



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Rebuilding Tourism Demand when Disaster Strikes

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Today's Presentation

- How crises and disasters affect tourists
- What tourists are thinking about traveling in light of Covid 19
- Who are our viable tourist segments?
- How to best respond to the tourism market in times of crises
- Opportunities for the tourism sector moving forward



Disasters and Crises and Tourism

- Crises and disasters can affect tourists and our industry because they create **uncertainty**.
- This uncertainty influences tourist demand and willingness to travel
- There is **no 'one size fits all'** approach to responding
- Pandemics such as Covid 19 are a new type of crisis



Why do tourists avoid destinations affected by crises?

- They believe the destination will be depressing
- Concerns due to their safety and well being
- Confusion
- Believe they are not welcome or intruding on residents





Tourists Concerns and Behaviour in response to Covid 19

Results from recent research conducted in April and August 2020

668 respondents who were Australian residents

60% of domestic tourists either planned to travel or travelled within Australia once they were able

A third will wait 12 months or until they believe it is safe to do so

Only 12% claimed to be in no financial position to travel



Coastal and Regional Destinations are preferred to Cities



51% prefer coastal destinations



34% prefer regional destinations



15% will visit cities

Australians are putting
a lot of trust in the
government to guide
the way...

90% of respondents
stated the government
was their number 1 'go
to' for Covid related
information



Australian Government

OFFICIAL MEDICAL ADVICE

Government text message:

Coronavirus Aus Gov
msg: To stop the spread,
stay 1.5m from others,
follow rules on social
gatherings, wash hands,
stay home if sick.

[aus.gov.au](https://www.aus.gov.au)

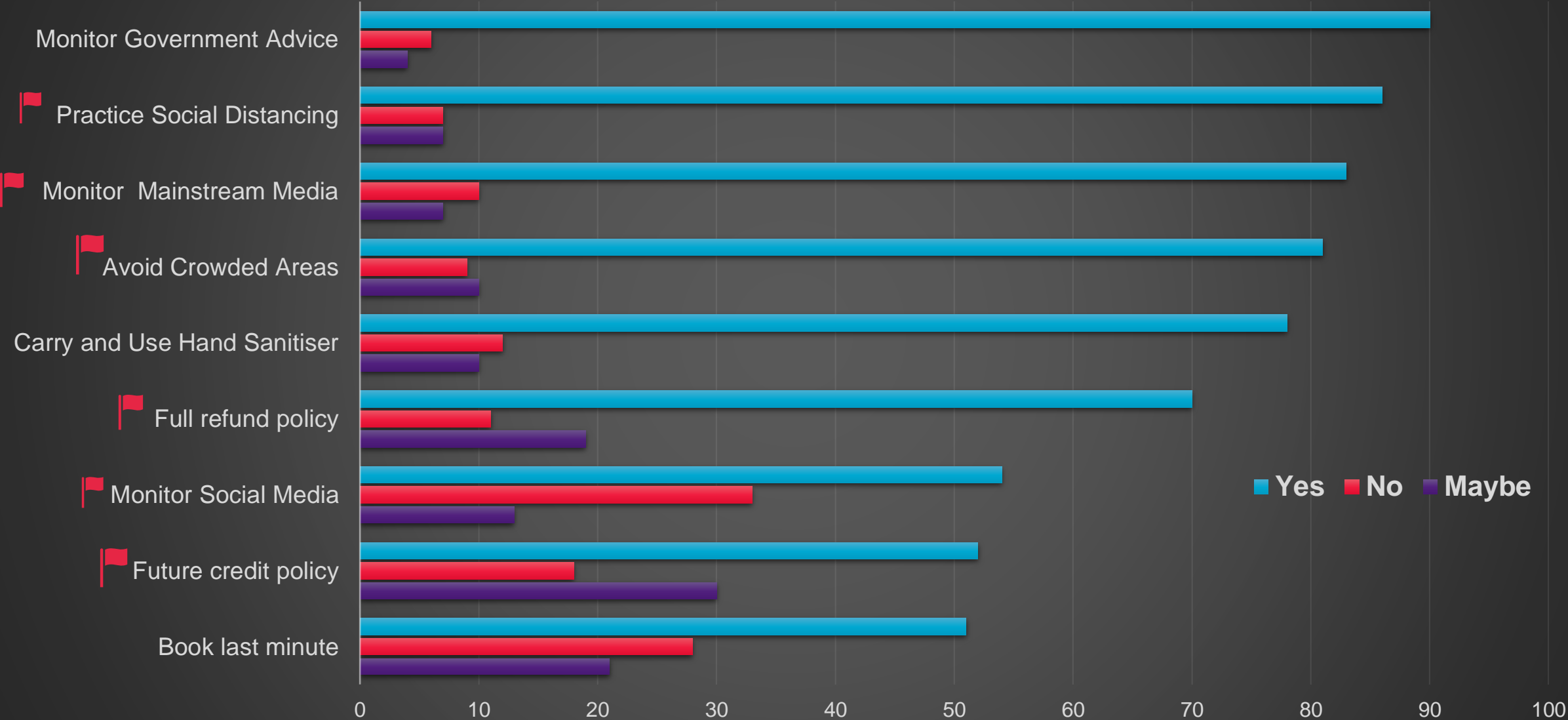
As for the tourism industry, 65% of respondents stated they trust the tourism industry to keep them safe



The number one motivation to get traveling is to help the tourism and hospitality industry recover



How Tourists will Manage the Risk



Resilient Markets

When a crisis happens there are three types of tourists

Risk Averse



Risk Moderates



Risk Tolerants



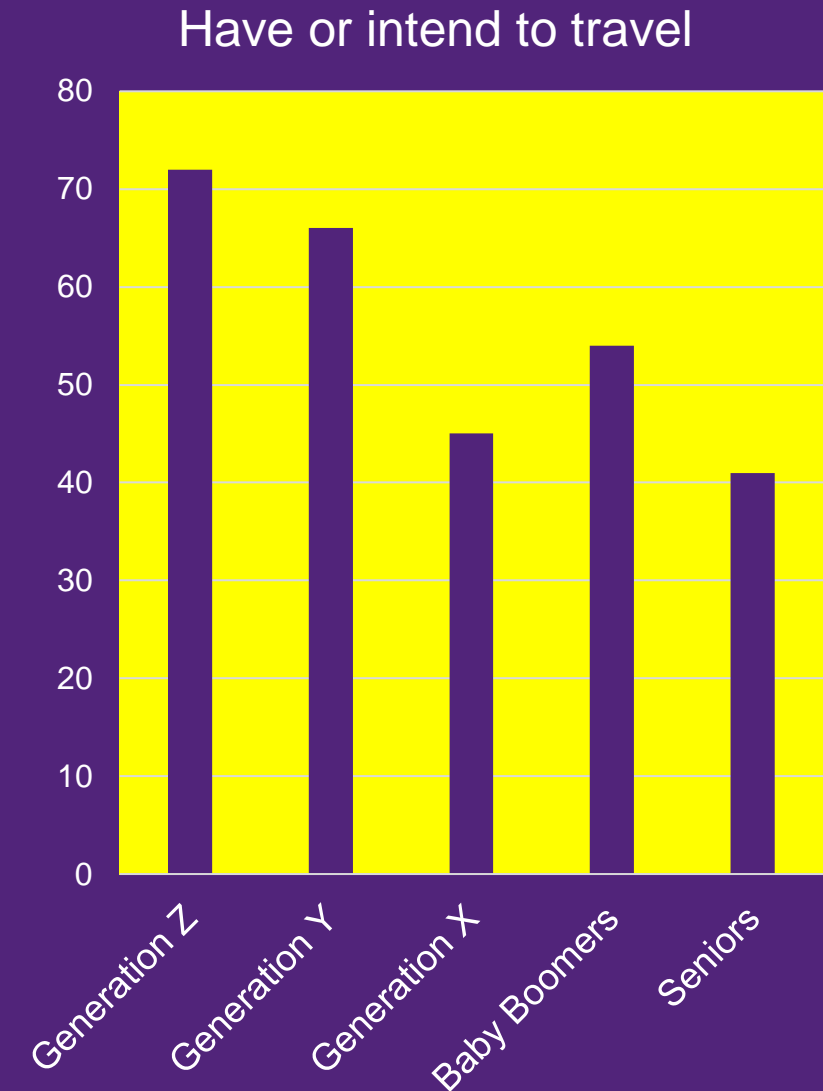
Risk Moderate Tourists and Covid

- This segment will travel when they are confident that it is safe to do so
- They prefer regional and coastal locations
- They are cautious around booking and prepayment terms
- More likely to be Gen X and Seniors
- See Covid as a new way of life
- Care more about hygiene standards
- Won't travel far from home
- Feel more scared and uneasy in these times
- Represented across all states and territories



Risk Tolerant Tourists and Covid

- Primarily from the Cities – i.e. Sydney and Melbourne
- Mainly millennials but Baby Boomers may also fit this category
- Travelled as soon as they were able
- Less worried about the Virus, feel more in control
- Likely to travel further from home
- Getting on with life despite the virus
- Mainstream media most common information source
- Government advisories most trusted source re travel
- Feel empathetic and driven by the need to support the tourism industry
- Coastal destinations are number one preference



Mitigating Tourist Concerns

- Keep an online presence as people are planning...
- Provide inspirational and positive stories about the status of the destination and what's new!
- Emphasise the benefits of visiting the destination for those that are still concerned about the crisis
- Cultural experiences are highly popular among those traveling overseas.....showcase Australia's cultural experiences and encourage tourists to learn about what is in their own 'backyard'
- Fair booking and cancellation policies are essential
- Keep the market updated on the status of the destination / community readiness
- Reassure tourists that their health and safety is a top priority for the destination

Opportunities for Australian Tourism as a result of COVID

- New appreciation for domestic travel
- Cultural experiences sought at home
- Regional and coastal destinations are preferred over cities
- Tourists seeking opportunities to enjoy outdoor open spaces
- Australian dollar not doing so well = domestic spend
- Australians trust our domestic tourism industry to do the right thing – feel safer in their home country
- Some segments have more discretionary income than before and want to spend it!

In the future:

- Australia is going to be seen as one of the safer destinations for international travellers





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THANK YOU FOR LISTENING

For further details please feel free to email me at

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