

Global Destination Campaign Consumer Research

Brand tracking analysis comparing those who have seen the Uniquely Australia Invitation (UAI) campaign with those who haven't seen the campaign provides insight into the impact of the creative at this early stage of the campaign. In six out of Australia's top seven markets those who have seen the campaign are significantly more likely to be actively seeking further information on Australia. Buzz (Hearing something about Australia recently) was stronger among those who saw the campaign for all seven markets.

■ Seen the campaign
■ Not seen campaign

Attrition Curve

The Attrition Curve represents a traveller's decision making path from awareness of a holiday destination to visiting. It provides for simple analysis/ interpretation of Australia's marketing challenges and competitor performance in any given market.

Awareness Preference Intention Booking Visited

Buzz

Buzz represents nett positive and neutral mentions about what people have heard recently about Australia.

Knowledge of Australia

Self-reported knowledge shows us how much travellers think they know about Australia – the more the better.

Call to Action

Making a phone call, visiting a website or getting a brochure puts travellers closer to visiting Australia.

