High Value Travellers
GERMANY

Tourism WESTERN AUSTRALIA | GOVERNMENT OF WESTERN AUSTRALIA

DEFINITION OF A HIGH VALUE TRAVELLER

- Travel Long Haul
- Considering or intending to visit Australia.
- Motivated by nature and wildlife, aquatic and coastal, and food and wine experiences
- Represent "high value": above average trip expenditure, and a higher likelihood to stay longer and disperse further

Size of the market[1]

1.2 million HVTs in Germany considering Australia

Representing **11%** of the German long haul travel market

An additional **3.4 million** HVTs in Germany not currently considering Australia

Drivers of Destination Choice[2]

Important factors when choosing a long haul destination

- World class nature and wildlife
- A safe and secure destination
- World class coastlines, beaches and marine wildlife
- Good food, wine, local cuisine and produce
- Friendly and open citizens, local hospitality

Planning Sources[1]

Friends and relatives	46%
Travel and guide books	33%
Internet searching	31%
Brochures	30%
Travel agent (offline)	23%

Booking Behaviour[1]

Online booking	58%
Offline booking	41%
Choose destination 3-6 months out	53%
Make first booking 3-6 months out	50%

Social Media[3]

Top sources used to share overseas holiday experiences

WhatsApp	59%
Facebook	46%
Instagram	29%
Skype	18%
Twitter	14%

WA SPECIFIC INSIGHTS

Most Appealing WA Experiences[3]

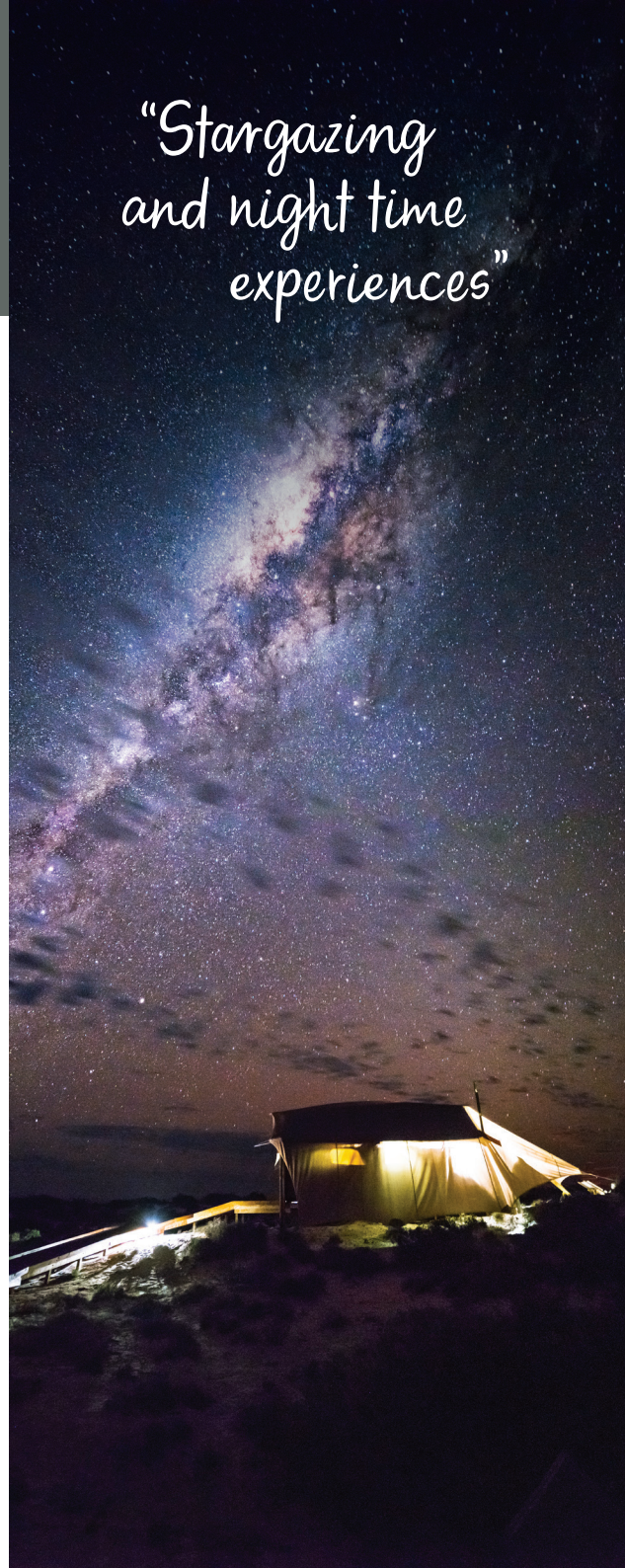
When prompted with pictures and descriptions of WA destinations and experiences.

- Coastal / beach
- Engaging with wildlife / marine life
- Observing wildlife / marine life
- Outdoor / nature
- Aboriginal history & culture

Likely length of stay in WA is **8 nights**[3].

Around one in three have a **friend or relative** that lives in WA[3].

Biggest barrier to visiting WA is a **lack of urgency**, followed by the cost to get there[3].



Sources: 1. Tourism Australia, High Value Travellers, accessed January 2019 via www.tourism.australia.com 2. Tourism Australia, Consumer Demand Project, 2018. 3. BDA on behalf of Tourism Western Australia, High Value Traveller Research, November 2018.