

Domesticate 2015

TNS Australia's annual syndicated study into the Australian travel market; their mind-set, attitudes to travel and outlook for the Australian travel industry.



Travelling in the lucky country

The great, unaffordable Australian dream

The younger generation in Australia and New Zealand is facing a changing work environment, and an increasingly unrealistic prospect of home ownership. This leaves them with a choice – cut discretionary spending and save for a deposit, or set aside the dream of home ownership and put their money towards experiences such as travel.

But on the plus side

Despite unaffordable housing, Australians and New Zealanders are broadly optimistic about the state of the country. Consumer sentiment is on the rise, as we are seen as largely isolated from global problems.

	AUSTRALIA	NEW ZEALAND
Cost of living	Orange	Orange
Housing prices	Red	Red
Economic outlook	Green	Orange
Job security	Orange	Orange
Quality of life	Green	Green
Confidence in Government	Orange	Green
Threat to safety at home	Orange	Green
Threat to safety abroad	Red	Red
Future outlook for the nation	Green	Green



We holiday at home, but we explore the world

In light of positive sentiment at home, travel in Australia is seen as an opportunity to relax and rejuvenate from stress, as well as reconnect with friends and family. Domestic day trips have been steadily increasing since 2005. We like short, domestic holidays often – even after the experience of an international trip.



The Aussie dollar – what goes up, must come down

A booming Australian dollar saw a booming Australian demand for overseas travel. As the value of the dollar starts to decline, Australians start looking to holiday in our own backyard as a better value option.



Where you stay when you travel really does matter

These days, people are spending more on accommodation. For the younger generation, the days of slumming it in hostels are gone, while older people are seeking higher quality. Although the 'share of travel wallet' is not changing, people are willing to spend more overall to ensure they stay in comfort. This is no longer simply desire; quality accommodation has become an integral part of any holiday.



The digital world is at your fingertips while travelling

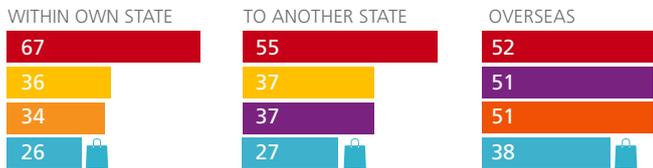
There is an ever-increasing need to engage with travellers online throughout the travel experience. Free Wi-Fi is no longer something that is 'nice to have', it has become mandatory at hotels, shopping centres and large public spaces.

The travelling shopper

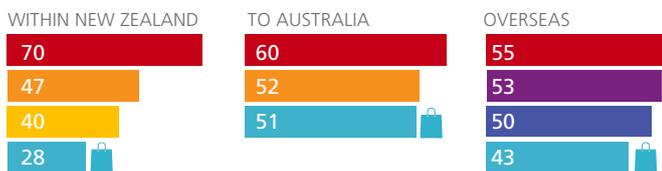
Why shop in Australia?

Shopping is not highly motivating for Australians travelling domestically, although it ranks as one of the top motivators for New Zealanders travelling to Australia. How do you motivate people to shop in Australia when they can get better value overseas?

TRAVEL MOTIVATORS : AUSTRALIA
[TOP 3 + "SHOPPING"]



TRAVEL MOTIVATORS : NEW ZEALAND
[TOP 3 + "SHOPPING"]



- To relax
- To eat good food and/or drink good wine
- To reconnect with people I care about
- To go shopping
- To see and do lots of different things
- To feel excited by new experiences
- To experience a culture different from my own

Does the better value still lie overseas?

The appeal and affordability of shopping in Australia is increasing with the value of the Australian dollar going down. New offers in the domestic market, including the introduction of international retail giants, also increase the attraction of shopping at home.

Markets are the ideal, shopping centres the reality

Travellers desire the experience of markets for shopping, although shopping centres remain the more frequented destination. How can you combine the benefits associated with shopping centres with the attraction and desirability of a market?

Australian shopping centres perform better than markets on the most important factors for both Australians and New Zealanders:

	AUSTRALIA			NEW ZEALAND		
	1	2	3	1	2	3
Shopping Centre	38	59	53	44	52	63
Farmer's/ Arts & Craft Market	35	16	19	36	18	16

■ Above average	1 It is affordable	1 It is affordable
■ Average	2 It has a variety of stores	2 It is accessible by public transport
■ Below average	3 It has a variety of food & dining experiences	3 It has a variety of stores

However, the strongest association with shopping centres is "It has ample seating", while markets own the attribute "It includes an indoor and outdoor experience".

The shopping environment must match the destination

Australians rarely list shopping as a motivator for travelling, although it is something that travellers always undertake. Turning an implicit part of the journey into a memorable one relies on 5 factors:

- 1 An environment reflecting the area:** Use the natural environment and make your space reflective of its location. Combine shopping with authentic food and dining experiences to broaden the appeal.
- 2 Uniqueness:** Travellers want something they can't find elsewhere. This could be a store or brand unique to the location, or just items that can't be bought at home.
- 3 Value for money:** Nowadays, travellers go after high value souvenirs – buying less but spending more per item – although prices need to be realistic. A range of higher-end luxury items and accessible experiences in the one location will maximise appeal.
- 4 Authenticity:** A place 'where the locals shop' that lacks typical tourist items; travellers seek out local produce and local designs.
- 5 Accessibility:** If you don't have a centralised location close to other attractions, it's crucial to provide access via public transport or through easy parking.

People mention lack of uniqueness, quality of experience, accessibility and value as barriers to shopping while travelling. A distinctive and authentic local shopping experience is the aspiration, and will open up share of wallet that might otherwise go to more singular or exotic tourist activities.



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