

# How Australia Can Increase Tourism

Samantha Ho



# Introduction

Tourism Australia, an Australian government agency, has asked me to look at historical tourism trends and provide recommendations on ways to increase revenue and optimize their marketing efforts both globally and domestically.

My goal is to **increase Australian tourism** in the highly competitive and fast-changing global environment.



# Executive Summary

## Finding 1

Booking trips through a **travel agent** brings in the most revenue, but it is the least popular method of booking.

## Finding 2

The advertising channels with both the highest relative revenues and popularity are the **internet, TV, travel agent, and newspaper ad.**

## Finding 3

**Relaxing, shopping, sightseeing,** eating, and scenic walks are the most popular activities with the first three seeing an increase from 1991 to 1997.

## Recommendations

**Increase tourism through company contracts, travel agents, and influencers**

**Increase revenue generated from tourism through a personalized activity recommendation app**

# Business Questions

## Question 1

Which method of booking and advertising generate the most revenue?

**Hypothesis:** Phone

## Question 2

Which types of activities are the most popular?  
How can we increase revenue based on these activities?

**Hypothesis:** Surfing and swimming



## Question 3

How have preferences for activities changed from 1991 to 1997?

**Hypothesis:** Shopping has increased

## Question 4

Which trip characteristics do tourists value the most?

**Hypothesis:** Social and Recreational

# Executive Ask

I am asking for **\$3 million** to implement and advertise my recommended tourism app, ooStraya.



# Data and Methods Overview

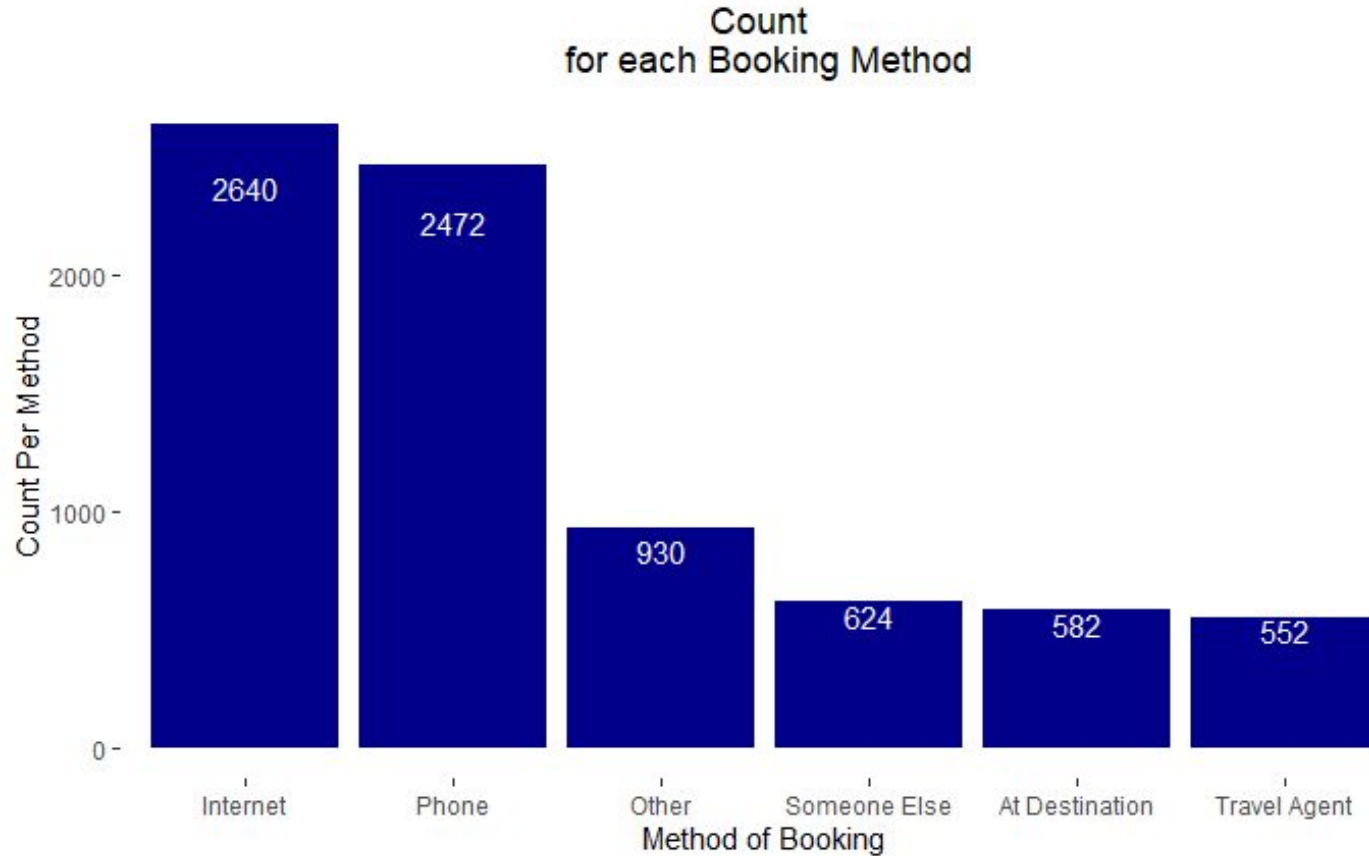
Total # of Respondents	1003
# of Activities	45
# of Advertising Channels	14
# of TV Channels	8
# of Booking Channels	6
Date range	1991-1997

**Regression Analysis:** To examine the popularity and revenue generated from activities across time, I conducted logistic regression analysis.

# Findings

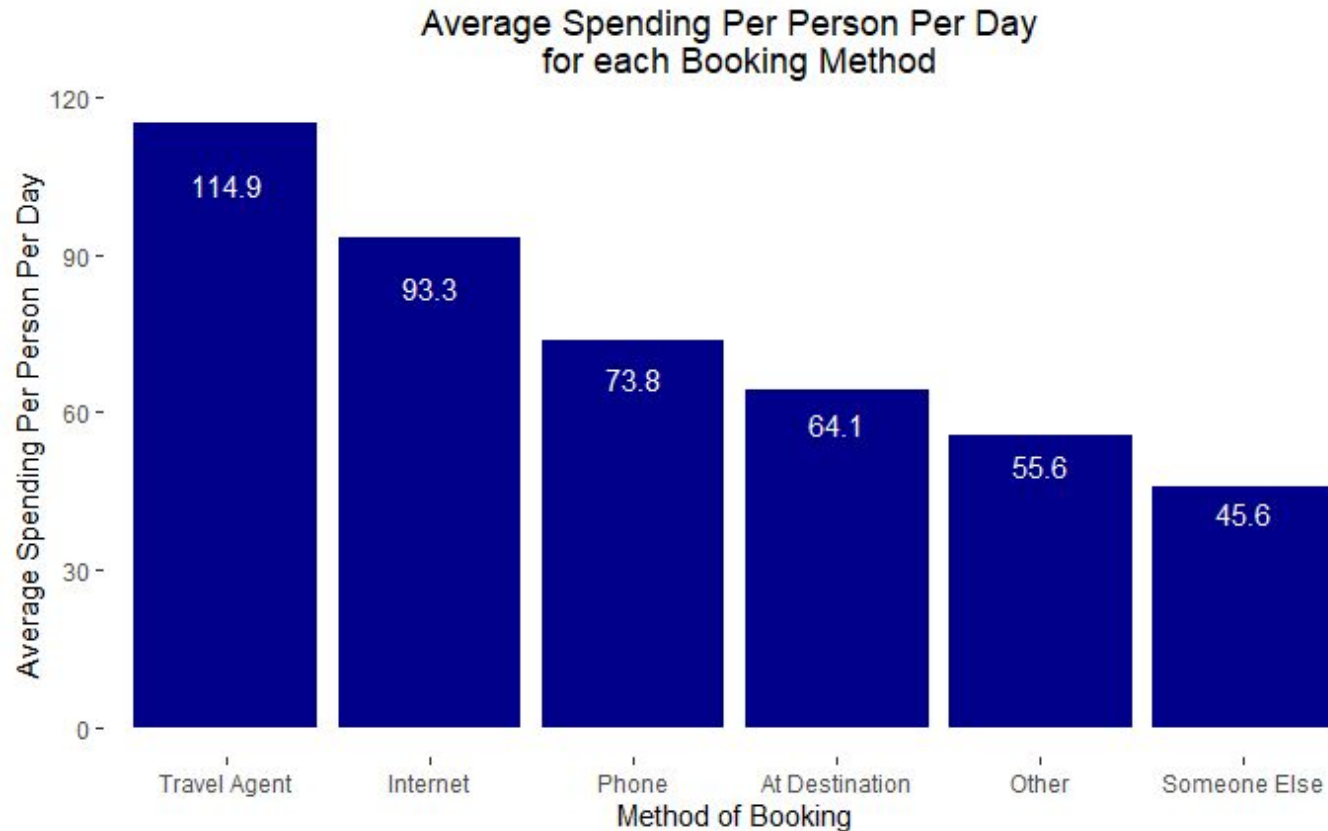


# Most Popular Booking Methods

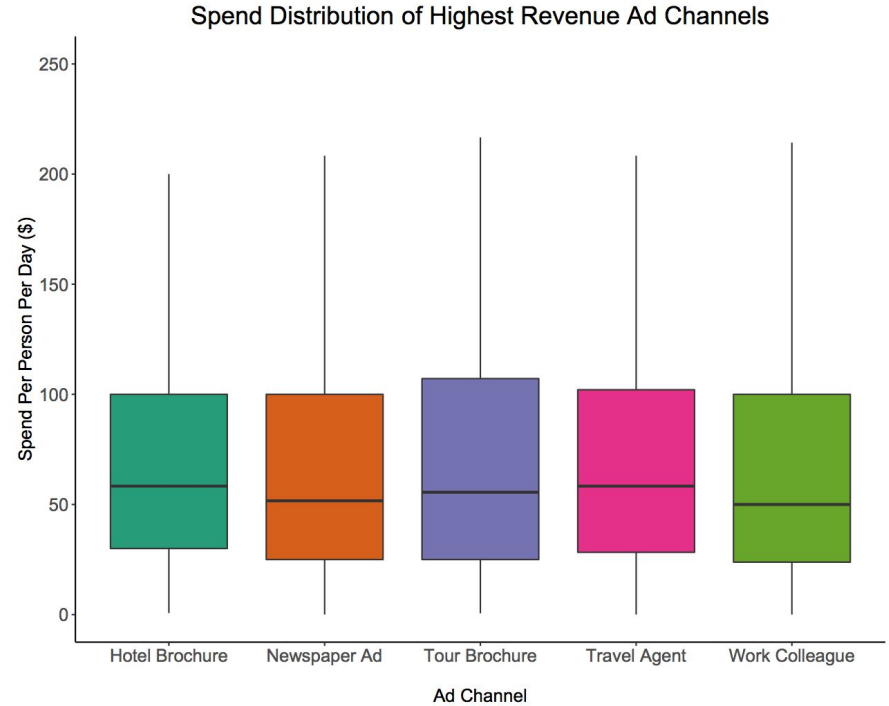
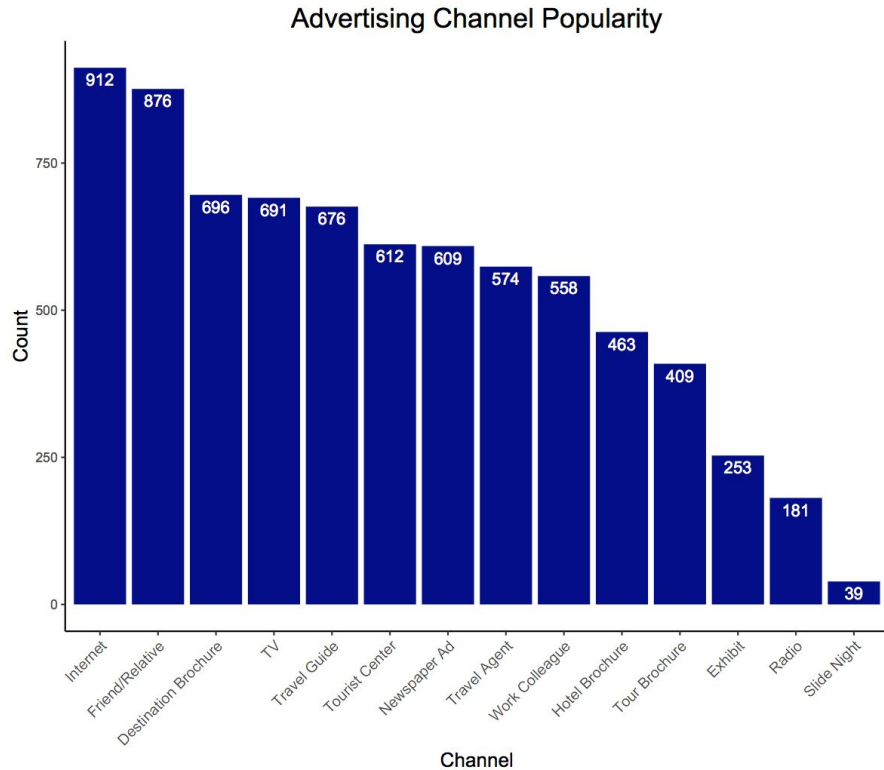




# Booking Methods that Generate the Most Revenue

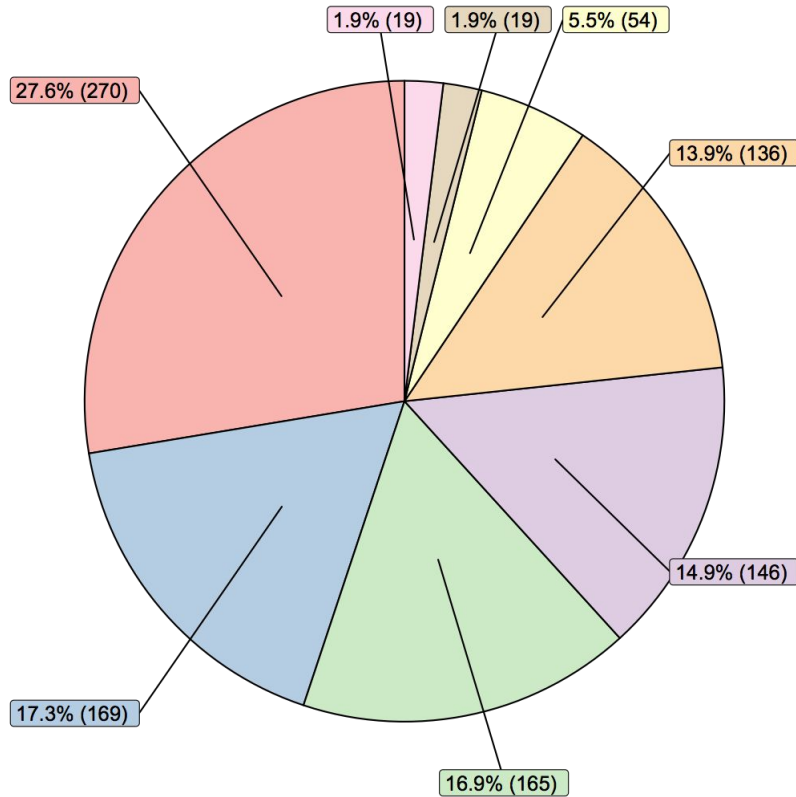


# Advertising Channels by Popularity and Revenue



**Combination of highest popularity and revenue ad channels: internet, TV, travel agent, newspaper ad**

# Popularity and Effectiveness of TV Channels

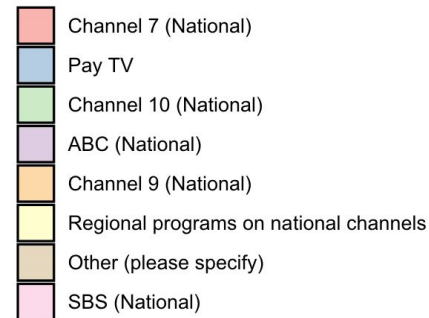


Popularity of TV channels

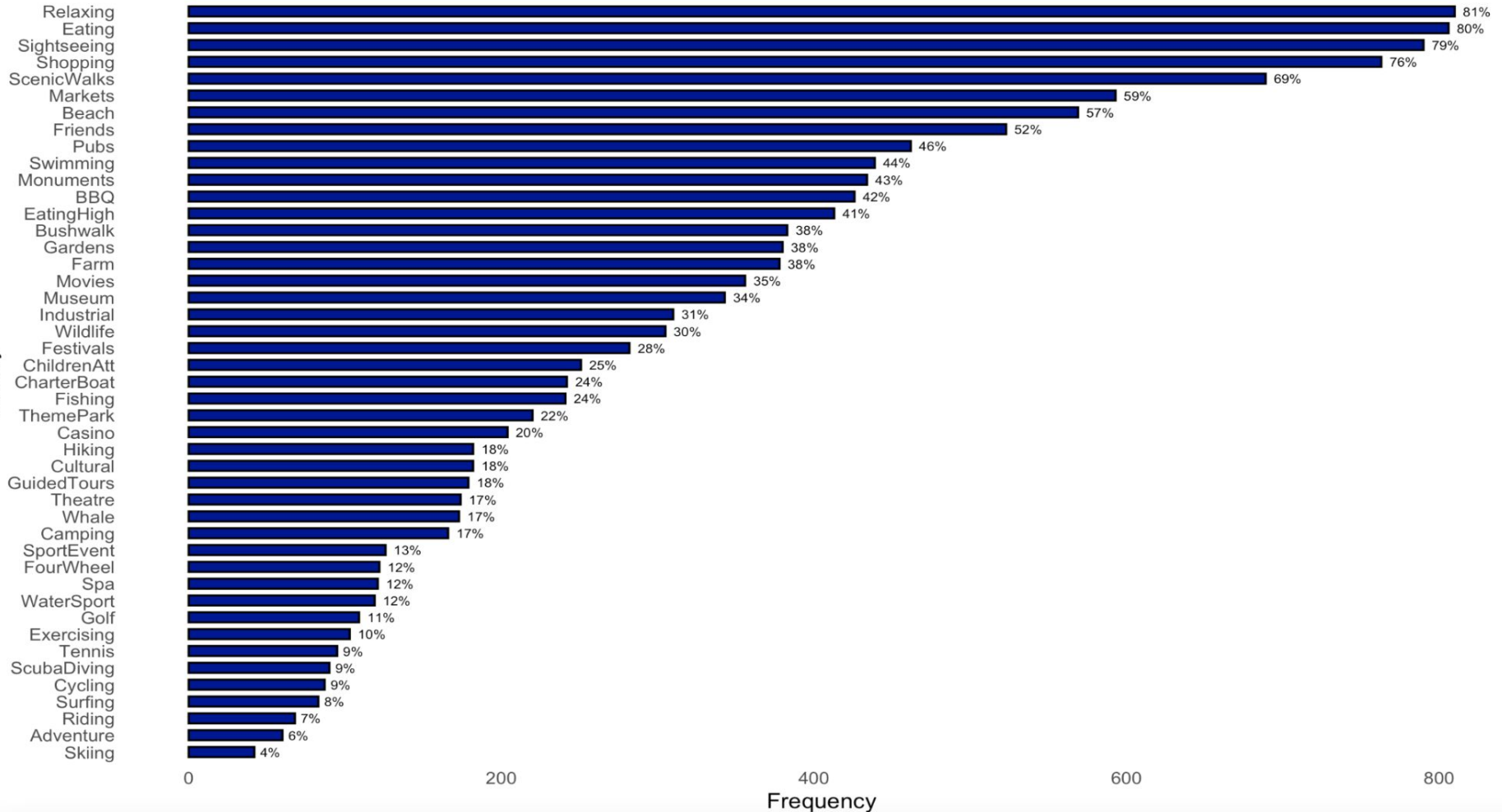
TV Channel	Mean Spend (\$)	Audience Reach
SBS (National)	99.88	0.68
ABC (National)	81.6	0.52
Channel 7 (National)	78.98	0.78
Pay TV	74.05	0.64
Channel 9 (National)	70.37	0.79
Regional programs on national channels	68.83	0.85
Channel 10 (National)	68.74	0.65
Other (please specify)	59.99	0.47

Effectiveness of TV channels

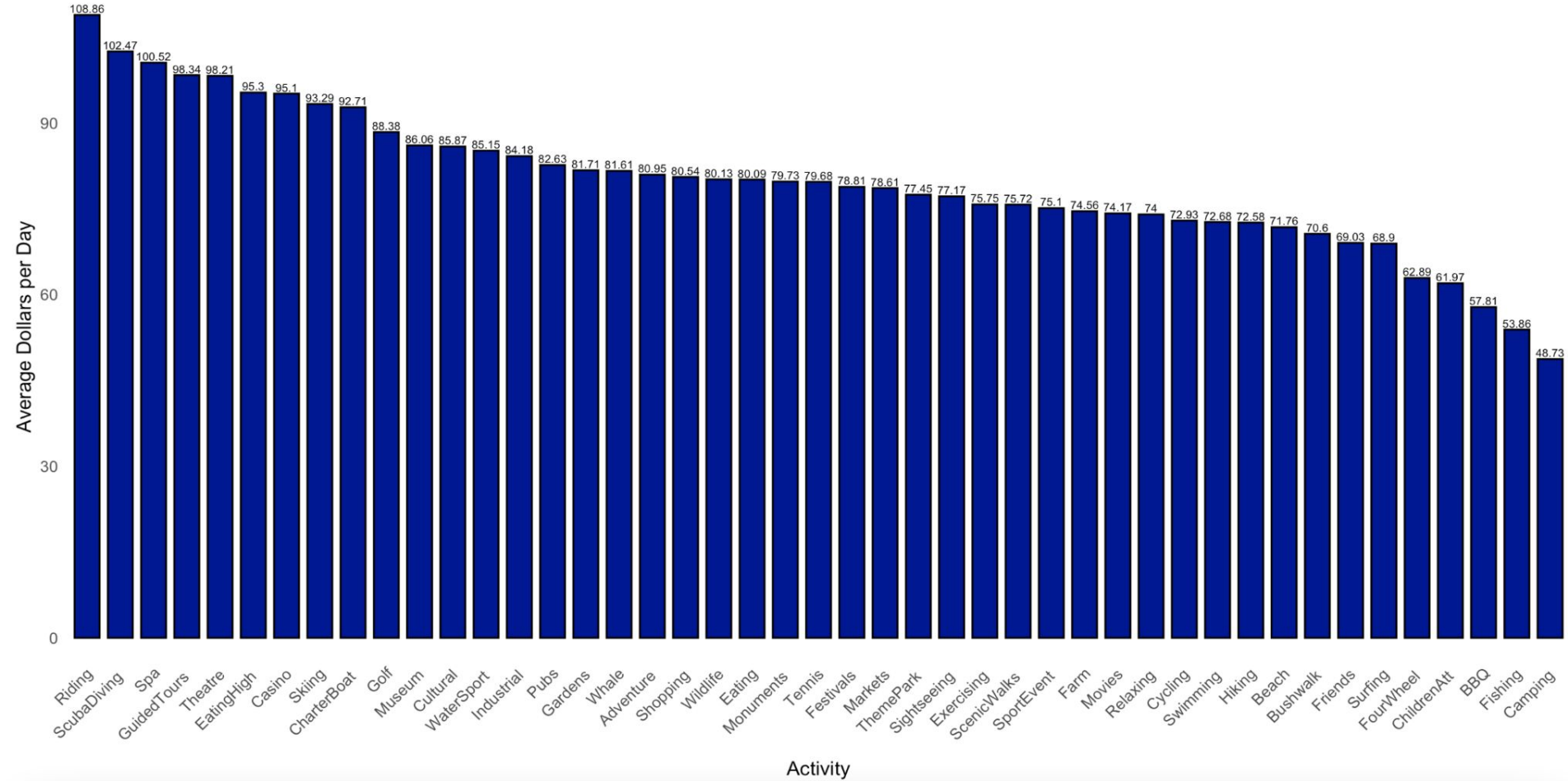
## TV Channel



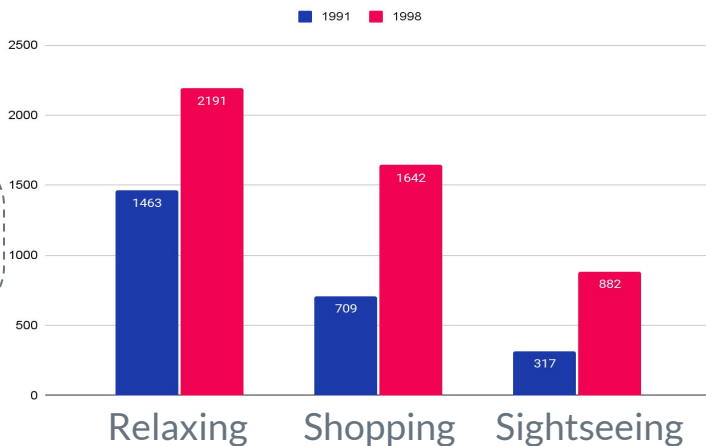
## Popularity of Each Activity



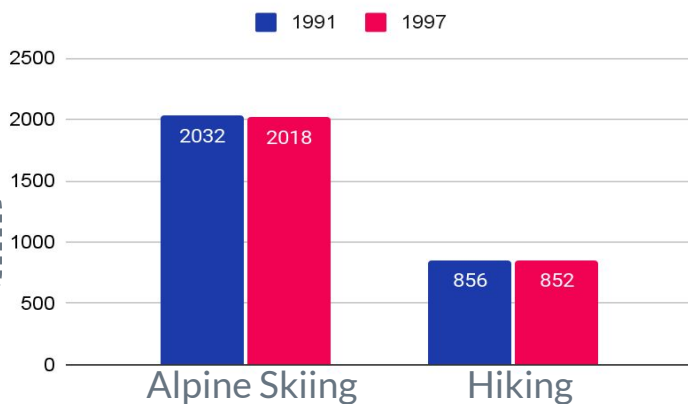
Average Dollars spent per Day



# Popularity in Activities Over Time

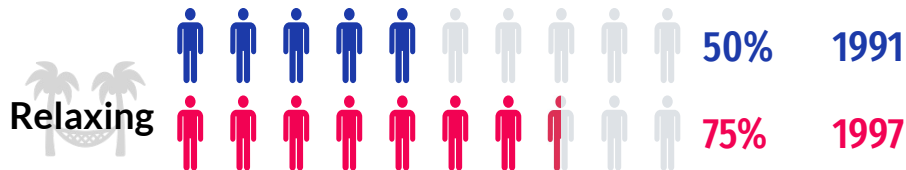


Top  
Growing  
Activities



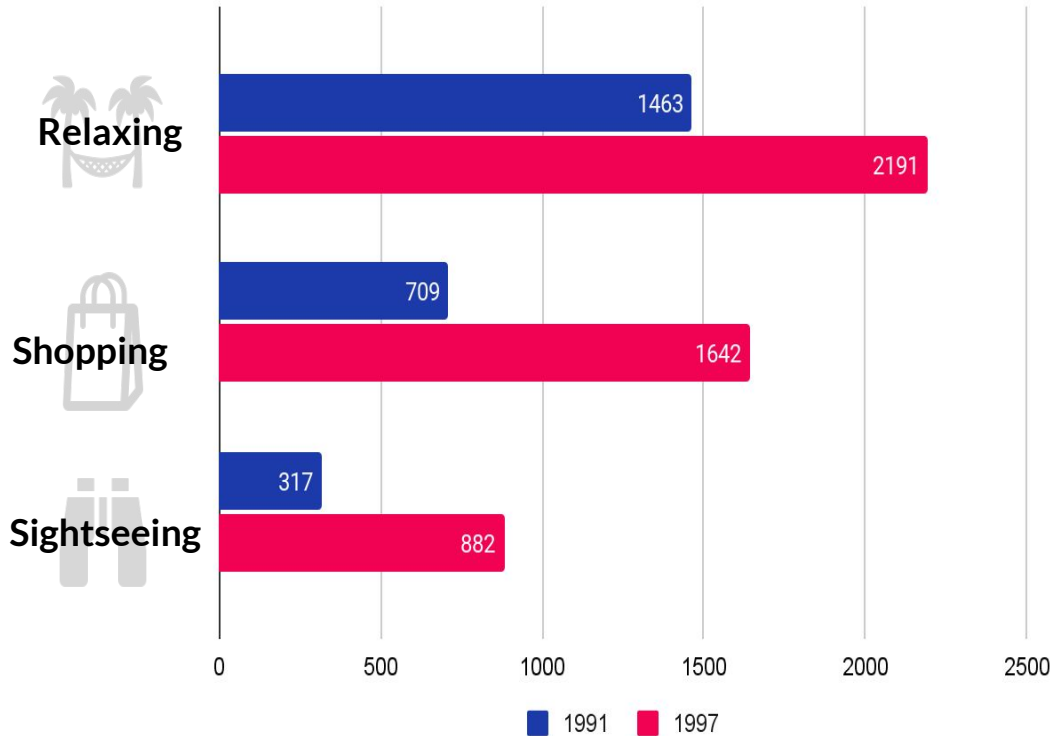
Similar  
Popularity  
in  
Activities

## Top Growing Activities: % of Tourists in 1991 & 1997

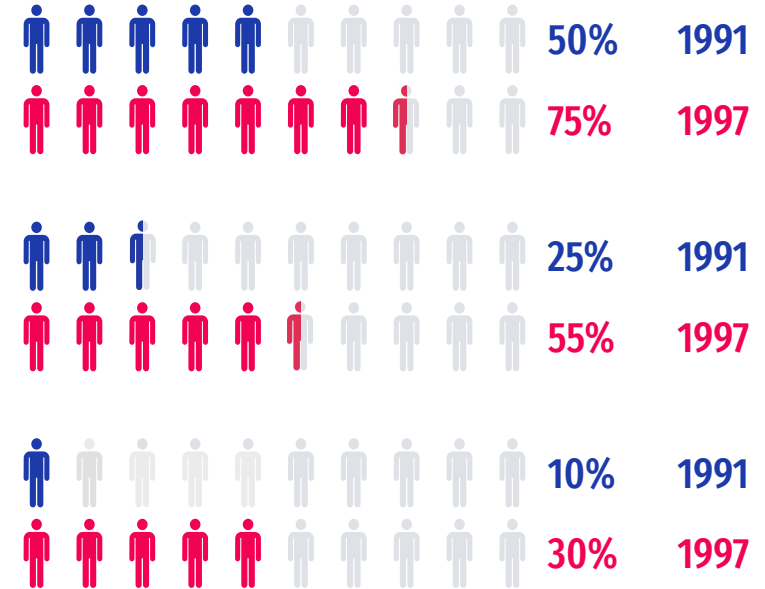


# Popularity in Activities Over Time

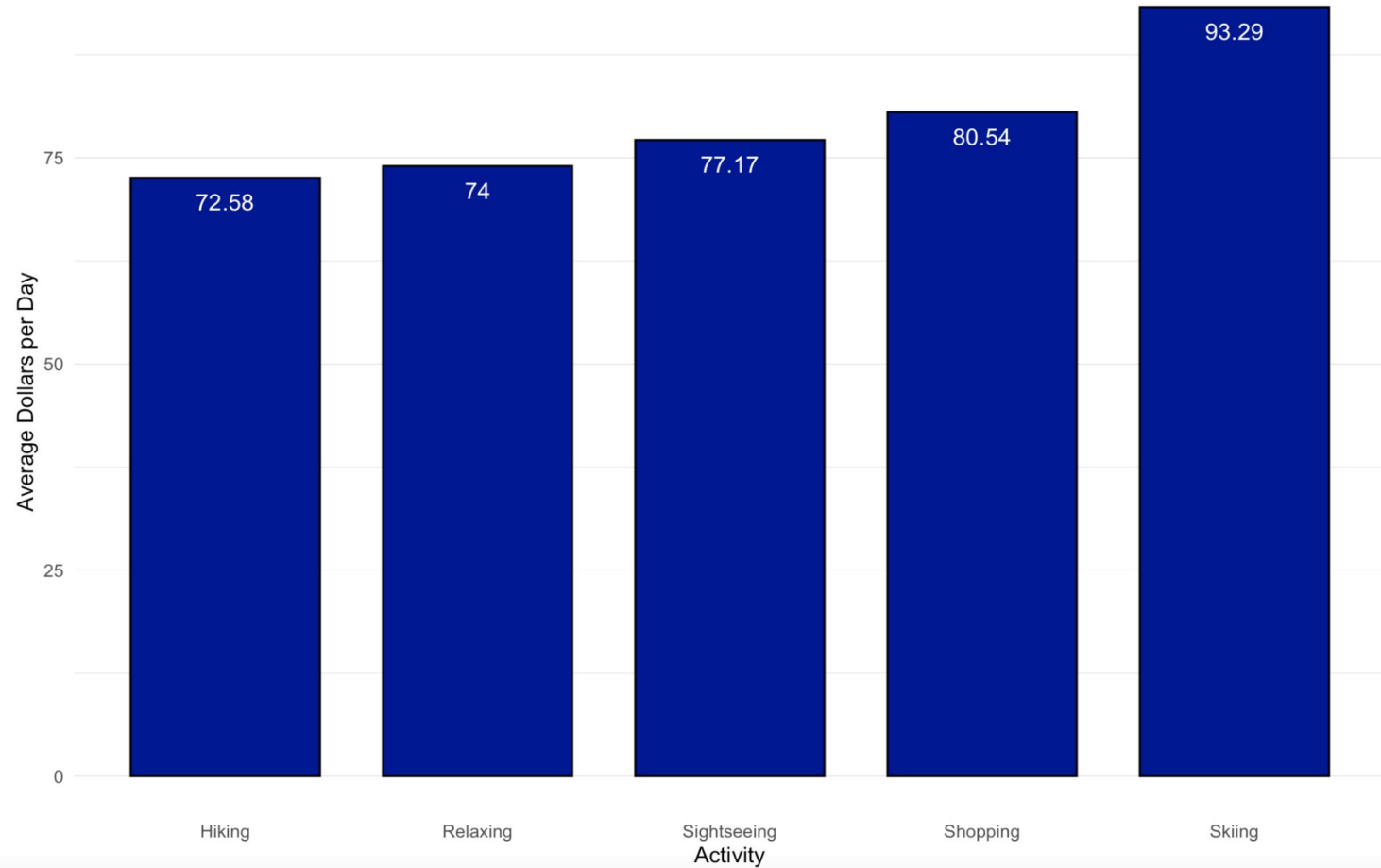
## Top Growing Activities



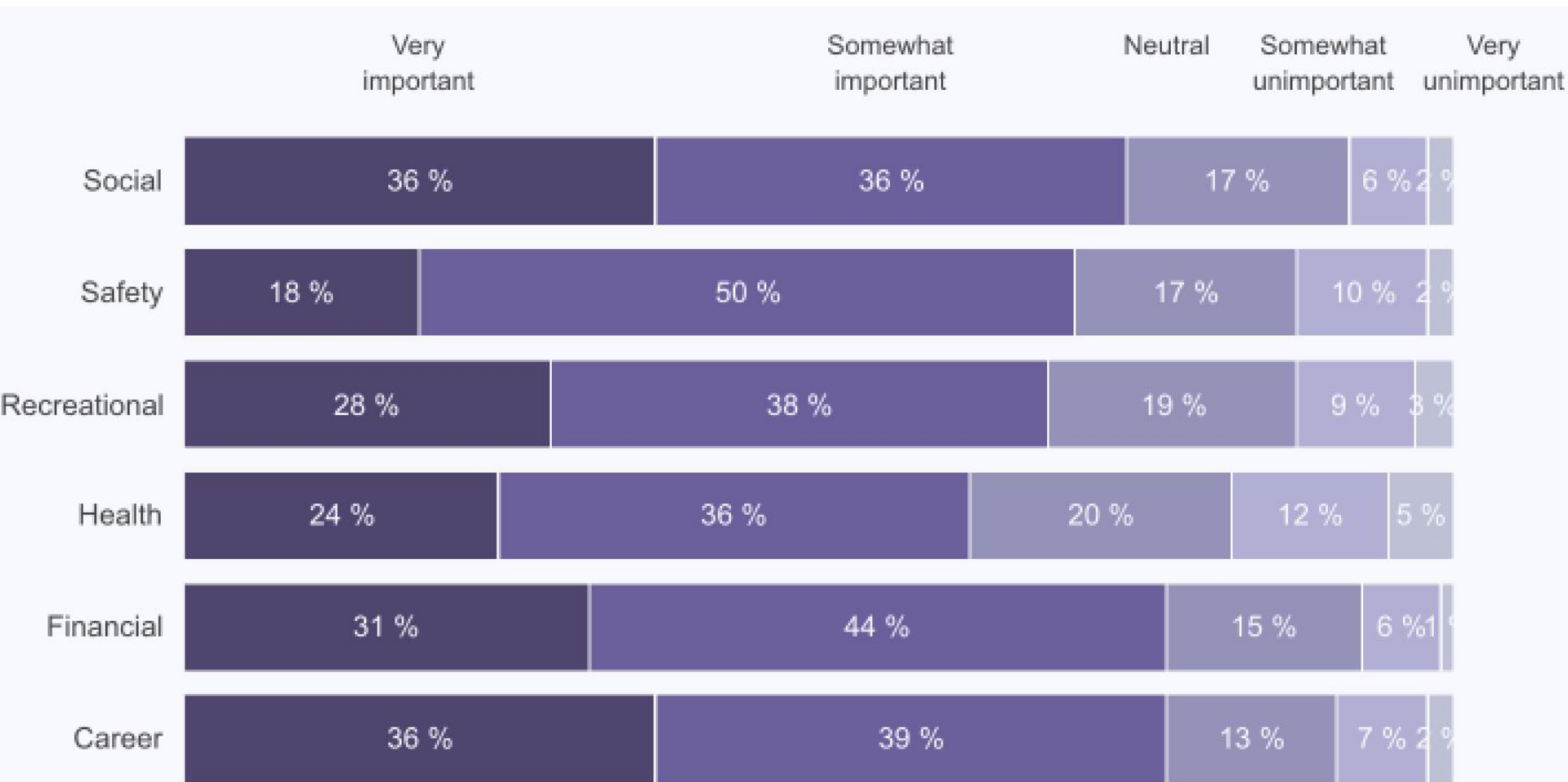
## % of Tourists in 1991 & 1997



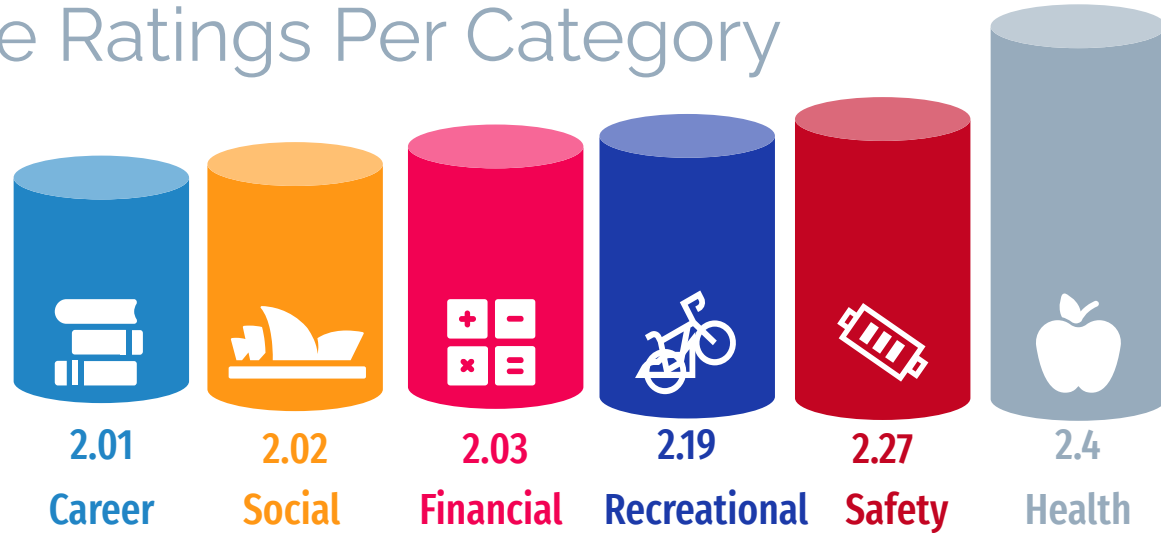
Average Dollars Spent per Day



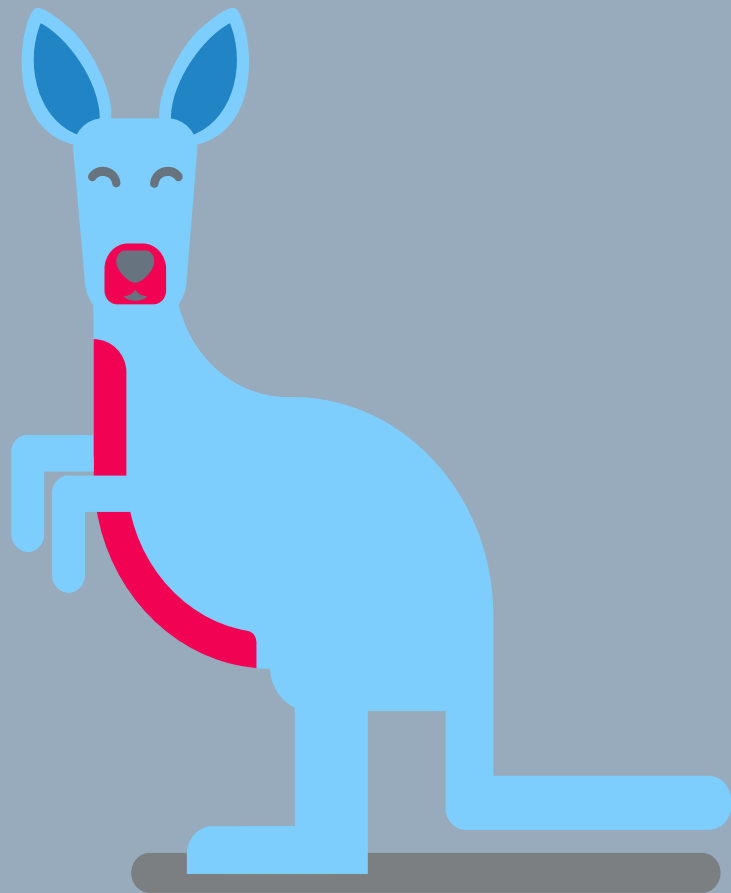




# Average Importance Ratings Per Category



On average, tourists ranked each sector second, which is “somewhat important”. **Career** is most important at a rating of 2.01.



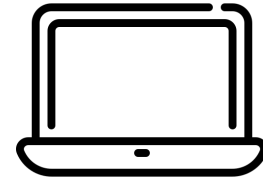
# Discussion

# Top Channels for Booking and Advertising

**01** Travel Agents



**02** Internet



# Tourist's Most Valued Trip Qualities

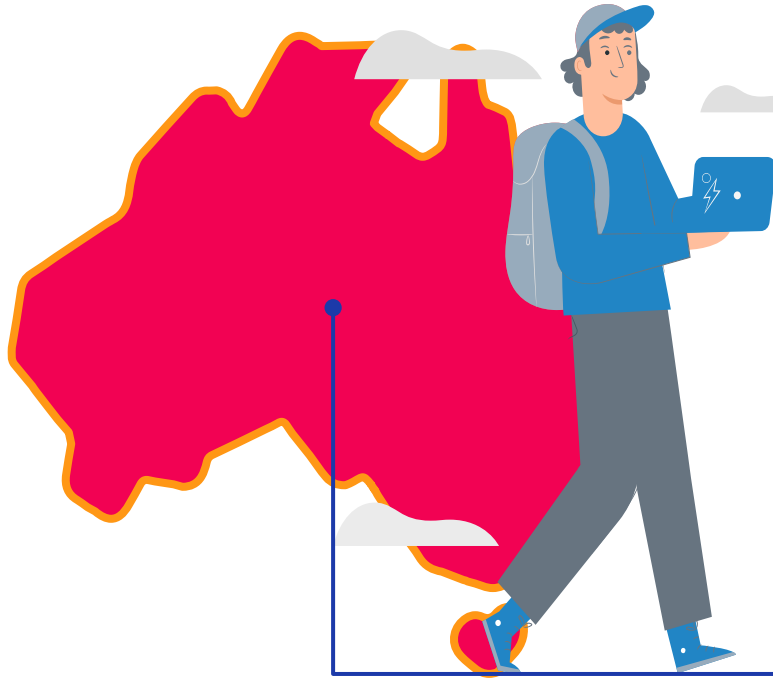


Career



Social

# Most Popular Tourist Activities



Relaxing

81%



Eating

80%



Sightseeing

79%



Shopping

76%



Scenic Walks

69%

# Average Spending (\$) per day for the top 5 activities



\$74.00

**Relaxing**

**Eating**

\$80.09



\$77.17

**Sightseeing**

**Shopping**

\$80.54



\$75.72

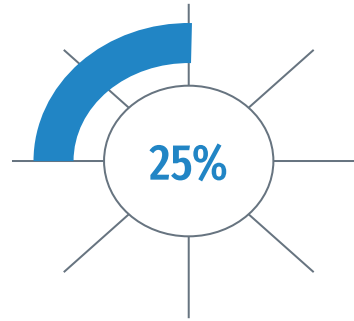
**Scenic Walks**

# Popularity trends from 1991 to 1997



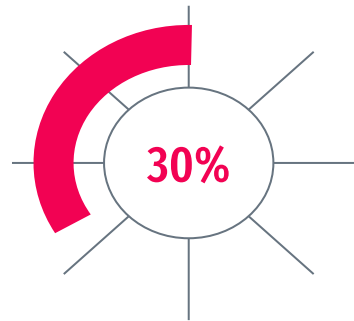
**Relaxing**

Increase by 25%



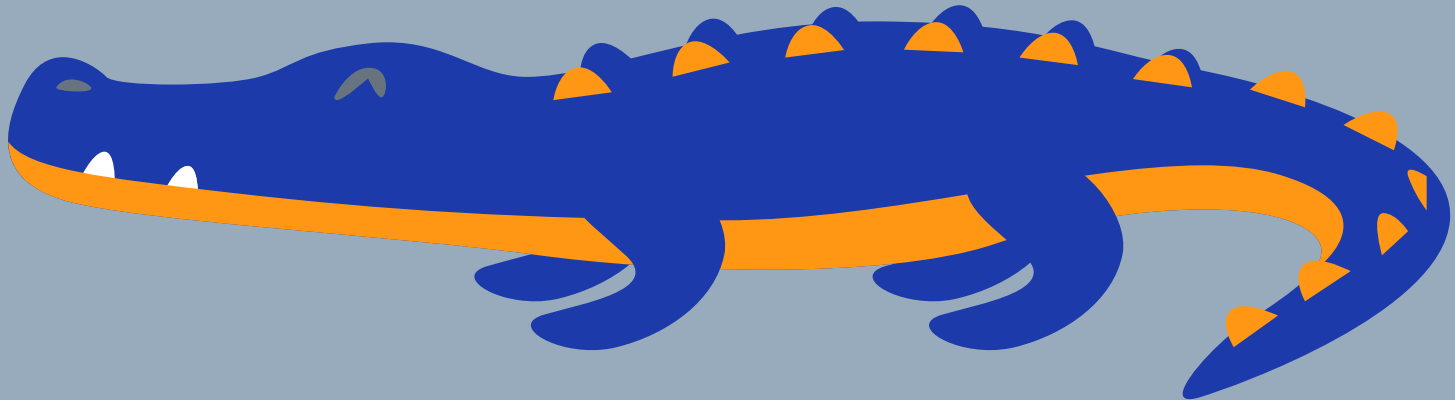
**Shopping**

Increase by 30%





# Recommendations



# Goals of Recommendations



## GOAL #1

Increase the number of people coming to Australia



## GOAL #2

Increase the revenue generated from Australian tourists



# Goal #1: Company Conference Contracts



Long term  
contracts with  
conference centers

Families of  
executives for  
vacation

Upsell hotel and  
activity bundles

# Goal #1: Influencer Program

Hire influential individuals to promote Australia Tourism

## Which Influencers?

Beach and  
Coastal

Wildlife

Arts and  
Media

Business

Food

Sports

## What Platforms?



Instagram



Facebook



Twitter



TikTok

## What Content?

### Specialized Activity in Category

Bring in tourists from influencers'  
target audiences

**Other Activities**  
(top spending & most popular)

Increase participation in top  
spending and most popular  
activities

# Goal #1: Partnering with Online Travel Agents

Optimize the common methods of booking their trips

Partner with online travel agents to advertise Australia and Australian travel accommodations to consumers



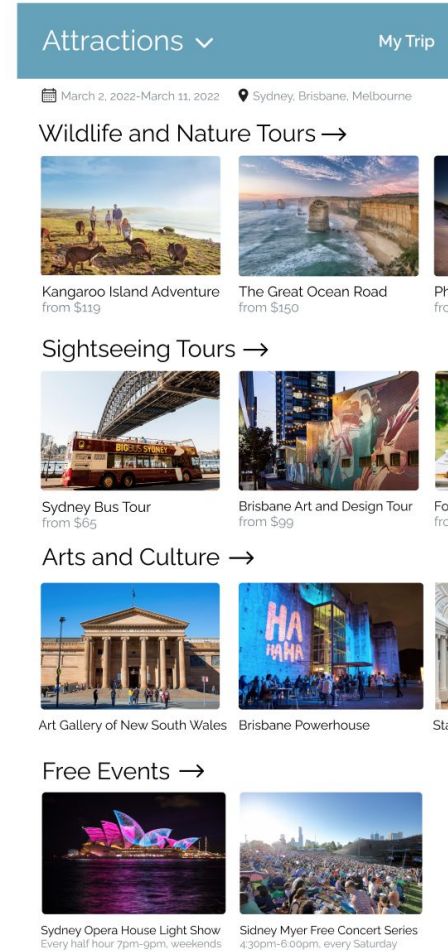
# Goal #2

## 60/Straya

Home Page



Attractions



# Making personalized suggestions

## Personalization title



## Personalization 1

### The main reason you traveled is to ...

Escape day-to-day life and responsibilities



Get your adrenaline pumping



See as much of nature's beauty as possible



Create memories with your friends and family



Learn about other cultures through art, fashion, food and architecture



Back

Next

## Personalization 2

### What gives you the biggest rush?

Witnessing world-class art



Observing animals in the wild



Seeing an incredible sunrise



Skydiving



Tasting a meal from a Michelin-starred restaurant



Back

Next

## Recommendations

Based on your answers, we think you'd like...

### Kangaroo Island Adventure



### The Great Ocean Road



### Sydney Bus Tour





# Recommendation Summary



## GOAL #1

Increase the number of people coming to Australia



## GOAL #2

Increase the revenue generated from Australian tourists

## Recommendations

1. Conference Contracts
2. Influencer Program
3. Travel Agent Partnership

## Recommendations

1. **ooStraya**



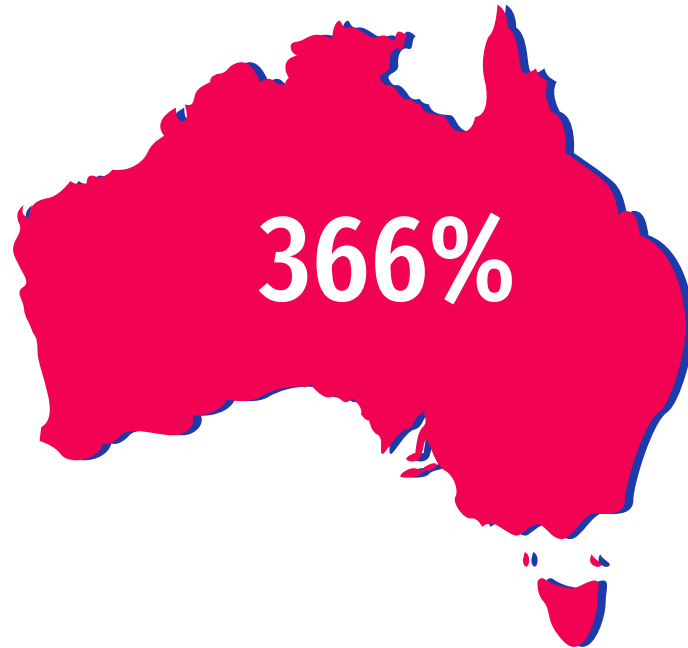
# Impact

$$\begin{array}{ccccccc} \$79.70 & \times & 2 & \times & 9.3 \text{ million} & \times & 0.01 \\ \text{Average spend} & & \text{Additional} & & \text{Yearly Australian} & & \text{Percentage of} \\ \text{per day per} & & \text{activities} & & \text{tourists} & & \text{tourists using} \\ \text{activity} & & & & & & \text{ooStraya} \end{array}$$

**= \$14.82 million**

# Impact

My estimated ROI for the ooStraya app is



# Thank you!

## Any questions?



# References

1. <https://www.tourism.australia.com/content/dam/assets/document/1/6/x/6/3/2002539.pdf>
2. <https://camperchamp.com.au/statistics/australia/>