

MEET THE MAKER FOOD/DRINK TOURS

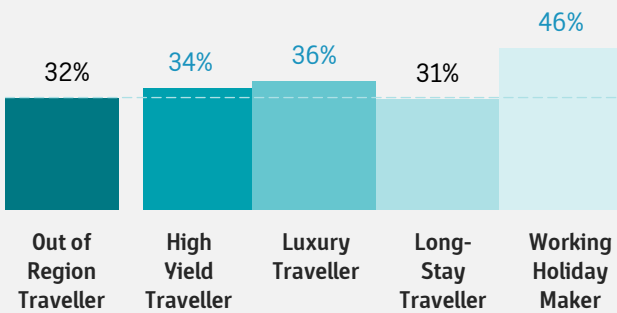
SENSORY • FOOD & DRINK

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



- Approximately a third of Out of Region Travellers are interested in meet the maker food or drink tours
- High Yield Travellers, Luxury Travellers and especially Working Holiday Makers have greater demand for this experience, as well as several Asian markets
- Cross-sell opportunities include artisan food making workshops, winery stays, Indigenous experiences (craft workshops and oral history/storytelling), aquaculture and cooking classes

INTEREST IN THE EXPERIENCE BY SEGMENT



INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	32%	30	34,553
Hong Kong	42%	15	518
Philippines	48%	17	1,340
Vietnam	43%	17	922
Thailand	45%	17	941
Taiwan	40%	26	1,089
USA	30%	29	7,986
France	25%	33	1,863
Japan	25%	34	1,959
Indonesia	36%	35	490
Malaysia	34%	35	564
Singapore	26%	38	409
Italy	28%	38	880
Canada	27%	38	1,686
China	24%	40	6,908
UK	25%	47	2,453
India	31%	47	1,154
New Zealand	27%	50	202
South Korea	21%	53	2,086
Germany	20%	55	1,103
AUSTRALIANS	28%	41	2,495

TRAVEL BEHAVIOUR PROFILE

TRAVEL BEHAVIOUR PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
Reconnection	17%	17%
Into Nature	17%	18%
Exploration	17%	18%
Adventure	14%	14%
Transformation	13%	13%
Passion, hobbies	14%	14%
Restoration	7%	6%
Consideration of Australia	37%	43%
Actively planning to visit Australia	15%	19%

TRAVEL MOTIVATIONS

Consideration of Australia
Actively planning to visit Australia



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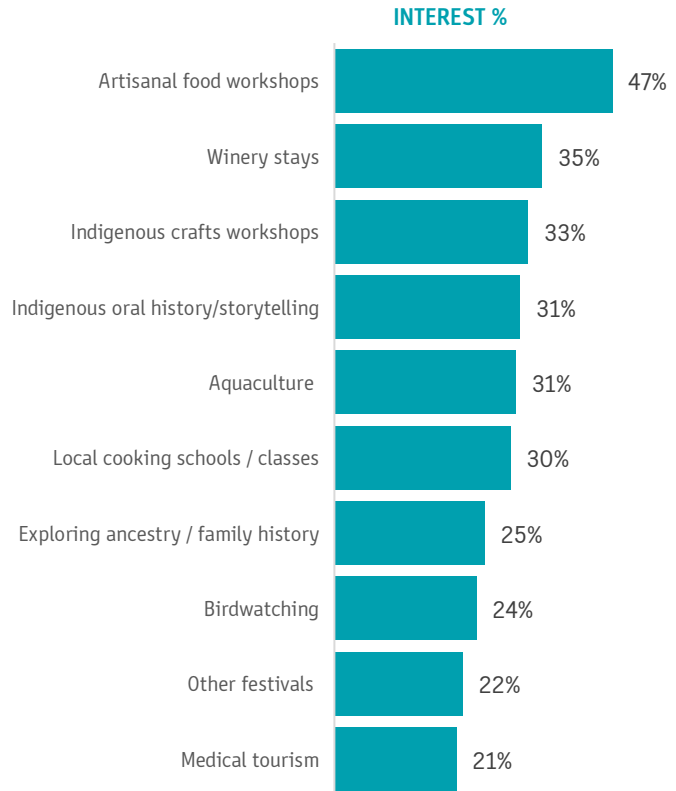
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DEMOGRAPHIC PROFILE		GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
LIFESTAGE	Young Singles/Couples (Under 45)	36%	35%
	Older Singles/Couples (45+)	16%	15%
	Young Families	32%	34%
	Older Families	16%	17%
AGE	18-29	30%	30%
	30-39	26%	27%
	40-49	22%	22%
	50-64	22%	21%
	Average age	38	38
	GENDER	Male	50%
Female		50%	51%
INCOME	Low	25%	24%
	Middle	28%	27%
	High	24%	26%
	Very high	22%	24%

AFFINITY WITH OTHER EXPERIENCES (TOP 10)



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 Meet the maker food/drink tours (n=6,770)