

JAYSON WESTBURY

CHAIR – WTAAA



CHIEF EXECUTIVE – AUSTRALIAN FEDERATION OF TRAVEL AGENTS



PUBLIC-PRIVATE PARTNERSHIP SESSION

OUR MEMBERS



WTAAA MEMBERS



Australian Outbound Travel



TOP 10 OUTBOUND DESTINATIONS		
RANK	DESTINATION	TOTAL TRAVELLERS Y/E 2013
1	New Zealand	1,141,200
2	Indonesia	910,000
3	United States of America	907,200
4	Thailand	625,300
5	UK, CIs & IOM	508,200
6	China	388,600
7	Fiji	333,000
8	Singapore	332,400
9	Malaysia	263,700
10	Hong Kong	223,900

Total: 8.9M

Projected 2020:
12.3M

Source: TRS - Australia

Inbound Australia



TOP 10 INBOUND MARKETS		
RANK	MARKET	TOTAL TRAVELLERS Y/E 2013
1	New Zealand	1,076,000
2	China	671,000
3	United Kingdom	597,000
4	United States of America	458,000
5	Japan	299,000
6	Singapore	283,000
7	Malaysia	234,000
8	Korea	185,000
9	Germany	159,000
10	Hong Kong	159,000

Total: 6.6M

Projected 2020:
9.6M

TOURISM AUSTRALIA



Size of state owned marketing departments

Organisation	Government budget allocation	Number of staff	Overseas staff	Reported marketing investment	Industry cooperative investment
Destination NSW*	\$127.4m	152	18	\$83m	\$6.1m
Tourism Events Queensland*	\$100.1m	154	16	\$47.7m	\$8.98m
Tourism Victoria	\$62.8m	69	29	\$26.5m	\$1.8m
<i>Victorian Major Events Corp</i>	\$210m	25 est	4 est	<i>Unknown</i>	<i>Unknown</i>
Tourism Western Australia	\$76m	94	4 est	\$75m	\$8.2m
South Australia Tourism Commission*	\$53.5m	124	9	\$23.1m	Unknown
Tourism Northern Territory	\$45.2m	116	8	\$26.5m	Unknown
Tourism Tasmania	\$23.9m	68	6	\$11.7m	Unknown
ACT Tourism***	\$20m	15 est	0	\$5.6m	Unknown
Total	\$718.9m	817	94	\$299.1m	\$25.06m

TOURISM AUSTRALIA

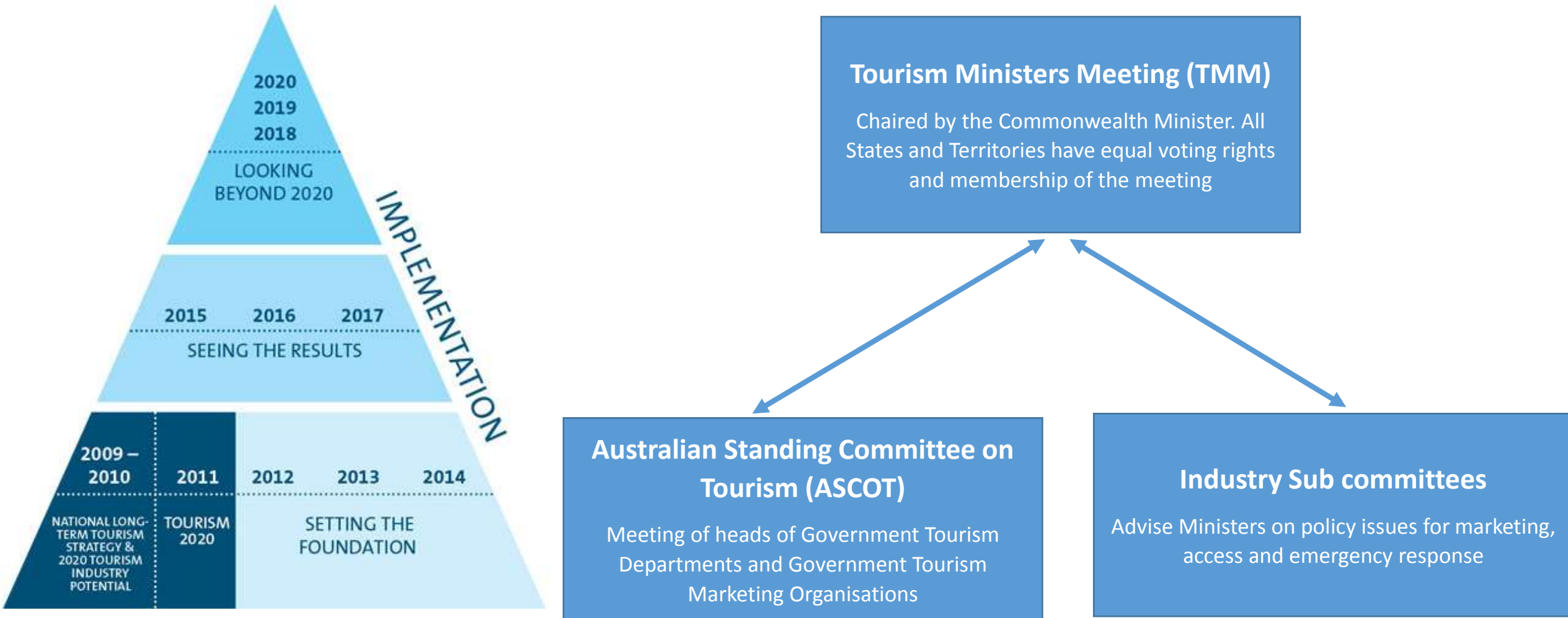


Team Australia

Organisation	Government budget allocation	Number of staff	Overseas staff	Reported marketing investment	Industry cooperative investment
State Total	\$718.9m	817	90	\$299.1m	\$25.06M
Tourism Australia	\$143.4m	206	86	\$116.5m	\$8.8m
Total	\$862.3m	1023	176	\$415.6m	\$33.86m



Role of a national target – Coordination of policy





**“Shared Data Provides Market Intelligence
For Winning Outcomes”**

Shared Resources



All STO's are equal shareholders of the ATDW.
ATDW is the product and booking agent for all Tourism Government Websites.
Attractions only maintain one listing

The Commonwealth, States and Territories fund the collection of visitor data through the National Visitor Survey and the International Visitor Survey



Tourism Australia and the State and Territory marketing bodies work together for major marketing and PR campaigns such as Oprah's Australia Adventure

The Aussie Specialist Program is Tourism Australia's global online training program, run with the cooperation of the State and Territory tourism organisations



→ **Distribution and Partnerships**



THANK YOU