

Tourism Tasmania

Japan and Korea Snapshot

Adam Pike – Regional Manager, Japan and Korea
23 November 2011

Japan

- Total Japan outbound travel recovering since March, up 0.25% year to date Sep 2011 . Visitors to Tasmania 6,200 up 29% in 2010/11
- Upmarket over 55's selling well to Tasmania – Hankyu new record 120 pax in 2010/11 to Tasmania, Hiking tours selling well
- Economy weak but AUD stable against the YEN
- FIT now 49% of all Japanese travellers
- Cruise, themed tours and events

Japan – Current Trends

- Total travel booked online in is now 64% of all bookings. Lower for older segments that rely on travel agents
- Research tool internet is #1 in Japan
- Use of mobile devices increasing
- Yahoo dominates in Japan
- Alan1, ATS, Hot holidays , Rakuten Travel , Appleworld, Expedia - new

Japan – Current Projects

- Hankyu Tasmania campaign for Summer and Autumn tours
- Jalpak , NTA and ATS online campaign for Tasmania
- JCB Credit card – GOLD magazine tie up with JTB Royal Road and Masaaki Aihara



Japan – Current Projects

- Hiking tour campaigns with Alpine, Asahi Sun and ISM
- Qantas Japan microsite for Tasmania – common rates fares during campaign sales plus Fly Fishing microsite
- Oznet famil in March 2012 with leading Over 55's agents



Korea

- Total Korea outbound travel to Australia 189,000 in 2010/11 and 4,200 visitors to Tasmania - increase on previous year
- Working holiday / backpacker market is strong and travelling to Australia - Aust in top #3 countries most wanted to visit
- AUD strong against the WON
- FIT now 65% of all Korean travellers
- Extended touring in Tasmania

Korea – Current Trends

- Online booking in Korea dominate - Lower for older segments that rely on travel agents
- Research tool internet is #1 in Korea
- Use of mobile devices main way of gaining information
- Naver dominates in Korea
- Webtour , Blue Travel , Onlinetour.co.kr, Interpark, Expedia - new

Korea – Current Projects

- Traveller Magazine – leading travel magazine for 20-30's – will have 30 pages on Tasmania – first time to feature
- Guide Book for Tasmania – 300 pages on whole state – will launch in January 2012 and available in book stores and online – new mobile phone website/app for smartphones
- Walking agents push with TA – Famils/Media and collateral
- OFF magazine released in Feb 2011 – over 120 pages on Tasmania

Korea – Current Projects

- Also working with major online travel company Webtour and FIT specialist Blue Travel, Hyecho for campervan holidays



Korea – The Consumer

- 20-30's working holiday maker/Education and FIT travellers – Tasmania very much the holiday part of their Australia experience
- High value placed on overseas education/study by parents
- High use of internet, blogs /word of mouth key , adventurous and confident, use mobile phone, active and want to learn more.
- SIT – Walkers professional , higher income bracket, well travelled


Taking Tasmania to the World

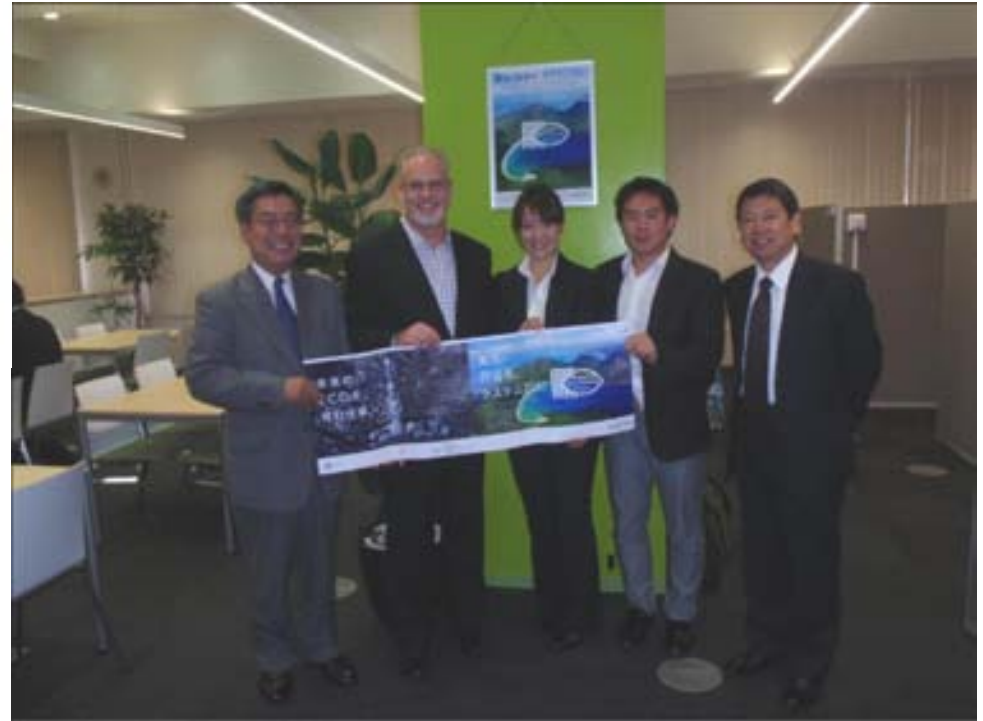
- Advocates and third parties endorsing our Brand

相原正明

“ア・フレンド・オブ・タスマニア
ータスマニア親善大使”

日本を代表する風景写真家

写真展のお知らせ 



Taking Tasmania to the World

- Basic information in fact sheets in language for trade and media
- Update us on your product for inclusion in our newsletters
- Combining of products into full day experience
- World Heritage
- Partnerships is key to getting wider reach and endorsement