

# CONTINENTAL EUROPE

PRESENTED BY JANICE KURRELE



**WE ARE ON THE ROAD AGAIN... BUT ...  
FINANCIAL, GEOPOLITICAL & PANDEMIC CONCERNS ARE PUTTING  
THE BRAKES ON.**



# ECONOMIC KEY FACTS GERMANY AS OF AUGUST 2022

**Only +1.3%**

**GDP FORECAST 2023**  
German economic  
growth to slow down

**+8.7%**

**INFLATION RATE (Aug)**  
Its highest level in  
nearly half a century

**+5.4%**

**UNEMPLOYMENT RATE**  
Its highest level in  
nearly half a century

**CONSUMER  
SENTIMENT  
PLUNGED TO A NEW  
RECORD LOW**

# ECONOMIC KEY FACTS SWITZERLAND AS OF AUGUST 2022

**Only 1.9%**

**GDP FORECAST 2023**  
Swiss economic  
growth to slow down

**+2.5%**

**INFLATION RATE (Aug)**  
also on the rise

**+2.2%**

**UNEMPLOYMENT RATE**  
remains low

**CONSUMER  
SENTIMENT  
PLUNGED TO A NEW  
RECORD LOW**



## SOME TRADE & TRAVEL HEADWINDS

- Competition around the world and in Australia
- Many agents see a higher demand for New Zealand bookings
- Awareness of Australia's holiday experiences has weakened
- Environmental threats like wildfires, extreme heat etc. have always been a threat



## NEW COMPLEXITY OF A BOOKING

- **Costs per trip to Australia** have risen significantly (airlift and availability on land as well as scarce supply)
- **KDPs** seeing a very good demand in bookings for Australia but are facing staff shortages in general and lack of staff destination knowledge
- **Every booking is more complex** and needs more in-depth information such as COVID advice
- **East Coast itineraries easier to plan** (online bookings) and cheaper due to lower flight costs
- **Lack of time for regional dispersal** especially for first time visitors

What are the industry saying?

## HOWEVER... AN AUSTRALIAN TRIP IS STILL ON THE BUCKET LIST

- Consumers have waited a long time to be travelling again. They are now booking trips they have been planning for years or have previously postponed/cancelled.
- High levels of pent-up demand for travel including long-haul.
- Partners such as Australia Unlimited see the potential now to make a start, they would not do this if there was no potential in the German market.



# WE ARE MASTERS OF THE PLANNING “JOYFUL ANTICIPATION”

- On average, travel planning starts six months ahead and booking takes place three months prior to departure.
- Peak booking period is from December-March
- Peak travel periods being July-August (summer holidays), and October-March (winter).
- Consumers still make the destination choice before contacting any booking or sales instrument



## A NEW KIND OF HOLIDAY MODE

- We will stay even longer if you inspire us: Germans are looking for extraordinary, beyond mainstream experiences.
- A new kind of luxury on the rise:
- Sustainability is of growing importance



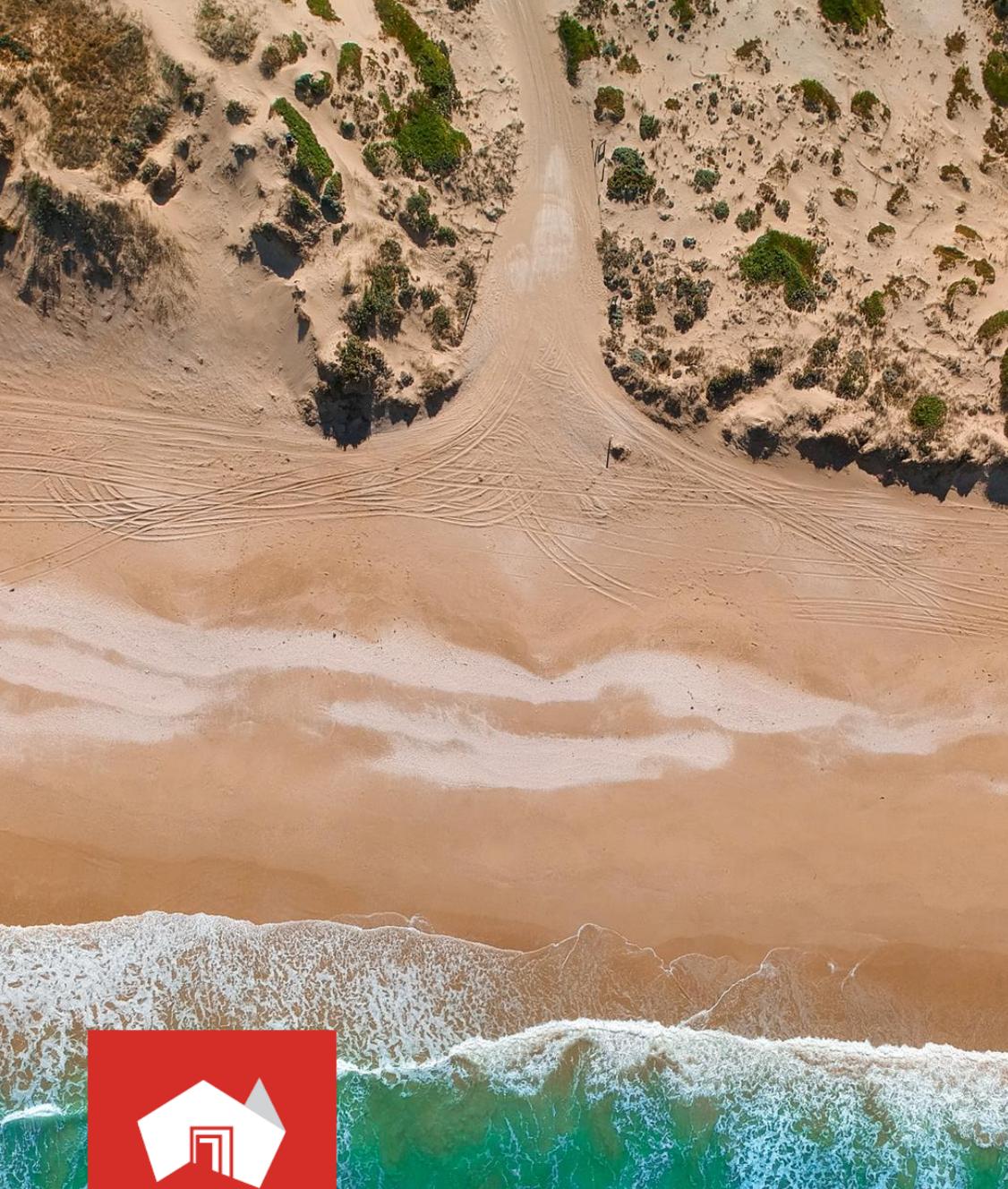
# WHAT'S AHEAD FOR CENTRAL EUROPE?





## STRONG LEISURE FOCUS

- Consumer is key and is making the destination choice.
- Quality over quantity in terms of the visitors delivered.
- High dispersal rates by German travellers in South Australia means business for regional areas, jobs etc.
- Key emphasis on training the trade



## SELF-DRIVE JOURNEYS ARE A POPULAR WAY TO TRAVEL!

- Explorers Way Campaign to be continued in Germany in coop with Explorer Fernreisen (Jul-Dec 2022) and launched in Switzerland with a KDP (Jan-Jun 2023)
- TWA, TNT and SATC have teamed up to undertake a campaign in Switzerland promoting the **Wild Side of Australia**
- **Melbourne to Adelaide (Great Ocean Road) Campaign** in partnership with VVIC and Australia Unlimited

# SOUTH AUSTRALIA – SPOT ON!

- **Travel Essence** Online and on-air Campaign with radio channel Klassik Radio (Oct-Dec 2022)
- **Reisen Exklusiv** Online Advertorial Campaign incl. KDP Intrepid focusing on sustainable travel around South Australia (Oct 2022)
- **Pure Online Advertising Campaign** feat. Kangaroo Island
- **Tourism Australia One Voice Campaigns**
- **Singapore Airlines Campaign**



## TRAINING THE TRADE

- Product Manager Famil (Oct 2022) in coop with TNT
- Tourism Australia STO Roadshow (Nov 2022)
- Tourism Australia South Australia Spotlight Month (Jan 2022)
- Online Trade Training on South Australians Regions (Spring 2022)
- Trade Shows: FESPO & ITB (Feb/Mar 2022)
- Travelhouse Famil (Apr 2023) in coop with TNT



An underwater photograph showing a diver lying on their back on a sandy seabed, wearing blue fins and a mask. Several seals are swimming around the diver in clear, turquoise water. The scene is brightly lit, suggesting a shallow depth.

# FRANCE & ITALY



## FRENCH MARKET

- France is a small yet reliable market for South Australia yielding circa 12,000 pax annually pre-Covid
- The French market is one of the largest global markets for youth travellers and those visiting on a Working Holiday Visa
- Other segments include honeymoon market and luxury. Key themes for French market – nature and wildlife, large self-drive market, Explorers Way



## FRENCH MARKET

- 80% of French travellers intend to spend as much or more on travel as they did pre pandemic.
- Of all French consumers surveyed, 40% belong to this "Revenge travellers" segment, a significant increase from pre-Covid
- The number of social media users in France increased by 5.6 million (+13%) during the pandemic in 2020/2021. Social media users in France is equivalent to 75.9% of the total population

# KEY OPERATORS

- Australiae Tours
- Asia Voyages
- Australie a la Carte
- Cercle des Voyages (formerly Cercle des Vacances)
- Marco Vasco
- Voyageurs du Monde





## ITALIAN MARKET

- The Italian market is strong for South Australia as much of the travel occurs outside the peak months from June to October due to the nature of bookings (honeymoons)
- The Honeymoon market is strong as these are mostly paid for by family and friends and booked via a tour operator. Kangaroo Island features in pretty much all honeymoon itineraries
- Approximately 20% of Italians travelling for leisure to Australia include South Australia in their itinerary



## ITALIAN MARKET

- Target audience is adult couples from 20-35, covering two demographics of
  - Primary Market: Honeymooners
  - Secondary Market: Youth market on Working Holiday Visas
- Qantas has commenced a direct 3x weekly flight from Perth to Rome from June 2022. Positive reaction from the trade which is registering high demand

# KEY OPERATORS

## Tier 1

- Alidays
- Naar
- Viaggidea
- Go Australia
- Discover Australia
- Amo il Mondo
- Australian Travel

## Tier 2

- Cat Viaggi
- Cividin Viaggi
- Gattinoni
- Gastaldi 1860





## ACTIVITY PLANNED IN FRANCE & ITALY

- Support Tourism Australia's One Voice partnerships to create greater awareness of South Australia, maximising spend and widening audience reach.

### France:

- Explorers Way digital campaign with Tourism NT  
Working Holiday makers  
TA Roadshow in three cities, February 2023

### Italy:

- Kangaroo Island (pan European with UK and Germany)  
Explorers Way digital campaign with Tourism NT  
TA Roadshow onboard MSC cruises for 100 Aussie  
Specialists, April 2023

# DON'T BE A STRANGER! SHARE YOUR NEWS AND LEARN MORE!

- **Share with us your news** and include us on your mailing lists!  
We are happy to include you in our monthly EDM to the travel trade and will include updates in our training presentations
- **Ask us** whenever you have a question on the European markets. We are happy to provide mentoring and market intelligence!
- **Come and visit us** and explore our market on your own

