

TREKKING/CAMPING

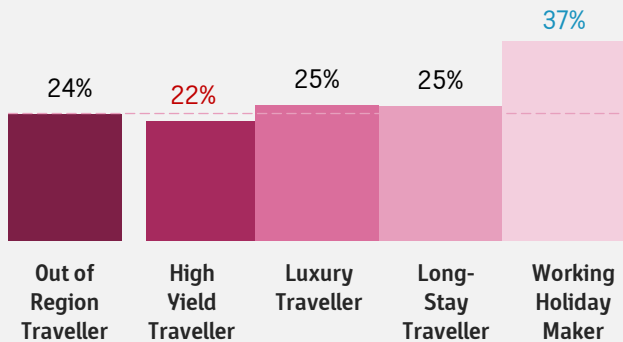
ADVENTURE • EXPLORATION

<https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html>



- Approximately a quarter of Out of Region Travellers are interested in trekking or camping, with greatest interest among Working Holiday Makers
- Those interested in trekking/camping skew younger and are more inclined to seek nature and adventure as key travel motivations
- Cross-sell opportunities include forms of comfort camping (campervan and glamping), as well as other adventure activities including hiking/walking, mountain/rock sports and extreme sports

INTEREST IN THE EXPERIENCE BY SEGMENT



INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	24%	57	26,522
France	25%	32	1,889
Philippines	39%	36	1,082
South Korea	25%	41	2,480
India	34%	41	1,233
Vietnam	31%	45	661
Thailand	29%	47	611
New Zealand	25%	54	190
Taiwan	25%	54	664
Italy	21%	55	642
Japan	17%	56	1,342
Indonesia	26%	59	360
Germany	19%	59	1,049
Singapore	22%	59	337
Malaysia	25%	61	411
China	18%	61	5,191
Canada	20%	61	1,243
UK	19%	63	1,823
USA	19%	64	5,141
Hong Kong	14%	80	173
AUSTRALIANS	21%	58	1,870

TRAVEL BEHAVIOUR PROFILE

GLOBAL TOTAL INTERESTED IN THIS EXPERIENCE

TRAVEL BEHAVIOUR PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
Reconnection	17%	14%
Into Nature	17%	20%
Exploration	17%	18%
Adventure	14%	16%
Transformation	13%	13%
Passion, hobbies	14%	14%
Restoration	7%	5%
Consideration of Australia	37%	45%
Actively planning to visit Australia	15%	19%

TRAVEL MOTIVATIONS



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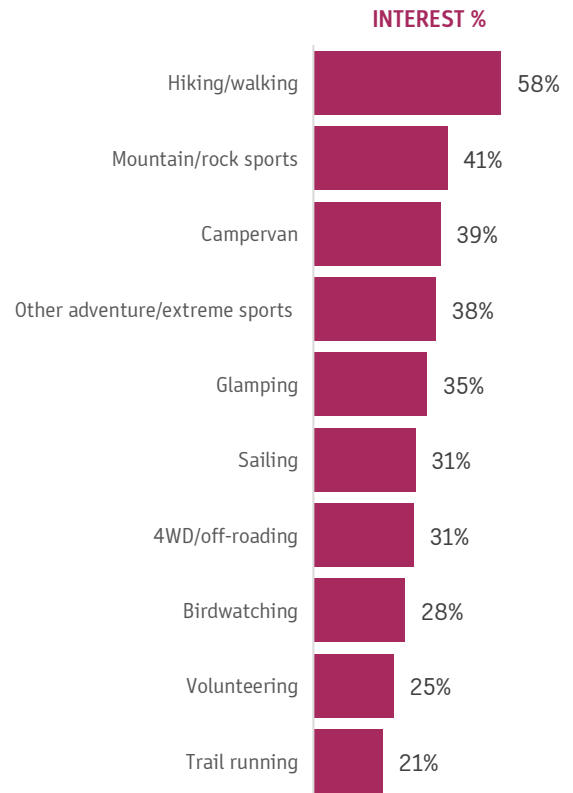
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	DEMOGRAPHIC PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
LIFESTAGE	Young Singles/Couples (Under 45)	36%	39%
	Older Singles/Couples (45+)	16%	11%
	Young Families	32%	34%
	Older Families	16%	15%
AGE	18-29	30%	35%
	30-39	26%	28%
	40-49	22%	21%
	50-64	22%	16%
	Average age	38	36
	GENDER	Male	50%
Female		50%	49%
INCOME	Low	25%	25%
	Middle	28%	28%
	High	24%	25%
	Very high	22%	23%

AFFINITY WITH OTHER EXPERIENCES (TOP 10)



TRAVELLER TESTIMONIALS

WHY TRAVELLERS LOVE THIS

- Enjoy being outdoors and immersing in nature
- Trekking is a natural extension of being on holiday and exploring nature
- Bonding experience for friends and family

WHY SOME DO NOT

- Living in the wilderness can be uncomfortable without amenities
- Do not enjoy strenuous / physical activity on holiday

HERO DESTINATIONS

- Destinations known for its nature, wilderness, and/or famous hiking trails
- Australia and New Zealand
- Central/South American destinations such as Mexico, Brazil, Peru

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I enjoy the process of camping including setting up the tent, making a campfire and cooking outdoors for myself

HIGH YIELD TRAVELLER, UNITED STATES



Walking through nature and breathing clean air helps me to relax and de-stress. It also allows me to explore beautiful and scenic places at my own pace. I love exploring the wilderness and natural landscapes, hence anywhere that there's an opportunity to hike or explore mountains, I would be 100% up for it!. Just love the challenge, scenic overview and sense of achievement reaching the target point

HIGH YIELD TRAVELLER, SINGAPORE

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Tourism Australia commissioned independent global research to identify and size the travel sectors and experiences that the Australian tourism industry and operators can own and win. The research project included cultural insights, qualitative research and a global survey of 23,771 travellers across 20 markets. The research measured interest in 143 global tourism experiences.

Base: Future Of Demand research 2022, Total out of region travellers, global excluding Australia (n=22,190), Interested in Trekking/camping (n=5,237)