

Tourism Tasmania

Germany, Switzerland

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www.tourismtasmania.com.au



Campaign & Activity Highlights

UK/Europe Roadshow 2011



UK/Europe Roadshow 2011



UK/Europe Roadshow 2011

- 5 Tassie tour operators toured through Europe
- 4 Days UK, 6 days in Germany, Switzerland
- Trade/Media events in Frankfurt, Munich, Stuttgart, Zurich with **280 travel agents, product managers, journalists**
- Media Lunch in Munich

UK/Europe Roadshow 2011



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UK/Europe Roadshow 2011



Radio Energy Campaign / STA Travel

- On air: Net-reach of 5.5 million people
- Online: 58.109 page impressions on promotional site
- 14.352 persons registered in total to win a trip to Australia



Tasmania on GEO.de



GEO.de - Special: Tasmanien [Seite 1 von 1]

Special: Tasmanien

Die Insel vor der Südküste Australiens, zur Hälfte mit Wald bedeckt, ist ein Kleinod für Naturliebhaber



Mehr zu "Special: Tasmanien"



► **Wandern in Tasmanien: eine Woche Wildnis**
Was die Insel vor der Südküste Australiens an Naturschönheiten zu bieten hat, konzentriert sich entlang des *Overland Track*. GEO-Reporterin Nina Freytag hat ihn erkundet



► **Fotoshow: Tasmanien**
Regenwald, Wasserfälle, leuchtend rote Felsen und magisches Grün - jedes Foto von Peter Czajka zeigt, warum die australische Naturinsel ihn so bezaubert



► **"Das kann man nicht beschreiben, das muss man fotografieren"**
Der Fotograf Peter Czajka war auf Tasmanien unterwegs - und ist der Insel vor Australien verfallen. Mit GEO sprach er über die schönsten Motive und Sinneseindrücke jenseits der Zivilisation



► **Under Down under**
Nationalparks noch und noch: kaum berührte Wildnis



Tasmania on GEO.de

- E-booklet on website of magazine Geo Saison
- 5 weeks online
- 1200 visitors on BoomerangTassie Microsite
- 43% more Tassie search on Boomerang website during the time
- booking for Tasmania by Boomerang Reisen up by 1% this year

2011 – German trade famil year



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- Best of Travel Group, 9 members
- Meiers Weltreisen, Joachim Voss, product manager
- Dertour, Peter Just (spent his holiday in Tassie)
- Travel and Marketing Company, Uli Edelmann
- Kiwi Tours, Birgit Eck
- Windrose Fernreisen, Meinhard Hiller
- Corroborree (15 agents from Germany and Switzerland) and they stayed EXTRA long due to vulcanic ash cloud

2011 – German trade famil year



Events / Trainings / Journalists

- 450 travel agents trained
- 4 consumer events attended with a Tassie stand and presentations
- 2500 consumers consulted about Tasmania



Events / Trainings / Journalists

- 3 tourism fairs attended
- 13 journalists hosted in Tasmania



Current Market situation

I believe
in the
Euro...

Ich glaube an
den Euro ...



Current Market situation

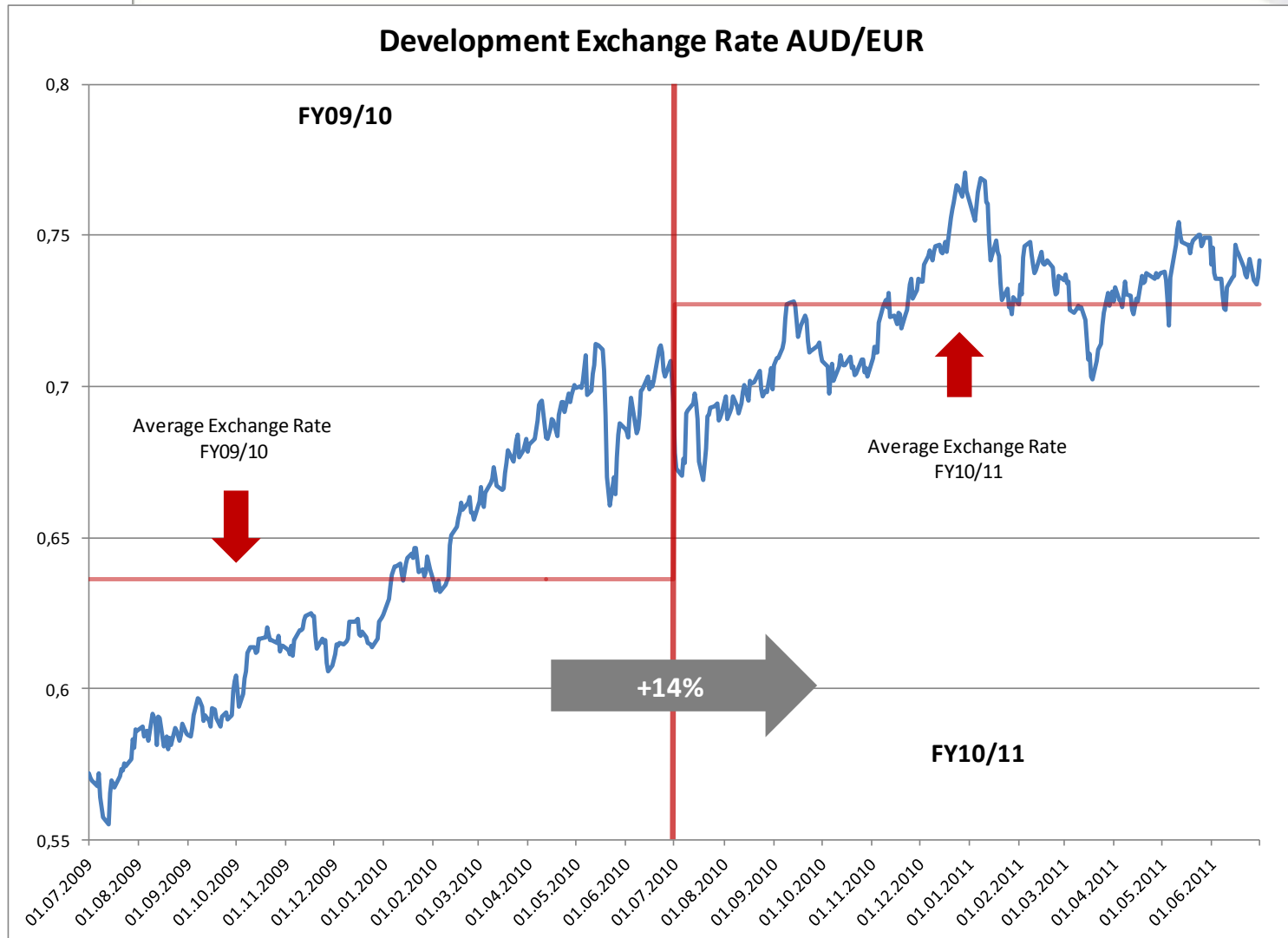


Economy

- Euro crisis
- Germany biggest sponsor for Greece
- Concern about the PIGS countries (Portugal, Italy, Greece, Spain)
- **Germany is still Europe's economic powerhouse**
- Forecast for 2011: **Real GDP** will grow by **2.9% in 2011** and by **1.0% in 2012**
- **Unemployment rate: 7% in 2011** and **6.7% in 2012**
- Wages are on the rise. **Household disposable income** is predicted to **increase by 3.2% in 2011** and by **2.9% in 2012**
- **Switzerland:** strong Swiss Franc
- **EUR/AUD:** weak Euro against strong AUD

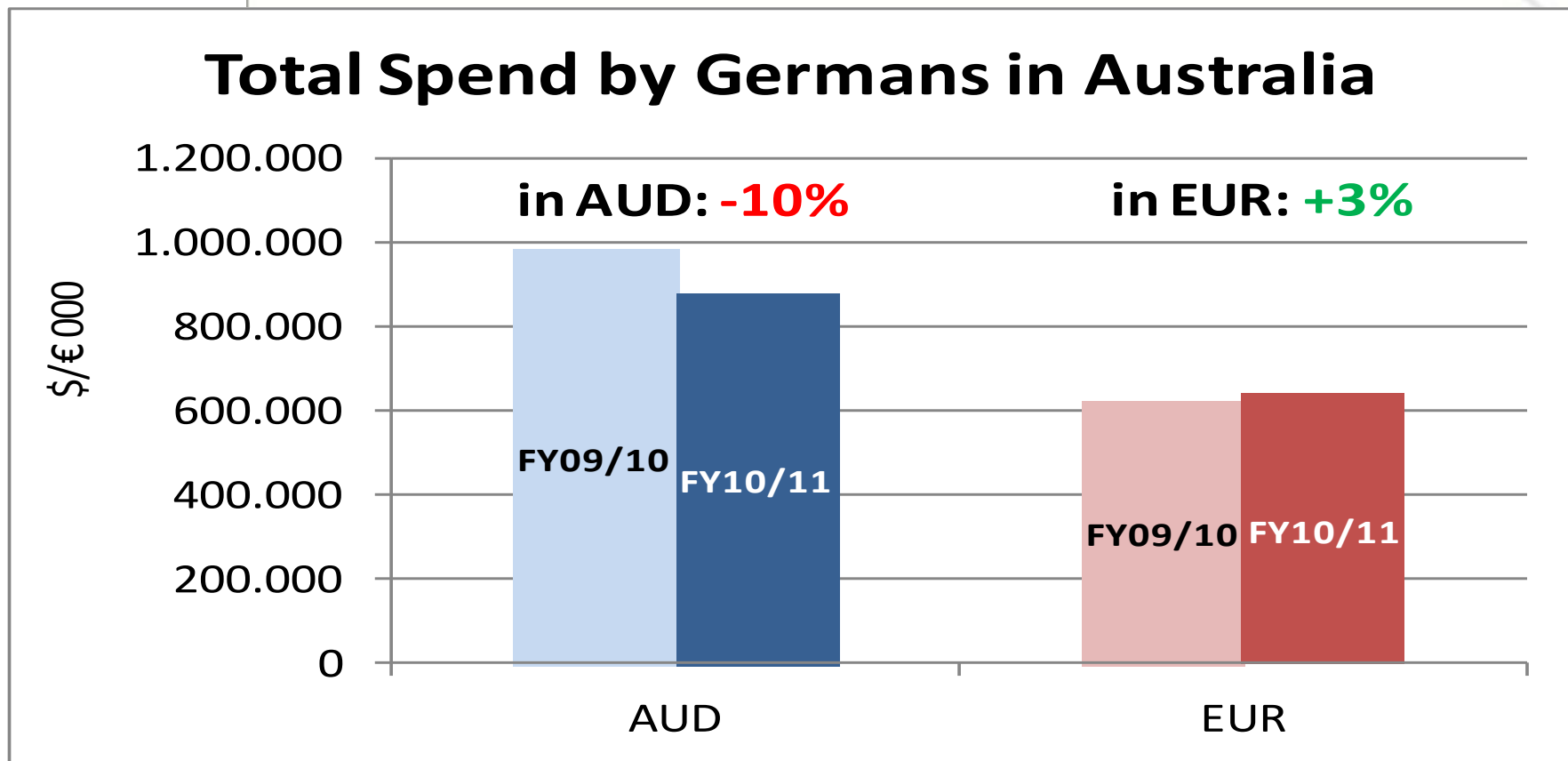


Development Exchange Rate EUR/AUD



Development Exchange Rate EUR/AUD

FY09/10 vs FY10/11



Travel trends

- Germans are still the **world travel champions**
- Spending for travel **60 billion Euros 2010**
- **72.8%** of the Germans would like to undertake a **longer holiday in 2012** (ADAC Reisemonitor 2012) (68% in 2011)
- German/Swiss have **6 weeks holiday**
- Germany is travel destination number one for the Germans followed by Italy and Spain
- **Long-haul destinations/competitors:** USA, Caribbean, Canada, South Africa
- BUT Germans are on **rank number three in dispersal** nights to Australia (IVS July 2010-June 2011)
- **Average stay** in Australia: **41 days**

The German traveler

- German/Swiss traveler is still **very conservative** in booking
 - **LOOK ONLINE BUT BOOK OFFLINE:** 90 % of long-haul trips are still booked via a travel agent
 - Reasons: security, liability, service, customer care
 - **Our trade partners and travel agents are our most important partners as they are selling the trips to Tasmania**

Travel trends to Australia

Booking trends

- Down grading to save money, from 4* to 3*
- Camper holidays
- bookings long in advance or very short notice (up to only one week prior to departure)

Segments for growth

- growth: WHV (Jul-Sep 11: +13%)
- Business travel, +6% (YEAug 11)

Travel trends to Australia

- Value adds – increase in hotel prizes seen as problematic
- Self Drives
- Camper holidays, B&Bs, Cruise market
- Long term special offers
- Value for money offers
- Walking, nature, wildlife

Priority projects for 2011/2012

- **Relaunch of German Website** discovertasmania.de
- **German brochure**
- Campaign with Boomerang Reisen, Tourism Australia and **Tchibo** (one of Germany's biggest distributors of coffee and lifestyle products)
- Campaign with **n-tv Germany** – production of a THIS IS MY TASMANIA episode with a famous German actor as testimonial
- **Radio campaign** with Travel Essence on Radio Harmony FM, Hessa
- Currently radio campaign running in Switzerland with Ozeania Reisen
- Visiting Journalist Programme: German/Swiss **group press trip** with Tourism Vic and Singapore Airlines
- And **SCHOOLING, SCHOOLING, SCHOOLING** of travel agents

A day at work at TTAS in Europe