Since 2010 Tourism Australia’s global consumer marketing campaign, ‘There’s nothing like Australia’, has been successfully attracting millions of international travellers Down Under by showcasing some of the best attractions and experiences Australia has to offer. This flexible campaign has evolved and developed over time and has strong appeal with the youth market internationally.

From 2016 to 2019 Tourism Australia will undertake targeted marketing to encourage more people to take a working holiday in Australia. This will form part of a renewed focus from Tourism Australia on the youth market with new campaign assets and marketing activity.

Initially campaign activity will target potential working holiday makers in the UK, Ireland, France, Germany, Italy, Canada and the Nordics and will then form part of a broader youth campaign that will roll out in all of Tourism Australia’s international markets. Tourism Australia will also be working with a number of airline, media and distribution partners on youth focused campaign activity.

THE CAMPAIGN INCLUDES:

» Inspiring youth content for Australia.com as well as practical information on how to work and travel in Australia;
» Targeted consumer travel offers through Tourism Australia’s network of preferred travel sellers in key international markets;
» A new set of creative assets optimised for digital channels including Facebook, display, Spotify, LinkedIn, Google, Twitter and Instagram;
» Virtual reality ‘360 footage’ and other ‘immersive experiences’ to bring incredible Australian experiences to life for media, travel sellers and consumers overseas;
» A social media focus on using inspiring user generated content that shows how exciting, fun and welcoming Australia’s variety of experiences are year round;
» Online video content and short films;
» New consumer, media and trade itineraries (in development);
» Youth-focused itineraries for international media hosted for familiarisation visits (in development).

KEY STATS*

» The youth market contributes 25% of all visitor arrivals to Australia and 44% of all visitor spend
» On average, youth travellers spend over A$7,693 and stay 62 nights per trip in Australia
» Of the 2.04 million international youth arrivals for the year ending September 2016, almost 325,000 were working holiday makers who spent a total of A$3.3 billion.
» On average working holiday makers spend in excess of A$10,000 per visit.

Using insights from in depth consumer research, the campaign will help arrest the decline in WHM arrivals from a range of key markets globally.

*Figures from the International Visitor Survey September 2016 (youth defined as 15-29 years)
1. SUBMIT SOCIAL MEDIA CONTENT

Industry can contribute towards Tourism Australia’s popular social media profiles by posting their best youth videos and photos directly onto the Australia.com Facebook wall, tagging their Instagram photos with #SeeAustralia or including @Australia in their Twitter posts.

The ‘best of the best’ user generated content will be curated and featured across Tourism Australia’s social media platforms and Australia.com to inspire international youth visitors to experience why your everyday in Australia is far from every day. All content should include short captions about where it was captured.

» Facebook  [www.facebook.com/seeaustralia](http://www.facebook.com/seeaustralia)
» Instagram  [www.instagram.com/australia](http://www.instagram.com/australia)
» Twitter  [www.twitter.com/australia](http://www.twitter.com/australia)

2. USE THE CAMPAIGN ASSETS

The following campaign assets are available for businesses promoting tourism to Australia.

<table>
<thead>
<tr>
<th>Asset Type</th>
<th>Description</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth video</td>
<td>Tourism Australia has over 580 clips that feature some of Australia’s most iconic youth activities.</td>
<td>Visit Tourism Australia’s video gallery <a href="http://video.australia.com">video.australia.com</a></td>
</tr>
<tr>
<td>Youth imagery</td>
<td>Tourism Australia has created a youth collection of over 2000 images including imagery from each State and Territory that can be used in print and digital executions including interactive and rich media digital advertising banners and out-of-home.</td>
<td>Visit Tourism Australia’s image gallery <a href="http://images.australia.com">images.australia.com</a></td>
</tr>
<tr>
<td>360 footage</td>
<td>Virtual reality scenes can be viewed on multiple platforms and are a compelling method to bring a number of adventurous experiences to life. A variety of scenes are available for use. 360 footage provides an immersive experience that can be viewed with or without virtual reality headset. In particular, the footage works well on mobile.</td>
<td>To register interest in using these assets please contact <a href="mailto:marketing@tourism.australia.com">marketing@tourism.australia.com</a></td>
</tr>
</tbody>
</table>

3. SEND US YOUR NEWS AND STORY IDEAS

News and story ideas on youth products, experiences and events can be submitted to internationalmedia@tourism.australia.com for use in:

» **Newsletters** — Tourism Australia’s weekly newsletter that keeps international media and travel industry partners informed on what’s new and trending in Australia.

» **Media itineraries** — Be featured in youth itineraries for media and influencers who are travelling to Australia as part of Tourism Australia’s International Media Hosting Program.

» **The Aussie Specialist Program** — Provide ideas and suggestions to Aussie Specialist travel sellers to help them design youthful itineraries and better serve the needs of their customers.

» **Australia.com** — Appear in the latest product and destination news on [Australia.com](http://Australia.com). Business listings should be submitted to the Australian Tourism Data Warehouse through your relevant State or Territory Tourism Organisation.

4. STAY UPDATED

For updates on how to get involved and when assets will be available for use, subscribe to Tourism Australia’s weekly e-newsletter Essentials at [www.tourism.australia.com/subscribe](http://www.tourism.australia.com/subscribe)

The latest information about the campaign will be published on Tourism Australia’s corporate web site, [www.tourism.australia.com/tnla](http://www.tourism.australia.com/tnla)

Further to this, tips and tricks from Tourism Australia’s social media team can be found at [www.tourism.australia.com/socialmedia](http://www.tourism.australia.com/socialmedia)