



AQUATIC AND COASTAL EXPERIENCES



INTERNATIONAL TRAVELLERS LOVE BEAUTIFUL EXPERIENCES BY WATER
FOR INTERNATIONAL TRAVELLERS, WORLD CLASS COASTLINES, BEACHES AND MARINE WILDLIFE
RANK WITHIN THE TOP 3 EMOTIONAL FACTORS WHEN CHOOSING A DESTINATION.

1 
Good food, wine, local
cuisine and produce

2 
World class beauty and
natural environments

3 
World class coastlines,
beaches and marine wildlife

THE LUCKY COUNTRY

Luckily for us, Australia has world quality aquatic and coastal beauty in spades.
In fact, we're ranked #1 not only for aquatic wildlife, remote coastal beaches and aquatic
locations, but also for our developed coastal and beach locations.

#1 
Marine wildlife

#1 
Remote coastal, beach
and aquatic locations

#1 
Beaches right near cities

TOP 10 ATTRACTIONS

With aquatic and coastal attractions taking 6 of the top 10 rankings,
it's as crystal clear as our water that people like our aquatic and coastal offering.

- | | |
|-------------------------------|--------------------------------|
| 1 Australian beaches | 6 Rainforests / forests |
| 2 The Australian wildlife | 7 Australian coastal lifestyle |
| 3 The Great Barrier Reef | 8 Travelling to many places |
| 4 Unspoilt natural wilderness | 9 Island experiences |
| 5 Australian food and wine | 10 The major Australian cities |

THE PLACE TO BE

With all this to offer, it's hardly surprising we're experiencing record visitors and expenditure.

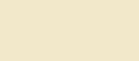

Visitors
7 MILLION


Expenditure
\$35 BILLION

 70% OF OUR INTERNATIONAL VISITORS ENJOY AQUATIC AND COASTAL
EXPERIENCES AS PART OF THEIR TRIP TO AUSTRALIA.

THE PERCEPTION GAP

Those who've experienced Australia know it's the best.
But there's still an opportunity to improve our aquatic and
coastal perceptions. And to do it, we need to act fast.

	BEFORE VISITING	AFTER VISITING	SHIFT
China	58	86	28% 
UK	64	83	19% 
USA	51	64	13% 
NZ	53	84	31% 
South Korea	53	77	24% 
Singapore	42	73	31% 
Malaysia	40	73	33% 
India	44	76	32% 
Japan	41	56	15% 
Indonesia	28	55	27% 
Germany	45	77	32% 

% Shift in perception of world class coastlines, beaches and marine life.

OUR NEW CAMPAIGN

Now it's time to remind the world, that when
it comes to outstanding aquatic and coastal
experiences, we can't be beaten. Because Australia
isn't just a place you see, it's a place you feel.


17 virtual reality
experiences


1 x 3 minute
multi-state film


8 print ad
variations


151 TV edits created
bespoke for over
15 countries


8 state specific
suites of banners


A new
Australia.com site

Corporate

-  tourism.australia.com
-  twitter.com/TourismAus
#AskTA
-  ask.us@tourism.australia.com

Consumer

-  australia.com
-  facebook.com/SeeAustralia
-  twitter.com/Australia
#RestaurantAustralia