



At the 2018 Super Bowl (Big Game), the most watched television broadcast in the United States, Tourism Australia launched a AUD\$36 million marketing push aimed at supercharging the value of American tourism Down Under. Supported by Qantas, American Airlines and Wine Australia and featuring appearances from some of Australia's biggest celebrities, the campaign is the largest Tourism Australia has run in the United States since Paul Hogan's famous Come Say G'Day ads more than 30 years ago.

Initially giving the appearance of an official film trailer for a new Crocodile Dundee movie, the sixty second ad then cleverly switched into an incredible showcase for Australian tourism. The campaign includes a series of light-hearted videos called 'Why Australia' with Chris Hemsworth, Curtis Stone, Matt Wright and Jessica Mauboy giving their insights on Australia's food and wine, nature and wildlife, aquatic and coastal experiences, culture and heritage and sport and events.

To convert interest into bookings, Tourism Australia has also published tailored travel itineraries and inspiring

destination information supported with a dedicated marketplace on Australia.com which includes airfare and tailored holiday offers carefully chosen by our key distribution partners. All of Australia's states and territories are featured with locations, products and experiences carefully chosen to resonate most strongly with high value American travellers looking to experience Australia.

See the campaign at:

www.australia.com/Dundee

WHY NOW FOR THE US MARKET?

US arrivals and spending are currently at record levels, driven by favourable exchange rates, increased aviation capacity and highly competitive air fares, making this the perfect timing and opportunity for such a significant US marketing focus.

This is the single largest investment Tourism Australia has ever made in the US market and is aimed at growing annual spending by American visitors from today's \$3.7 billion to \$6 billion annually by the year 2020.

DANNY McBRIDE AS DUNDEE

CHRIS HEMSWORTH AS WALLY JR.

DUNDEE

THE SON OF A LEGEND RETURNS HOME

STAY UPDATED

Check out our website	The latest information about the campaign will be published on Tourism Australia’s corporate web site. Detailed information on the US market is also available including market and consumer profiles.	Visit: tourism.australia.com/USA
Subscribe to our newsletter	For updates on all of Tourism Australia’s campaign activity subscribe to the weekly e-newsletter Essentials.	Visit: tourism.australia.com/subscribe
Follow us on Twitter and LinkedIn	For the latest updates including media coverage and new content follow Tourism Australia on Twitter and LinkedIn	Follow: @TourismAus on Twitter and search for ‘Tourism Australia’ on LinkedIn

SEND US CONTENT

Australia.com	Update your listing on the Australian Tourism Data Warehouse (ATDW). Make sure you check the ‘internationally ready’ box on your ATDW listing to be included on Australia.com.	Visit: atdw.com.au
	Let us know any entertaining stories or travel itineraries you think would appeal to American travellers for the US edition of Australia.com.	Send to: editorial@tourism.australia.com
Aussie Specialist Program	Submit an offer to entice Aussie Specialists to experience your product first-hand on their personal visit to Australia.	Visit: tourism.australia.com/travelclub
	Send us a 2-3 minute video that showcases your product or destination as well as your latest news to keep Aussie Specialists informed.	Visit: tourism.australia.com/aussiespecialist
Social media	Share with us social media posts that feature great photos so we can promote them on our popular Facebook and Instagram pages. You’ll be credited and tagged in any content we use. Tips and tricks from Tourism Australia’s social media team can be found at www.tourism.australia.com/socialmedia	Tag: #SeeAustralia
Media and PR	Send us suggestions for our international media hosting program so we can create inspiring Australian itineraries for journalists and influencers that would appeal to the US market. Tourism Australia works closely with the Australian tourism industry to host between 800 and 1,000 journalists, digital influencers and television crew members from around 25 countries each year.	Send to: mediahosting@tourism.australia.com