



## Marketing Australia Globally

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# AGENDA

- Tourism Australia's role
- Tourism 2020
- Tourism Australia's focus
  - Markets
  - Customers
  - Partnerships
  - Global Campaigns - There's Nothing Like Australia
    - Restaurant Australia
    - Aquatic and Coastal
    - Indigenous
  - Social Media
  - Distribution Development



# OUR ROLE

**Grow demand**  
and foster a competitive  
and sustainable Australian  
tourism industry **through**  
**partnership marketing**  
targeted  
**to global consumers in**  
**key markets**



# TOURISM 2020

From  
**A\$70bn**

in o/night spend in 2009

Now  
**A\$88bn**

in o/night spend for  
March 2015 YE

To up to  
**A\$115bn**

in o/night spend by 2020





A scenic photograph of a beach at sunset. In the foreground, a young woman with dark hair is smiling and looking towards the right. She is wearing a green sweater and holding a red water bottle. Behind her, two other people are walking along the beach. The beach is sandy, and the ocean waves are breaking on the shore. In the background, there are large, rocky cliffs and a prominent rock formation in the water. The sky is a mix of blue and orange from the setting sun.

**\$33.4**

**BILLION**

INTERNATIONAL VISITOR SPEND  
IN AUSTRALIA JUNE 2015 YE

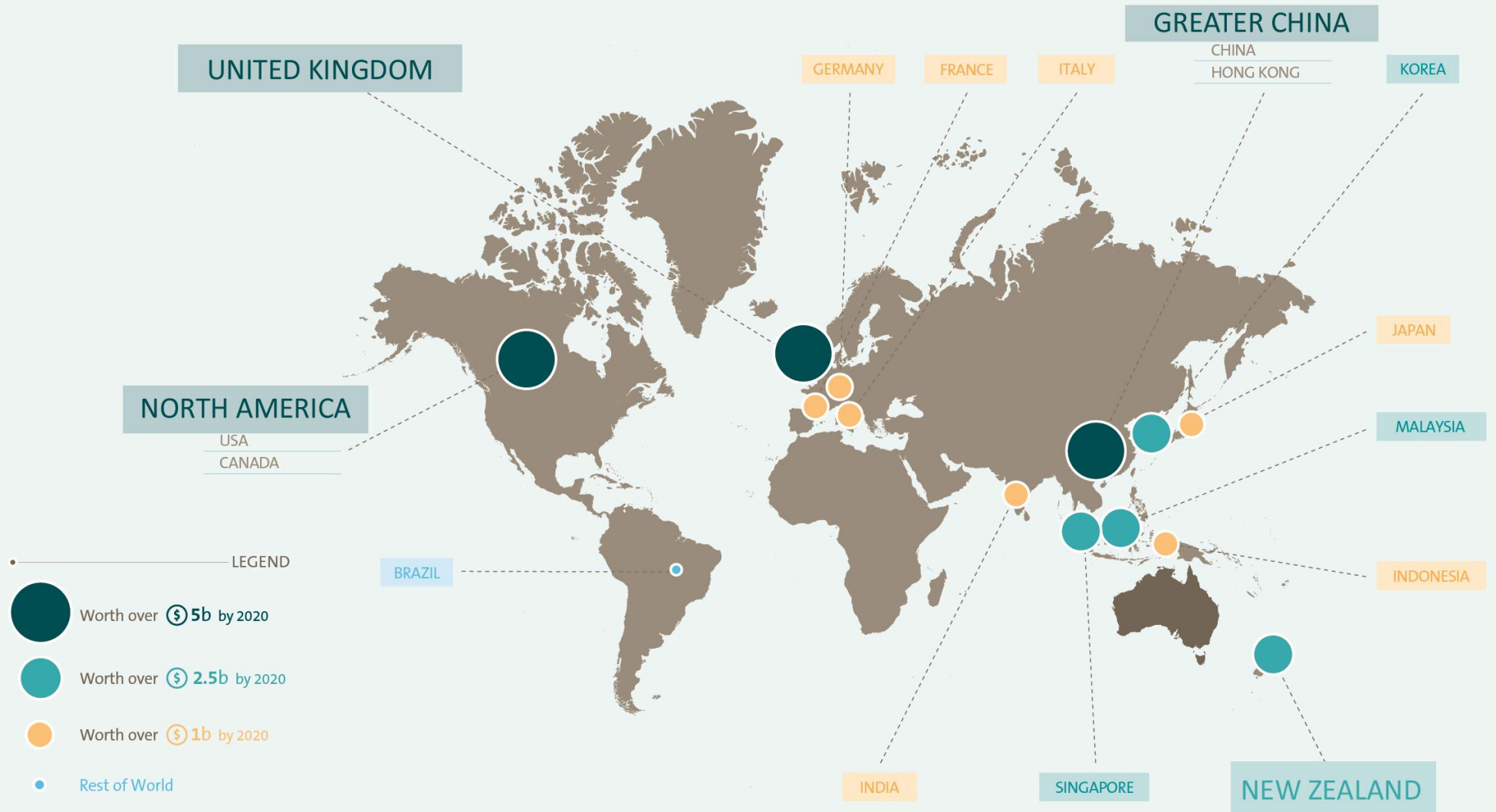
UP

**10%**

■ **NIGHTS UP 8%**

■ **CHINA SPEND UP 32%**  
**TO \$6.9 billion**

# OUR FOCUS - MARKETS



# OUR FOCUS - CUSTOMERS

## Young Adults

-  Germany\*
-  UK\*
-  Italy
-  France
-  Singapore

*\*Denotes a secondary target audience for this market.*

## Affluent Adults

-  China
-  India
-  South Korea
-  Japan
-  Hong Kong
-  Indonesia
-  Malaysia
-  Brazil

## Older Affluent Adults

-  UK
-  USA
-  Germany





## Our Focus – Partnerships

- 260+ partners globally
  - Airlines
  - Travel Agents
  - Tour Operators
  - Credit Cards
- Almost \$200m invested
- Partnership objectives
  - Conversion to booking
  - Investment in promoting Australia
  - Reach to target audiences



# OUR FOCUS – GLOBAL CAMPAIGNS

THERE'S NOTHING LIKE AUSTRALIA



LEAD



FOOD AND WINE



AQUATIC AND COASTAL

SUPPORT



INDIGENOUS



EVENTS



BUSINESS EVENTS



LUXURY

OUR FOCUS – There's Nothing Like Australia

- Launched 2010

- Long lasting and flexible

WELCOME TO THE WORLD'S  
MOST SCENIC RUNWAY

THERE'S NOTHING  
LIKE AUSTRALIA



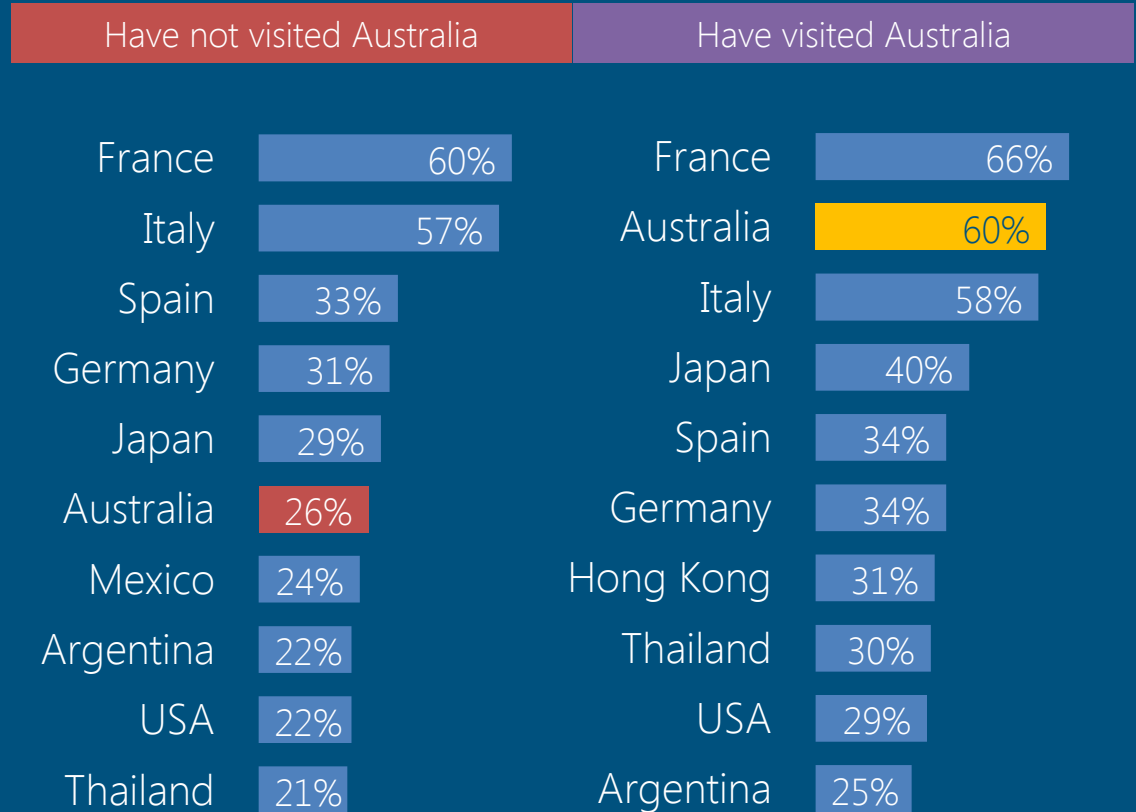
DISCOVER THE WHITSUNDAY ISLANDS AT [AUSTRALIA.COM](http://AUSTRALIA.COM)



# OUR FOCUS – RESTAURANT AUSTRALIA

Only **26% of those who have not been to Australia** associated Australia with 'good food and wine'.

That figure rose to **60% amongst those who have visited** after culinary giant France and ahead of Italy.



# TABLE FOR TWO

AT RESTAURANT AUSTRALIA

RESTAURANT  
AUSTRALIA

الإتجاه  
**ETIHAD**  
AIRWAYS  
ABU DHABI

THERE'S  
LIKE A

EXPLORE THE WHITSUNDAYS, QUEENSLAND







AUSTRALIA.COM



Virgin australia

Virgin australia

Our biggest ever campaign  
in the **USA** also capitalised  
on the six episodes of Eric  
Ripert's TV show Avec Eric  
filmed in Australia



AVEC ERIC

# RESTAURANT AUSTRALIA - RESULTS

1,800  
businesses  
sharing  
experiences via  
the campaign hub

YouTube  
19.8m  
views of  
Restaurant Australia  
content

\$9.6 million  
Estimated media  
value generated  
food & wine  
influencers

Tourism Australia's  
own media channels  
delivered more than

7.5m  
engagements, including  
40.4m  
likes on Instagram  
alone.



# RESTAURANT AUSTRALIA - RESULTS

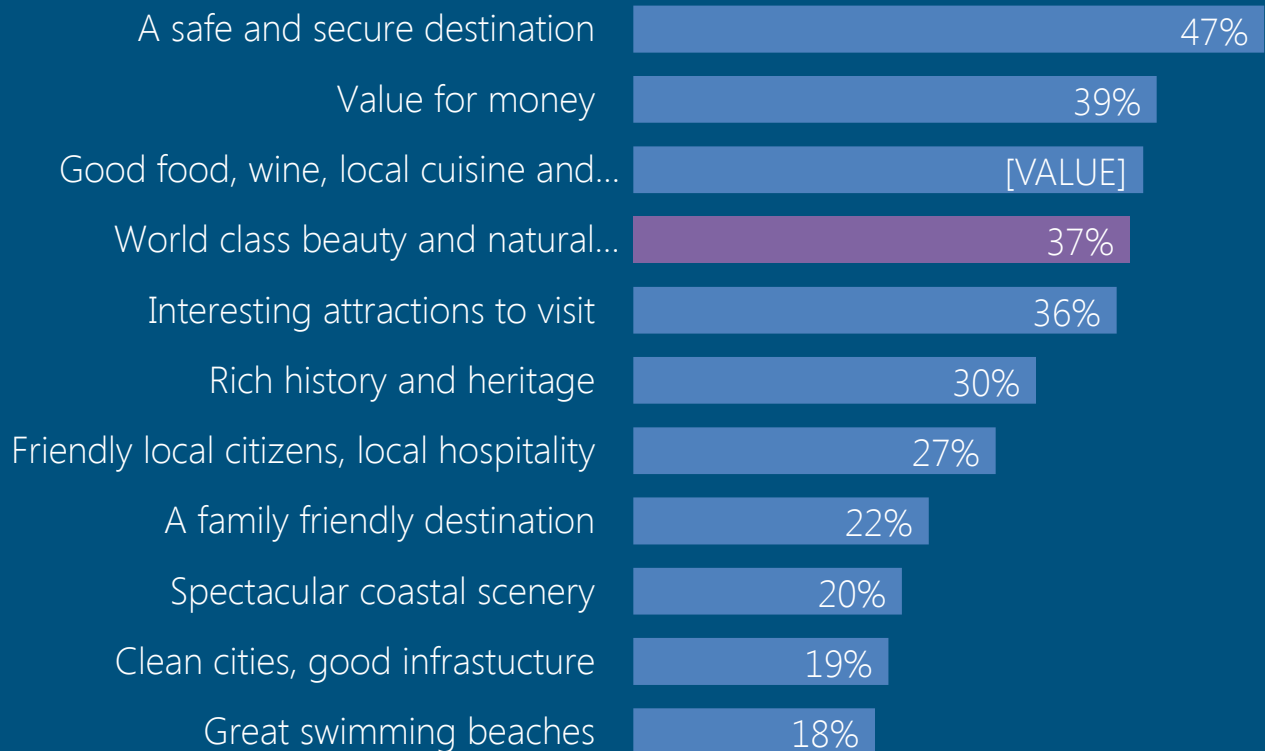


\* Note: Google internet search data (March 2015). Category: Australia YoY Travel Related Search Queries, incl: UK, US, SG, JP and IN, all devices. Future results may differ.

Source: Destination Australia Conference, Google, March 2015

## OUR FOCUS – AQUATIC AND COASTAL

Research also identified that **world class beauty and natural attractions are a key factor in holiday decision making**





## OUR FOCUS – AQUATIC AND COASTAL





## OUR FOCUS – INDIGENOUS





# OUR FOCUS – SOCIAL MEDIA



Facebook – 6.3m+ followers

Instagram – 1.8m followers

Twitter – 250k followers

Weibo – 410k followers

WeChat – 38k followers

*Nara Inlet in the Whitsundays... Wish I was there right now.*

Photography by JJ Pictures,  
Whitsundays, QLD

87732 Likes, 1,775 Comments 9,637 Shares





Australia.com

August 25 · Edited

Happy Birthday Patrick the Wombat! This 29 year old is the world's oldest living wombat. Given that Patrick has never had children, or any partners in general, probably makes him the oldest living wombat virgin as well! Congrats mate!



Kalin Ox, Kathy French, Vanda Muzikarova and 221,962 others like this.

Top Comments ▾



47,109 shares



Australia.com Patrick the Wombat is most commonly known for greeting his visitors in the car park in his wheelbarrow back in his younger days, to which is has now retired from this duty and lives in his pen.



6,599 · August 25 at 4:50pm



157 Replies



Australia.com Patrick the Wombat from Ballarat Wildlife Park is the oldest wombat living in captivity in the world (in the wild they usually live until about 5 and in captivity around 20) – and at almost 84 pounds he is also the largest Common Wombat known! Go Patrick!!!



8,177,664 People Reached

527,757 Likes, Comments & Shares



# OUR FOCUS – DISTRIBUTION DEVELOPMENT



CONNECT FOR  
BUSINESS

EDUCATION

EXPERIENCE

PARTNER  
MARKETING

EVENTS e.g.  
ATE

AUSSIE  
SPECIALIST  
PROGRAM

FAMILS e.g.  
CORROBREE

KEY  
DISTRIBUTION  
PARTNERS





# THANK YOU

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