

Tourism Tasmania



Singapore & Malaysia

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Welcome

Vivian Chow

Regional Manager, Asia

Jacqueline Lee

Manager, Singapore & Malaysia

Kit Ho

Assistant Manager, Asia

Visitor Arrivals (as of Jun 2011)

SG – 6,600 up 26%, market share up 0.3% at 2.4%

MY –6,500 up 21%, market share up 0.2% at 2.9%

Target Market

SG / MY – Repeat visitors of Australia

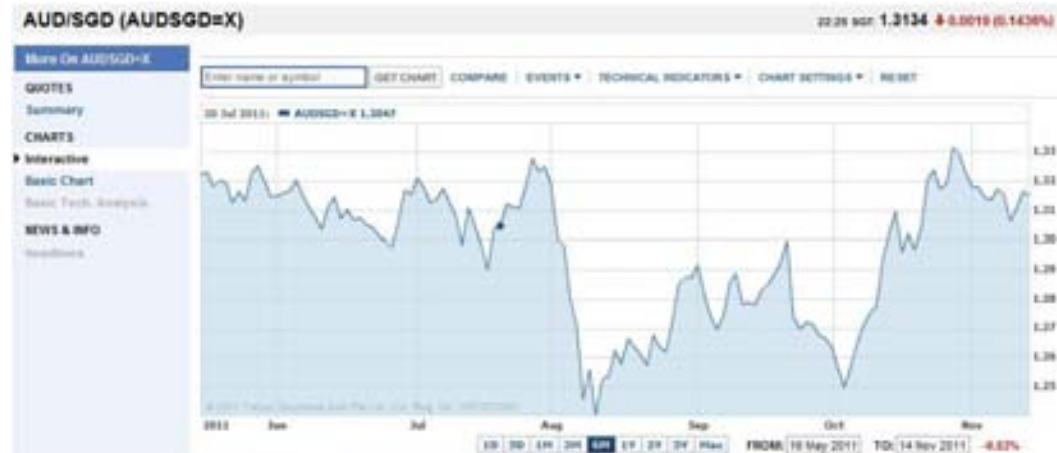
Rise of younger affluent adults

Market Strategy

SG – maximise yield by length of stay and spend

MY - maximise growth potential

- Very price sensitive markets
- Travel is still integral part of lifestyle
- Asian hub - spoilt by multiple choices
- No fairs, no offers, no value added, no action
- Favourable US dollars, Pound & Euros VS strong AUD
- Late booking pattern: GIT 2 to 5 week; FIT 4 – 6 week average



Forward Booking - GOOD NEWS!!

Singapore

- ✓ Agent feedback: year end booking increased over last year
- ✓ Chan Brothers confirmed 2 groups – group self-drive 1st time

Malaysia

- ✓ Agent feedback: year end booking increased
- ✓ Flight booking for FIT tend to be 9 – 12 months ahead driven by airline “early bird” offers while ground arrangement is still very last minute
- ✓ Reliance Travel – 1st season to roll out Tasmania group, confirm 1 group in Dec

Best selling Tasmania pattern & products:

Singapore

- GIT - 6 nights with HBA, LST, Cradle Mt or East Coast
- FIT - lead in package with 3 nights city stay or 3 nights flexi

Malaysia

- GIT - 3/4 nights with HBA, LST and possible night in Cradle Mountain
- FIT - lead in package with 3 nights city stay or 3 nights flexi

Popular FIT products:

- Fresh produce farm such as oyster, abalone, salmon, ginseng, honey, cheese, lavender, sauce, fruit, chocolates etc
- Parks & reserve such as Tahune, Port Arthur, Cataract Gorge, Mt Wellington, Binalong Bay
- Wildlife: Parks, Platypus, Seahorse, Penguin & night spotting tour
- NP: Cradle Mountain, Freycinet, Mt Field
- Cruise: Bruny and Tasman Island
- Market: Salamanca, Saturday market



SINGAPORE:

- Language: English
- **5% Group & 95% FIT**
- Celebrity / Opinion leader advocacy

✓ What traditional Media:

- Print: Straits Times, Today Newspapers + Magazines
- TV: Free TV Channel 5 & 8, Channel News Asia. Less Cable Discovery etc
- Do Read Chinese Publications and watch Chinese channels such as I-Weekly Mag, Channel U

MALAYSIA:

- Language: English and Malay
- **30% Group & 70% FIT**
- Blogger advocacy

✓ What traditional media:

- TV savvy, diverse channels: Astro, NTV 3, NTV 7, TV8
- Print: The Star, New Straits Times, The Sun Newspaper and magazine
- Older segment do watch Chinese TV and read Chinese Newspaper & Magazine

- ✓ **Internet & Tech savvy** → travel info search (reviews and deals)
 - SG: 86% penetration
 - MY: Mainly from major cities of Kuala Lumpur, Penang, Ipoh & Johore. Very active online searching for deals as price sensitive
- ✓ **Popular portals/Blog/Forum**
 - SG: Yahoo, Zuji, Trip Advisor
 - MY: Google, MSN, The Star, yahoo
- ✓ **Online booking:**
 - SG: Increasing but cautious with familiar online sites. Main bulk still via trade. Agent increases online booking capabilities
 - MY: Mainly via agent. Growing FIT, single product purchase such as accommodation & car rental. Stronger demand for land only package resulted from airline's special deals
- ✓ **Rise of Apps & Tablet (Ipad dominant)** → high penetration
- ✓ **Social media:**
 - FACEBOOK! Online advocacy

TIPS FOR YOU:

- ✓ Provision of updated information
 - **MUST:** entrance fee, package price or tour price
 - **OCCASIONAL:** special deals to capture direct purchase
- ✓ Online booking capability is useful, or else email
 - **MUST:** international calling (not just toll free)
- ✓ Consider partnership with review site such as Trip advisor
- ✓ Consider iPhone and Android Apps → high penetration, may overtake home internet

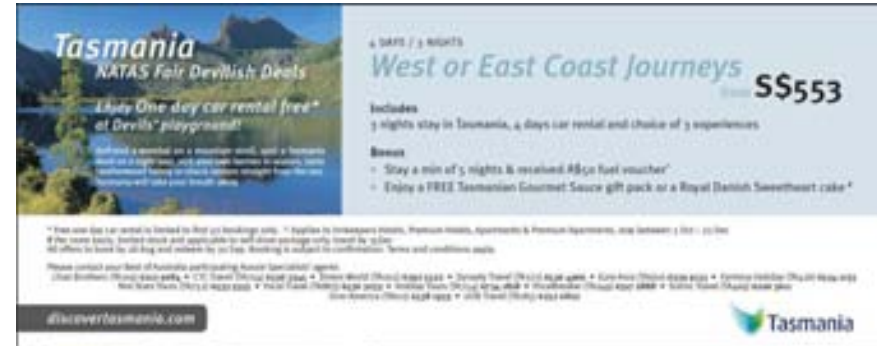
What's done in Singapore?

Consumer Marketing/PR/Media:

- ✓ Devils Playground campaign Phase I (Aug – Nov) - 12 partners
- ✓ NATAS Consumer Show & Travel Supplement in Aug
- ✓ Strait Times
- ✓ Cook off winner travel with I-weekly magazine (Jun)

Tactical:

- ✓ Asia Discount coupons
- ✓ Bonus offer – Melita Honey Farm, TGS, Platypus House, Curringa Farm & National Parks Pass



Major Projects:

- ✓ Pan Asia LOVE! Tasmania digital campaign (Jan – Feb 12)
- ✓ Devils Playground campaign Phase II (Mar – Apr 12)
- ✓ NATAS Travel Fair (24 – 26 Feb 12)

IMHP/media visit – **discount & special deals to host**

- ✓ ESPN Star Sport - Mark Webber Challenge (Dec 11)
- ✓ IMHP with Tourism Australia
- ✓ LOVE! Tasmania winner + media visit (Mar 12)
- ✓ Travelogue Food Source III Jan 12 (Airing – Jun12)

Trade Distribution and Famil:

- ✓ Product development forum – Mar12
 - **Operators (who join ATE) - 1 minute clip to showcase product**
- ✓ TA / STOs Penang Roadshow Apr12
- ✓ ASP Famil – Apr 12



What's done in Malaysia?

Consumer Marketing/PR/Media:

- ✓ Air Asia X “Everyone can fly to Australia” TV Mar/May 11
- ✓ MATTA consumer travel show – Aug 11
- ✓ Best of Tasmania Journeys – Aug – Nov 11

Tactical:

- ✓ STOs + 12 ASP agents „Best of Australia Journeys” campaign
- ✓ Asia Discount coupon
- ✓ Bonus offer – Melita Honey Farm, TGS, Curringa Farm & National Holiday Park Pass
- ✓ Malaysian Harmony – brochure support for group self-drive convoy



Major Projects:

- ✓ Pan Asia LOVE! Tasmania digital campaign (Feb – Mar 12)
- ✓ iPad Magazine (May – Jun 12) → operators to offer value add

IMHP/Media Visit – discount & special deals to host

- ✓ TA / TTAS / iPad magazine broadcast (Jan12)
- ✓ LOVE! Tasmania winner + media visit (Mar 12)
- ✓ 1 or 2 media visit with Tourism Australia

Trade Distribution and Famil:

- ✓ Product Planners & ASP famil – May12
- ✓ Product development forum – Mar12
- Operators (who join ATE) - 1 minute clip to showcase product

Final Tips for SG & MY

✓ **Packaging opportunities:**

- Provide of both group and FIT rates (online – only FIT)
- Consider line up your product within region with special offer to ITO, or bundle up offers (e.g. Platypus House and Seahorse World)
- Apply common door rate but have buffer for commission to ITO, wholesale and retail agents

✓ **Participation in trade event** – ATE and TA's bi-annually „South East Asia Mission“ – Aug / Sep 12 (TBC)

✓ Host trade familiarisation and media visit

**** Response to enquiry within 24 hours
(SG/MY more understanding that OZ
closed on weekend)**

Thank you