

Adaptation and Recovery of Ecotourism Markets

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• Brisbane
(Nathan,
Southbank,
Mount Gravatt)

• Logan

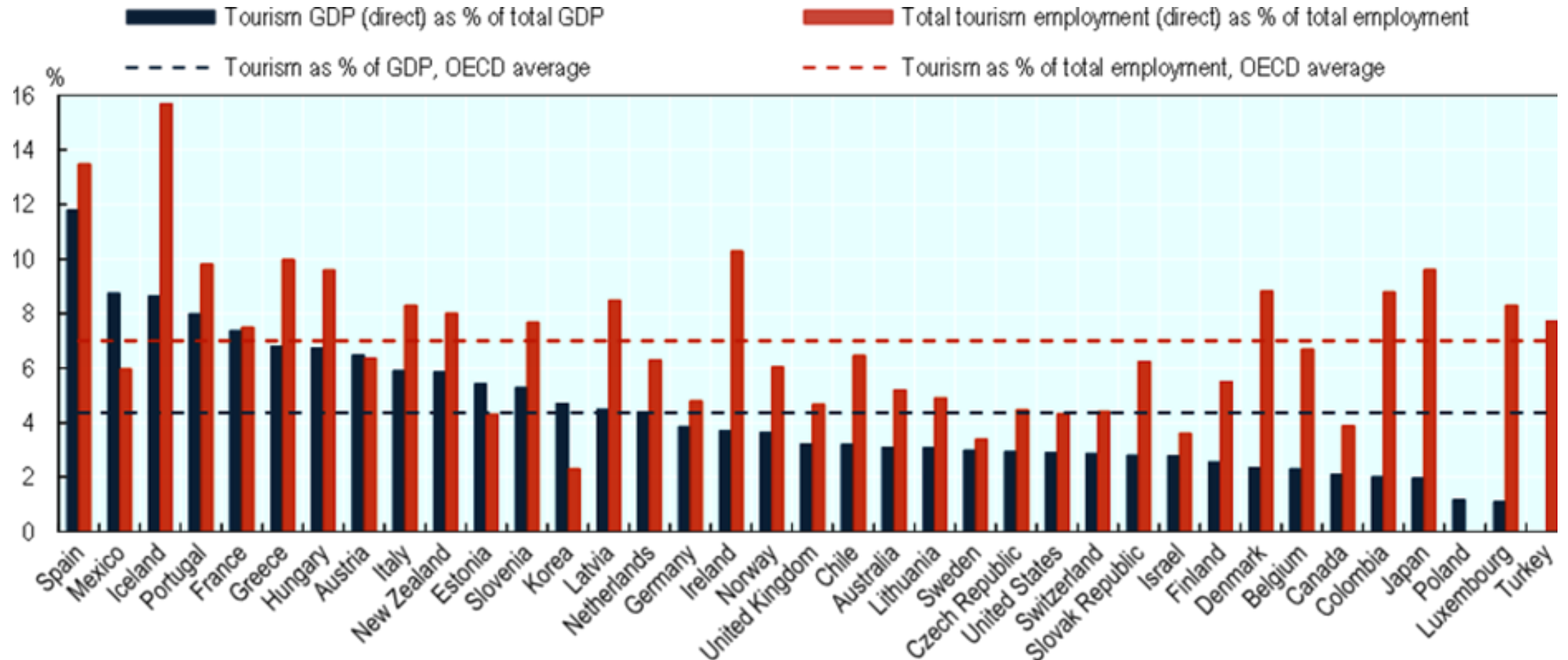
• Gold
Coast

Ranked #1 in Australia and #3 in the world in tourism and hospitality.

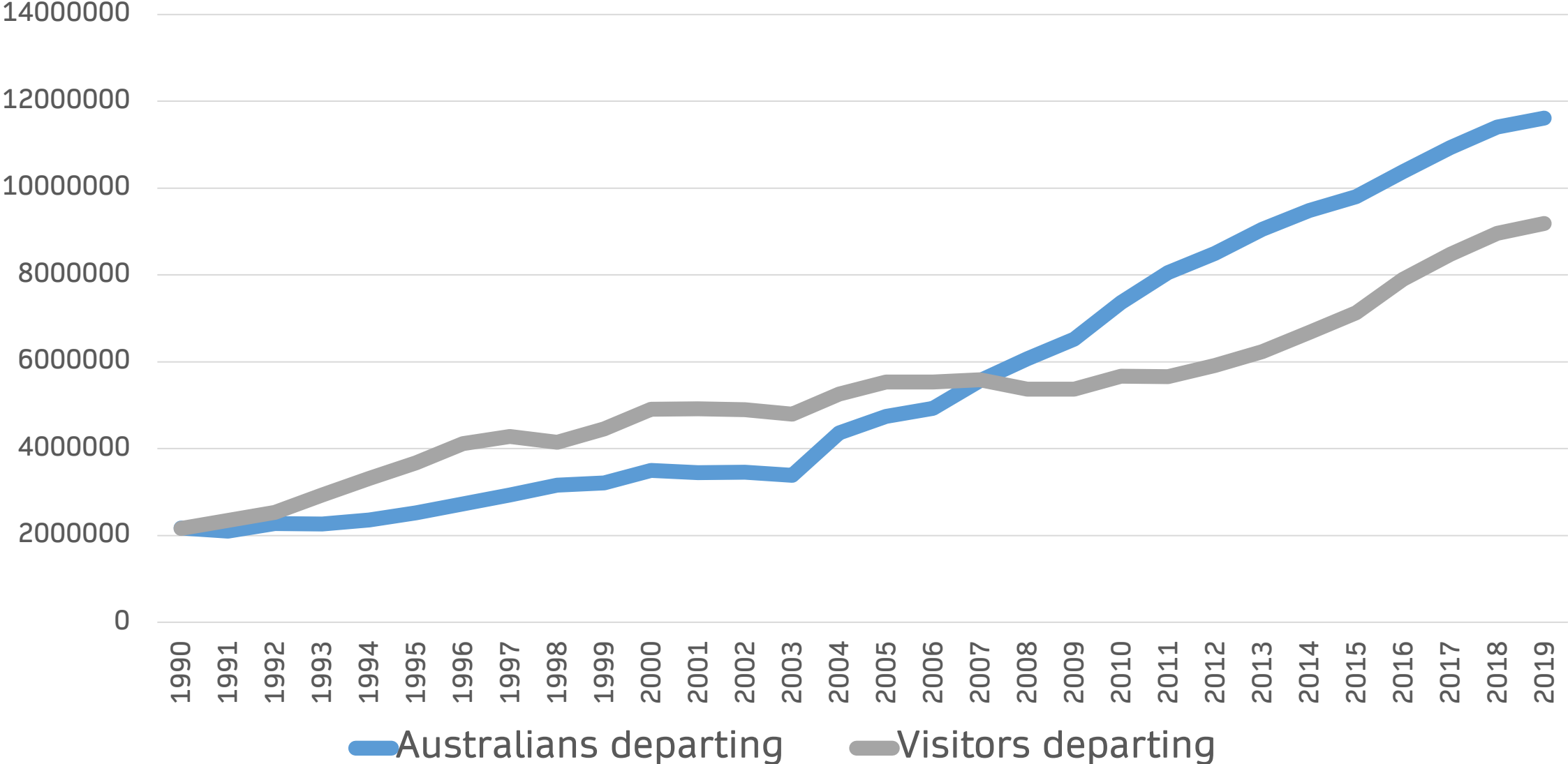
One of only two universities in Australia to receive the highest rating (ERA 5) by the Australian Research Council, recognising our tourism research as well-above world standard.

Griffith Institute for Tourism is **Australia's largest tourism research institute** with 34 academic members, 8 adjunct members and 33 PhD candidates.

Which countries are most affected?

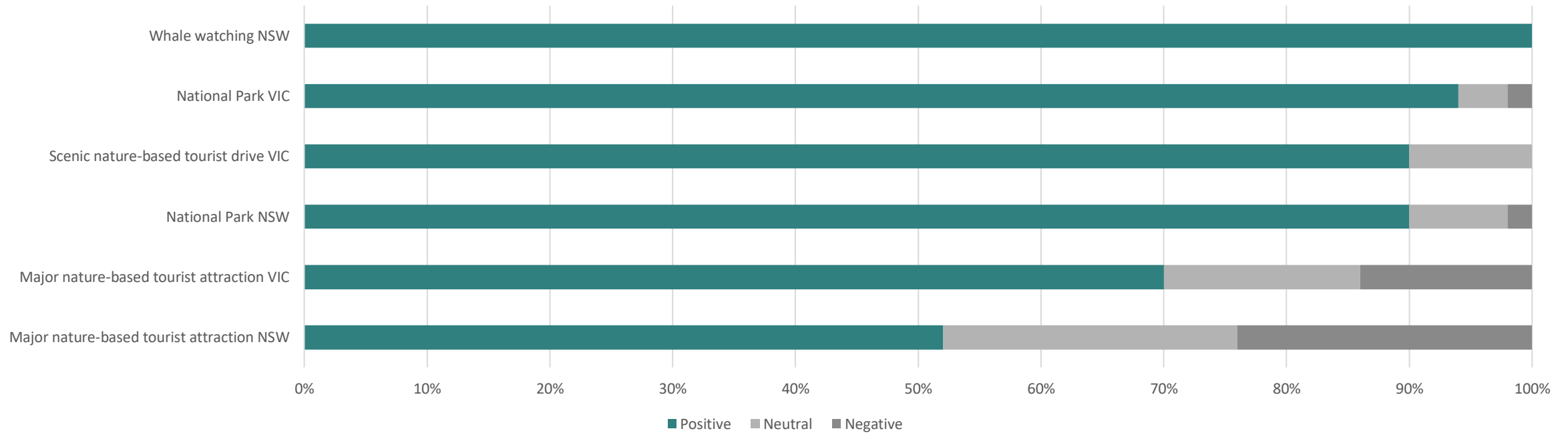


Departures from Australia



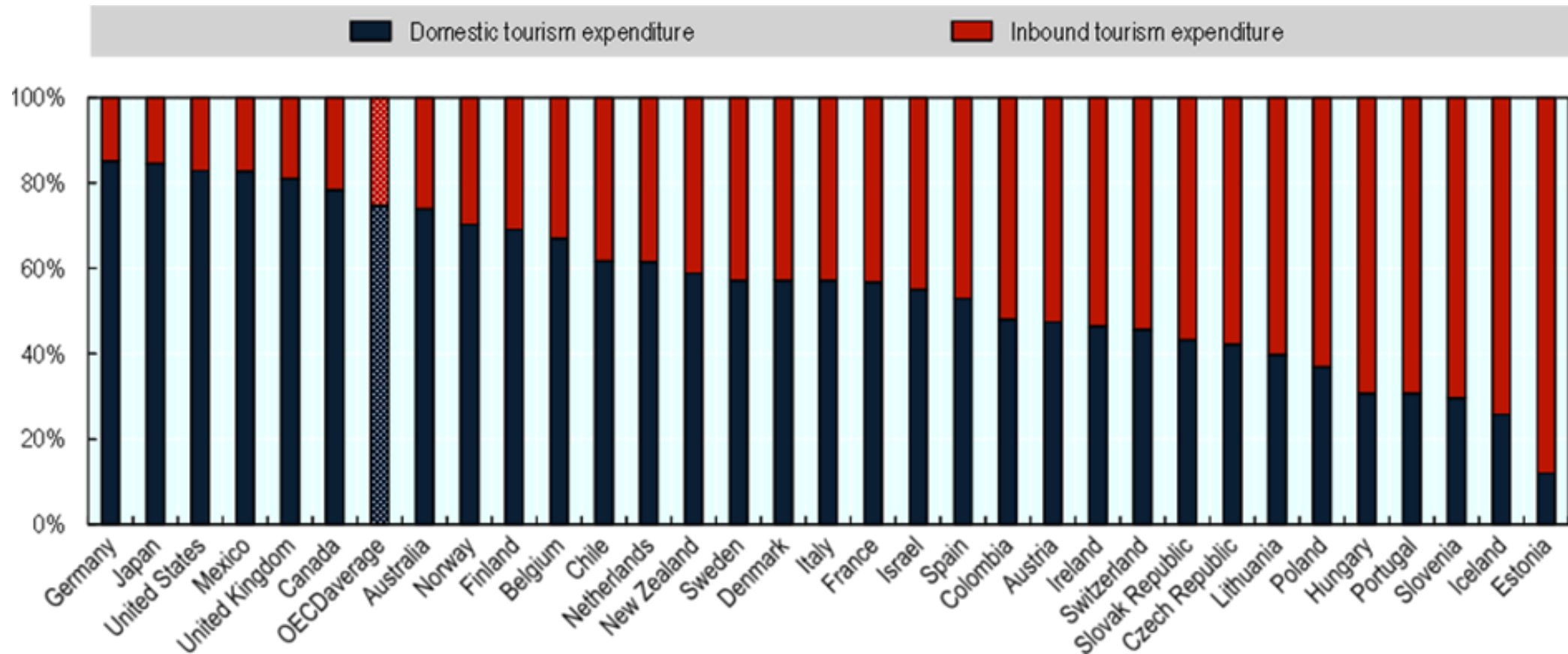


Reviewer sentiment polarity



Research conducted by Griffith Institute for Tourism for Tourism and Events Queensland.

Relative importance of domestic tourism



This image was taken from: <https://www.oecd.org/coronavirus/policy-responses/tourism-policy-responses-to-the-coronavirus-covid-19-6466aa20/> Source: OECD Tourism Statistics (Database).

2019

INTERNATIONAL VISITORS

Average length of stay
32 nights

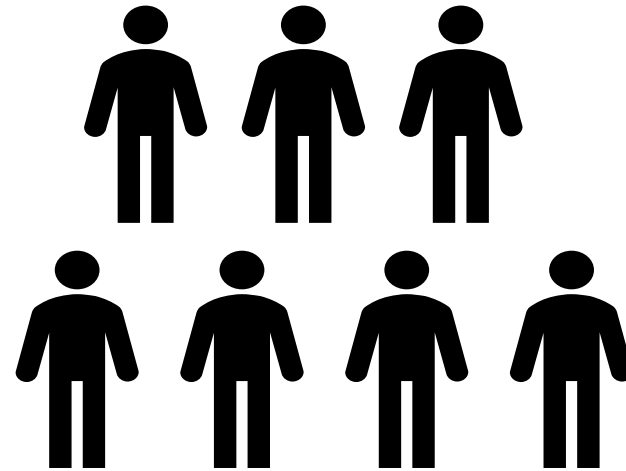
Spend per trip
\$5,219



DOMESTIC VISITOR

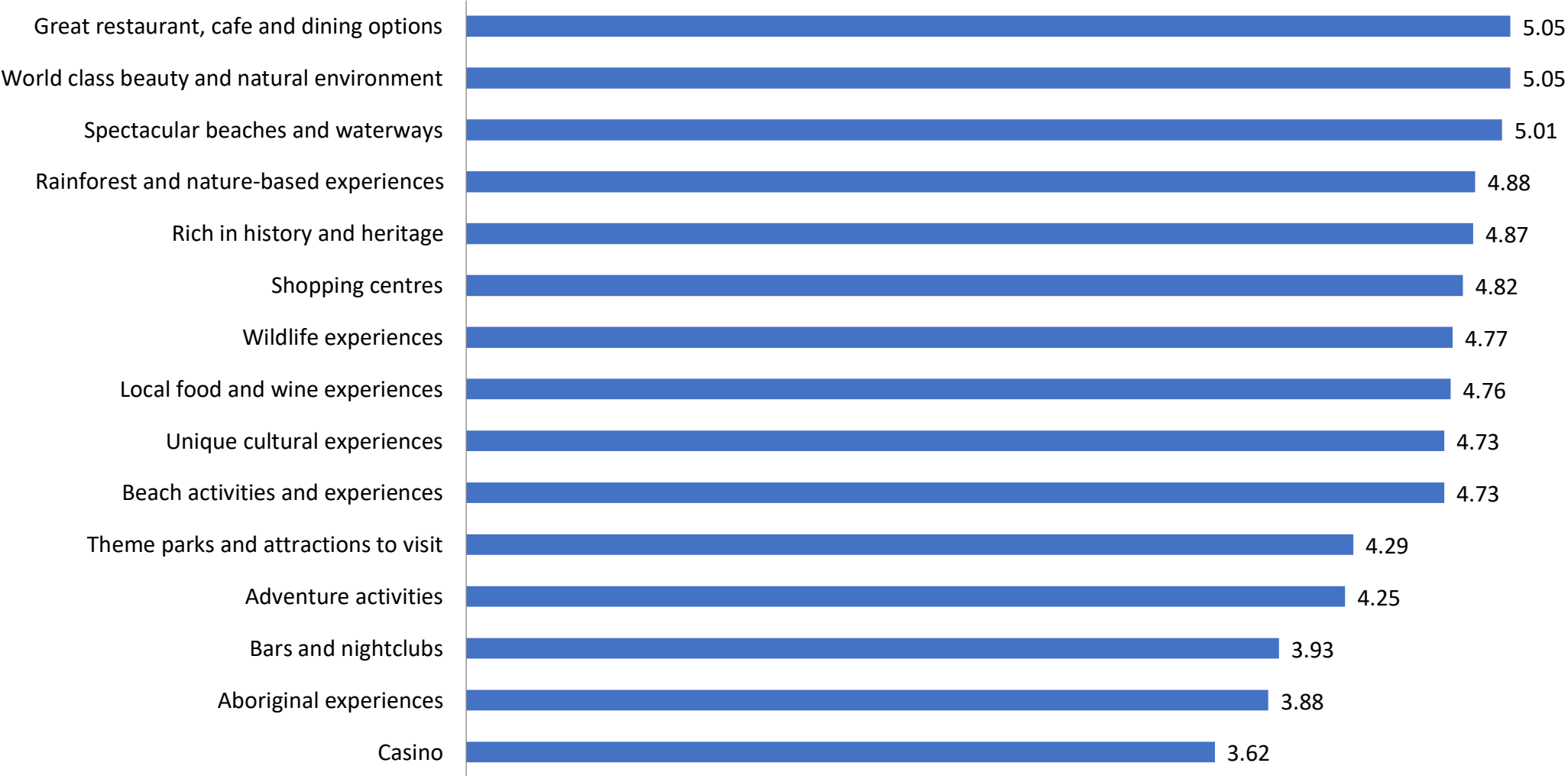
Average length of stay
4 nights

Spend per trip
\$684

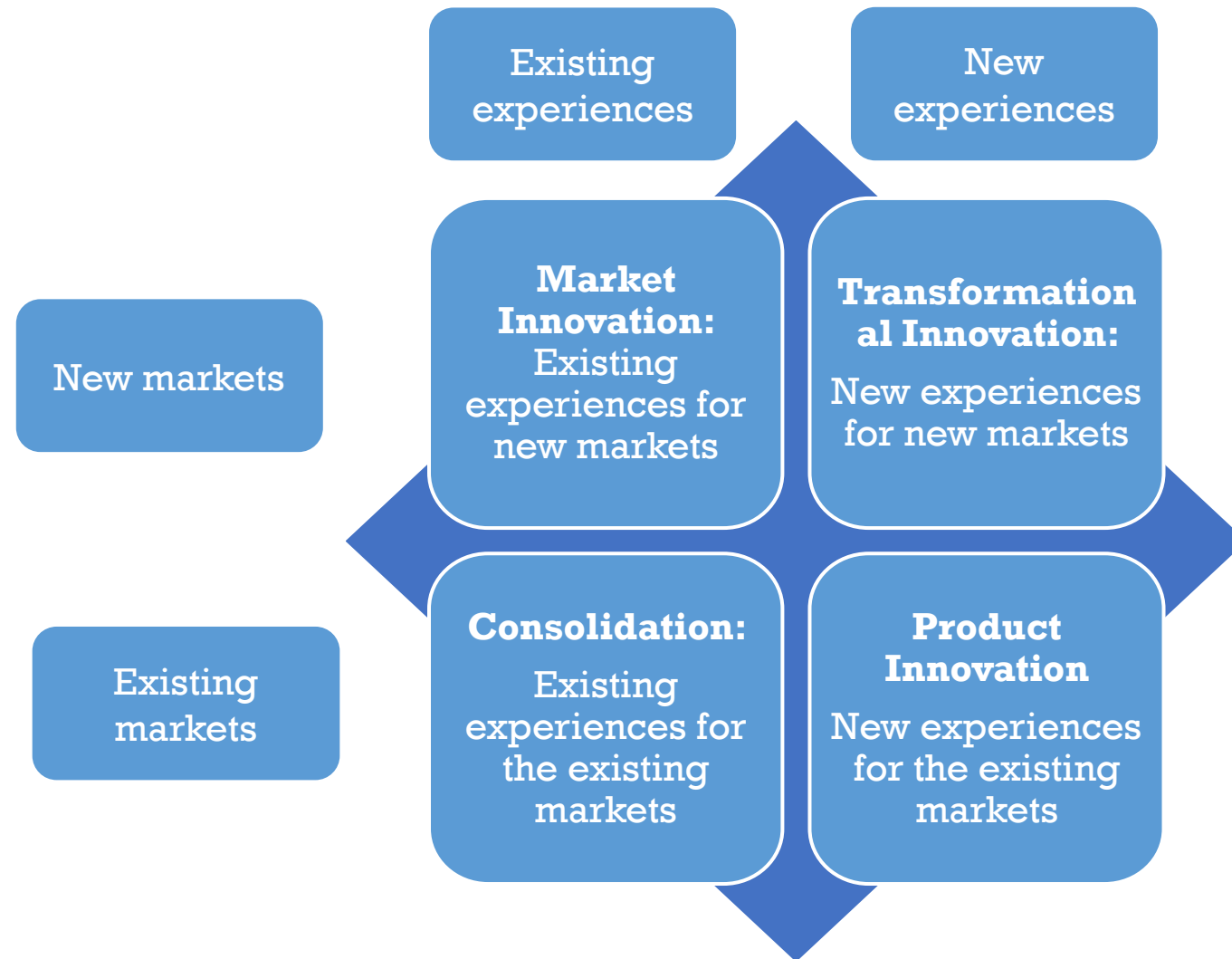


Appealing Holiday Experiences for Australians

1 = Not at all important/Very unappealing 7 = Extremely important/Very appealing; N = 1,759



Destination Innovation Matrix



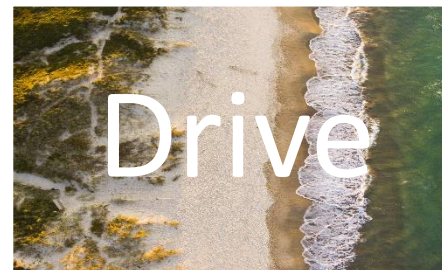
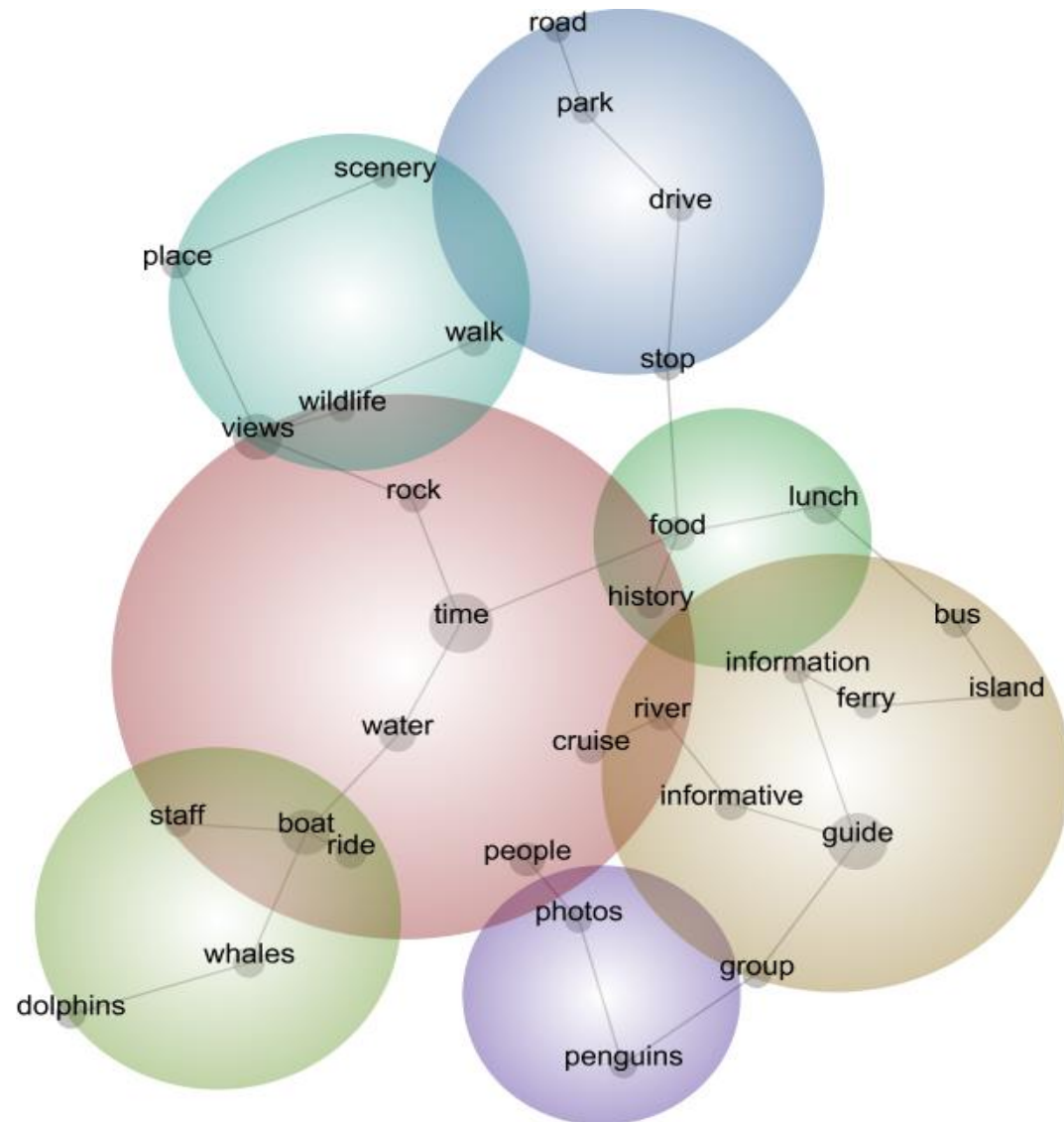
Finding your niche in a target market

- **Domestic visiting friends and relatives (VFR) market**
 - One-third of all domestic overnight trips
 - Activities:
 - Sightseeing (22%) or going to beach (22%)
 - Visiting national/state park or bushwalking (9%)
 - Eat out (59%)
 - Solo (41%) or adult couples (27%) - most trips did not include children (81%)
 - Short-breaks: average trip 3.2 nights (60% only 1-2 nights)
 - Direct internet search and WOM

Source: Tourism Research Australia:
<https://www.tra.gov.au/Domestic/domestic-visitor-profiles>



Nature-based experiences: What's important for Australians



Supporting recovery

Tourism – Ready for Recovery

(FREE online short course with digital badge)

<https://www.griffith.edu.au/engage/professional-learning/tourism-recovery>



Thriving Coasts Cooperative Research Centre (CRC)

www.thrivingcoastscrc.com

