



DESTINATION AUSTRALIA - Tourism Australia's 7th annual conference

(Notes by Yvette Myhill – Destination Riverina Murray)

“The Future of Australian Tourism” #DestAus21

Intro by Hamish & Zoe Blake – launching new videos to promote tourism withing Australia. Noted that they see the tourism industry as the “memory making industry”.

Hon. DAN TEHAN MP – Minister for Trade, Tourism and Investment

Next 3-4 months will be tough prior to international tourist fights resuming in July (this has since been extended to 31 October), but he believes the tourism industry is well positioned for this.

He cautions tourism operators not to forget the capital cities and the effect of the loss of international tourists has had on them.

When questioned about what he is going to do for the small operators, to which he replied that a tourism package will be announced in the coming weeks (*NB: Assuming this is the half price airfares package announced post-conference*)

He encouraged all Australian travellers to spend like you do if you're overseas.

He also acknowledged the pain and lack of confidence caused by the state border closures. He will be campaigning to ensure that future border closures are a last resort only.

He also confirmed that he was aware that some areas within the tourism industry were struggling to get workers (*NB: there was no comment about how this may be addressed*)

Phillipa Harrison – MD, Tourism Australia

Tourism Australia's Strategic Priorities

Key Pillars

- Aviation & Travel Distributors
- Business Events
- Indigenous Tourism
- Sustainable Tourism

The most recent data shows that 69% of international visitors want an indigenous experience.



Tourism operators have an opportunity to grow by expanding unique experiences (for example Adelaide oval have just introduced rooftop yoga) and providing 'locals only' pricing and offerings.

There is an increased desire from consumers for sustainable tourism, for example 100% carbon neutral accommodation venues.

Emerging trends

- Choiceful travel – sustainable tourism / giving back to communities
- Premium proliferation – increased interest in premium value for money / people have more savings because of COVID
- Big Shift East (into Asian markets over the tradition western market.
- Work from anywhere – improved connectivity, increased long term stays - 'working holidays'
- Escapism – wide open spaces, newfound interest in fresh air and nature

The quarantine market has provided a readiness for o/s travellers.

There is a huge potential for 'green lanes' travel to regional areas from cities – direct routes to attractions

Tom Von Oertzen – MD, The Boston Consulting Group

People are looking at different forms of travel that encompasses more mindful distancing e.g. more boats, house boats, vans, campervans etc

Innovation in travelling

- Focus on domestic (will continue to be a focus for the next 3-4 years, domestic travellers looking for new experiences)
- New traveller cohorts (longer stays and working holiday makers)
- Permanent international bubbles (the creation of COVID safe bubbles with select countries e.g. New Zealand)
- Non-stop escapes (green lanes directly from cities to regional attractions)

Focus on the long-term traveller

Opportunities

- Nature experiences – people wanting to tick off various types of nature during a single trip e.g beach, desert, forest etc
- The continues blossoming of intra-state travel. Opportunity to expand from 2-3 hours from the city to 4-5.
- AirBNB stats show increasing trend for longer stays

Grant Webster – CEO, Tourism Holdings Australia



Overview of the 23 goals forming the “Future-Fit Business Benchmark”

[Tourism Holdings Limited’s journey to future-fitness - Future-Fit Business](#)

Telling the Indigenous Story – Panel

Karla Grant, Laura Barry, Rhoda Roberts, Andrew Smith

Overview of Tourism Australia’s Indigenous Tourism Champions Program (Nicole Mitchell)

Supply Nation connects over 3000 indigenous business with the wider business community - [Supply Nation | Australia's largest national directory of Indigenous businesses](#)

Tips for working with indigenous communities and tourism operators

- Start with relationship building
- Work on aligning values
- Acknowledge that stories belong to the knowledge holders
- Use aboriginal businesses for promotion of indigenous experiences (e.g. marketing companies and videographers)
- Let them grow their businesses with their own
- Start the conversation – don’t be nervous
- Work with them to provide mentoring, not direction
- Understand whose land you’re on.

Social Media Trends - Panel

Susan Coghill, John Harding Easoon, Kandiese Villella, Ashleigh Bruton, Cam Blackey

SEM Rush – Do you know the top 5 search keywords drawing people to your website?

Email Signup – having this on your website is key. eNewsletters have increased in popularity since COVID

Which Platforms? – Choose what you can maintain unique content on

TIKTOK – make short videos that can also be used on insta-reels

Mailing List Database – so important to maintain the health of your database

Pixels – learn about the benefits of using pixels on websites, newsletters and social media

Insights – make sure you are making use of the data insights available on social media platforms and google analytics

Influencers – understand who the influencers are in your space



Paid Vs Organic – Consumers don't differentiate between the two. Use paid for reach only.

Partnerships – make them organic and natural, show that partners genuinely love the product). Encourage advocates to talk about your brand

Content – capture experiences, the keys are simplicity, storytelling (e.g choosing a character to tell your story, such as a person, animal or a made up character) and creativity

Clubhouse – new platform which is live-time audio only. Perfect for topical or special conversations. Only available to the people in the 'club' at that time, no access to old 'clubs'.

James Hurman – Maximising Marketing Impact

Move away from telling people 'why' they should buy

Connect emotionally – try to encourage a feeling – How do you want people to feel when using/experiencing your product?

- Emotionally connected consumers spend twice as much (especially on luxury goods and experiences)

Embrace the use of humour in marketing strategies

Stephanie Tully – CCO, Qantas

Aviation update

Preparing for the end of October when international flights return

Studies show that quarantine is the #1 reason why international visitors may not come

Qantas have announced 26 new domestic routes since COVID

A vaccine to fly is likely (green passport program)