

SUSTAINABLE TOURISM



WHAT IS SUSTAINABLE TOURISM?

Sustainable tourism has many definitions, but for us at Tourism Australia we see it as a way of travelling that balances the needs of people and place alongside profit. That of course means protecting our natural environment, and where needed, helping it to regenerate. It also includes tapping into our rich and diverse Aboriginal and Torres Strait Islander history, which can be brought to life so powerfully through Indigenous tourism experiences. But we must not forget about another important 'P' - profit. Creating a profitable industry that delivers employment opportunities and economic benefits to communities is also a crucial element of a sustainable industry.

WHY OUR FOCUS ON SUSTAINABILITY IS MORE IMPORTANT THAN EVER?

Devastating as 2020 has been, the summer bushfires and current COVID-19 pandemic present a unique opportunity for Australian tourism. Largely due to the impacts of the global pandemic, long held barriers to visiting Australia are now becoming strengths. Tourism Australia's most recent research shows that Australia's relative isolation from the rest of the world, coupled with our sparsely populated land have never been more precious and desirable amongst travellers. Our association with safety, and security as well as with world-class nature and wildlife have all risen sharply in recent months, providing Australia with a competitive advantage when international travel resumes. While global tourism looks to recover, consumer demand for sustainable tourism practices is increasing. Our natural environment has long been a key driver for visitation and tourism continues to play a key role in helping to conserve these natural wonders so they can be enjoyed today and by future generations.

WHAT IS TOURISM AUSTRALIA'S ROLE?

Sustainability is a key strategic priority for Tourism Australia. As the National Tourism Organisation, Tourism Australia has a vital role to play in elevating the importance, and the appeal, of sustainable tourism. We see sustainability as more than a marketing pillar or a campaign. We aim to make it a consideration in every aspect of our activity as destination custodian and storyteller. This includes embedding it in our advocacy and education work, undertaking targeted consumer research, highlighting industry success stories and, of course, featuring those stories in our marketing activity. We are also taking steps to instil sustainability as a core business value across our organisation.

HOW DO WE KNOW CONSUMERS CARE ABOUT SUSTAINABLE TRAVEL?

Growing numbers of travellers want to reduce their environmental footprint and give back as part of their travel. They care about the impact of their tourism spend and this presents exciting opportunities for Australian tourism. Our Consumer Demand Research shows that world class nature and wildlife, as well as aquatic and coastal experiences are amongst the most important factors for consumers when choosing a destination. We know that Australia performs strongly in these areas, and during COVID-19, Australia's associations with these factors have increased by approximately 10 points.

We also know that consumers want to visit destinations that are perceived as clean and safe, with wide open spaces and fresh air. All of which Australia is strongly associated with and which places Australia in a unique position to capitalise on this demand.

HOW DOES AUSTRALIA COMPARE TO OTHER DESTINATIONS IN TERMS OF SUSTAINABLE TOURISM?

Australia has a strong record when it comes to sustainable tourism appeal and practices. With increased consumer sentiment towards better travel and sustainable purchase choices, we have an opportunity to further expand and elevate this reputation, by raising awareness of our many and often unheralded tourism operators, experiences and their success stories.

HOW CAN INDUSTRY GET INVOLVED?

A big part of telling Australia's sustainable tourism story is about being able to share industry case studies. If you have a sustainable tourism story, product or experience send it through to us at internationalmedia@tourism.australia.com. Where possible, we will feature the product or experience in one of our industry and consumer channels including our monthly [Hot List](#), the weekly [Essentials](#) e-newsletter, on [Australia.com](#) and in our campaigns. You can see examples of the kinds of stories and content we are looking for at the below links:

- australia.com/en/things-to-do/sustainable-travel/australias-sustainable-accommodation.html
- australia.com/en/things-to-do/sustainable-travel/your-eco-friendly-packing-checklist.html
- australia.com/en/places/cairns-and-surrounds/sustainable-holiday-great-barrier-reef.html
- australia.com/en/things-to-do/sustainable-travel/sustainable-holiday-ideas.html
- australia.com/en/things-to-do/luxury/sustainable-travel-experiences-in-australia.html
- australia.com/en/trips-and-itineraries/eco-friendly-day-trips-australia.html

CONSUMER DEMAND RESEARCH FINDINGS



* Consumer Demand Research. Dated from end of July through to end of August 2020. Over 20,000 consumers interviewed from Australia and 13 international markets.