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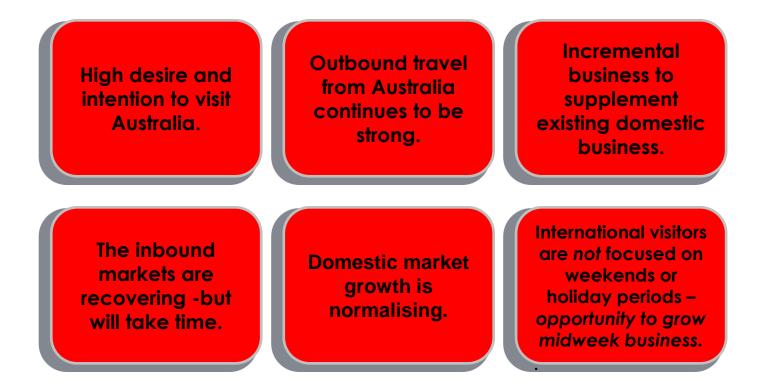
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Tackling International Markets

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

Why Target International Markets?





International Markets

International offers Opportunity BUT

Needs commitment and investment.



Market Opportunity Vs Market Delivery

19	1991		2000		2005		2015		2017		2017		2017		2017		2018		_	20	19	YE J 202	
	%		%		%		%		%			%			%		%						
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		IND	4	JAP	3						
CAN	2	MAL	3	MAL	3	IND	3	IND	3		IND	4		MAL	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 Statistic



Market Opportunity Vs Delivery

Markot	YE June 2019					
Market	Spend	Arrivals				
China	\$11.9 b	1,323,000				
USA	\$4.0 b	764,000				
United Kingdom	\$3.4 b	674,000				
New Zealand	\$2.6 b	1,272,000				
Japan	\$2.0 b	445,000				
India	\$1.8 b	350,000				
Singapore	\$1.5 b	407,000				
South Korea	\$1.5 b	256,000				
Hong Kong	\$1.4 b	280,000				
Malaysia	\$1.3 b	346,000				
Canada	\$0.9b	179,000				

YE June 2023						
Spend	Arrivals					
\$4.2b	235,000					
\$3.8b	522,000					
\$3.5b	537,000					
\$2.7b	978,000					
\$1.1b	162,000					
\$2.2b	363,000					
\$1.5b	309,000					
\$1.1b	156,000					
\$0.8b	109,000					
\$0.7b	133,000					
\$0.9b	131,000					

Source: Tourism Research Australia - IVS





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!!!





You will have to pay others to sell you BUT

You own the selling price!





Recognise Difference DON'T Judge Difference





"Show that you know" and

"Make them aware that you care"





International Tourism builds bridges between

Communities

Countries

and

Cultures



Additional Help

Tourism Organisations:

VisitCanberra

Tourism Australia (TA)

Australian Tourism Export Council (ATEC)

References / Courses:

VistCanberra 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

