

SATC Industry Forum
Market Update Presentation

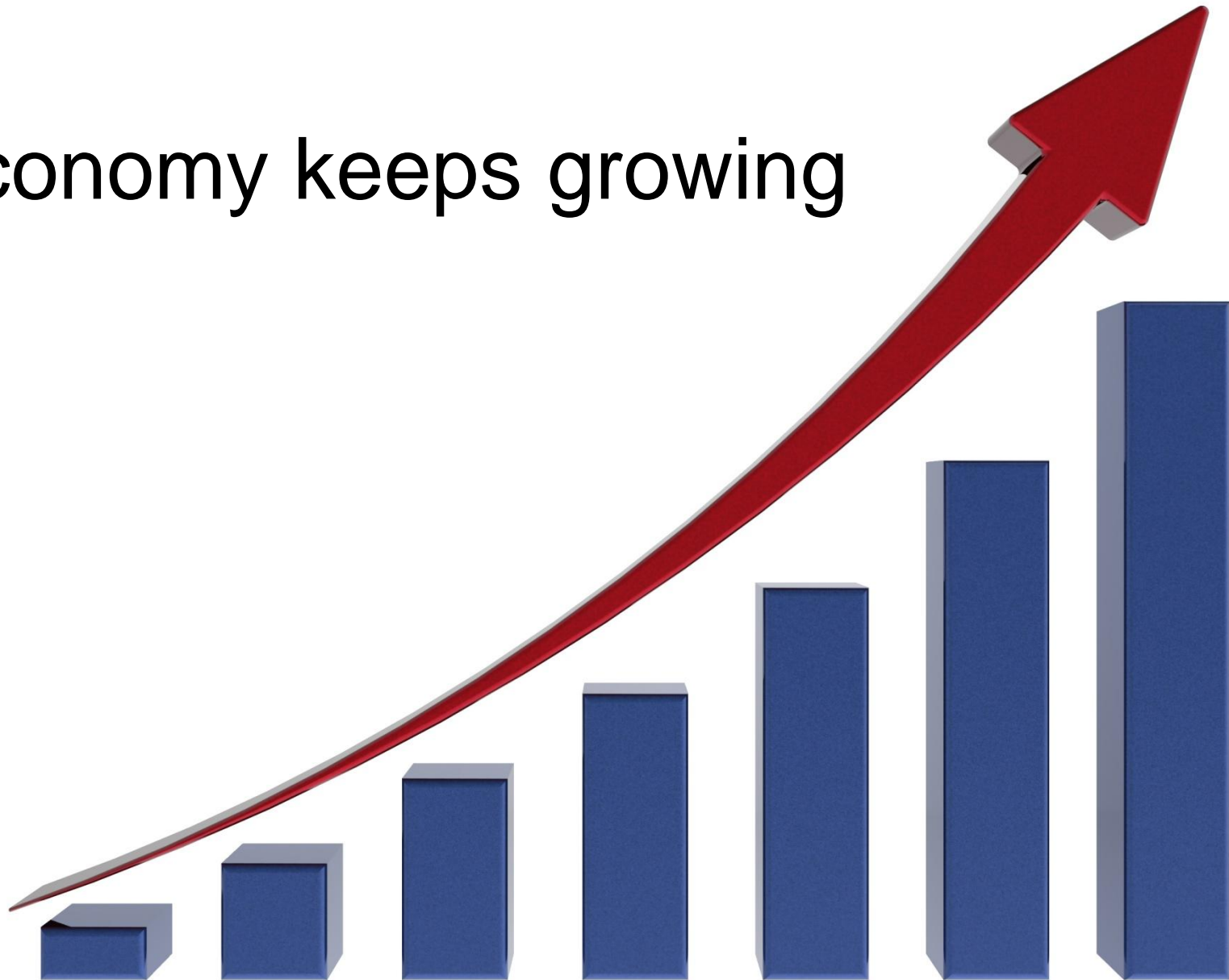
INDIA

November 2011

So what is happening in India?

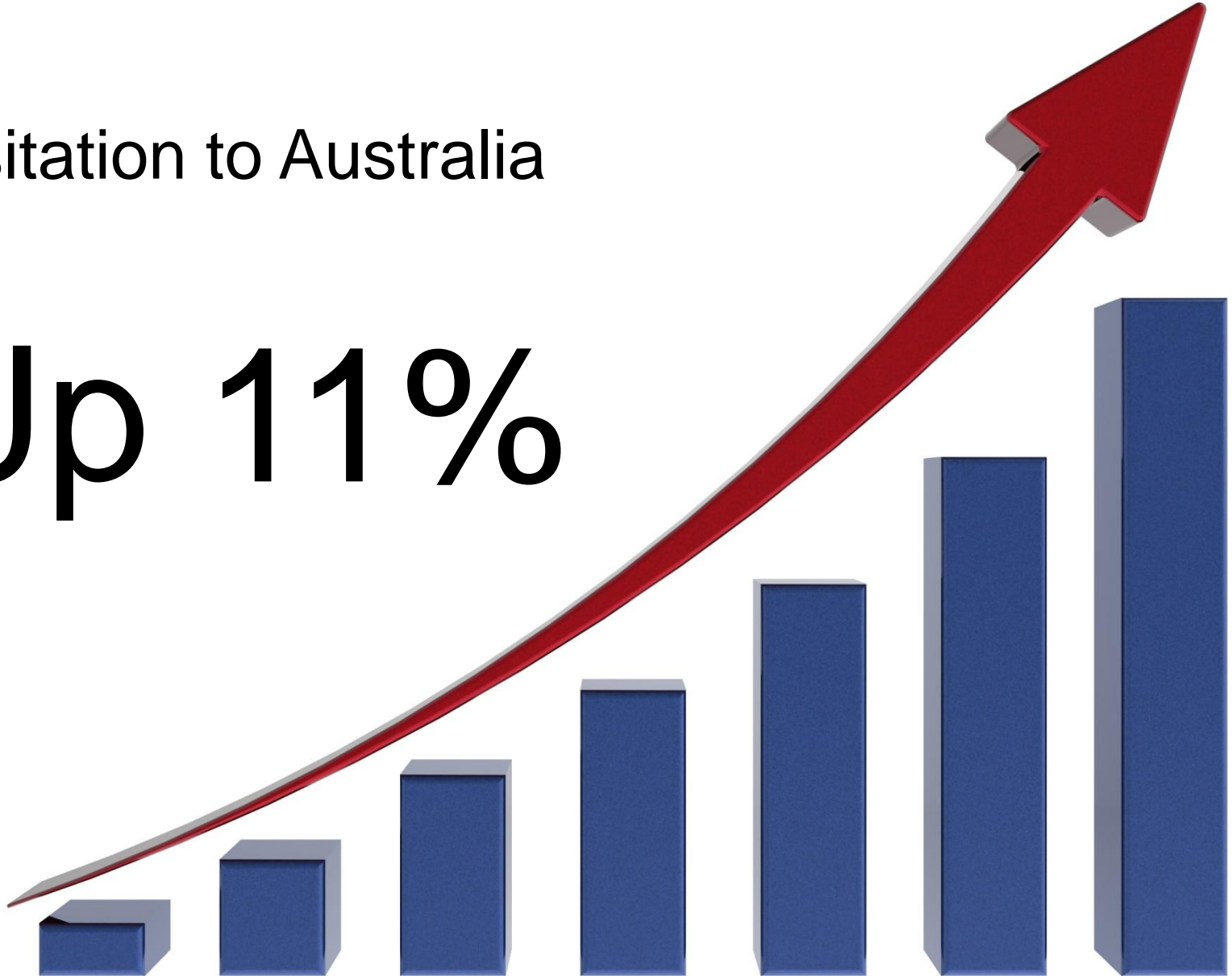


Economy keeps growing



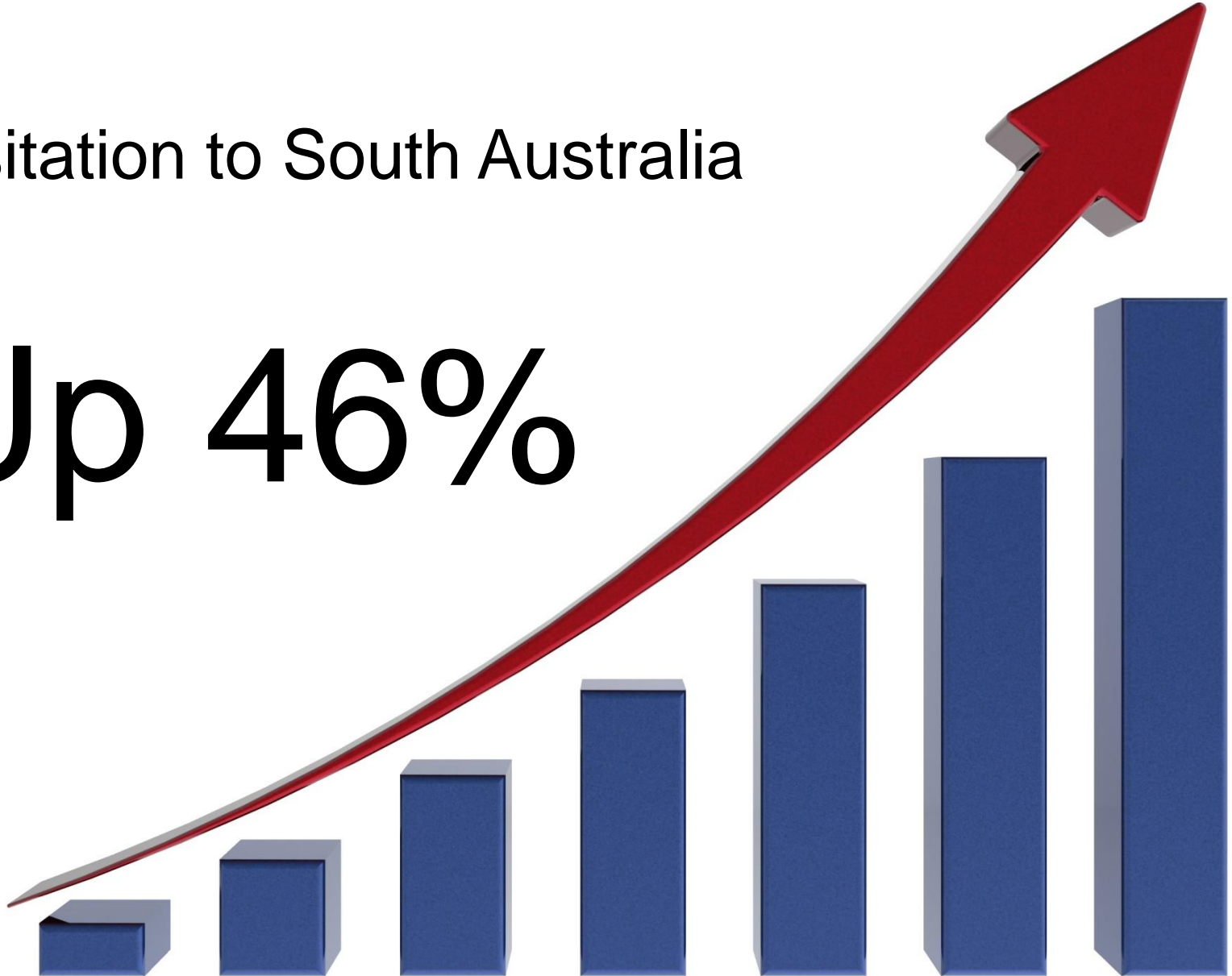
Visitation to Australia

Up 11%



Visitation to South Australia

Up 46%



IN OUR FAVOUR

Reasonable
product fit.



IN OUR FAVOUR

Indians actually
know of Adelaide.



IN OUR FAVOUR

Capacity to spend on touring and accommodation compared to other Eastern markets.



IN OUR FAVOUR

Market forecast to grow strongly over the next decade.



IN OUR FAVOUR

Growth of 2nd and 3rd
tier cities.



CHALLENGE

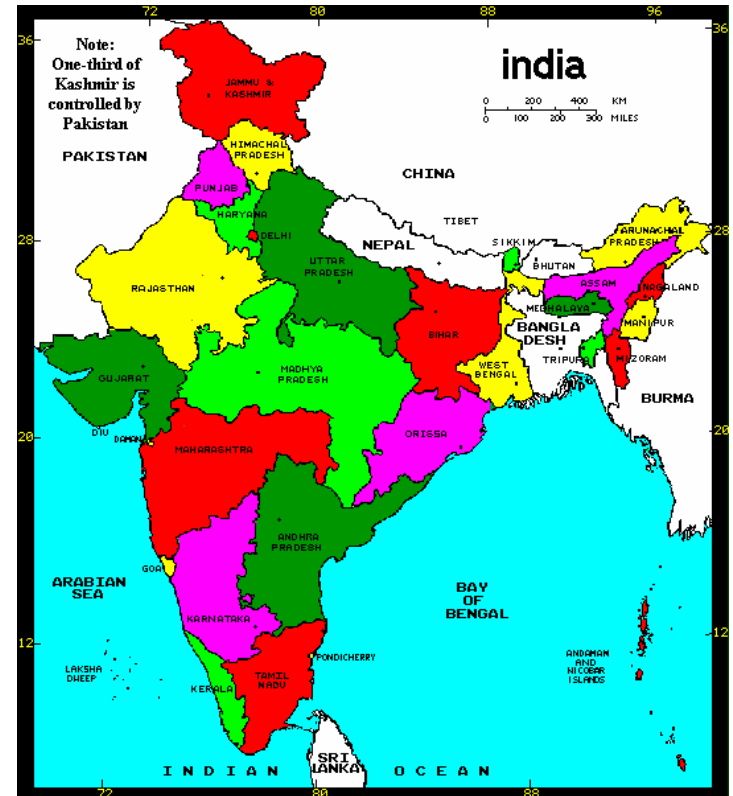
Reaching
and
Educating

Millions of
Consumers

1000s of
Travel
Agents

CHALLENGE

- Size of the country
- Diversity of cultural traditions (same as Europe)
- Different language Groups (same as Europe)



CHALLENGE



CHALLENGE

Preference for an Australian holiday is low compared to UK / USA / Europe.

BUT

Awareness of Australia is growing.



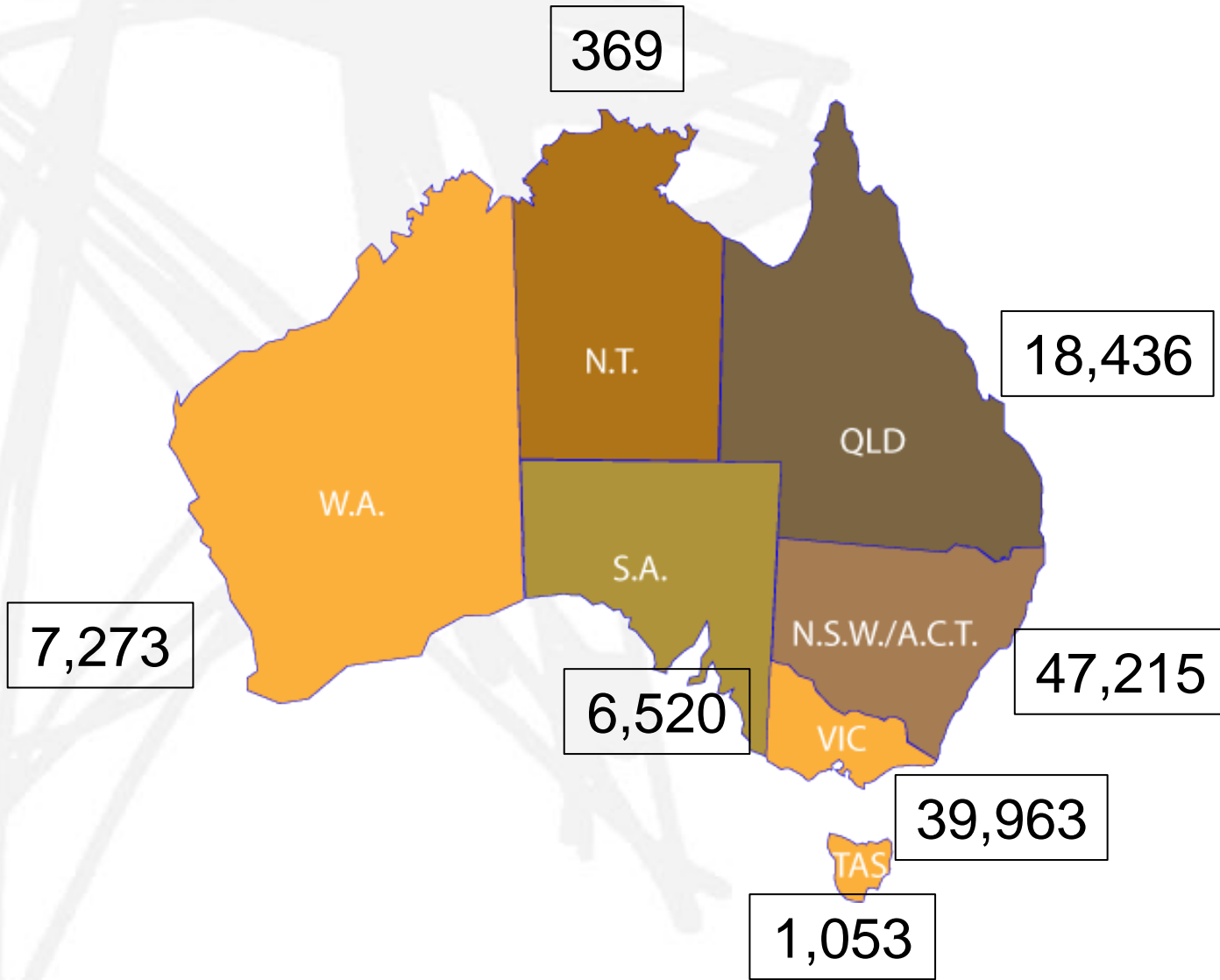
CHALLENGE

Dispersal outside of major cities is traditionally low.

BUT

Improvement in this area has been seen in the past year.

Leisure Visitors to Australia 2010/11



KEY PRODUCT

Queensland

- Gold Coast - Theme Parks
- Tangalooma
- Cairns

New South Wales

- Sydney – City Experience, Harbour Cruise
- Blue Mountains
- Port Stephens
- Bowral (Bradman)

Victoria

- Melbourne
- MCG
- Great Ocean Road
- Phillip Island
- Sovereign Hill

SA – Key Regions & Product Promoted

Hero Experiences

Adelaide Oval & Sir Donald Bradman

Kangaroo Island

Adelaide City including the Hills

Wine in the Barossa Valley

Developing Experiences

Luxury Lodges

Self-Drive

So what is OUR strategy?

Raise Consumer Awareness

India Loves South Australia Campaign

South Australia. A brilliant blend.

You haven't truly seen Australia, until you've visited Kangaroo Island!

facebook

India South Australia

India Loves South Australia Australia

Travel/Leisure

About South

Wall

Info

Friend Activity (1+)

About South Australia

Contest

Photos

About

South Australia is renowned for its brilliant blend of unique experiences - ...

5,093 like this

About South Australia

South Australia. A brilliant blend.

South Australia is a perfect holiday destination. With amazing wildlife, scenic beauty and some cultural flavour mixed, the South Australia experience is truly unique.

Located in the southern central part of Australia, the state of South Australia is also bordered by the Indian Ocean. Popularly, South Australia is also known for its WOW factor - Wildlife, Outback and Wine.

Secluded beaches, magnificent wildlife and stunning landscapes - make up some of Kangaroo Island's natural highlights. One of the largest islands of Australia, Kangaroo Island is...

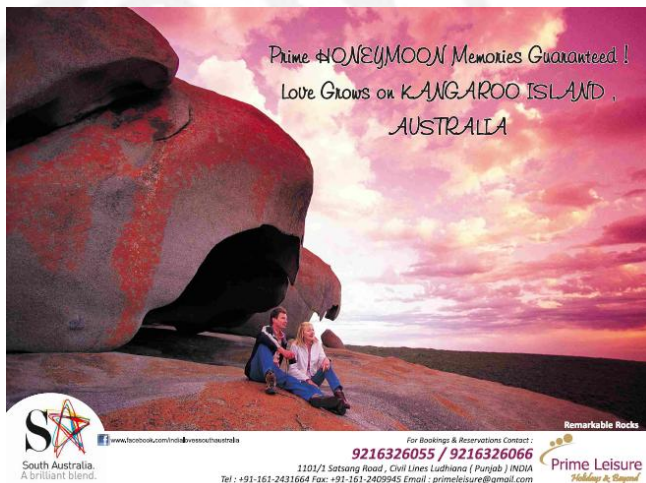
South Australia. A brilliant blend.

Vinod Advani on FM Radio in Mumbai

Radio advertising in Chennai

Online campaigns with Cox & Kings and Ezeego1

Honeymoon inserts in Northern India



Prime HONEYMOON Memories Guaranteed!
Love Grows on KANGAROO ISLAND,
AUSTRALIA

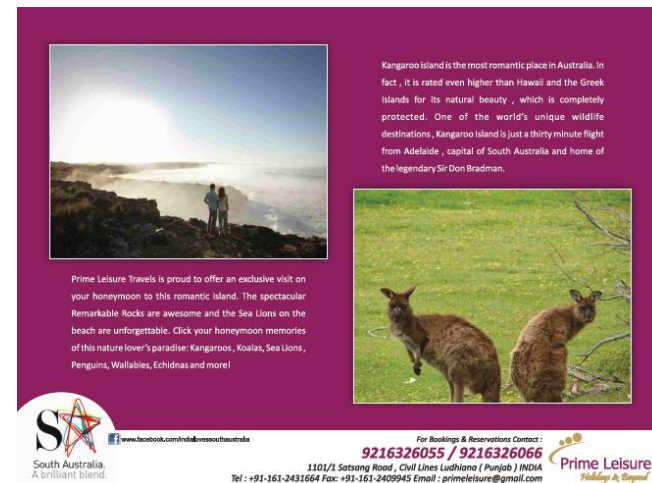
Remarkable Rocks

South Australia
A brilliant blend.

For Bookings & Reservations Contact :
9216326055 / 9216326066

1101/1 Satsang Road, Civil Lines Ludhiana (Punjab) | INDIA
Tel : +91-161-2431664 Fax: +91-161-2409945 Email : primeleisure@gmail.com

Prime Leisure
Holiday & Beyond



Kangaroo Island is the most romantic place in Australia. In fact, it is rated even higher than Hawaii and the Greek Islands for its natural beauty, which is completely protected. One of the world's unique wildlife destinations, Kangaroo Island is just a thirty minute flight from Adelaide, capital of South Australia and home of the legendary Sir Don Bradman.

Prime Leisure Travels is proud to offer an exclusive visit on your honeymoon to this romantic island. The spectacular Remarkable Rocks are awesome and the Sea Lions on the beach are unforgettable. Click your honeymoon memories of this nature lover's paradise: Kangaroos, Koalas, Sea Lions, Penguins, Wallabies, Echidnas and more!

South Australia
A brilliant blend.

For Bookings & Reservations Contact :
9216326055 / 9216326066

1101/1 Satsang Road, Civil Lines Ludhiana (Punjab) | INDIA
Tel : +91-161-2431664 Fax: +91-161-2409945 Email : primeleisure@gmail.com

Prime Leisure
Holiday & Beyond

South Australia.
A brilliant blend.

Engage and Educate the Trade

India Travel Mission 2011 & Tourism Australia Roadshows



Work with Travel Companies in India

• Brochure tie-ups with key trade partners:

- Cox & Kings
- Kuoni
- Thomas Cook
- Mercury Travels
- In-Orbitz & more....

• Online campaigns with Cox & Kings and Ezeego1.



ezeego1 india's biggest online travel bazaar
an ISO 9001:2008 company

24 x 7 toll free

Flights Hotels Cars Sights Holidays Rail Buses Cruises Business Forex Insurance

DESTINATIONS
Home > South Australia > Travel Guide

Overview **Travel Guide** Photos & Videos Map Hotels Airfares Holidays

Travel Guide
About South Australia
Adelaide
• Fun In Adelaide
• Dining and Clubbing
• Shopping
Kangaroo Island
Barossa
Family Holidays in South Australia
Adventure Activities
Self drive journeys

Ezeego1 Recommends

Adelaide Gateway
3 Days / 2 Nights
From **Rs. 13,340.00**

Fun in Adelaide

Adelaide is the heart of South Australia and a major tourist destination. The beaches and the beautiful Adelaide hills and the various attractions in Adelaide add to the fun element of South Australia vacations.

You can have a close look at the cricketer legend at the **Bradman collection**. There are marine reserves around Adelaide where you can **swim with dolphins** and also take up the various water activities. The kids are going to enjoy the **giant pandas at the Adelaide zoo**. The culture, art and the vibrant spirit of Adelaide is evident at **poth terrace** - a must visit for all the tourists.

There are various **dining and clubbing** options in Adelaide. This culinary hub will always have something interesting to eat and enjoy at every corner of the city.

Shopping in Adelaide can be ultimate fun. Whether the regular street shopping or the designer boutiques Adelaide has it all!

18
Call to talk to us

Give us you want us to

*Mandatory

Mr. [v]

First Name

Last Name

Email

Mobile No

City

Tel (Res.)

Submit

Australia.
ant blend.

Trade and Trade Media Famils

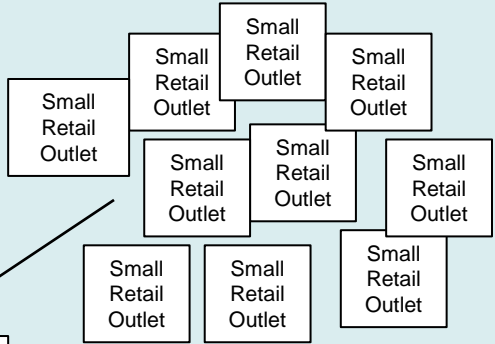
- Indian Agents
- Travel Biz Monitor Trade Publication
- Inbound Tour Operators

CONSUMER

Large Indian
Travel Company

True Wholesaler

Sub-Agents

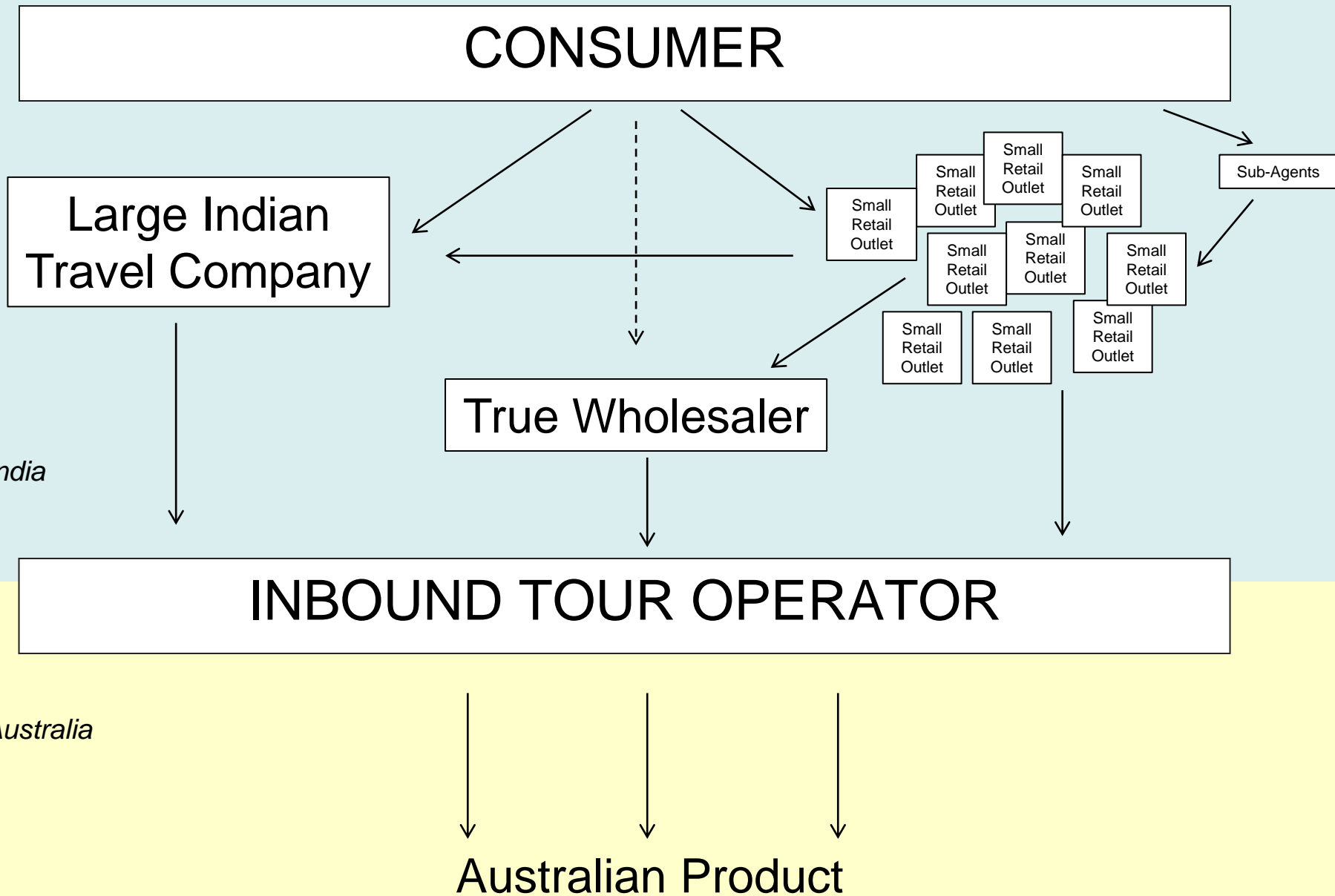


INBOUND TOUR OPERATOR

Australian Product

In India

In Australia



Key Players – Trade

The Big Three

Wholesale & Retail; Outlets across India; 20% market share; Group & FIT Programs

Cox & Kings

SOTC Kuoni

Thomas Cook

2nd Tier Agents

Aggressive in market; Retail & wholesale; Pan-India; Have potential for specialised product

Mercury Travel

In-Orbitz

Wholesalers

True wholesalers selling to small retail outlets; Some have online consumer direct operations.

JTB Travels

Saltours

Independent Retail Agents

1000s across India; Cater for certain niches; Many also put together own packages

Kesari Tours

Trailblazers

Travel Oytser

Many, many more....



Online Environment

- Trend is to search for information online.
- Most holidays to Australia booked through traditional travel agents.

Key online players:

Global travel portals – i.e Expedia; Trip Advisor

Indian based online agencies – i.e makemytrip.com; yatra.com

Websites of traditional agents – Most larger agents have websites promoting their packages.

Facebook – 30 million + users in India

Opportunities for Operators

1. Engage Inbound Tour Operators

- WEL Travel
- Holiday Pacific
- Australian Tour Management (ATM)
- ATS Pacific
- AOT / ETA
- Qantas Holidays / Tour East
- Travel Maestro

2. Trade Shows

- India Travel Mission 2012
- Australian Tourism Exchange 2012
- Discover SA ITO event

3. Online

- Facebook


www.facebook.com/indialovessouthaustralia

- Other Social Media – youtube, twitter.
- Your Own Website

4. Cricket 2012

- India playing in Adelaide in January, February and March
- One Day International finals in early March in Adelaide

India v Australia Cricket Adelaide Oval 2012



Watching a match at Adelaide Oval is something any serious cricket fan must do at least once in their life.

The historic architecture, the Marne Day Big Screen, the Victor Robertson Gallery, The Sir Donald Bradman Stand, The '190', these are all some of what bring visitors to be the world's most picturesque cricket ground.

With 22 Palace Cottages and the city of Adelaide as a backdrop, the Adelaide Oval has played host to many wonderful games. Heritage more than reasonable from December 2002 when India played by 4 wickets in a classic test match.

In 2012 India returns to Adelaide for both a test and one day matches.

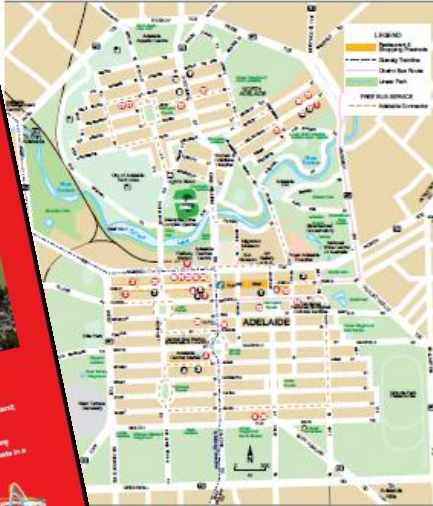
TEST
20-22 January
India vs Australia

ONE DAY INTERNATIONAL
18 February
19 February
20 February
India vs Australia

23 March
18 March
19 March
20 March
Australia vs West Indies

Adelaide South Australia
A brilliant blend.

Adelaide CBD



LEGEND
 - Landmarks
 - Shopping Centre
 - Public Transport
 - Green Space
 - Adelaide Oval

Public Transport
 Adelaide Metro
 Adelaide Metro website: www.admetro.com.au

Indian Restaurants
 1. **Amara**
 2. **Chutney**
 3. **Curry House**
 4. **Indus**
 5. **Indus Restaurant**
 6. **Indus Restaurant**
 7. **Indus Restaurant**
 8. **Indus Restaurant**
 9. **Indus Restaurant**
 10. **Indus Restaurant**

Airport Transfers
 Adelaide Airport
 Adelaide Airport website: www.adelaideairport.com.au

Half Day Tours in/from Adelaide

City Sight Tour
 Half-day coach tour taking in the highlights of beautiful Adelaide and Adelaide Cove.
 Operator: Adelaide Sightseeing Coaches

General Market Tour
 Join a local expert for a 70 hour guided tour through the amazing world of food at the Adelaide Central Markets.
 Operator: Adelaide Central Market Tours

General Wildlife Park
 Half-day coach tour to the scenic Central Wildlife Park where guests can hand feed kangaroos and hold koalas.
 Operator: Adelaide Sightseeing Coaches

Daylight Swims on Beach
 A rare opportunity to swim with wild dolphins just off the coast of Adelaide. The 20 hour tour departs every morning.
 Operator: Dolphin Swims

Statue Collection Museum
 A fantastic collection of memorabilia from the celebrated career of Sir Donald Bradman – the greatest cricketer to have played the game. Located in the Adelaide Oval, entry is free. Open 10:30am-4:30pm Monday to Friday.

Full Day Tours from Adelaide

Barossa
 Spend a day visiting wineries in Australia's most famous wine region.
 Coach: Barossa Adelaide Sightseeing Coaches
 Operator: Adelaide Sightseeing Coaches

Kangaroo Island
 One of the gems of Australia. A day on KI will enable a visit to some of the highlights such as Remarkable Rocks.
 Coach: Barossa Adelaide Sightseeing Coaches
 Operator: Adelaide Sightseeing Coaches

Vicoria Harbor
 Adelaide's coastal gateway. Ride the horse drawn tram to Goolwa Island.
 Coach: Barossa Adelaide Sightseeing Coaches
 Operator: Adelaide Sightseeing Coaches

Extended Touring from Adelaide

2 Day / 1 Night Kangaroo Island
 Two days on Kangaroo Island will allow a better appreciation of what is one of the world's great nature and wildlife destinations.
 Coach: Barossa Adelaide Sightseeing Coaches
 Operator: Adelaide Sightseeing Coaches

2 Night / 3 Day Kangaroo Island
 Southern Ocean Lodge has been selected as the 'Best Hotel in the World'. For a truly remarkable luxury experience spend two nights at this amazing property on the picturesque Kangaroo Island coast.
 Operator: Southern Ocean Lodge

2 Night / 3 Day Kangaroo Island
 One of Australia's most unique places. The population has underground and the Outback Bush is famous for mining precious opals. Stay in an underground hotel and explore the amazing places and its surrounds.
 Operator: Adelaide Central Market Tours

5. Student & VFR Market

- Education Adelaide and institution channels.
- Australian Indian newspapers – Indian Link, Beyond India, Indian Voice (Melbourne) and many online portals.

How you can support SATC's Marketing Efforts

- Prompt responses when contacted for quotes and information by ITOs or Indian Travel Agents.
- Flexibility when hosting famils. Indians will often change plans, be running late or have special dietary requirements.
- Making every opportunity to build relationships with the travel trade as opportunities arise.

Things to keep in mind...

- Most Indians who visit SA will have good English skills.
- Indians have a wide variety of dietary requests. Many are vegetarian. Non vegetarians often won't eat beef.
- Indians like to eat late dinners – around 9pm or later.
- Punctuality is not the social norm in India so don't be offended if guests arrive late.
- In shops and other places Indians like to touch, feel and pick-up things.
- Indians are used to receiving very high levels of service.
- Indians will often ask very direct questions about things such as family and politics and enjoy engaging in discussion and debate.

Any other questions?

