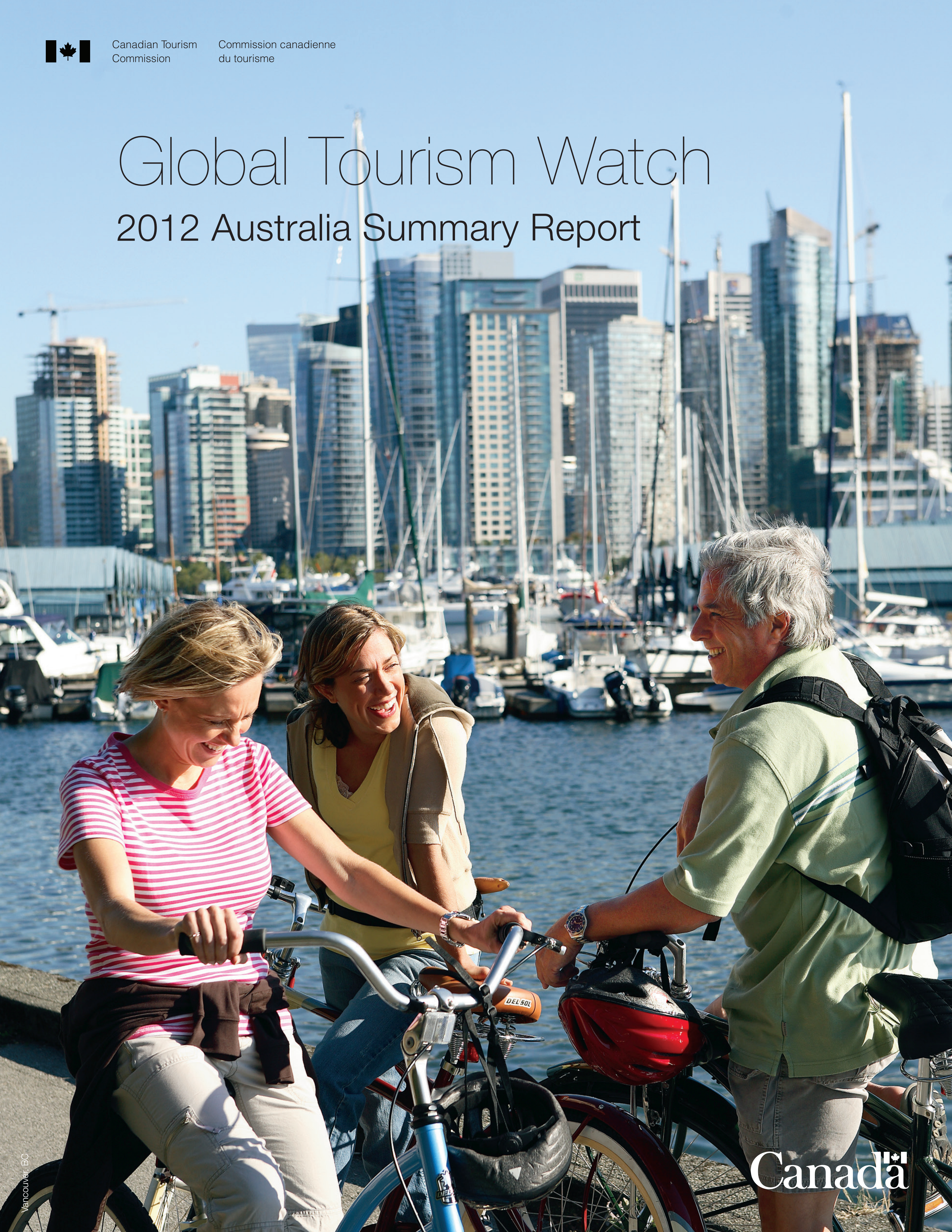
Canadian Tourism Commission

Commission canadienne du tourisme

Global Tourism Watch

2012 Australia Summary Report



Vancouver, BC

Canada

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1. Introduction

The Canadian Tourism Commission (CTC) began conducting the annual Global Tourism Watch (GTW) program in 2007. The primary purpose of this research program is to expand the base of consumer-based intelligence in 12 key markets.

The study approach has changed slightly for 2012 and 2013, the sixth and seventh years of the program, with the GTW being conducted in approximately one half of the markets in one year and the other half in the next. This new cycle will allow the CTC and its partners to maintain an up to date pulse on all key markets, while, at the same time, focusing on fewer individual countries in any given year creating some cost efficiencies. Eight markets were included for 2012: Canada, the US, the UK, Germany, Australia, China, South Korea, and Brazil. In 2013, the study will be conducted in six countries - Japan, France, Mexico and India in addition to Canada and the US.

The overall objectives of the GTW study are to:

- Monitor awareness, travel intentions, and other key market indicators for Canada and the regions;
- Assess perceptions of Canada and track brand performance against the competitive set over time;
- Identify the general experiences sought by travellers, assess Canada's competitive positioning on key products and identify growth opportunities;
- Identify motivators and barriers for travel to Canada; and,
- New for 2012: Explore the role of social media and advocacy in the tourism context.

In response to a rapidly changing travel marketplace, the CTC and TNS worked together to substantially revise and update the questionnaire prior to the 2012 fieldwork. This was done to better reflect current travel realities and to gather more in-depth information on Canada's competitors in each market. The new GTW data permits direct comparison of Canada to those competitor countries unique to each market. The CTC has designated the US, the UK, Italy, France, China and Thailand as the competitive set for Canada in the Australian market.

Methodology

In 2012, a web-based panel survey was conducted by TNS. The target population for the online survey was residents aged 18 years and older, who had taken a long-haul pleasure trip outside Australia, New Zealand, and the Pacific Islands where they had stayed at least 4 nights with a minimum of 1 night in paid accommodation in the past 3 years or plan to take such a trip in the next 2 years.

Data was gathered from 1,597 respondents in Australia, including 301 recent visitors to Canada. Data was collected in June 2012.

2. Key Take-Aways

The Australian travel market has been somewhat insulated from the global economic crisis which began in 2008. Australia's high commodity prices and solid financial management has kept the global economic crisis at arm's length and caused the Australian dollar appreciate against the US dollar in recent years. Canada has seen considerable growth out of the Australian market in recent years. Despite predictions of slower economic growth in 2013, the number of Australians coming to Canada is expected to grow modestly, solidifying Australia as an important market for Canada.

- Australians are relatively optimistic about their ability to take long-haul trips in the next 2-3 years, with 40% saying they will travel more than they have in the recent past and 46% saying they anticipate travelling about the same amount.

- The US and the UK are predicted to continue to dominate the Australian long-haul market, judging by their 1st or 2nd place rankings on all aided and unaided awareness and consideration measures. Canada typically falls in the middle of the pack. Most encouraging for Canada is the return to 1st place (tied with the UK) on aided destination consideration this year. Canada must take steps to capitalize on this interest by promoting the products and experiences most relevant to Australian travellers. Additionally, given the performance of the US in this market, there is an opportunity for Canada to promote dual country itineraries to capture a larger portion of the US-bound market.

- Short-term economic forecasts for the Australian economy suggest growth is slowing slightly. It is not surprising then that Australians cite affordability concerns is the top factor that could limit future long-haul travel. This market also appears jittery, with safety concerns, international conflicts / war, and health risks identified as reasons that could limit long-haul travel. There is an opportunity for Canada to attract more Australians by promoting the relative safety of a Canadian holiday.

- Tied to the concern about affordability possibly limiting future long-haul travel, the top barrier for visiting Canada by a wide margin was the perception that a Canadian trip was cost prohibitive. This suggests the destination must do more to convince Australian travellers of the value of a Canadian vacation.

- The 2nd most cited barrier preventing a trip to Canada was a preference for other destinations. This, combined with a low awareness of vacation opportunities in Canada (6th overall), suggests communicating relevancy is also important to overcome the idea that other destinations can better deliver the experiences Australians are seeking.

- Australians strongly associate Canada with being beautiful and friendly, two key brand personality traits to capitalize on. Further, Canada earned 1st ratings for inspiring geography, a destination worth paying a bit more for (quality) and unique features not offered by other destinations (uniqueness). These results not only suggest Canada has a very good reputation among Australian travellers, but also identify messages to incorporate into future marketing campaigns.

- Outdoor / nature, cultural experiences and city activities are important to Australian travellers. Canada has numerous strengths to leverage in this market – notably a 1st place ranking for beautiful scenery and positive results for nature close to cities, national parks, and wildlife viewing. While not a top experience sought, there seems to be a growing interest in multi-day guided tours by bus or train, which the Canadian tourism industry can capitalize on.

- Notably, Canada recorded last place finishes for highly sought after experiences such as experiencing unique lifestyles, seeing historical and cultural attractions, and sampling local flavours. These are perceptions the industry needs to work to change (e.g., promoting Canadian Signature Experiences).

- Approximately two-thirds of Australian travellers recalled information on travel to Canada within the past year. In-person interactions remains the primary information source, followed by traditional off-line sources such as TV travel shows, magazine and newspaper articles, and TV advertising. Social media sources are recalled less frequently than in other GTW markets, suggesting that Canada needs to find a media mix suited to the Australian market.

- Canada achieved a first place finish Net Promoter result, far ahead of the US and the UK (the most popular destinations for Australian travellers). There is considerable potential for past visitors to Canada to advocate on the destination's behalf. When designing advocacy strategies, it is important to remember recent travellers to Canada tend to be older and social media use is less common among this group.

- More than three-quarters of recent Australian travellers shared their experiences with others while at the destination (even higher among visitors to Canada). The most popular activity among visitors to Canada was online trip planning research (48%) at the destination and sending postcards back home (46%). Approximately one-third of all travellers engaged in social networking during the trip, which is lower than other countries.

- Once home, almost all Australian travellers shared their experiences with family and friends. In-person interactions dominated, but a substantial proportion shared photos, either in-person or by email, and recounted their experiences on social networks.

3. Market Health and Outlook

Australia Market Conditions & 2013 Outlook

Australia is the world's 12th largest economy, despite having a population of less than 23 million. Buoyed by high commodity prices in recent years, Australia was relatively insulated from the global economic crisis and has seen its currency appreciate in value by close to 50% against the US dollar since 2002.

Strong economic growth and an appreciating currency has encouraged more Australians to travel. The Australian tourism market has quadrupled in value since 2000 and is the world's 10th largest market in terms of international tourism expenditure. Given its geographic location, more than 80% of outbound travel from Australia is long-haul. That said, New Zealand is the single largest destination for Australian travellers, followed by the UK, US, Thailand, and Singapore.

The Australia economy expanded 3.3% in 2012, but is predicted to contract in 2013 (estimated GDP growth of 2.3%) as demand for commodities declines. Coupled with lacklustre growth predictions, the Australian dollar is predicted to fall close to 9% against the US dollar and 7% against the Canadian dollar, taking the Australian currency below par for the first time in several years. These two factors will pose challenges for the Australian long-haul travel market in the short-term, however, the economy is expected to rebound in 2014.

Canada has seen considerable growth out of the Australian market in recent years, attracting 216,000 visitors in 2011. In 2012, a record 235,000 Australians are expected to visit Canada. Modest growth (5%) is forecast for 2013.

The 2012 GTW results show an active long-haul travel market with 76% of respondents indicating travel in the past 3 years. Also apparent is the drop in single trips (28%) and the switch to more frequent long-haul trips (26% have taken 3+ trips in the past 3 years, the highest number recorded in 6 years of monitoring).

Australians are relatively optimistic about future long-haul travel. The market outlook (difference between those who say they will travel more in the next 2-3 years versus the past 2-3 years and those who say they will travel less) stands at +29%, down from +32% in 2011, but in line with results seen in earlier years.

In 2012, all respondents were asked what factors they could foresee curtailing future long-haul travel. The top factors that could limit long-haul travel are affordability (43%) and personal reasons, which include a multitude of factors such as illness and family commitments (28%). This market appears somewhat jittery, with safety concerns and international conflicts / war and health risks rounding out the top 5 barriers. Canada may gain some traction in this market by emphasizing the relative safety a Canadian vacation offers.

4. Market Potential

Exhibit 4.1 provides an estimate of the size of the potential market for Canada in two ways – the macro target market and immediate potential.

The target market is a broader estimate of the market size based on expressed interest among all Australian long-haul travellers (market size estimate derived from the 2010 omnibus study of the Australian adult population). The proportion of GTW respondents who are definitely, very interested, or somewhat interested in Canada in the next 2 years is applied to broader traveller population to come up with an target market estimate of 6.4 million.

The immediate potential is a more conservative estimate based on GTW respondents who say they are definitely or very likely to visit Canada in the next 2 years. This translates into a market of 2.4 million travellers with more immediate potential for conversion. While the immediate market estimate is up by approximately 400,000 from 2011, the result is not directly comparable to previous years due to a change in the question wording.

Exhibit 4.1 – Size Of The Potential Market To Canada (Next 2 Years)

	Size of Potential Market to Canada
Total potential long-haul pleasure travellers (aged 18 plus)	8,325,000
Target Market for Canada	
Definitely / very / somewhat interested in visiting Canada in the next 2 years	78%
Size of the target market	6,494,000
Immediate Potential for Canada	
Will definitely / very likely visit Canada in the next 2 years [1]	29%
Immediate potential	2,414,000

Base: Long-haul pleasure travellers (n=1,597)

[1] Includes respondents likely to visit Canada on a trip of one to three nights or a trip of four nights or more.

Exhibit 4.2 show the immediate potential for the regional partners of the GTW study based on stated levels of interest expressed by those intending to visit Canada in the next 2 years. The immediate potential for the most popular regions (British Columbia, Ontario, and Quebec) is obviously considerable, with each region of interest to over one million travellers.

In terms of destination preferences, Australian travellers intending to visit Canada are most inclined to visit Vancouver, Niagara Falls, and Toronto, which mirrors the 2011 result.

Exhibit 4.2 – Market Potential For The Regions

	BC	ON	QC	AB	ATL CAN	YK	SK	NWT	MB	NU
Immediate potential for Canada	2,414,000									
Likely to visit region	84%	69%	53%	49%	30%	17%	12%	11%	9%	6%
Immediate potential for the regions (000s)	2,028	1,666	1,279	1,183	724	410	253	266	217	149

Base for percentages is those likely to visit Canada on a trip of 1-3 nights or 4+ nights in the next 2 years trip there (n=919).

5. Competitive Environment

The GTW tracks Key Performance Indicators (KPIs) for Canada in areas such as unaided and aided destination awareness, unaided and aided destination consideration, and market penetration.

Exhibit 5-1 summarizes the 2012 KPIs for Canada. On an unaided basis, nearly one-in-five respondents mentioned Canada as a long-haul travel destination, well behind the US (46%) and the UK (33%). On an aided basis, 42% of Australian travellers claim to be knowledgeable about holiday opportunities in the UK, followed by the US at 38%. Canada is in 6th spot at 28%, but well within reach of Italy, Thailand and France.

From a trending perspective, unaided awareness of Canada as a destination has significantly trended downward in the past two years to reach an historic low, yet still retains the #3 rank, suggesting that Australians travel interests are broadening. In contrast, aided awareness has reached an historic high in 2012, yet Canada remains in 6th spot, suggesting that knowledge of travel opportunities in the competitive set countries is also growing.

In terms of which respondents have visited a country at least once in their lifetime, Canada comes 10th on past visitation, far behind the UK (44%), the US (41%), Thailand (38%) and in general, the major European destinations.

In terms of destinations under consideration for long-haul trips in the next 2 years, on an unaided basis Canada ranks 5th, with the US well ahead of the pack and the UK in second spot. On the aided measure, Canada is in a 1st place tie with the UK, marginally ahead of the US, which is a positive sign which needs to be capitalized on by the Canadian tourism industry.

Unaided consideration of Canada has trended downward since 2010 with this year's result being the lowest recorded in 6 years of monitoring. Conversely, aided consideration reached a peak in 2012 after several years of relative stability, but some of the gains may be attributable to a change in question wording.

Exhibit 5.1 – Key Performance Indicators For Canada – Summary

Indicator	Definition	All L-H Travellers (n=1,597)
Destination Awareness		
Unaided awareness of Canada (roll-up)	% who said Canada or a destination in Canada	18% (3rd)
Aided awareness of travel opportunities in Canada	% with excellent / very good knowledge of travel opportunities in Canada	28% (6th)
Past Visitation		
Overall market penetration	% who have ever visited Canada for pleasure	19% (10th)
Intentions		
Unaided destination consideration	% who mentioned Canada or a destination in Canada on their consideration list (for trips in next 2 yrs)	8% (5th)
Competitive positioning on destination consideration	Rank on the consideration list relative to competitors (roll-up)	5

One of the key objectives of the GTW study is to measure traveller response to Brand Canada across all key global markets. For 2012, the study focus changed somewhat to measure personality, value, brand, and price perceptions against key competitors rather than Canada in isolation as was done previously.

In terms of personality trait association, Canada's top results were 1st place finishes for "Beautiful" and "Friendly", with substantial leads over the 2nd placed destinations. Canada was awarded a 2nd place finish for "Energetic", far behind the US. Following those strong results was 3rd place finishes for "Liberal", "Inspirational" and "Informal" with strong competition from the US, the UK, Thailand, Italy and France in these categories. Given Canada's relatively association with these traits suggests they can be leveraged successfully in future marketing campaigns.

Canada did not fare so well among Australian respondents on "Confident" and "Witty" (4th), "Intriguing" (5th) and "Authentic" (6th), but overall a good showing and lots to potentially integrate into marketing campaigns.

Exhibit 5.2 – Aided Brand Personality Perceptions

	1#	2#	3#	4#	5#	6#	7#	8#
Beautiful	CAN 57%	ITA 46%	FRA 41%	THA 25%	UK 22%	US 20%	CHN 15%	NONE 4%
Friendly[1]	CAN 48%	THA 38%	US 32%	UK 30%	ITA 25%	FRA 13%	CHN 13%	NONE 7%
Energetic[1]	US 48%	CAN 26%	THA 25%	CHN 24%	UK 21%	ITA 21%	FRA 17%	NONE 11%
Liberal[1]	US 40%	UK 30%	CAN 28%	FRA 27%	NONE 19%	ITA 18%	THA 11%	CHN 6%
Inspirational[1]	ITA 34%	FRA 32%	CAN 28%	CHN 21%	US 21%	THA 20%	UK 19%	NONE 14%
Informal	THA 38%	US 34%	CAN 27%	UK 20%	CHN 16%	ITA 15%	NONE 14%	FRA 12%
Confident	US 56%	UK 33%	FRA 30%	CAN 27%	ITA 21%	NONE 11%	CHN 11%	THA 7%
Witty	UK 32%	NONE 31%	US 27%	CAN 19%	FRA 16%	ITA 15%	THA 8%	CHN 6%
Intriguing	CHN 41%	ITA 32%	THA 31%	FRA 30%	CAN 21%	US 15%	UK 15%	NONE 11%
Authentic	ITA 45%	FRA 38%	THA 32%	CHN 30%	UK 25%	CAN 20%	US 12%	NONE 8%

Base: Long-haul pleasure travellers (2012 n=1,597)
Q10: We would like you to use your imagination for a moment. Consider the following words and pick up to 3 countries you associate with each word
Red text indicates CTC strategic priorities.
[1] New attributes added in 2012.

To be successful, a destination must be perceived as offering value, relevant experiences, and unique tourism products to travellers. To assess brand, value, and price perceptions, respondents were asked to evaluate Canada relative to competing destinations on four brand-, four value-, and three price-related statements.

Overall, Canada's primary competition are Italy, which dominates in terms of brand and value, and Thailand which wins in the price realm. More specifically, in the minds of Australian travellers, Canada is associated with inspirational geography while Italy is associated with "exploring culture", "a place to meet / engage with people" and offering "an authentic experience". And although Canada holds its own in these categories, it has competition from France, Thailand and China. In terms of value, Canada is in a virtual dead heat with Italy as the best in all four categories. Thailand dominates all countries in price perceptions, with China and the US typically following and Canada well back.

Exhibit 5.3 – Brand, Value, Price Perceptions

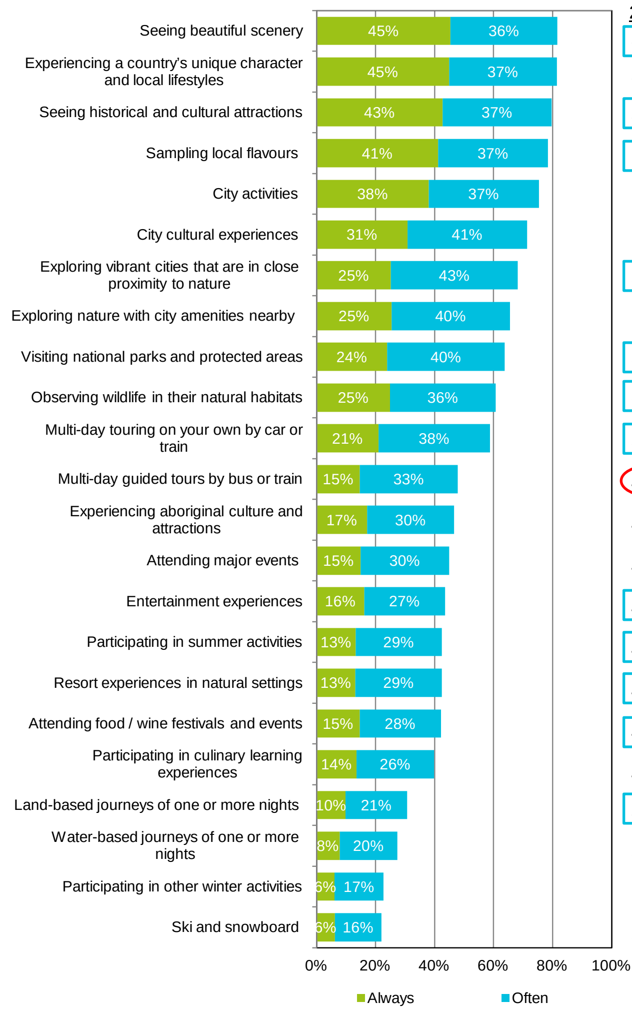
Top-3 Box	Canada	United States	United Kingdom	Thailand	Italy	France	China
Brand Perceptions							
A place that inspires me to explore its geography	62%	51%	46%	41%	53%	48%	47%
A place that inspires me to explore its culture	48%	30%	46%	49%	64%	58%	50%
A place that inspires me to meet and engage with its people	50%	44%	47%	44%	53%	45%	36%
A place that offers an authentic experience	53%	37%	48%	53%	61%	57%	54%
Value Perceptions							
A destination I would pay a little more for	39%	30%	31%	25%	39%	38%	23%
A destination with the travel experiences I am specifically looking for	48%	40%	42%	39%	49%	42%	34%
A place with unique features that other destinations don't offer	59%	40%	48%	51%	59%	53%	53%
A dream destination that I would visit if money were no object	56%	47%	46%	38%	59%	51%	36%
Price Perceptions							
A destination that is affordable to get to by air	25%	37%	25%	63%	25%	26%	40%
A destination with reasonable prices for food, entertainment and hotels	32%	48%	26%	66%	31%	25%	46%
A place that offers good value for money	32%	48%	24%	65%	28%	23%	42%

Base: Long-haul pleasure travellers (n=1,597)
Q11: We are interested in your general impressions of <Insert country>, as a holiday destination<If country=Canada hide ", even if you have never been there">. On a scale of 1 to 10, where 1 is "strongly disagree" and 10 is "strongly agree," how would you rate <Insert country> on each of the following?

Exhibit 5.4 tracks the product interests of Australian travellers. It is important to note that the question changed in 2012 to ask about the importance of experiences when choosing a destination rather than when planning a trip. Some of the shifts evident in the 2012 results are attributable to this change and thus, results are not comparable to previous years.

Results show Australian travellers seek destinations that offer a combination of scenic, outdoor experiences, cultural and historical attractions, urban activities, and experiences with a unique and local flair. Australian travellers are certainly keen to participate in all manner of outdoor experiences although that does not include snow-dependant activities which are more of a niche activity. While not a top product interest, there seems to be a growing interest in multi-day guided tours by bus or train, which is an opportunity for Canada.

Exhibit 5.4 – Product Interests



	Top 2			
	2012	2011	2010	2009
Seeing beautiful scenery	82%	88%	86%	87%
Experiencing a country's unique character and local lifestyles	82%	81%	83%	82%
Seeing historical and cultural attractions	80%	85%	82%	85%
Sampling local flavours	78%	84%	85%	87%
City activities	75%	73%	73%	75%
City cultural experiences	71%	69%	67%	69%
Exploring vibrant cities that are in close proximity to nature	68%	75%	74%	76%
Exploring nature with city amenities nearby	66%	69%	69%	69%
Visiting national parks and protected areas	64%	77%	75%	76%
Observing wildlife in their natural habitats	61%	75%	73%	76%
Multi-day touring on your own by car or train	59%	66%	66%	68%
Multi-day guided tours by bus or train	48%	38%	37%	37%
Experiencing aboriginal culture and attractions	47%	47%	45%	46%
Attending major events	45%	47%	44%	45%
Entertainment experiences	44%	49%	48%	48%
Participating in summer activities	43%	50%	47%	49%
Resort experiences in natural settings	43%	52%	50%	51%
Attending food / wine festivals and events	42%	52%	50%	55%
Participating in culinary learning experiences	40%	39%	37%	39%
Land-based journeys of one or more nights	31%	36%	33%	33%
Water-based journeys of one or more nights	28%	29%	26%	28%
Participating in other winter activities	23%	21%	20%	19%
Ski and snowboard	22%	21%	22%	20%

Base: Long-haul pleasure travellers (2012 n= 1,597)

Q7: We are interested in knowing the types of activities and experiences you are looking for on your long-haul holidays. Please indicate how important each of the following activities is to you when choosing long-haul destinations.

Note: Results not comparable to previous years due to changes in the question wording and to the product list in 2011.

Blue squares indicate a result that is significantly lower than 2011. Red circles indicate a result that is significantly higher than 2011.

Exhibit 5.5 shows how Canada ranks against the competition on each product. Canada is ranked 1st in 6 categories – all associated with nature and the outdoors (although some have niche market appeal). Most notably, Canada is ranked 1st for scenery, far ahead of the competition. Top rankings for national parks, cities close to nature, and wildlife viewing are differentiators for Canada. Cultural, historical, and unique local experiences are typically associated with Italy and France with the US is seen as the leader in city activities. Canada is ranked well back on these experiences, which are perceptions the industry needs to work to change (e.g., promoting the Canadian Signature Experiences).

Exhibit 5.5 – Product Interest Associations By Country

	1#	2#	3#	4#	5#	6#	7#	8#
Seeing beautiful scenery	CAN 63%	USA 40%	FRA 24%	ITA 23%	UK 20%	THA 19%	CHN 19%	NONE 5%
Ski and snowboard	CAN 58%	USA 35%	FRA 25%	ITA 15%	NONE 14%	UK 12%	THA 6%	CHN 4%
Visiting national parks and protected areas	CAN 57%	USA 51%	UK 19%	CHN 16%	THA 15%	ITA 11%	FRA 11%	NONE 10%
Participating in other winter activities	CAN 55%	USA 35%	FRA 20%	NONE 16%	UK 15%	ITA 15%	CHN 8%	THA 6%
Observing wildlife in their natural habitats	CAN 55%	USA 35%	THA 25%	CHN 19%	UK 15%	NONE 14%	ITA 9%	FRA 8%
Exploring nature with city amenities nearby	CAN 42%	USA 31%	UK 23%	FRA 21%	ITA 21%	THA 19%	NONE 15%	CHN 14%
Exploring vibrant cities that are in close proximity to nature	CAN 39%	USA 31%	ITA 25%	THA 24%	FRA 24%	UK 22%	CHN 14%	NONE 13%
Water-based journeys of one or more nights	CAN 38%	USA 34%	THA 28%	NONE 18%	ITA 15%	FRA 12%	UK 11%	CHN 10%
Land-based journeys of one or more nights	CAN 37%	USA 30%	FRA 24%	UK 23%	ITA 23%	THA 18%	NONE 17%	CHN 13%
Participating in summer activities	USA 40%	CAN 39%	ITA 23%	FRA 22%	UK 21%	THA 19%	NONE 16%	CHN 10%
Resort experiences in natural settings	USA 36%	CAN 36%	THA 31%	UK 17%	FRA 17%	NONE 16%	ITA 15%	CHN 8%
Multi-day touring on your own by car or train	UK 41%	USA 39%	CAN 36%	FRA 29%	ITA 28%	NONE 13%	THA 11%	CHN 11%
Experiencing aboriginal culture and attractions	NONE 37%	THA 26%	CAN 22%	CHN 21%	USA 20%	ITA 12%	FRA 9%	UK 7%
Attending major events	USA 47%	UK 42%	CAN 22%	FRA 20%	ITA 19%	NONE 18%	CHN 8%	THA 7%
Multi-day guided tours by bus or train	ITA 33%	FRA 32%	UK 31%	USA 30%	CAN 29%	CHN 22%	THA 17%	NONE 13%
City activities	USA 45%	UK 38%	FRA 36%	ITA 31%	THA 24%	CAN 19%	CHN 18%	NONE 8%
Entertainment experiences	USA 57%	UK 32%	FRA 23%	THA 18%	ITA 17%	CAN 16%	NONE 15%	CHN 10%
City cultural experiences	FRA 50%	UK 49%	ITA 46%	USA 27%	CHN 16%	CAN 15%	THA 12%	NONE 8%
Sampling local flavours	ITA 54%	FRA 51%	THA 42%	CHN 28%	USA 17%	CAN 15%	UK 14%	NONE 6%
Experiencing a country's unique character and local lifestyles	ITA 42%	THA 36%	FRA 35%	CHN 30%	UK 25%	USA 23%	CAN 22%	NONE 7%
Seeing historical and cultural attractions	ITA 54%	FRA 47%	UK 45%	CHN 27%	USA 20%	THA 16%	CAN 15%	NONE 5%
Attending food / wine festivals and events	FRA 51%	ITA 47%	USA 19%	UK 18%	THA 15%	NONE 14%	CAN 13%	CHN 9%
Participating in culinary learning experiences	FRA 46%	ITA 45%	THA 36%	CHN 18%	NONE 15%	USA 13%	CAN 11%	UK 10%

Base: Always, often and sometimes important in destination selection (Q7)
Q8: Thinking about the following destinations, please select up to three destinations that you personally feel would be the best places to go for each of the following. Your choices can be based on your impressions, or anything that you have seen, heard or read. Select one to three destinations ONLY that you feel are best for each item.

6. Strategic Marketing

Exhibit 6.1 shows the dominance of Asian destinations in the Australian market. When all Asian destinations are combined, two-thirds of recent trips were within Asia, likely attributable to price and distance considerations. The US (when Hawaii is included) is the most visited country followed closely by the UK. Canada is well down the list in 13th spot, attracting 5% of the recent trip market. Given the solid performance of the US and the distance to travel to North America, there is considerable opportunity for Canada to promote dual country itineraries to capture a portion of the US-bound market.

Trip planning and booking cycles are relatively lengthy in Australia, underscoring the importance for Canada to be active in the marketplace throughout key times during the year. About half of Australian travellers seek travel agent advice on their long-haul trips, with more than one-third booking this way, illustrating the importance of this channel. The majority are travelling independently and for pleasure purposes, although VFR is the primary motivation for more than one-quarter of Australian travellers.

Exhibit 6.1 – Most Recent Pleasure Trip Profile By Destination

	All L-H Travellers (n=1,232)
Destination(s) Visited	
Other Southeast Asia (e.g., Cambodia, Indonesia, Malaysia, Philippines, Vietnam)	18%
United Kingdom	16%
United States (excluding Hawaii)	15%
Thailand	14%
Singapore	13%
France	8%
Hong Kong	7%
Other Europe	7%
China	7%
Italy	7%
India	7%
Germany	6%
Canada	5%
Hawaii	4%
Amount of Time Before Departure When Trip Planning was Started	
Average months	5.5
Amount of Time Before Departure When Trip was Booked	
Average months	3.7
Trip Type	
Travel independently	65%
Combine independent travel with some guided tours for parts of the trip	17%
A fully escorted or guided tour	8%
All inclusive or semi-inclusive resort stay	7%
A cruise	4%
Trip Purpose	
Holiday	60%
Visited friends or relatives	27%
Business	3%
Study	1%
Personal reasons (e.g., wedding, reunion, etc.)	9%
Travel agent involvement	50%

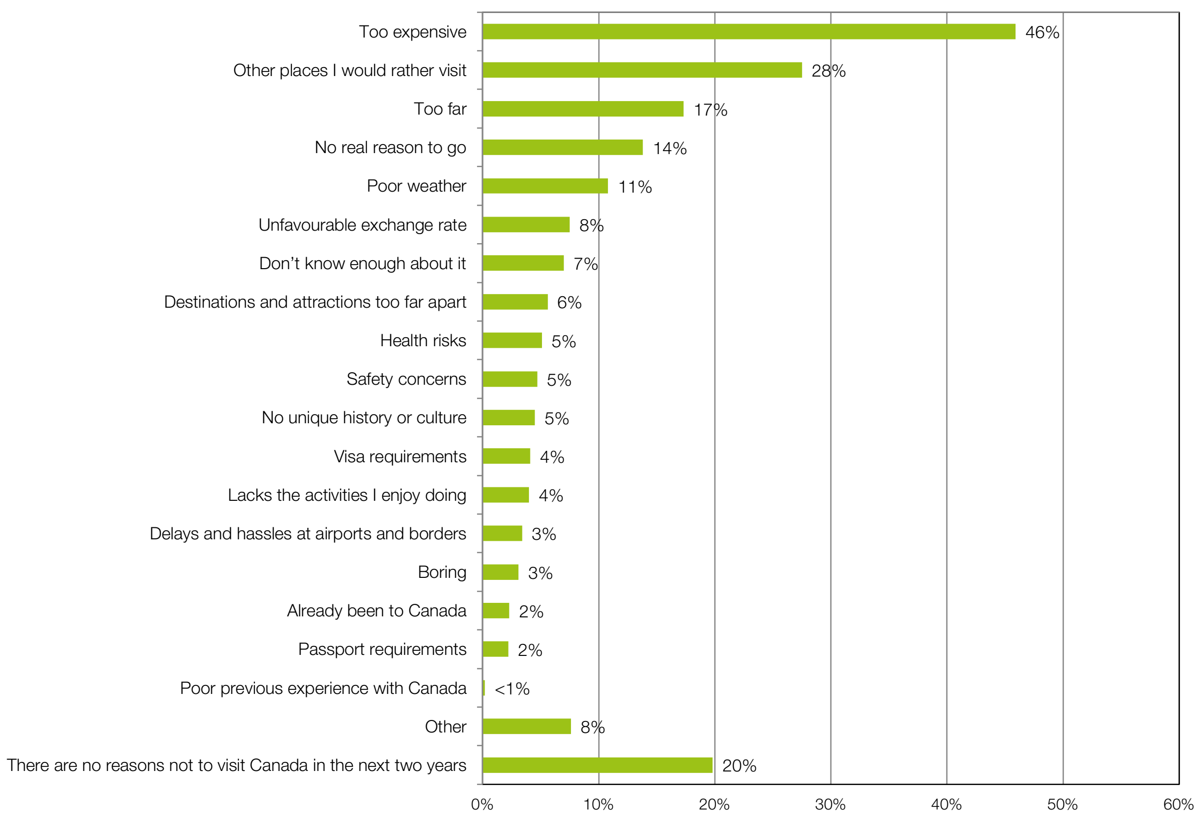
Base: Those who have taken a long-haul pleasure trip in the past three years

Recent visitors to Canada are a relatively homogeneous group – close to half are 55+, with a quarter being retired. They are more likely to have been on a fully escorted tour and are more likely to have used a travel agent to book the trip. Having friends and relatives in Canada is a big draw both for recent visitors and those considering Canada, which the tourism industry is encouraged to leverage.

All respondents were asked what factors may prevent them from visiting Canada in the short-term. The top reason by a wide margin was the perception that a trip to Canada was cost prohibitive which suggests the destination must do more to convince Australian travellers of the value of a Canadian vacation. Over one-quarter of responses related to a preference for other destinations and 14% felt there was no compelling reason to visit, which suggests Canada must do more to communicate relevant experiences to Australian travellers and change perceptions. Almost one-quarter of responses related to distance to travel, both to Canada and within the country.

One-fifth of respondents said there was no reason not to visit Canada.

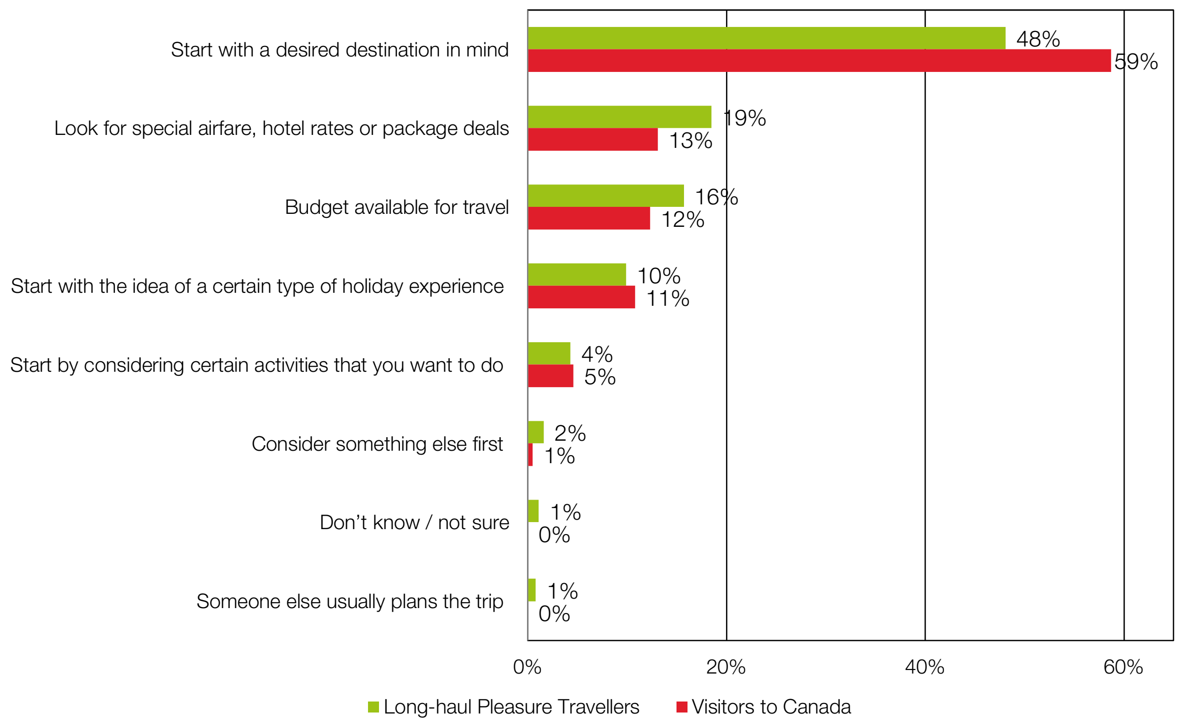
Exhibit 6.2 – Key Barriers For Visiting Canada



Base: Long-haul pleasure travellers (n= 1,597)
Q18: Please indicate which of the following reasons could prevent you from visiting Canada in the next two years.

While other survey data suggests the Australian market is price sensitive, a new question asked travellers what one factor is the first consideration in trip planning. Results show that the majority of Australian travellers see the destination as paramount, while budget considerations are of primary concern to a smaller portion of the market (this is particularly true for recent visitors to Canada). This result suggest once Australian residents have decided they have the means to travel, cost is secondary. Therefore, getting Canada on Australian travellers' short list of destinations is key to achieving greater success in this market.

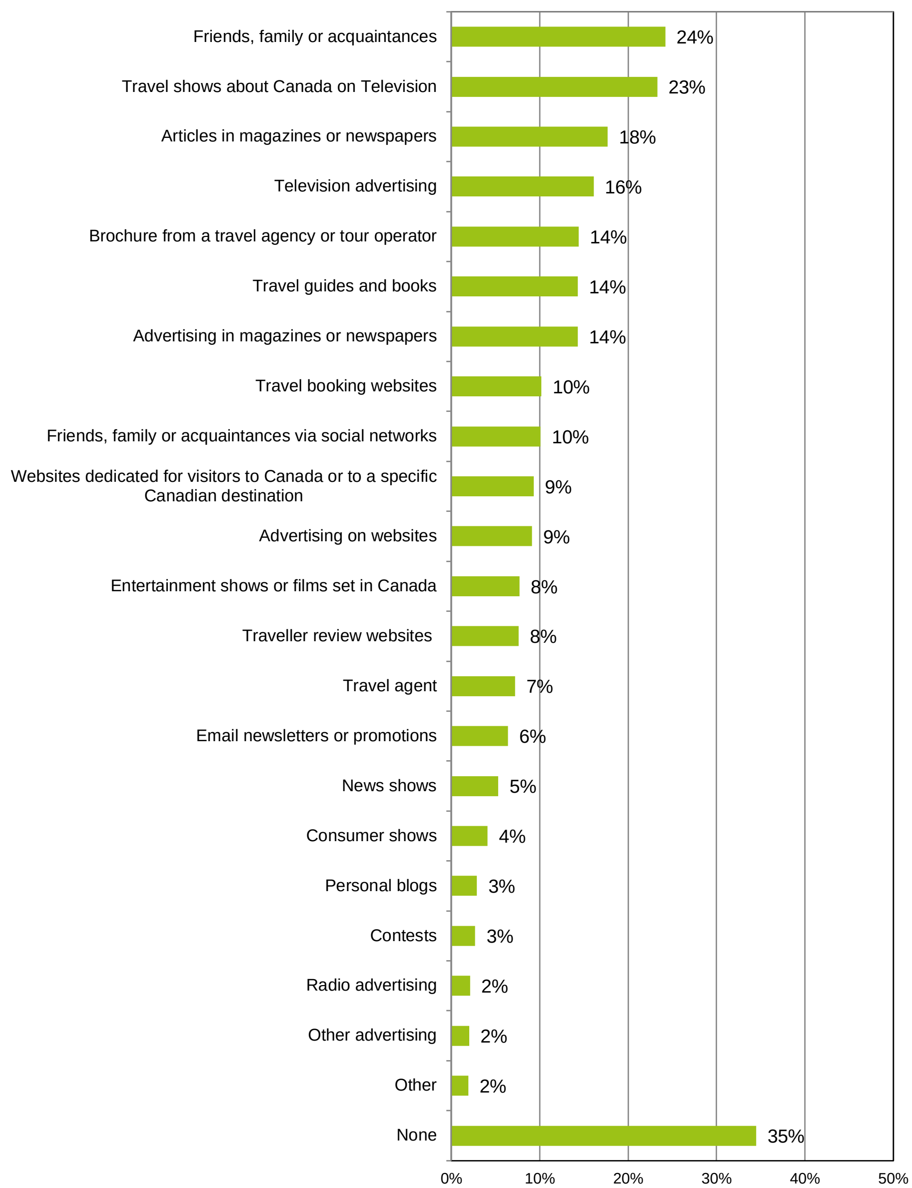
Exhibit 6.3– One Factor Typically Considered First When Planning A Trip



Base: Long-haul pleasure travellers (n=1,597). Long-haul pleasure travellers who visited Canada in the past three years (n=301)
QS9: What one factor do you typically consider first when planning a long-haul trip?

Two-thirds of Australia travellers could recall information on travel to Canada within the past year. In-person interactions remain the primary information source on Canada, followed by traditional off-line sources such as TV travel shows, magazine and newspaper articles, and TV advertising. Australian travellers appear less reliant on online information sources than other markets with travel websites and social networking being well down the list of recalled information sources (8th and 9th on the list). About 80% of Australian travellers use social media, with Facebook, YouTube and Twitter being most used, although at lower rates than other GTW markets.

Exhibit 6.4 – Sources Of Information On Canada In The Past Year



Base: Long-haul pleasure travellers (2012 n= 1,597)

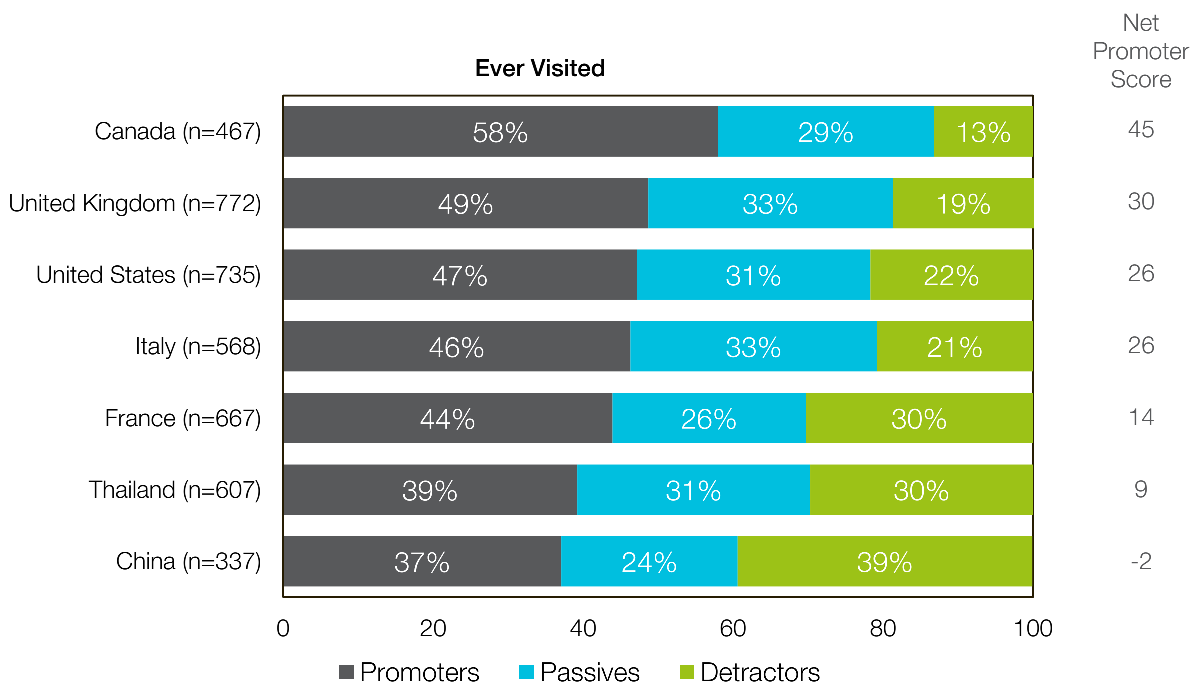
Q20: In which of the following sources, if any, did you see or hear information about travelling to Canada during the past year?

A series of questions on advocacy and social media usage were added in 2012 to understand the evolving role these channels are playing in the tourism sphere and uncover ways the CTC and partners can effectively have influence.

The Net Promoter Score is an established tool to measure a respondent's likelihood to recommend a product or service to friends and family. Data was gathered among all respondents, but results from past visitors to each destination are the most telling and are presented below. Canada scored extremely well on this measure, placing 1st significantly ahead of the UK and the US.

These results suggest Canada has considerable advocacy potential in Australia, which must be harnessed to draw more Australian visitors.

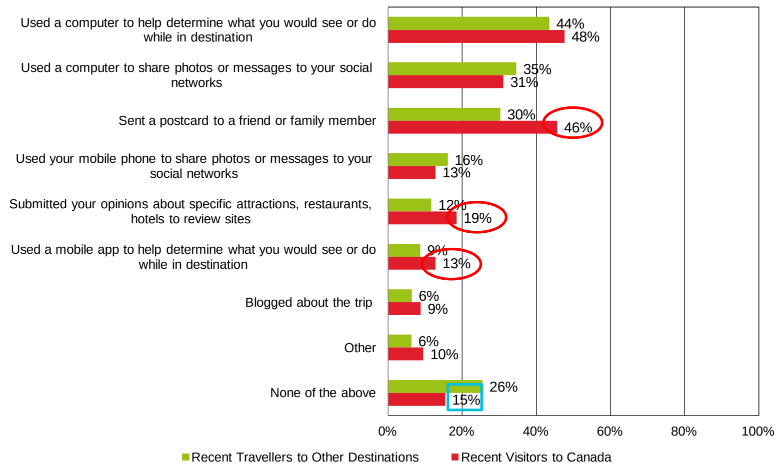
Exhibit 6.5 – Net Promoter Results



Q3: Whether you have visited or not, how likely are you to recommend each of the following holiday destinations to a friend, family member or colleague?

Two new questions asked Australian travellers about sharing behaviour during and after their trip. During the trip, the most popular activity among all travellers was online trip planning research at the destination. Interestingly, those who visited countries other than Canada indicated were much more likely to engage in social networking while sending postcards back home was ranked 2nd by those who visited Canada.

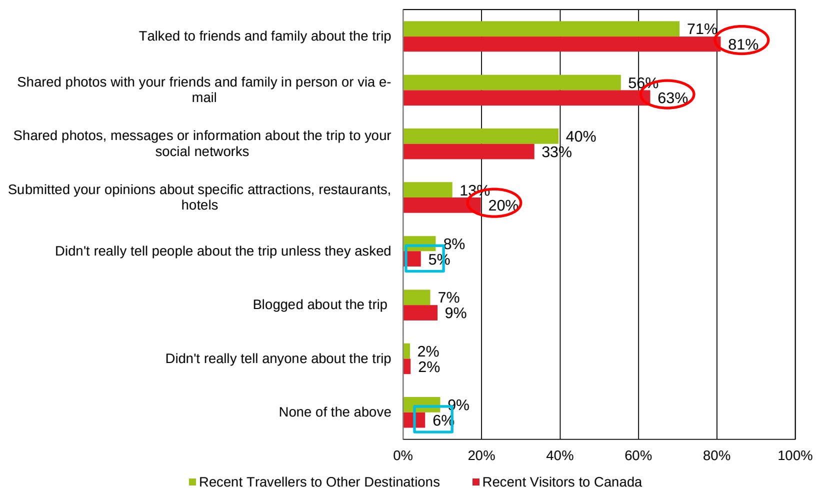
Exhibit 6.6 – During The Trip: Sharing Experiences / Seeking Advice



Q31: During your recent trip, did you share your trip experiences with anyone or seek advice?

Post-trip sharing was done largely in-person. Photo sharing, either in-person or by email, is also common. Sharing via social networks is less common than in other GTW markets.

Exhibit 6.7 – After The Trip: Sharing Experiences



Base: Recent travellers to other destinations in the past 3 years (n=931). Recent travellers to Canada in the past three years (n=301)
Q32: After coming back from your trip did you share experiences with anyone?
Note: Blue squares indicate a result that is significantly lower than the other group; Red circles indicate a result that is significantly higher than the other group.