

EXECUTIVE SUMMARY

WANDERLUST OR WANDERBUST?

TRAVEL MARKETING IN A NEW AUSTRALIA

We all know that in order to support our economy, and the 300,000 businesses linked to our tourism industry, Australians need to invest both time and money in seeing our country.

THE SENTIMENT IS POSITIVE, BUT WILL THE INVESTMENT FOLLOW?

84% are more interested in exploring Australia since COVID. But the unanswered challenge remains: how can we unlock the level of spend traditionally reserved for travelling overseas?

Right now, only 1 in 3 people plan to spend the same amount of time and money travelling domestically as they would if they were headed abroad; and there's lot of work to do, and opportunity to be had, in shifting attitudes so our destinations and tourism operators are sought-after: rather than a second resort.

HOW DO WE MOVE AUSTRALIANS TO SEE OUR COUNTRY AS A CULTURE WORTH EXPERIENCING?

Together, we need to override the inertia — moving Australians to overcome our decades-old cultural cringe, to unpack a deeply entrenched second-best psyche, and undo any preconceived notions that what's going on "over there" is more culturally enriching and worthy of our most precious resources: money and time.

And to do that, we need to convince Australians that our destinations aren't just places — they are cultural experiences every bit worthy of their investment; experiences that are at their very best in this moment — uncrowded, safe, restorative and inspiring.

HOLIDAYING HERE IS PERCEIVED AS A COMPROMISE. AND THAT NEEDS TO CHANGE.

Wanderlust Or Wanderbust was created to help Australia's tourism and travel bodies, brands and operators achieve that goal. To flip the switch and show Australians what the rest of the world sees — something fresh, exotic and untapped.

Tallebudgera Creek, Gold Coast, Queensland

THE RESEARCH

WANDERLUST OR WANDERBUST IS FUELLED BY EXTENSIVE QUALITATIVE AND QUANTITATIVE RESEARCH:

- 1600+ responses to tourism marketing stimulus
- AI analysis of 50,000+ travel-related social posts
- One-on-one interviews with industry experts

WHAT'S INSIDE?

A 40+ page report, tailored to the challenges tourism and travel brands, bodies and businesses are facing today. Future-focused, up-to-date, actionable data and intel:

- Explore the new creative territories that are capturing hearts and minds.
- Learn from 1500+ consumers' views on why some campaigns are flying and others are falling flat.
- Understand the new breed of high value traveller — adaptable, optimistic and ready to go.
- Challenge your thinking, explore fresh perspectives and validate your strategy — the insights and data-fuelled confidence you need to thrive.

84%

ARE MORE INTERESTED IN EXPLORING AUSTRALIA SINCE COVID

1 IN 3

PEOPLE PLAN TO SPEND THE SAME AMOUNT OF TIME AND MONEY TRAVELLING DOMESTICALLY

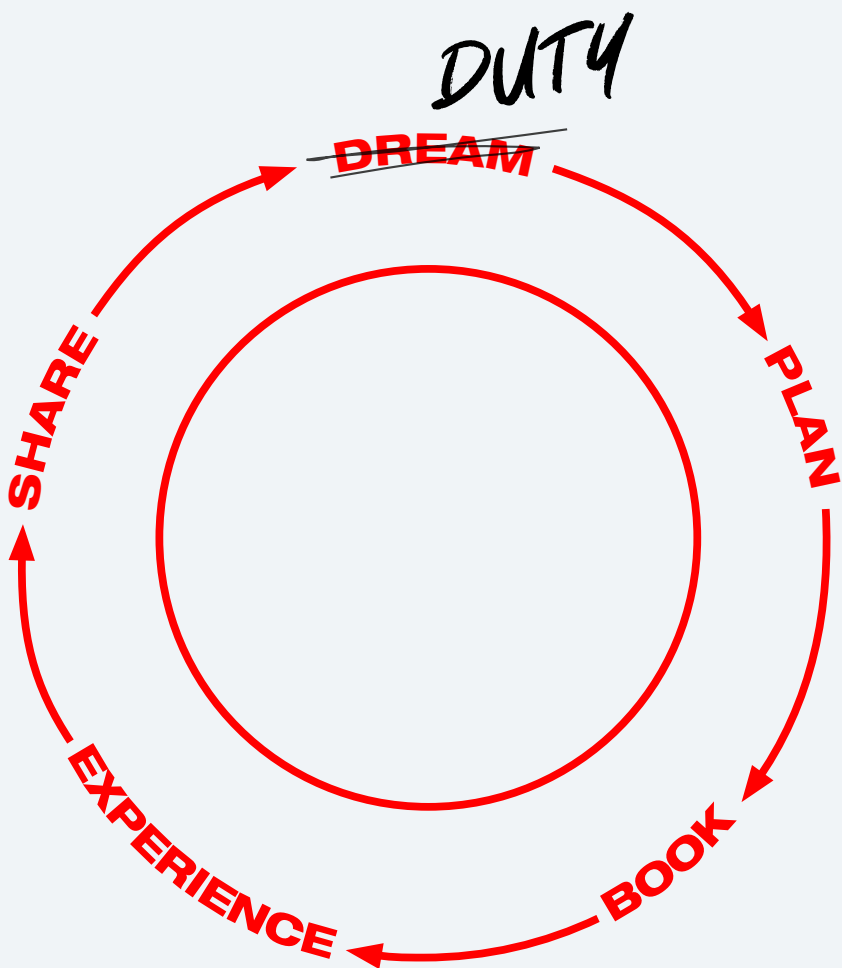
● Alligator's Nest Swimming Hole, Tully Gorge National Park, Queensland

3 INSIGHT BITES

01 DREAM VS DUTY

The tried and tested consumer journey has broken — the all important dreaming phase replaced with a sense of duty; and we as travellers, the loyal soldiers propping up an otherwise struggling economy.

Are we inadvertently making wanderlust a COVID casualty?



WHAT IS URBAN INSIGHTS?

Urban Insights is a joint venture from Australia’s leading voices in culture and research — Urban List, Nature and The Lab — empowering businesses and brands with the actionable, accessible and future-focused insights they need to thrive.

02 SEEN VS UNSEEN

The images we’ve used to market Australia internationally have successfully delivered billions in inbound tourism spend. But do the postcard snaps of animals and landscapes translate as effectively onshore? Which campaigns are translating and which are falling flat?

Is it time to shake things up and showcase our country through a fresh and largely unseen lens?



03 COMPARATIVE VS UNIQUE

Culturally, Australians have a tendency to be comparative — to play the little brother and position international offerings as king. But in a moment where the world is looking to us as leaders; where our actions and commitment to community have seen us emerge ahead of the rest.

Is it finally time to shake off the impostor syndrome, to see what the rest of the world sees, and own our spotlight as a place that’s inimitable, unique and every bit worthy of our time and spend?

“ MY PERSONAL OPINION IS THAT COMPARATIVE ADVERTISING NEVER REALLY WORKS. YOU'RE JUST GIVING AIRTIME TO YOUR KEY COMPETITOR, SO YOU'RE PUTTING THAT IN CONSUMERS MINDS, RATHER THAN FOCUSING ON YOUR DESTINATION. ”

HAYLEY HARRIS, INSIGHTS MANAGER, TOURISM AUSTRALIA

ACCESS THE FULL REPORT: insights.theurbanlist.com/wanderlust-or-wanderbust