

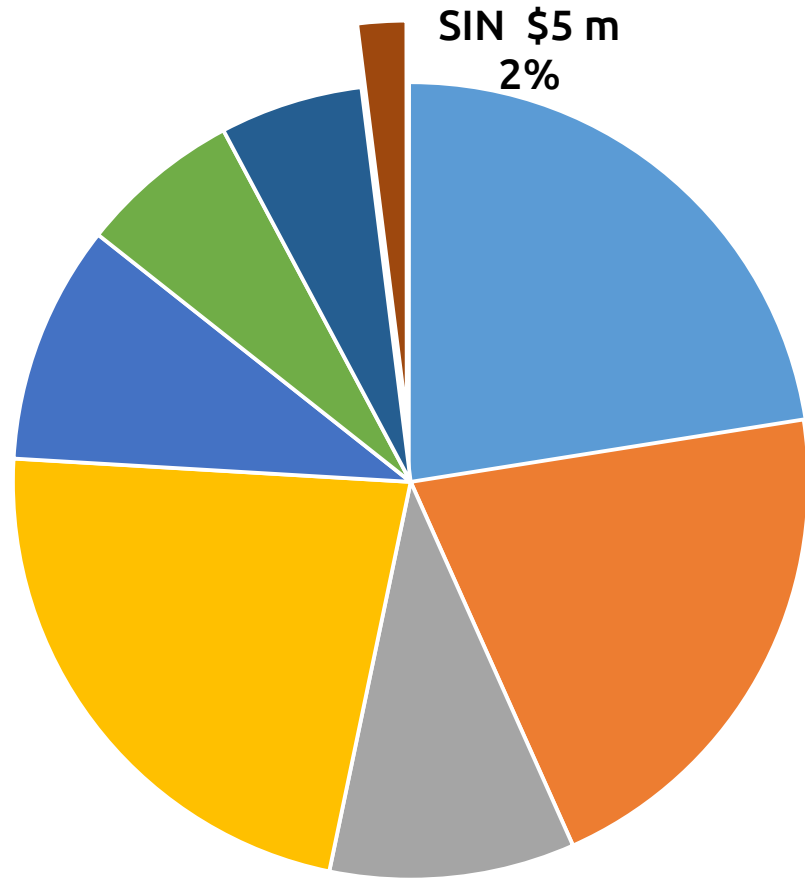
Tourism NT International Managers' Meeting

Market Updates 2019

SINGAPORE

Iris Lim

Singapore



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

Aviation Connectivity Hub



Home to **two direct services** connecting Darwin with Singapore including our source markets one stop away

Based on Overseas Arrival Data:

Jetstar Asia – 5,553 holiday visitors to Darwin in 18-19

1. Singapore
2. Germany
3. France
4. UK

SilkAir – 6,146 holiday visitors to Darwin in 18-19

1. Germany
2. UK
3. Switzerland
4. France

3,000* holiday visitors from Singapore IVS YE June 2019

Team Singapore

Charles Leong
Managing Director



Grace Tong
General Manager



Iris Lim
Marketing Manager



State of Market

Singapore Market in 2019

GDP

Increase by 0.1%
(3rd quarter)

Forecast:
0% - 0.1%

Inflation

0.5%
(August)

Forecast:
0.5% - 1.5%

Singapore Residents Population

4.03 million
(June)

Outbound Departure of Singapore Residents

5.08 million
(June)

Outbound travel to Australia

467,900
(July)

Sources: Ministry of Trade & Industry, Singapore, Monetary Authority of Singapore, Singapore Department of Statistics and Tourism Australia



Key Outbound Travel Trends 2019



Uncover Emerging Destinations

Travellers opt to explore lesser-known cities. Examples of 2019's emerging cities include: Hiroshima(Japan) Dubrovnik (Croatia), Kuching (Malaysia), Jinjiang (China), etc.



Travel to forget responsibilities

To travel to a place that "made them feel like a child again" and create experiences to "help to ease the burden of stressful adult life"



Travel to learn soft skills

To pick up "life skills and practical learning" with "skills-based vacations", cultural exchange, volunteering trip and international work placement.



Maximising the Micro

More weekend trips, made-to-measure, bite sized travel with more curated travel itineraries squeezed into shorter time frames.



Authentic tour offerings

Travellers look for immersive and authentic experiences, whether it is dining in a local family's home or building a hut for villagers.

Sources: Skyscanner, Business Insider Singapore, Travel Weekly Asia, Booking.com

Key Consumer Behaviour 2019



- **All about PERSONAL, INDIVIDUALISED and TECHNOLOGY**

- Generic, comprehensive travel guides of the past will make way for increasingly short-form, hyper relevant and individualised content.
- Someone or something to do the hard work and make travel recommendations.
- Rely on travel brands to use technologies such as AI to make travel suggestions based on past travel experience.
- Excited about tech travel innovations such as a digital tour guide, bringing them a truly bespoke experience.



Challenges and Difficulties

- Competition by tourism boards and airlines.
- Value-for-money travel deals for price-sensitive travellers.
- Japan and Europe are POPULAR destinations with great flight access and value-for-money travel experiences all-year-round.
- Cruises are getting more and more popular.
- Key distribution partners do not have marketing budget for joint collaboration.

Key Trade & Consumer Campaigns

Singapore Airlines/SilkAir

June to August 2019

Objectives

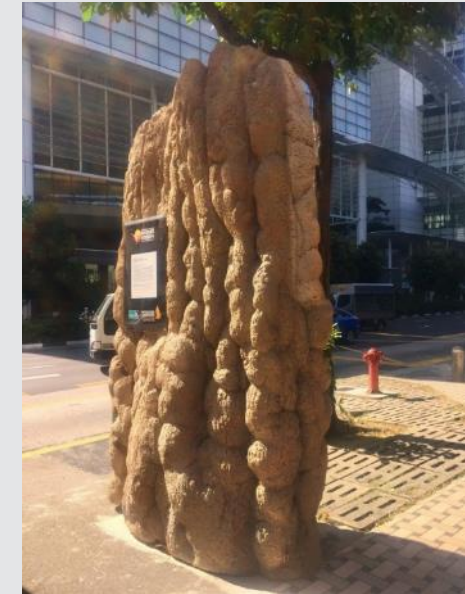
Drive visitation from Singapore to the NT

Create buzz and generate awareness of the NT through integrated media platforms.

Key Highlights

Total number of bookings channels: 627 pax
(38% above sales target)

Showcased the NT as the “Museum of Earth” under the different themes of Nature, Wildlife, Culture and Food & Drink.



Jetstar Asia

April to December 2019

Objectives

- Drive destination awareness
- Drive sales conversions for Jetstar's flights into Darwin.
- To have an 'always-on-digital' presence


Key Highlights

2,081 return tickets (YTD results, campaign still live)





To increase destination awareness a PR activation with a content creation focus suitable for the local community in Singapore was launched with **TheSmartLocal** (www.thesmartlocal.com), one of Singapore's leading and most popular independent digital media publisher that focuses travel and lifestyle.

4 young Singapore travellers document their experience of road-tripping the Top End in a campervan.



 **TheSmartLocal.com**
about 4 months ago

[New] This mother of all road trips has sunset markets, crocodile cruises & gorgeous natural pools.
P.S. Flights to Darwin are now from \$116 till 21 July!



THESMARTLOCAL.COM
12 Things To Do In Darwin & Australia's Northern ...
From wetland adventures in an airboat to defying death in the ...



Jetstar Asia

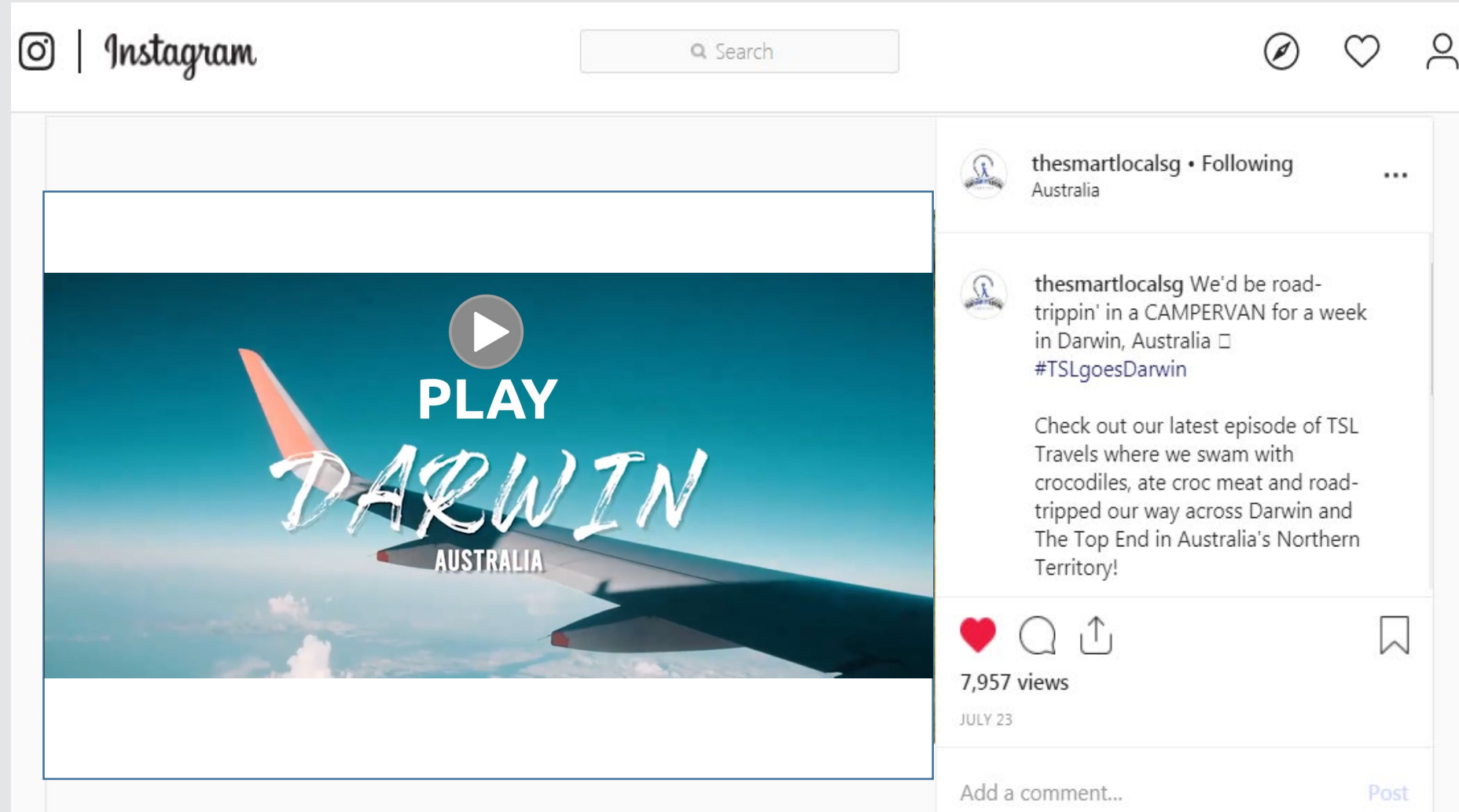
Key Highlights (cont'd)

- 1 YouTube video (14mins+) FULL story
- 2 Facebook videos (1min each)
- 1 Branded Content
- 1 Instagram video (30secs)– snippets Media

Total Reach : 160,678

Total Impressions : 228,968

Total Engagement : 4,010



UnDiscover NT with Tourism Australia

April to June 2019

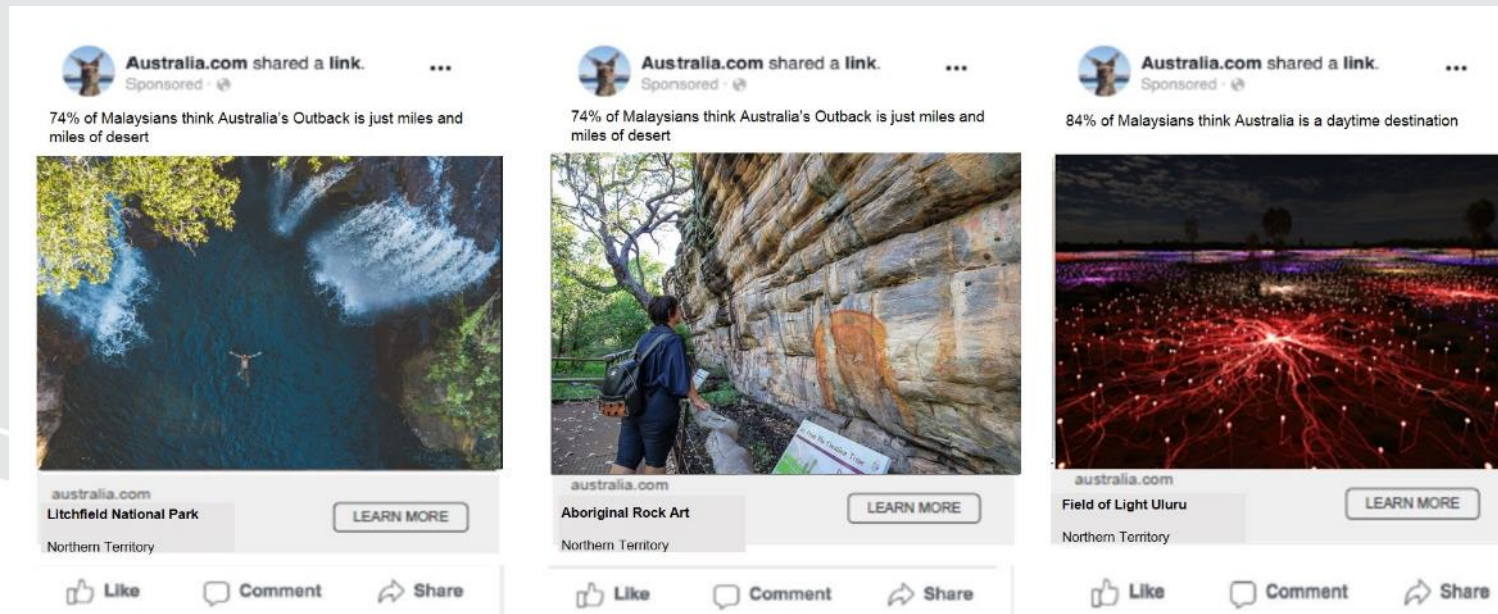
Objectives

Raise destination awareness by educating the target market on the unique experiences in the NT.

Key Highlights

Campaign was launched in Singapore and Malaysia.

Number of unique visitors to the Tourism NT campaign page on aus.com : Singapore - 18,025 Malaysia - 25,016



UnDiscover NT with Tourism Australia



Key Highlights (cont'd) Video view through rate :69%



Jetabout Holidays

February to June 2019

Objectives

Drive destination awareness

Drive visitor arrivals to the NT via promotional offers.

Key Highlights

Total number of pax sold: 143.

Encouraging results for the NT despite there was a drop in the enquiries for Australia in general.

Leveraging Qantas' Darwin-Uluru direct route, Jetabout Holidays has created a new package – 6 Nights UnDiscover the Best of the Northern Territory (Darwin, Kakadu, Alice Springs & Uluru).



6 Nights UnDiscover the Best of the Northern Territory (Darwin, Kakadu, Alice Springs & Uluru) ❤️

Australia - Darwin

Travelling From 01 Apr 2019 to 31 Mar 2020

Price From \$1,885

- ~ 4 ways return SIC airport/hotel/airport transfers in Darwin.
- ~ 2 night Pre accommodation at Darwin City Hotel with Daily Breakfast, Queen Room (Family Room for 3A,2A1C,2A2C / 2 Bedroom for 4A).
- ~ 1 night Post Darwin City Hotel with Breakfast, Queen Room (Family Room for 3A,2A1C,2A2C / 2 Bedroom for 4A).
- ~ Full Day Kakadu National Park Explorer (D4) - Daily (Apr-Nov) / Tue, Wed, Fri, Sat & Sun (Dec-Mar).
- ~ 3 nights Alice Springs & Rock Escape Tour - Standard Category (Code: ARR6B) - Daily (Apr-Nov & Mar) / Mon, Thu & Sat (Dec-Feb).
- ~ Option to extend stay.



3-NIGHTS DARWIN EXPLORER TOUR

FR \$585*

BOOK NOW

WWW.JETABOUT.COM.SG



CheapTickets.sg

May to August 2019

Objectives

To build destination awareness with the use of impactful imagery of The Northern Territory.

To inspire travellers to plan a trip to The Northern Territory (NT) with CheapTickets.sg

Key Highlights

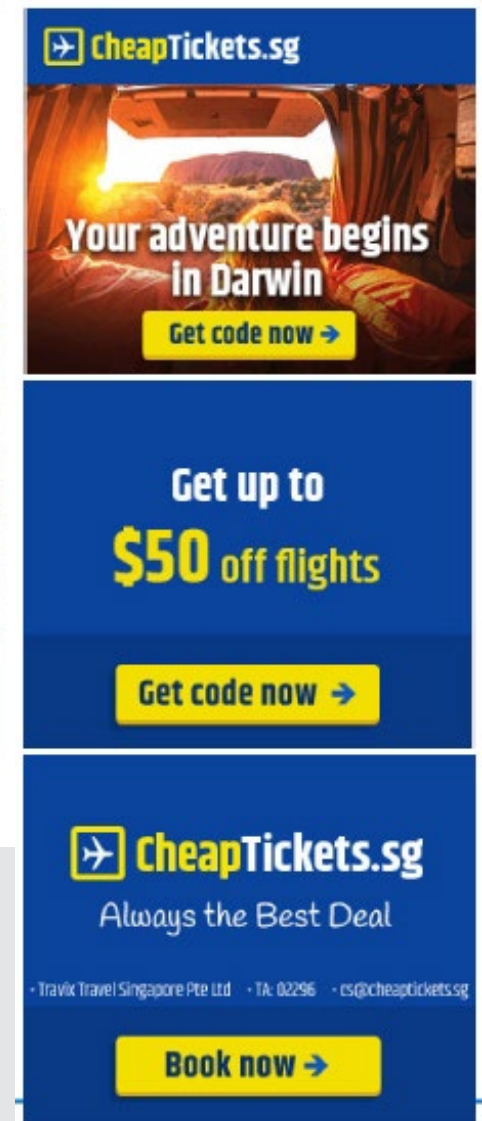
Total number of pax sold: 108

E-newsletter's open rate is higher than average

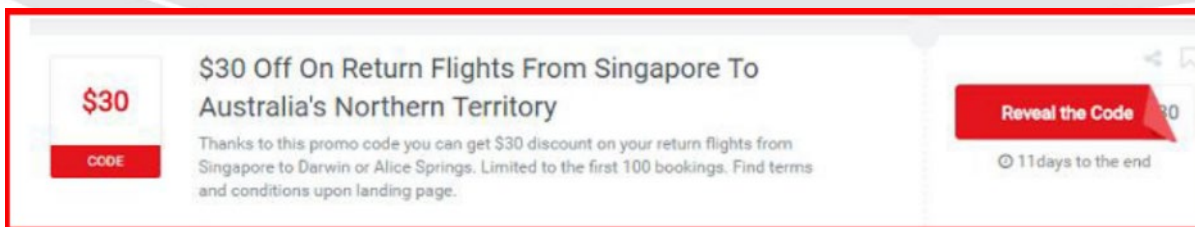
CheapTickets.sg has successfully included HSBC Bank as an affiliate partner for this campaign. HSBC Bank's clientele consists of medium to high income earners who usually have higher spending power



A screenshot of a Facebook post from CheapTickets.sg. The post features a vibrant image of a tropical landscape with a river and palm trees. The text of the post reads: 'Steeped in Aborigine heritage but hospitable to cultures from all around the world - explore the wonders of Northern Territory adventures and get up to \$60 instant flight discount!'. Below the image, the post is titled 'Adventures Abound in Australia's Northern Territory' and includes a 'Learn More' button. The post has 54 likes and 1 comment, 2 shares.



A vertical promotional banner for CheapTickets.sg. It features a blue header with the CheapTickets.sg logo. The main image shows a sunset over a desert landscape with the text 'Your adventure begins in Darwin' and a 'Get code now' button. Below this, a blue section offers 'Get up to \$50 off flights' with another 'Get code now' button. The bottom section is blue with the CheapTickets.sg logo and the tagline 'Always the Best Deal', followed by contact information and a 'Book now' button.



A graphic showing a '\$30' discount code. The text reads: '\$30 Off On Return Flights From Singapore To Australia's Northern Territory'. Below this, it says: 'Thanks to this promo code you can get \$30 discount on your return flights from Singapore to Darwin or Alice Springs. Limited to the first 100 bookings. Find terms and conditions upon landing page.' A red button labeled 'Reveal the Code' is visible, along with a countdown timer showing '11 days to the end'.



Key Trade Activities – FY18-19

Trade Engagement

Singapore

Tourism Australia's product development forum.
ATE 2019 participation.

Face to face training for cooperative marketing partners.

Malaysia

Tourism Australia's Aussie Specialist training workshop
and product training forum.

Tourism Australia's Chinese New Year Celebration
and sales blitz.

Tourism Australia's product development forum.



UnDiscover NT Familiarisation Trips

Product Planners FAM trip : 8 travel agents

Aussie Specialist FAM trip : 16 travel agents



Current and Upcoming Activities in FY19-20

Current and Upcoming Activity

- Branding & Tactical Promotional Campaigns with KDPs – Jetabout Holidays, CheapTickets.sg and Chan Brothers Travel.
- Branding & Tactical Promotional Campaigns with Aviation Partners – Singapore Airlines/SilkAir and Jetstar Asia.
- Participation in TA's New Brand Campaign launch (dates pending_
- Participation in TA's trade engagement activities in Singapore & Malaysia, including Marketing Place South East Asia.
- Hosting of Media Familiarisation trip to NT
- Ongoing In-house training for key distribution partners (KDPs).

Operator Support & Opportunities

Opportunities for Operators

Product Updates

Please share product updates, latest happenings and seasonal offerings regularly so that we can update the database of trade partners and during product training forums.

Product Development with travel agents

We are looking at enhancing current NT products with existing key distribution partners and developing new NT packages with potential travel agent partners.

Please be creative and innovative in your offerings. Value-for-money deals will be most welcomed.

Please engage with our travel agents actively when they approach you for proposal.

In-market Sales Visits

Should you be doing any in-market sales visits and would like to have recommendation on potential trade partners to meet up with, please let us know and we can assist to advise and/or link you up with the correct contact person.

Thank You

