



STB Oceania: Australia & New Zealand Market Plans

TIC 2023



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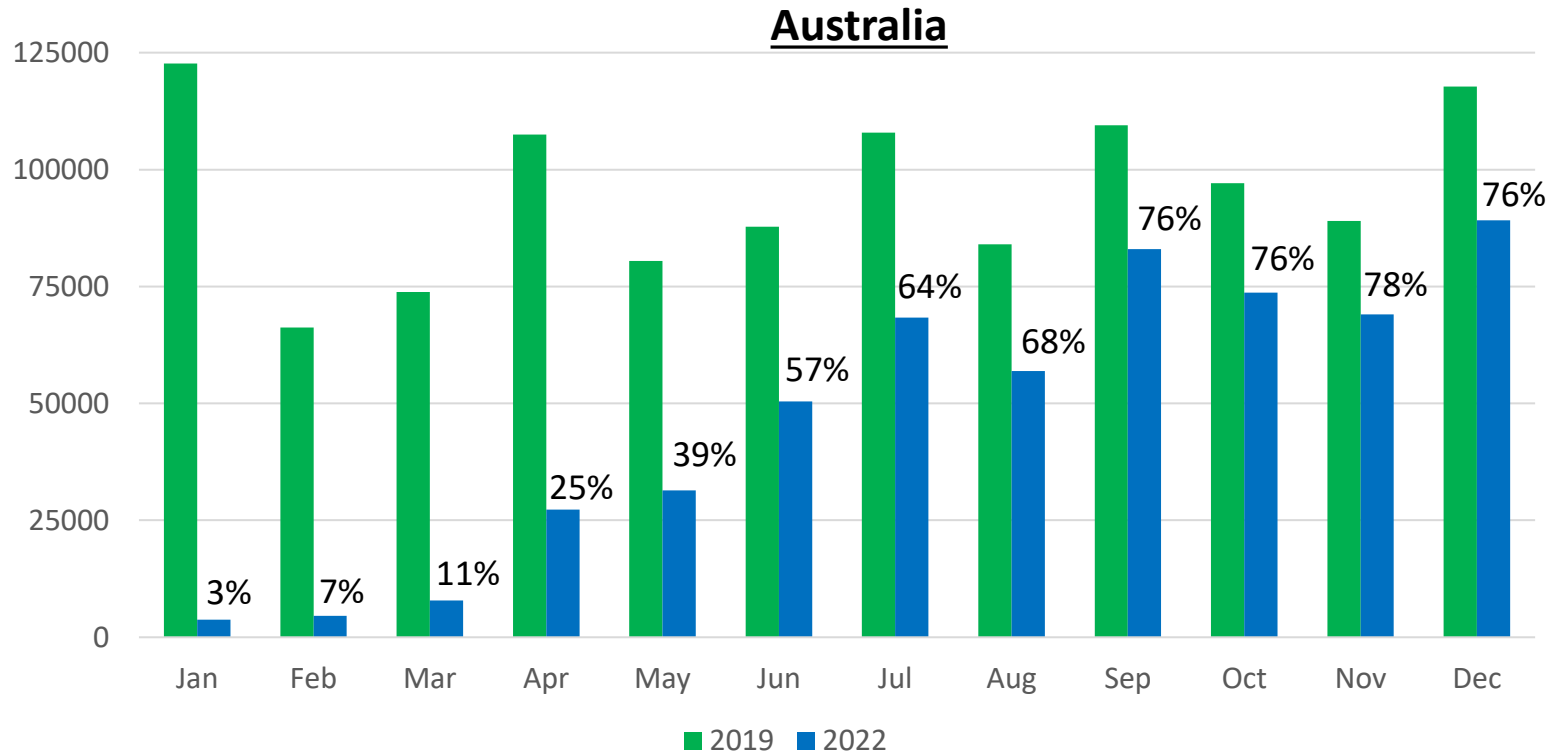
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Despite economic headwinds, demand for international travel in AU and NZ is **expected to remain strong**.

	Australia (AU)	New Zealand (NZ)
Travel sentiments	<p>Based on the Airservices Australia Travel Sentiment Index 2023 of 1,000 Aussies aged 18 – 64 years old</p> <ul style="list-style-type: none"> • 35% are expecting to fly more for holiday and leisure than they did pre-lockdowns • 52% cited that exploring new places would be a key reason for them to travel • 37% felt that air travel is a crucial part of their lives to maintain their sense of wellbeing • 71% identified price as the leading cause of concern when planning a trip • Despite the steep prices, consumers are <u>still willing to pay</u> for convenience and safety as long as they <u>perceive good value for their bookings</u> • Aussies are also <u>prioritising travel</u> over luxury and other big ticket items 	<p>Based on Stuff's NowNext Travel Report of 2,500 Kiwis aged 18 and above</p> <ul style="list-style-type: none"> • 57% (-1% from Jul'22) intend to travel internationally in the next 12 months • Of those not intending to travel overseas, affordability has been cited as the main barrier • Travel intention to Asia has increased since Jul'22 with about 20% of respondents expressing an interest • Out of which, <u>Singapore is in their top 3 consideration set</u>: <ol style="list-style-type: none"> i. Japan ii. Thailand iii. Singapore and Indonesia

Source: [ABC News 15 Mar 2023](#), [Newscorp Australia Travel Trend Forecast Jan - Jun 2023](#)

For 2022, IVA from AU was 49% of 2019's. Singapore also climbed one spot in AU's outbound markets when compared to 2019.

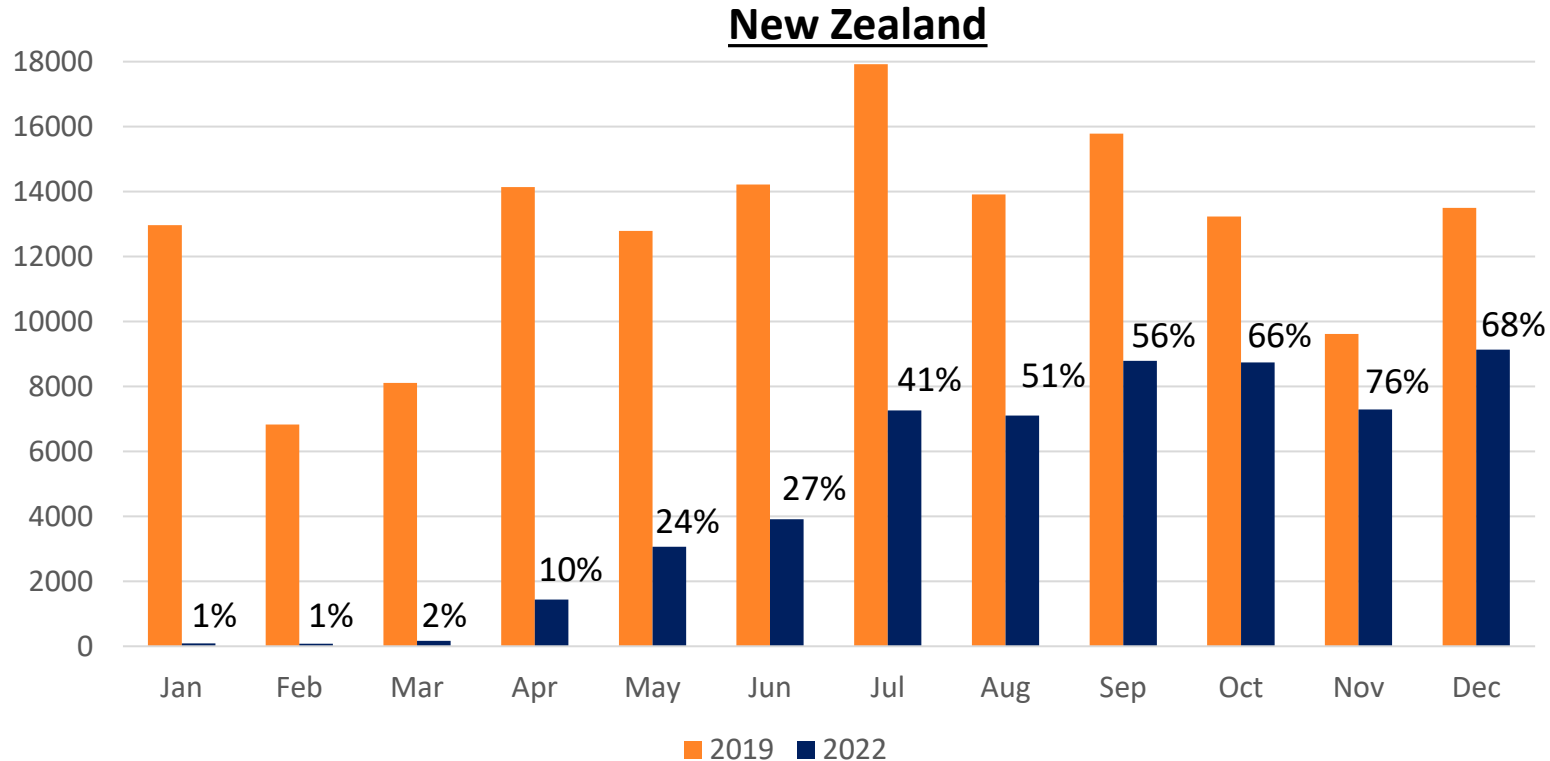


Top 10 outbound markets for AU	
2019	2022
NZ	NZ
Indonesia	Indonesia
USA	USA
UK	UK
China	India
Thailand	Fiji
Japan	Thailand
India	↑ Singapore
Singapore	Vietnam
Fiji	Italy

Source: [Australia Bureau of Statistics](#)

Since SG's borders fully opened in Apr 2022, AU's rate of IVA recovery showed positive growth momentum especially during peak holiday travel periods such as F1 and the year-end summer holidays.

For 2022, IVA from NZ was 37% of 2019's. Singapore also climbed one spot in NZ's outbound markets when compared to 2019.



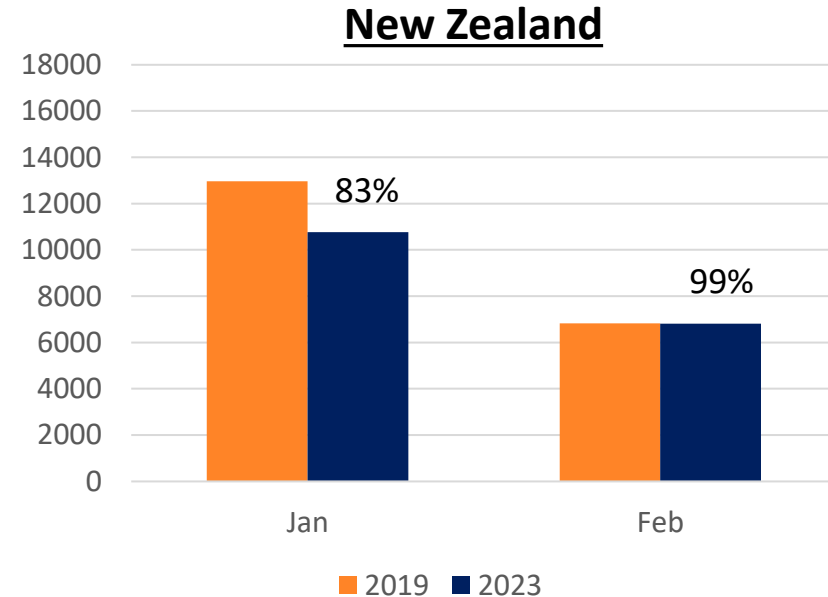
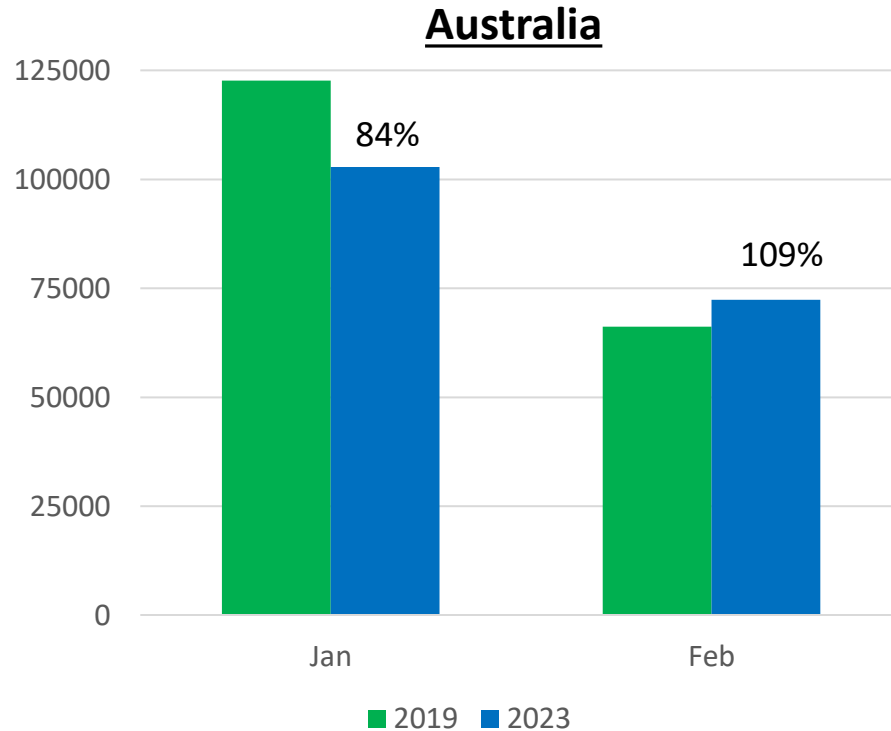
NZ's rate of IVA recovery showed considerable growth from Jul 2022 when the country's borders were fully opened. Closer destinations (e.g Fiji and Cook Islands) rose in popularity amongst the Kiwis as border closures and safety remained a top concern.

Top 15 outbound markets for NZ	
2019	2022
AU	AU
USA	Fiji
Fiji	Cook Islands
China	USA
UK	UK
Cook Islands	India
Indonesia	Philippines
India	Indonesia
Samoa	Canada
Japan	Thailand
Thailand	Samoa
Philippines	Republic of Korea
Canada	South Africa
Tonga	↑ Singapore
Singapore	France

Source: [Stats NZ](#)



Strong recovery momentum for both AU and NZ thus far. STB Oc is cautiously optimistic that this will continue for rest of 2023.



The first 2 months of 2023 have shown strong signs of recovery. However, economic headwinds and competition (Bali remain firm favourites for Aussies and Kiwis while Japan is regaining popularity fast since their opening) would threaten to derail this.

We have received feedback from in-market trade that consumers are starting to book further out to beat flight prices

- AU: 31 – 90 days in advance
- NZ: 6 – 12 months out

In the next 5 years, STB Oc will stand guided by **5 strategic thrusts** amidst a challenging operating environment.

1

Drive perception change of Singapore – both as mono-destination and a connecting hub of choice*

*Positioning Singapore as a longer stayover destination (as opposed to simply a stopover)

2

Refine our focus on Early & Established Careers and develop relevant experiences to target them

3

Scale up our delivery to reach more people with fewer resources

4

Step up trade and marketing activities in Western Australia

5

Intensify our MICE outreach by scaling up collaborations with partners with strong networks

STB Oceania's Market Plans – FY23/24

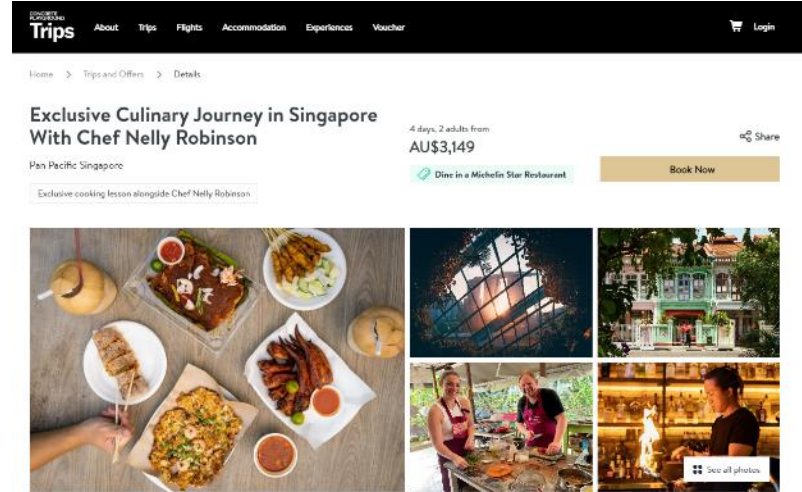
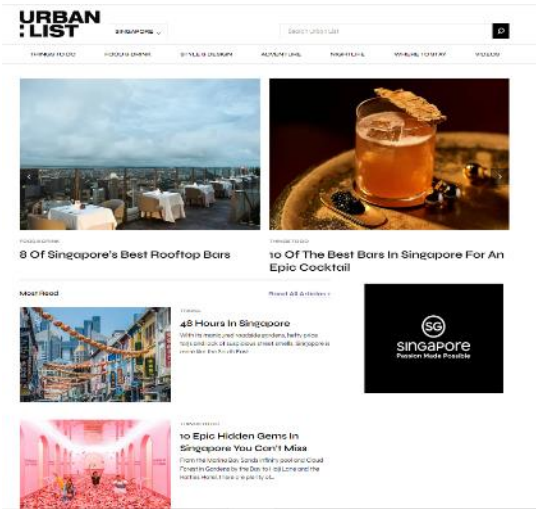
	2023									2024		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Media/ Content Partnerships	Always-On Media: Urban List											
	Marketing Campaign (AU)			Media Buy (AU + NZ)			Media Buy (AU + NZ)					
PR/Social/ Activations	Always On PR + Social Activities											
	Broadcast: AU Travel Show (TBC)			F1 AU Media Famil (TBC)			Consumer Activation (AU)					
Tactical campaigns	Tactical Campaigns with Airlines, Tour Operators and OTAs in AU and NZ									Tactical Campaigns with Airlines, Tour Operators and OTAs in AU and NZ		
Trade Engagement	Travel Daily Training Academy SG Modules and Ongoing Leisure Trade Engagement (incl Quarterly SG Newsletter Update)											
	AU (WA) Trade Engagement Event			Trade Famil (AU)								
MICE	MICE EO Engagement Activities											
	SITE ANZ (AU + NZ)			MICE Famil (AU)			AIME (AU)					

Opportunities for Industry Stakeholders to be Involved

	Opportunity	How to be Involved
Marketing	STB Oc partnered Urban List to launch first destination platform outside of AU and NZ in 2022, housing a myriad of articles and videos on SG. STB Oc will be continuing content partnership in 2023.	Industry stakeholders can leverage STB's partnership to work directly with Urban List to include specific videos/content, even pages, in the Singapore destination platform.
	STB Oc partnered Concrete Playground on a campaign that involves their experience booking platform Concrete Playground (CP) Trips .	Industry stakeholders can list their experiences/hotels on the site and leverage Concrete Playground's reach as an additional avenue for awareness and bookings.
Fams and broadcast	Media, trade, MICE fams and broadcast.	A big thank you for continued support in accommodating our groups and we appreciate your swift responses as these opportunities tend to be ad-hoc and with extremely short timelines. Industry stakeholder's continued support is crucial to make these successful.

Opportunities for Industry Stakeholders to be Involved

Marketing opportunities with Urban List and Concrete Playground



Broadcast



Media, trade and MICE famils



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Opportunities for Industry Stakeholders to be Involved

	Opportunity	How to be Involved
Leisure trade	STB Oc will: <ul style="list-style-type: none"> • Provide quarterly updates to our in-market trade partners • Provide destination trainings to major travel agency groups • Prioritise self-famils to give agents the flexibility to experience the destination on their own time 	<p>Industry stakeholders can provide periodic and timely updates to STB Oc about latest offerings for us to educate the trade.</p> <p>Industry stakeholders can provide travel agent discounts on admission fees/room rates/flights to entice agents to choose SG.</p>
	STB Oc will be targeting Early & Established Careers (EC ²) and the Western Australian (WA) market.	<p>Industry stakeholders can develop package deals to appeal to the EC² of the AU and NZ market (of particular interest to Oc markets are stay 2N and receive 1N free, a complimentary welcome drink at the bar or early check-in/late check out).</p> <p>Industry stakeholders can reconnect with travel agents in WA to recontract and develop mono-destination/long weekend deals.</p>

Opportunities for Industry Stakeholders to be Involved

	Opportunity	How to be Involved
MICE	<p>STB Oc will be pursuing <u>finance, manufacturing and tech clusters</u> for meeting & incentive groups, and <u>pharma, fintech</u> for associations.</p>	<p>Industry stakeholders can provide information on your unique offerings and venues as well as any incentives, CSR opportunities or applicable business tours for these groups, especially if you have past examples to cite (with photos or videos preferably).</p> <p>Industry stakeholder’s support in the area of room blocks and event spaces is crucial especially when securing larger groups.</p>



Thank You



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