

Tourism 2020

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Whole of government working with industry to achieve Australia's tourism potential

***Hitting the mark: Two case studies on the impact of major sporting events on tourism in Australia
the Australian Open and
the 2013 Australian Tour of the British & Irish Lions***

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Australian Government

Department of Foreign Affairs and Trade

TOURISM AUSTRALIA



Australian Government

Austrade

Major Sporting Events in Australia



- 1987 Americas' Cup
- 2000 Olympics Games
- 2003 Rugby World Cup
- 2006 Commonwealth Games
- Formula 1 Australian Grand Prix
- Melbourne Cup
- Santos Tour Down Under
- Australian Open of Surfing
- Perth International Golf Championships
- Sydney to Hobart Yacht Race



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Australian Open 2014 Overview



- A total of **643,280** fans attended the Australian Open in January 2014



- More than **14,000 hours** of Australian Open vision was broadcast in more than **200 countries**



- Digital: **17 million** unique website visitors.
1.2 million Australian Open app downloads



- A peak of **50 million** viewers in China tuned in for the Women's Final to watch Li Na win her first Australian Open. A match average **19.8 million** viewers



- **342 million** cumulative global audience, up 14% on 2013.



The world is watching Global Broadcast Reach



342m
CUMULATIVE TV
VIEWERS IN
2014 GLOBALLY,
A 14%
INCREASE



107.5m
CHINA
CUMULATIVE
AUDIENCE

Asia Pacific accounted for **51%** of total global broadcast

Broadcast more than **14,000 hours** of Australian Open
vision to more than **200** countries.

More than **670** journalists, photographers and
videographers from 300 media outlets provided
detailed coverage of the Australian Open including
248 international media from **43** different countries.

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Tour Operators at the AO 2014

- ↑ Domestic tour operators sold almost 21,000 Australian Open ticket packages, up about 21% on 2013.
- ↑ Asian tour operators sold over 2,700 Australian Open ticket packages, up about 42% on 2013
- ↑ US tour operators sold almost 1,000 Australian Open ticket packages, up about 99% on 2013
- ↓ NZ, UK and European tour operators sold almost 3,300 ticket packages, down almost 4% on 2013



2014 Trophy Tour

29 Days

7 cities

4 countries



- Seoul, Korea – 27th Sept
- Singapore – 29th Sept – 2nd Oct
- Beijing, China – 4th Oct – 7th Oct
- Shanghai, China – 8th Oct – 10th Oct
- Guangzhou, China – 12th Oct – 15th Oct
- Shenzhen – 17th Oct – 18th Oct
- Hong Kong – 20th Oct – 22nd Oct
- Shanghai – 24th Oct

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Social Media

Australian Open Facebook Likes: 1,158,308

Audience Reach: 12.5 million

Most mentioned male players: Rafael Nadal, Roger Federer, Stanislas Wawrinka

Most mentioned female players: Li Na, Serena Williams, Sam Stosur

Twitter Followers: 440,567

Total Tweets: 3.88 million related tweets

#ausopen: 760,000

@australianopen mentions: 343,000

Top 5 most mentioned players: Rafael Nadal, Roger Federer, Stanislas Wawrinka, Novak Djokovic &, Maria Sharapova

Instagram Followers: 62,876

- Likes Received on AO Instagram Photos: Over 1.4 million
- Over 100,000 photos hashtagged #ausopen #australianopen

 Australian Open
19 January

Ajde! Ana Ivanovic takes the second set off Serena Williams 6-3. We're off to a third!

Did you expect this? #ausopen — with Sheeba Joseph and 18 others.



Share

14,310 1,132 839

Share this post

Boost Post

Shared a link.

With your fave player practice
the crowd to hit the court

fans yesterday

vic

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British & Irish Lions Rugby Tour

- June and July 2013 - British & Irish Lions toured Australia for the first time since 2001
- ~30,000 fans travelled from the UK, up 65% on 2012
- Sporting events are highly beneficial to the Australian economy
 - fans travel across the country for matches,
 - enjoy tourism experiences between games
- Big sports events drive increased media coverage, and consumer word-of-mouth about Australia with our target audience:
 - long-haul, high yielding British rugby fans aged 50+



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Thursday 11 July 2013

LIONS GIVE SYDNEY ITS BIGGEST WEEK SINCE THE OLYMPICS

The British & Irish Lions may have won the battle on the field, but the real winner from the tour has been the NSW tourism industry according to Tourism and Major Events Minister, George Souris.

“The British & Irish Lions tour has delivered outstanding results for the local visitor economy, with tourists flocking to NSW and filling hotels at rates not seen since the 2000 Olympics. With over \$50 million impact, the tour has given a much-needed shot in the arm to both the tourism industry and the NSW economy as a whole,” Mr Souris said.

“Tourism is vital to a strong economy and events play a significant role in generating visitors to the Canberra region. This is evident in these visitation figures, which include the **many British and Irish Lions supporters who converged on the nation's capital for the sold out tour match** against the ACT Brumbies in June. Hoteliers and the wider hospitality sector reported strong trade during that week.”

Andrew Barr, ACT Minister for Tourism and Events 9 September 2013



Monday 24 June 2013

Qantas Wallabies ready to take on British and Irish Lions in Melbourne

Minister for Tourism and Major Events Louise Asher today welcomed the Qantas Wallabies to Melbourne ahead of the highly anticipated upcoming Wallabies vs Lions Test Match on Saturday 29 June.



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Publicity Campaigns

- A “digital influencer” campaign to convince undecided fans to book a holiday in Australia
- A parody video of a famous motivational speech inspired husbands to ask permission from their wives to travel for the event
- over 250,000 views, glowing coverage in major news outlets, rugby, business and marketing publications

RECREATING THE MOST FAMOUS SPEECH IN RUGBY HISTORY



ORIGINAL 1997 SPEECH TO PLAYERS



RECREATED 2013 SPEECH TO HUSBANDS

More information

... can be found at:

www.dfat.gov.au

www.tra.gov.au

www.austrade.gov.au

www.tourism.australia.com

www.australia.com



Email the DFAT tourism team on tourism@dfat.gov.au



Thank you

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