Market and Trade Profile: Australia

Australia – October 2019
Overview

• **Chapter 1: Inbound market statistics** provides insights on key statistics about Australian travellers and who they are. It takes a look at Britain and its competitive set as well as activities of visitors from Australia in the UK.

• **Chapter 2: Experiences and perceptions** features details about what visitors from Australia are likely to do in the UK, how they felt during their visit to the UK, and whether they would recommend a stay there to their acquaintances. Perceptions of Britain held by Australians in general are also highlighted.

• **Chapter 3: Understanding the market** takes a close look at consumer trends in Australia, and the booking, planning and further travel behaviour of this source market. Some details on how to best reach consumers in Australia are indicated too.

• **Chapter 4: Access and travel trade** shows how people from Australia travel to the UK, how to best cater for their needs and wants during their stay and gives insights into the Australian travel trade. Further ways of working with VisitBritain and other useful research resources are pointed out.
Contents (1)

**Executive summary** (page 6)

**Chapter 1: Market statistics**
1.1 *Key statistics* (page 11)
   Tourism context, UK inbound overview, key figures on journey purpose, seasonality, duration of stay, accommodation trends, travel companions, repeat visits, and visit types

1.2 *Getting around Britain* (page 18)
   Where visitors stayed in the UK, places they visited, and internal modes of transport

1.3 *Visitor demographics* (page 23)
   Demographic profile of Australian visitors (age, gender)

1.4 *The UK and its competitors* (page 26)
   How visits to the UK compare to main competitor destinations, and long-term trend and forecasts

**Chapter 2: Experiences and perceptions**
2.1 *Inbound activities* (page 30)
   What activities Australian visitors undertook in the UK

2.2 *Welcome and recommending Britain* (page 36)
   How welcome departing visitors felt in Britain, and how likely they were to recommend a visit

2.3 *Perceptions of Britain* (page 37)
   How people in this source market see Britain, and how it compares to other destinations
Contents (2)

Chapter 3: Understanding the Market

3.1 Structural drivers (page 45)
Key demographic, social, economic indicators and exchange rates influencing the outbound travel market

3.2 Consumer trends (page 48)
General and travel-related trends in this source market

3.3 Booking and planning (page 52)
How Australian travellers plan and book their trips to the UK, and their holidays in general

3.4 Reaching the consumer (page 57)
An overview of the media landscape in this source market, and main sources of influences for holiday planning

Chapter 4: Access and Travel Trade

4.1 Access (page 65)
How visits to the UK were made, and an overview of the air connections between this source market and the UK

4.2 Travel trade (page 68)
What the travel trade in market looks like and useful tips to work with travel agents and other main players

4.3 Caring for the consumer (page 74)
Tips to understand Australian travellers and best cater to their needs

Appendix:

Working with VisitBritain (page 78)
Useful resources (page 81)
Definitions, sources and information on this report (page 83)
Executive summary
1: Inbound market statistics

Chapter summary
Australia is a key market for the UK. It is the 10th largest inbound market for visits globally, and 5th most valuable for spend.
The UK is Australia’s most visited destination in Europe and 4th most visited overall (after Indonesia, New Zealand and the US). Visits from Australia are forecasted to grow by +18% in the next 5 years.
Australian visitors are adventurous; they travel around the UK more than the average visitor, are more likely to go to rural and coastal areas, and are more likely to hire a car.
46% of Australian travellers are in the UK visiting friends and relatives, well above the all market average of 31%.
The high proportion of VFR travellers may explain why Australians tend to stay longer in the UK than other markets, but also are more likely to stay for free at a friend or relative’s house.
On average an Australian holiday maker visited the UK 2.8 times in the last 10 years; a higher frequency of repeat visits compared to the USA, Canada, or New Zealand.

Source: International Passenger Survey by ONS, Oxford Economics
2: Experiences and perceptions

Chapter summary

Australians have a strong emotional link with the UK – they associate it with nostalgic places which may be linked to their family history.
98% of Australians feel welcome in the UK, and 97% would recommend a visit to the UK to others.
Seeing cultural attractions is the most influential motivation for a visit, but visiting friends and relatives is also a key draw.
Australians describe a potential trip to the UK as educational, fascinating and exciting.
They are looking for a holiday destination which they can explore, and the UK is seen as the best destination to fulfil this desire.
When it comes to activities in the UK, Australians are most keen to dine in restaurants, go shopping, and go to the pub. All of these activities are more popular with Australians than the global average.

3: Understanding the market

Chapter summary

Australia has strong links with Britain, with 45% of the population reporting English or Scottish ancestry.

Full time workers in Australia are entitled to a minimum of four weeks of paid leave, with 10 additional public holidays.

Economically, the environment is complex – with growth slowing in recent years. However, GDP and consumer spending is forecasted to pick up again in 2020 and 2021.

Australians are keen travellers. 57% of the population hold a passport, and 87% of those who travelled in 2018, travelled overseas at least once.

London was the second most searched for travel destination by Australians in 2018, but we also see growing interest in less traditional European destinations, and NE Asian markets such as Japan.

Most Australians book their trip to the UK online, with laptops as the most dominant device, even though browsing for holiday inspiration may take place using smartphones.

Print media is still very important in Australia, but 79% of the population currently use social media.

Source: Arkenford 2013, CIA World Factbook, VisitBritain/IPSOS 2016, ABS, Skyscanner, *either domestically or overseas
4: Access and travel trade

Chapter summary
Most Australian visits to the UK are made by plane (83%). Some 31 airlines service the Australia to UK route with one stop options, departing from 8 Australian cities and arriving in 7 UK cities. Airlines currently offer competitive fares between Australia and the UK via Asia, the Middle East, Africa and North America, meaning that Australian visitors have a range of affordable options to choose from.

When it comes to the booking process, Australians are significantly more likely to book travel through a travel agent than the all market average, likely due to the complexity and expense associated with such a significant journey.

Chapter 1: Inbound market statistics
1.1 Key statistics

Key insights
Australia was Britain’s 10th largest source market in terms of visits and 5th most valuable for visitor spending in 2018. Visits from Australia to the UK are mainly made to visit friends and relatives or for holidays (46% and 44% of all 2018 visits from Australia to the UK respectively). Australian holidaymakers spend more in Britain than those visiting their friends or relatives (47% and 43% of inbound spend respectively).

London is the leading destination for a trip to Britain (59% of visits from Australia to Britain included an overnight stay there). However, Australian visitors also tend to travel around the UK more than the average visitor (both in terms of visits including a stop in the different regions and nations, and the total nights they spent there), and 67% of Australian visitor nights from 2016-2018 were spent outside of London.

Source: International Passenger Survey by ONS, Oxford Economics
1.1 Key statistics: global context and 10 year trend

Global context

<table>
<thead>
<tr>
<th>Measure</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>International tourism expenditure (US$bn)</td>
<td>36.8</td>
</tr>
<tr>
<td>Global rank for international tourism expenditure</td>
<td>6</td>
</tr>
<tr>
<td>Number of outbound overnight visits (m)</td>
<td>18.5</td>
</tr>
<tr>
<td>Most visited destination overall</td>
<td>Indonesia</td>
</tr>
<tr>
<td>Most visited destination in Europe</td>
<td>UK</td>
</tr>
</tbody>
</table>

Inbound travel to the UK overview

<table>
<thead>
<tr>
<th>Measure (000s)</th>
<th>Visits</th>
<th>Nights</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>955</td>
<td>13,199</td>
<td>769</td>
</tr>
<tr>
<td>2009</td>
<td>912</td>
<td>13,310</td>
<td>856</td>
</tr>
<tr>
<td>2010</td>
<td>986</td>
<td>13,929</td>
<td>951</td>
</tr>
<tr>
<td>2011</td>
<td>1,093</td>
<td>13,601</td>
<td>1,015</td>
</tr>
<tr>
<td>2012</td>
<td>993</td>
<td>13,366</td>
<td>1,018</td>
</tr>
<tr>
<td>2013</td>
<td>1,058</td>
<td>14,818</td>
<td>1,183</td>
</tr>
<tr>
<td>2014</td>
<td>1,057</td>
<td>15,000</td>
<td>1,224</td>
</tr>
<tr>
<td>2015</td>
<td>1,043</td>
<td>14,245</td>
<td>1,113</td>
</tr>
<tr>
<td>2016</td>
<td>982</td>
<td>12,912</td>
<td>1,060</td>
</tr>
<tr>
<td>2017</td>
<td>1,092</td>
<td>14,241</td>
<td>1,194</td>
</tr>
<tr>
<td>2018</td>
<td>1,003</td>
<td>12,618</td>
<td>1,044</td>
</tr>
</tbody>
</table>

Share of UK total in 2018

<table>
<thead>
<tr>
<th>Share</th>
<th>Visits (000s)</th>
<th>Nights (000s)</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>2.6%</td>
<td>4.7%</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

Source: International Passenger Survey by ONS, UNWTO, Oxford Economics
## 1.1 Key statistics – volume and value

### Inbound volume and value

<table>
<thead>
<tr>
<th>Measure</th>
<th>2018</th>
<th>Change vs. 2017</th>
<th>Rank out of UK top markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits (000s)</td>
<td>1,003</td>
<td>-8%</td>
<td>10</td>
</tr>
<tr>
<td>Nights (000s)</td>
<td>12,618</td>
<td>-11%</td>
<td>5</td>
</tr>
<tr>
<td>Spend (£m)</td>
<td>1,044</td>
<td>-13%</td>
<td>5</td>
</tr>
</tbody>
</table>

### Nights per visit, spend

<table>
<thead>
<tr>
<th>Averages by journey purpose in 2018</th>
<th>Nights per visit</th>
<th>Spend per night</th>
<th>Spend per visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>9</td>
<td>£123</td>
<td>£1,102</td>
</tr>
<tr>
<td>Business</td>
<td>8</td>
<td>£192</td>
<td>£1,443</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>16</td>
<td>£58</td>
<td>£957</td>
</tr>
<tr>
<td>All visits</td>
<td>13</td>
<td>£83</td>
<td>£1,041</td>
</tr>
</tbody>
</table>

Source: International Passenger Survey by ONS
1.1 Key statistics: journey purpose

46% of all visits to the UK from Australia were made to visit friends and relatives, followed by 44% of visits made for holiday purposes. Fewer visits were made for business (5%), or miscellaneous purposes (4%). 62% of holiday visits made by Australian residents to the UK (excl. UK nationals) were made by repeat visitors in 2015, just below the all-market average (63%). The proportion of Australian business visits that were on a repeat visit was on par with the all-market average (92%), and Australians are more likely to repeat a visit to friends and relatives than the average UK visitor (87% vs 85%).

Holiday and VFR combined account for 90% of all visits from Australia to the UK. There were slightly more VFR visits in recent years than holiday visits, but their shares of inbound visits are very close. In terms of inbound spending, though, over 47% came from Australian holidaymakers in 2018, while VFR spend made up 43%. Business visits made up 7% of spend. Australian visits to friends and relatives tend to be longer than business and holiday visits; VFR visits represent 61% of all nights spent by Australians in the UK in 2018.

Source: International Passenger Survey by ONS; repeat / first time visitors question asked in 2015
1.1 Key statistics: seasonality

Australian visitors tend to go to the UK in the summer months: in 2018, nearly 2-in-5 visits from Australia to the UK were made between July and September. Over 1-in-4 visits happened in April-June, followed by October-December (almost 1-in-5). Q1 is a slightly less popular time among Australian visitors to the UK, with fewer visits than in any other quarter of the year (just 16% of all visits from Australia to the UK in 2018). They have a lower propensity to visit in Q1 compared to the all market average.

Source: International Passenger Survey by ONS
1.1 Key statistics: length of stay and accommodation

Accommodation stayed in, 2018 (nights, %share)

- Free guest with relatives or friends: 54%
- Hotel/guest house: 27%
- Rented house/flat: 6%
- Hostel/university/school: 5%
- Other: 3%
- Paying guest family or friends house: 1%
- Bed & Breakfast: 1%
- Hostel/university/school: 1%
- Holiday village/Centre: 1%
- Own home: 1%
- Camping/caravan: 1%

Duration of stay trend (visits 000s)

Australian visitors tend to stay longer than most markets: in 2018 they stayed in the UK for 13 nights on average, compared to just 7 across all markets. This is driven by the high proportion of Australians staying for 15+ nights. The Australian inbound market to the UK is as much a VFR market as a holiday market. This can explain why over half of the nights spent by Australian visitors in the UK in 2018 were spent for free as a guest at friends’ or relatives’ places. This is followed as the most common accommodation type by hotel/guest house (27%).

Source: International Passenger Survey by ONS
1.1 Key statistics: repeat visits and package tours

Proportion of overnight holiday visitors to the UK that have visited the UK before*

<table>
<thead>
<tr>
<th>Country</th>
<th>Australia</th>
<th>New Zealand</th>
<th>USA</th>
<th>Canada</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>62%</td>
<td>56%</td>
<td>58%</td>
<td>60%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Proportion of visits that are bought as part of a package or all-inclusive tour** (2016-2018 average)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Business</th>
<th>Holiday</th>
<th>VFR</th>
<th>Study</th>
<th>Misc.</th>
<th>All journey purposes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>8%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>All markets</td>
<td>13%</td>
<td>13%</td>
<td>4%</td>
<td>2%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Australia is a mature market. In 2015, 62% of holiday visits from Australian residents (excluding British expats) to the UK were made by repeat visitors, compared to 63% across all markets. On average an Australian holidaymaker came 2.8 times to the UK in the past 10 years.

The proportion of Australian holiday visits to the UK bought as part of a package, or all-inclusive tour is on par with the global average for such visits in 2016-2018.

Source: International Passenger Survey by ONS. *2015, excluding British nationals; * 2015 data
**See definition of a package holiday in appendix
### 1.2 Getting around Britain: regional spread

#### Visits to the UK (2018)

<table>
<thead>
<tr>
<th>Region</th>
<th>Nights stayed (000)</th>
<th>Visits (000)</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>12,618</td>
<td>1,003</td>
<td>1,045</td>
</tr>
<tr>
<td>Scotland (SC)</td>
<td>1,801</td>
<td>172</td>
<td>153</td>
</tr>
<tr>
<td>Wales (WA)</td>
<td>518</td>
<td>44</td>
<td>31</td>
</tr>
<tr>
<td>Northern Ireland (NI)</td>
<td>59</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>London (LDN)</td>
<td>4,239</td>
<td>588</td>
<td>452</td>
</tr>
<tr>
<td>North East (NE)</td>
<td>184</td>
<td>23</td>
<td>9</td>
</tr>
<tr>
<td>North West (NW)</td>
<td>1,067</td>
<td>120</td>
<td>75</td>
</tr>
<tr>
<td>Yorkshire (YO)</td>
<td>551</td>
<td>69</td>
<td>40</td>
</tr>
<tr>
<td>West Midlands (WM)</td>
<td>743</td>
<td>61</td>
<td>41</td>
</tr>
<tr>
<td>East Midlands (EM)</td>
<td>389</td>
<td>49</td>
<td>18</td>
</tr>
<tr>
<td>East of England (EoE)</td>
<td>474</td>
<td>67</td>
<td>25</td>
</tr>
<tr>
<td>South West (SW)</td>
<td>963</td>
<td>119</td>
<td>68</td>
</tr>
<tr>
<td>South East (SE)</td>
<td>1,550</td>
<td>151</td>
<td>108</td>
</tr>
<tr>
<td>Nil nights (Nil)</td>
<td>N/A</td>
<td>8</td>
<td>5</td>
</tr>
</tbody>
</table>

#### Nights (% share, 2018)

Source: International Passenger Survey by ONS. Visits data for nations and regions includes overnight stays, not day trips.
1.2 Getting around Britain: regional spread and top towns and cities

Top towns and cities visited (2016-2018)

<table>
<thead>
<tr>
<th>Town</th>
<th>Average yearly overnight visits (000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>615</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>88</td>
</tr>
<tr>
<td>Glasgow</td>
<td>41</td>
</tr>
<tr>
<td>Manchester</td>
<td>37</td>
</tr>
<tr>
<td>Oxford</td>
<td>26</td>
</tr>
</tbody>
</table>

London is the leading destination for a trip to Britain; in 2018 it accounted for 34% of Australian visitors' nights in the UK. 47% of nights from Australia were spent in regional England, i.e. outside London, in 2018, similar to the 46% from all markets. Visitors from Australia have an above-average propensity to go to rural and coastal areas of Britain. 9% of all visits and 15% of holidays visits from Australia were bought as part of a package or an all-inclusive tour in 2018*, similar as the all-market average. Australian visitors are more likely than the all-market average visitor to hire a car. They are four times more likely to book this prior to their arrival in Britain than they are to arrange it once they are in the UK. They are also more likely to use the train to go around Britain more than other visitors; and they are more likely to buy their train tickets during their trip than to book it in advance.

Regional spread 2018

Source: International Passenger Survey by ONS, VisitBritain/IPSOS 2016, base: visitors; *To be defined as a package, a holiday must be sold at an inclusive price covering both fares to and from the UK and the cost of at least some accommodation. Neither the respondent nor the travel agent from whom the package was bought will know how much of the inclusive price is accounted for by fares or by accommodation.
1.2 Getting around Britain: visits to coast, countryside and villages

Propensity to visit coast, countryside and villages

- **All journey purposes: Went to countryside or villages**
  - Australia: 13%
  - All markets: 35%

- **All journey purposes: Went to the coast or beaches**
  - Australia: 10%
  - All markets: 26%

- **Holiday: Went to countryside or villages**
  - Australia: 18%
  - All markets: 36%

- **Holiday: Went to the coast or beaches**
  - Australia: 14%
  - All markets: 27%

- **Business: Went to countryside or villages**
  - Australia: 2%
  - All markets: 9%

- **Business: Went to the coast or beaches**
  - Australia: 2%
  - All markets: 7%

- **VFR: Went to countryside or villages**
  - Australia: 17%
  - All markets: 42%

- **VFR: Went to the coast or beaches**
  - Australia: 13%
  - All markets: 30%

*Source: International Passenger Survey by ONS 2018*
1.2 Getting around Britain: use of internal modes of transport

Propensity to use internal modes of transport

- **Car/vehicle you/group brought to the UK:** 1%
- **Hired self-drive car/vehicle:** 5%, 16%
- **Private coach/minibus (for group only):** 2%, 3%
- **Public bus/coach (outside town/city):** 5%, 9%
- **Uber:** 9%, 15%
- **Taxi:** 27%, 38%
- **Train (outside town/city):** 23%, 37%
- **Bus, Tube, Tram or Metro Train (within town/city):** 48%, 60%
- **Domestic flight:** 1%

Source: International Passenger Survey by ONS, 2018
1.2 Getting around Britain: purchase of transport

Australian visitors are more likely than the all market average to hire a car or vehicle when staying in the UK. They also over-index on all other forms of transport during their visit, whether within or outside a town or city. Usually they also tend to prefer booking those transport elements before they travel, with more Australian holiday visitors booking their transport options before the trip than during, apart from transport within London and train travel.

International Passenger Survey by ONS, VisitBritain/IPSOS 2016, base: visitors
1.3 Visitor demographics

Visitor characteristics

Slightly more visits from Australia to the UK were made by men than women (52% vs 48% respectively).

In 2018 the most common age cohort of visitors was 35-44, comprising almost 1 in 4 visits. This was closely followed 25-34 year olds at 16%. Only around 2% of visitors were children (aged 0-15 years).

17% of the visits from Australian residents to the UK were made by British nationals, 77% by Australian nationals.

In 2015 more than three-in-five holiday visitors were making a repeat visit to Britain (excluding British expats), and in 2016 Australians were roughly three times more likely to be visiting the UK as part of a multi country trip than the all market average.

97% of departing Australian visitors are either ‘likely’ or ‘extremely likely’ to recommend Britain for a holiday or short-break, while 98% of them felt ‘welcome’ or ‘extremely welcome’ in Britain.

Source: International Passenger Survey by ONS
1.3 Visitor demographics: gender and age groups

Gender ratio of visits (2018)

Australia

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>52%</td>
<td>48%</td>
</tr>
</tbody>
</table>

All markets

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Gender ratio of visits from Australia by journey purpose* (2018)

<table>
<thead>
<tr>
<th>Journey Purpose</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misc.</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Study</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>VFR</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Holiday</td>
<td>52%</td>
<td>46%</td>
</tr>
<tr>
<td>Business</td>
<td>67%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Age group trend (visits in 000s)

Source: International Passenger Survey by ONS; * Low sample size for Study visits (sample = 29), please consider this data with caution
1.3 Visitor demographics: origin

Visits to the UK in 2014

- Most visits from Australia to the UK are made by visitors from the Eastern states.
- A third of the visits from Australia to the UK originate from New South Wales (NSW), followed by visits from Queensland (QLD, 18%), and Victoria (VIC, 17%), and Western Australia (WA, 15%).
- About 86% of Australians live in urban areas with major urban areas being Sydney (NSW), Melbourne (VIC), Brisbane (QLD), Perth (WA), Adelaide (South Australia) and Canberra (ACT).

Visits in 000s | % share of visits

- High
- Medium
- Low

Source: International Passenger Survey by ONS, CIA World Factbook 2018
1.4 The UK and competitors

Market size, share and growth potential

The UK was the 4th most visited destination by Australian travellers for overnight trips in 2018, behind Indonesia, New Zealand and the USA.

In the last few years, overnight visits to Britain from Australia have been flat, with Britain first falling out of the top 3 destinations for Australian travellers in 2011 and not yet returning. Britain’s market share of the outbound Australian overnight visitor market has decreased in the last 10 years, while some destinations have gained both in visits and market shares (in particular Indonesia, which first climbed to the top spot in 2017).

Current forecasts suggest that the UK may remain below Indonesia, New Zealand and the USA in market share in the coming years, with strong competition also beginning to stem from North East Asia, Thailand and Italy.

Source: Oxford Economics
1.4 Britain and competitors: overview

UK’s market share of Australian outbound visits among competitor set

<table>
<thead>
<tr>
<th>Country</th>
<th>2013</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>France</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Italy</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>China</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Japan</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Canada</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Germany</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Historic and potential visits to UK (000s)

Source: Oxford Economics, based on overnight visit
1.4 Britain and competitors: multi country trips

Likelihood to visit other destinations and the UK in the same trip 2016. A significant proportion of multi country visits may be due to stopovers during travel to or from the UK.

% visits which included at least a night in another country…

- All markets: 4%, 4%, 5%
- Australia: 13%, 15%, 17%

Source: International Passenger Survey by ONS.
Chapter 2: Experiences and perceptions
2.1 Inbound activities

Among Australian visitors, dining in restaurants is the most popular activity, followed by shopping and going to the pub. Socialising with locals and sightseeing famous monuments/buildings also often feature in visits from Australia to the UK. Overall, they are more likely than the all-market average to participate in all sorts of activities in Britain: playing sports, undertaking cultural activities or sightseeing famous sites and monuments. There are also more likely to go shopping while in the UK than the all-market average visitor, with over half of Australian visits featuring buying clothing items or shoes.

Australian visitors are more likely to watch a live football match than any other sports.

Top 10 activities for Australian visitors during their visit to the UK

1. Dining in restaurants
2. Going shopping
3. Going to the pub
4. Socialising with locals
5. Sightseeing famous monuments/buildings
6. Visiting parks or gardens
7. Visiting castles or historic houses
8. Visiting museums or art galleries
9. Walking in the countryside
10. Going to countryside or villages

For more information on activities, please consult the VisitBritain activities page.

Source: International Passenger Survey by ONS, rankings based on 2008-2017 data
2.1 Inbound activities

Propensity to go to a pub, and socialise with the locals

- VFR: socialising with the locals: 45% (Australia), 49% (All markets)
- VFR: went to pub: 49% (Australia), 61% (All markets)
- Holiday: socialising with the locals: 32% (Australia), 48% (All markets)
- Holiday: went to pub: 48% (Australia), 76% (All markets)
- Business: socialising with the locals: 15% (Australia), 46% (All markets)
- Business: went to pub: 24% (Australia), 51% (All markets)
- All journey purposes: socialising with the locals: 32% (Australia), 61% (All markets)
- All journey purposes: went to pub: 42% (Australia), 71% (All markets)

Propensity to go dining in restaurants, or to go to bars or night clubs

- VFR: went to bars or night clubs: 6% (Australia), 14% (All markets)
- VFR: dining in restaurants: 58% (Australia), 62% (All markets)
- Holiday: went to bars or night clubs: 8% (Australia), 15% (All markets)
- Holiday: dining in restaurants: 70% (Australia), 78% (All markets)
- Business: went to bars or night clubs: 9% (Australia), 6% (All markets)
- Business: dining in restaurants: 49% (Australia), 69% (All markets)
- All journey purposes: went to bars or night clubs: 8% (Australia), 12% (All markets)
- All journey purposes: dining in restaurants: 61% (Australia), 69% (All markets)

Source: International Passenger Survey by ONS, 2008 (dining in restaurants), 2017 (other activities)
2.1 Inbound activities

Propensity to go shopping, and to a spa or beauty centre

- Holiday: went shopping
  - Australia: 76%
  - All markets: 69%
- VFR: went shopping
  - Australia: 75%
  - All markets: 61%
- All journey purposes: went shopping
  - Australia: 72%
  - All markets: 54%
- Holiday: went to a spa or beauty centre
  - Australia: 4%
  - All markets: 3%
- All journey purposes: went to a spa or beauty centre
  - Australia: 5%
  - All markets: 2%
- VFR: Went to a spa or beauty centre
  - Australia: 6%
  - All markets: 3%

Propensity to purchase selected items

- Clothes or shoes
  - Australia: 41%
  - All markets: 54%
- Personal accessories e.g. jewellery
  - Australia: 10%
  - All markets: 14%
- Bags, purses etc
  - Australia: 9%
  - All markets: 15%
- Cosmetics or toiletries e.g. perfume
  - Australia: 12%
  - All markets: 19%
- Books or stationery
  - Australia: 13%
  - All markets: 18%
- Games, toys or gifts for children
  - Australia: 9%
  - All markets: 16%
- Food or drink
  - Australia: 24%
  - All markets: 24%
- CDs, DVDs, computer games etc
  - Australia: 5%
  - All markets: 8%
- Electrical or electronic items e.g. camera
  - Australia: 3%
  - All markets: 4%
- Items for your home e.g. furnishing
  - Australia: 3%
  - All markets: 3%
- Other holiday souvenir (not mentioned above)
  - Australia: 16%
  - All markets: 25%
- None of these
  - Australia: 27%
  - All markets: 38%

Source: International Passenger Survey by ONS, 2018
2.1 Inbound activities

Propensity to visit museums and art galleries or go on a guided tour

<table>
<thead>
<tr>
<th>Activity</th>
<th>Australia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>VFR: went on a guided tour</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>VFR: visited museums and art galleries</td>
<td>23%</td>
<td>38%</td>
</tr>
<tr>
<td>Holiday: went on a guided tour</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>Holiday: visited museums and art galleries</td>
<td>48%</td>
<td>56%</td>
</tr>
<tr>
<td>All journey purposes: went on a guided tour</td>
<td>23%</td>
<td>48%</td>
</tr>
<tr>
<td>All journey purposes: visited museums and art galleries</td>
<td>15%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Propensity to visit built heritage sites

<table>
<thead>
<tr>
<th>Activity</th>
<th>Australia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>VFR: visited religious buildings</td>
<td>18%</td>
<td>31%</td>
</tr>
<tr>
<td>VFR: visited castles/historic houses</td>
<td>23%</td>
<td>46%</td>
</tr>
<tr>
<td>Holiday: visited religious buildings</td>
<td>23%</td>
<td>46%</td>
</tr>
<tr>
<td>Holiday: visited castles/historic houses</td>
<td>35%</td>
<td>57%</td>
</tr>
<tr>
<td>Business: visited religious buildings</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Business: visited castle/historic houses</td>
<td>17%</td>
<td>48%</td>
</tr>
<tr>
<td>All journey purposes: visited religious buildings</td>
<td>6%</td>
<td>20%</td>
</tr>
<tr>
<td>All journey purposes: visited castles/historic houses</td>
<td>28%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: International Passenger Survey by ONS, 2017 ('went on a guided tour'), and 2016 (other activities)
2.1 Inbound activities

Propensity to visit literary, music, TV or film locations

- All journey purposes: visited literary, music, TV, or film locations
  - All markets: 5%
  - Australia: 9%
- Holiday: visited literary, music, TV, or film locations
  - All markets: 9%
  - Australia: 12%
- VFR: visited literary, music, TV or film locations
  - All markets: 5%
  - Australia: 8%

Propensity to take part in sports activities

- All journey purposes: took part in sports...
  - All markets: 2%
  - Australia: 3%
- Holiday: took part in sports activities
  - All markets: 3%
  - Australia: 2%
- VFR: took part in sports activities
  - All markets: 2%
  - Australia: 3%

Propensity to visit a park/garden or a national park

- All journey purposes: visited parks or gardens
  - All markets: 32%
  - Australia: 51%
- All journey purposes: visited a National Park
  - All markets: 7%
  - Australia: 19%
- Holiday: visited parks or gardens
  - All markets: 11%
  - Australia: 50%
- Holiday: visited a National Park
  - All markets: 6%
  - Australia: 25%
- VFR: visited a national park
  - All markets: 6%
  - Australia: 17%
- VFR: visited parks or gardens
  - All markets: 32%
  - Australia: 49%

Source: International Passenger Survey by ONS, 2017 (first chart), 2011 (second chart)
2.1 Inbound activities

Propensity to attend the performing arts

Number who went to watch sports live during trip (000s)

Source: International Passenger Survey by ONS, 2017 (live music), 2016 (other performing arts), and 2013 (watching live football)
2.2 Welcome and recommending Britain

Feeling of ‘welcome’ in Britain

- Very Welcome: 84% (Australia), 82% (All market average)
- Welcome: 13% (Australia), 15% (All market average)
- Neither: 2% (Australia), 2% (All market average)
- Unwelcome: 1% (Australia), 0% (All market average)
- Very Unwelcome: 0% (Australia), 0% (All market average)

Likelihood to recommend Britain

- Extremely likely: 85% (Australia), 82% (All market average)
- Likely: 12% (Australia), 15% (All market average)
- Neutral: 2% (Australia), 2% (All market average)
- Unlikely: 0% (Australia), 0% (All market average)
- Not likely at all: 0% (Australia), 0% (All market average)

Source: CAA 2016
2.3 Perceptions of Britain

Overall Australians hold very good, above average perceptions of the UK, and rank it well above the global average for its visitors’ welcome (ranking Britain 4th, vs Britain’s global average rank of 15th).
Australians also have a strong emotional link with Britain: it is where over a third of them can revisit places of nostalgic importance to them, or visit places linked to their family history.
Australian visitors are twice as likely as the global average to choose Britain as a destination to visit friends and relatives. Cultural attractions are also important to them.
Australians look for a holiday destination that will get them good value for money, provide fun and laughter and that they can explore. For the latter, they consider Britain to be the best destination among those presented, while they think the US would best deliver on the former two of their holiday ‘wants’.
Britain is also ranked above some competitor destinations for being a place with lot of history and historic sites. Australians rate Britain as the top destination to visit these iconic places.

Source: Arkenford 2013, VisitBritain/IPSOS 2016, Anholt-GfK Nation Brands Index 2017
### 2.3 Perceptions of Britain

UK’s ranking (out of 50 nations)

<table>
<thead>
<tr>
<th>Measure</th>
<th>Australian respondents</th>
<th>All respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Nation Brand</strong></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td><strong>Culture (overall)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The country has a rich cultural heritage</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>The country is an interesting and exciting place for contemporary culture such as music, films, art and literature</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>The country excels at sports</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td><strong>People (overall)</strong></td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>If I visited the country, the people would make me feel welcome</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td><strong>Tourism (overall)</strong></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Would like to visit the country if money was no object</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The country is rich in natural beauty</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>The country is rich in historic buildings and monuments</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>The country has a vibrant city life and urban attractions</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

*Source: Anholt Nation Brands Index, powered by Ipsos 2018*
### 2.3 Perceptions of Britain

#### Cultural associations with the UK
- **Museums**: 65% in Australia, 53% in All respondents
- **Music**: 53% in Australia, 39% in All respondents
- **Films**: 53% in Australia, 39% in All respondents
- **Sports**: 56% in Australia, 37% in All respondents
- **Modern Design**: 33% in Australia, 30% in All respondents
- **Pop videos**: 37% in Australia, 29% in All respondents
- **Opera**: 40% in Australia, 25% in All respondents
- **Sculpture**: 37% in Australia, 25% in All respondents
- **Street Carnival**: 15% in Australia, 15% in All respondents
- **Circus**: 20% in Australia, 13% in All respondents

Source: Anholt Nation Brands Index, powered by Ipsos 2018

#### Adjectives describing a potential trip to the UK
- **Educational**: 35% in Australia, 48% in All respondents
- **Fascinating**: 31% in Australia, 44% in All respondents
- **Exciting**: 43% in Australia, 31% in All respondents
- **Romantic**: 28% in Australia, 16% in All respondents
- **Relaxing**: 26% in Australia, 17% in All respondents
- **Spiritual**: 8% in Australia, 5% in All respondents
- **Boring**: 7% in Australia, 5% in All respondents
- **Stressful**: 7% in Australia, 5% in All respondents
- **Risky**: 6% in Australia, 4% in All respondents
- **Depressing**: 5% in Australia, 4% in All respondents

Source: Anholt Nation Brands Index, powered by Ipsos 2018
### 2.3 Perceptions of Britain

Holiday wants of Australians and % saying destination is best place for (1/2)…

<table>
<thead>
<tr>
<th>Importance</th>
<th>Attribute (top 20 most important)</th>
<th>UK</th>
<th>France</th>
<th>Italy</th>
<th>Netherlands</th>
<th>US</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.92</td>
<td>Offers good value for money</td>
<td>15%</td>
<td>12%</td>
<td>16%</td>
<td>11%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>5.89</td>
<td>Have fun and laughter</td>
<td>17%</td>
<td>9%</td>
<td>12%</td>
<td>11%</td>
<td>29%</td>
<td>8%</td>
</tr>
<tr>
<td>5.83</td>
<td>Explore the place</td>
<td>31%</td>
<td>24%</td>
<td>28%</td>
<td>13%</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>5.82</td>
<td>Enjoy the beauty of the landscape</td>
<td>29%</td>
<td>38%</td>
<td>43%</td>
<td>23%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>5.76</td>
<td>The people are friendly and welcoming</td>
<td>25%</td>
<td>16%</td>
<td>24%</td>
<td>20%</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>5.71</td>
<td>Experience things that are new to me</td>
<td>24%</td>
<td>28%</td>
<td>33%</td>
<td>28%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>5.67</td>
<td>Enjoy local specialities (food and drink)</td>
<td>11%</td>
<td>51%</td>
<td>55%</td>
<td>17%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>5.62</td>
<td>See world famous sites and places</td>
<td>47%</td>
<td>49%</td>
<td>54%</td>
<td>17%</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>5.60</td>
<td>Soak up the atmosphere</td>
<td>26%</td>
<td>34%</td>
<td>41%</td>
<td>12%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>5.52</td>
<td>Do something the children would really enjoy</td>
<td>24%</td>
<td>25%</td>
<td>21%</td>
<td>18%</td>
<td>61%</td>
<td>18%</td>
</tr>
<tr>
<td>5.49</td>
<td>Broaden my mind/ Stimulate my thinking</td>
<td>30%</td>
<td>31%</td>
<td>34%</td>
<td>21%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>5.48</td>
<td>It offers unique holiday experiences</td>
<td>29%</td>
<td>33%</td>
<td>37%</td>
<td>25%</td>
<td>37%</td>
<td>24%</td>
</tr>
<tr>
<td>5.44</td>
<td>Provides a wide range of holiday experiences</td>
<td>34%</td>
<td>29%</td>
<td>32%</td>
<td>19%</td>
<td>50%</td>
<td>22%</td>
</tr>
<tr>
<td>5.43</td>
<td>Visit a place with a lot of history/historic sites</td>
<td>55%</td>
<td>45%</td>
<td>50%</td>
<td>16%</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td>5.39</td>
<td>Do what I want when I want spontaneously</td>
<td>18%</td>
<td>17%</td>
<td>23%</td>
<td>12%</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>5.39</td>
<td>Enjoy peace &amp; quiet</td>
<td>15%</td>
<td>17%</td>
<td>18%</td>
<td>16%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>5.35</td>
<td>A good place to visit at any time of year</td>
<td>17%</td>
<td>21%</td>
<td>24%</td>
<td>12%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>5.33</td>
<td>Chill/ slow down to a different pace of life</td>
<td>9%</td>
<td>17%</td>
<td>20%</td>
<td>10%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>5.33</td>
<td>Easy to get around by public transport</td>
<td>37%</td>
<td>21%</td>
<td>16%</td>
<td>15%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>5.29</td>
<td>Experience activities/places with a wow factor</td>
<td>29%</td>
<td>41%</td>
<td>40%</td>
<td>19%</td>
<td>40%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: VisitBritain/Arkenford 2013
2.3 Perceptions of Britain

Holiday wants of Australians and % saying destination is best place for (2/2)…

<table>
<thead>
<tr>
<th>Importance</th>
<th>Attribute (bottom 20 most important)</th>
<th>UK</th>
<th>France</th>
<th>Italy</th>
<th>Netherlands</th>
<th>US</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.28</td>
<td>Enjoy high quality food and drink (gourmet)</td>
<td>13%</td>
<td>52%</td>
<td>46%</td>
<td>12%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>5.22</td>
<td>Be physically healthier</td>
<td>17%</td>
<td>22%</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>5.21</td>
<td>Have dedicated time with my other half</td>
<td>32%</td>
<td>38%</td>
<td>33%</td>
<td>19%</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>5.09</td>
<td>Feel special or spoilt</td>
<td>12%</td>
<td>23%</td>
<td>25%</td>
<td>18%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>5.07</td>
<td>Meet the locals</td>
<td>25%</td>
<td>9%</td>
<td>9%</td>
<td>18%</td>
<td>39%</td>
<td>15%</td>
</tr>
<tr>
<td>5.06</td>
<td>Feel connected to nature</td>
<td>13%</td>
<td>19%</td>
<td>21%</td>
<td>13%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>5.03</td>
<td>Get some sun</td>
<td>10%</td>
<td>17%</td>
<td>31%</td>
<td>13%</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>5.01</td>
<td>Revisit places of nostalgic importance to me</td>
<td>33%</td>
<td>14%</td>
<td>18%</td>
<td>8%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>4.87</td>
<td>Good shopping</td>
<td>21%</td>
<td>34%</td>
<td>30%</td>
<td>9%</td>
<td>48%</td>
<td>8%</td>
</tr>
<tr>
<td>4.73</td>
<td>Get off the beaten track</td>
<td>9%</td>
<td>5%</td>
<td>10%</td>
<td>9%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>4.69</td>
<td>Visit places important to my family's history</td>
<td>42%</td>
<td>16%</td>
<td>14%</td>
<td>9%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>4.43</td>
<td>Meet and have fun with other tourists</td>
<td>21%</td>
<td>40%</td>
<td>29%</td>
<td>13%</td>
<td>38%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Do something environmentally sustainable/</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.15</td>
<td>green</td>
<td>22%</td>
<td>16%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>4.12</td>
<td>Provided lots of laid on entertainment/nightlife</td>
<td>34%</td>
<td>32%</td>
<td>31%</td>
<td>27%</td>
<td>50%</td>
<td>23%</td>
</tr>
<tr>
<td>4.07</td>
<td>Experience adrenalin filled adventures</td>
<td>11%</td>
<td>18%</td>
<td>17%</td>
<td>10%</td>
<td>44%</td>
<td>3%</td>
</tr>
<tr>
<td>4.00</td>
<td>To participate in an active pastime or sport</td>
<td>19%</td>
<td>23%</td>
<td>18%</td>
<td>20%</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Do something useful like volunteering to help</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.92</td>
<td>on a project</td>
<td>24%</td>
<td>6%</td>
<td>16%</td>
<td>8%</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>3.84</td>
<td>Party</td>
<td>24%</td>
<td>9%</td>
<td>11%</td>
<td>17%</td>
<td>44%</td>
<td>12%</td>
</tr>
<tr>
<td>3.80</td>
<td>Fashionable destination</td>
<td>27%</td>
<td>47%</td>
<td>44%</td>
<td>10%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>3.62</td>
<td>Watch a sporting event</td>
<td>34%</td>
<td>14%</td>
<td>15%</td>
<td>13%</td>
<td>44%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: VisitBritain/Arkenford 2013
2.3 Perceptions of Britain

Motivations for choosing Britain as a holiday destination

- Cultural attractions: 48%
- Wide variety of places to visit: 42%
- Wanted to go somewhere new: 40%
- Vibrant cities: 38%
- Countryside/natural beauty: 32%
- Easy to get around: 31%
- Somewhere English-spoken: 30%
- Visiting friends or relatives: 28%
- Ease of getting to the country: 26%
- A culture different from own: 26%
- A mix of old and new: 21%
- Contemporary culture: 19%
- Try local food and drink: 19%
- A good deal: 18%
- Security/safety: 17%
- Accommodation (variety & quality): 17%
- Easy to get plan/organise: 16%
- Meeting locals: 15%
- Wide range of holiday activities: 15%
- The climate/weather: 14%
- Cost of staying in the destination: 13%
- Watching sport: 12%
- Visit a film/TV location: 10%
- Wanted to go somewhere new: 8%
- Easy to visit with family: 6%
- Countryside/natural beauty: 6%
- Contemporary culture: 5%

Source: VisitBritain/IPSOS 2016, base: visitors (Market scores have been adjusted so that the sum of all influences for each market is equivalent to the global total, to enable meaningful comparisons)
2.5 Perceptions of Britain

Sought-after Britain activities

- Drive through the countryside of England: 77%
- Take a canal boat tour through the waterways of England: 60%
- Enjoy a traditional afternoon tea: 59%
- Explore Britain's history using a historic cities app to uncover the: 51%
- A food tour of one of London's best foodie markets: 50%
- Shop for quirky gifts in a seaside town: 49%
- Spot wildlife in the Scottish Highlands: 49%
- Walk along Hadrian's wall in Northern England: 46%
- Ride the scenic 'Hogwarts Express' (Harry Potter train) through the: 46%
- Stay the night in a fairy-tale castle: 44%
- Visit Madame Tussauds: 43%
- Relax in Bath spa's rooftop pool: 42%
- Watch a musical in London's West End: 41%
- Take a street art tour in one of Britain's modern cities: 40%
- Share stories over a pint with locals in a cosy rural pub: 39%
- Visit Windsor Castle where Harry and Meghan got married: 38%
- Visit locations from my favourite TV/film shows filmed on location: 38%
- Hunt for The Loch Ness Monster with a boat cruise on Loch Ness: 34%
- Watch your favourite movie at a London rooftop cinema: 32%
- Experience a zip line adventure in Wales: 28%

Source: VisitBritain IPSOS 2019
Chapter 3:
Understanding the market
3.1 Structural drivers

Australian is the 6th largest country in the world by land area. It is divided in 6 states (New South Wales, Queensland, South Australia, Tasmania, Victoria, and Western Australia) and 2 territories (Australian Capital Territory – ACT, and Northern Territory).

Australia has strong links with Britain with 36.1% of the population reporting English ancestry, and 9.3% reporting Scottish ancestry. English is the official language, with all other languages spoken each falling below 3%.

Its population (25m in 2018) is concentrated in the cities. Its major urban areas are: Sydney (4.8m), Melbourne (4.7m), Brisbane (2.3m), Perth (1.9m), Adelaide (1.3), Canberra (0.4m).

Full-time workers are entitled to a minimum of 4 weeks of paid annual leave a year. In addition to those, there are 10 national public holidays, which are not inclusive of holidays specific to some states and territories.

3.1 Structural drivers: economic and demographic indicators

As a significant exporter of natural resources, energy and food, Australia benefited from a surge in trade for nearly two decades up until 2017. However, it entered 2018 facing challenges linked to the end of the booming mining sector, and a sharp fall in global prices of key export commodities. Growth in real GDP and consumer spending is predicted to shrink in 2019, but pick up again in 2020 and 2021. Unemployment rates are predicted to fall marginally year on year from 2018 to 2021.

In 2018 Australia became the country with the largest median wealth per adult. Capgemini’s World Wealth Report suggests that in 2018, Australia ranked 10th globally for its HNWI volume*, with 266,000 HNWIs, down about 4% on 2017. Politically, Australia is the world’s sixth oldest democracy and largely operates as a two party system in which voting is compulsory. Since 2007, there has been more volatility in the Australian electorate than ever before, with voters swinging between parties and third parties becoming more prominent. After six changes of prime minister over the last 12 years, Liberal minister Scott Morrison became leader in August 2018.

Economic indicators (% growth unless stated)

<table>
<thead>
<tr>
<th>Measure (2018 data)</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>25.0 million</td>
</tr>
<tr>
<td>GDP per capita PPP (US$)</td>
<td>49,943</td>
</tr>
<tr>
<td>Annual average GDP growth over past decade (%)</td>
<td>2.6</td>
</tr>
<tr>
<td>Annual GDP growth in 2018 (%)</td>
<td>2.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real GDP</td>
<td>2.8</td>
<td>1.7</td>
<td>2.5</td>
<td>2.9</td>
</tr>
<tr>
<td>Consumer spending</td>
<td>2.6</td>
<td>1.6</td>
<td>2.2</td>
<td>2.6</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>5.3</td>
<td>5.1</td>
<td>5.0</td>
<td>4.9</td>
</tr>
</tbody>
</table>


* HNWI stands for High Net Worth Individual, definition in appendix
3.1 Structural drivers: exchange rate trends

Exchange rate trends (cost of GBP in AUD)

Please find the most up-to-date exchange rate trend based on monthly averages at visitbritain.org/visitor-economy-facts.

Source: Bank of England
3.2 Consumer trends

57% of Australians hold a passport as of 2018. Some destinations in Asia have become increasingly popular among Australians in the last few years. As a consequence, the UK has lost some share of this outbound market. However, interest in visiting Europe, and the UK, is still strong: new Air Service Agreements enhancing connectivity to some European countries have recently been signed, and London is the second most searched for destination among Australians planning a holiday. Australians tend to stay longer abroad than visitors from most markets. Among the main things they want from their holidays are to experience the most of their destinations, enjoy the landscapes, and having the possibility to meet the locals and undertake authentic activities. For that reason, multi-destination trips are quite frequent. Bad weather in the destination that will prevent them fully enjoying their planned itinerary is one of their main fears.

Sources: Australian Passport Office, Roy Morgan Research, Australian Department of Infrastructure and Regional Development, Skyscanner Travel Content Survey, HotelsCombined
3.2 Consumer trends: overall travel trends

Australians and travelling
According to Skyscanner, 96% of Australians have travelled either domestically or overseas in the last year, with 87% of these travelling overseas at least once in 2018.
As of 2018, 57% of Australians hold a passport, according to the Department of Foreign Affairs and Trade, an increase of 8% from 2014. In 2017/2018 the Australian Passport Office issued over 2 million passports. These figures reflect the growing tendency of Australians to holiday overseas rather than domestically. Australia was one of the first countries in the world to introduce ePassports, incorporating biometric passport technology. The Australian passport is one of the most powerful in the world according to the 2019 Arton/Passport Index ranking. Because more and more destinations offer visa-free or visa-on-demand services for Australian visitors, the Australian Passport Office is set to discontinue the special frequent travellers’ passport.

Most searched for destinations by Australians (2018)

1. Bali
2. London
3. Auckland
4. Bangkok
5. Tokyo

London was the second most searched for travel destination for Australians in 2018. Other destinations in the top five reflect a stable interest in Indonesia and New Zealand, but also the growing appeal of other Asian destinations.

Sources: Australian Passport Office, Global Passport Power Rank 2019 by Arton/Passport Index, Skyscanner Australian Travel Trends report 2018
3.2 Consumer trends: overall travel trends

Travel type and destination trends
According to a recent travel trends report from AFTA, the 3 international destinations demonstrating the most growth in Australian outbound visitors over the last five years are New Zealand, Japan and China. Thailand was the only destination to experience a decline in the last five years.

However, looking at the most recent data, India and Japan experienced the largest jump YOY from 2018 to 2019, with Singapore, the USA and Thailand demonstrating a drop in popularity.

Australia remains the cruise market with the highest population penetration, with about 5.8% of Australians going on a cruise in 2018. According to the Cruise Lines International Association’s 2018 Australia report, Australia hit a new record with 1.35 million Australian ocean cruise passengers last year, +0.9% on 2017. South Pacific destinations such as New Caledonia have benefited from this trend.

Growth in popularity of international destinations (2019 vs. 2018)

- India: 10%
- Japan: 10%
- Indonesia: 8%
- China: 8%
- UK: 3%
- New Zealand: 2%
- Fiji: 1%
- Singapore: -1%
- USA: -1%
- Thailand: -3%

CLIA’s Cruise Industry source market report for Australia, 2018, Skyscanner Australian travel trends report 2018, AFTA August Travel Trends
3.2 Consumer trends: motivation and attitudes to holidays

According to Skyscanner, Australians' main influence when deciding where to go on holiday is word of mouth, but social media also plays a role with 34% citing this as a source of guidance. Australia demonstrates the largest growth in searches for Premium Economy and Business Class flights within Asia Pacific, which maybe linked to increased flight affordability.

The top three motivations for travelling for Australians are exploring new destinations, rest and relaxation and enjoying authentic experiences.

The top activities that Australians would most like to do if they were to come to the UK for a holiday are driving through the countryside in England, taking a canal boat tour and taking a traditional afternoon tea. Compared to other markets, they are more interested in driving through the countryside and exploring British history using a historic cities app. Overall, 'relaxing' activities are most popular among Australians.

Most Australians travel with their partner or family, but there is a significant proportion of solo travellers. This group is most likely to be aged 18-29, but there is a proportion of those aged 60+ taking this route.

Top 5 ‘wished for’ activities among Australian respondents

- Driving through the countryside of England
- Canal boat tour the waterways of England
- Traditional afternoon tea
- Exploring Britain with a historic cities app
- London food tour

Dream Activities Research 2019, Skyscanner Australian travel trends report 2018
3.3 Booking and planning

Australian visitors have very long lead-in times compared to most other inbound markets. 7 out of 10 Australian visitors starting to think of their holidays 6 months or more prior to their trip, and about 6-in-10 decided on Britain as their destination in the same time frame. Over a third had even booked their trip 6 months or more in advance, and another third had booked it between 3 and 6 months ahead of travelling.

Australians are significantly more likely to book travel to the UK through a travel agent, tour operator or comparison site than the all market average.

The majority of Australians book their trip online, whether as a package or as separate elements.

They are the second-most likely inbound market to stay with friends or relatives when visiting the UK among 20 markets surveyed*, just after their neighbour, New Zealand.

Source: *VisitBritain/IPSOS 2016
### 3.3 Booking and planning: booking channels and ticket sales

#### How trips to Britain were booked: travel only

<table>
<thead>
<tr>
<th>Booking method</th>
<th>Australia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>76%</td>
<td>85%</td>
</tr>
<tr>
<td>Face-to-face</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>By phone</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>

#### How trips to Britain were booked: accommodation only

<table>
<thead>
<tr>
<th>Booking method</th>
<th>Australia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>60%</td>
<td>70%</td>
</tr>
<tr>
<td>Face-to-face</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>By phone</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Did not book/stayed with friends/relatives</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

#### How trips to Britain were booked: travel and accommodation (holiday)

<table>
<thead>
<tr>
<th>Booking method</th>
<th>Australia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>53%</td>
<td>64%</td>
</tr>
<tr>
<td>Face-to-face</td>
<td>37%</td>
<td>27%</td>
</tr>
<tr>
<td>By phone</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Australian visitors are quite digital-savvy, with a majority of them booking their trip, as a package or different elements of it, online, especially when booking their travel separately. However, they are also more likely to book their travel or holiday face-to-face than the global average (17% vs 11% and 37% vs 27% respectively). Only New Zealand visitors would be more likely to stay with friends/relatives than Australian visitors (out of 20 markets surveyed).

Source: VisitBritain/IPSOS 2016, base: visitors (online survey)
3.3 Booking and planning: booking channels and ticket sales

Propensity to make a purchase before or during trip

Overall, Australian visitors tend to have purchased fewer activities to undertake in the UK than the global average, which is likely linked to longer stays – they don’t feel the need to pre-book all activities before travelling. Despite 72% of Australian visitors liking to plan carefully their holidays before they leave, they would only be more likely to have purchased 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 have purchased across all categories.

Source: VisitBritain/IPSOS 2016, base: visitors (online survey)
### 3.3 Booking and planning: lead-times

#### Decision lead-time for visiting Britain

<table>
<thead>
<tr>
<th>Lead time</th>
<th>Australia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>6+ months</td>
<td>70%</td>
<td>49%</td>
</tr>
<tr>
<td>3-6 months</td>
<td>20%</td>
<td>31%</td>
</tr>
<tr>
<td>1-2 months</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Less than 1 month</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

#### Booking the trip

<table>
<thead>
<tr>
<th>Lead time</th>
<th>Australia</th>
<th>All markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>6+ months</td>
<td>38%</td>
<td>14%</td>
</tr>
<tr>
<td>3-6 months</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>1-2 months</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td>Less than 1 month</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>
3.3 Booking and planning: lead-times

Decision lead-time for visiting Britain: commentary (see tables on previous slide)

Australian visitors have longer lead-times than the global average for all stages of the planning and booking of their visit to the UK.

Seven out of ten Australian visitors start to think about their trip to Britain early, 6 months or more beforehand, compared to about one-in-two on average globally.

Australians made their decision to visit Britain even further ahead of the global average with 59% doing so in the same time frame, 6 months prior to their trip, compared to 32% for the global average. A further 27% of Australian visitors did so between 3 and 6 months before their departure.

Half of Australians had looked for options and prices as early as more than six months prior to the trip, and an additional 30% did so between three and six months before. This compares with only 58% of all visitors doing so three months or more before departure.

Finally a quarter of the bookings to Britain were made by Australian visitors less than two months before their trip, against about half of previous visitors on average across all markets.

When booking transport to Britain and accommodation for their stay there, they are more likely to do so directly with the service provider (55% and 60% of Australian visitors respectively) rather than through an intermediary.

Source: VisitBritain/IPSOS 2016, base: visitors
3.4 Reaching the consumer

Print media is still very important in Australia. However, readership of both newspapers’ and magazines’ online versions are growing more than readership of their paper equivalents. Only a handful of newspaper titles are nationwide, with most titles being distributed in one state.

The broadcast media landscape has also been changing in the last few years: radio is still Australians’ preferred media at breakfast time, but it is more and more listened to online. Home TV sets are also increasingly connected, which allows Australians to increasingly use them for other purpose than watching live programmes. The arrival of Netflix in 2014 boosted SVOD services (Subscription Video-On-Demand), which only have restricted options for advertisement. Digital broadcast on platforms such as YouTube is very important for this market. Social media shows growing penetration rates too, with 79% of Australians now using social media.

Finally, mobile use related to travel search and booking is not as developed as for other markets.

3.4 Reaching the consumer: ‘print’ media

Newspapers and magazines are still highly relevant media in Australia, and magazine readership continues to increase year on year. A large majority of Australia’s leading magazines continue to have a significantly larger readership via their print editions than their digital platforms. However, new platforms such as Bauer Media’s Now to Love are allowing magazine publishers to reach their audience in new ways with innovative online offerings.

The market is quite concentrated with main publishers such as News Media, Fairfax Media or Bauer controlling most newspapers titles and above half of the magazine titles (see media interests snapshot on slide 57). Additionally, Fairfax Media was bought by Nine Network in 2019, further narrowing cross platform ownership.

Close to 75% of Australians aged 14 or over are now reading or accessing newspapers each week, either in print format, or online via website or app, on average over the 12 months to June 2019. Print readership has declined year on year, but the latest figures show that over 30% of Australians are reading print newspapers. In today’s digitally focussed world, print newspapers continue to be an important channel to reach Australian audiences.

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main titles by cross-platform readership in June 2019</strong></td>
<td><strong>Main titles by print readership in June 2019 (based on 14+ population)</strong></td>
</tr>
<tr>
<td>1. Sydney Morning Herald (SMH)</td>
<td>1. Coles Magazine</td>
</tr>
<tr>
<td>2. The Age</td>
<td>2. Fresh</td>
</tr>
<tr>
<td>5. The Australian</td>
<td>5. National Geographic</td>
</tr>
<tr>
<td>6. Courier-Mail</td>
<td>6. Open Road</td>
</tr>
<tr>
<td>8. West Australian</td>
<td>8. New Idea</td>
</tr>
</tbody>
</table>

Source: Roy Morgan’ 12-month readership report for Australia June 2019), PWC Australia’s ‘Entertainment and Media Outlook 2017-2021
3.4 Reaching the consumer: broadcast media, radio and digital

Blurring limits between traditional and online media
All media are affected by digital content: even radios tend to be more and more listened to online. It is still the preferred media at breakfast time, but more Australians access it via the radio’s website or app. The same goes for broadcast media: the amount of broadcast television Australians watch continues to fall across the board, in particular among 18-24 year olds. While the number of household TV sets fell slightly in 2017 compared to 2016, the average numbers of mobile phones, tablets, and computers at home have increased. Furthermore, household TV sets are now more and more connected so TV use has also changed, and now includes more catch-up TV services, gaming, and SVOD (subscription video-on-demand) services, with Netflix and STAN driving that market. Live TV shows that remain popular include cooking and renovation shows. Netflix now has over 11 million users in Australia. Nearly 14 million Australians now have access to some form of pay TV/subscription TV, up 11.8% on a year ago, and it’s not just Netflix driving the increase with large year on year increases for several SVOD Services including Netflix, Stan, YouTube Premium and Amazon Prime Video.

Internet/Digital & Social Media
Digital content is increasingly preferred to other forms; however, Australia is not a ‘mobile first’ market, at least not for travel. Laptops are by far the preferred device for booking travel and accommodation. However, although they may not book via mobile, Google reports that travellers make the most of brief moments through their day to find inspiration on their smartphones. The number of internet users in Australia grew from 2015 to 2017, before plateauing in 2018. Australians spend on average 5 hours and 4 minutes online per day. Social media is increasingly important as it is used by more Australians than before, and more frequently. Sensis Social Media report reveals that about 79% of Australians now use social media, with over a third checking social media five times a day or more. Facebook still dominates with 94% of social media users having a profile, but Snapchat saw usage almost double in 2018, and Instagram and Twitter usage also grew. 25% of Australian internet users now use voice search or voice commands, and one third use ad blocking tools.

3.4 Reaching the consumer: media interests snapshot

This infographic provides an overview of the main interests in Australian major commercial television, radio networks, and associated newspapers – showing strong consolidation of media ownership.

Source: acma 2019
3.4 Reaching the consumer: social media on holiday

Use of social media on holiday

- To keep in touch with people at home: 50% (Australia), 44% (All markets)
- To post / upload photos of my holiday: 39% (Australia), 42% (All markets)
- Look for recommendations for places to eat or drink: 30% (Australia), 39% (All markets)
- I have not used social media at all on this type of holiday: 29% (Australia), 26% (All markets)
- Share with others where you are / what you are doing while on holiday: 29% (Australia), 29% (All markets)
- To let people know where I am at a given moment (e.g. checking in on…): 25% (Australia), 26% (All markets)
- To help you plan / decide where to go or what to see or what to do: 23% (Australia), 23% (All markets)
- Ask for advice on where to go or what to do: 20% (Australia), 14% (All markets)
- Share my own advice or recommendations about visiting…: 19% (Australia), 14% (All markets)

Australians are close to the global average when it comes to staying connected when on holiday, with the most popular uses of social media being to keep in touch with people at home (50%) and post/upload photos of their holiday (42%). Australians are less likely than other markets to use social media to look for advice or recommendations on activities or places to eat or drink, and are also less likely to share their own advice and recommendations using social media. 73% of Australians regard a smartphone as essential whilst they are on holiday. 77% of Australians love to take photos when they are on holiday, similar to the global average (78%).

Source: VisitBritain/IPSOS 2016, base: all respondents: Have you used social media in any of the following ways whilst on your last holiday to Britain (visitors) /on your last holiday to a foreign destination (considerers)?
3.4 Reaching the consumer: influences

Influences on destination choice

Source: VisitBritain/IPSOS 2016, base visitors & considerers. Which of the following sources influenced your choice of destination? (Market scores have been adjusted so that the sum of all influences for each market is equivalent to the global total, to enable meaningful comparisons)
3.4 Reaching the consumer: influences

Likelihood to visit a place featured in a movie, TV series, or book

Australia
- Have visited, film/TV main reason: 4%
- Have visited, film/TV some influence: 5%
- Have visited, film/TV no influence: 7%
- Not visited, but interested. Film/TV main reason: 24%
- Not visited, but interested. Film/TV some influence: 6%
- Not visited but interested. Film/TV no influence: 19%
- Not visited and not interested: 33%

All markets
- Have visited, film/TV main reason: 6%
- Have visited, film/TV some influence: 7%
- Have visited, film/TV no influence: 9%
- Not visited, but interested. Film/TV main reason: 35%
- Not visited, but interested. Film/TV some influence: 6%
- Not visited but interested. Film/TV no influence: 16%
- Not visited and not interested: 22%

Source: Anholt Nation Brands Index 2017: Have you ever visited a film or TV location whilst on a holiday/vacation abroad? If yes: To what extent was the film or TV location a reason for you choosing to take a trip to that destination? If no but would be interested: To what extent would a film or TV location be the reason for you choosing to take a trip to a specific destination?
Chapter 4: Access and travel trade
4.1 Access: key facts

Most Australian visitors came to the UK by plane, although one-in-ten arrive through the tunnel. Australian visitors departing Britain by air pay £75 in Air Passenger Duty. Australians do not need a visa to visit Britain. Australian visitors have a wide range of options when it comes to travelling to the UK – with some 31 airlines servicing the route, with stopovers in Asia, the Middle East, Africa and North America. Also, Qantas launched the first direct, non-stop route between Australia and the UK, from Perth to Heathrow, in March 2018.

83% of Australian visitors travel to the UK by plane; however, a high proportion of these will not be able to take a direct flight, but instead will stop at least once along the way.

**Source:** International Passenger Survey by ONS, Apex RdC 2018

**Note:** direct flights keep the same flight code throughout a journey, regardless of stops (i.e. to refuel)
4.1 Access: capacity

Origin airport annual seat capacity (2018)*

- Adelaide: 41%
- Brisbane: 28%
- Melbourne: 13%
- Perth: 4%
- Sydney: 12%

Destination airport annual seat capacity (2018)

- Birmingham International: 66%
- Edinburgh: 9%
- London Gatwick: 5%
- London Stansted: 1%
- Manchester International: 1%
- Cardiff: 1%
- Glasgow International: 1%
- London Heathrow: 2%
- Newcastle: 3%

Note: Cairns, Canberra and Darwin constitute less than 1% of origin seat capacity each

Source: Apex Rdc 2018: including direct non-stop flights to the UK, direct stopping flights to the UK, and indirect one-stop routes to the UK where both flights are carried by the same airline

Note: direct flights keep the same flight code throughout a journey, regardless of stops (i.e. to refuel)

*These figures are representative of potential routes between Australia and the UK, based on cross referencing flights that disembark from Australia, with those that arrive in the UK, stopping at the same gateway and carried by the same airline
4.1 Access: mode of transport

Visits by mode of transport

Annual share by mode (2018)

Source: International Passenger Survey by ONS
4.2 Travel trade: general overview

The Australian travel trade landscape is quite concentrated: Flight Centre Travel Group and Helloworld Travel Limited dominate the market. However, consortia of independent travel agencies have gained in importance in the last few years. With the growth of the internet, many traditional travel distributors such as wholesalers and travel agents are taking an online approach as well as their existing retail shop front. There has also been an increase in online travel agencies (OTAs) who operate solely in the online environment.

Australians tend to book a long time in advance, mostly flexible packages, or semi-packaged holidays: travel agents have opportunities to sell them additional products during the period leading up to their trip.

Most tour operators are based in Sydney and Melbourne; some others can also be found in Brisbane, Adelaide and Perth.
4.2 Travel trade

Travel trade structure
The trade structure in Australia is made up of travel agents, wholesalers, tour operators and General Sales Agents (GSAs). The larger part of market share for Britain is independent (FIT) touring, with a mix and match approach. Different products are often bought separately and consumers are also inclined to purchase these through a variety of mediums with some elements from a travel agency, some Online Travel Agencies and some direct from the supplier. Commission levels for wholesalers, who generally will only sell to the agency community, tend to be a minimum of 15%; more likely 20 to 30%.

Product contracting for the tour operators’ brochures and sales periods will be conducted around May – August and the brochures will be designed and completed September – November.

Whilst OTAs dominate domestic and short-haul travel purchases, vertically-integrated travel companies (with bricks and mortar retail agencies) continue to play an important role for the Australian consumer. Itineraries for holiday and leisure trips from Australia to the UK and Europe tend to be fairly complex in nature (across numerous countries, currencies and modes of transport) and the buying process associated with it tends to occur during a 3-12 month period. Wholesalers and retailers have good scope to effectively promote value-added products to potential travellers over this extended period of time in order to extend the regional value of their trip.

There has been good growth in the size and influence of independent travel consortia. Brands of this type include Magellan Travel Group, TravelManagers, Virtuoso, Mobile Travel Agents, Travel Counsellors, Travel Directors, Travellers Choice and Travel Concepts.
### 4.2 Travel trade

Vertically integrated main players

<table>
<thead>
<tr>
<th>Wholesaler brands</th>
<th>Retail brands</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flight Centre Travel Limited</strong></td>
<td>- Infinity Holidays - Explore Holidays - GOGO Vacations</td>
</tr>
<tr>
<td><strong>Helloworld Limited</strong></td>
<td>- Flight Centre - Universal Traveller (Student Flights) - Travel Associates</td>
</tr>
<tr>
<td>- Viva! Holidays - Rail Tickets - ReadyRooms - SevenOceans Cruising - Skiddoo</td>
<td>- Helloworld Retail - Mobile Travel Agents (MTA) - Magellan Travel - My Travel Group</td>
</tr>
</tbody>
</table>

**Other key vertically-integrated travel companies**

- **Travel Corporation**, including: Contiki, Trafalgar Tours, Insight Vacations, Busabout, Haggis, Evan Evans, Uniworld
- **House of Travel Group**, with brand TravelManagers in Australia

**Independent retail and tour operators**

- STA Travel
- Globus & Cosmos
- Holidays on Location
- Odyssey Travel
- Virtuoso
- Travel Counsellors
- Spencer Travel
- British Travel
- Travel Concepts
- Excite Holidays
- Driveaway Holidays
- Scenic
- Australian Pacific Touring
- Rail Plus
- Andrew Jones Travel
- Phil Hoffman Travel
- Travel Directors
- Travellers Choice
4.2 Travel trade: practical information

General practical information:
Commission levels for wholesalers, who generally will only sell to the agency community, tend to be a minimum of 15%; more likely 20 to 25%. Most tour wholesalers and tour operators tend to be based in Sydney and Melbourne; a few are located in Brisbane and Perth, mainly catering for the local market.

Planning and contracting cycle:
Product contracting for the tour operators’ 2020 brochures and sales periods will be conducted around May – August 2018 and the brochures will be designed and completed September – November 2018. The month of May onwards therefore is a critical time to meet with and present new commissionable product and destinations to wholesaler product managers.

Consumer and trade exhibitions:
Flight Centre hold two main periods of travel expos, free for consumers to attend in all major cities:
- World Travel & Cruise expos in Sept – Nov each year.
- Travel Expos take place Feb – March each year.
The Asia-Pacific Incentives and Meetings Expo (AIME) is the leading MICE event, held each February in Melbourne. The Travel Industry Exhibition and Conference is a trade-only event connecting travel buyers and suppliers, in July.

Where to find the trade
The vast majority of the tour companies are located in either Sydney or Melbourne, with a scattering of players in Brisbane, Adelaide and Perth:

<table>
<thead>
<tr>
<th>Sydney</th>
<th>Melbourne</th>
<th>Brisbane</th>
<th>Adelaide</th>
<th>Perth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helloworld Limited</td>
<td>STA Travel</td>
<td>Flight Centre Travel Group</td>
<td>Venture Holidays</td>
<td>British Travel</td>
</tr>
<tr>
<td>Driveaway Holidays</td>
<td>Holidays on Location</td>
<td>Back Roads Touring</td>
<td>Phil Hoffman Travel</td>
<td></td>
</tr>
<tr>
<td>The Travel Corporation</td>
<td>APT</td>
<td>Access UK Holidays</td>
<td></td>
<td>Travel Directors</td>
</tr>
<tr>
<td>Excite Holidays</td>
<td>Magellan Travel Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scenic</td>
<td>Sportsnet Holidays</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Odyssey Travel</td>
<td>Travel Managers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel Managers</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
4.2 Travel trade: doing business

Practical information

**Time difference:** For the working day, Australians will generally be a day ahead and therefore timely response to queries is always appreciated. During Australian Summer Time (November to April) Sydney is 11 hours ahead of the UK, and reverts back to 9 hours ahead during May – October. There are a number of different time zones, even half an hour in some cases, with a three-hour difference between Sydney and Perth.

**Climate:** The seasons are the reverse to those in Britain, with summer being from December – March and June – August being the coldest months.

**Business hours:** from 08:30-09:00 until 17:00-17:30 Mon - Fri.

**Transport:** Air travel prevails between the major cities, whilst travel by train, coach or car is suitable otherwise. Australians drive on the same side of the road as in the UK, and traffic regulations are similar. Taxis and ride-sharing brands exist in most urban centres.

Meetings & business etiquette

Work practises and etiquettes are very similar to those in Britain, and the travel trade are generally very welcoming to overseas product.

Business is generally conducted in a relaxed but formal manner. Business suits are the norm even in summer.

It is necessary to make appointments in advance. The destination, product and sales staff often look after more than one destination, so plan training options months in advance. The main European selling season starts in mid-October with the launch of the brochures and earlybird packages, until the end of March.

The product managers in particular know their clientele and know what sells for them and will be very honest about the suitability of your product. They are also very loyal to existing suppliers, and long term relationships are very important.

Email is the standard method of business communication in Australia, but a face-to-face visit will help cement the relationship.

The Australian market is all about relationships, and keeping those relationships strong. Once back in the UK, prompt replies and immediate follow up will keep the relationship strong, as will providing rates in a timely manner. Whilst regular visits are unlikely, a yearly visit (or every other year) is very much valued to give exposure throughout the various arms of each company.
4.2 Travel trade: Australian holidays

National public holidays in 2019 and 2020
(Variations may occur on a state by state basis)

<table>
<thead>
<tr>
<th>Date in 2019</th>
<th>Date in 2020</th>
<th>National Holiday</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st January</td>
<td>1st January</td>
<td>New Year’s Day</td>
</tr>
<tr>
<td>28th January</td>
<td>27th January</td>
<td>Australia Day</td>
</tr>
<tr>
<td>19th – 22nd April</td>
<td>12th – 14th April</td>
<td>Easter</td>
</tr>
<tr>
<td>25th April</td>
<td>27th April</td>
<td>Anzac Day</td>
</tr>
<tr>
<td>10th June</td>
<td>8th June</td>
<td>Queens Birthday (in all states but WA &amp; QLD)</td>
</tr>
<tr>
<td>1st October</td>
<td>5th October</td>
<td>Labour Day</td>
</tr>
<tr>
<td>25th December</td>
<td>25th September</td>
<td>Christmas Day</td>
</tr>
<tr>
<td>26th December</td>
<td>26th September</td>
<td>Boxing Day</td>
</tr>
</tbody>
</table>

Australians get four weeks of paid annual leave. There are 8 main public holidays per year but each state or territory is likely to have additional local public holidays.

Term dates for primary and secondary schools also vary between state or territory, but generally there are 4 semesters of 10 week periods during a school-year:

- Term 1 – late January to early April
- Term 2 – late April to early July
- Term 3 – mid July to late September
- Term 4 – mid October to mid December

Summer school holidays run from December to late January, and the majority of Australians take off the Christmas and New Year, with many companies either closing until mid-January, or running on skeleton staff. It is unlikely that you will be able to make an appointment in that time.

Source: Public Holidays site
4.3 Caring for the consumer: understanding the society

Australian Culture
While Australian society is founded upon British history and traditions, it has also been strongly influenced by immigration, and its multicultural mix is one of the more diverse in the world.
The latest 2016 census revealed that a third of the Australian population was foreign-born. Recent immigration from China and India has increased since the last census in 2011, which adds to the cultural mix and is reflected in the dining and food culture.
Australian culture is founded on stories of battlers, bushrangers, sporting heroes and brave soldiers. The value of a ‘fair go’ is important as is the concept of the great outdoors. In recent years there has been a growing recognition of indigenous heritage and culture.
Education patterns are very similar to the UK. Most Australians seek university education after high school, but tend to live at home whilst studying.

Australian Life
As a whole, Australians are looking for ways to improve their work/life balance and this key driver influences many aspects of their day-to-day lives, as it relates to family and social networking, hobbies and other leisure pursuits.
Community involvement and holidays is key to this ‘personal growth’.
As most Australians live within 50 kilometres of the coast, the beach is an integral part of their recreational lifestyle. There is still a desire for Australians to own their family home. Housing availability of course varies between each State capital, but the housing market in and around the main cities has seen an increase in price in recent years that makes access to property more difficult for millennials. Young Australians tend to increasingly prioritise other types of expenses, especially for leisure pursuits, including travel.
Australians still tend to look to retire around the age of 65, although there is increasing pressure to work beyond that age to ensure a suitable retirement fund. Seniors tend to be very active in Australia and look at outbound travel as a key part of continuing to “grow” after their working life.

Source: Australian Bureau of Statistics
4.3 Caring for the consumer

Interaction
Australians place a high value on relationships. They value sincerity and authenticity. Honesty is appreciated and expected. Australians are known to be very direct and to the point. They also usually have a good sense of humour. A holiday to Britain is planned well in advance, and many Australians will pick up a hire car or hop on a train and explore. They tend not to like to cram in too many pre-booked activities but to explore for themselves and discover beautiful places and lesser known areas. They will welcome suggestions to help them discovering such sites.

Meeting the locals is a key part of the holiday. Australians love to chat with the locals and find out about the history of the area, recommended pubs and markets and find out about local stories.

Top Tips
Most Australian visitors arrive by plane very early in the morning, and appreciate being able to check-in to their room. If that is not possible, they would appreciate somewhere to shower or clean up. As Britain is usually a long trip, they will generally have a large suitcase with them, and will need some space to store it in their room.

Remember that visitors may not have slept for 24 hours (or more) and will likely be tired on arrival. If planning an itinerary for Australians, do not make it too intensive for the first few days. Generally, Australians do not tip unless service has been exceptional. Australians are used to travelling long distances, and accept the inconvenience associated with long haul flights. You need to travel five hours from the East coast to the West coast, just to leave the country. Travel is part of the culture, especially for the youth market who feel the need to head abroad to get some experience of other cultures.
4.3 Caring for the consumer: hospitality

Accommodation
All types of accommodation appeal to the Australian market. In Britain, staying with friends and relatives is important. However when staying at paying accommodation, since they stay longer than average visitors, they will often choose a mix of B&B, hotels and even hostels as they might want to lower the cost of their stay by saving on accommodation. Self-catering accommodation are also appreciated and non-hotel accommodations are usually perceived as less expensive options. The quality of facilities in Australian motels is high. Tea/coffee making facilities in the room, together with an iron and ironing board will be expected. A recent HotelsCombined study showed that Australian travellers value larger rooms with an outdoor access (balcony, terrace for example), and free technology, especially complimentary, fast Wi-Fi.

Food and drink
In recent years, Australia has tried to rise the profile of its food and drink offering at some of its own domestic destinations. Thus food and drink can be important elements of their holidays abroad, even though only 24% of Australians who have not visited Britain before would pick ‘Sampling the local food and drink’ as a motivator to visit Britain. In 2017, VisitBritain and DEFRA commissioned a study about international travellers’ perceptions of British food and drink. Australian respondents were more likely to agree that Britain offers attractive food and drink options for tourists, above the all-market average (35% vs 29%). They will most likely associate Britain with baked goods, but would also be tempted to try the British cheeses. Overall they are more interested in trying iconic British foods than average, especially a traditional roast dinner, fish and chips, or a full English breakfast. Australians tend to eat their evening meal after 7pm. Most will eat breakfast at their accommodation, and eat one meal, either lunch or dinner, in a restaurant. They may often pick up a snack/sandwich from the supermarket or take-away for the other meal.

Source: HotelsCombined, TravelTalk, Agoda’s Travel & Tech Study 2017, kubi kalloo/VB research, VisitBritain/IPSOS 2016, VB/DEFRA’s “Food is GREAT” research, Anholt-GfK NBI 2015
Appendix: Useful links and further information
Appendix 1: Working with VisitBritain

We can help you extend your reach through:

- Digital and social media such as through Twitter, our Facebook page – Love GREAT Britain, or Pinterest.
- Press and PR by sending us your newsworthy stories or partnering to host journalists, influencers, and broadcast shoots.
- Leisure, and the business travel trade via our programme of sales missions, workshops and exhibitions or promotion to our qualified Britagents and supplier directory.
- Retailing your product through the VisitBritain shop.
- Joining the Tourism Exchange GB platform – giving you access to a wide range of international customers, via connected distributors. Connection to the platform is free.
- Or as a major campaign partner.

We are here to support you and look forward to working with you. To find out more browse our trade website or contact the B2B events team or campaign partnerships team or trade support team or VisitBritain shop team.
Appendix 1: Working with VisitBritain

VisitBritain’s strategy to grow tourism to 2025

**Developing world-class English tourism product:** VisitBritain has collaborated with VisitEngland to develop and deliver the Discover England Fund since November 2015

**Collaborating globally:** VisitBritain’s network extends in four regions: Europe, the Americas, APMEA and North East Asia. Meet those teams and their trade partners at VisitBritain’s different trade events, VIBE, ExploreGB, or Destination Britain events in market.

**Inspiring the world to explore Britain** as a GREAT Britain campaign partner and through our ‘I Travel For…’ marketing campaign.

**Acting as trusted partner and advisor** to the industry, but also our Government and Public Diplomacy partners by generating and offering them world-class market insights.

VisitBritain also develops and promotes products for Business Events, food & drinks, rail, luxury, regional gateways, and the Discover England Fund

To find out more information, browse:

VisitBritain’s mission

The Government’s Tourism Action Plan

VisitBritain’s events

‘I Travel For…’ campaign

The tourism sector deal bid
Appendix 1: Working with VisitBritain

VisitBritain’s global audience segments

In 2017, VisitBritain carried out a research project across all its main inbound target markets to define global audience segments and identify best opportunities in each of those international travellers’ market. On the right is a summary of VisitBritain’s 5 global audience segments.

To learn more visit this page.

In Australia, along with the VFR audience, VisitBritain focuses on one audience segment among the international travellers:

- **Explorers and Sightseers in Australia:** Experienced and older, but still very active, travellers willing to explore comfortably their destination at their own pace.

<table>
<thead>
<tr>
<th>Segments</th>
<th>Global market share</th>
<th>Market share in Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Buzzseekers</strong> (free spirited and spontaneous, they like holidays full of action and excitement)</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Explorers</strong> (they enjoy outdoors, must-see sites, and embracing local cultures at a more relaxed pace)</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Adventurers</strong> (they live to go off the beaten track, spending time outdoors and trying out new experiences)</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Sightseers</strong> (they prefer staying within comfort zone, preferring cities to countryside, planning in advance)</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Culture Buffs</strong> (image and brand conscious, travel is seen as a status symbol; they like well-known, safe destinations)</td>
<td>12%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: VisitBritain/Kubi Kalloo, 2017
Appendix 2: Useful research resources

We have dedicated research and insights available which include:

- Latest *monthly* and *quarterly* data from the International Passenger Survey by ONS
- Inbound Tourism Trends by Market
- Inbound activity data
- Sector-specific research
- 2019 Inbound Tourism Forecast
- Britain’s competitiveness

We are here to support you and look forward to working with you.

To find out more about Australia or other inbound markets browse our markets & segments pages.
Or our inbound research & insights.
Or contact us directly.
Appendix 2: Useful research resources

We have dedicated market-specific research and insights available which include:

- Planning, decision-making and booking cycle of international leisure visitors to Britain
- Technology and social media
- Gateways in England, insights on overseas visitors to England’s regions, participation in leisure activities, multi-destination trips and more
- Food & drink research

We are here to support you and look forward to working with you.

To find out more about Australia or other inbound markets browse our markets & segments pages.
Or our inbound research & insights.
Or contact us directly.
Appendix 3: Definitions, sources and information on this report

How to read the information in this market profile

Details on main sources

The International Passenger Survey (IPS) is a UK-wide departure survey, carried out by the Office for National Statistics (ONS). All data are based on data collected as visitors are about to leave the UK about what they did, not on their intentions or perceptions. Except when specified, IPS refers to people according to their country of residence, not nationality. Where we talk about mode of transport, it refers to what is used on departure to leave the UK, with the presumption that shares are similar on arrival. To find out more, consult the release calendar.

Oxford Economics last updated the ‘Global Travel Service’ databank in July 2019.

Apex was last updated with October 2019 data.

UNWTO data are based on their latest Tourism Barometer and Statistical Annex, January 2019.

VisitBritain/IPSOS 2016 refers to the ‘Decisions & Influences’ research project carried out in Australia, Brazil, Canada, China, Denmark, France, GCC (UAE and Saudi Arabia), Germany, India, Italy, Japan, Netherlands, New Zealand, Norway, Russia, South Korea, Spain, Sweden, and USA. Its all-market averages are based on weighted average of those markets. Only international travellers participated, half of each market sample having travelled to Britain before.

The Anholt Nation Brands Index (NBI), now powered by Ipsos, was carried out online in July 2018 in Argentina, Australia, Brazil, Canada, China, Egypt, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, South Africa, South Korea, Sweden, Turkey, UK and USA. Its all-market averages are based on those markets. It is based on nation-wide representative samples.
Appendix 3: Definitions, sources and information on this report

How to read the information in this market profile

Useful definitions and abbreviations

• **VFR** means Visiting Friends and/or Relatives.

• **Misc** means Miscellaneous – other journey purposes.

• In IPS, to be defined as a **package**, a holiday must be sold at an inclusive price covering both fares to and from the UK and the cost of at least some accommodation. Neither the respondent nor the travel agent from whom the package was bought will know how much of the inclusive price is accounted for by fares or by accommodation.

• **High Net Worth Individuals**, or HNWIs, are people with liquid assets valued over USD1million.

Other useful information

**Top 10 activities in Britain** is based on propensity for visitors to have undertaken activities whilst in Britain, data having been collected between 2007 and 2017. Where an activity was asked about more than once, only the most recent answers were taken into account.

**Repeat visits** are visits made by people who had already visited the UK before; British expats have been excluded for better representation of the market’s propensity to visit Britain repeatedly. IPS question asked in 2015.

**Likelihood to recommend Britain** as a destination is based on holiday visits, of at least one night, excluding British expats.
Market and Trade Profile: Australia

October 2019