

100% PURE ENVY – SHOULD WE COSY UP WITH THE KIWIS?

Over half of the Australian tourism industry rates New Zealand as its fiercest competitor, with the most successful marketing campaign in the past 12 months, according to the *Tourism Futures* Roy Morgan survey of the Australian tourism industry.

Fifty-five per cent of survey respondents ranked the 100% Pure New Zealand campaign as the best in the world excluding Australia, well clear of Canada (7%), India (5%), UK/England (3%) and South Africa (3%).

The prestigious *Tourism Futures* conference being held in Brisbane next week, revealed the final results of its industry survey, also showing over a third of the Australian industry keen to co-operatively market with New Zealand.

“The Australian industry acknowledges New Zealand’s marketing supremacy in this survey, which highlights the opportunity we have. Not everyone has the ‘best in the world’ sitting right next door,” said Mr Tony Charters, *Tourism Futures* convenor.

“The survey also points to a mood for co-operation, with a realization that it may not be in our best interests to go head-to-head with New Zealand when vying for international visitors. Despite our sporting rivalries, perhaps we have a lot to learn from New Zealand, and a lot to gain from working more closely together.”

Australia and New Zealand could potentially present as a united destination, under a strategic alliance including marketing, quality standards, training standards and a relaxation of border controls, similar to the ten ASEAN countries in South East Asia.

“ASEAN countries established strategic partnerships because they recognised the global community does not see them as ten separate tourism destinations. Travellers will naturally seek to move across the region to achieve a diverse range of travel experiences,” said Mr Charters.

“We don’t do fjords and glaciers, they don’t do deserts or tropical experiences – Australian and New Zealand are complimentary. And when you’re talking to markets in the northern hemisphere, asking them to take an expensive, long-haul flight you’ve got to make the offer irresistible.

“We have a strong delegation of key executives from New Zealand’s industry at the conference this year so the discussions could be very interesting” said Mr Charters.

The *Tourism Futures* conference is the premier event for the Australian tourism industry with heavyweights from business and government looking over the horizon to set a path for the next decade.

The three day conference will present a thought-provoking agenda, with a raft of creative, forward looking concepts and perspectives, aimed at reinvigorating the tourism industry.

Tourism Futures will be held from 5 – 7 July at the South Bank Institute of Technology, Brisbane.

Foundation sponsor Tourism Queensland is partnered by Tourism Australia to present *Tourism Futures*, which is set to attract more than 350 delegates from across Australia and New Zealand.

A full conference program is available at www.tourismfutures.com.au

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