

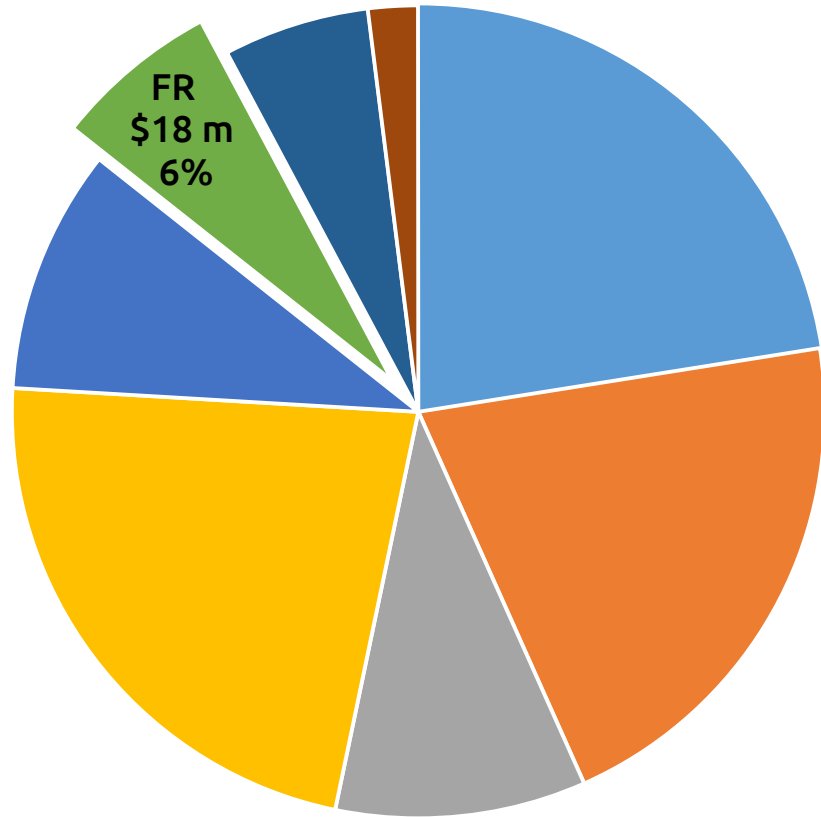
# **Tourism NT International Managers' Meeting**

## **Market Updates 2019**

# **FRANCE**

## **Pierre Vivès**

# France



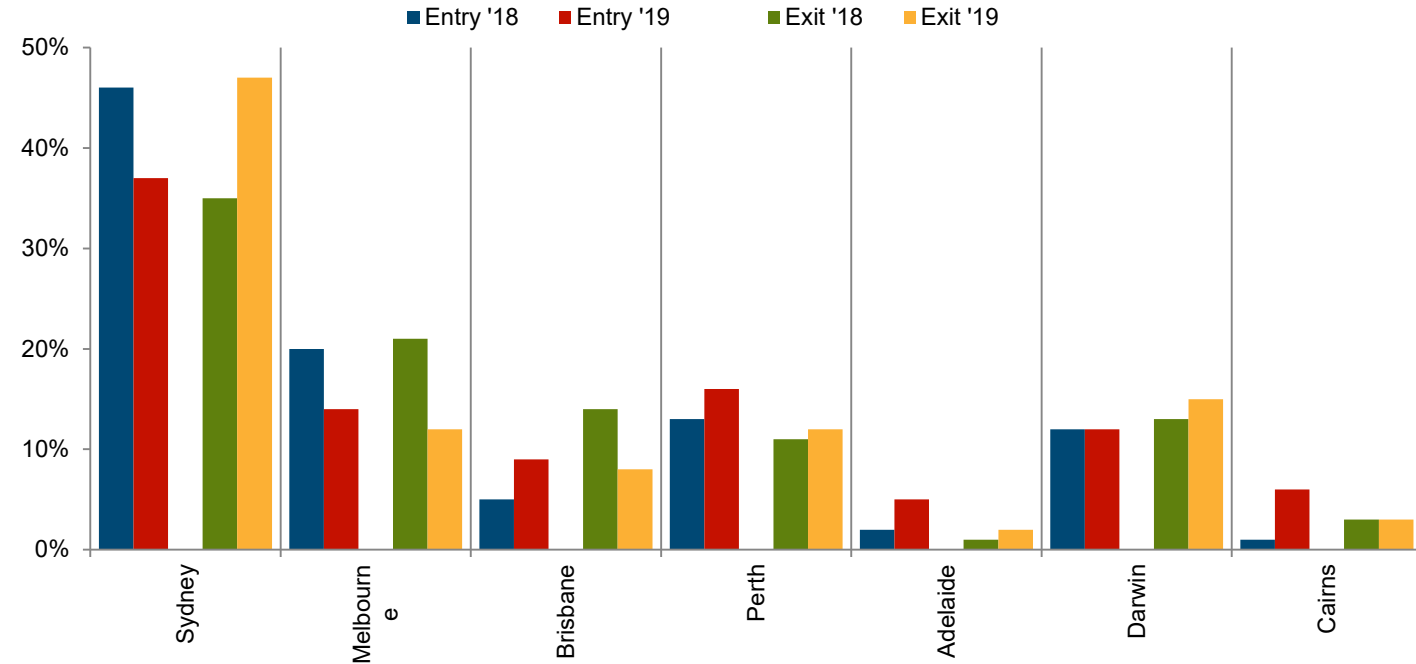
Proportion of International Holiday Expenditure  
(3 year average YE March 2019)

**2030 Target: 20,000 Visitors**  
**Compound Average Annual Growth Rate: 3.6%**

13,000 holiday visitors ↓ 12% YOY June 2019

**Dispersal** 69% of visitors visit Lasseter region  
 54% of visitors visit the Darwin region

## Port of Entry and Exit



# State of the market

## Opportunities

- Improving consumer confidence and economic conditions
- Favourable Euro v/s Aussie dollar exchange rate
- Darwin is Australia's closest gateway from France – via Singapore
- The NT's assets (iconic nature and wildlife, Aboriginal culture) resonate well with French visitors' expectations

## Challenges

- Low destination awareness
- Barriers of language, distance and scale
- Australia vastly perceived as an expensive, "once in a lifetime" destination.



*Liberté • Égalité • Fraternité*

**RÉPUBLIQUE FRANÇAISE**



# Trends & Insights

With 6 weeks holidays per year on average, the French tend to spend vacation time both in France and abroad.

48% French long-haul travellers are influenced by friends & relatives recommendations when deciding on a holiday destination.

“Nature & Wildlife” is a key driver in deciding to visit the Northern Territory.



# Trends & Insights

All age groups, from Generation Z (18-23 yo) to Baby Boomers (60+) are increasingly using search engine and OTAs resources for planning and booking their holidays.

Young French travellers to Australia (under 35) predominantly book online, most purchasing just a flight – and more rarely ground content for some.

High-Value travellers and honeymooners tend to book more complex itineraries via traditional channels.



# Key Distribution Partners

Tourism NT France works closely with all main French Key Distribution Partners.

## Wholesalers



## Direct Sellers



MARCO VASCO



## OTAs



# **Key Trade & Consumer Campaigns in 2018-19**

# TripAdvisor “Always on”

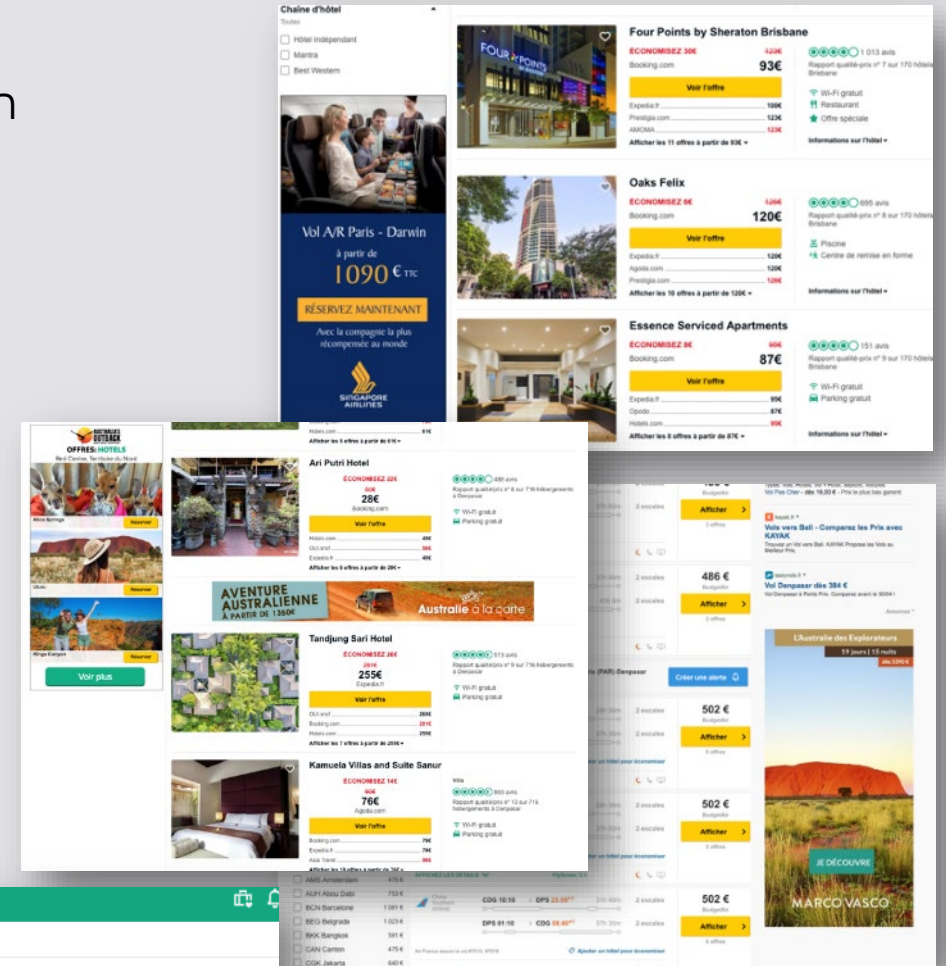
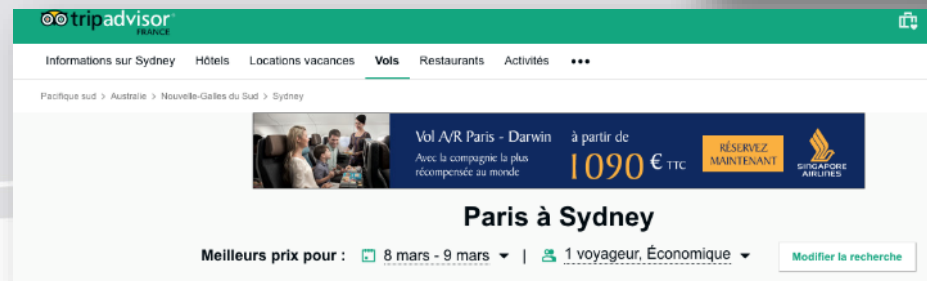
Digital banners promoting partners’ deals highlighting the Northern Territory running on Australia and South-East Asia flight and accommodation pages of TripAdvisor.fr

## Highlights

Distribution partners are featured on a rotating basis, over a period varying from 8 to 24 weeks.

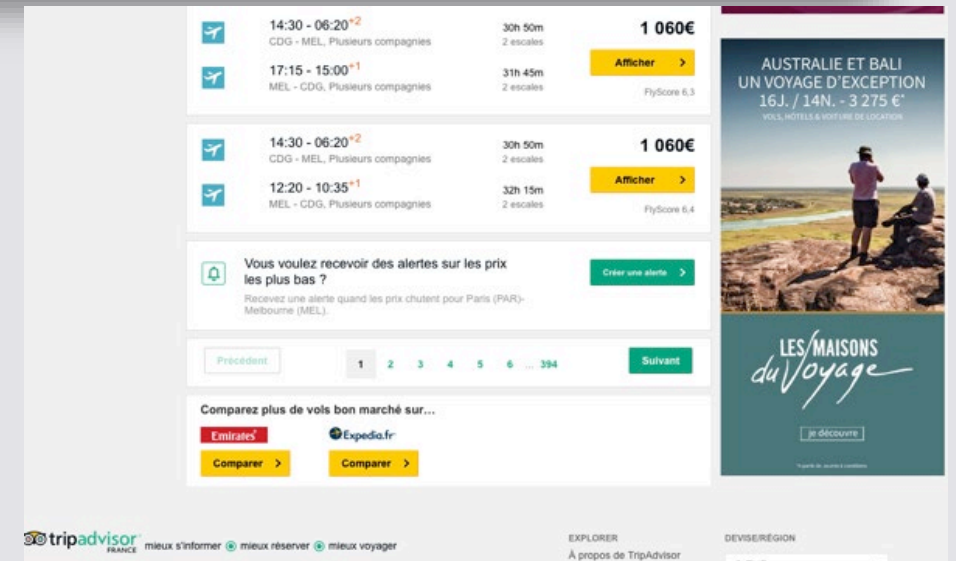
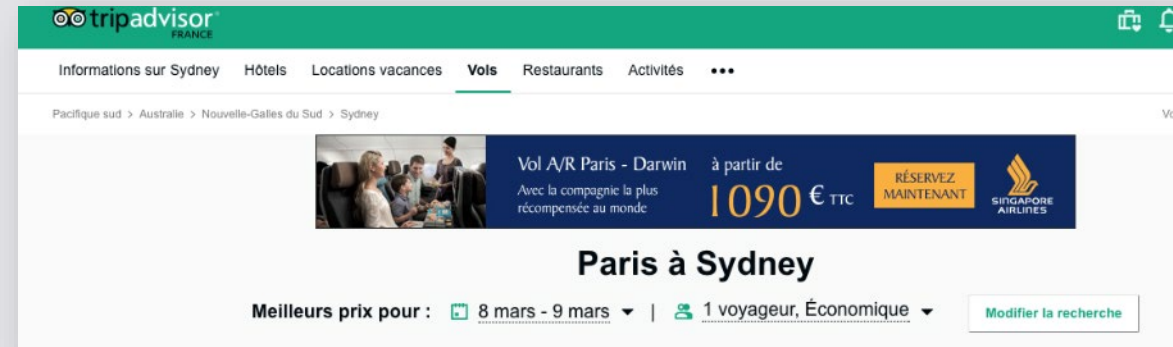
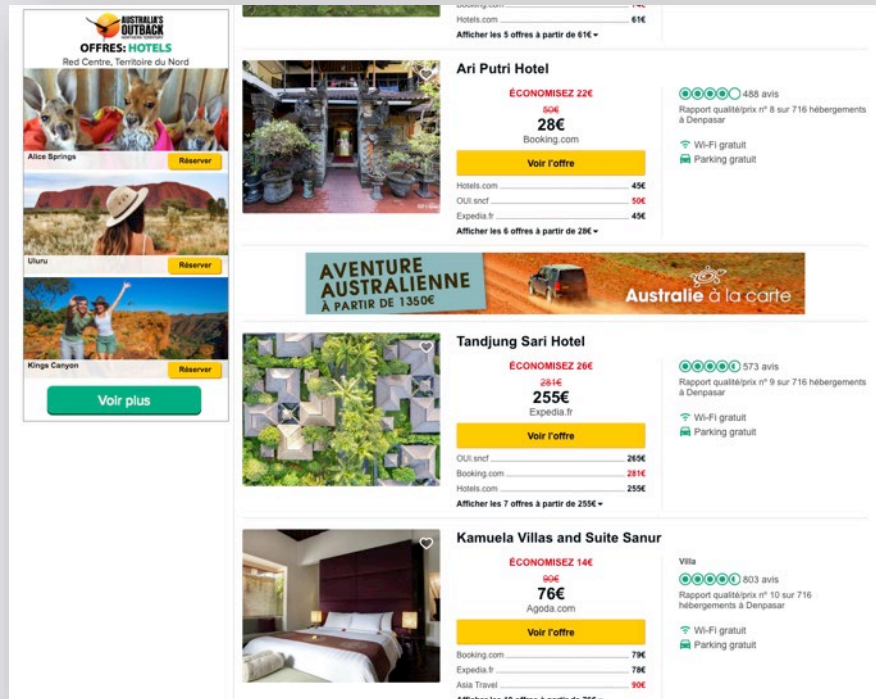
Featured partners include Singapore Airlines, Australie à la Carte, Rêves d’Australie, Australie Tours, Marco Vasco, Les Maisons du Voyage, Fare Voyages.

Resulting in 31,532 click throughs and leads to partners





# TripAdvisor “Always on”



Resulting in 31,532 click throughs and leads to partners



# Expedia digital campaign

Multi-phase marketing campaign on Expedia.fr targeting High Value Travellers in France in 3 phases: 01 Sep - 31 Dec 18, 01 Feb - 31 Mar 19 and 01-30 June 19.

Display banners directing to a dedicated Northern Territory landing page.

Interactive quiz for creating destination awareness (1<sup>st</sup> phase only) .

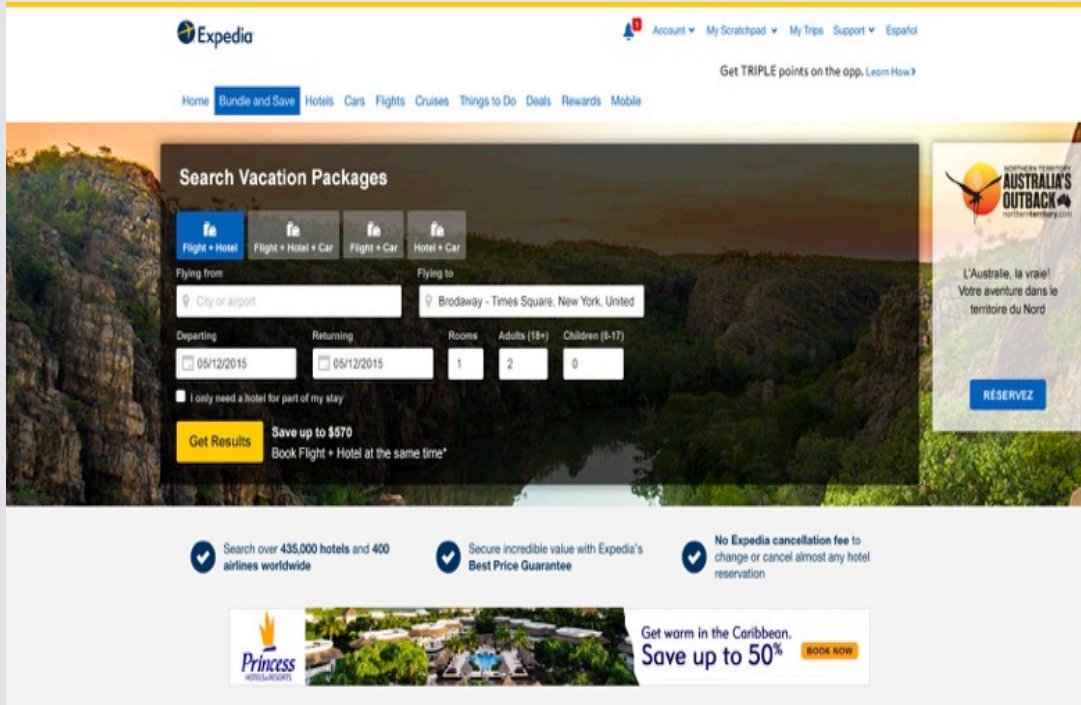
## Highlights

- 1,237,775 impressions delivered
- 0.12% CTR (click rate) well above 0.08% benchmark
- 115 flight bookings +22.8% YoY
- 679 room nights booked +28.5% YoY

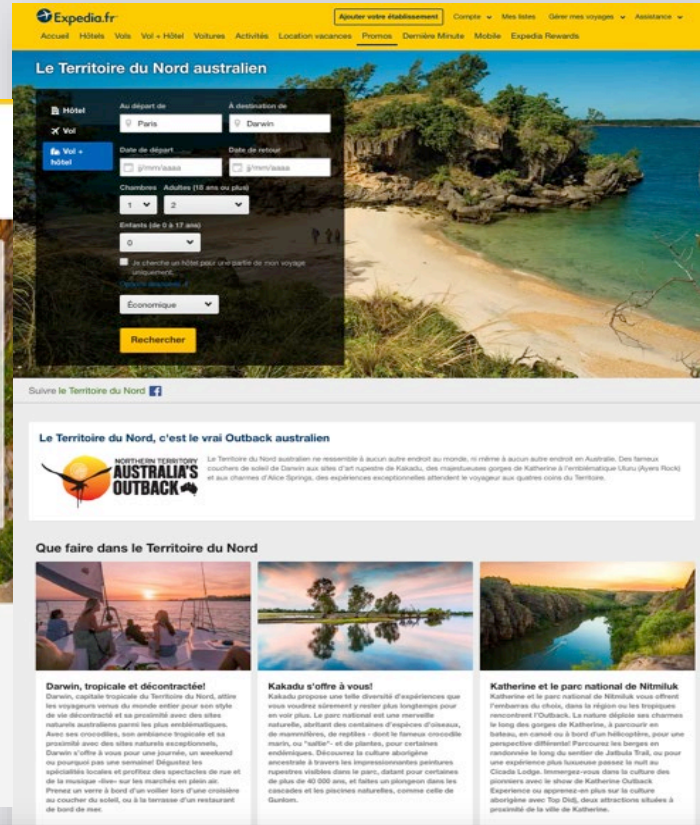




# Expedia digital campaign



The image shows the Expedia.fr website interface. At the top, there's a navigation bar with links like 'Accueil', 'Hôtels', 'Vols', 'Vols + Hôtels', 'Voyages', 'Activités', 'Locations vacances', 'Promos', 'Dernière Minute', 'Mobile', and 'Expedia Rewards'. Below this, a 'Search Vacation Packages' section is prominent, featuring a search bar with 'Flying from' and 'Flying to' fields, and a 'Departing' date field set to '05/12/2015'. A 'Get Results' button is visible. To the right, a sidebar promotes 'L'Australie, la vraie! Votre aventure dans le territoire du Nord' with a 'RÉSERVEZ' button. At the bottom, there are three checkmarks highlighting benefits: 'Search over 435,000 hotels and 400 airlines worldwide', 'Secure incredible value with Expedia's Best Price Guarantee', and 'No Expedia cancellation fee to change or cancel almost any hotel reservation'. A small banner for 'Princess Resorts' is also present.



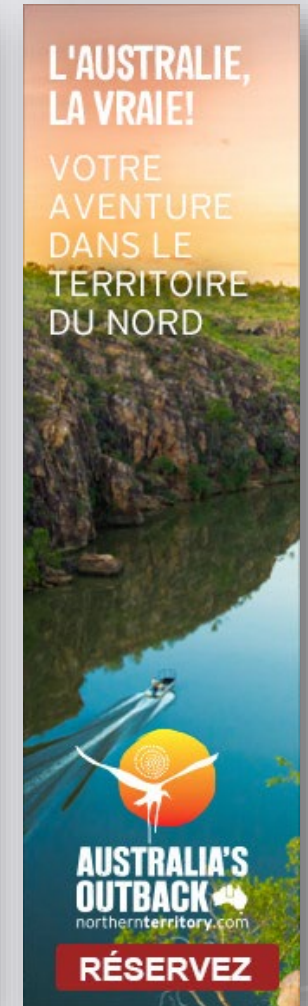
The image shows an article page on Expedia.fr titled 'Le Territoire du Nord australien'. It features a large hero image of a coastal landscape. Below the title, there's a search bar with 'Au départ de' set to 'Paris' and 'À destination de' set to 'Darwin'. A 'Rechercher' button is at the bottom. The article content includes a sub-header 'Le Territoire du Nord, c'est le vrai Outback australien' and a paragraph describing the region. Below this, there's a section 'Que faire dans le Territoire du Nord' with three sub-sections: 'Darwin, tropicale et décontractée!', 'Kakadu s'offre à vous!', and 'Katherine et le parc national de Nitmiluk'. Each sub-section has a small image and a brief description of the area.



The image is a wide banner for 'AUSTRALIA'S OUTBACK' featuring a sunset over Uluru. On the left, the 'NORTHERN TERRITORY AUSTRALIA'S OUTBACK' logo is displayed. The main text reads 'LE TERRITOIRE DU NORD L'AUSTRALIE COMME VOUS NE L'AVEZ JAMAIS VUE!'. On the right, a red button says 'DÉCOUVRIR'.



The image is a vertical banner for 'AUSTRALIA'S OUTBACK'. It features a woman smiling next to a kangaroo. The text reads 'LE TERRITOIRE DU NORD L'AUSTRALIE COMME VOUS NE L'AVEZ JAMAIS VUE!'. At the bottom, the 'AUSTRALIA'S OUTBACK' logo is shown, and a red button says 'DÉCOUVRIR'.



The image is a vertical banner for 'AUSTRALIA'S OUTBACK'. It features a boat on a river. The text reads 'L'AUSTRALIE, LA VRAIE! VOTRE AVENTURE DANS LE TERRITOIRE DU NORD'. At the bottom, the 'AUSTRALIA'S OUTBACK' logo is shown, and a red button says 'RÉSERVEZ'.



# Odigeo OTA Digital Campaign

## ODIGEO OTA DIGITAL CAMPAIGN

Multi-phase marketing campaign with leading OTA group Odigeo on Opodo.fr and eDreams.fr

Targeting both the High Value Traveller segment and Youth segment in France, in 3 phases:

01 Oct - 30 Nov 18, 01 Jan - 31 Mar 19 and 01 - 30 Jun.19  
using display banners directing to dedicated Northern Territory landing pages.

### Highlights

3,171,010 impressions delivered

0.11% CTR (click rate)

269 flight bookings +52% YoY

1,268 room nights booked +162% YoY



# Odigeo OTA Digital Campaign

The screenshot shows the Opodo website interface. At the top, there's a navigation bar with links like 'Pouvons-nous vous aider?', 'Recherches récentes', 'Mes voyages', 'Connexion ou s'enregistrer', and 'Offres exclusives par téléphone'. Below this, the 'opodo' logo is prominent. The main section features a search bar with fields for 'Origine', 'Destination', 'Départ le', and 'Retour le', along with a dropdown for '1 adulte' and a 'Rechercher des vols' button. To the right, a promotional banner for 'Le Territoire du Nord, authentiquement australien!' features the 'AUSTRALIA'S OUTBACK' logo and a 'Réservez' button.

This banner promotes Darwin as a destination for the 'Vacances Travail' visa. It features a scenic image of a sunset over water with people on a boat. The text reads: 'Choisis Darwin pour vivre à fond ton expérience en visa "Vacances Travail"!'. A 'Y aller' button is located at the bottom left. The 'AUSTRALIA'S OUTBACK' logo is in the top right corner.

This banner highlights the natural beauty of the Northern Territory. It shows a river flowing through a lush landscape. The text reads: 'Le Territoire du Nord les vraies couleurs de l'Australie'. A 'Réservez' button is in the bottom right corner. The 'AUSTRALIA'S OUTBACK' logo is in the top right corner.

This vertical banner showcases the rugged beauty of the Northern Territory. It features a person sitting on a rocky shore looking out at the ocean. The text reads: 'Le Territoire du Nord: les vraies couleurs de l'Australie'. A 'Réservez' button is located in the middle. The 'AUSTRALIA'S OUTBACK' logo is at the bottom.





# Youth Campaign

## PRINT + DIGITAL YOUTH CAMPAIGN

6-month marketing campaign targeting the Youth segment in France with editorial content in Neon youth bi-monthly print magazine (circulation 30,800), website and mobile app, from 1 December 2018 to 31 May 2019, complemented with digital activity on eDreams.fr from 1 Dec 2018 to 30 April 2019

## Highlights

- 2,777 UV/ NEON web article on average (18 articles were published)
- 531,000 U/V on NEON mobile app
- 82 flight bookings +15% YoY.
- 338 room night bookings +114% YoY

**NEON**

VOIR TOUTS LES DIAPORAMAS

### 5 raisons de découvrir le festival de Darwin, en Australie

6 photos



#### Bienvenue à Darwin

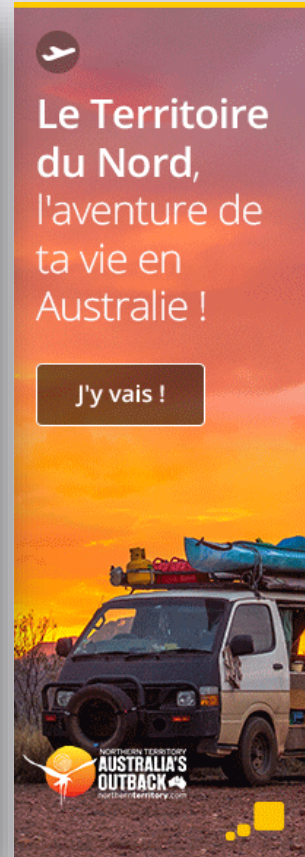
LE SITE

Darwin, c'est

1. Un type qui a bien compris l'évolution
2. Une ville d'Australie
3. Un cratère lunaire

Les trois, si vous voulez tout savoir. Mais on va ici s'intéresser au point numéro 2, puisque la ville de Darwin, perchée en bord de mer tout au nord de l'Australie (plus au nord, c'est le pôle Nord), est la ville la plus au nord de l'Australie. Elle a été créée à partir du 9 août son traditionnel Festival qui vise à mixer, à travers 113 jours de festivités, sur 18 jours, musique, théâtre, arts, danse, cabaret, cirques, "insérez ici un autre festival". Alors si, comme tous ceux qui n'avez jamais mis les pieds en Australie, vous voulez découvrir le pays se résume à Sidney et à quelques parcs nationaux, voici l'occasion de découvrir la région tropicale (pas de panique, c'est encore la saison sèche) pour découvrir une autre façon de vivre à l'Australienne.

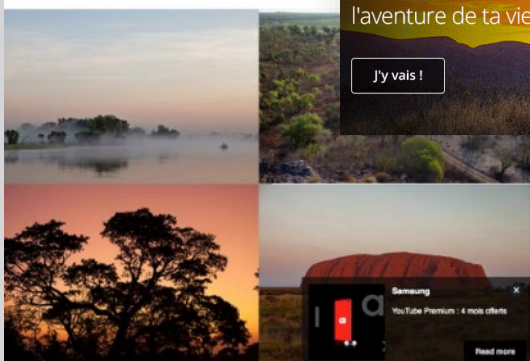
© DR - Montage NEON



# Youth campaign

## 23 paysages de dingue que vous ne verrez que dans le Territoire du Nord australien

24 photos



### Plein les yeux

L'Australie a un avantage : c'est grand (plus de 7,5 millions de km<sup>2</sup>). Tellement qu'au sein d'une même région, on peut découvrir des climats et des paysages qui n'ont absolument rien à voir (le pays compte plus de 500 parcs nationaux, un record mondial). Ainsi, le Territoire du Nord (Northern Territory) va de la sécheresse du Red Centre à la douceur tropicale de Darwin, autant de particularités qui offrent à la nature un magnifique terrain d'expression. Inselbergs du désert, marécages fumants, cascades verdoyantes... tous ces sites peuvent se voir en un périple de Darwin à Alice Springs. On l'a fait, voici nos immanquables.

Le Territoire du Nord,  
l'aventure de ta vie en Australie !

J'y vais !

**NEON** SAVOIRS INUTILES VIDEOS CAFÉ NEON LE MAGAZINE NEWSLETTER

Vol de Paris vers les USA à très bons prix.

### Backpackers : tout ce qu'il faut savoir pour préparer votre trip australien (et avoir votre visa)

par Mathias Charlot 22 mai 2019

Envie de vous installer quelques mois en Australie ? Il est assez simple pour un Français d'obtenir un visa, à condition de respecter quelques règles... et de savoir où s'installer. Et pour trouver du boulot, pas de secret : le Territoire du Nord est l'endroit où il faut aller (pour trouver du boulot, et pour y voir les plus beaux paysages du pays). Mode d'emploi.

Les kangourous, le chapeau de Crocodile Dundee, les escapades au pied d'Uluru... ah, le brésil en Australie fait rêver pas mal de monde, et bonne nouvelle... il n'y a rien de plus simple à organiser pour un Français. Simple pour avoir le droit d'y aller, mais il existe quelques subtilités qu'il est important de connaître.

Pour venir bosser en Australie, il faut obtenir un Working Holiday Visa (WHV), un Visa Vacances-Travail. Dans ce cas, vous devenez un PVTiste, c'est-à-dire un Programme Vacances-Travail.

Et pour les Français, les Canadiens ou les Belges, rien de plus simple tant que vous remplissez les conditions : avoir entre 18 et 30 ans, et jusqu'à 30 ans pour les Canadiens (vous pouvez déposer une demande jusqu'à la veille de votre 31<sup>e</sup> ou 30<sup>e</sup> anniversaire, selon votre nationalité), être en bonne santé, avoir un casier judiciaire à peu près propre et... voilà.

« Une demande en ligne prend une demi-heure environ. Le taux d'acceptation est énorme car il n'y a pas de quotas, c'est plutôt confortable », nous assure Julie Meunier, du site [peuples.net](#). « Il y a parfois des refus pour des gros soucis de santé ou avec la justice, mais ça peut aussi se discuter au cas par cas. J'ai vu des personnes péroratives, par exemple, obtenir malgré tout un WHV. »

Voyagez confortablement de Paris vers les USA.

**LES + LUS**

- 01 L'australien L'australien est une plus forte que la patinoire ?
- 02 L'australien L'australien est une plus forte que la patinoire ?
- 03 L'australien L'australien est une plus forte que la patinoire ?
- 04 L'australien L'australien est une plus forte que la patinoire ?
- 05 L'australien L'australien est une plus forte que la patinoire ?

eDreams

Accueil Vols Hôtels Vol + Hôtel Location de voiture Séjours Navette aéroport

Guide de l'Outbackpacker

Vols

Aller-retour Aller simple Multi-destinations

Origine Destination

Départ le Retour le

1 adulte 1 2 3

Vols directs Économique

Rechercher des vols Rechercher Vol + Hôtel Garantie du prix eDreams

Le Territoire du Nord, Top Destination Backpacker! Arrive plus vite en Australie par Darwin avec Singapore Airlines!

Un aller simple pour Darwin Avec Singapore Airlines Dès 641 €\*

Un séjour authentique Au Menuluka Dès 17 €\*

Un séjour authentique Au Youth shack backpackers Dès 18 €\*

Découvrez Darwin avec Singapore Airlines

Arrivez plus vite en Australie avec la compagnie aérienne la plus récompensée au monde! Envolez vous de Paris et arrivez en Australie en moins de 20 heures porte à porte en choisissant Singapore Airlines, la compagnie aérienne la plus récompensée au monde! Profitez de votre escale à Singapour pour faire un tour de ville gratuit ou pour prolonger votre escapade avec l'offre "Singapore Stopover Holiday", dès 33 € par personne, incluant l'hébergement et l'entrée dans une vingtaine d'attractions touristiques. Singapore Airlines propose un tarif "spécial jeune" à partir de 988 euros TTC avec des conditions très avantageuses! Pour profiter de ce tarif exclusif vous pouvez faire votre réservation en

**NEON**

**LES SAVOIRS INUTILES**

Au Crocosaurus Cove de Darwin, en Australie, un couple de crocodiles s'appelle William et Kate.

En savoir plus

**NEON**

**LES SAVOIRS INUTILES**

Le parc national de Kakadu, en Australie, fait la taille du pays de Galles.

En savoir plus

**NEON**

**LES SAVOIRS INUTILES**

Le parc national de Kakadu, en Australie, fait la taille du pays de Galles.

En savoir plus





# Tourism Australia and STO campaign

## HIGH VALUE TRAVELLER COOPERATIVE CAMPAIGN

Digital marketing 3-month campaign with leading trade partner Australie à la Carte from 15 Jan. to 30 Apr. 2019 in cooperation with Tourism Australia, SATC, Tourism Queensland and THL Campervans, targeting the High Value Traveller segment, using display banners and social media ads directing to a dedicated “Best of Australia” microsite on [australiealacarte.com](http://australiealacarte.com).

## Highlights

9,126,077 impressions delivered

0.12% CTR (click rate)

140 bookings (3 pax per booking on average)  
with Northern Territory content



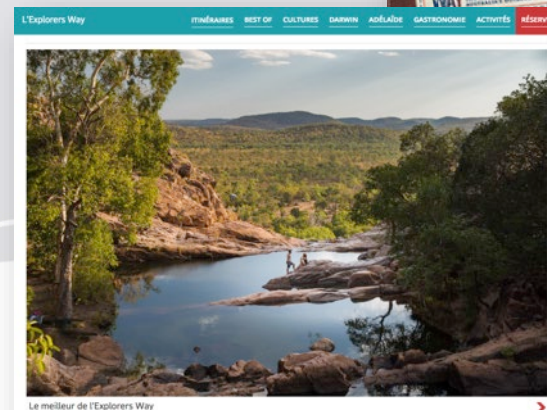
# Explorers Way Campaign

Digital marketing 3-month campaign with trade partner Les Maisons du Voyage from 22 Jan to 21 Apr 2019 in cooperation with SATC targeting the High Value Traveller segment.

Display banners directing to a dedicated Explorers Way microsite developed by leading online travel platform routard.com.

## Highlights

45,495 UV on routard.com dedicated space  
2,15 min average dwell time on routard.com dedicated space  
104 bookings (3 pax per booking on average)  
with Northern Territory content





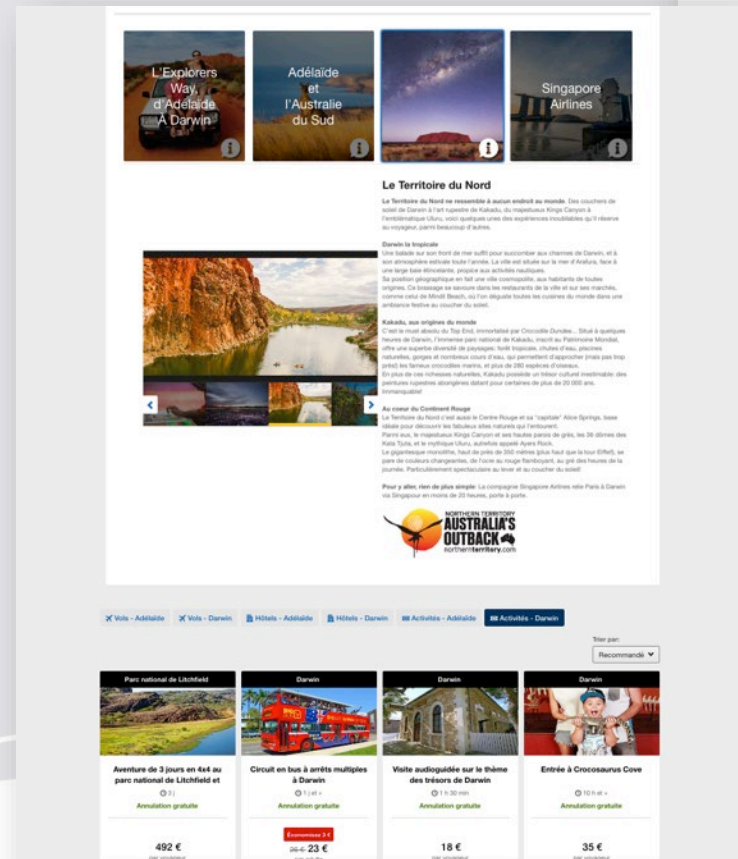
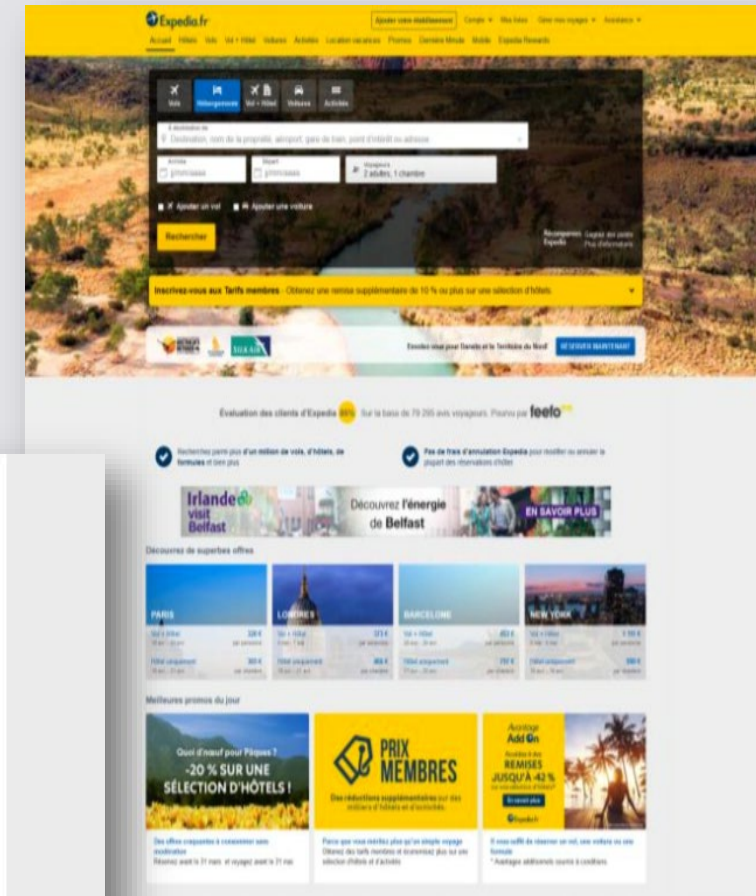
# Singapore Airlines Campaign

Digital marketing 6-week campaign from 15 Mar. to 30 Apr. 2019 in cooperation with Singapore Airlines and SATC targeting the High Value Traveller segment. Display banners directing to a dedicated Explorers Way microsite on Expedia.fr.

## Highlights

19,286 UV on Expedia landing page  
0.10% CTR (above 0.08% benchmark)

21 SQ flights from Paris to Darwin booked  
380 room nights booked



# Aussie Tours Video campaign

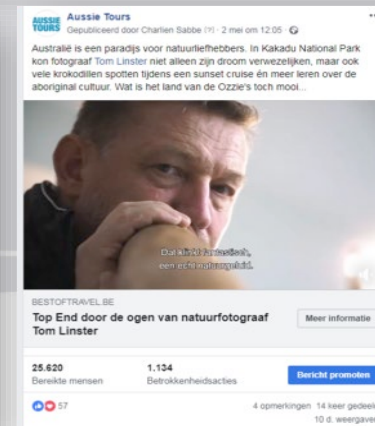
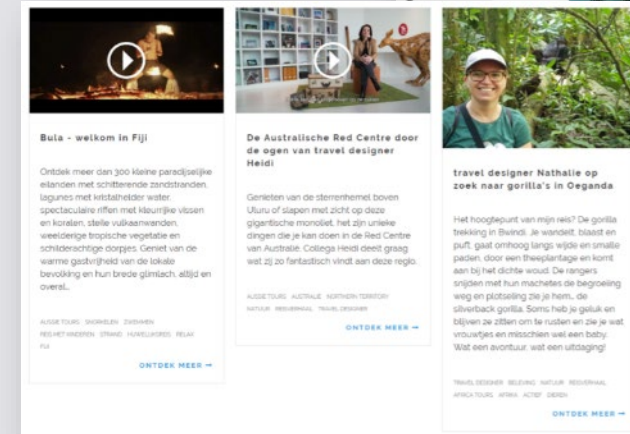
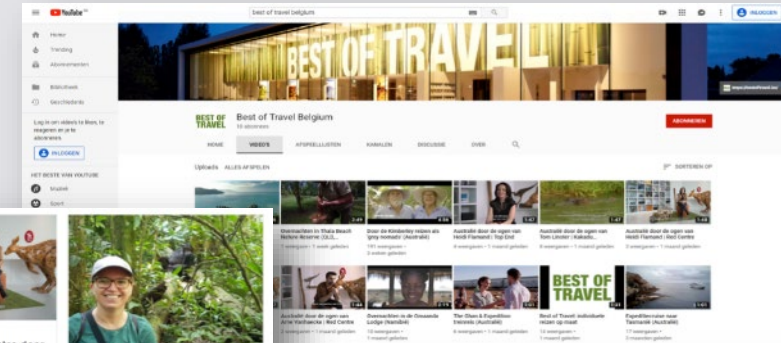
Digital marketing 6-week campaign from 15 Apr to 31 May 2019 in cooperation with Belgian (Flemish-speaking) direct seller Aussie Tours targeting the High Value Traveller segment.

Display video testimonial content on travel website Goodbye.be directing to a dedicated Northern Territory product offer on bestoftravel.be.

## Highlights

42,086 UV on bestoftravel.be landing page

134 bookings with Northern Territory content





# **Key PR Activity in 2018-19**

# Key PR Activity

## GEO Magazine

A journalist and a photographer appointed by monthly publication GEO magazine (circulation 170,000) travelled on-board the Ghan to both the Red Centre and the Top End in June 2019 over 10 days.

The long-read article to be published in 1<sup>st</sup> quarter 2020 will include 8 to 10 illustrated pages on the Northern Territory.



# Key PR Activity

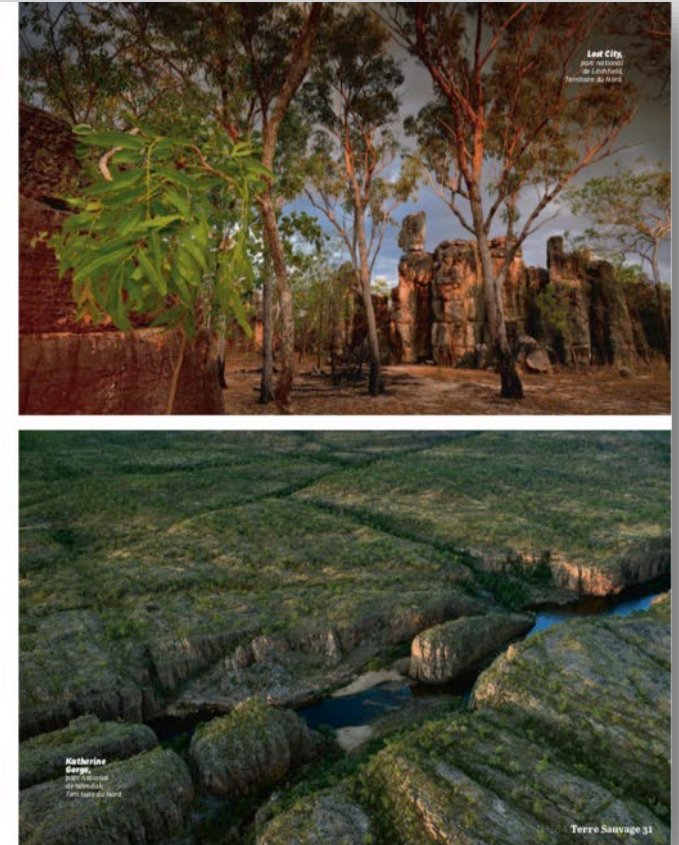
## MEDIA COVERAGE

### Terres Sauvages

(circulation 49,000)

6-page illustrated article published in May 2019 resulting from media visit in Aug 2018.

Media Value AUD 69,000





# Key PR Activity

## MEDIA COVERAGE

### Grands Reportages

(circulation 55,000)

16-page illustrated article  
published in June 2019  
resulting from media visit in  
Aug. 2018.

Media Value AUD 177,000

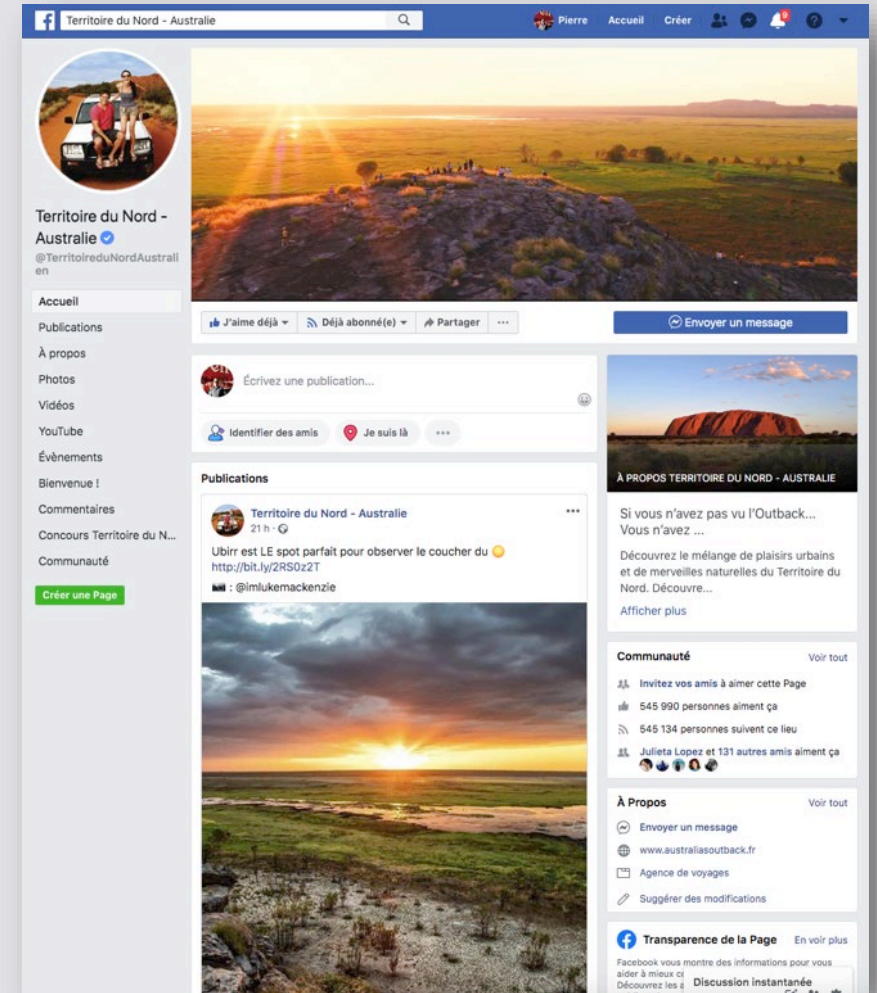


# **Key Social Media Activity in 2018-19**

# Key Social Media Activity

Social media communications mainly consist in curated and created content on Tourism NT French Facebook account.

Leading social-media agency We Like Travel is in charge of Tourism NT community management needs in France, in close cooperation with Tourism NT regional manager and head office.





# Key Social Media Activity

	Q1	Q2	Q3	Q4
Facebook fans	35,011	35,055	39,444	41,734
Facebook posts per month	12	13	12	12
Facebook post reach	3,763	6,302	10,991	13,856
Facebook engagement	0.49%	1.23%	2.26%	2.73%
Total unique people reached by the page per month	777,759	1,085,991	128,336	145,628



# Key Trade Activity in 2018-19



# Key Trade Activity

## CONSUMER EVENT

### Aussie Tours Event, Kortrijk, Belgium

All-day workshop on 9 Dec. 2018 attended by + 450 consumers, including 30min Red Centre and Top End screen presentation to an audience of around 80 consumers.



# Key Trade Activity

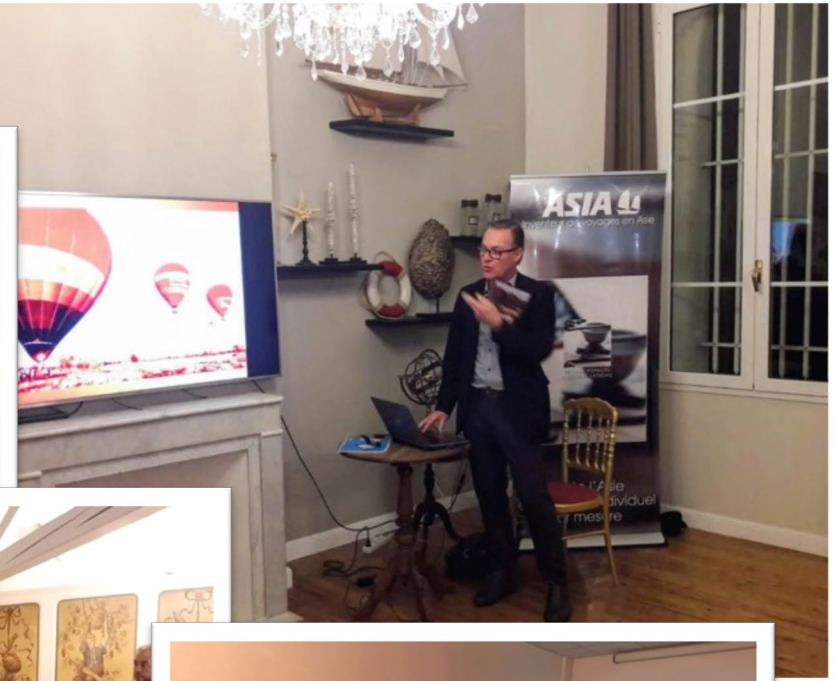
## TRADE TRAINING EVENTS

### Asia Voyages training events around France

Agent training roadshow events held in various cities from January to April 2019, including Orléans, Toulon, Troyes, Colmar, Paris and Angers.

130 agents trained in total

Explorers Way themed e-newsletter sent out to 6,500 agents





# Key Trade Activity

## TRADE TRAINING EVENTS

### Tourism Australia Roadshow

Agent training roadshow in Lyon, Paris and Nice in February 2019.

A 20 mn Top End / Red Centre screen presentation was given to an audience of 70 agents in Lyon and 50 agents in Nice.



# Key Trade Activity

## TRADE TRAINING EVENTS

### Qantas / Air France Trade Training

Training event jointly organised by Qantas and Air France in Air France Paris offices in February 2019.

20 min Northern Territory screen presentation to an audience of around 50 agents.







# Plans for 2019-20

# Plans for 2019-20

## EXPLORERS WAY DIGITAL + PRINT COOP CAMPAIGN

- Phase 1: Digital content on petitfute.com - September 2019
- Phase 2: Print feature on Petit Futé Magazine  
(Magazine cover + long read 11-page article)  
On sale from October 2019 to January 2020
- Phase 3: Digital content on petitfute.com - January 2020
- Call to Action KDP Australie à la Carte



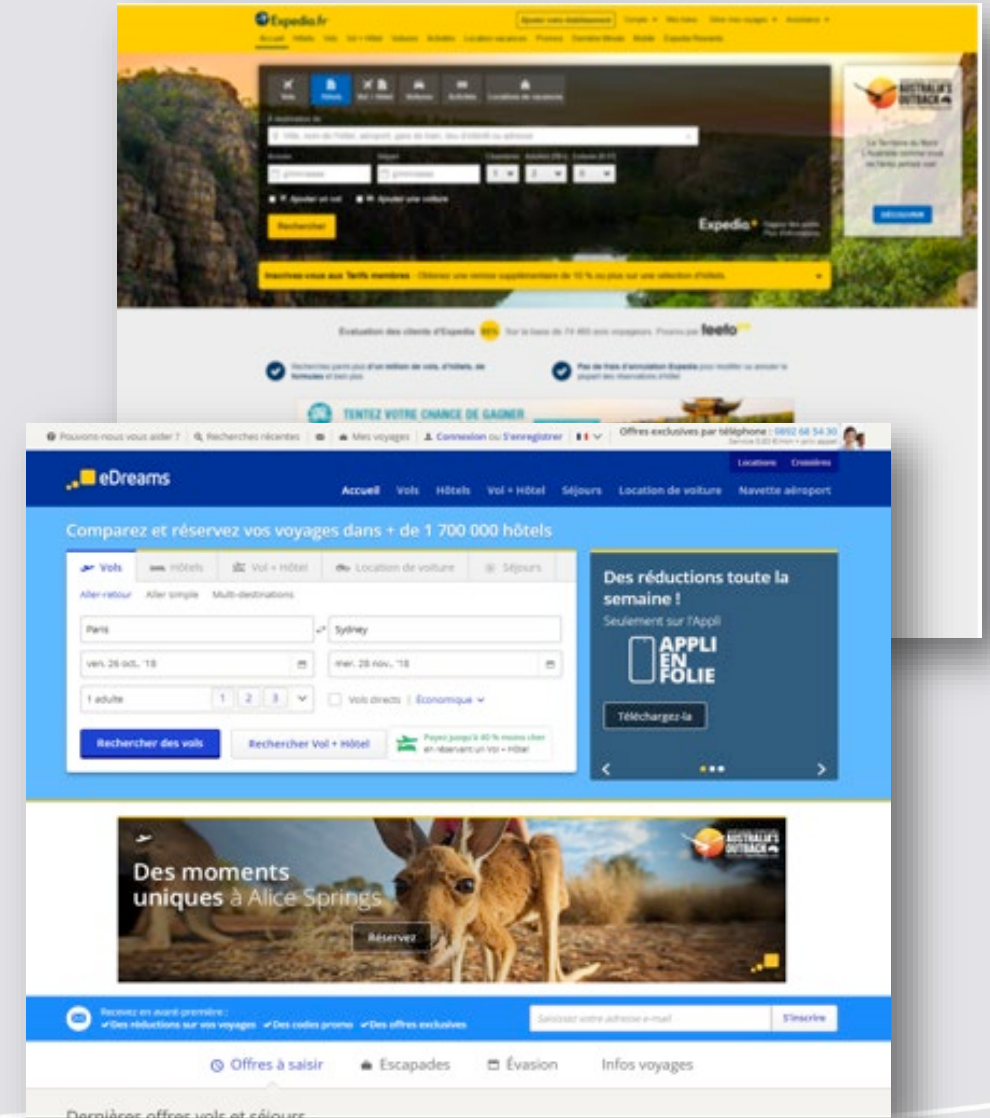


# Plans for 2019-20

## OTA CAMPAIGNS

Expedia campaign from 20 Oct - 20 Dec 2019 and from 01 Feb - 31 May 2020

Odigeo (eDreams + Opodo) campaign from 20 Oct - 20 Dec. 2019 and from 01 Jan - 31 Mar2020





# Plans for 2019-20

## YOUTH CAMPAIGN

Youth digital campaign using online youth portal Kombini.com for raising awareness coupled with dedicated space on OTA eDreams for conversion.

Feb 2020 TBC



# Kombini<sup>®</sup>

# Plans for 2019-20

## TRADE TRAINING EVENTS

### **Asia Voyages training events around France**

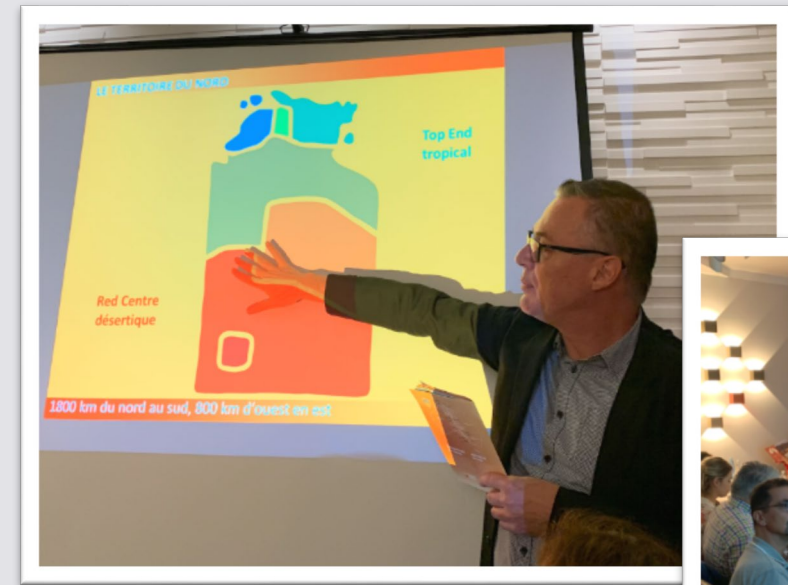
visiting 9 cities in 2019-2020, including Nancy, Nantes, Reims, Montpellier, Besançon, Bourg en Bresse, Bourges, Marseille and Toulouse.

15 to 20 agents trained in each city.

### **Tourism Australia training roadshow**

visiting Bordeaux, Paris and Marseille in Feb 2020.

40 to 50 agents attending in each city.



# Plans for 2019-20

## AUSSIE SPECIALIST AGENT FAMIL

An Aussie Specialist famil will be organised in partnership with Tourism Australia and SATC for 8 agents in May 2020.

Itinerary still to be confirmed.





# Plans for 2019-20

## UPCOMING PR ACTIVITIES

Tourism NT France started working with a new PR agency, Article Onze, in order to spread out Northern Territory key messages in the PR space via bi-monthly media releases and through the organisation of media visits.

Please forward any product updates through the International team in Darwin so that they can be sent out to all the teams including France



# Plans for 2019-20

## OPPORTUNITIES TO GET INVOLVED

### **Marketing Opportunities**

Your product offers can be featured in marketing activities undertaken in cooperation with French distribution partners.

### **Media Opportunities**

Tourism NT France organises media visits, in cooperation with Tourism Australia and with trade or airline partners. Please contact us if you are interested in hosting French journalists / influencers.

### **Trade Updates**

A bi-monthly NT product and destination update is sent to a database of around 1,800 travel agents. Please feel welcome to use this channel to update the trade on your product.

# MERCI!



