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Tackling International Markets

Presentation : VisitCanberra Industry Briefing
Location: Canberra
Presented By: Richard Beere, Managing Director
Date: Thursday, 26th October 2023

Why Target International Markets?

High desire and intention to visit Australia.

Outbound travel from Australia continues to be strong.

Incremental business to supplement existing domestic business.

The inbound markets are recovering -but will take time.

Domestic market growth is normalising.

International visitors are *not* focused on weekends or holiday periods – *opportunity to grow midweek business.*



International Markets

International offers Opportunity

BUT

**Needs commitment and
investment.**



Market Opportunity Vs Market Delivery

1991		2000		2005		2015		2017		2018		2019		YE June 2023	
	%		%		%		%		%		%		%		%
JAP	22	NZ	17	NZ	20	NZ	18	NZ	15	CHN	15	CHN	15	NZ	18
NZ	20	JAP	15	UK	13	CHN	14	CHN	15	NZ	15	NZ	15	UK	10
USA	11	UK	12	JAP	12	UK	9	USA	9	USA	8	USA	9	USA	10
UK	11	USA	10	USA	8	USA	8	UK	8	UK	8	UK	8	IND	7
SIN	4	SIN	6	CHN	5	SIN	5	JAP	5	JAP	5	JAP	5	SIN	6
GER	3	KOR	3	KOR	5	JAP	5	SIN	5	SIN	5	SIN	5	CHN	4
HKG	3	HKG	3	SIN	4	MAL	5	MAL	5	MAL	4	MAL	4	JAP	3
CAN	2	MAL	3	MAL	3	IND	3	IND	3	IND	4	IND	4	KOR	3
MAL	2	GER	3	HKG	3	KOR	3	KOR	3	HKG	3	HKG	3	MAL	2
INDO	2	TAI	3	GER	3	HKG	3	HKG	3	KOR	3	KOR	3	CAN	2

Source: Australian Bureau Of Statistics



Market Opportunity Vs Delivery

Market	YE June 2019		YE June 2023	
	Spend	Arrivals	Spend	Arrivals
China	\$11.9 b	1,323,000	\$4.2b	235,000
USA	\$4.0 b	764,000	\$3.8b	522,000
United Kingdom	\$3.4 b	674,000	\$3.5b	537,000
New Zealand	\$2.6 b	1,272,000	\$2.7b	978,000
Japan	\$2.0 b	445,000	\$1.1b	162,000
India	\$1.8 b	350,000	\$2.2b	363,000
Singapore	\$1.5 b	407,000	\$1.5b	309,000
South Korea	\$1.5 b	256,000	\$1.1b	156,000
Hong Kong	\$1.4 b	280,000	\$0.8b	109,000
Malaysia	\$1.3 b	346,000	\$0.7b	133,000
Canada	\$0.9b	179,000	\$0.9b	131,000

Source: Tourism Research Australia - IVS



By The Numbers

Statistics don't lie

BUT

They don't tell the whole story!



By The Numbers

**Short Term Arrivals: Up to 3
months + WHM**

**Types of Arrivals: Holiday / VFR /
(Leisure) /
Education /
Business /
Employment**

**Types of Spend: In Oz and Total
Trip**



It's All About The Customer

Not what you want to sell

BUT

What they need or want.



Target And Prioritise

Be careful what you wish for!!!



Price For Profit

You will have to pay others to sell you

BUT

You own the selling price!



Beere's Belief

Recognise Difference

DON'T

Judge Difference



Beere's Belief

“Show that you know”

and

“Make them aware that you care”



Beere's Belief

International Tourism builds bridges between
Communities
Countries
and
Cultures



Additional Help

Tourism Organisations:

VisitCanberra

Tourism Australia (TA)

Australian Tourism Export Council (ATEC)

References / Courses:

VisitCanberra Website and Industry Toolkit

VisitCanberra & ATEC – Tourism Trade Ready & India Host Programs

VisitCanberra- India Insights in Nov

ATDW- listings and more

Tourism Research Australia



Thank You

Merci

Danke

Grazie

Domo Arigato Gozaimasu

Xie Xie

Terima Kasih

Khob Khun Kha

Shukriya

