



AQUATIC AND COASTAL EXPERIENCES



INTERNATIONAL TRAVELLERS LOVE BEAUTIFUL EXPERIENCES BY WATER

FOR INTERNATIONAL TRAVELLERS, WORLD CLASS COASTLINES, BEACHES AND MARINE WILDLIFE RANK WITHIN THE TOP 3 EMOTIONAL FACTORS WHEN CHOOSING A DESTINATION.



Good food, wine, local cuisine and produce



World class beauty and natural environments



World class coastlines, beaches and marine wildlife

THE LUCKY COUNTRY

Luckily for us, Australia has world quality aquatic and coastal beauty in spades. In fact, we're ranked #1 not only for aquatic wildlife, remote coastal beaches and aquatic locations, but also for our developed coastal and beach locations.



Marine wildlife



Remote coastal, beach and aquatic locations



Beaches right near cities

TOP 10 ATTRACTIONS

With aquatic and coastal attractions taking 6 of the top 10 rankings, it's as crystal clear as our water that people like our aquatic and coastal offering.


- 1 Australian beaches
- 2 The Australian wildlife
- 3 The Great Barrier Reef
- 4 Unspoilt natural wilderness
- 5 Australian food and wine
- 6 Rainforests / forests
- 7 Australian coastal lifestyle
- 8 Travelling to many places
- 9 Island experiences
- 10 The major Australian cities

THE PLACE TO BE

With all this to offer, it's hardly surprising we're experiencing record visitors and expenditure.














Visitors
7 MILLION


Expenditure
\$35 BILLION

 **70%** OF OUR INTERNATIONAL VISITORS ENJOY AQUATIC AND COASTAL EXPERIENCES AS PART OF THEIR TRIP TO AUSTRALIA.

THE PERCEPTION GAP

Those who've experienced Australia know it's the best. But there's still an opportunity to improve our aquatic and coastal perceptions. And to do it, we need to act fast.

	BEFORE VISITING	AFTER VISITING	SHIFT
China	58	86	28% 
UK	64	83	19% 
USA	51	64	13% 
NZ	53	84	31% 
South Korea	53	77	24% 
Singapore	42	73	31% 
Malaysia	40	73	33% 
India	44	76	32% 
Japan	41	56	15% 
Indonesia	28	55	27% 
Germany	45	77	32% 


% Shift in perception of world class coastlines, beaches and marine life.

OUR NEW CAMPAIGN

Now it's time to remind the world, that when it comes to outstanding aquatic and coastal experiences, we can't be beaten. Because Australia isn't just a place you see, it's a place you feel.


17 virtual reality experiences


1 x 3 minute multi-state film


8 print ad variations


151 TV edits created bespoke for over 15 countries


8 state specific suites of banners


A new Australia.com site

Corporate

 tourism.australia.com
 twitter.com/TourismAus
#AskTA
 ask.us@tourism.australia.com

Consumer

 australia.com
 facebook.com/SeeAustralia
 twitter.com/Australia
#RestaurantAustralia