

AUSSIE NEWS TODAY

TOURISM AUSTRALIA



Flinders Ranges, South Australia

"AUSSIE NEWS TODAY" YOUTH CAMPAIGN

Since 2010 Tourism Australia's global consumer marketing campaign, 'There's nothing like Australia', has built strong appeal with the youth market internationally.

The latest iteration of the campaign builds on Tourism Australia's recent Working Holiday Maker campaign but has a broader youth focus, highlighting the most unique attractions and life-changing experiences for young travelers.

The campaign will launch in October 2017 and initially focus on the UK, France, Germany, and Italy.

Tourism Australia in partnership with BuzzFeed will produce content that will be shared across BuzzFeed platforms and through Tourism Australia's social and digital channels in English, German, French and Italian.

The campaign will include:

- » Inspiring youth-oriented content for Australia.com as well as practical information on how to work and travel in Australia such as travel itineraries;
- » Youth-focused itineraries for international media hosted for familiarisation visits;
- » 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;
- » A dedicated Youth training module and Fact Sheets on the Aussie Specialist Program to educate Frontline travel sellers, to drive increased conversion
- » Tourism Australia will work with Key Distribution Partners to drive conversion

KEY STATS*

25%

The youth market contributes 25% of all visitor arrivals to Australia

46%

Of all visitor spend

63

average nights stayed per trip in Australia

\$7,900



spend per trip

\$18.7bn



Youth visitors spend for the year ending June 2017

\$3.4bn



Spend by working holiday makers year ending June 2017

333,000

For year end June 2017 Australia welcomed 333,000 working holiday makers. These travellers spend on average close to A\$10,000 per visit.

*Figures from the International Visitor Survey June 2017 (youth defined as 15-29 years)

THERE'S NOTHING LIKE AUSTRALIA
AUSTRALIA.COM



GET INVOLVED

1. SEND US CONTENT

Story ideas	Let us know any entertaining Australian news stories that would appeal to a younger audience such as the best surf breaks, unmissable sporting events and cool festivals, spectacular natural wonders and unique wildlife.	Send to: aussienews@tourism.australia.com
Social media	Share with us your most irreverent and quirky social media posts that feature great photos so we can promote them on our popular Facebook and Instagram pages. You'll be credited and tagged in any content we use. Tips and tricks from Tourism Australia's social media team can be found at www.tourism.australia.com/socialmedia .	Tag: #AussieNewsToday
Itineraries	Send us suggestions for our international media hosting program so we can create inspiring Australian itineraries for journalists and influencers that would appeal to the youth market. Tourism Australia works closely with the Australian tourism industry to host between 800 and 1,000 journalists, digital influencers and television crew members from around 25 countries each year.	Contact: mediahosting@tourism.australia.com
Australia.com	Update your listing on the Australian Tourism Data Warehouse (ATDW) to mention you have a youth focus so you will be included on any youth searches on Australia.com.	Visit: atdw.com.au

2. USE CAMPAIGN ASSETS

Videos	Tourism Australia has over 580 clips that feature some of Australia's most iconic youth activities.	Visit: video.australia.com
Images	Tourism Australia has created a youth collection of over 2,000 images including imagery from each State and Territory.	Visit: images.australia.com
360 footage	Tourism Australia has produced a variety of scenes using 360 footage that is 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.	Contact: marketing@tourism.australia.com

3. STAY UPDATED

Subscribe to our newsletter	For updates on how to get involved and when assets will be available for use, subscribe to Tourism Australia's weekly e-newsletter Essentials.	Visit: tourism.australia.com/subscribe
Check out our website	The latest information about the campaign will be published on Tourism Australia's corporate web site.	Visit: tourism.australia.com/tnla



Port Douglas, Queensland

