

SATC Industry Forum Market Update Presentation

FRANCE

November 2010



South Australia.
A brilliant blend.

Market Overview

- Population: 64,7 millions
 - Unemployment rate: approx. 10% as of July 2010.
 - Leave entitlement: 25 days / year (standard). The "35-hours/week" law can lead to 40+ days/year.
 - French visitors to Australia, year ending 30 June 2010: 92,600 arrivals, a 10% increase relative to 2009.*
 - French visitors to South Australia, year ending 30 June 2010: **13,800** arrivals, a **5% increase** relative to 2009.*
 - Visitor nights in South Australia year ending 30 June 2010: 163,000 a 65% increase relative to 2009.*
 - Internet access: 70%+
- * Source: International Visitor Survey - SA estimates, persons 15+ years

Marketing Successes

Direct Consumer Online Co-Op activity with Cathay Pacific.

Emailing to qualified prospects selected from CX plus other high-yield consumer databases.

CATHAY PACIFIC & S South Australia. A brilliant blend.

Gagnez 1 voyage à Adelaide en Australie du Sud pour 2 personnes

Remplissez le formulaire ci-dessous pour participer au tirage au sort :

Nom :

Prénom :

Email :

Je souhaite recevoir des offres exceptionnelles de la part de Cathay Pacific et South Australia

Sélectionnez ici

Validez

Allowed for recruitment of more than 18 000 contacts that were added to SATC France consumer database, regularly addressed with quarterly newsletters.



Marketing Successes

WHV online activity - March 2010

Partners were Youth Travel website australia-australie.com, direct seller [Australie-Autrement](http://Australie-Autrement.com), SQ and YHA. Objective was to raise awareness on the WHV job opportunities existing in SA, promoting Adelaide as a desirable, affordable, fun WHV destination.

Promotion of **special WHV deal** including SQ return flights to ADL plus 3 YHA nights on arrival.

Prize-draw to win SQ return flights to ADL plus YHA nights in Adelaide and Port Elliot held during G'day Sunday March 10.

Event announced on australia-australie.com homepage, forum and newsletter sent to their entire database.



Partez à Adélaïde à partir de 660 € *,
On vous offre 1 leçon de surf et 3 nuits à l'arrivée!

Rendez vous sur le site southaustralia.com
page «working holiday»

* + taxes 370€ environ – vols Singapore Airlines - Offre valable pour les 50 premiers dossiers réservés auprès de e-australie.



PR Successes

TOURISM AUSTRALIA FRANCE HAS INCLUDED SA IN THE ITINERARY OF THEIR FIRST GROUP MEDIA FAMIL

- 5 journalists of print & web media visited ADL + KI



Major Plans - Focus 2010-11

KEY TARGET SEGMENTS

Experience seekers, Honeymooners, Youth market.

MAJOR MARKETING ACTIVITIES PLANNED IN 2010/11

SQ / SATC Co-op Campaign - Consumer direct. Jan - Feb 11.
Online campaign on targeted sites (routard, tripadvisor, le monde, msn)

Australie Autrement / Etihad / SATC online Youth promotion w/ special WHV fare on ADL - Dec 10 TBC

♦ **SQ / YHA / SATC online Youth promotion** w/ editorial content on australia-australie.com + G'day Sunday WHV consumer-show - Lucky draw to win return ticket to ADL + YHA Adelaide accommodation - Mar 11.

Aussie Specialist famil in partnership w/ TA, Tourism NT, airline TBC - Mar 11.



Major Plans - Focus 2010-11

Petit-Futé Campaign Sep/Oct 10 + Mar/Apr 11.

- ◆ Consumer direct. Ad spread + editorial+ lucky draw.
- ◆ Online on petitfute.com / Print in Petit-Fute Magazine.
- ◆ KI focus in Sep/Oct 10. - Outback focus in Mar/Apr 11.

du 01 au 30 Septembre 2010

2 Billets d'avion A/R pour 2 personnes pour Adélaïde

GAGNEZ L'AUSTRALIE DU SUD !

d'une valeur de **3 000 €**

Comment participer ?

Déjà membre ? [> je donne mon avis](#) Pas encore membre ? [> je m'inscris puis je donne mon avis](#)

South Australia.
A brilliant blend.
southaustralia.com

Demander le règlement



Kangaroo Island.

Une île australienne toute en contrastes, riche d'une faune extrêmement variée et de paysages naturels exceptionnels.

Des possibilités infinies d'expéditions et d'aventures, à seulement 30 minutes de vol d'Adélaïde, capitale de l'Australie du Sud.

la destination rêvée des amoureux de la nature, pour facilement observer kangourous, koalas, wallabies, phoques et otaries, qui vivent en liberté sur l'île dans un environnement préservé.

Rendez vous sur southaustralia.com pour en savoir plus sur Kangaroo Island.



Major Plans - Focus 2010-11

PR

PARTICIPATION IN TA'S GROUP FAMIL – JAN / FEB 2011

- Media target: Regional Newspapers only
- Outback focused
- 5 medias

PLANNED INDIVIDUAL FAMILS

- Grands Reportages – major travel consumer magazine – to be published Marc 2011
- Adventure Line – TV Production company – program to be aired in March 2011

GRANDS REPORTAGES
EXPLORER LE MONDE

ADVENTURE LINE
PRODUCTIONS

PLANNED PRESS RELEASES

- Honeymoon in SA
- TDU
- WHV
- SA's Global Green Challenge



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Key Players – Trade

Prominent wholesalers are **Australie-Tours**, market leader, under new ownership since September 2009, followed by **Australie-la-Carte** and **Asia-Voyages**.

Main direct sellers are **Voyageurs-du-Monde** and **Australie-Autrement**.

Smaller direct sellers include **Meltour**, **Australie-Authentique**, **Maison-de-l'Océanie**, **Cercle-des-Vacances**, **Route-des-Voyages**, **Legendes-Australiennes** and **Yoketai** (part of Kuoni-France).

Online Environment

Internet access: +70% of the French population is now connected.

French consumers are increasingly confident in searching/buying online.

More French consumers look for airfares and ground content on the Internet.

6 out of 10 French web-users do plan their holidays on the Internet.

23% of French web-users buy their holidays entirely online.

Travel blogs, travel forums and community sites are dramatically expanding.

Growth potential is here for SA operators with a French version of their online offer.

French websites to consider to showcase SA products include:

- ♦ voyagepouurlaplanete.com - sustainable tourism portal
- ♦ australia-australie.com - popular youth travel site
- ♦ tripadvisor.fr - leading comparative travel site



Opportunities for Operators

Our Consumer e-newsletter goes out every 2 to 3 months to a database of around 25 000. All SA products /operators are welcome to provide content if about new products, product enhancement, etc.

Our facebook page can reflect any news, promotion or special offer received from SA products / operators.

Pre / Post ATE famils: Hosting buyers usually means good ROI as Product managers tend to favour products they have experienced first hand.

Hosting media is an easy way to promote your product.

How you can support SATC's Marketing Efforts

Update consumer website regularly

Translate website -or section of it- in languages

Send regular product update



How can SATC support you better in our
International Marketing Efforts?



Any other questions?