



THE BIG STILL

HOW THEY'RE INFLUENCING THE BRANDS WE CHOOSE



68%

**AGREE "I'M MORE AWARE
OF THE IMPACT I HAVE ON
MY COMMUNIT(IES)"**



79%

**AGREE "I'M MORE AWARE OF
THE IMPACT MY COMMUNIT(IES)
HAVE ON ME"**

9/10

AGREE "I'M MORE SUPPORTIVE OF SMALL / LOCAL BUSINESSES"



62%

AGREE "I ACTIVELY LOOK FOR LOCAL PRODUCTS/ BUSINESSES TO BUY FROM"

BUTCHER

BAKER

MUSIC MAKER

#SHOPLOCAL

1/2

**AGREE “I’M MORE
ENGAGED WITH
LOCAL TRENDS
THAN GLOBAL
TRENDS”**



65%

**AGREE “BEING
TAPPED IN TO LOCAL
CULTURE IS MORE
IMPORTANT TO ME
THAN BEFORE”**



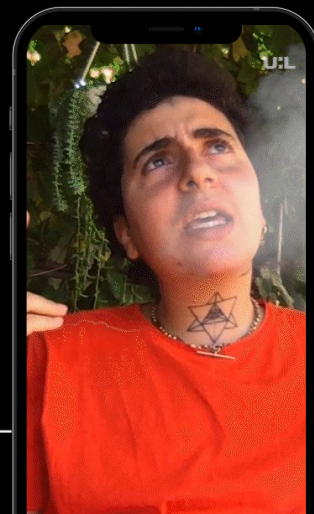


67%

AGREE "I'M MORE SUPPORTIVE OF AUSTRALIAN CREATIVES/ MUSICIANS/ARTISTS"

66%

AGREE "I'M MORE CONNECTED TO BRANDS WHO CHAMPION AUSTRALIAN TALENT (CREATIVES/ MUSICIANS/ARTISTS)"



2020

**ONLY 1 IN 3 ARE PREPARED TO
SPEND THE SAME AMOUNT OF TIME
AND MONEY SEEING AUSTRALIA AS
THEY WOULD OVERSEAS**

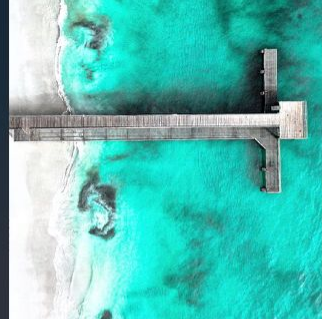


Q

ARE THERE ANY BARRIERS TO TRAVELLING IN AUSTRALIA?

A

OUR CULTURE — I WANT TO EXPERIENCE SOMETHING DIFFERENT



AUG 2020

59%



AUG 2021

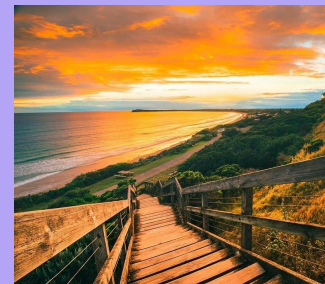
41%





ENJOYMENT
BALANCE
HERE

~~**ENHANCEMENT**~~
~~**BUSYNESS**~~
~~**THERE**~~



1/10

SAY "POST-PANDEMIC, I DON'T WANT TO MISS A SINGLE THING — I'LL BE SAYING YES TO EVERYTHING!"



2/3

THIS IS THE RESET WE NEEDED TO RE-EVALUATE HOW WE WERE LIVING

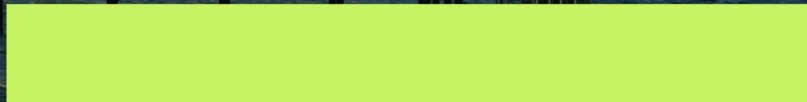
MOVING FORWARD I DREAM OF:

Optimising every moment,
living my #bestlife



15%

More meaningful experiences,
living the good life



84%



URBAN INSIGHT BITES



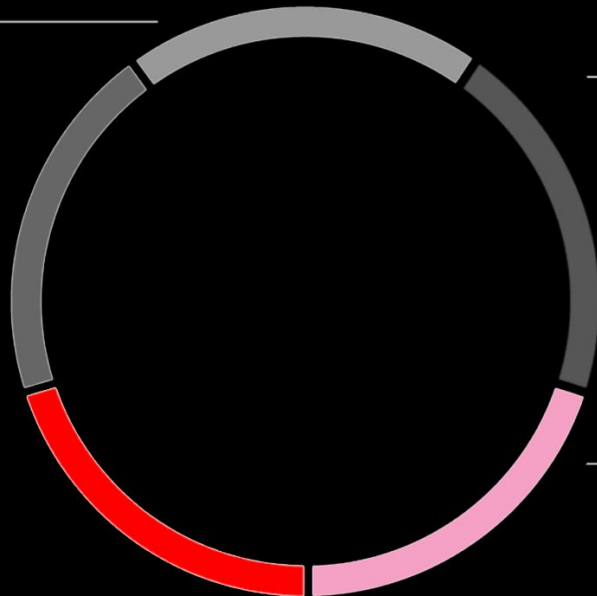
● SAFETY SEEKERS

● STRUGGLERS

● RETURNERS

● OPPORTUNISTS

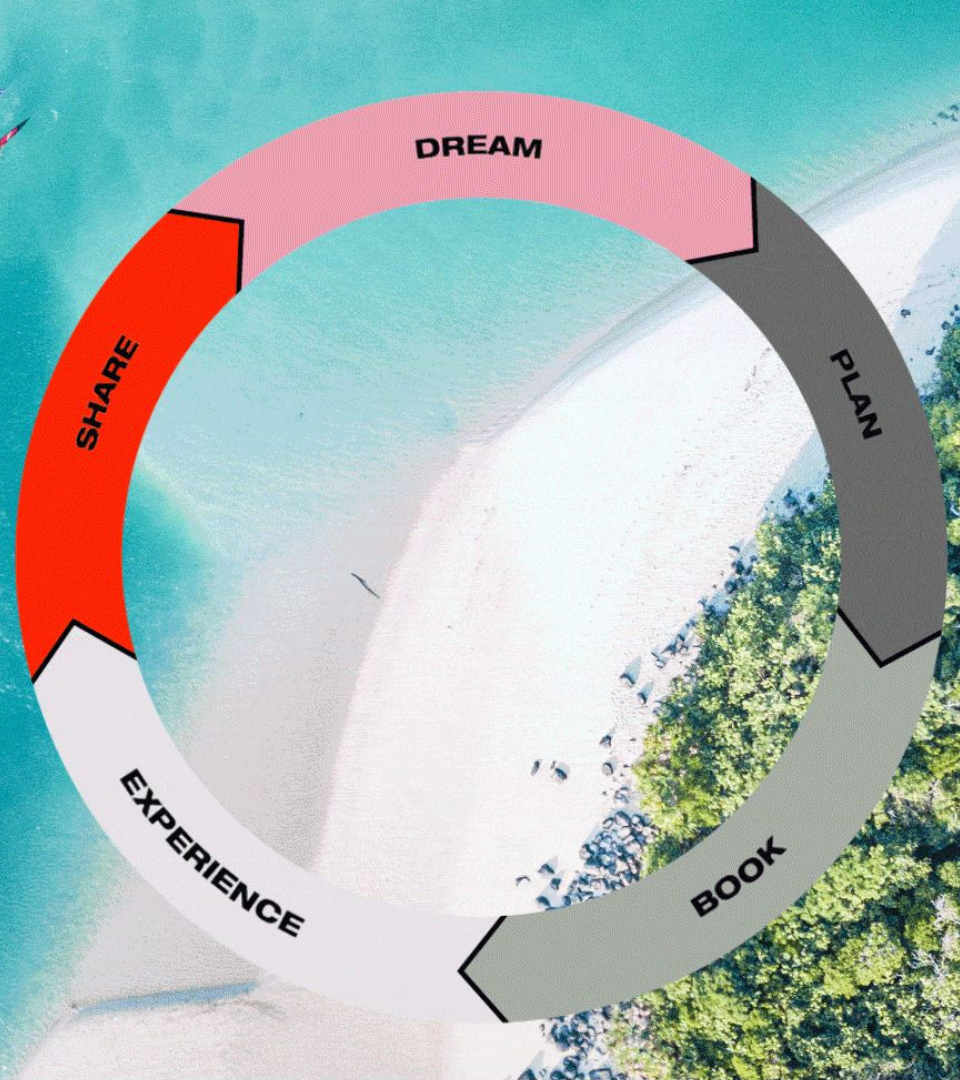
● SIMPLIFIERS



THE EMERGENCE OF A NEW BREED OF HVT

Seek out travellers who are willing to accept the curve balls that are an inevitability of this inter-COVID world — the Opportunist and Simplifier segments.

These are the groups most likely to embrace, and invest in domestic tourism experiences, despite the uncertainty — people who can be relied upon to bounce back quickly, who are excited by adventure, new ideas and new perspectives.



2

DUTY CAN'T OVERSHADOW THE DREAMING

Have a look over the messaging you're putting out and see if you feel it has the right dose of dream about it...

Australians do want to be part of the recovery effort, but supporting the industry isn't the primary motivator for them to plan and book a trip. Duty can't overshadow the dream. They still need to be inspired...



3

FAMILIAR SPACES WITH FRESH PERSPECTIVE

To spark interest and imagination, we need to step outside the familiar representations of our Australian destinations and experiences.

It's not necessarily about finding completely secret spots that no-one has ever seen before. But rather taking a new angle, or presenting a fresh perspective to help us reframe what's on our doorstep and feel excited and inspired by the experiences they can have on shore.



4

THERE'S A SIGNIFICANT REAPPRAISAL OF AUSTRALIAN CULTURE UNDERWAY — A WHOLE LOT MORE LOVE FOR THE CREATIVES AT ITS CORE.

It's our local operators and personalities that really create the experience for travellers — that differentiate between a place being memorable, recommendable, returnable... Or not. These are the unsung stories that need to be shared and want to be heard.



Your best hedge against unexpected obstacles is making sure you have the right partners on the other end of the rope, *people who can adapt* to whatever you encounter on the mountain.

JIM COLLINS

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