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**MANAGING DIRECTOR, TOURISM AUSTRALIA**



# 8D VIDEO COMPILE





A group of five people are sitting on a rocky cliff, looking out over a vast, dense forest. The scene is captured at sunset, with a warm, orange glow in the sky. The people are dressed in casual attire, and one person is pointing towards the horizon. The foreground shows the rugged texture of the rock face.

**TOURISM AUSTRALIA  
IS THE AUSTRALIAN GOVERNMENT AGENCY  
RESPONSIBLE FOR MARKETING AUSTRALIA  
AS A DESTINATION FOR LEISURE AND BUSINESS EVENTS**



# CONTEXT

## WE ARE BOUND BY THE TOURISM AUSTRALIA ACT OF 2004 TO HELP FOSTER A SUSTAINBLE TOURISM INDUSTRY FOR AUSTRALIA



### ECONOMIC

UNDERPINNED BY THE  
10-YEAR HIGH YIELD  
TOURISM 2020 STRATEGY

RECORD GROWTH IN  
VISITOR SPEND



### SOCIAL

1 IN 13 JOBS

46 CENTS IN EVERY DOLLAR  
SPENT IN REGIONAL  
AUSTRALIA

PROMOTING AUSTRALIA'S  
CULTURAL HERITAGE –  
OLDEST LIVING CONTINUOUS  
CULTURE ON EARTH



### ecological

AUSTRALIA'S WORLD CLASS  
NATURAL BEAUTY REMAINS A KEY  
MOTIVATING FACTOR FOR VISITATION

TOURISM AS A DRIVER FOR  
ENSURING OUR NATURAL ASSETS  
ARE ENJOYED BY FUTURE  
GENERATIONS



# CONTEXT

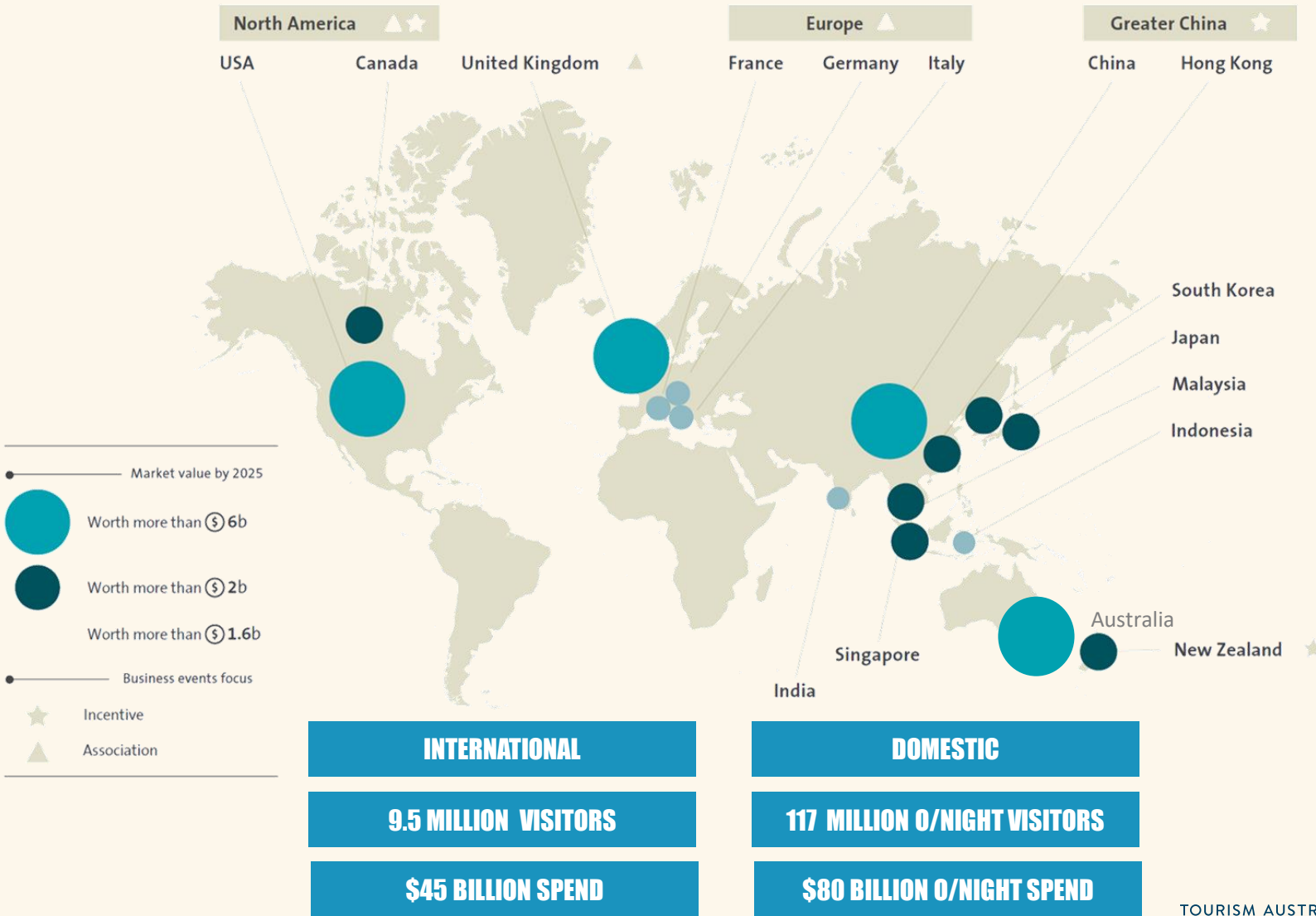
OUR VISION

TO MAKE AUSTRALIA  
THE MOST DESIRABLE  
& MEMORABLE  
DESTINATION  
ON EARTH

OUR PURPOSE

TO INVITE THE WORLD  
TO EXPERIENCE THE  
AUSTRALIAN WAY  
OF LIFE

## Target markets and their value by 2025





# TOP 5 DRIVERS OF DESTINATION CHOICE PRE-CRISES



**#1**

**NATURE & WILDLIFE**



**#2**

**SAFETY & SECURITY**



**#3**

**FOOD & WINE**



**#4**

**AQUATIC & COASTAL**



**#5**

**VALUE FOR MONEY**



An aerial photograph of a landscape. The ground is a mix of light brown and grey soil. There are numerous small, bright yellow flowers scattered across the terrain, particularly in the upper left. Several green, spiky plants, possibly grasses or small shrubs, are growing in clusters. Some of these plants have thin, vertical stems. The overall scene suggests a natural, perhaps coastal or dune, environment.

**BUT, THE SUMMER BUSHFIRES  
HIT... AND THEN COVID-19**



# 2020: THE DUAL CRISES OF BUSHFIRES AND COVID-19 HIT THE AUSTRALIAN TOURISM INDUSTRY

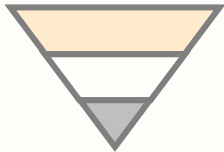

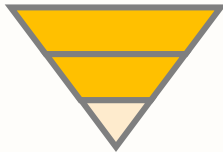



Source(s): BCG; Australian Bureau of Statistics, Business Events Council of Australia ; ABS Payroll data to 3 October.



# STAGES OF RECOVERY

Focus is on a domestic-led recovery to sustain industry while international travel remains restricted.

	CRISIS		RECOVERY	NEW NORMALITY
	1. PANIC	2. RESTRICTED MOVEMENT	3. RISING OPTIMISM	4. FREE MOVEMENT
	CRITERIA Border closures Negligible travel interest	Border closures Social, search travel interest Negligible booking interest	Border closures Social, search travel interest Booking interest Negligible intent to travel	Local / Aussie borders open Air capacity available Intent to book and travel Forward bookings
	MINDSET Fear and trepidation	Frustration and boredom	Exasperation with optimism	Enthusiastic and adventurous
	FUNNEL 			
INTENT	<b>Be present</b> Inform with sensitive tone and some inspiration / hope	<b>Reignite the dream</b> Lift spirits with a taste of destination Australia	<b>Drive planning</b> Help would be travellers plan their Aussie holiday	<b>Drive booking</b> Convert with partnerships as intent increases

WA, VIC, TAS, ACT, NSW, NT, SA, QLD



# THE RIGHT MESSAGE FOR THE RIGHT MOMENT

## CRISIS 1.0 (bushfires)

January – March 2020

*Launch of “Holiday Here This Year”*

Desired behaviour: Planning & Booking



## CRISIS 2.0

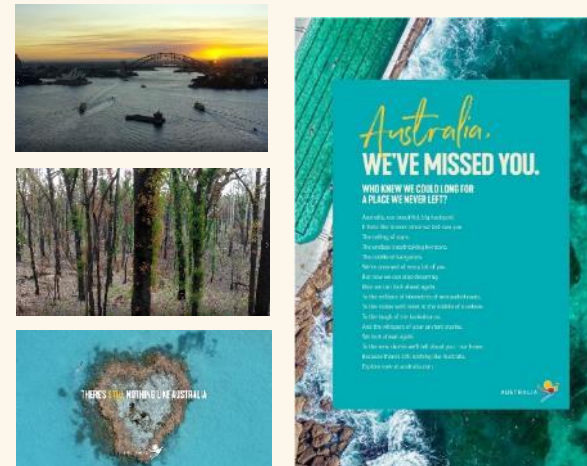
COVID-19

## RISING OPTIMISM

15 May – 15 June 2020

*“There’s still nothing like Australia” – Domestic version*

Desired behaviour: Dreaming & Planning



[youtube.com/watch?v=tijJJuaP7rU](https://www.youtube.com/watch?v=tijJJuaP7rU)

## FREE MOVEMENT

13 October 2020

*Evolution of “Holiday Here This Year”*

Desired behaviour: Planning & Booking

Travel like international travellers do





# **'HOLIDAY HERE THIS YEAR' TEASER VIDEO**





# PLACING OUR NATURAL ASSETS FRONT AND CENTRE





# AUS.COM THE CALL TO ACTION

450

ECOTOURISM  
EXPERIENCES

150

ACCOMMODATION  
OPTIONS

AUSTRALIA

Places to goThings to doPlan your tripHoliday here this year

Latest COVID safe travel information [click here](#)

Home > Trips and Experiences > 7 eco-friendly day trip ideas

## 7 ECO-FRIENDLY DAY TRIP IDEAS

Go green with these sustainable experiences.

By Celeste Mitchell

Sustainability is more than just a travel buzzword. Increasingly, people want slower, sustainable and more earth-friendly travel options and experiences. Luckily, you'll find plenty of green ways to travel in Australia.

From rejuvenating day hikes and cinematic train journeys to animal encounters designed to give far more than a cute selfie opportunity, here are seven of the most eco-friendly day trip experiences you can have in Australia.

### TREAD LIGHTLY ON A DAY HIKE

#### 1. OPT FOR ECO-FRIENDLY ACCOMMODATION

© Hyson Retreat, Whitsunday Islands, Downloaded © Hyson Retreat/Walter White

The Great Barrier Reef region is home to some of Australia's top [eco-lodges](#). As well as being unforgettable stays, these lodges are committed to minimising their impact on the natural environment surrounding the reef and protecting the [incredible marine life](#) that calls this vast area home, offering you the chance to play a role in reef conservation simply by staying at one.

As famous for its manta ray population as it is for its sustainability initiatives, [Layly Elliot Island](#), at the reef's southern tip, was the first Great Barrier Reef resort to ban plastic water bottles. It is also working towards becoming 100 per cent powered by renewable energy, so a stay here not only feels good, it does good.

The luxurious [Elysian Retreat](#), which opened in 2019 on Long Island in the [Whitsundays](#), is the Great Barrier Reef's first solar-powered resort.

And on the mainland, just a 15-minute drive south of [Port Douglas](#) (or a one-hour drive north of [Cairns](#)), [Thala Beach Nature Reserve](#) has been recognised for its commitment to regenerating the former cane plantation land that this eco-sensitive seaside lodge sits on. By opting to bed down here, you can help to support this conservation initiative while enjoying a truly spectacular stretch of coast.

Discover more sustainable stays

Look for a sustainability policy. Tourism providers committed to conserving the environment typically spell out the details of how they're working to achieve this on their websites.



# WHY SUSTAINABILITY IS MORE IMPORTANT THAN EVER





# OUR BIGGEST BARRIERS ARE NOW DRIVERS DURING THE COVID CRISIS

BARRIERS



DRIVERS

## TIME

Australia is a vast and time consuming place to visit



## PHYSICAL HEALTH

People are cautious of the virus, so they're planning travel accordingly



## SPARSELY POPULATED

It's a big country with not many people

## DISTANCE

Australia is far away /our experiences are spread out



## ISOLATED

Australia is far away and managing the virus well

## COST

Australia is perceived as an expensive destination



**MENTAL HEALTH**  
TRAVELLERS REALLY NEED  
A GOOD HOLIDAY



## QUALITY

A premium destination with high quality experiences



# AND OUR STRENGTHS HAVE GROWN STRONGER DURING THE CRISES



**NATURE & WILDLIFE**  
FROM  
**47% TO 56%**



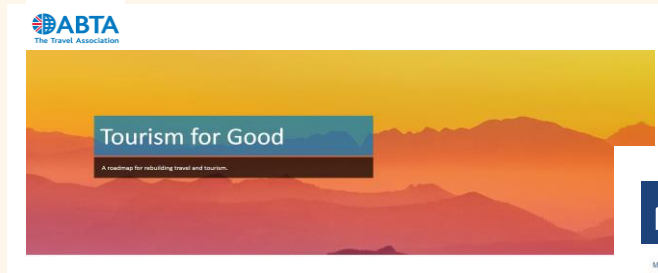
**AQUATIC & COASTAL**  
FROM  
**48% TO 59%**



**SAFETY & SECURITY**  
FROM  
**43% TO 49%**

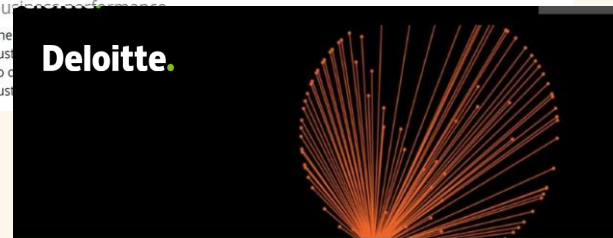


# IT IS WHAT CONSUMERS ARE SEEKING & IT MAKES GOOD BUSINESS SENSE



## Perspectives

Embedding sustainability into core strategy and business operations  
Sustainability as a source of competitive advantage and enduring business performance



## Perspectives

**COVID-19 recovery for the tourism sector**  
Restarting tourism... what shape might the recovery of tourism in Australia take?

The tourism sector has been among the most impacted by the measures to contain the spread of COVID-19 pandemic. While it's too early for long-term predictions, a consideration of possible scenarios, informed by leading indicators, can help create structure in planning for the future. This can help businesses shape their response and rebuild with resilience.



Mumbai, 22 April 2020  
**Booking.com reveals key findings from its 2020 Sustainable Travel Report**  
These findings suggest that when traveling is back on the agenda, it is likely that travelers will want to continue making considerate choices by heading to less-visited destinations and selecting alternative modes of transport to get there.

## Key Highlights

- 96% Indian travelers identified sustainable travel as important to them, while nearly 78% said they were more determined to make sustainable choices when looking to travel again in the future
- When it comes to the term 'sustainable travel and tourism', nearly one in five (20%) travelers associate the term with reducing waste/recycling plastic
- 51% of Indian travelers shared that they have brought their own reusable water bottle rather than buying plastic bottles when visiting a destination in the past year
- 67% of Indian travelers believe that sustainable travel options are available
- 38% of Indian travelers believe that sustainable travel options are not available



Amsterdam, 17 April 2019  
**Booking.com reveals key findings from its 2019 sustainable travel report**



## The Business Case for Caring

Consumers Are Looking for Businesses That Give to Communities and the Planet



William Dowling  
May 31, 2018 · 7 min read



CircleUp's machine-learning platform, Helio, shows that Certified B Corporations outperform in the marketplace.



## McKinsey&Company

**Make it better, not just safer: The opportunity to reinvent travel**  
June 16, 2020 | Article



*"There's this idea that having a purpose or doing good has to come at the expense of making a profit...Profits can and should help effect positive change on a global scale. The good news is consumers want more sustainable and ethical products, so purpose is actually good for business too. And Intrepid can attest to that. Finding our purpose has helped us deliver four years of record growth."*

**James Thornton**  
CEO, Intrepid Travel



# HOW DO WE TALK ABOUT SUSTAINABILITY:

- Embrace it in all its forms
- Not an accreditation system
- Showcase the work of industry
- Creating consumer demand





# TOURISM AUSTRALIA'S ROLE:

## DRIVE AWARENESS & DEMAND

## DRIVE CAPABILITY FOR SUSTAINABLE TRAVEL EXPERIENCES



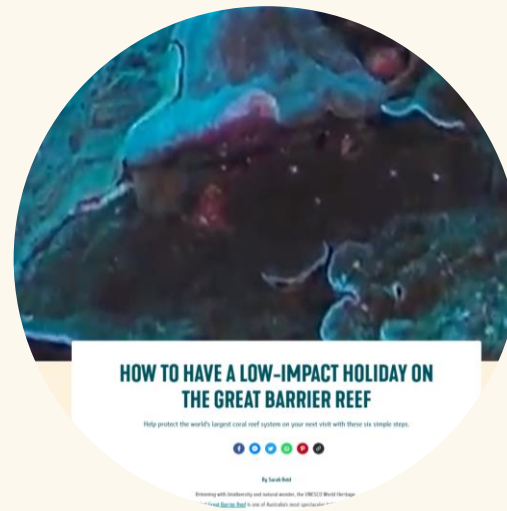


**SUSTAINABLE:  
HERO-ING OUR  
INDUSTRY  
TO DRIVE  
DEMAND FOR  
OUR TOURISM  
EXPERIENCES**





# SUSTAINABLE: DRIVE CONSUMER AWARENESS



**THROUGH OUR MARKETING – PR, CONTENT, DIGITAL, SOCIAL AND OUR SIGNATURE COLLECTIONS**



# OPPORTUNITIES AND CHALLENGES...

- How do we make consumers behaviour match their intentions?
- Making it easier for businesses to be more sustainable?
- How do we make it easier for consumers to connect with those businesses?
- What can we do to collectively to drive consumer behaviour?



# STAY IN TOUCH...

- KEEP US INFORMED
- SHARE YOUR BEST PRACTICE EXAMPLES WITH US
- INSIGHTS ON WHAT STEPS INDUSTRY CAN TAKE TO EMBRACE SUSTAINABILITY



Contact:  
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# THANK YOU