

WORKING WITH TOURISM AUSTRALIA DOMESTIC EDITION – APRIL 2021



With domestic travel restrictions lifting before international measures, there is a real opportunity to keep valuable tourism dollars in Australia, by showcasing the many wonderful things that exist in our own backyard. Australians took 10 million overseas trips last year, spending \$65 billion. Most of these trips were made for holiday purposes - 5.6 million trips, equivalent to \$43.2 billion¹.

Whilst domestic tourism alone certainly cannot fill the vacuum of lost international business, more Australians travelling domestically has the potential to deliver billions of much-needed revenue to our industry. In 2019, Australians spent more than \$80 billion on overnight trips and more than \$26 billion on day trips¹.

We know from our consumer research that two thirds of Australians are either thinking about, researching or planning

their next holiday and 63% of Australians are considering or keen to travel within Australia.

Our recovery from these tough times will very much be domestic-led, and as restrictions continue to be lifted, Tourism Australia will be increasing our marketing activity and be strongly encouraging Australians to get out and explore their own back yard.

With this in mind, we have put together an overview of key Tourism Australia resources and opportunities for Australian industry to assist them at this time in engaging with our work in the domestic market.

Further information on the below can also be found on the Tourism Australia corporate site at www.tourism.australia.com.

¹ Outbound National Visitor Survey, YE December 2019, Tourism Research Australia

² Tourism Australia's Travel Sentiment Tracker, 15-18 March 2021



Transit Rooftop Bar
Melbourne

TOURISM AUSTRALIA'S CAMPAIGNS

As Tourism Australia operates on a national level, we aim to provide the overall messaging under which consumers view Australia.

Therefore, the best way for operators to get involved with our campaigns is by echoing the same message – to be 'singing from the same song sheet'. This way, when consumers view an organisation's marketing, they will connect the dots with the wider piece that they have seen Tourism Australia present in the marketplace.

While it is not possible for us to include all of Australia's operators explicitly within campaigns, Tourism Australia aims to feature operators that reflect Australia's diverse tourism offering across all states and territories as well as key drivers of destination choice. We also liaise with the state and territory tourism organisations and feature product listings from the [Australian Tourism Data Warehouse](#) at the bottom of each 'Australia.com' article.



Millaa Millaa Falls
Queensland

HOLIDAY HERE THIS YEAR

The *Holiday Here This Year* campaign was first launched in January 2020 to support the bushfire recovery by urging Australians to take a domestic holiday and provide a much-needed boost to tourism operators and communities around the country. With the industry now suffering from the global COVID-19 pandemic, our tourism operators need support more than ever.

The overarching *Holiday Here This Year* campaign will continue to roll out in several bursts of activity over the coming months. The latest iteration of the campaign, *Holiday Here This Year – Full on Holidays*, encourages Australians to take advantage of the recently announced 'half off' airfares and book a 'full on' holiday.

Find out more at www.tourism.australia.com/holidayhere.

HOW CAN INDUSTRY GET INVOLVED

- Downloading the [Holiday Here This Year toolkits](#), which are available for download on the corporate site. The toolkit contains campaign overviews, campaign logos, imagery for use in your own channels and social media tools.
- Aligning marketing activity to support the campaign.
- Posting on business social media channels to encourage consumers to book using #HolidayHereThisYear and the *Holiday Here This Year* giphy stickers.
- Sharing news and activities with Tourism Australia for consideration to promote through our PR activities. Please send to internationalmedia@tourism.australia.com.
- Updating your business listing on the [Australian Tourism Data Warehouse](#) with respect to your flexible booking policies and COVID Safe plan.

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Ellery Creek Big Hole,
Northern Territory



Haggerstone Island,
Queensland

RESEARCH & INSIGHTS

The **Tourism Statistics** section of the corporate website contains content including:

- Our monthly **Domestic Travel Sentiment Tracker** and **International Travel Sentiment Tracker**: www.tourism.australia.com/stats
- A **Domestic Performance Dashboard** based off the National Visitor Survey: www.tourism.australia.com/en/markets-and-stats/tourismstatistics/domestic-market-performace-statistics.html
- **Aviation Statistics** now including domestic routes: www.tourism.australia.com/aviation
- Australia now also has its own page as part of our **Market Regions** section: www.tourism.australia.com/australia

The above pages also contain resources such as:

- A [factsheet](#) on the Australian traveller profile including demand factors
- An [infographic](#) on the overall value of tourism for Australia
- An [infographic](#) on overall domestic travel based on the National Visitor Survey
- [Domestic tourism profiles](#) created by Tourism Research Australia, focusing on the different demographics and activities of overnight visitors'

GOVERNMENT SUPPORT FOR INDUSTRY

We have compiled a variety of useful resources on government support for industry which is available here: www.tourism.australia.com/governmentsupport.

TOURISM AUSTRALIA WEBINARS

All past recordings, as well as registration details for upcoming webinars can be found here at: www.tourism.australia.com/en/events-and-tools/industry-resources/resources-for-industry/tourism-australia-industry-web-series.html.

SOCIAL MEDIA

Tourism Australia is continuing to focus on stimulating conversations about Australia through key platforms including [Facebook](#), [Instagram](#), and [Twitter](#).

Find out more at: www.tourism.australia.com/socialmedia.

We have resources available for industry including:

- A factsheet on [Tourism Australia's social media program and overall strategy](#)
- A factsheet on [Tourism Australia's Chinese social media channels](#)
- A series of webinars of [social media best-practice](#)
- Tourism Australia's [live streaming tips and tricks](#)

Please remember to continue using the hashtag **#SeeAustralia** on your



Exceptional Kangaroo Island,
South Australia

TOURISM AUSTRALIA'S PUBLIC RELATIONS AND MEDIA ACTIVITY

Tourism Australia works closely with the state and territory tourism organisations to deliver our media hosting program which now includes an expanded domestic focus. To get involved, ensure you connect with your RTO or STO in the first instance. Contact mediahosting@tourism.australia.com for more information.

We can also help promote your product via a range of PR and publicity initiatives such as highlighting your news in 'Australian Stories', a section of our weekly industry newsletter 'Essentials'. Whether it's new tours, accommodation and attractions; restaurant openings, or event and festival announcements, send your media releases to our team via internationalmedia@tourism.australia.com.

We have also created a guide to help you understand how to better promote your product or experience through a variety of media channels. The 'Working with the Media' guide is available at www.tourism.australia.com/workingwithmedia.

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AUSSIE SPECIALIST PROGRAM

THE AUSSIE SPECIALIST PROGRAM

Tourism Australia continues to engage with its 35,000 strong network of Aussie Specialist Agents through the Aussie Specialist Program – www.tourism.australia.com/aussiespecialist. From May 2020 the program was extended to include domestic front-line travel sellers. Commissionable tourism operators can engage with agents through:

The Travel Club

- The Travel Club is a discounted travel program that is available to fully qualified Aussie Specialist agents to use during their personal holiday around Australia.
- You can submit an industry rate offer or value-add and upload an image at www.tourism.australia.com/travelclub.

Product Training Videos

Tourism Australia has seen an increase in interest from front-line travel sellers for short and sharp on-demand training videos. This is your opportunity to submit a training video of up to 5 minutes for upload to the Aussie Specialist website. Think of it as the equivalent of sitting face-to-face with an agent at a trade event, or even as if an agent was on a virtual tour of your product.

Preparing your training update:

- Your training video should be **no longer than 5 minutes** - think short, sharp and interesting, you don't need to use the entire time allowed.
- The delivery of information within your video can take many forms:
 - 'Virtual Tours' of your product with narration or a live guide.
 - A recorded webinar containing a presentation/images.
 - A combination of the above - The simplest to produce being a 'screen-recording' of a webinar with both yourself (don't be shy!) and presentation content visible.
 - 'Consumer-style' advertising videos are generally **not suitable** however you can narrate over existing footage as part of your training content.
- Don't assume that viewers know where you are geographically - a quick map is always useful.
- Presentations should be engaging and make product stand out – use visuals where possible.
- Explain the benefit your product gives to people - why they love your experience, what makes your product unique from others?
- What are the key parts that you think are the 'musts' in terms of things to know? Remember that people can always look up specific details afterwards - use your time to get people interested and draw them in.
- Use language that everyone understands, remembering that non-native speakers may be viewing this content.
- 'Test' your video on friends and family – does it keep them engaged? What are their key takeaways? – a fresh perspective is always useful!
- Be passionate and have fun with it! This is your business, be proud to promote it!

Send your video file (uploaded via a service such as [WeTransfer](#), [Dropbox](#), [Hightail](#) or [Google Drive](#)) plus a 50-word blurb as well as website URL through to your Tourism Australia Industry Relations Manager as noted on the following page.



BUSINESS EVENTS

We are also delivering a domestic strategy for business events. Under this strategy Business Events Australia, a specialist business unit within Tourism Australia, is delivering a new domestic partnership program, the *Business Events Boost Program* and second iteration of the domestic *Event Here This Year* campaign, which both aim to influence decision makers and encourage a restart of business events across Australia.

[Business Events Boost Program](#) supports marketing and distribution initiatives that have the potential to influence decision makers of existing domestic business events and/or convert new domestic business events; a total of 86 partnership projects have been confirmed for the 19/20 financial year.

The latest iteration of the [Event Here This Year campaign](#) launched in February 2021. The campaign seeks to inspire domestic decision-makers to start planning and delivering business events in Australia again by promoting the value of face-to-face events, educating decision-makers on the breadth and quality of Australia's offering, and motivating target audiences to contribute to the economic recovery of the nation by hosting a business event in Australia. Industry are encouraged to adopt and distribute the campaign message and assets across their own marketing initiatives, to help extend the campaign's reach. A campaign toolkit is available to download via the [Business Events Australia website](#).

A spread of Australian destinations, experiences and incentive touches continues to be shared across Business Events Australia's new Instagram account. The platform aims to engage and inspire incentive decision makers, while offering an additional means for industry to reach a targeted customer base. If you're not already, be sure to follow [@businesseventsaustralia](#) and tag #MeetinAus to allow us to repost.

Sign up to our [e-newsletter](#) to keep up to date on all Business Events.

INDUSTRY EVENTS CALENDAR

The Industry Events Calendar provides an overview of upcoming industry events, webinars and activities hosted by Tourism Australia; state, territory and regional tourism organisations; ATEC and tourism industry councils.

Check out the industry events calendar at www.tourism.australia.com/eventscalendar.

TOURISM AUSTRALIA'S IMAGE AND VIDEO GALLERIES

Tourism Australia's image and video galleries contain thousands of still and moving imagery that is free of charge for use to promote tourism to and around Australia.

Supplement your own imagery in your marketing activity, collateral including brochures and flyers, as well as your websites and training presentations.

Find out more at www.images.australia.com and www.video.australia.com.

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Vankee Hat,
Australian Capital Territory



Cape Grim cave,
Tasmania

TOURISM AUSTRALIA INDUSTRY RELATIONS

Tourism Australia's Industry Relations team is here to help you access a range of useful tools and resources to assist in growing your tourism business.

Please don't hesitate to contact the team should you have any queries:

Sophie Treasure
Industry Relations Manager
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+61 2 9361 1717
stresure@tourism.australia.com

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FURTHER RESOURCES AND ADVICE STATE AND TERRITORY TOURISM ORGANISATIONS

Each state and territory has its own government tourism agency that works with industry.

The role of the state and territory tourism organisations is to support the development and marketing of sustainable tourism destinations and experiences within their state or territory, to increase awareness and attract visitors.

Refer to the relevant state and territory tourism organisation corporate website for more information on industry development tools.

CONNECT AND KEEP IN TOUCH

Stay up to date with tourism news as well as opportunities that become available through these channels:

CORPORATE WEBSITE

www.tourism.australia.com
Latest information on campaigns, activity in market, research, statistics and more.

www.tourism.australia.com/subscribe

Essentials
General news & updates, including Australian Stories (new products, events, destination news), industry events, research and insights, state & territory news.

Business Events Australia
Updates on Business Events Australia activity

SUBSCRIBE TO NEWSLETTERS

@TourismAus
Corporate Twitter handle

TWITTER

@MeetinAustralia
Business Events Australia Twitter handle

LINKEDIN

Follow 'Tourism Australia' and 'Business Events Australia'
Follow us as an organisation.



VisitCanberra
www.tourism.act.gov.au



Destination NSW
www.destinationnsw.com.au



Tourism and Events Queensland
www.teq.queensland.com



Tourism Tasmania
www.tourismtasmania.com.au



Tourism NT
www.tourismnt.com.au



South Australian Tourism Commission
www.tourism.sa.gov.au



Visit Victoria
www.corporate.visitvictoria.com



Tourism Western Australia
www.tourism.wa.gov.au