

# Australia - Travel & Tourism: A volume and innovation driven industry (Strategy, Performance and Risk Analysis)

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## Abstracts

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### SUMMARY

Australia's travel and tourism industry is highly rewarding, with high volume and value growth. Domestic trips increased from 74.4 million in 2012 to 88.9 million in 2016, while international arrivals and departures increased at CAGRs of 8.5% and 5.2% respectively over 2012-2016.

Rising tourist volumes have led passenger airlines to increase their fleet size and the number of seats available. Full service airlines have recorded an increase in the number of seats sold for both leisure and business tourists, with its total seats sold increasing at a CAGR of 3.0% over 2012-2016. Australian accommodation facilities are equipped to cater to the large numbers of leisure and business tourists traveling in the country. International arrivals for leisure purposes recorded a CAGR of 11.3% over 2012-2016 owing to the government's efforts to promote Australia as a popular and adventurous tourist destination.

MarketLine Premium's industry reports provide a comprehensive market view including sections on: risk and reward, key industry trends and drivers, industry SWOT analysis, industry benchmarking to compare key performance indicators with regional and global markets, competitive landscape, industry innovation, deals and key developments.

### KEY HIGHLIGHTS

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## Increasing business and leisure travel to drive domestic and international trips in Australia

The depreciation of the Australian dollar against the US dollar over the historic period encouraged Australian tourists towards domestic tourism rather than outbound tourism. Domestic trips increased at a CAGR of 4.6%, from 74.4 million in 2012 to 88.9 million in 2016, and is expected to increase further at a CAGR of 3.4%, from 88.9 million in 2017 to 104.4 million in 2021. International arrivals registered strong growth, increasing at a CAGR of 8.5%, from 6.0 million in 2012 to 8.4 million in 2016. Furthermore, it is expected to increase at a CAGR of 6.7%, from 9.1 million in 2017 to 11.8 million by 2021. Government initiatives such as the Working Holiday Program, Approved Destination Status Scheme, and campaigns such as There's Nothing Like Australia, are major drivers of inbound tourism, boosting international arrivals.

## Full service airlines dominate the passenger airlines market

Full service airlines dominate the market and currently contribute an 82% share of total passenger airlines revenue. The market for full service airlines is expected to increase at a CAGR of 1.5%, from US\$14.9 billion in 2017 to US\$15.8 billion by 2021. The market for low-cost airlines is also increasing and is expected to increase at a CAGR of 2.0%, from US\$3.2 billion in 2017 to US\$3.4 billion by 2021.

## Internet penetration and on-line portals to drive travel intermediaries' growth

Australian travel intermediaries' revenue declined over the historic period, from US\$29.3 billion in 2012 to US\$26.0 billion in 2016, owing to currency devaluation during the period and the country's economic slowdown. However, the market value of travel intermediaries is expected to increase at a CAGR of 5.6%, from US\$28.1 billion in 2017 to US\$34.9 billion in 2021.

## SCOPE

**Risk & Reward Index** - The Risk & Reward index compares the position of the Australian travel and tourism industry vis-à-vis other countries in the region in terms of specific risk and reward parameters.

**Industry Snapshot and Industry View** - Key travel and tourism industry statistics, including total revenue and expenditure for key industry segments, and the

trends driving market performance in the Australian travel and tourism market.

Industry SWOT Analysis - Discover the strengths, weaknesses, opportunities and threats impacting market performance and investments in the Australian travel and tourism market.

Industry Benchmarking - Benchmark how the Australian travel and tourism market has performed compared to the regional and global markets in terms of car rental fleet size, car rental revenue, number of hotels, hotel revenue, passenger airline revenue, seats available and seats sold, revenue of travel intermediaries and tourism expenditure growth.

Competitive Landscape - Overview of the relevant players in the Australian travel and tourism industry, such as airlines, hotels and car rental companies, with each player in the relevant category compared with its peers in terms of relevant industry indicators.

## **REASONS TO BUY**

How is the market performing in terms of indicators such as total tourist visits, passenger airline seats sold, seats sold by purpose of visit such as leisure, revenue, room nights available, room nights occupied, hotel revenue, car rental days among others.

How risky is it to invest in the Australian travel and tourism industry compared to other countries in the Asia-Pacific ?

What is driving the performance of key industry segments such as passenger airlines, accommodation and car rentals?

Who are the leading players in the Australian travel and tourism industry and their overview and product portfolio?

What trends are being witnessed within the Australian travel and tourism industry?

What are the Australian travel and tourism industry's Strengths and Weaknesses and what Opportunities and Threats does it face?

What are the recent developments and innovations in the Australian travel and tourism industry?

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