

WORKING WITH TOURISM AUSTRALIA DOMESTIC EDITION – SEPTEMBER 2020



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 more than 40 per cent of Australians are keen to travel domestically once restrictions

ease, which is why we've been using the lockdown period to encourage them to dream about their next domestic trip².

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, 13-18 August 2020



North Stradbroke Island,
Queensland



Honeymoon Bay, Freycinet,
Tasmania



Busselton Jetty,
Western Australia

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.

Shortly, we will be announcing further details on the resumption of the *Holiday Here This Year* domestic campaign launched in January 2020.

Tourism Australia will be taking a national approach to the campaign and intrastate responsibilities will still fall with the relevant state and territory tourism organisations.

Holiday Here This Year asks Australians to get out there and see their own backyard. Whether it be a weekend away close to home, a trip to another state or discovering somewhere in Australia they've always wanted to visit. This provides a unified platform that aims to galvanise the entire tourism industry and Australians by providing an immediate call to action to holiday in Australia this year.

You can find the toolkit for this campaign including logos for you to use in your own marketing at www.tourism.australia.com/holidayhere.

Please stay tuned for further details on the roll-out and continuing evolution of this campaign.

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Uluru,
Northern Territory



Sea Cliff Bridge,
New South Wales

RESEARCH & INSIGHTS

We have refreshed our **Markets & Stats** section of the corporate website, adding additional content on the domestic market:

- A **Domestic Performance Dashboard** based off the National Visitor Survey: www.tourism.australia.com/en/markets-and-stats/tourism-statistics/domestic-market-performace-statistics.html
- **Aviation Statistics** now including domestic routes: www.tourism.australia.com/en/markets-and-stats/tourism-statistics/aviation-statistics.html
- In addition to this, you can find the wider overview of **Tourism Statistics** here: www.tourism.australia.com/en/markets-and-stats/tourism-statistics.html
- Australia now also has its own page as part of our **Market Regions** section: www.tourism.australia.com/en/markets-and-stats/market-regions/australia.html

The above pages contain resources such as:

- Our fortnightly [domestic travel sentiment tracker](#)
- 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'

We also have additional resources from our recent webinar series (noting that these were relevant at the time of each respective webinar):

- An update on Tourism Australia's [current research and marketing approach](#), presented as part of our industry webinar series on 31 July 2020
- A presentation on [traveller insights and data](#) by Heather Cotching, Austrade's Chief Economist, from 14 August 2020

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/governmentssupport

TOURISM AUSTRALIA WEBINARS

All past recordings, as well as registration details for upcoming webinars can be found here: 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](#): 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 social media content, as well as any relevant state, territory, and regional hashtags. You can also tag us on Facebook using @Australia.



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:

Dominic Mehling

Industry Relations Manager – ACT, NSW, NT & QLD
dmehling@tourism.australia.com

Sophie Treasure

Industry Relations Manager – SA, TAS, VIC, WA & Youth
streasure@tourism.australia.com



Hosier Lane,
Victoria

BUSINESS EVENTS

We are also delivering a domestic strategy for business events. The first initiative to be launched as part of this strategy is the Business Events Boost Program, a domestic iteration of the internationally focused Advance Program whereby industry can access funding support and leverage Business Events Australia's expertise to deliver marketing and distribution projects that are results-orientated and have the potential to influence decision makers and/or convert new domestic business events. Applications are open until 30 September 2020. For full details and to apply online visit www.australia.com/businessevents/boost

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 Australia's activity, or [contact us](#) for further information.

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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National Gallery of Australia,
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:

Dominic Mehling

Industry Relations Manager

ACT, NSW, NT & QLD

+61 2 9361 1325

dmehling@tourism.australia.com

Sophie Treasure

Industry Relations Manager

SA, TAS, VIC, WA & Youth

+61 2 9361 1717

streasure@tourism.australia.com

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 (STOs) 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 STO corporate website for more information on industry development tools.



VisitCanberra

www.tourism.act.gov.au



Destination NSW

www.destinationnsw.com.au



Tourism and Events Queensland

www.teq.queensland.com



Tourism
Tasmania

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

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

@TourismAus

Corporate Twitter handle

@MeetinAustralia

Business Events Australia Twitter handle

TWITTER

LINKEDIN

Follow 'Tourism Australia' and 'Business Events Australia'

Follow us as an organisation.