

# AUSTRALIA

## Market Profile

**£1.06 billion**



Market value to UK

**9.9 million**

Australians travelled overseas in 2016



**70%**

booked at least part of their trip with a travel agent

Source: Australian Federation of Travel Agents

Australians spend more nights than most inbound visitors and travel to different destinations in the UK and between the UK and Europe on one trip.

They also spend more money when they are here due to their longer trips.



**4th most valuable** for visitor spending (2016)



**44%** come to visit friends and relatives (2016)



**43%** come on holiday (2016)



**43% (172,000)** of all visits were taken in England, outside London



**1,863,000** holiday nights were taken in England, outside London



Australia was Britain's 10th largest source market in terms of visits (2016)

Australian Market	Visits (000s)	Nights (000s)	Spend (£m)
2016	<b>982</b>	<b>12,910</b>	<b>£1,060</b>
Share of UK total in 2016	<b>3%</b>	<b>5%</b>	<b>5%</b>
Rank out of UK top markets	<b>10</b>	<b>7</b>	<b>4</b>

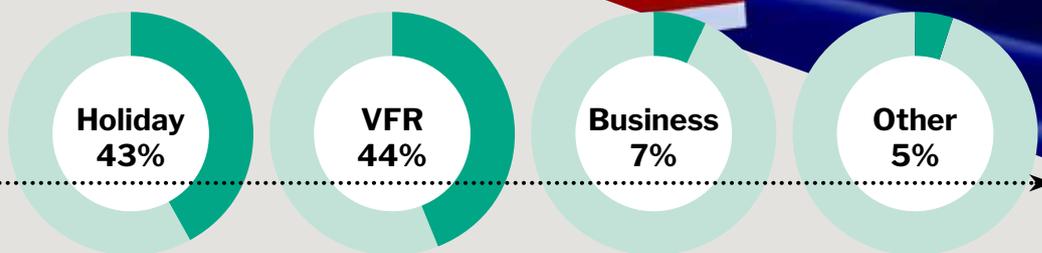
Source: International Passenger Survey 2016



The English National Park Experience Collection

AUSTRALIA - MARKET PROFILE  
[www.nationalparks.gov.uk/discoverengland](http://www.nationalparks.gov.uk/discoverengland)

## Reason for Visit



**Over 50%**

stay with friends  
and relatives

**Apr–Sep**

Travel peak periods

**14 nights**

Average length of stay

### Market Segments & Attributes

The English National Park Experience Collection prioritises two segments:

- **OUTDOOR ENTHUSIASTS:**  
Nature lovers who love to get close to nature on active breaks with the family. Discovery and learning are an integral part of their holidays
- **MATURE EXPERIENCE SEEKERS:**  
'Young at heart' with greater freedom, money to spend and time to enjoy themselves

**These two segments really enjoy the following activities**

- **Cultural** attractions
- Visiting **friends and relatives**
- **Countryside** / natural beauty
- Experiencing the **local life** and enjoying **authentic experiences** are big draws for most Australian travellers, ahead of any 'adventures' or outdoor activities

### GET THE LATEST PERFORMANCE

on visitors and revenue from Australia on the **VisitBritain/ VisitEngland** web site:

<https://www.visitbritain.org/markets/australia>

### Planning and Booking the Trip

- **Planning timeframe:** up to six months - 7-in-10 Australian visitors start to think about their trip to Britain as early as 6 months prior to their departure
- **4-in-10 book** their trip in the same time frame
- The planning and booking process has become **increasingly fragmented**
- Flights and accommodation are booked across a variety of traditional and online sources - **76% booked transport on-line / 60% booked accommodation on-line**
- Australians are still **highly likely to use travel agents** during both the research and booking phases for some aspect(s) of their travel
- **72% of Australian visitors** are likely to plan their holidays before they leave, they would only be more likely to purchase sporting event tickets before their trip rather than during their visit to Britain. Tickets or passes for miscellaneous tourist attractions are the one thing they are most likely to purchase during their visit.



## Travel Trade

The Australian travel market is dominated by only a couple of vertically integrated travel companies: **Flight Centre Global Product and Helloworld Limited.**

Vertically-integrated main players	
<b>FlightCentre</b>	<b>Helloworld Limited</b>
<b>Wholesaler brands</b> Infinity Holidays Explore Holidays	<b>Wholesaler brands</b> Qantas Holidays Viva! Holidays Travelscene Rail Tickets ReadyRooms.com GO Holidays
<b>Retail brands</b> Flight Centre Escape Travel Students Flights Travel Associates Cruiseabout	<b>Retail brands</b> Helloworld MTA Travel Hunter Travel Group My Travel Group

Main independent travel companies
<b>Travel Corporation, including:</b> Contiki, Trafalgar Tours, Insight Vacations, Busabout, Haggis, Evan Evans, Uniworld
<b>Tempo Holidays:</b> owned by Cox and Kings
<b>House of Travel Group:</b> brand TravelManagers in Australia

Main independent retail travel groups
There has been good growth in the size and influence of independent travel consortia. Retail brands of this type include Magellan Travel Group, TravelManagers, Mobile Travel Agent, Travel Counsellors, Travel Directors, Travellers Choice and Travel Concepts

**Planning and contracting cycle:** Tour operators work on a planning and contracting cycle of 12-18 months. May onwards is a critical time to meet with and present new commissionable product.

## What do Australians think of the English National Park Experience

Australian visitors will participate in a wide range of activities and experiences during their trip. They enjoy visiting by car, coach and on foot, trying local food and sightseeing famous buildings and monuments in particular castles, visiting parks and gardens.

*What I really like about this is the connection between the people and the land ... you will really get to see the living culture*

*I feel like I will really see the culture here... the real England and the real English*

*Oh yes... I would do this with my 28 year old daughter... this sounds just how we like to travel to see the land and the people*

*You don't think of national parks with people in them- but makes sense for England as they have been living on the land for millennia not like the 200 years here*

**19% or 185,000** visited a National Park in England



# Top Tips for targeting Australian Visitors

**Word of mouth:** Australian travellers listen to advice from their friends and relatives, but are also influenced by reading other travellers' reviews on websites. Information from search engines is also well regarded as a source of information and influence.

**Get Social:** Australians are spending more time on social media than ever before. Almost 8 in 10 Australians now use social media, with usage up in all age demographics. The most popular social media networks in Australia are Facebook, YouTube and Instagram; 6 in 10 Australians use Facebook, 1 in 2 use YouTube and 1 in 3 use Instagram; Make sure you create content that is engaging and connects with your audience. Source: Social Media Report from Sensis



## The Australian visitor stays considerably longer in England.

41% stay for over two weeks and the additional time spent in England is predominantly outside of London. The opportunity for longer tours involving multiple National Parks is greater for the Australian market.



**73%** of visitors are **'Extremely'** likely to **recommend Britain**

**Australians tend to book a long time in advance, mostly flexible packages, or semi-packaged holidays.** Their main motivators for travel are to fully experience the destination-meet locals, undertake authentic experiences and enjoy the landscape. They also tend to stay longer! For that reason, multi-destination trips are quite frequent and travel agents have an opportunity to sell them additional products during the period leading up to their trip.

## Working with the Travel Trade:

The travel trade is looking for new bookable, commissionable products and experiences outside of London. Just as you need to make it easy for your customers to find and book you, you also need to make it easy for your potential or actual travel trade partner to work with you rather than your competitors. You can do this by making your products and services "bookable".

## Work with us:

To find out more email Discover England's National Parks, check our website or contact your nearest National Park

[experiencecollection@nationalparks.gov.uk](mailto:experiencecollection@nationalparks.gov.uk)

[www.nationalparks.gov.uk/discoverengland](http://www.nationalparks.gov.uk/discoverengland)

