

An aerial photograph of a coastal city, likely Sydney, Australia. The image shows a sandy beach curving along the coast, with waves breaking onto the shore. In the foreground, a prominent white lighthouse stands on a rocky cliff overlooking the ocean. The city buildings and infrastructure are visible in the background, extending inland. The sky is clear and blue.

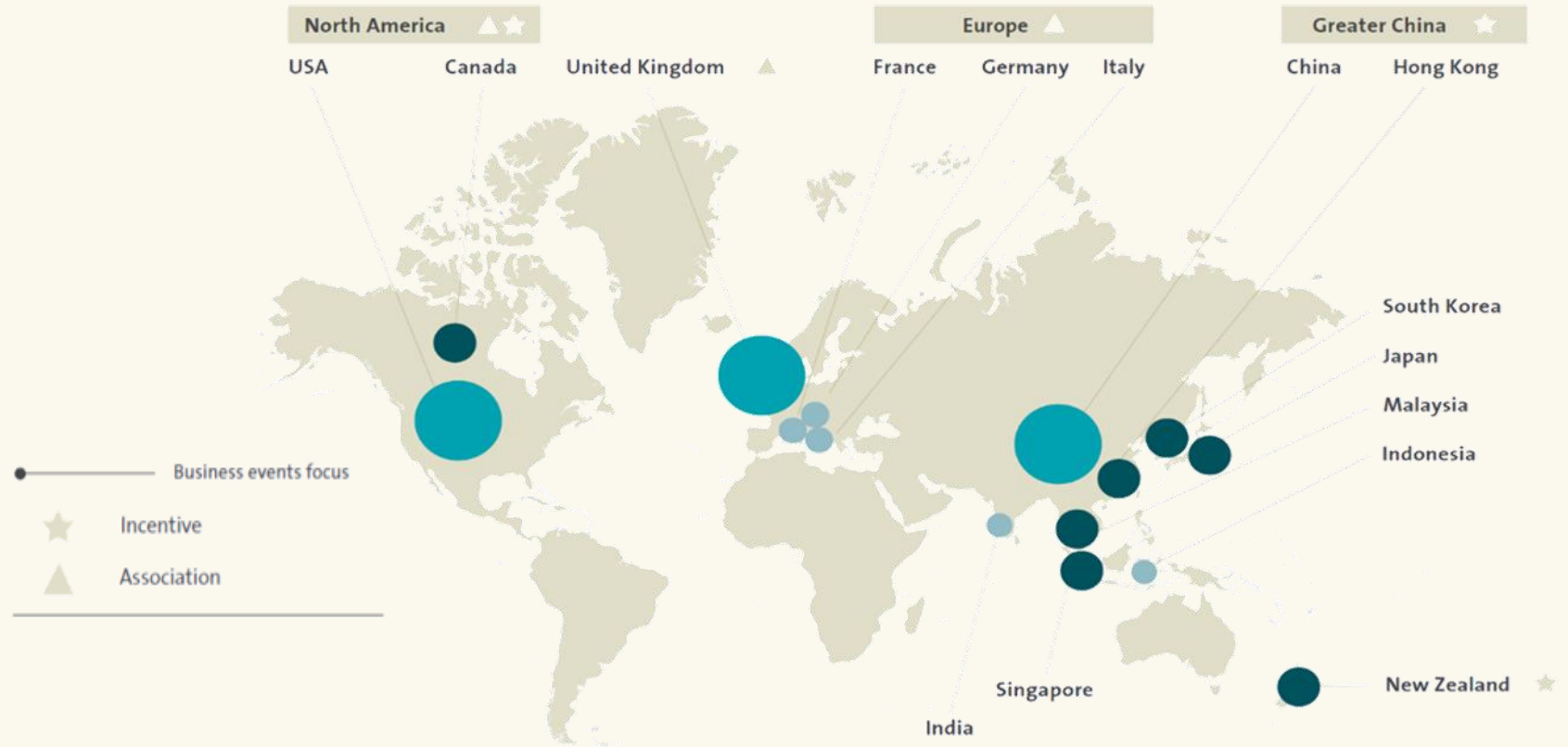
BEDE FENNELL

EGM CORPORATE AFFAIRS, TOURISM AUSTRALIA

ABOUT TOURISM AUSTRALIA

OUR PURPOSE

To grow demand and foster a competitive and sustainable tourism industry



KEY STATS 2019...

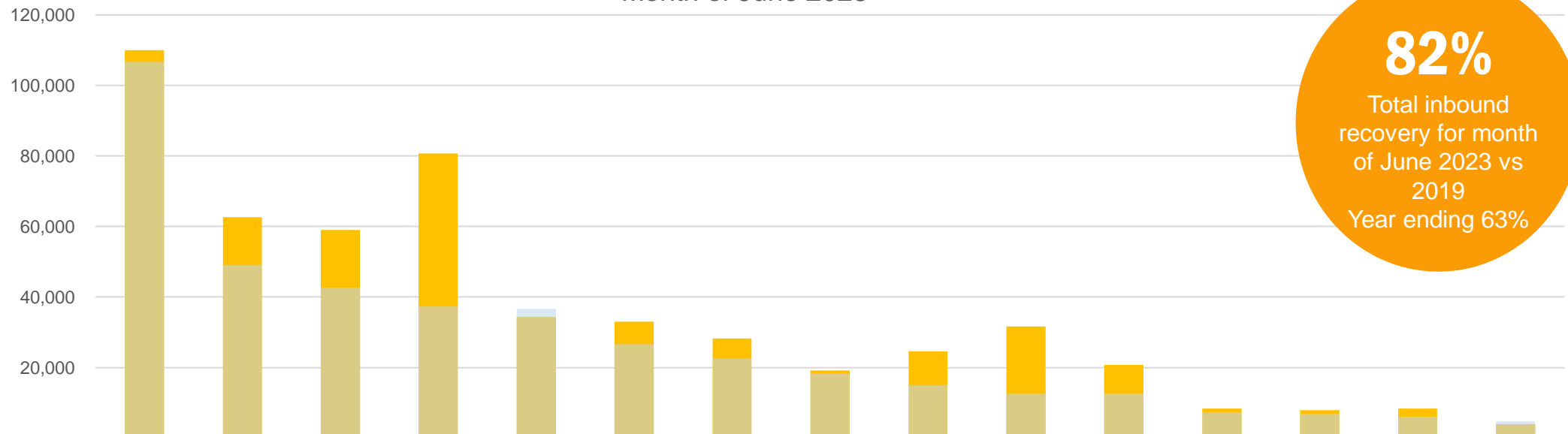
9.5 MILLION INTERNATIONAL VISITORS **\$45 BILLION IN SPEND** **1 IN 13 JOBS**

RECOVERY

STRONG RECOVERY WITH ROOM TO GROW IN PARTS OF ASIA

VISITOR ARRIVALS FROM OUR TOP 15 MARKETS

Month of June 2023



82%
Total inbound recovery for month of June 2023 vs 2019
Year ending 63%

	New Zealand	United States of America	Singapore	China	India	Indonesia	United Kingdom	South Korea	Japan	Malaysia	Hong Kong	Canada	France	Germany	Italy
■ Jun-19	109,910	62,690	59,040	80,680	34,330	33,050	28,290	19,160	24,630	31,640	20,720	8,430	7,880	8,350	3,970
■ June-23	106,720	49,080	42,610	37,330	36,680	26,710	22,700	18,210	15,040	12,630	12,560	7,310	6,940	6,120	4,750
■ Month Recovery % chg	97.1%	78.3%	72.2%	46.3%	106.8%	80.8%	80.2%	95.0%	61.1%	39.9%	60.6%	86.7%	88.1%	73.3%	119.6%

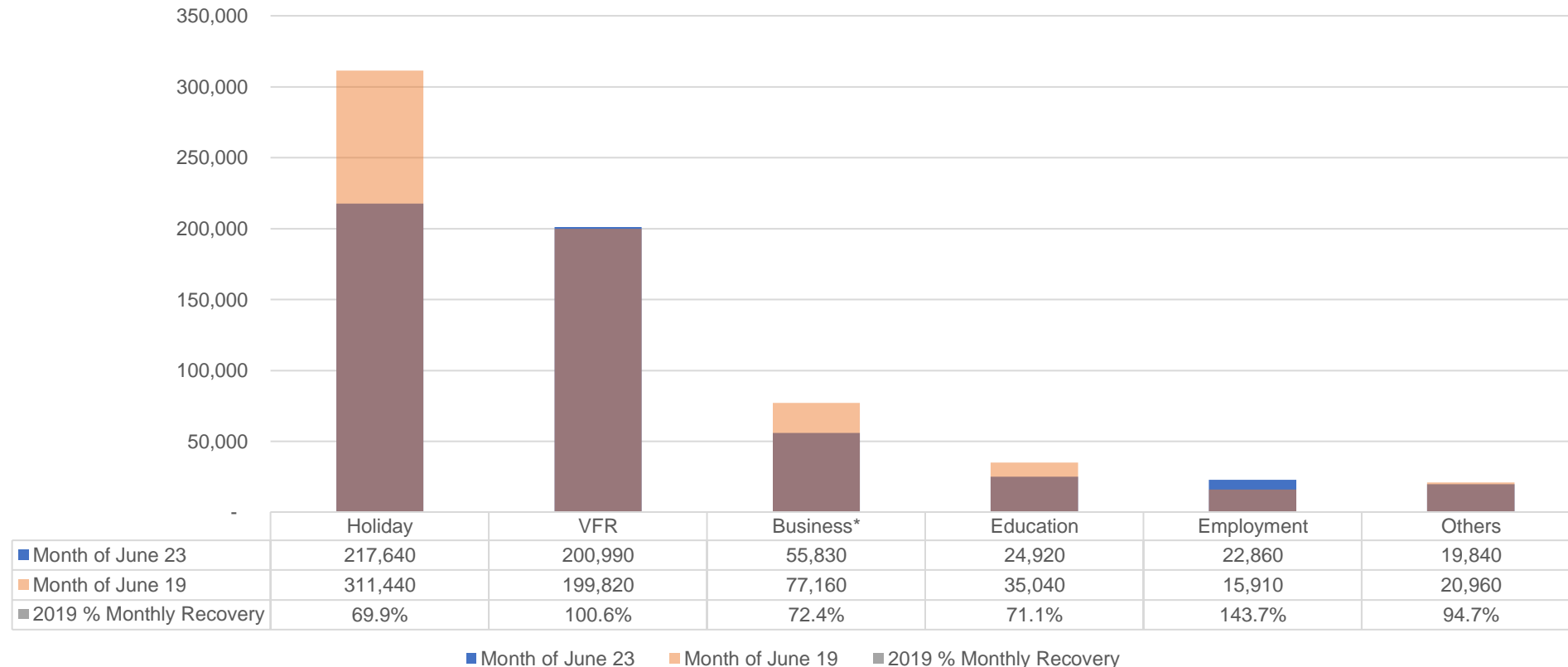
■ Jun-19 ■ June-23 ■ Month Recovery % chg

Source: ABS

HOLIDAY HIGHER THAN VFR FOR THE MONTH OF JUNE

PURPOSE OF VISITATION

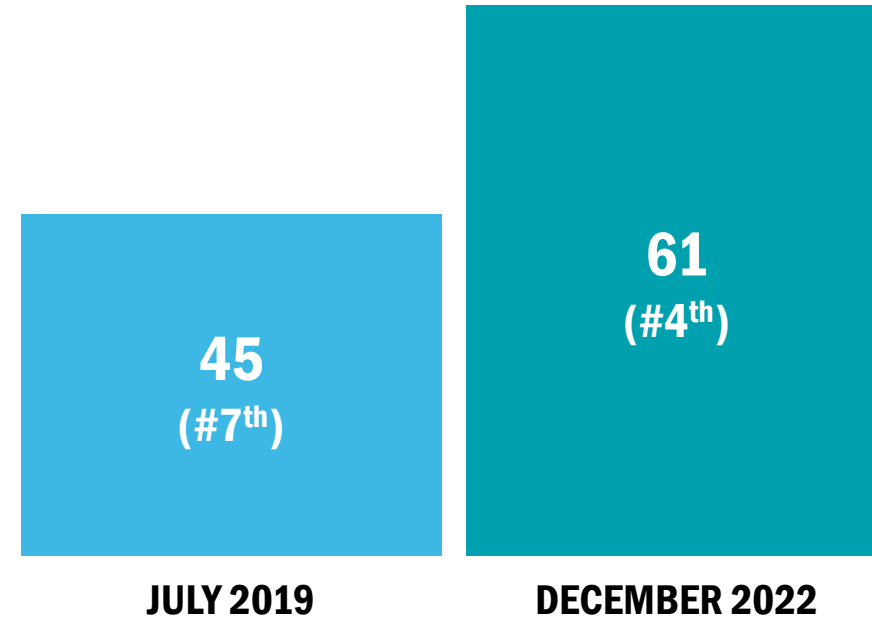
Month of June 2023



Source: ABS

AUSTRALIA IS STILL VERY COMPETITIVE IN THIS MOMENT. OUR NET PROMOTER SCORE HAS INCREASED SHARPLY POST PANDEMIC

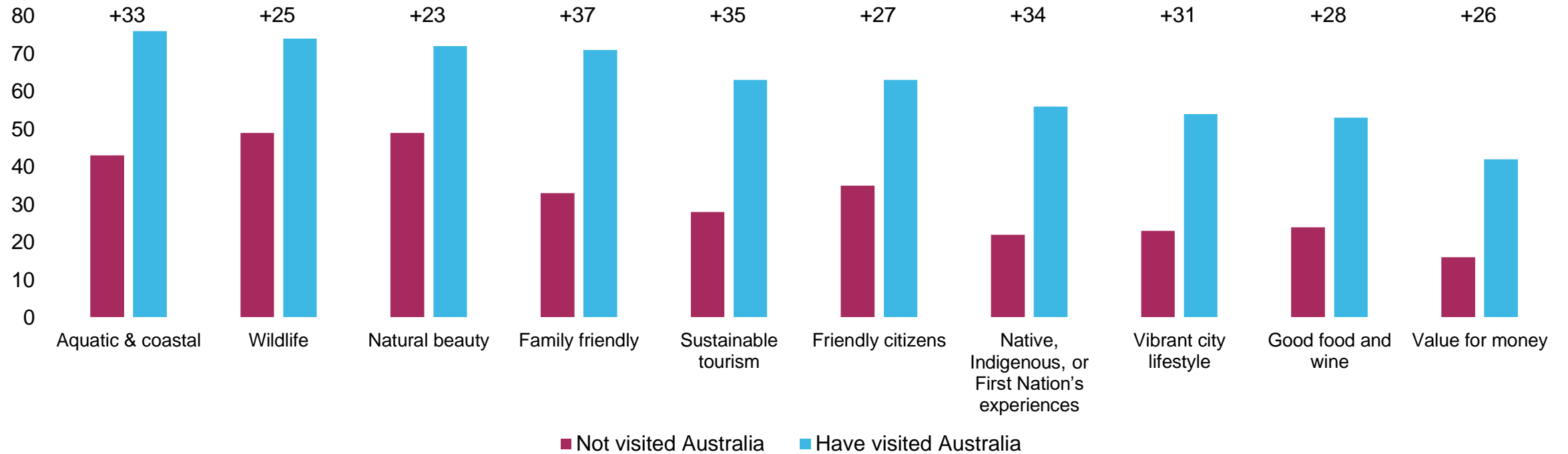
NET PROMOTER SCORE
Visited destination in the last 12 months
Global aggregate – OOR travellers



Question: On a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely, how likely are you to recommend each of the following destination(s) as a holiday destination to a family member, friend or colleague?
Global aggregate includes Indonesia, NZ, Singapore, Malaysia, South Korea, Japan, China, India, Germany, USA, UK and Hong Kong. Data before 2016 excludes Hong Kong.
Source: Tourism Australia Consumer Demand Project December 2022 via BDA Marketing Planning

AUSTRALIA OVERDELIVERS VS EXPECTATIONS

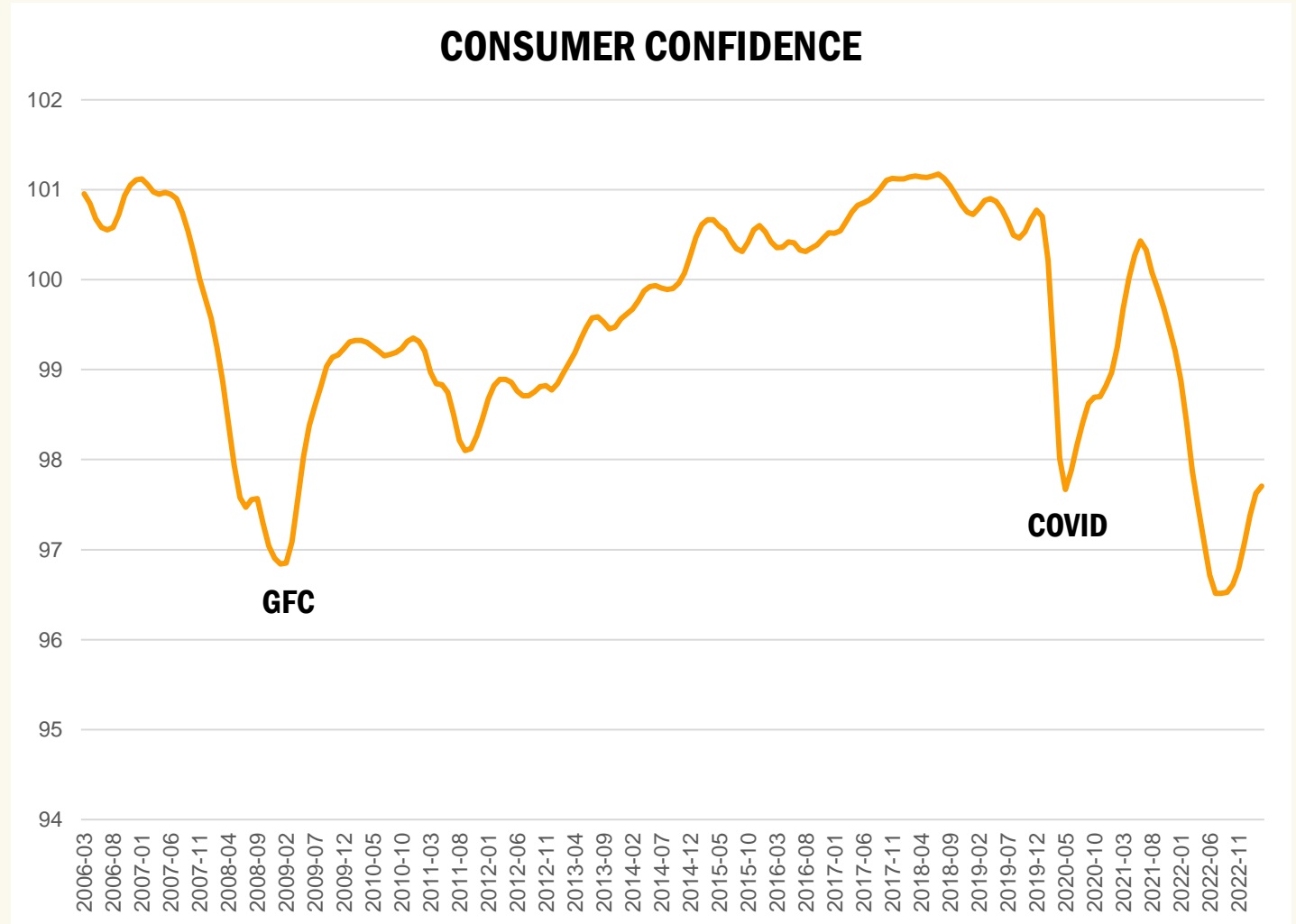
AUSTRALIA'S ASSOCIATIONS: HAVE VS HAVEN'T VISITED



Question: You said [factor] is important to you. Which of these destinations do you associate with [factor]? (Those who ever visited Aus vs those who have not)
 Global aggregate includes Indonesia, NZ, Singapore, Malaysia, South Korea, Japan, China, India, Germany, USA, UK and Hong Kong.

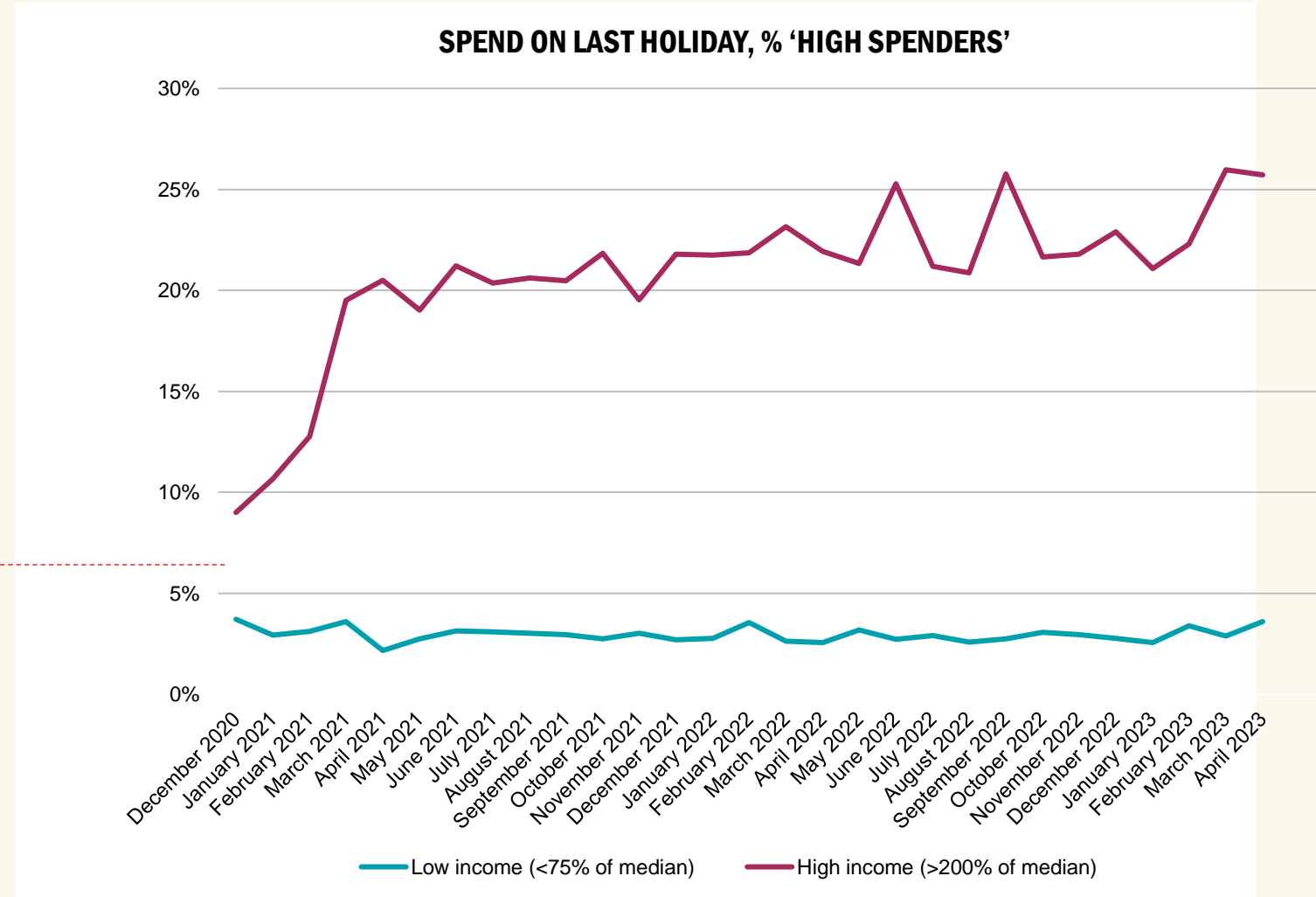
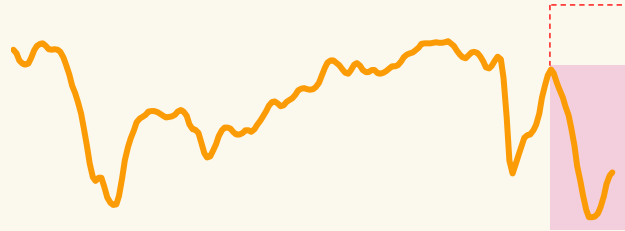
Source: Tourism Australia Consumer Demand Project December 2022 via BDA Marketing Planning

RECOVERY HAS BEEN ROBUST IN THE FACE OF CONSIDERABLE ECONOMIC HEADWINDS



SOURCE: OECD

DURING THIS DROP IN CONSUMER CONFIDENCE, HIGH YIELDING TRAVELLERS CLAIMING TO SPEND MORE ON TRAVEL

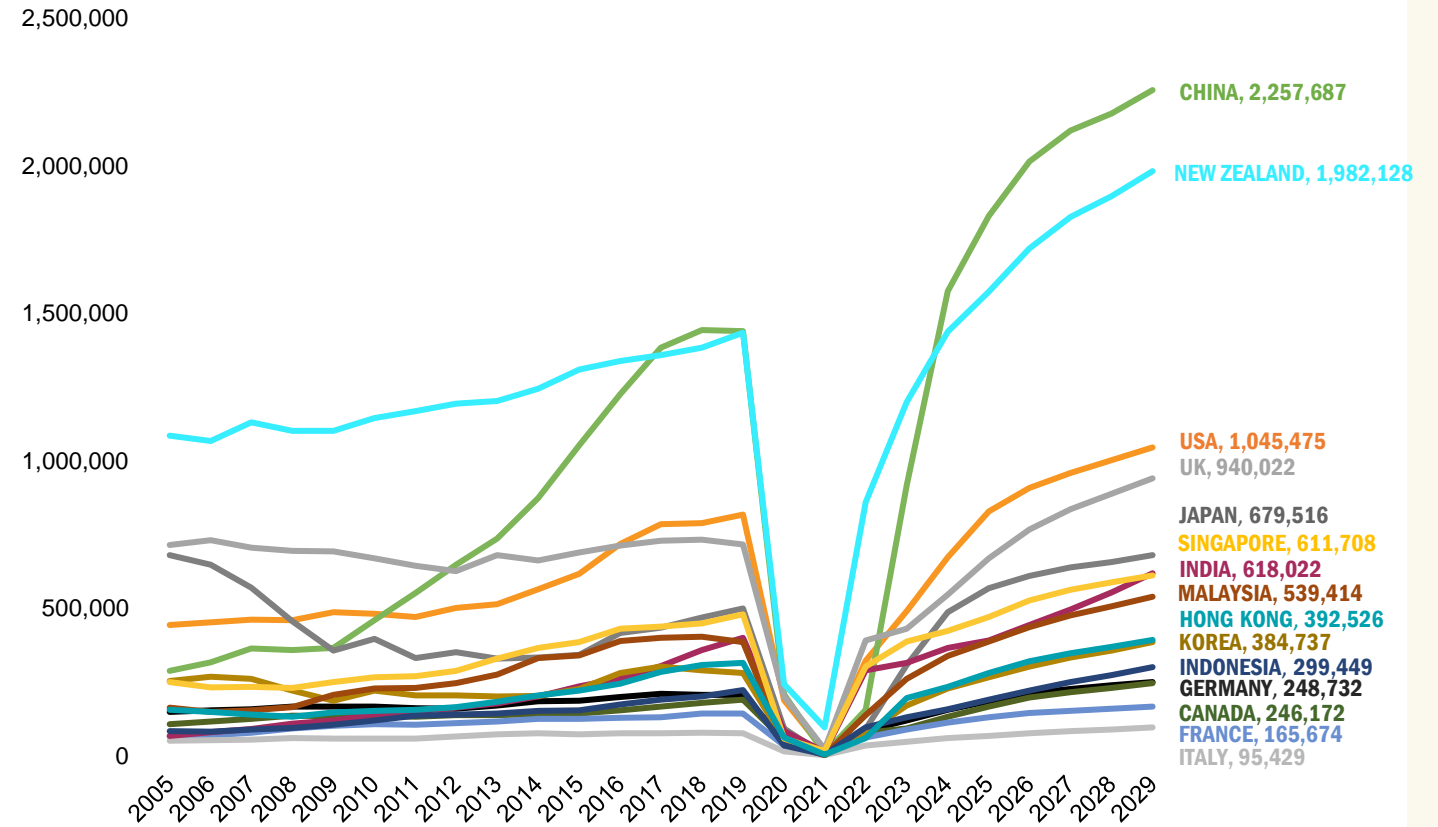


Source: YouGov,

CHINA WILL STILL BE THE DOMINANT FORCE IN AUSTRALIAN INBOUND TOURISM FOR THE NEXT DECADE

PAST & PREDICTED OOR VISITATION ARRIVALS TO AUSTRALIA FROM TOP 15 MARKETS

CY 2005 - CY 2029



Source: Oxford Economics
2022 Onwards represents estimated forecasted data

AUSTRALIA RANKS SECOND FOR OUT-OF-REGION DESTINATIONS FROM CHINA

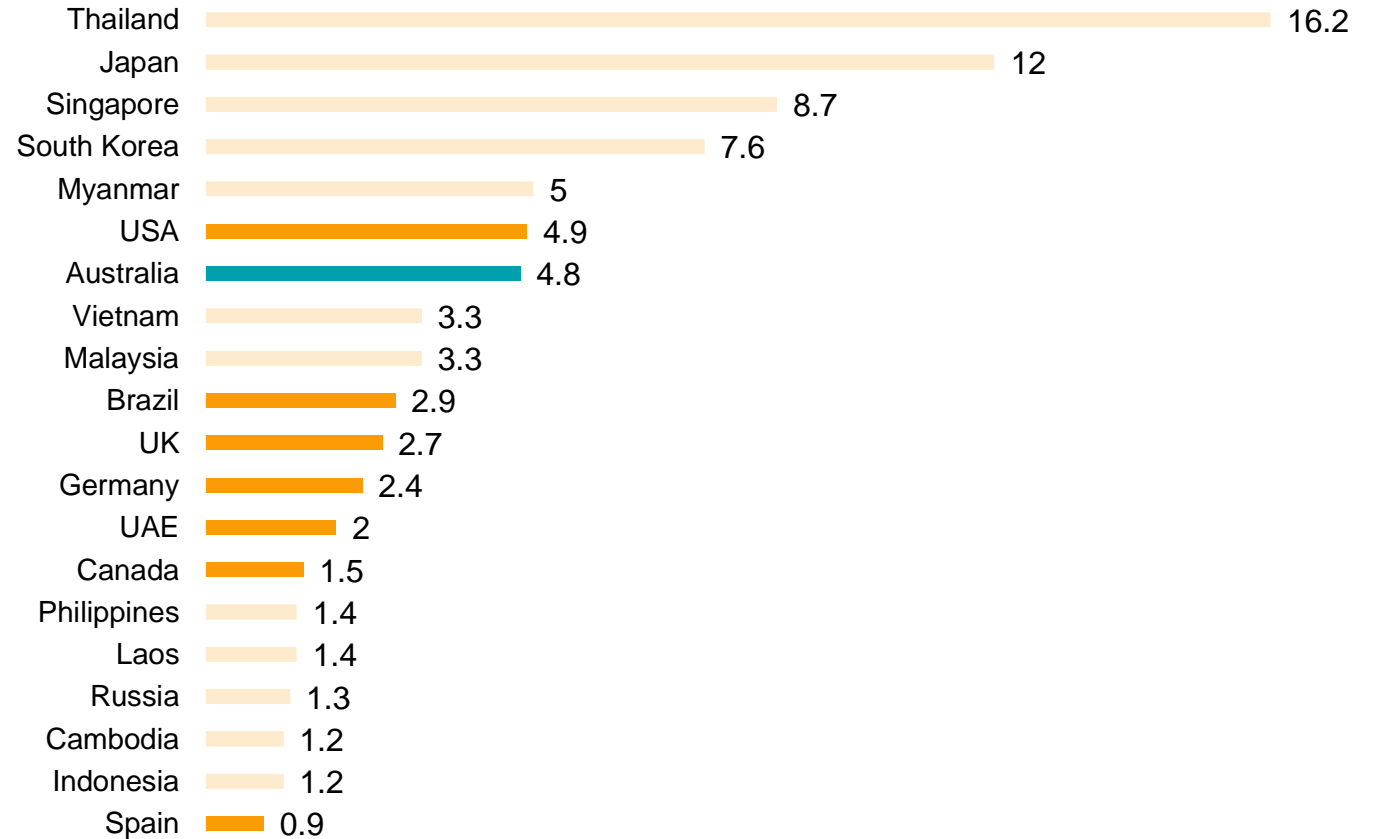
International passenger traffic outbound from China bounced back to 42% in June 2023 vs the same period in 2019.

Short-distance outbound travel was the first to recover, with 94% of tourists concentrated in Asia.

In May, the Chinese market in Australia had recovered to 34%. Slightly below the 42% but as this chart suggests, Australia is very competitive vs other OOR markets.

CHINA OUTBOUND VISITATION

% of outbound, Jan to June 2023

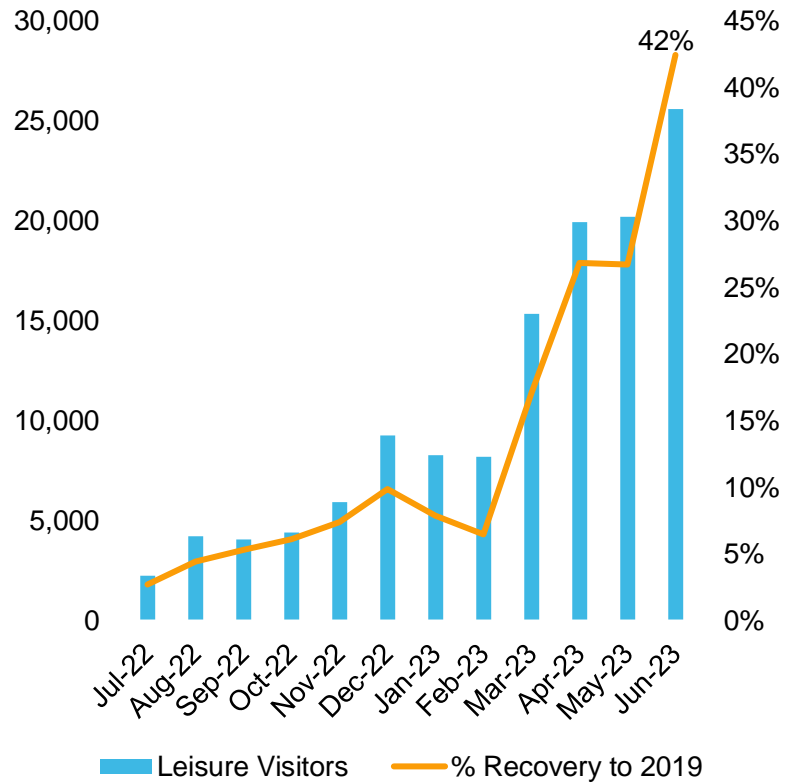


SOURCE: China Tourism Academy has released 2023 H1 China Outbound Tourism Statistics Report on 28 July 2023.

CHINA RECOVERY IS STEADY & UNDERWAY

CHINESE VISITATION TO AUSTRALIA

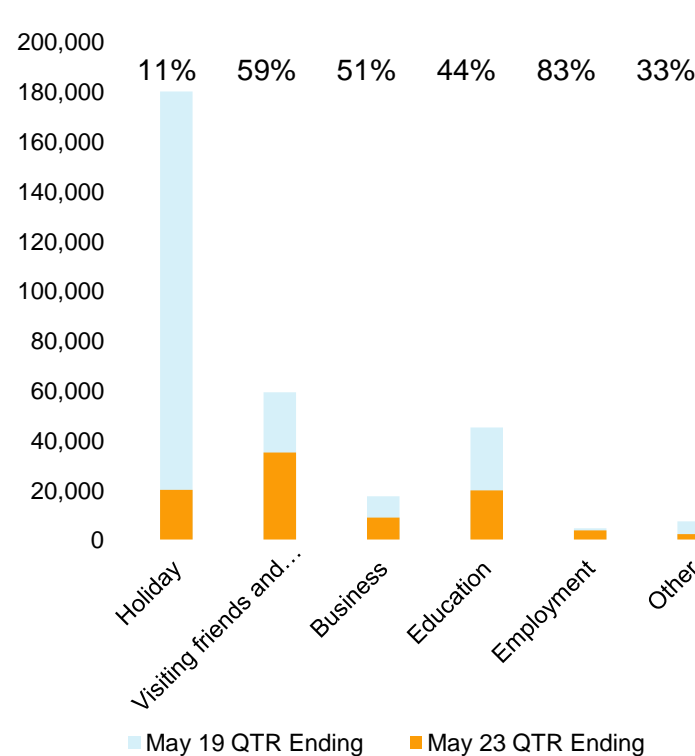
July 22 to June 23, Leisure



Source: ABS Overseas Arrivals and Departures, Short-Term Visitor Arrivals, June 2023

PURPOSE OF CHINESE TRAVEL

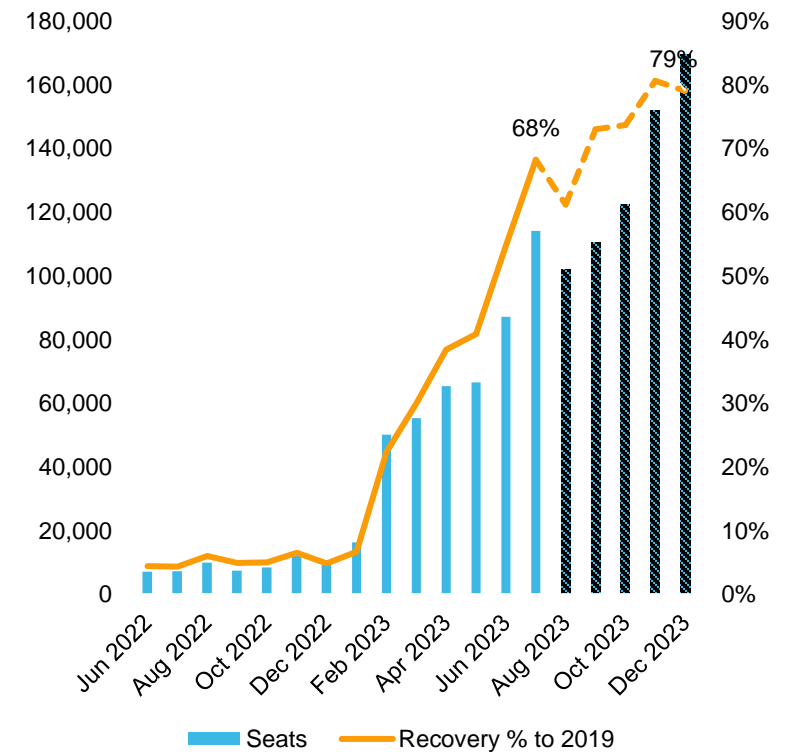
QTR Ending May 23 v QTR Ending May 19



Source: ABS Arrivals Short-Term Visitors

CHINA TO AUSTRALIA AVIATION CAPACITY

June 22 to Dec 23*



Source: SRS Cirium
*Sections with textured fill are forecasted schedules

NORTH AMERICA: THE OPPORTUNITY

USA



Recovery

- **557,300** - Visitor arrivals YE June 2023
3rd largest (June 2023 YE)
- **69%** compared to 2019 YE
- **\$3.1b** in expenditure
3rd largest (March 2023 YE)

Aviation

- **90%** of 2019 capacity by Dec 2023
- **120** non-stop flights per week

Opportunity:

- Strong and high yielding holiday market – largest holiday market for Q1
- Build on positive response to ‘Come and Say G’Day’ campaign in the USA
- New market segments opening with JFK services via AKL with Air NZ and Qantas

CANADA



Recovery

- **140,400** - Visitor arrivals YE June 2023
11th largest market (June 2023 YE)
- **74%** compared to 2019 YE
- **\$0.88b** in expenditure
10th largest market (March 2023 YE)

Aviation:

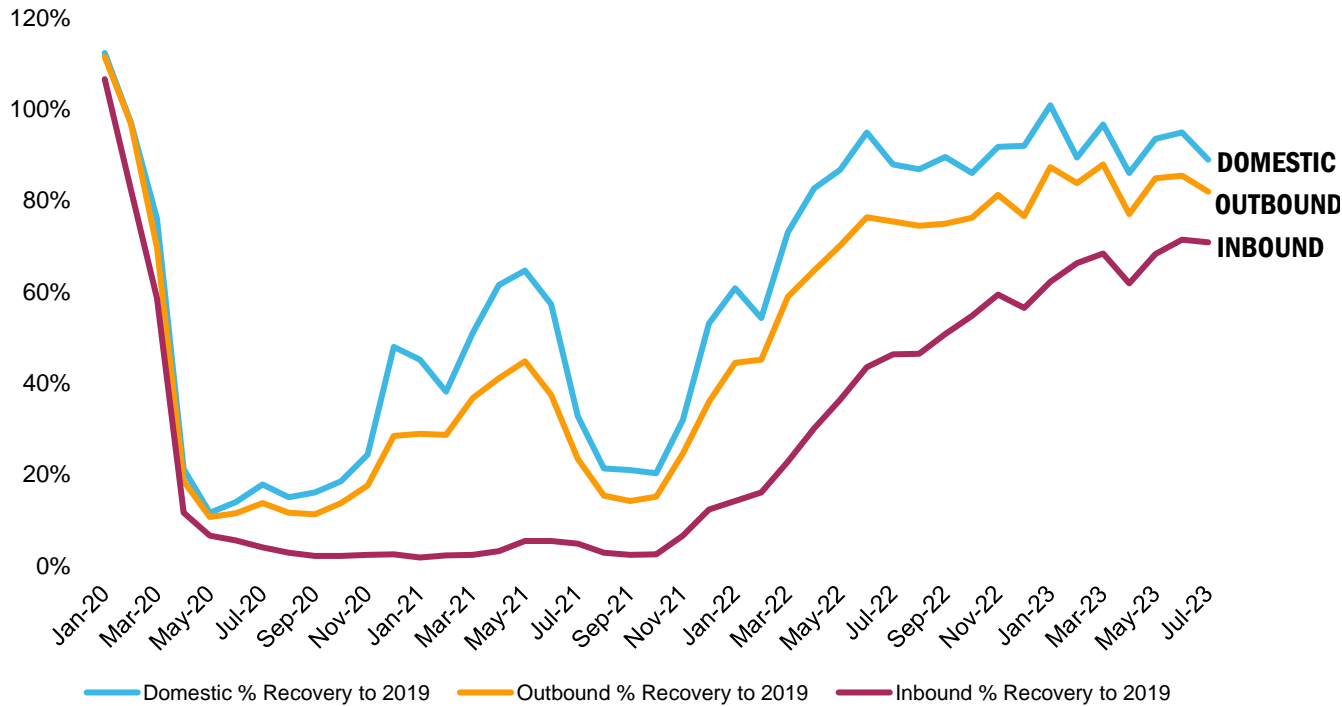
- **112%** of 2019 capacity by Dec 2023
- **20** non-stop flights per week by Dec 2023

Opportunity:

- VFR market strong from Canada
- Market recovery strong than the USA demonstrated by increased intent to visit
- More access with more air lift forecast than 2019

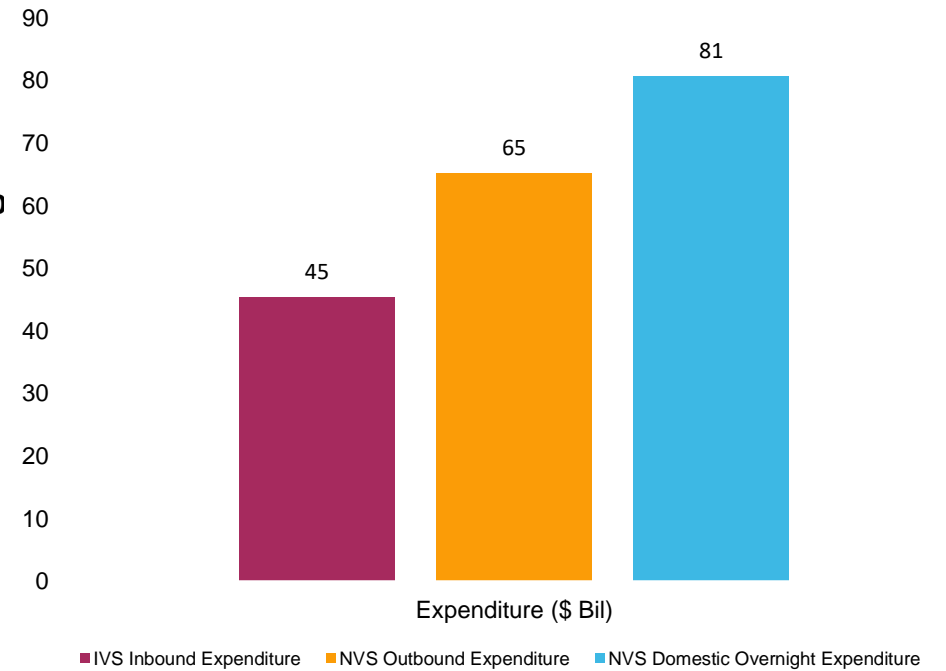
DOMESTIC SOFTER. INBOUND NOT REPLACING.

**INBOUND VS. DOMESTIC VS. OUTBOUND
IATA GAP FLIGHT AGENCY**
% Recovery to 2019



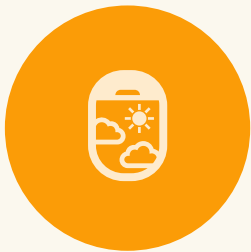
Source: IATA GAP Flight Agency Data

**INBOUND VS. DOMESTIC VS. OUTBOUND
TOTAL EXPENDITURE (\$BIL)**
CY2019



Source: IVS, NVS Overnight, NVS Outbound

CHALLENGES FOR THE YEAR AHEAD



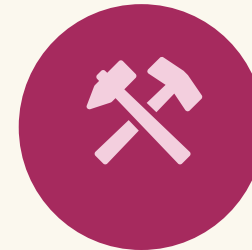
**AVIATION
CAPACITY &
PRICING**



**PREFERENCE
FOR SHORT
VS LONG HAUL**



**FIERCE
COMPETITOR
ACTIVITY & SPEND**



**SKILLED
LABOUR
SHORTAGES**



**INFLATION
& COST OF
LIVING**



**SQUEEZE ON
DISCRETIONARY
SPEND**

TOURISM AUSTRALIA'S RESPONSE

STRATEGIC PRIORITIES FY24

GROW DEMAND TO ENABLE A COMPETITIVE AND SUSTAINABLE TOURISM INDUSTRY

**1.
CREATE
DEMAND WITH
'COME AND SAY
GDAY'**

**2.
CONVERT
DEMAND WITH
PARTNERS**

**3.
LEVERAGE THE
FIFA WOMEN'S
WORLD CUP**

**4.
PROMOTE
WORKING
HOLIDAYS**

**5.
SUPPORT
INDUSTRY
RECOVERY**

**6.
INDIGENOUS,
SUSTAINABLE,
AND
ACCESSIBLE**

**7.
GROW
BUSINESS
EVENTS**

COME AND SAY



Uluru-Kata Tjuṯa National Park

AUSTRALIA





STAY THE COURSE: FRESH AND FAMILIAR

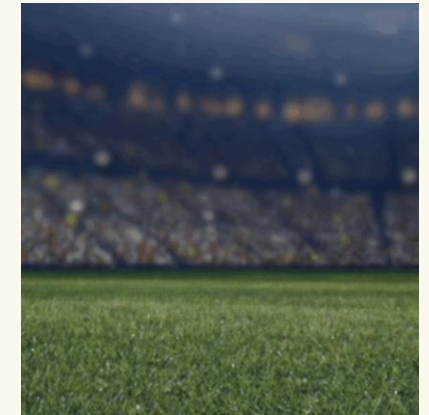


CHINA LAUNCH



PARTNERS

WORKING HOLIDAY



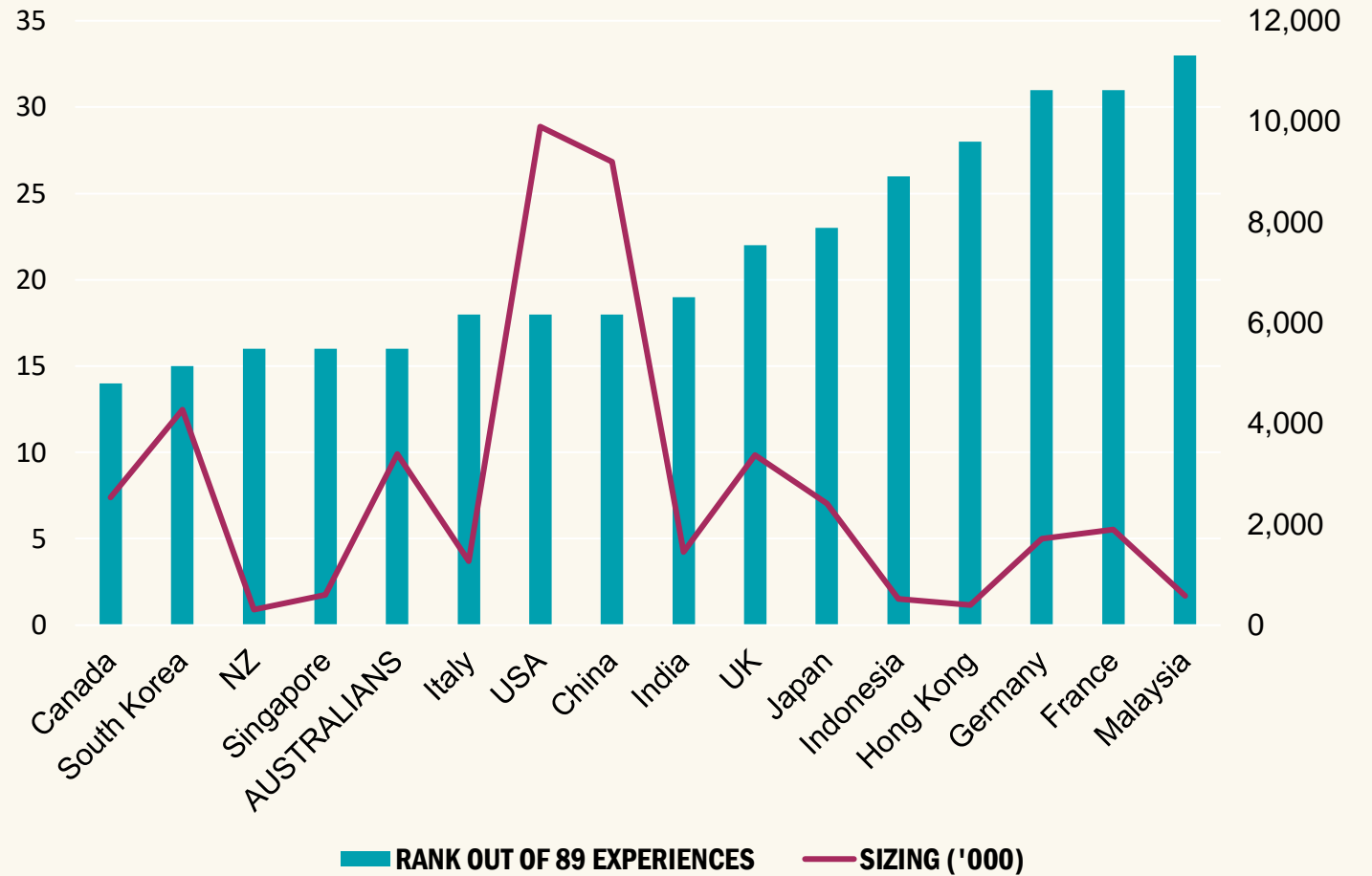
CULTURAL SPIKES





WHILE MANY MARKETS RANK CRUISING IN THEIR TOP 20 INTERESTS, THERE ARE SOME MAJOR VOLUME OPPORTUNITIES, ESPECIALLY CHINA AND THE USA

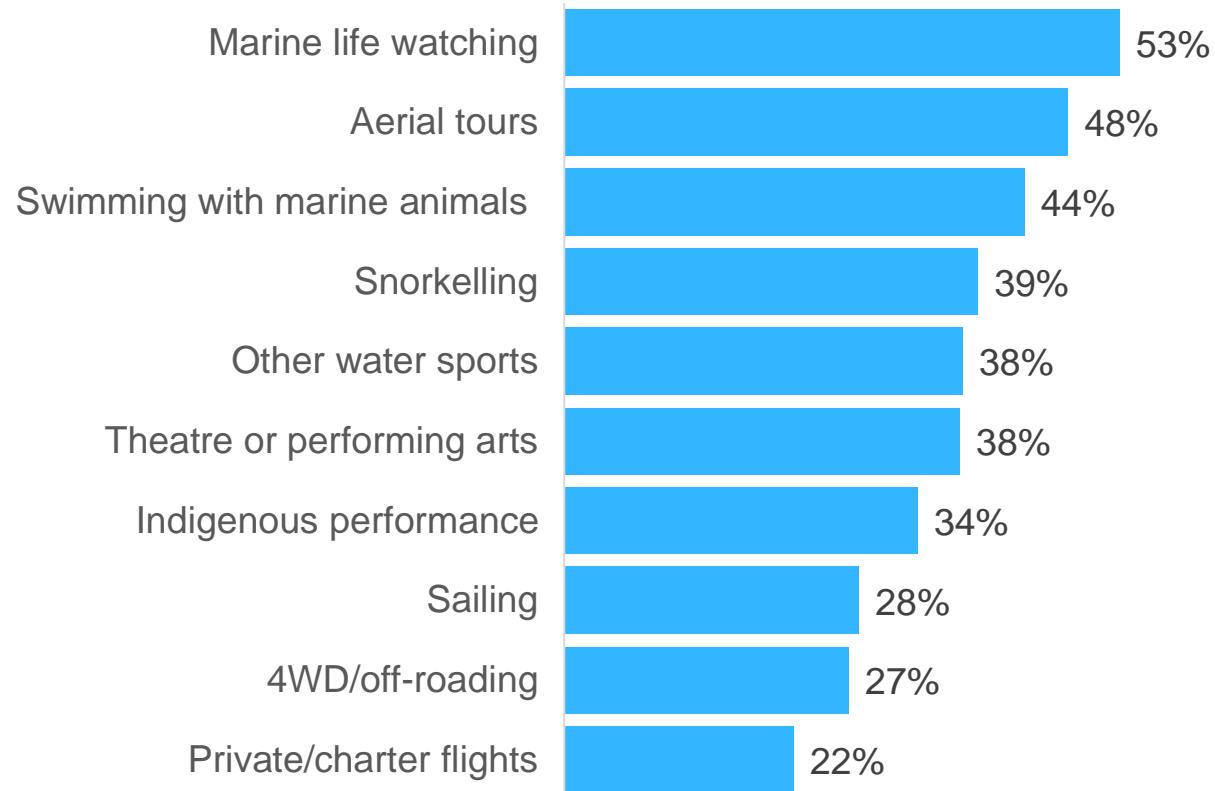
INTEREST IN CRUISING VS SIZE OF AUDIENCE



THOSE INTERESTED IN CRUISING ARE ALSO INTERESTED IN...

AFFINITY WITH OTHER EXPERIENCES (TOP 10)

Interest %



SIZE MATTERS: THERE ARE CONSIDERABLE DIFFERENCES BETWEEN THE INTERESTS ON THOSE TRAVELLING ON BIG VS SMALL SHIPS

SMALL VESSEL

- Mountain/rock sports
- Sailing
- Fishing
- Birdwatching
- Indigenous oral history/storytelling
- Scuba diving
- Craft workshops with Indigenous artisans
- Visiting Indigenous sites or communities
- Exploring wilderness/nature
- Eco tours/Ecotourism

LARGE VESSEL

- Coach travel/tours
- Spa treatments
- Private/charter flights
- Tasting trails
- Wine, beer or liquor pairings with food
- Aurora exploration
- Shopping
- Carnivals
- Food & drink festivals
- Theme parks

TOURISM AUSTRALIA: OUR SUPPORT FOR CRUISING FY23

MARKETING & PR

Using TA platforms to tell the story of some of Australia's iconic cruise itineraries.

INDUSTRY PARTNERSHIPS

Includes destination support at key global cruise-related industry events and partnership with CLIA & ACA to make Australia the premier cruising destination for high yield travellers.

RESEARCH & INSIGHTS

Includes supporting research into the economic impact of the sector such as pre/post visitation.

DISTRIBUTION

Includes specialised cruise focused content as part of the Aussie Specialist Program.

ATE23
GOLD COAST
AUSTRALIAN TOURISM EXCHANGE

TRADE & DISTRIBUTION

Key Australian Cruise Itineraries

The Kimberley and The Top End

Great Barrier Reef, Queensland

Cape York, Queensland

Coast, Cairns, Western Australia

Marmara Bay

New South Wales

South-East Queensland

South Australia



CONSUMER INFORMATION



THE BEST AUSTRALIAN CRUISE DESTINATIONS

Vibrant port cities, remote wilderness and stunning coral reefs are among the destinations you'll enjoy by cruise ship.

By Emma Johnson

If you're a fan of cruising, then Australia will have 100,000s of coastline to see the summer. You'll have direct access to the best culture, backpack trails and dining hotspots that define so much of the Australian lifestyle. This, combined with the chance to explore remote wilderness destinations.



THE BEST CRUISE IN AUSTRALIA FOR YOU

Whether you're seeking sea and sun, cultural experiences, remote adventure or simply ease of travel, there's an Australian cruise for you.

By Emma Johnson

As you'll agree, there's nothing more beautiful than a cruise. You can get the best of both worlds in Australia, from the best of both worlds, from the best of both worlds, from the best of both worlds, from the best of both worlds.



TRAVEL AGENT TRAINING MODULES

WELCOME TO THE CRUISE AUSTRALIA TRAINING COURSE

Welcome to the Cruise Australia training course. This is a comprehensive guide to the cruise industry in Australia. It covers everything from the basics of cruising to the latest trends and destinations. This course is designed to help you become a travel agent specialist in the cruise industry.

- 1. Introduction to the Cruise Industry
- 2. The Australian Cruise Market
- 3. Cruise Ship Types and Itineraries
- 4. Key Australian Cruise Destinations
- 5. Marketing and Sales Strategies
- 6. Customer Service and Complaints Handling

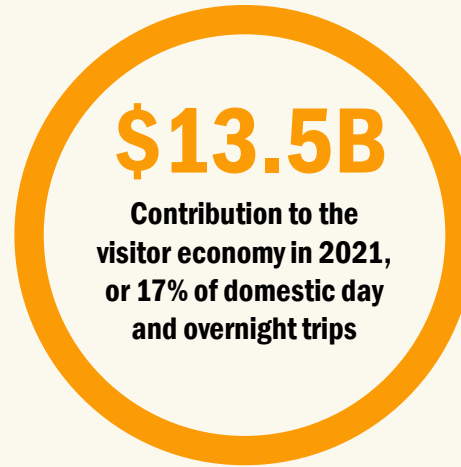
TWELVE ICONIC CRUISE REGIONS IN AUSTRALIA

PRE & POST-CRUISE OPTIONS

There are many options for pre and post-cruise activities. These include sightseeing, shopping, and dining. You can also enjoy the local culture and scenery. These options are designed to enhance your cruise experience and provide a memorable vacation.

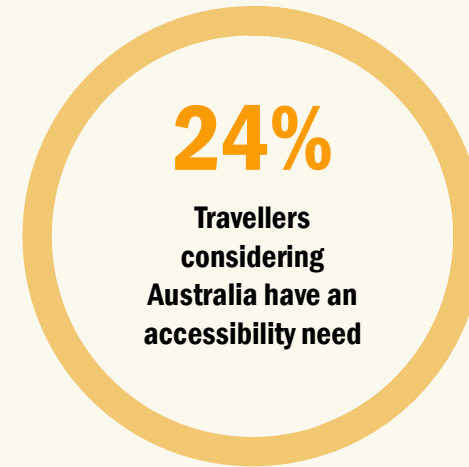
- 1. Pre-Cruise Options
- 2. Post-Cruise Options

ACCESSIBLE & INCLUSIVE TRAVEL IS A HUGE OPPORTUNITY



Travel groups including people with disability or long term health condition in Australia

Source: National Visitor Survey



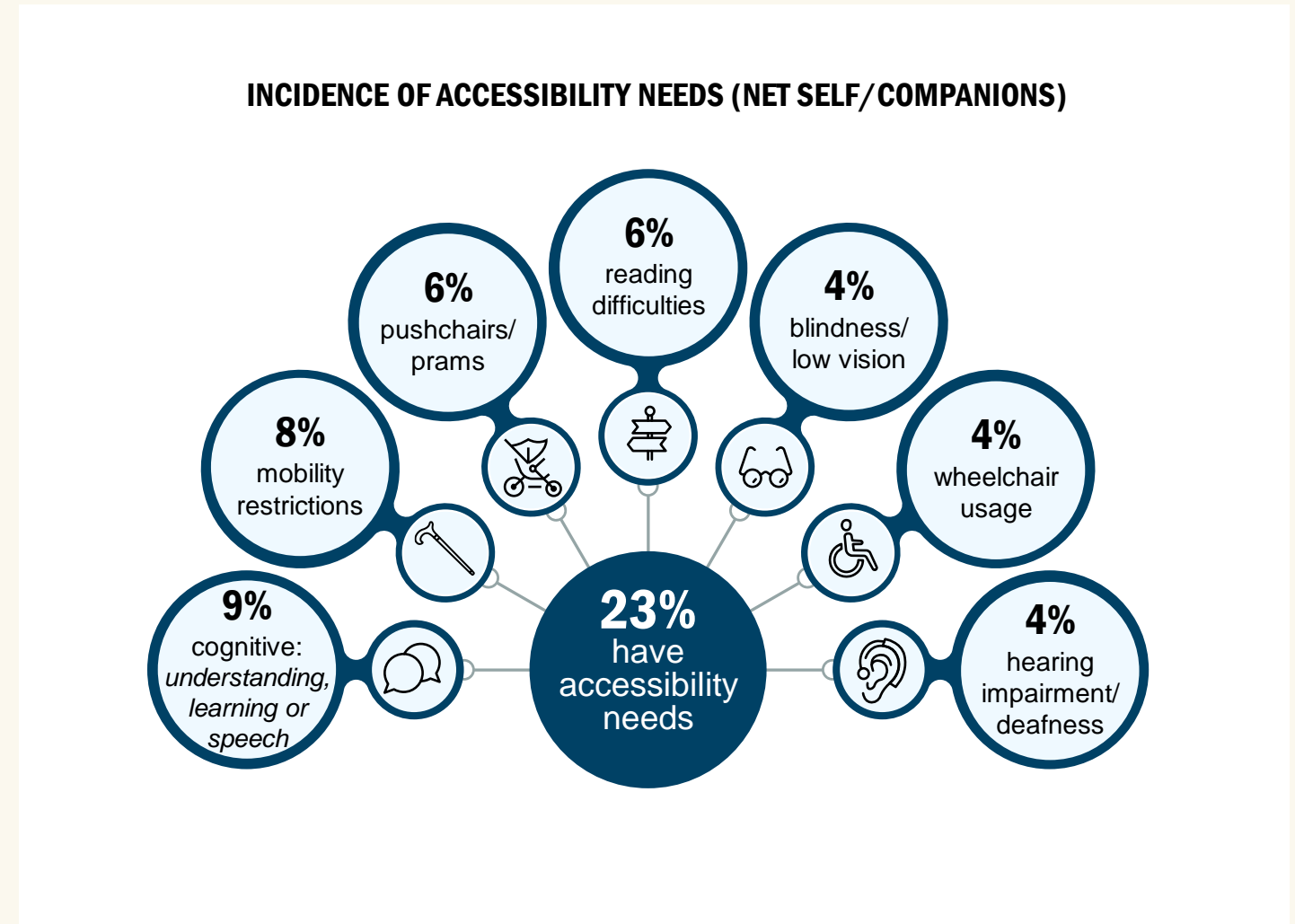
Tourism Australia's 2022 Future of Demand Accessibility Impact Survey



Accessibility needs have a big influence on many aspects of travel, especially choice of destination and activities/experiences

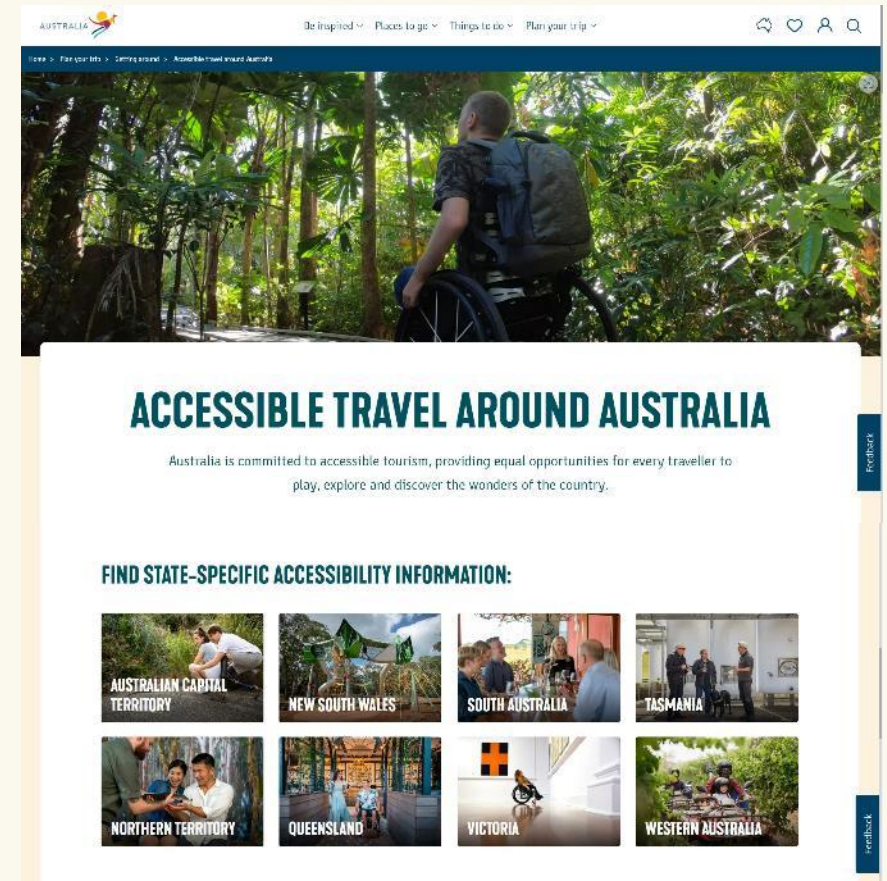
ACCESSIBILITY: THOSE WITH DIVERSE NEEDS REPRESENT A SIGNIFICANT OPPORTUNITY

Future of Global Tourism Demand Research, Quantitative validation phase, April-May 2022
A5. What accessibility needs do you or anyone you travel with have when travelling?
Base: Global excl. Australia (n=22,190)




COME & SAY G'DAY CAMPAIGN

**CALL TO ACTION:
AUSTRALIA.COM**



DEMAND IS GROWING FOR THIS STORY TO BE TOLD

FACT SHEET



Accessibility Guide to Uluru and Kata Tjuta

The best of Australia's nature is also one of its most accessible. This guide provides information on how to visit Uluru and Kata Tjuta, including details on accessibility, safety, and what to expect.

Wheelchair Access: The main viewing areas at Uluru and Kata Tjuta are accessible for wheelchair users. There are paved paths and viewing platforms that provide excellent views of the natural rock formations.

Other Amenities: There are wheelchair-accessible toilets and picnic areas. The site also offers a range of services for visitors with disabilities, including a dedicated phone line for accessibility inquiries.

FACT SHEET



Rottnest Island

Rottnest Island is a beautiful coastal island off the coast of Perth, Western Australia. It offers a range of activities and services for visitors with disabilities, including wheelchair-accessible paths, viewing platforms, and facilities.

Accessibility Features: The island has a paved path network that is wheelchair-friendly. There are also wheelchair-accessible viewing platforms and picnic areas. The island's beaches are also accessible, with some having ramps and wheelchair-accessible showers.

Other Amenities: There are wheelchair-accessible toilets and picnic areas. The island also offers a range of services for visitors with disabilities, including a dedicated phone line for accessibility inquiries.

TOURISM AUSTRALIA
Accessible STORYTELLERS

ROTTNEST ISLAND
Cathy Vitaglio

Just 15km west of Fremantle lies Rottnest Island, Western Australia's favourite holiday playground. Known affectionately to most everyone simply as 'Rottnest', the island has a casual relaxed vibe which attracts 'The on holiday' crowd. The island is a beautiful coastal island off the coast of Perth, Western Australia. It offers a range of activities and services for visitors with disabilities, including wheelchair-accessible paths, viewing platforms, and facilities.

Wheelchair Access: The island has a paved path network that is wheelchair-friendly. There are also wheelchair-accessible viewing platforms and picnic areas. The island's beaches are also accessible, with some having ramps and wheelchair-accessible showers.

Other Amenities: There are wheelchair-accessible toilets and picnic areas. The island also offers a range of services for visitors with disabilities, including a dedicated phone line for accessibility inquiries.



"WHEELCHAIRS AND MOBILITY SCOOTERS ARE AVAILABLE TO HIRE ON-ISLAND AS IS AN ALL-TERRAIN WHEELCHAIR (NO CHARGE) AND IS DESIGNED TO NEGOTIATE BEACH SAND."

"ROTTNEST ISLAND IS UNIQUE IN THAT THERE IS NO VEHICULAR TRAFFIC!"



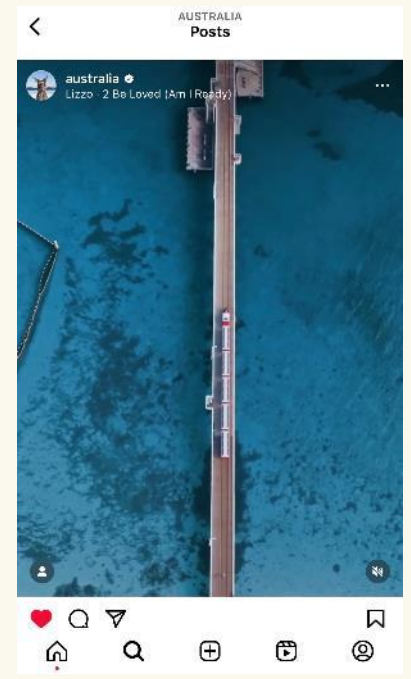
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CONTACT DETAILS:
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Director Planning & Events
rottnest@at.gov.au
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rottnest.tourism@at.gov.au

ROTTNEST IS



AUSSIE SPECIALIST PROGRAM CONTENT

STORYTELLER PROFILES

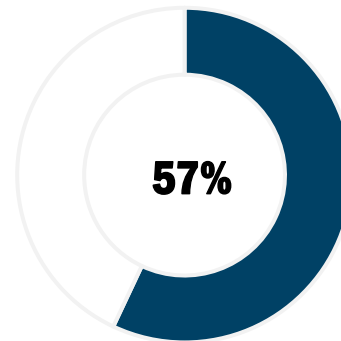
SOCIAL MEDIA CONTENT

MODEST APPEAL FOR INDIGENOUS AS A STANDALONE THEME

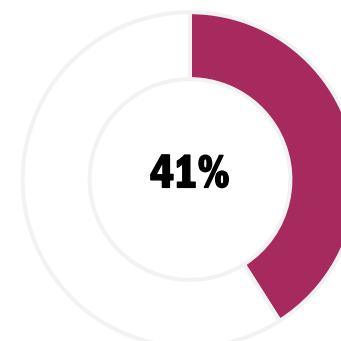
Low appeal is driven by a lack of understanding of what an Indigenous experience could be.

Many expecting experiences to be remote, uncomfortable, time-consuming, heavily academic or burdensome.

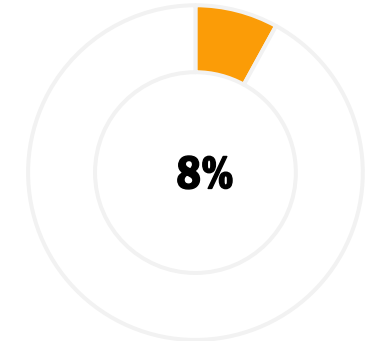
Concerns of exploitation / cultural sensitivity.



would **like or love** to engage in Indigenous experiences on a future international holiday



claim Indigenous experiences are a **big or main influence** on their choice of destination



ranked Indigenous within the **top 3** dream territories they'd most like to experience

C2. How interested are you in doing these type of experiences on a future international vacation?
 C4a. How much influence would the availability of these types of experiences have on your choice of destination for a future vacation?
 C3. Please rank your dream international vacation themes, which types of vacations you would most like to do in the future?
 Base: Global excl. Australia (n =22,190)

INTENTION INCREASED SUBSTANTIALLY (+15%) WHEN TRAVELLERS ARE EXPOSED TO THE DIVERSITY OF EXPERIENCES

Especially when paired with another Australian experience which plays to our strengths: natural environment, wildlife, coastal and agritourism.

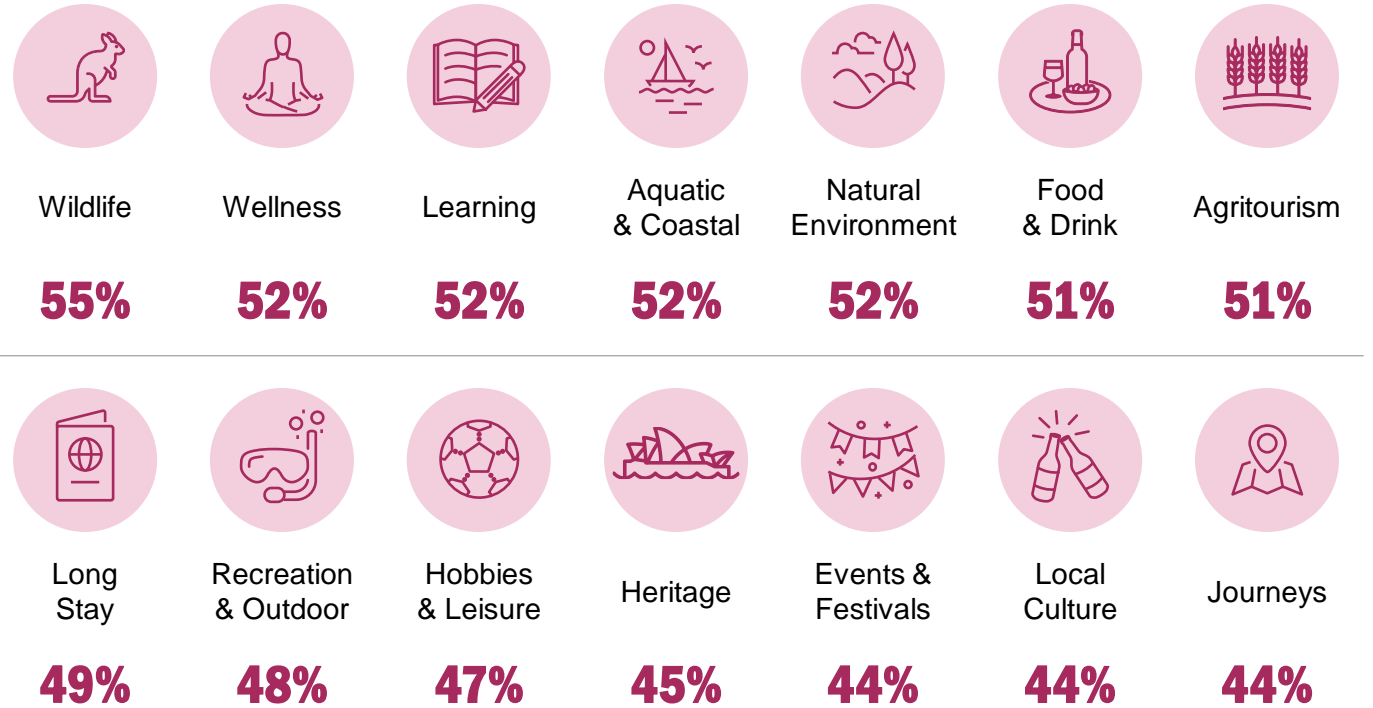


CERTAIN EXPERIENCES SHOW A NATURAL FIT WITH INDIGENOUS

Strongest value-added opportunities appear to be driven by:

1. Indigenous **connection to country** (land, sea and wildlife)
2. Learning and **preserving ancient knowledge** (natural medicine, food, land stewardship, traditions and stories)

NET WILLING TO PAY MORE TO EXPERIENCE IN AN INDIGENOUS SETTING OR WITH INDIGENOUS PEOPLE



E5. If you had the opportunity to do the following types of experiences in an Indigenous setting or with Indigenous people, which of the following is true?
 Base: Global excl. Australia (n = 1,536 to 8,251)

DISCOVER ABORIGINAL EXPERIENCES

NEW SOUTH WALES

- 1 Australian Museum
- 2 Bundyi Cultural Tours
- 3 Burrawa Indigenous Climb Experience
- 4 Dreamtime Southern X
- 5 Firescreek Botanical Winery Aboriginal Experiences
- 6 Ngaran Ngaran Culture Awareness
- 7 The Royal Botanic Garden Sydney
- 8 Sand Dune Adventures
- 9 Wajaana Yaam Gumbaynggirr Adventure Tours

NORTHERN TERRITORY

- 10 Davidson's Arnhemland Safaris
- 11 Kakadu Cultural Tours
- 12 Kakadu Tourism
- 13 Karrke Aboriginal Cultural Experience & Tours
- 14 Lords Kakadu & Arnhemland Safaris
- 15 Maruku Arts
- 16 Nitmiluk Tours
- 17 SeaLink NT – Tiwi Islands
- 18 SEIT Outback Australia
- 19 Top Didj Cultural Experience & Art Gallery
- 20 Venture North Safaris
- 21 Voyages Indigenous Tourism Australia – Ayers Rock Resort

QUEENSLAND

- 22 Adventure North Australia
- 23 Culture Connect Australia
- 24 Dreamtime Dive & Snorkel
- 25 Flames of the Forest
- 26 Janbal Gallery
- 27 Mandingalbay Ancient Indigenous Tours
- 28 Pamagirri Aboriginal Experience at Rainforestation Nature Park
- 29 Saltwater Eco Tours
- 30 Spirits of the Red Sand
- 31 Voyages Indigenous Tourism Australia - Mossman Gorge Cultural Centre
- 32 Walkabout Cultural Adventures

SOUTH AUSTRALIA

- 33 Wilpena Pound Resort

TASMANIA

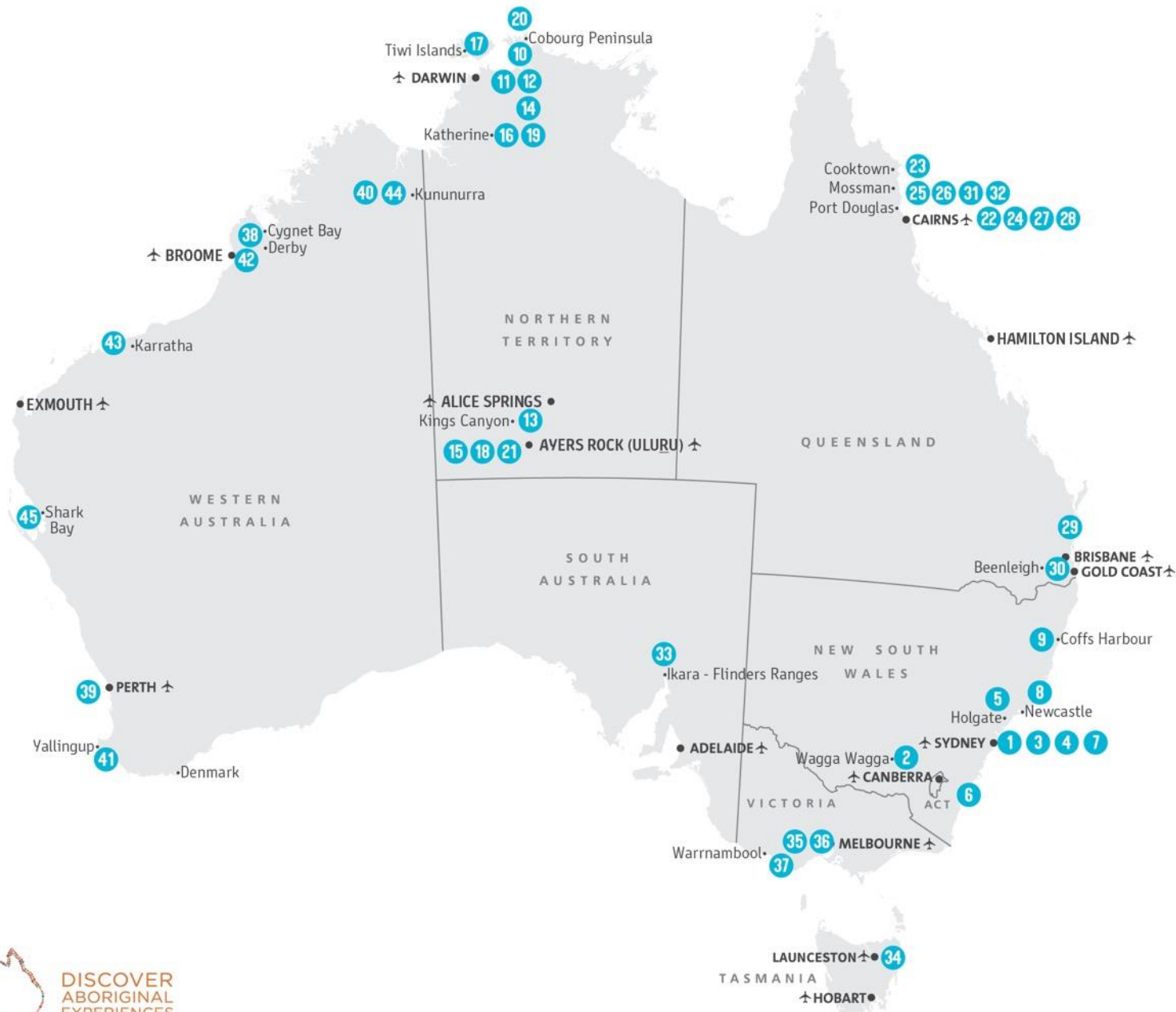
- 34 wukalina Walk

VICTORIA

- 35 Koorie Heritage Trust
- 36 Royal Botanic Gardens Melbourne
- 37 Worn Gundidj @ Tower Hill

WESTERN AUSTRALIA

- 38 Borrgoron Coast to Creek Tours
- 39 Dale Tilbrook Experiences
- 40 Kingfisher Tours
- 41 Koomal Dreaming
- 42 Nartlijia Experiences Broome
- 43 Ngurrangga Tours
- 44 Waringarri Aboriginal Arts & Tours
- 45 Wula Gura Nyinda Eco Cultural Adventures



FEB 2023

*Information current as at Feb 2023
Note: Map location references are an indication only

SEE AUSTRALIA ANEW WITH AN ABORIGINAL GUIDE LEADING THE WAY

**ABORIGINAL
GUIDED**

**ENGAGING &
AUTHENTIC
SMALL GROUP
TOURING**

**PROVIDING
STORYTELLING
&
CONNECTION**

**EXPORT READY
&
ACTIVE IN
MARKETS**

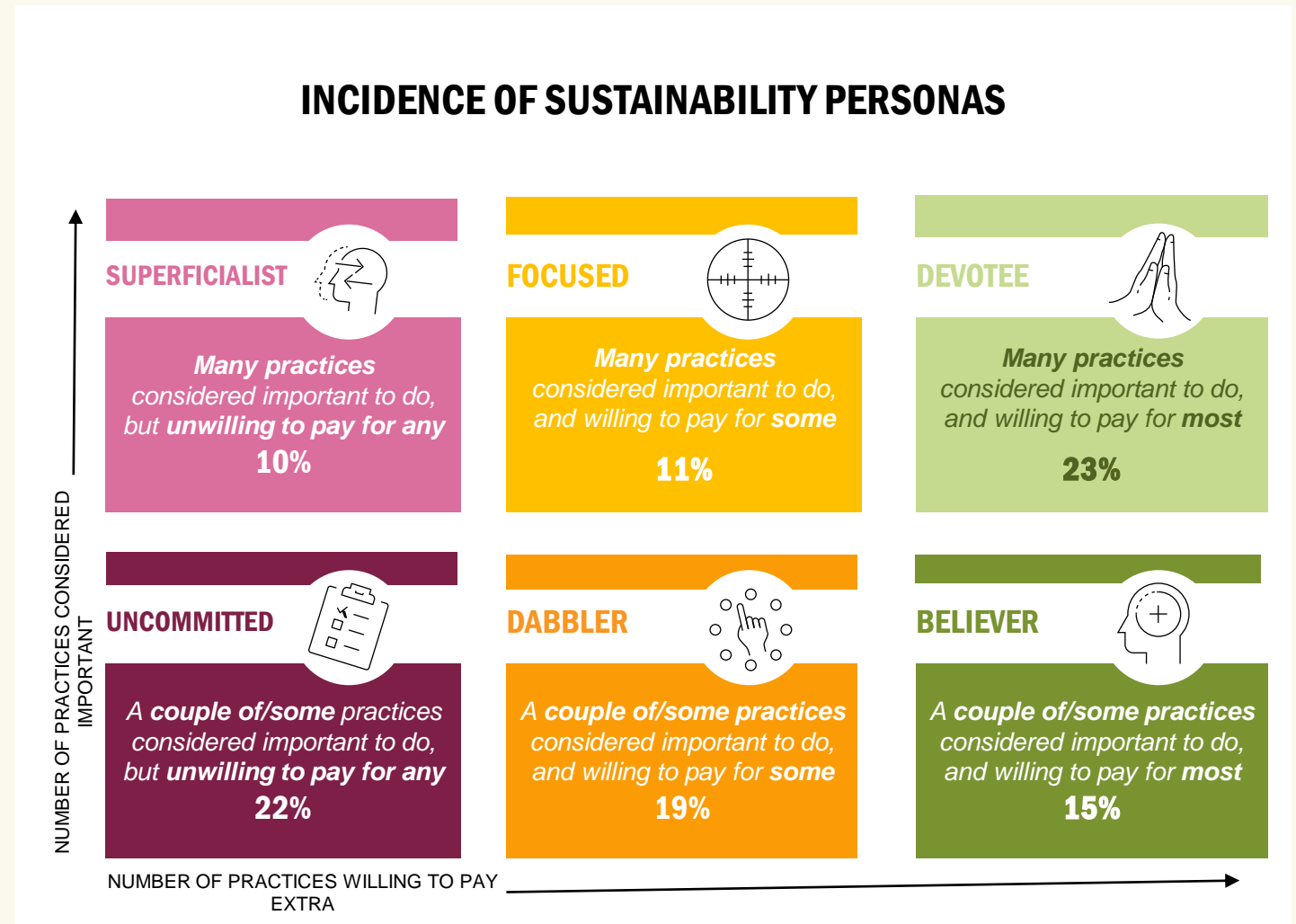


DISCOVER ABORIGINAL
EXPERIENCES

BRINGING THE EXPERIENCES TO LIFE THROUGH OUR INDIGENOUS STORYTELLERS



SUSTAINABILITY: MORE THAN 75% OF TRAVELLERS ARE COMMITTED TO SUSTAINABILITY IN SOME WAY & 1 IN 3 ARE SUSTAINABILITY DEVOTEES OR BELIEVERS



Future of Global Tourism Demand Research, Quantitative validation phase, April-May 2022
 Segmentation based on two questions: E1. How important are each of the following to you when travelling? E2. Imagine you have identified two experiences that offer everything you are looking for on your next vacation. If one experience offered the following, and the other did not, which statement best applies to you?
 Base: Global excl. Australia (n = 22,190)

CONSUMERS HAVE MANY REASONS TO TRAVEL SUSTAINABLY

MOTIVATORS FOR SUSTAINABLE TRAVEL

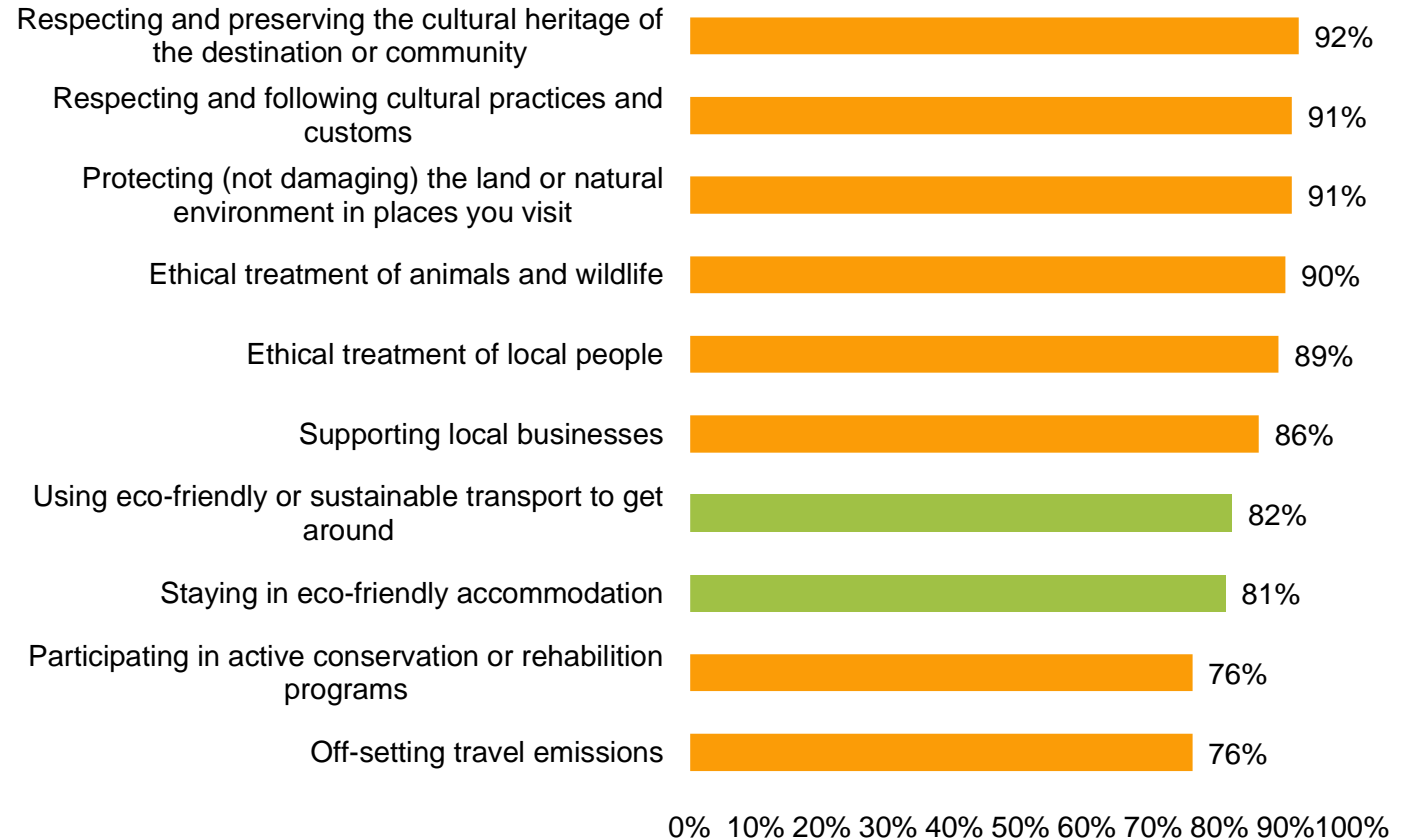


E3. Which of these best describe why sustainability considerations are important to you when travelling?
 Base: Global excl. Australia (n 10,646)
 Source: Tourism Australia Future of Demand – quantitative deep-dive 2022

IMPORTANCE OF SUSTAINABILITY PRACTICES WHILE TRAVELLING

4 in 5 global travellers think that eco friendly transport and accommodation is important when travelling

IMPORTANCE OF SUSTAINABLE PRACTICES WHILE TRAVELLING



E1 - How important are each of the following to you when travelling?
 Base: Global excl. Australia (n = 21,322)
 Source: Tourism Australia Future of Demand – quantitative deep-dive 2022

STORYTELLER PROFILES

3 x Chapters
(including one dedicated to the journey to Carbon Zero)

SUSTAINABILITY STORYTELLERS



SUSTAINABILITY
STORYTELLERS CHAPTER
ONE



SUSTAINABILITY
STORYTELLERS CHAPTER
TWO



SUSTAINABILITY
STORYTELLERS CHAPTER
THREE

TOURISM AUSTRALIA Sustainability STORYTELLERS



ALAN WALLISH
Managing Director, Passions of Paradise | Queensland



Over the 30 years that Alan Wallish has been revealing the underwater wonders of the Great Barrier Reef to visitors, he's seen an evolution: guests now want to play an active part in reef conservation.

Passions of Paradise operates a 30-metre sailing catamaran – one of the biggest in Australia – offering guided snorkelling and diving adventures on the Outer Reef. The company is now developing a parallel program, incorporating 'citizen science' into its reef excursions.

The project sees broken pieces of living coral 're-planted' in special frames in coral 'nurseries' on the sea floor, that house up to 4 000 nascent corals. Once established, they can be harvested and re-located to their dive sites.

"It's about building resilience for our coral reefs: these corals are survivors. Learning about the project helps our guests understand that - while the reef is fragile and needs our protection - it's also a dynamic system that can heal itself, given the opportunity. The project also enables

"OUR CORAL NURTURING PROJECT IS ONE OF THE FIRST TIMES SCIENTISTS AND TOUR OPERATORS HAVE WORKED SIDE BY SIDE ON GREAT BARRIER REEF CONSERVATION."



"BY PARTICIPATING IN CITIZEN SCIENCE, TRAVELLERS SEE HOW THEY CAN LEARN OR BE INVOLVED IN CONSERVATION AND PERSONALLY CONTRIBUTE TO MAKING THE WORLD A BETTER PLACE. FOR US, UNDER NORMAL CIRCUMSTANCES, WE ARE ABLE TO ENGAGE WITH 30,000 PASSENGERS A YEAR, FROM ALL AROUND THE WORLD."

us to improve the visitor experience on our dive sites, once the corals are established," explains Alan, Founder of Passions of Paradise.

Throughout 2020, when they were unable to operate tours due to COVID, Alan continued once a week to take his staff out to the reef to plant corals.

"I'm really proud that we planted over 2000 corals in a three-month period and that we kept the dream alive for our staff. We were the only boat that kept



crew operating out of Cairns, but it kept us going. Now, when those 15 staff are still with me, and we're ready to launch this exciting new program, I see 'science-tourism' as an opportunity to really build the business."

In addition to the Coral Nurturing program, the company will offer a new 'environmental dive', where guests can observe marine biologist, participating in survey work or other projects.

In 2021, Alan commissioned a new, smaller boat with an extended range, designed to undertake bespoke charters. It's an ideal platform for expanding the new 'science-tourism' arm of the business, working with researchers and special interest groups.

"We are a small, family-owned business. Our staff wear many hats and, consequently, have a lot of interaction

with our passengers. On a subtle and very personal level, we're immersing guests in our sustainability ethos throughout the day, inviting them to be part of it.

The focus on sustainability has been a point of difference for the company in a crowded market, which has been good for business.

Alan is often invited to be a spokesperson for the reef and dive tourism, and the company has been recognised as an industry leader with a variety of awards, including being inducted into the Queensland Tourism Hall of Fame.

"The reef's lesson is that we don't live in a vacuum - everything is connected, we are all components of a bigger picture. I love every day I spend on the reef - in 30 years I've never lost that sense of awe and connection." ⁴⁵

ADDITIONAL INFORMATION:

For 15 years, Passions of Paradise has worked in collaboration with GBR Marine Parks Authority on the 'Eye on the Reef' monitoring program, Crown of Thorns eradication programs, and other stewardship projects on the Reef.

On board, single-use plastics have been eliminated and food waste monitored, while carbon emissions are offset by tree plantings in the Daintree Rainforest.

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EMERGING TRENDS FOR 2023

1

Health concerns have shifted to wealth concerns

2

Consumer demand for premium and luxury is continuing to grow, as is our offer in this space

3

There is an increased desire for purposeful travel – travel that feels good and does good

4

Broad trends of nature, wellness, and adventure continue to grow

5

Being inclusive and accessible broadens the net

6

Digital nomads are settling in and putting their feet up

7

Travel planning has fundamentally shifted to “Always on Discovery”

8

We’re at a technological inflexion point, and it’s as easy as GPT



TOURISM
AUSTRALIA

THANK YOU

