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Essentials



Crocodile Dundee inspires new \$36m American tourism push

Today's Super Bowl (Big Game), the most watched television broadcast in the United States, kicked off a new AUD\$36 million marketing push by Tourism Australia aimed at supercharging the value of American tourism Down Under.

Supported by Qantas, American Airlines and Wine Australia and featuring appearances from some of Australia's biggest celebrities, the campaign is the biggest Tourism Australia has run in the United States since Paul Hogan's

famous Come Say G'Day ads more than 30 years ago. Initially giving the appearance of an official film trailer for a new Crocodile Dundee movie, the sixty second ad then cleverly switches into an incredible showcase for Australian tourism. Australia's Minister for Trade, Tourism and Investment, [the Hon. Steven Ciobo MP](#), said while it officially launched today, the campaign is already kicking goals.

Key facts on the US market

The US is Australia's third largest tourism market with **777,500 arrivals** for the 12 months to November 2017 (ABS Overseas Arrivals and Departures)

Americans currently **spend AUD\$3.7 billion** on trips Down Under (TRA International Visitor Survey Sept. 2017)

There are **110 direct flights per week** from the US to Australia (Bureau of Infrastructure, Transport and Regional Economics Sept. 2017)

Currently, the US is forecast to be worth between \$4.5 billion and \$5.5 billion by 2020. This campaign aims to grow annual spend to \$6 billion by 2020.



How the campaign rolled out

To generate interest ahead of the Big Game the campaign was initially disguised as a new Dundee Movie with a series of short teaser films ([Teaser 1](#) -

[Teaser 2](#) - [Teaser 3](#)) featuring Danny McBride playing Brian Dundee, the long-lost son of Mick Dundee, and Chris Hemsworth as his sidekick Wally Jr. These were followed by a special [cameo film](#) introducing the supporting cast featuring Hugh Jackman, Margot Robbie, Russell Crowe, Ruby Rose, Liam Hemsworth, Isla Fisher, Luke Bracey and Jessica Mauboy. When fans tuned in to watch the 'official movie trailer' during the Big Game [the campaign ad](#) was ultimately revealed featuring the original Paul 'Crocodile Dundee' Hogan.



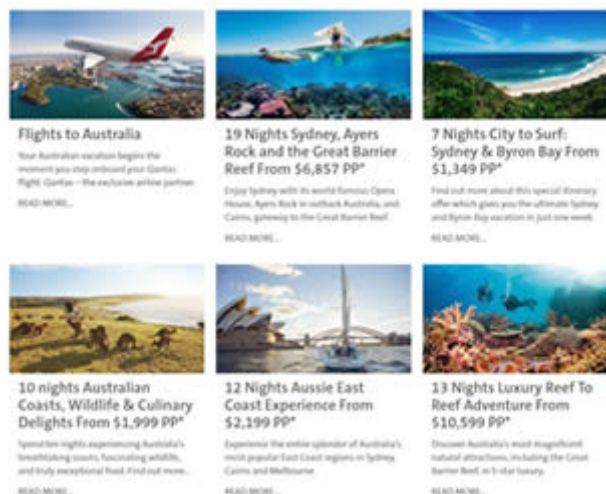
Campaign targets and measurement

The objective of the campaign is to make Australia the most desired, considered and intended destination to visit by 2020 amongst Tourism Australia's target consumers in the US to grow the value of the US market annually from today's AUD\$3.7 billion to AUD\$6 billion by the year 2020. Consumer response to the campaign in-market will be monitored through campaign evaluation research using many indicators including impact on consumer awareness; consumer preferences; and intention to visit Australia. Tourism Australia's work with industry partners on the campaign will also be measured through leads generated and unique visitors to campaign platforms.



Celebrity Q&As: 'Why Australia'

The campaign will also include a series of light-hearted online videos called 'Why Australia' where Danny McBride chats 'talk show' style with Chris Hemsworth, Curtis Stone, Matt Wright and Jessica Mauboy. Filmed on set, the four well-known Australians provide personal perspectives and unique insights on Australia's food and wine, nature and wildlife, aquatic and coastal experiences, culture and heritage and sport and events.



Australia.com itineraries

To convert interest into bookings tailored travel itineraries and inspiring destination information has been published on Australia.com. This is supported with an interactive map and a dedicated [campaign 'marketplace'](#) which includes airfare and tailored holiday offers carefully chosen by [key distribution partners](#) to resonate most strongly with high value American travellers. All of Australia's states and territories are featured with locations, products and experiences.

Aviation routes from the USA to Australia²



Why now for the US market?

US arrivals and spending are currently at record levels, driven by favourable exchange rates, increased aviation capacity and highly competitive air fares, making this the perfect timing and opportunity for such a significant US

marketing focus. Find out more about the US market at <http://www.tourism.australia.com/USA>.



Industry resources

Tourism Australia has also published a factsheet about the campaign and ways for industry to get involved. Front line travel sellers in the US should look at the resources available through the [Aussie Specialist Program](#).



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