

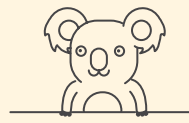
### Definition of a High Value Traveller



TRAVEL LONG HAUL



PREFERENCE FOR AUSTRALIA



KEY DRIVERS FOR DESTINATION CHOICE



REPRESENT HIGH VALUE

### The French High Value Traveller



**0.8m**  
HVTs in France considering Australia



representing **7.6%** of the French long haul travel market



Approximately **1 in 3** French visitors to Australia are HVTs



with an additional **4.0m** French HVTs not considering Australia



Staying an average **15 nights**



Spending **2-3x** more than the average traveller



**76%** Free and Independent Travel

### Did you know?



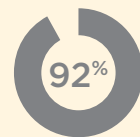
87% seek authentic experiences through the local culture and getting a taste of everyday life.



90% travel to become more open-minded and knowledgeable about the world they live in.



61% look for purposeful travel where it allows them to give back to the destination they visit.



92% seek to try a variety local cuisine to get a taste of authentic culture.

### Drivers of destination choice



Nature and wildlife



Aquatic and coastal



Friendly and welcoming



Food and wine



Safety and security

### Planning sources

48%

Friends and relatives

39%

Internet searching

29%

National Tourism Organisation site

25%

Been there before

20%

Destination sites

### Booking behaviour

3-6 months

51%

Destination choice lead time

3-6 months

58%

Booking lead time

55%

Online booking

41%

Offline booking