

Spotlight on Australia



Australia is enjoying a quarter century of unbroken economic growth. Consumer confidence remains strong, ensuring retail expenditure growth and low unemployment so we see conditions are right for continued growth from this market.

The U.S. is the preferred overseas holiday destination for Australians with 18% of Australians who are planning an overseas trip stating they would like to visit America in the next two years – up 0.5% from 2017.

Some of our key strategies with Gate 7, our regional partner, in increasing visitation from Oz in 2019/2020 include:

- Increase travel trade and media coverage reach and engagement by 10%.
- Continue to grow travel trade awareness and consideration of Southern destinations utilizing core themes.
- Work with key wholesale and retail partners to further develop their product range across Travel South USA destinations.
- Continue to generate media coverage about the Southern states in line with key messages across a variety of mass market, niche, digital and social outlets.
- Promote the range of diverse experiences a traveler can expect in the Southern states with a focus on multi-state itineraries incorporating lesser known destinations
- Encourage road trip exploration of states, showcasing the proximity between each state
- Ensure fair dispersal of public relations activity across the key Southern states

The top five sources for Ozzie's researching a vacation:

- Directly with airlines (44%)
- Travel agency office (42%)
- OTA (38%)
- Personal recommendation (33%)
- Travel guides (14%)

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GATE 7