

High Value Travellers USA



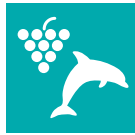
DEFINITION OF A HIGH VALUE TRAVELLER



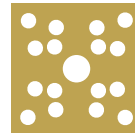
Travel
Long Haul



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

6.4 million HVTs in the USA
considering Australia

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

An additional **16.3 million**
HVTs in the USA not currently
considering Australia

Drivers of Destination Choice²

*Important factors when choosing
a long haul destination*



World class nature and wildlife



A safe and secure destination



Good food, wine, local cuisine
and produce



World class coastlines,
beaches and marine wildlife

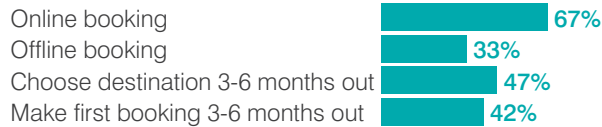


Rich history and heritage

Planning Sources¹

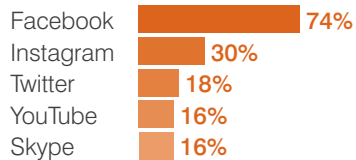


Booking Behaviour¹



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 **9 nights³**.

Half would want to visit **multiple
regions** in WA, and other parts of
Australia too, on the one trip³.

Biggest barriers to visiting WA are the
perceived **cost, time, and difficulty**
of travelling there³.

"Rich history
and heritage"

