



GROWING THE APPETITE FOR AUSTRALIAN TOURISM

KAREN HALBERT | EXECUTIVE GENERAL MANAGER | CORPORATE AFFAIRS, GOVERNMENT AND INDUSTRY





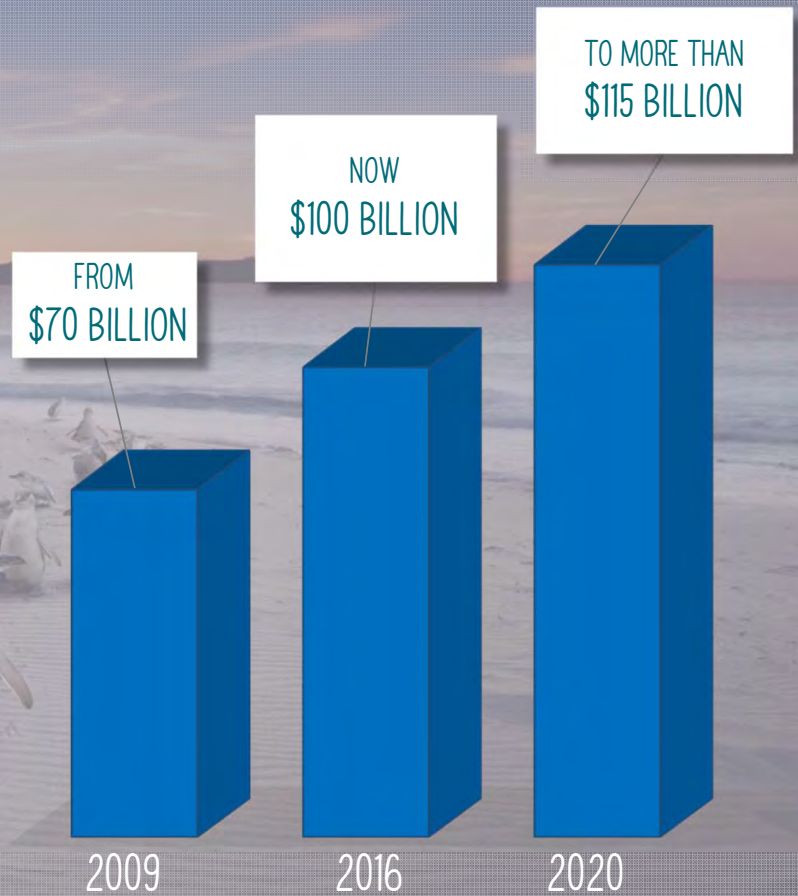
OUR VISION
TO MAKE AUSTRALIA
THE MOST DESIRABLE AND
MEMORABLE DESTINATION
ON EARTH

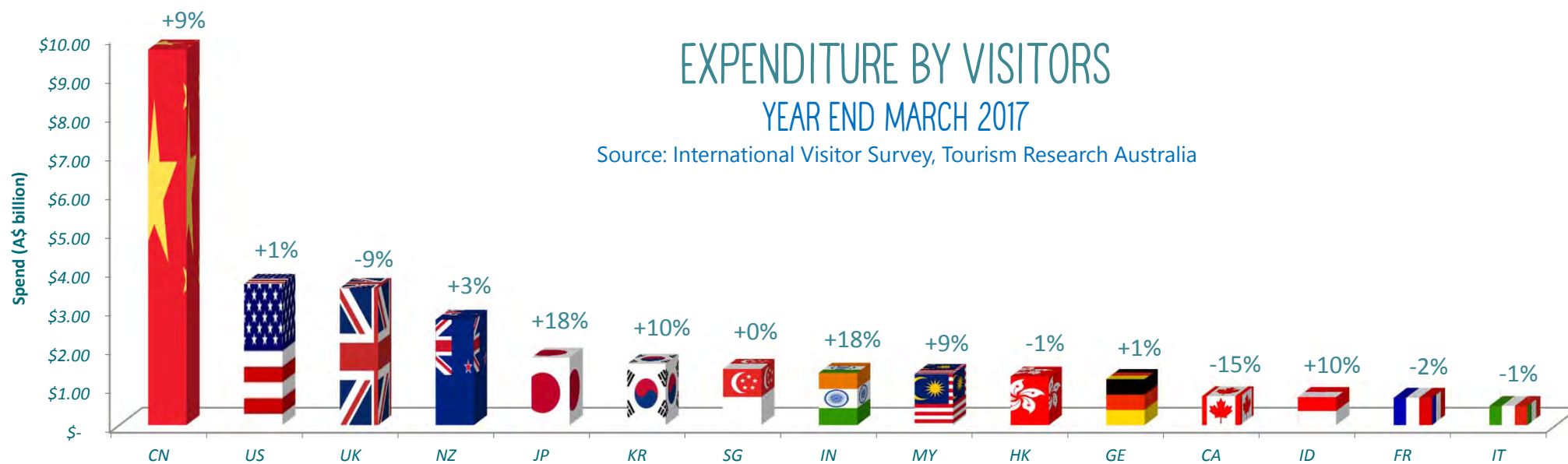
ALIGNED TO
OUR CORE VALUES:
POSITIVE, GENUINE,
INNOVATIVE, COMMERCIAL
& UNITED

SEEING THE RESULTS

INTERNATIONAL
VISITORS UP
9.1% TO
8.4 M

INTERNATIONAL
VISITOR SPEND UP
5% TO
\$39.8 BN





NOT JUST
LEISURE BUT ALSO
BUSINESS EVENTS
(16% OF VISITORS)

SECTOR
WORTH ALMOST
\$14B

28% OF SPEND IS
INTERNATIONAL
\$3.9B



TOURISM AUSTRALIA

OUR MARKETING FOCUS...





AQUATIC &
COASTAL

\$75M
IN CAMPAIGN
EXPENDITURE

CAMPAIGN OBJECTIVES:
IMPROVE
AUSTRALIA'S CURRENT
ASSOCIATION WITH
AQUATIC & COASTAL
EXPERIENCES

TO HELP DRIVE
A BOOST IN TOTAL
LEISURE SPEND
GROWTH

KEY ACTIVITY

MEDIA BUYS
PR AND IMHP
BROADCAST AND TV
PARTNERSHIP CAMPAIGNS
EVENTS
VIRTUAL REALITY

OUR CALL
TO ACTION
AUSTRALIA.COM &
AUSTRALIA.CN

OUR GLOBAL
CAMPAIGN
AMBASSADOR
CHRIS HEMSWORTH





The New York Times

TRAVEL | Q AND A

Chris Hemsworth, Australia Spokesman, Is Mad About Melbourne

By SHIVANI VORA FEB. 22, 2017



When he moved back to Australia, Chris Hemsworth chose Byron Bay, a quiet town on the country's east coast with beautiful beaches. Mark Vollman for The New York Times

The Melbourne-born actor Chris Hemsworth, 33, will tell you that there is no better place in the world than his native Australia, and he wants everyone else to know this, too: Mr. Hemsworth, who is most famous for playing the Marvel Comics superhero Thor in the 2011 eponymous movie and who is reprising the role in this fall's "Thor: Ragnarok," is on a mission to promote his homeland through his role as global ambassador for Tourism Australia, the country's official tourism organization.



RESTAURANT AUSTRALIA



GOAL

IMPROVED PERCEPTION OF
AUSTRALIA AS A QUALITY
FOOD AND WINE HOLIDAY
DESTINATION BY THOSE WHO
HAVE NOT VISITED

TO DATE

INCREASED ASSOCIATION
RANKING FROM
#10 (2012) TO
#6 (2015)

GOAL

\$518 M

BY DEC 2015 YE

TO DATE

\$1 BN +

BY MARCH 2017 YE

FOOD AND WINE STRATEGY

Tourism Australia's sponsorship of **The World's 50 Best Restaurants 2017** provided an opportunity to bring the world's most **influential food and wine people** to Australia to inspire, inform and **earn their advocacy** of Australia's food and wine scene.

PHASE 1 2013

Launch
Restaurant
Australia

Industry
Rally Cry

PHASE 2 2014

Promote Restaurant
Australia in key
international
markets

Invite The World
To Dinner

PHASE 3 2015/2016

Noma Australia
Residency

Announcement of
The World's 50
Best Restaurants
in Australia

PHASE 4 2017

The World's 50
Best Restaurants
hosted in Australia
(Melbourne,
Victoria)



THE
WORLD'S
50
BEST
RESTAURANTS
2017

THE WORLD'S 50 BEST RESTAURANTS AWARDS

The World's 50 Best Restaurants list provides an annual ranking of the most exciting and talked about restaurants across the world. Carefully judged by an anonymous panel of over 1000 experts, the list brings together the world's best chefs and restaurateurs who share a passion for truly memorable and unique dining experiences.

Over 950 of the world's best influencers gathered at the Royal Exhibition Building on 5 April 2017 as part of a weeklong event program which coincided with one of Australia's top foodie events, Melbourne Food and Wine Festival.

11 CORE EVENTS IN ONE WEEK

1-3 APRIL 2017

#50BestTalks

Melbourne Food
and Wine
Masterclasses

4 APRIL 2017

The Chefs' Feast

Media Welcome

5 APRIL 2017

Press Conference

Academy Chair Lunch

Pre-Cocktail drinks

Awards Activation

Post ceremony drinks

6 APRIL 2017

The Great Aussie
Brunch: All Star
Yum Cha

6-8 APRIL 2017

Academy Escape

INFLUENCER AND MEDIA FAMIL PROGRAM

Bespoke famil program showcasing food and wine experiences across Australia

WHO WE HOSTED



2017 EVENT STATS

11

MAIN EVENTS

150

INTERNATIONAL MEDIA
ATTENDED

47

WORLD'S 50 BEST 2017
CHEFS ATTENDED

29

AUSTRALIAN CHEFS
COOKED AT EVENTS

950

GUESTS ATTENDED
THE AWARDS
CEREMONY

247

CHEFS AND INFLUENCERS
HOSTED BY TOURISM
AUSTRALIA AND
EVENT PARTNERS

13

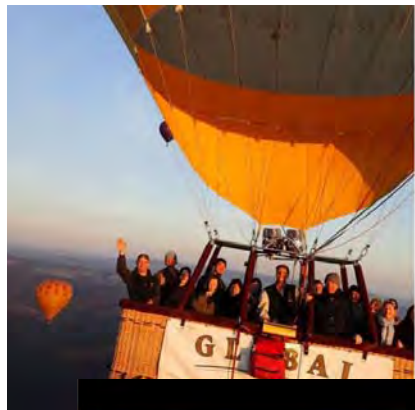
KEY PARTNERSHIPS /
STAKEHOLDERS

4,000+

MEDIA ARTICLES GENERATED
FROM THE PR PROGRAM



WORLD'S 50 BEST SOCIAL



theworlds50best

theworlds50best Richard Ekkebus, David Thompson and a team of food media take a Global Ballooning ride above the Yarra Valley. Follow the link in our profile to read more.

#Worlds50Best #YarraValley @VisitMelbourne #VisitMelbourne @Australia #SeeAustralia #Team50Best @LauraPriceEats @rekkabus @DavidThompson #chefs #balloon #ballooning #hotairballoon

zeinababdalla

growing_boy kinda tough to miss the tall Dutch guy...

fantasyfoodchannel Holy moley!

laupriceeats Such an epic trip!

lapommediscorde Enjoy!

1,533 likes



australia

australia Beverage and canapés in hand + toes in sand + how the guests of last night's spectacular Chef's Feast event in @visitmelbourne spent their evening. It was a sensational night in Melbourne, with glorious weather for the first official event of @TheWorlds50Best Restaurants program which took place at the historic West Beach Bathers Pavilion in St Kilda. Tonight, the highly anticipated red carpet awards ceremony will be held at Melbourne's Royal Exhibition Building, with over 1,000 guests in attendance. The awards countdown will be screened live at #FederationSquare in #VisitMelbourne's city centre, or you can follow the action via our Instagram Story, or #Worlds50Best.

36,909 likes



theworlds50best

theworlds50best Hot air balloons at sunrise. Read about our time in the Yarra Valley in Australia via link in bio.

#Worlds50Best #YarraValley @VisitMelbourne #VisitMelbourne @Australia #SeeAustralia #Team50Best @LauraPriceEats #chefs #balloon #ballooning #hotairballoon

elbacaio_sevilla Beautiful

infatob Die!

2,028 likes



theworlds50best

theworlds50best Catch highlights from both the Sydney and Melbourne editions of #50BestTalks, sponsored by S.Pellegrino and Acqua Panna, which took place during The World's 50 Best Restaurants 2017 in Australia. Then follow the link in our profile to watch more.

#Worlds50Best #Restaurants #50BestTalks @sanpellegrino_official @acquapanna #Sydney @visitmelbourne @australia #SeeAustralia #RestaurantAustralia #travel #chef

12,214 views



theworlds50best

theworlds50best Mexican sea pickle, aka cucumbers growing in the garden at Oakridge wine estate in the Yarra Valley. Learn more via link in bio.

#Worlds50Best #YarraValley @VisitMelbourne #VisitMelbourne @Australia #SeeAustralia #Team50Best @LauraPriceEats @oakridgevines @chethattstone

View all 34 comments

karatejida @quintanil

joshua.treynolds Aka cucumber

mx_pangung @_dandark

@moosekindred

theartyladywhere Very very cool dude!

louselle

paesl, wass Very sour those things

4,905 likes



theworlds50best

theworlds50best While in the Yarra Valley, Team 50 Best stopped by the beautiful Oakridge winery in the Yarra Valley, Australia. Learn more via link in bio.

#Worlds50Best #YarraValley @VisitMelbourne #VisitMelbourne @Australia #SeeAustralia #Team50Best @LauraPriceEats @oakridgevines @chethattstone

rengid

1,832 likes



australia

australia Not a bad spot for dinner, right? The Chef's Feast - the first official event of @TheWorlds50Best Restaurants program - was held at St Kilda's West Beach Bathers Pavilion in @VisitMelbourne tonight. The world's top 50 chefs and restaurateurs, along with VIP guests, Academy Chairs and sponsors came together this evening to honour an intimate three-course, nine-matched dinner featuring a taste of Australia's extraordinary produce. To brush the night, desert was served on the beach, toes in the sand, by the warmth of a happy fire. Follow the action via our Instagram Story, and via #Worlds50Best and #RestaurantAustralia. Video: @bensalish / @ronstar

17,853 views



australia

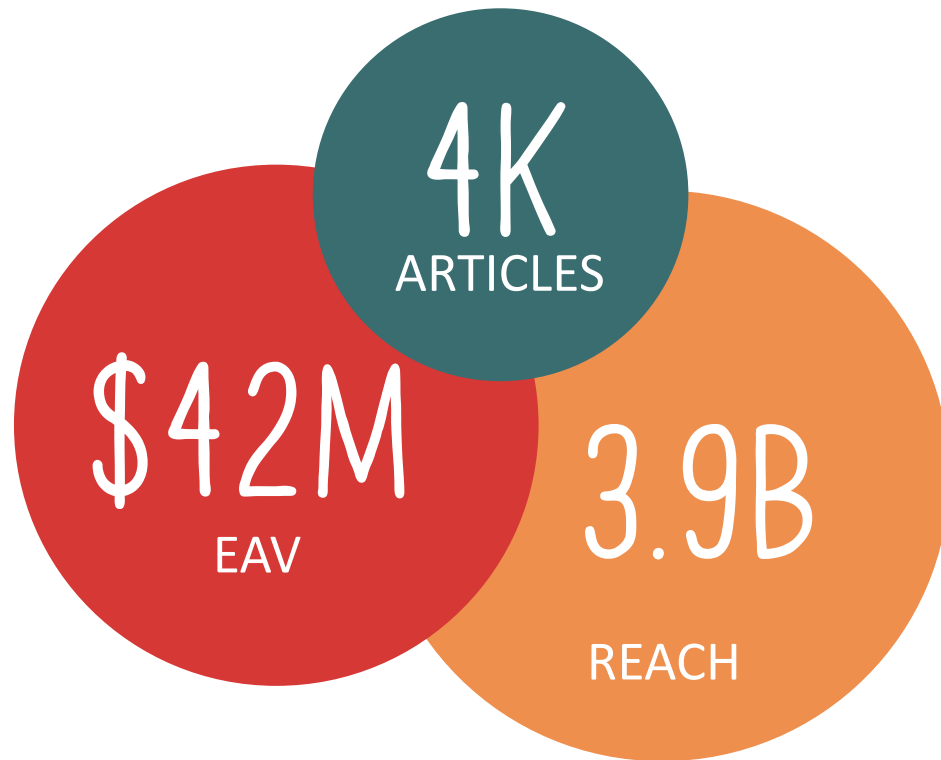
australia What a night of nights! The red carpet was rolled out last night in @VisitMelbourne for @TheWorlds50Best Restaurants Awards Ceremony, held at the Royal Exhibition Building. A hearty congratulations to our Australian restaurants that made the coveted list: @sticcamelbourne and @braerestaurant. What a colossal achievement! Over 1,000 guests were treated to a fabulous menu designed by @chefnappery from @rockpoolgroup, featuring exquisite Australian produce with matched wines chosen by @wineaustralia's expert panel. Check out our Story to see how the event unfolded. #Worlds50Best #RestaurantAustralia #VisitMelbourne

load more comments

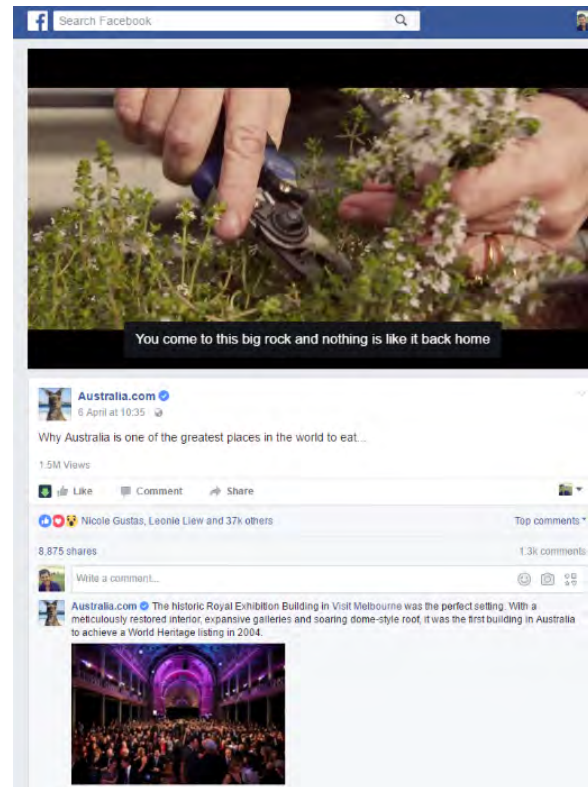
solila1971 Me encanta

23,596 likes

RESULTS SO FAR



From 1 June 2016 – 10 May 2017



1-6 April Results

Facebook:

3m reach

39k engagement

Instagram features:

3.3m reach

144k engagement

Instagram stories

6.8m views

INDUSTRY IMPACT



50% spike in restaurant bookings
across Melbourne.

Stevan Premuitco, Dimmi Online Restaurant
Reservations

“We had 7 times as many bookings in
the week immediately after the
awards, ten times the usual website
visitation and Weekends are now
fully booked 6 months ahead...”

Dan Hunter, Brae

WORKING HOLIDAY MAKER CAMPAIGN 2016-17

PHASE 1:
11 COUNTRIES

OCT 2016 TO
FEB 2017

AVG LEAD
RATE
17%

UNIQUE
VISITORS
290,000

PARTNER
& VISA LEADS
79K+

PHASE 2:
3 COUNTRIES
MAY & JUNE
2017

WHAT'S NEXT?
YOUTH
CAMPAIGN
OCT 2017

CAMPAIGN CREATIVE

WHERE EVERY DAY IS FAR FROM EVERYDAY

PACK D'ARRIVÉE
À MELBOURNE:
VOL + 3 NUITS
SUR PLACE

OFFRE À
PARTIR DE

639€*

RÉSERVEZ MAINTENANT

*Offre soumise à conditions

AUSTRALIA 

 Australie
Autrement



MELBOURNE
Victoria
Australia

WORK & TRAVEL
IN AUSTRALIEN

FLUG AB

599€*

JETZT BUCHEN

*Tarif unterliegt Bedingungen

AUSTRALIA 





MELBOURNE
Victoria
Australia

Liam Rodgers, Bethany Wilson and 48 others like Australia.com



Australia.com

Sponsored (demo)

Der Horizont ist dein Ziel. Work & Travel in Australien.

The Horizon is your target. Work & travel in Australia.

Hide original · Rate this translation



Australien, wo dein Alltag alles andere als alltäglich ist.

[HTTP://WWW.AUSTRALIA.COM/DE/THINGS-TO-DO/WORKING-HOLIDAY-VISA/VICTORIA.HTML](http://www.australia.com/de/things-to-do/working-holiday-visa/victoria.html)

Book Now

58

4 Comments · 18K Views

Like

Comment

Share



Tourism Australia shared

Following · 8d

A place where work switches off and the city switches on. Travel and work in Australia for 12 months.

<https://link.inigoRagier>



Like · Comment · Share · 51 · 7

Show previous comments

David Pierce-Just came back from a two year contract on the gold coast very good

Now its -6 in the UK I wish I was there!

Like · Reply

Graeme Phillips I'd love to contract in Australia, but I dont know how to get started, anyone help at all? thanks

Like · Reply

CHINA-AUSTRALIA YEAR OF TOURISM 2017

China Australia Year of Tourism was announced on 6 April 2016

- The China-Australia Year of Tourism 2017
 - celebrates the relationship between Australia and China
 - recognises the importance of the China tourism market
 - will focus Chinese Government and media on Australia
- The Year of Tourism events include opening and closing ceremonies, trade delegations and industry events, cultural and sporting events
- Australia will share this honour with Switzerland, ASEAN Countries, Denmark and Kazakhstan
- In 2016, China had Year of Tourism with India and the USA
- Integrated program of events in China and Australia.

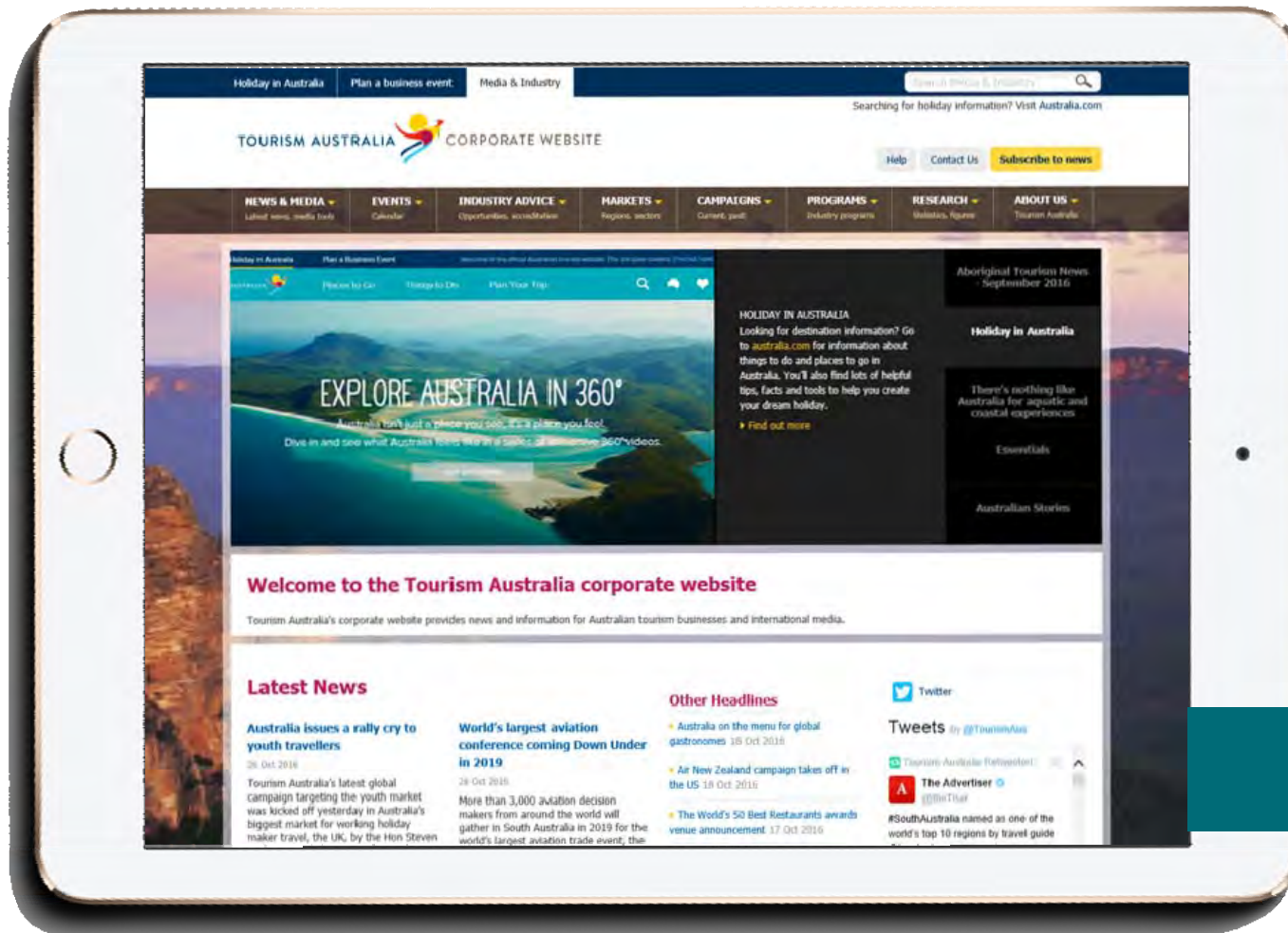


CHINA – AFL ACTIVITY



- FIRST AFL PREMIERSHIP SEASON MATCH IN CHINA
- PORT ADELAIDE V GOLD COAST, 14 MAY, SHANGHAI

WORKING WITH TOURISM AUSTRALIA

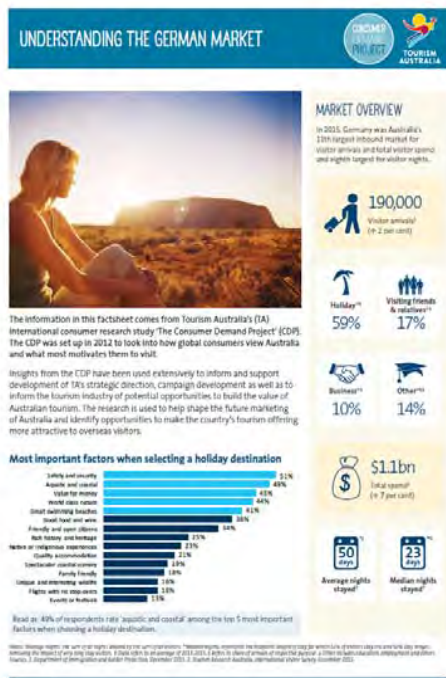


KEY RESOURCES FOR INDUSTRY

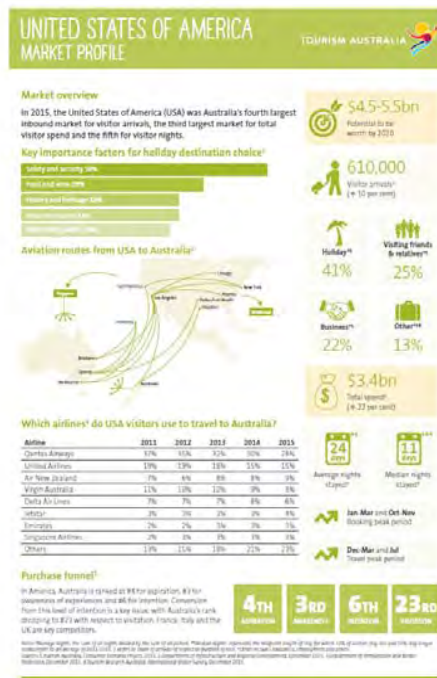


VISIT TOURISM.AUSTRALIA.COM

MARKET & CONSUMER PROFILES



Understanding the German Market 2016



UNITED STATES OF AMERICA Market Profile 2016



TOURISM AUSTRALIA'S 2016 MARKET PROFILES RELEASED

TOURISM.AUSTRALIA.COM/MARKETS

AND MORE....



SONIA ANTHONY
CHEF & OWNER, MASONS OF BENDIGO

SOCIAL NETWORKS ALSO KEY TO SHARING OUR STORIES



australia 54,653 likes 7w

australia This is what the famous Flinders Street in #visitmelbourne looked like shortly after midnight on New Years Eve - what a turnout! 2017 kicked off with a bang in Victoria's capital city: the #cityofmelbourne put on a cracking show, with dazzling fireworks erupting from the rooftops of 22 buildings around the CBD. Most revellers gathered in the famous #federationssquare, but there were plenty of fantastic vantage points for people to watch the biggest fireworks display the city had ever seen. Photo: @jl_captures

load more comments

sbairdx Awwww our weee home I miss it aswell! 🥰 @loisbanksfitness

alina_katharina @svenja_lynn 🥰🥰🥰 so beautiful!!!!

majella_mckeniry Dead right, I was there!! Great atmosphere but it took over

Add a comment



australia 92,580 likes 13w

australia "Hey you, gimme a bite of your sandwich!" - Just joking, koalas don't eat sandwiches - but if you held a branch of gum leaves out for this fellow it'd be game on! This koala lives at #ballaratwildlifepark in Victoria, which is around 90 minutes' drive from #visitmelbourne. #visitballarat is ideal for a day trip - it's a fascinating heritage town from the gold rush era, and is home to magnificent architecture and an emerging foodie scene.

view all 900 comments

tara_costello @joslewikins

x3_sonjaaa_x3 @mona_xlxi 🥰

mona_xlxi @x3_sonjaaa_x3 hah 🥰

x3_sonjaaa_x3 der is owa sweet 🥰

@mona_xlxi

anymcevdxy @siobhan_odon

mc_enfia @anthynbazary

Add a comment



australia 47,052 likes 1w

australia Welcome to the summer night markets in #visitmelbourne! Running until 10pm every Wednesday night until the end of March, #thenightmarket offers a platform for emerging foodies, artists and musicians to showcase their talents. There are over 60 tasty stalls here serving up street food from across the globe, including @senorbba, @wingmanchickenwings and @triballastfoods to name a few. So if you're visiting #Melbourne soon be sure to check it out - you'll be in for a treat! Photo: @rayofmelbourne #restaurantaustralia #markets #nightmarkets #visitmelbourne

view all 373 comments

saavvyb @raezu I've been before! It's good :)

raezu @saavvyb too bad it will be winter for my visit

Log in to like or comment



australia 41,455 likes 5d

australia When kayaking at Lakes Entrance, don't be surprised if you're chaperoned by the local Burruran dolphins! These are no regular dolphins; there are only a couple of known populations of these rare critters in Australia, and this beautiful part of #GippslandLakes in Victoria is one of them. The #GippslandLakes are home to around 65 Burruran dolphins; hire a kayak and there's a good chance you'll

Log in to like or comment



australia 69,503 likes 7w

australia "And here we are - one of the best views on the #GreatOceanRoad!" If you're driving the #visitgreatoceanroad in Victoria, take some time to stop off in #Lorne, even if it's just to admire the spectacular view from Teddy's Lookout! It's easy to miss this spot if you're just passing through Lorne, but all you need to do is head for high ground (ie, to the top of the hill at the back of town) and you'll find it. Photo: @angelafors

view all 315 comments

nati.salvatierra Siempre un peso adelante @efabromolinari

efabromolinari Esta vez podemos ganar @nati.salvatierra

Illianatool @pabequibio

mike.vd @idvdd

gwendampillips High five for that! 🙌🏻

Random: Best This is a view!

Add a comment



THANK YOU

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