF EVERYTHING WE DO AND EVERY DECISION WE MAKE”
TWO CONSUMERS CAN BE DEMOGRAPHIC TWINS, BUT HAVE COMPLETELY DIFFERENT ATTITUDES, INTERESTS AND BEHAVIOURS

KYLIE

Gender: Female  
Age: 35  
Status: Single, no kids  
Income: $100k  
Place of residence: London, UK

Travel is a big part of life  
Travels overseas 1-2 times per year  
Confident travelling to new places

Psychographic characteristics

KIM

No interest in overseas travel  
Worried about economic pressures  
Prefers to invest income
A FUNDAMENTAL SHIFT IN HOW WE TARGET OUR GLOBAL CONSUMER

DEMOGRAPHICS
Age, gender, location

PSYCHOGRAPHICS
Attitudes, interests, behaviours
HIGH VALUE TRAVELLERS

TRAVEL LONG HAUL
Travels long haul (out of region) on a regular basis.

PREFERENCE FOR AUSTRALIA
Consideration or intention to visit Australia.

KEY DRIVERS FOR DESTINATION CHOICE
Food & wine, aquatic & coastal, and nature & wildlife
are key drivers when choosing a holiday destination.

REPRESENT HIGH VALUE
Above average trip expenditure. Higher likelihood to
stay longer. Higher likelihood to disperse further.
A renewed global target audience will help us to

Improve media efficiency

Improve the quality of conversations

Provide a consistent framework
OUR MARKETING FOCUS

THERE'S NOTHING LIKE AUSTRALIA

LEAD
- FOOD AND WINE
- AQUATIC AND COASTAL
- NATURE AND WILDLIFE

SUPPORT
- BUSINESS EVENTS
- INDIGENOUS
- LUXURY/PREMIUM
- YOUTH
- SPECIAL INTEREST
Total spend on food & drink reached $5.73bn + 9%.

More than 4.4K articles reaching an audience of 5bn & an EAV of $53m +
OUR FOOD AND WINE FOCUS CONTINUES

PHASE 1
2013

PHASE 2
2014

PHASE 3
2015/16

PHASE 4
2017

RESTAURANT AUSTRALIA
INVITING THE WORLD TO DINNER

noma Australia
AQUATIC & COASTAL

$75m+
IN CAMPAIGN EXPENDITURE

IMPROVED AUSTRALIA'S ASSOCIATION WITH WORLD-CLASS COASTLINES, BEACHES AND MARINE WILDLIFE - SHIFTING RANKING FROM #2 TO #1

CONTRIBUTED TO A 14.1% INCREASE IN VISITOR EXPENDITURE TO REACH $38.1bn IN 2016
CHRIS HEMSWORTH
OUR GLOBAL CAMPAIGN
AMBASSADOR SHARING
HIS AUTHENTIC
AUSTRALIAN STORIES
Chris Hemsworth Living the Brand

Chris is the perfect example of an ambassador who truly lives the Australia brand. He posts images of his personal trips and his home life in Australia to his millions of social followers at his own free will, using the #seeaustralia hashtag.
GLOBAL YOUTH CAMPAIGN
**KEY OBJECTIVES BY 2020**

**OBJECTIVE 1**
To make Australia the #1 most desired destination to visit amongst global youth travellers by 2020
(Source: Consumer Demand Project)

**OBJECTIVE 2**
To grow the global youth market from $17.5 billion to between $23.3–$28.3 billion by 2020
(Source: International Visitor Survey)

**OBJECTIVE 3**
To grow the global WHM market from $3.2 billion to between $4.3–$5.2 billion by 2020
(Source: International Visitor Survey)
THE FIRST BROADCAST

Our new channels Aussie News Today and the campaign were launched from a news desk on top of the Sydney Harbour Bridge on Friday 6th October 2017 with our very first broadcast. The Today Show completed a live cross to our anchor Nick Cummins, The Honey Badger.
RESULTS TO DATE

MEDIA COVERAGE
865 ARTICLES
221 MILLION REACH
$2.6 MILLION EAV

SOCIAL MEDIA
656,000 FB FANS
15 MILLION REACH
5.2 MILLION VIDEO VIEWS

AUSSIE NEWS TODAY WEBSITE
80,000 UNIQUE VISITORS
10,000+ LEADS TO PARTNERS
AVIATION DEVELOPMENT

20+ AIRLINE PARTNERS

25 MILLION SEATS JUNE 2017

11 MILLION ADDITIONAL SEATS BY 2024

KEY AREAS OF FOCUS INCLUDE:
INDIA
CHINA
JAPAN
NORTH AMERICA
KEY AREAS OF FOCUS FOR AUSTRALIA FOR 2018/19

• PLANNING BEYOND 2020
• NORTH AMERICA
• CONTINUE OUR DIGITAL JOURNEY / TRANSFORMATION
• ALTERNATIVE DATA SOURCES
• CAPITALISE ON CHINA
THANK YOU

TOURISM AUSTRALIA