

# High Value Travellers INDIA



“Engaging with  
wildlife / marine life”

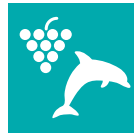
## DEFINITION OF A HIGH VALUE TRAVELLER



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 market<sup>1</sup>

**1.7 million** HVTs in India  
considering Australia

Representing **26%** of the  
Indian long haul travel market

An additional **1.0 million**  
HVTs in India not currently  
considering Australia

### Drivers of Destination Choice<sup>2</sup>

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

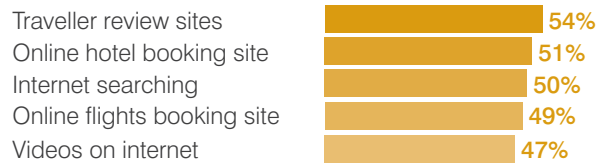


Good food, wine, local cuisine  
and produce

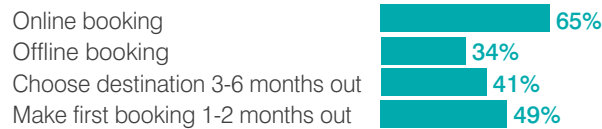


Family friendly destination

### Planning Sources<sup>1</sup>

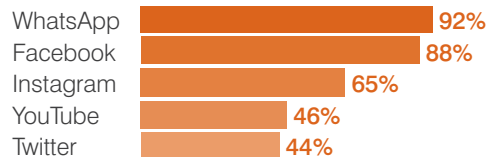


### Booking Behaviour<sup>1</sup>



### Social Media<sup>3</sup>

Top sources used to share overseas holiday experiences



## WA SPECIFIC INSIGHTS

### Most Appealing WA Experiences<sup>3</sup>

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



Coastal / beach



Engaging with wildlife / marine life



Island experiences



Observing wildlife / marine life



Adventure experiences



Food and wine experiences

Likely length of stay in WA is **8 nights<sup>3</sup>**.

Half would want to visit **multiple  
regions in WA**, as well as other parts  
of Australia, on the one trip.