

High Value Travellers UNITED KINGDOM



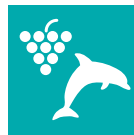
DEFINITION OF A HIGH VALUE TRAVELLER



Travel
Long Haul



Considering
or intending to
visit Australia.



Motivated by nature
and wildlife, aquatic
and coastal, and food
and wine experiences



Represent "high value": above
average trip expenditure, and
a higher likelihood to stay
longer and disperse further

Size of the market¹

2.1 million HVTs in the UK
considering Australia

Representing **11%** of the UK
long haul travel market

An additional **5.1 million**
HVTs in the UK not currently
considering Australia

Drivers of Destination Choice²

*Important factors when choosing
a long haul destination*



World class nature and wildlife



World class coastlines,
beaches and marine wildlife



A safe and secure destination



Good food, wine, local cuisine
and produce

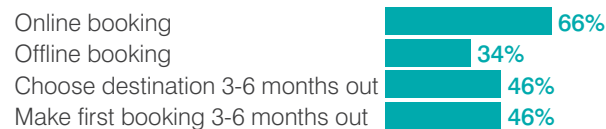


Rich history and heritage

Planning Sources¹

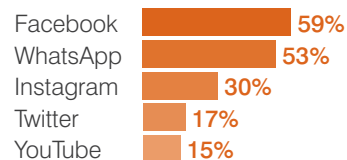


Booking Behaviour¹



Social Media³

Top sources used to share overseas holiday experiences



WA SPECIFIC INSIGHTS

Most Appealing WA Experiences³

When prompted with pictures and
descriptions of WA destinations and
experiences.



Coastal / beach



Observing wildlife / marine life



Outdoor / nature



Engaging with wildlife / marine life

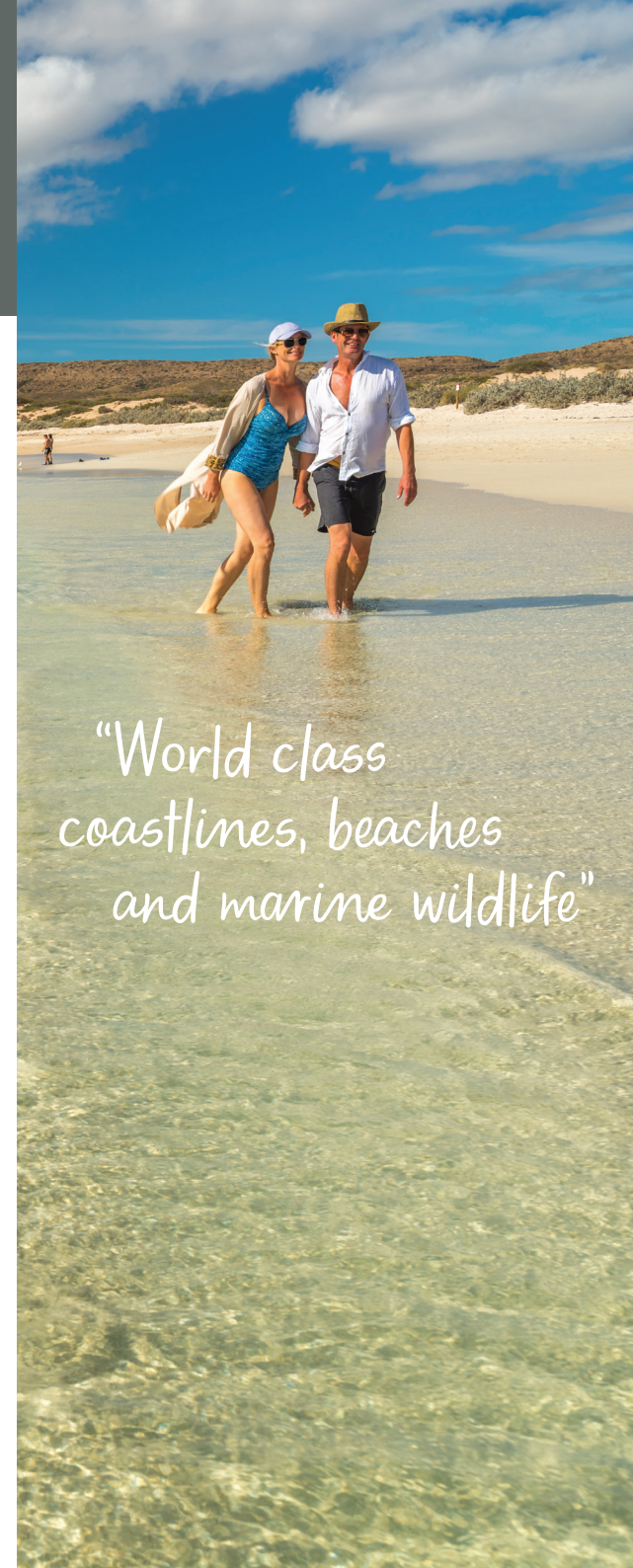


Food and wine

Likely length of stay in WA is
12 nights³.

Around **one in three** have a friend
or relative that lives in WA³.

Biggest barrier to visiting WA is a
preference for other overseas
and Australian destinations.



"World class
coastlines, beaches
and marine wildlife"