

Category: TOURISM

Current Market

- There is still no single statement that can summarize the impact of the current global economic crisis in all key source markets for Australian tourism.
- **Each market and each segment is performing differently** depending on its local economic conditions, currency shifts, marketing activity and airline seat capacity.
- Asian markets as a group tend to be more influenced by the fall in the value of the Australian dollar and its potential to **encourage increased arrivals to Australia in 2009.**
- **Most Asian markets are comparatively positive about expected travel** in early 2009 with the exception of Korea and to a lesser extent Japan.
- **Tourism Australia is monitoring the environment** facing Australian tourism and will continue to implement all planned activities in the existing Tourism Australia Annual Operating Plan, including leveraging the marketing of the film *Australia*, working closely with industry partners in inbound and domestic marketing and developing and rolling out the next phase of our global marketing campaigns.

Facts

- Almost **40%** (39%) of Australians **intend to travel domestically** in the next 6 months.
- Of this group
 - o **54%** will travel for Holiday/leisure purposes
 - o **44%** will travel to visit family
 - o **28%** will travel for business purposes
- **Over 30%** (31%) of Australians **intend to travel overseas** in the next 12 months.
- **Commercial Radio reaches 76%** of all people who **intend to travel** (overseas or interstate) by air in the next 12 months.*

Source

- Tourism Australia, Global Market Monitor, Dec 2008
- Nielsen Panorama, 12monthly Fused database, Survey 10, January 2008 – December 2008, all people 14yrs+.
- *Nielsen Radio Ratings, Survey 8, 2008, all people 10yrs+ Monday to Sunday 5:30am-12midnight, unless otherwise stated.