

Tourism Tasmania

# North American Market Update

Presented by Karyl Leigh Barnes, Regional Manager, North America  
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# North American Team



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# State of the Market (U.S.)

- Total Long-Haul Travel  6% 28.6 million
- Australia Arrivals  4% to 438,100
- Tasmania Arrivals  11% to 17,400
  
- Total Long-Haul Travel Spend  4% to \$102.8 billion
- Australia Travel Spend  4% to \$1.2 billion
- Tasmania Travel Spend  4% to \$24 million

# State of the Market (U.S.)

## Target Market: Boomers & Young Professionals



## Consumer Purchasing Patterns

Consider @ 7.8 months

Confirm @ 4.6 months

Book @ 2.6 months (with booking window shrinking)

Peak Travel Periods December – February; May – September

# Distribution Channels

## Wholesale



## Agent Consortia



## Online Travel Agents



# Airline Update

الإمارات  
Emirates



Tourism  
Tasmania

# Market Opportunities

## TOURISM TASMANIA

- Partnerships with cosmopolitan/international gateway
- Notable high-end luxury or branded accommodation

## INDUSTRY

- Small group, escorted tours, especially moderately price/tailor made/year-round
- Iconic day-trips for cruise passengers and on-ground repeat visitor marketing programs
- Packaged voluntourism and enrichment programs

# Market Strategy

- Inspire Americans to add Tasmania to their Australia vacation itinerary
- Increase Tasmania's messaging in media channels where travel destination decisions take place
- Create/leverage multi-destination partnerships to offer consumers value, while increasing the opportunity to easily choose Tasmania
- Structure airline/trade partnerships that target return travellers to Australia
- Aid trade conversion with trade-focused education





# Plans For 2012: Brand Building

There's nothing like Australia  
Find out more on TripAdvisor



There's nothing like Australia



tripadvisor

There's nothing like Australia  
Find out more on TripAdvisor

- Launching in January 2012
- Designed to showcase the depth/variety of experiences in Australia
- Users create their “Dream Vacation” in Australia
- Promoted via co-branded banners, designed to position the brand globally



There's nothing like Australia



tripadvisor

# Plans For 2012: Brand Building



# Plans For 2012: Tactical Conversion

SIGNATURE  
TRAVEL NETWORK



**TRAVEL2**



Tourism Australia



# Cooperative Marketing Opportunities

NORTH AMERICAN ROADSHOW

PROPOSED: APRIL 2012



# Three Key Take Aways



**WIKIPEDIA**  
*The Free Encyclopedia*

