

## Gulf

### **Market Summary**

*Gulf agents indicated that enquiries and bookings from Gulf nationals for this year's summer period are up from last year. The Gulf nationals practically stopped travelling long-haul due to H1N1 last year. However the earlier Ramadan period also means that many Gulf nationals would prefer to travel to regional and mid-haul destinations, and return home before Ramadan. Agents also indicated that Australia would see an increase in Gulf arrivals but with a shortened stay due to the earlier Ramadan.*

### **1. Market News**

- Regional and mid-haul destinations are still favourite destinations for the Gulf nationals during the upcoming summer season, especially with a shorter travel window because of the earlier Ramadan for 2010.

### **2. Consumer Insights**

- Feedback from two consumer-focused events were mixed, with the majority indicating that they would prefer not to be away from home during Ramadan.

For the latest in visitor arrivals, please visit 'Research & Statistics' at [www.tourism.australia.com](http://www.tourism.australia.com)

### **3. Trade Update**

- The travel trade is receptive and happy with Tourism Queensland's presence through their representative, Andrew Oldfield.
- Australia still represents good yield for the agents and many are still keen to offer the destination to their clients.
- Emirates Holidays has indicated that it is reviewing its brochure and has sought input from Tourism Australia and the state tourism organisations.

#### **4. Airline News**

- Qatar Airways has dropped SYD from their immediate expansion plans with no reference to Sydney flight in their press releases since February 2010.
- Key regional airlines have indicated extra flights to mid-haul destinations like South-East Asia and Europe to cater for the expected increase in demand in this summer season.

#### **5. Competitor News**

- NTOs from regional and mid-haul destinations have stepped up their marketing activities through road shows, advertising (print, online and electronic) and consumer promotions to get a slice of the Gulf national outbound market.

## 6. Key Campaigns and Activities in Market

Country Name campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
Mid May 2010	30 June 2010	Joint co-op tactical campaign in UAE, Kuwait and Qatar using print and electronic media	Gulf nationals	SQ, TNSW, TQ and TV