



fiftyfive5
Part of Accenture Song

**TOURISM TASMANIA – MARCH 2025
OTHER 2024 CDP FLEXI-QUESTION INSIGHTS**



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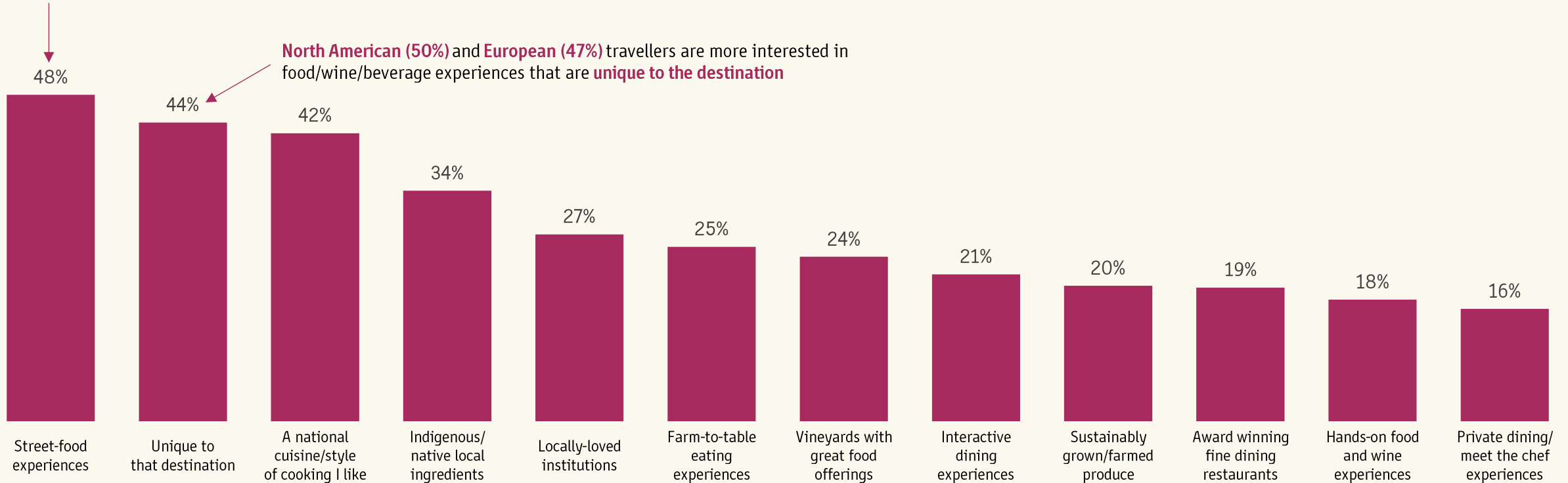
FOOD AND WINE

WHEN TRAVELLING FOR LEISURE, OUR TRAVELLERS FIND STREET FOOD EXPERIENCES TO BE THE MOST APPEALING, FOLLOWED CLOSELY BY EXPERIENCES THAT ARE UNIQUE TO THE DESTINATION, WITH SOME DIFFERENCES NOTED BY REGIONS

MOST APPEALING FOOD AND WINE EXPERIENCES

South/Southeast Asian (52%) and New Zealander (60%) travellers find **street food** experiences particularly appealing

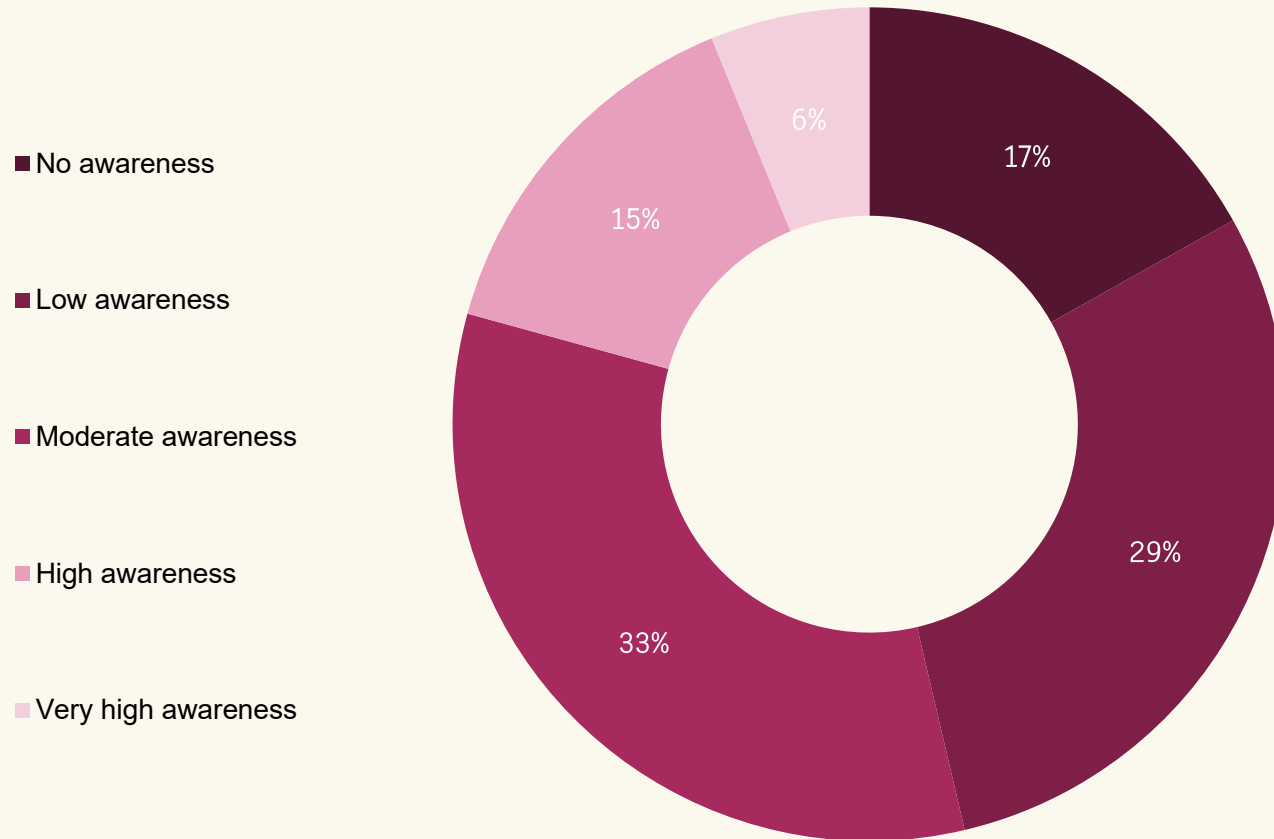
North American (50%) and European (47%) travellers are more interested in food/wine/beverage experiences that are **unique to the destination**



FW1r. We would now like to ask you some questions around food, wine/beverages, local cuisine and produce. When travelling for leisure, which of the following experiences are most appealing to you?
 Base Nov '24: Global excl. Australia (n=4,201)

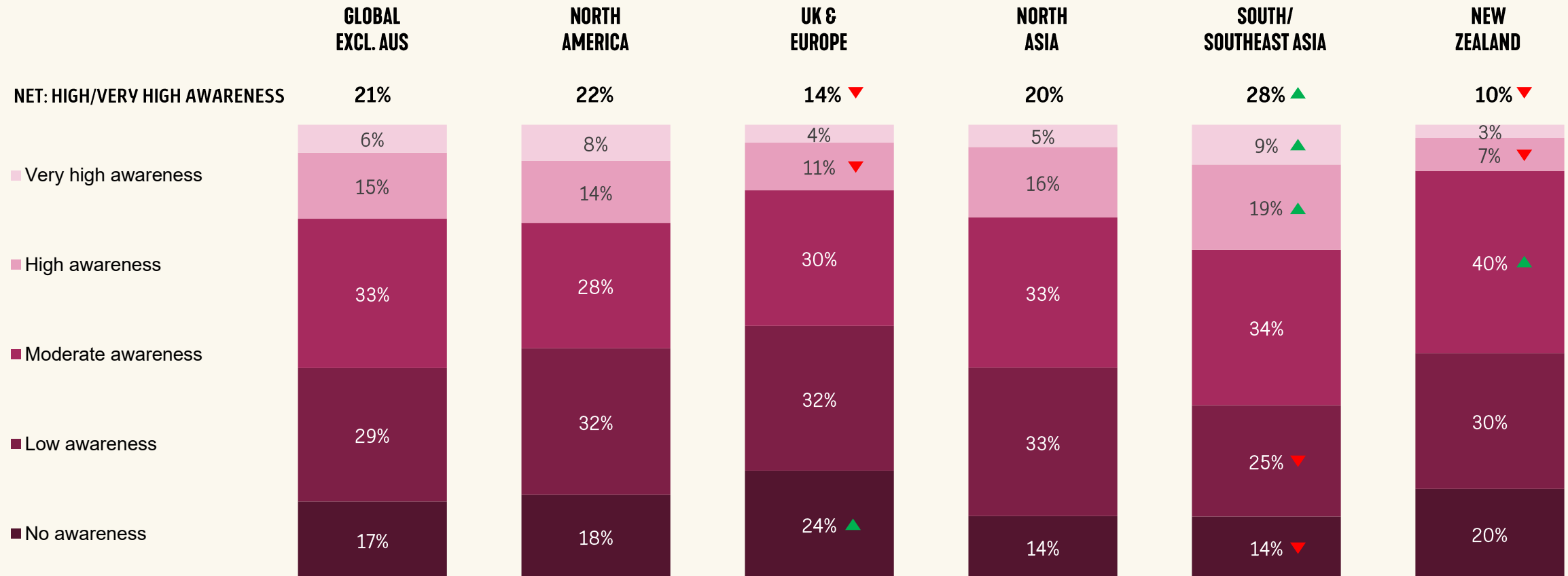
ONE IN FIVE TRAVELLERS HAS HIGH TO VERY HIGH AWARENESS OF THE FOOD AND WINE EXPERIENCES OFFERED IN AUSTRALIA

AWARENESS OF FOOD & WINE/BEVERAGES EXPERIENCES OFFERED IN AUSTRALIA



ONE IN FIVE TRAVELLERS HAS HIGH TO VERY HIGH AWARENESS OF THE FOOD AND WINE EXPERIENCES OFFERED IN AUSTRALIA, WITH SIGNIFICANTLY MORE IN SOUTH/SOUTHEAST ASIA

AWARENESS OF FOOD & WINE/BEVERAGES EXPERIENCES OFFERED IN AUSTRALIA



FW2. How aware are you of the food and wine/beverages experiences offered in Australia?
 Base Nov '24: Those aware of Australia, global excl. Australia (n=2,352), North America (n=232), UK & Europe (n=450), North Asia (n=585), South/Southeast Asia (n=839), New Zealand (n=246)
 NOTE: NETs may be different to the sum of data on chart due to rounding

▲ Significantly higher/lower than the other regions at 95% CI
 ▼

WHEN ASKED UNPROMPTED ABOUT FOOD AND WINE EXPERIENCES IN AUSTRALIA, WINE REGIONS AND VINEYARDS AS WELL AS LOCAL DELICACIES FIRST COME TO MIND

FOOD & WINE/BEVERAGES EXPERIENCES IN AUSTRALIA - UNPROMPTED



WINE REGIONS AND VINEYARDS

Travellers associate Australia with top wine destinations, picturesque vineyards and wine tasting experiences

UNIQUE LOCAL DELICACIES

Australia’s high-quality seafood was widely acknowledged as well as unique dishes such as kangaroo meat and Vegemite

AUTHENTIC EXPERIENCES

Some responses mentioned the use of native ingredients, as well as an emphasis on fresh, locally sourced produce



Becoming one of the most popular countries in wine industry and interesting vineyards.

They offer high-end, award-winning wineries.

I think of a post-colonial Australian-style experience, with various wines sources from exquisite regions across the country. I also think of rich indigenous culture.

Seafood, barbecue, meat pies, wine regions, Vegemite on toast.

Fresh Seafood - Australia is surrounded by pristine oceans, so it's no surprise that seafood is a major part of the cuisine. Think fresh oysters, succulent prawns, and the iconic barramundi.

When I think of Australian food I often think of barbecue, fresh seafood and delicious desserts like pavlova.

Original ingredients from local produce.

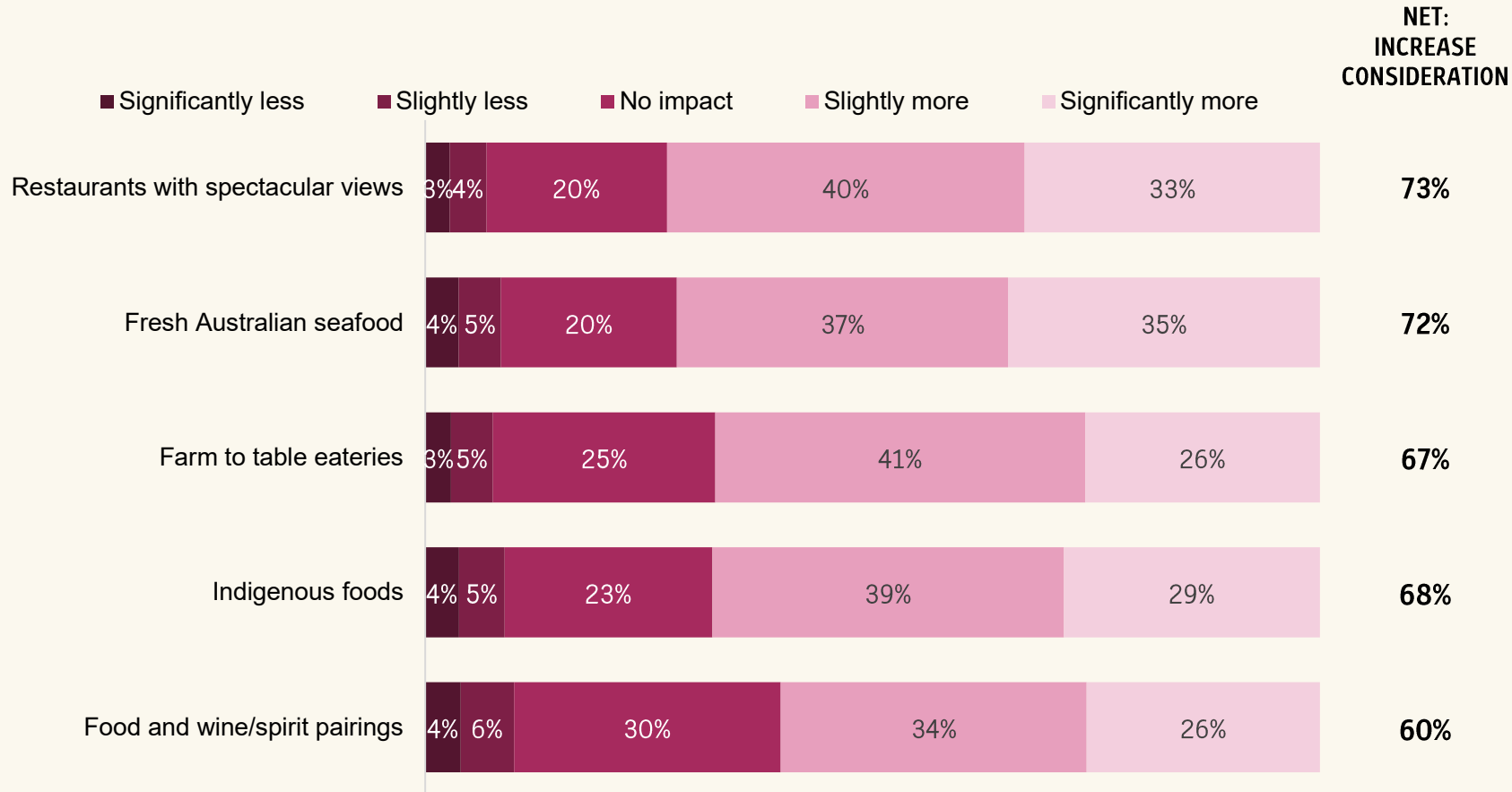
Australia is famous for its hospitality, and it had various numbers of winery across the country. We would like to visit for live experience for farm to table wine experience and we would try Indigenous food experience it is known for.

Organic and fresh basic food ingredients from the best farms.

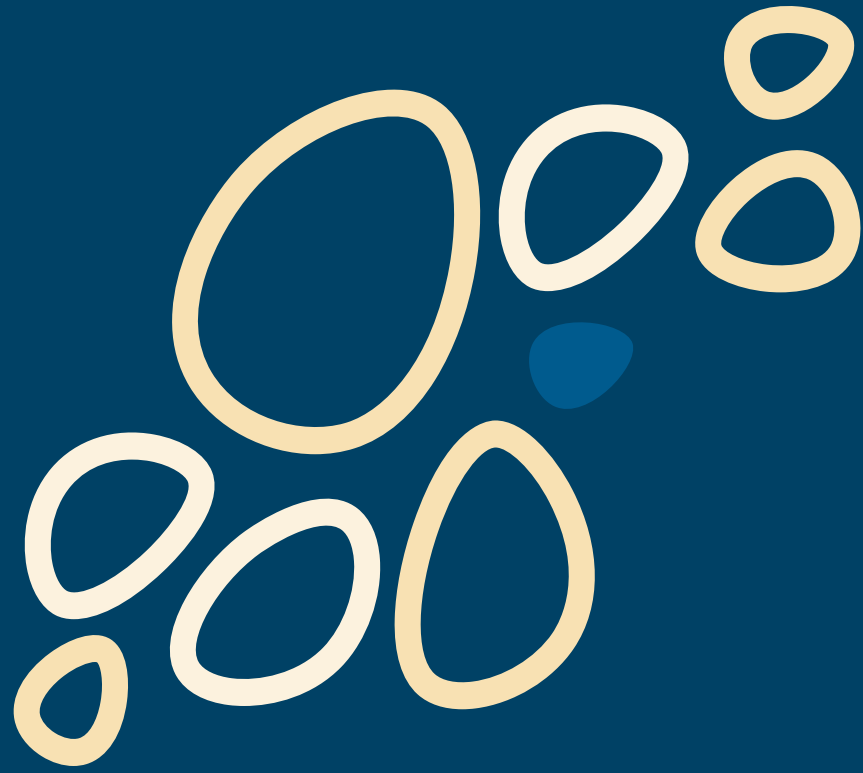
Native food of the Indigenous people that can only be eaten in Australia

RESTAURANTS WITH SPECTACULAR VIEWS WOULD INCREASE CONSIDERATION FOR AUSTRALIA FOR ALMOST THREE QUARTERS OF TRAVELLERS CURRENTLY AWARE OF AUSTRALIA

FOOD & WINE/BEVERAGES EXPERIENCES – IMPACT ON CONSIDERATION OF AUSTRALIA



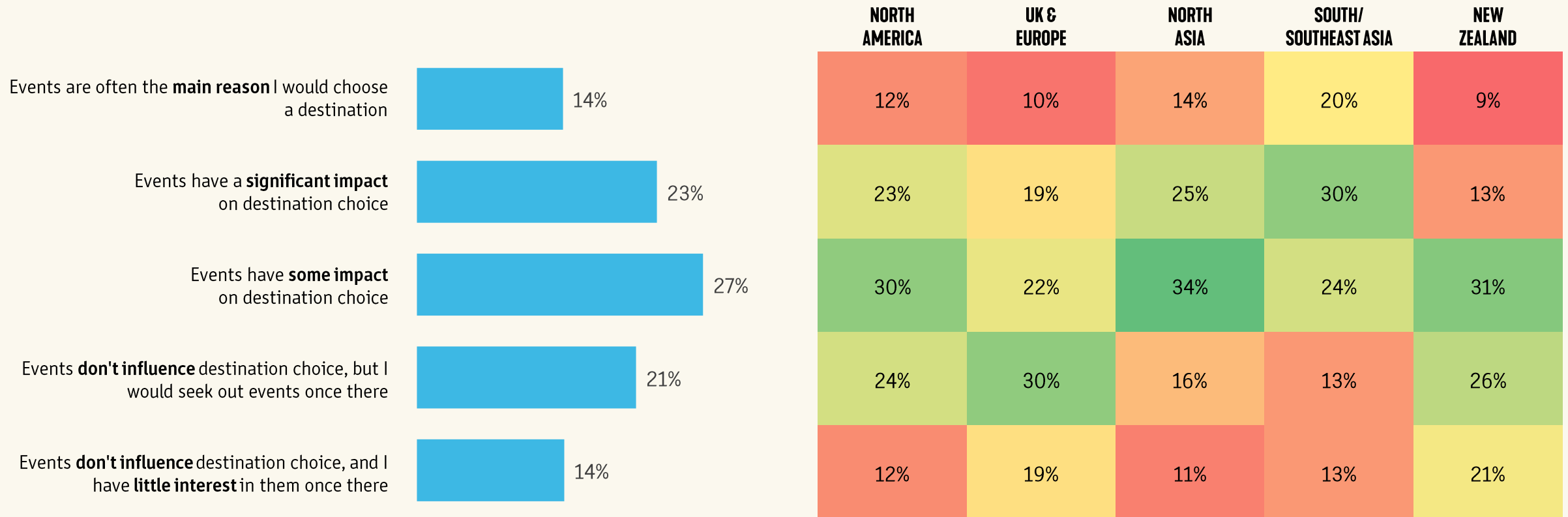
FW4. How would each of the following Australian food and wine/beverages experiences impact your consideration of Australia as a future holiday destination?
 Base: Nov '24: Those aware of Australia, Global excl. Australia (n= 2,352)
 NOTE: NETs may be different to the sum of data on chart due to rounding



EVENTS

OVER TWO THIRDS OF TRAVELLERS SAY THAT EVENTS HAVE AT LEAST SOME IMPACT ON THEIR CHOICE OF HOLIDAY DESTINATION

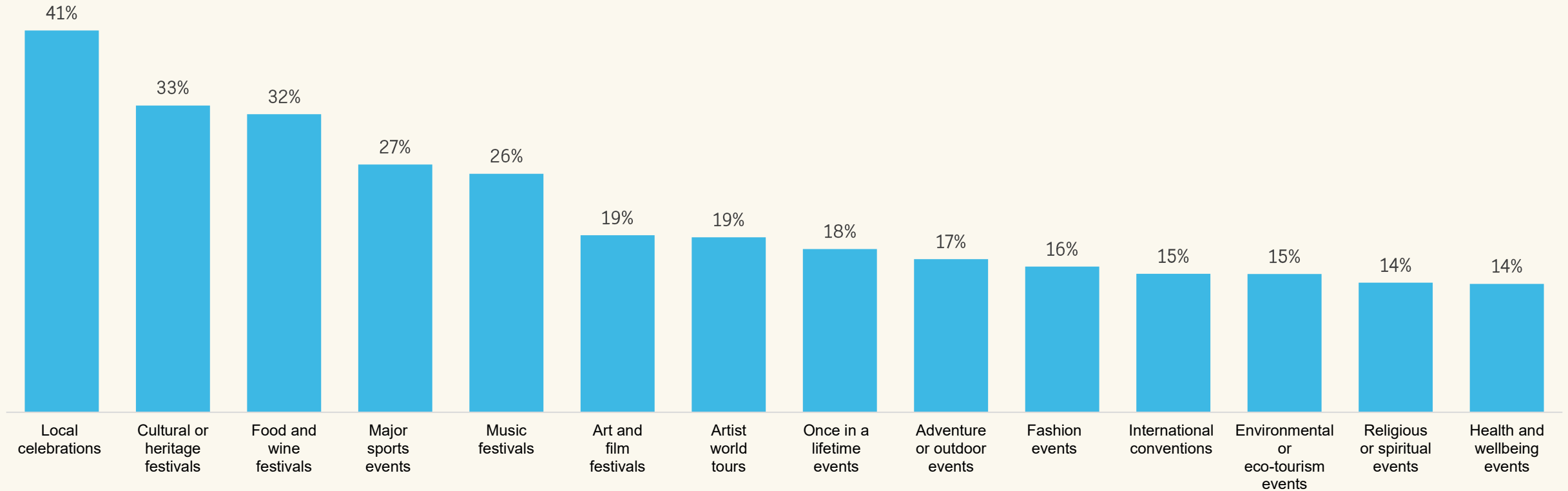
INFLUENCE OF EVENTS ON DESTINATION CHOICE



EV1. When considering an international trip for leisure, how likely are you to choose a destination based on an event?
 Base: Dec '24, Global excl. Australia (n= 4,201), North America (n=500), UK & Europe (n=1,000), North Asia (n=1,200), South/Southeast Asia (n=1,200), New Zealand (n=300)

LOCAL AND CULTURAL CELEBRATIONS, SUCH AS THE CHERRY BLOSSOM FESTIVAL IN JAPAN, ARE THE EVENTS THAT WOULD ENCOURAGE THE MOST INTERNATIONAL TRAVEL

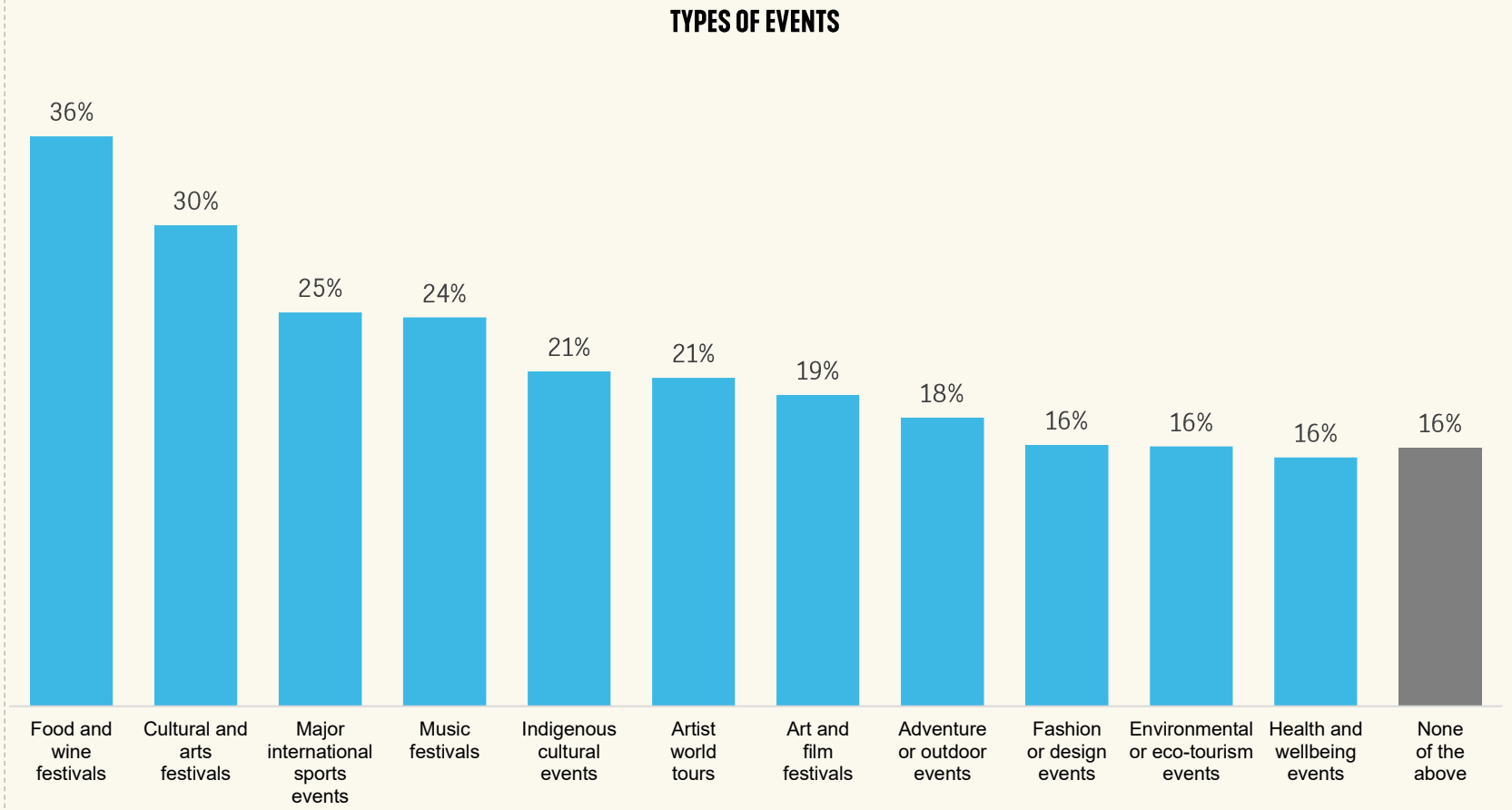
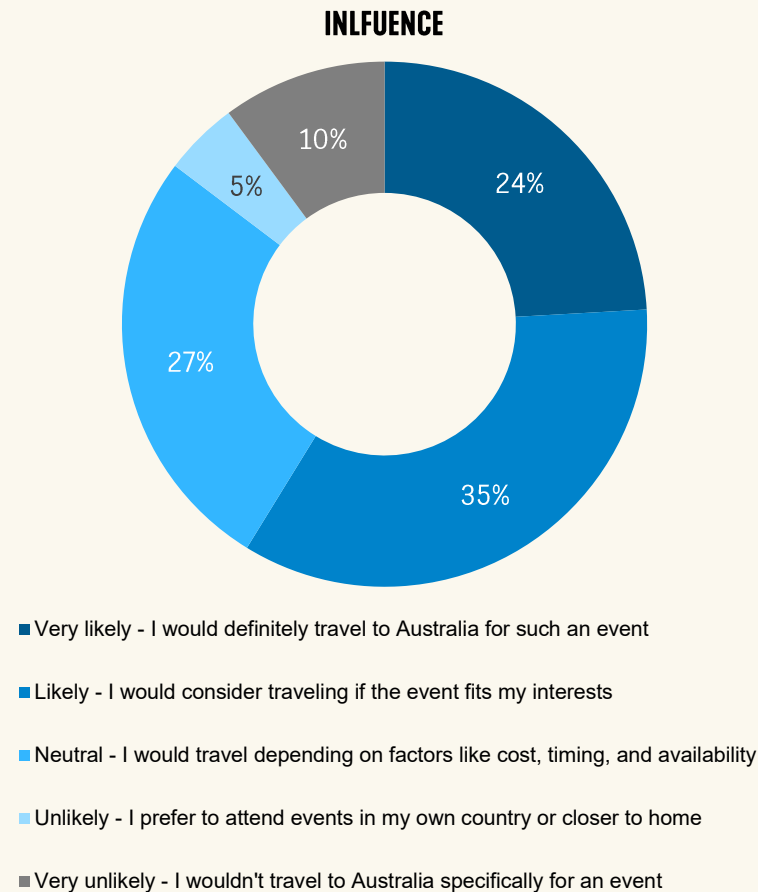
TYPES OF EVENTS THAT INFLUENCE DESTINATION CHOICE



EV2. Which of the following types of events would most motivate you to travel internationally?
 Base: Dec '24, Those who may go to an event while travelling, Global excl. Australia (n= 3,594)

59% OF TRAVELLERS WOULD BE LIKELY TO TRAVEL TO AUSTRALIA SPECIFICALLY FOR AN EVENT THAT WAS IN THEIR INTEREST, WITH FOOD AND WINE FESTIVALS THE MOST LIKELY TO ENCOURAGE TRAVEL TO AUSTRALIA

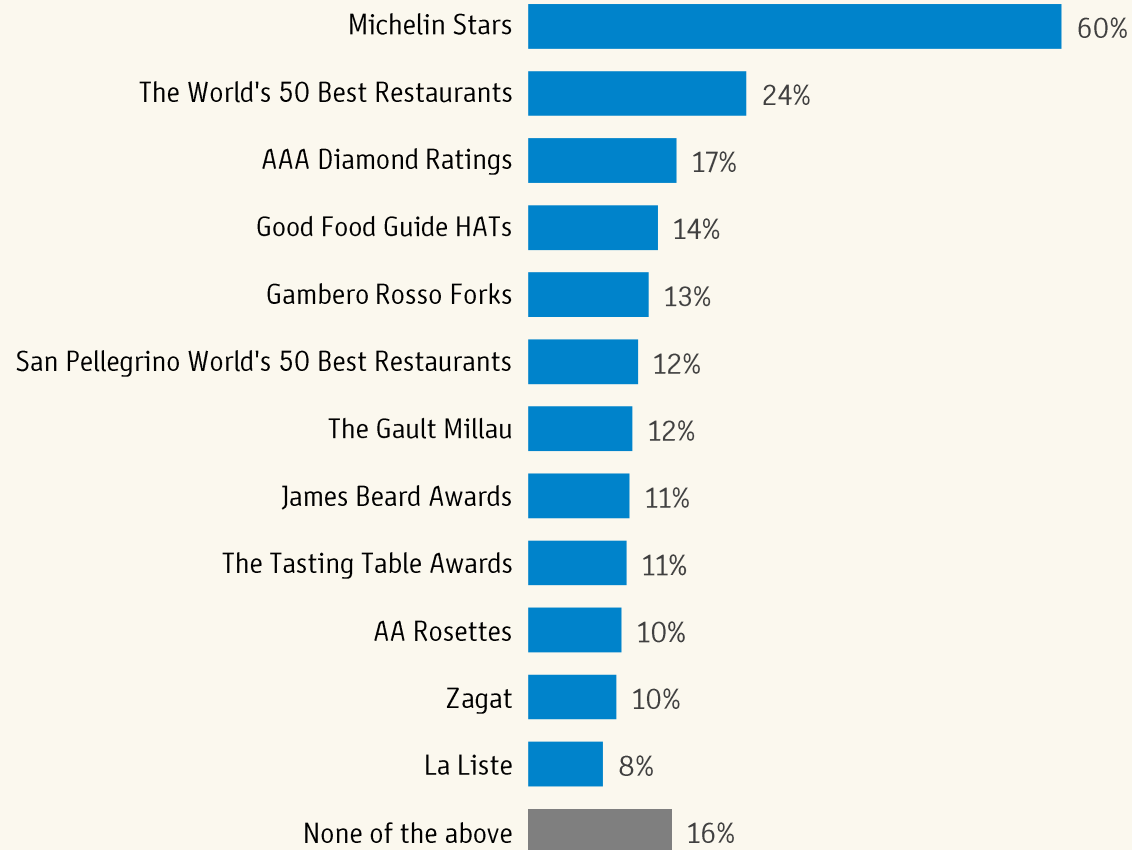
INFLUENCE OF EVENTS ON TRAVEL TO AUSTRALIA AND TYPES OF EVENTS THAT MAY MOTIVATE TRAVEL TO AUSTRALIA



EV3. If Australia hosted a major event in your area of interest (e.g., sports, music, food), how likely are you to travel specifically for that event? Base: Dec '24, Global excl. Australia, those aware of Australia (n= 2,344)
 EV4. Which of the following types of events would most likely motivate you to travel to Australia? Base: Dec '24, Global excl. Australia, those aware of Australia (n= 2,344)

ACROSS ALL MARKETS MICHELIN STARS ARE THE MOST WIDELY RECOGNISED OUT OF ALL RESTAURANT RATINGS OR ACCOLADES TESTED

AWARENESS OF RESTAURANT RATINGS OR ACCOLADES

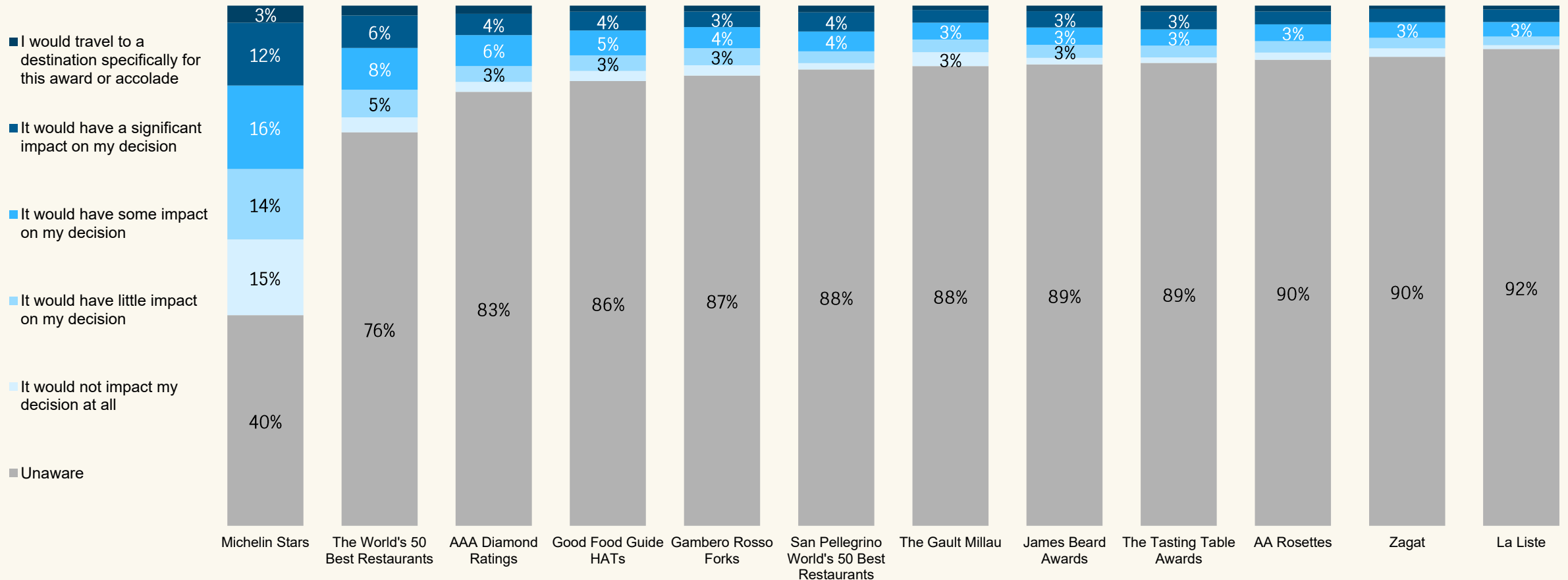


	NORTH AMERICA	UK & EUROPE	NORTH ASIA	SOUTH/SOUTHEAST ASIA	NEW ZEALAND
Michelin Stars	55%	62%	67%	52%	55%
The World's 50 Best Restaurants	21%	16%	26%	35%	14%
AAA Diamond Ratings	22%	10%	19%	20%	8%
Good Food Guide HATs	10%	11%	17%	19%	8%
Gambero Rosso Forks	4%	22%	13%	12%	4%
San Pellegrino World's 50 Best Restaurants	11%	10%	11%	17%	8%
The Gault Millau	4%	18%	12%	12%	3%
James Beard Awards	19%	6%	8%	17%	7%
The Tasting Table Awards	9%	7%	10%	18%	6%
AA Rosettes	6%	12%	10%	12%	5%
Zagat	19%	6%	10%	9%	6%
La Liste	5%	6%	9%	14%	2%
None of the above	19%	18%	11%	14%	30%

REST1. Which of the following types of restaurant ratings or accolades have you heard of?
 Base: Dec '24, Global excl. Australia (n= 4,201), North America (n=500), UK & Europe (n=1,000), North Asia (n=1,200), South/Southeast Asia (n=1,200), New Zealand (n=301)

THERE ARE FEW OUR TRAVELLERS AWARE OF RESTAURANT RATINGS AND ACCOLADES BEYOND MICHELIN STARS; IN TERMS OF INFLUENCE MICHELIN STARS AND THE WORLD'S 50 BEST RESTAURANT RATINGS HAVE THE HIGHEST INFLUENCE ON DESTINATION CHOICE

INFLUENCE OF RESTAURANT RATINGS OR ACCOLADES



Rest2. When choosing destination for an international leisure trip, how much does that destination having a restaurant(s) with the rating or accolade below impact your decision?

Base: Dec '24, Global excl. Australia, those aware of the rating/accolade (n= 361-2,508)

Note: Percentages of 2% or less are not labelled on this chart for ease of reading



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