

SUMMARY OF FINDINGS & MARKETING ACTION PLAN

In support of
**Consultancy Assignment – Australia/Timor-Leste
Tourism Market Analysis**

10 September 2020

The logo for ZOIK, featuring the word 'ZOIK' in a bold, white, sans-serif font.

ZOIK PTY LTD ABN: 110 616 781 158 Enoggera Road NEWMARKET Q 4051

The logo for Palladium, featuring a stylized 'P' icon followed by the word 'Palladium' in a white, serif font, with the tagline 'MAKE IT POSSIBLE' in a smaller, white, sans-serif font below it.

Five things we learnt...

**1.61 million Australians would like to visit
Timor-Leste** - page 9

‘Lack of knowledge’ is a major reason
agents don’t sell Timor-Leste - page 7

A trade-ready program is vital to support the local industry
develop skills and Australian product - page 5

Perceived dangers of “War” and “unrest” are top of mind for a
small, yet significant proportion of potential visitors - page 8

Timor-Leste Intenders are heavy internet users.
Therefore, a social media plan must focus on:
EXCITING, EDUCATING & ENGAGING this market - page 8

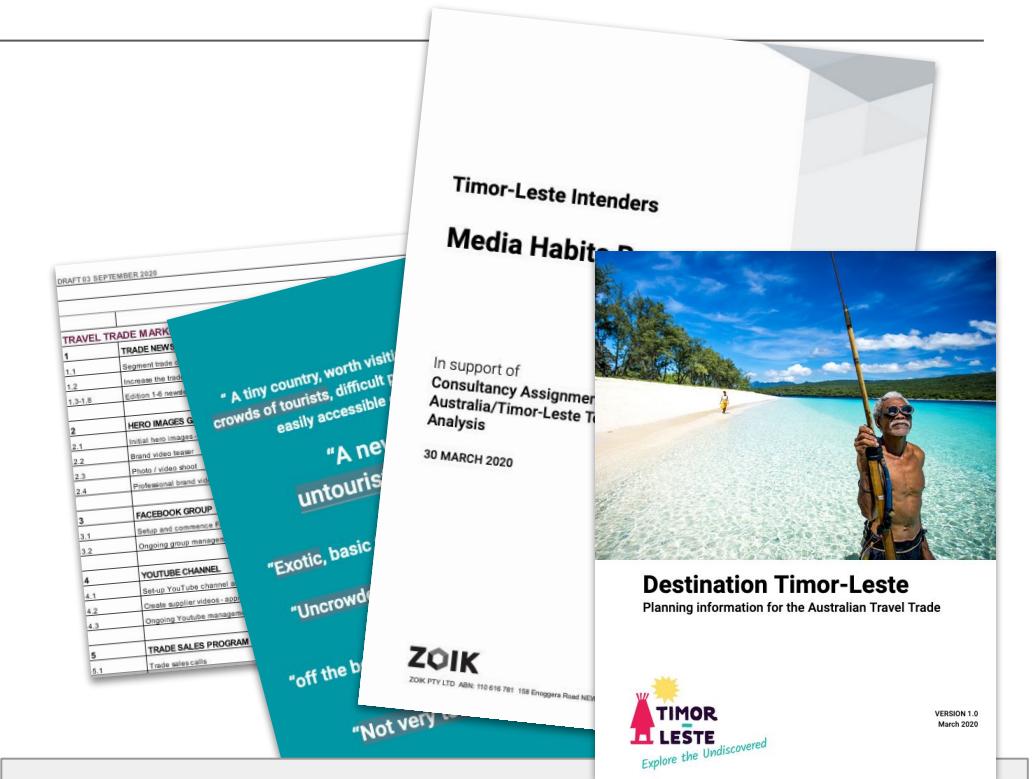
OVERVIEW

Despite its proximity and perceived natural beauty, Timor-Leste remains an undiscovered destination for the Australian tourist market.

There is a lack of understanding of how Australians travel, especially to similarly remote Asia and Pacific destinations like Timor-Leste, which limits how well Timor-Leste can competitively promote itself to the Australian market. Timorese tourism stakeholders would benefit from a better knowledge of what experience Australian tourists want and how to influence their decision-making.

The purpose of this project was to conduct consumer and trade market research to identify 'most likely' target segments and activate a Marketing Action Plan to benefit the local tourism industry.

While we could not have foreseen the damaging consequences of COVID-19 on global tourism, the timing of this project provided an opportunity to plan a unique schedule of marketing actions that focus on growing the local industry's trade contacts and skill base now in preparation for mainstream marketing actions when travel restrictions ease 'Post-COVID'.



This document provides a summary of the project's key deliverables:

1. Marketing Action Plan:

COVID-19 Response: October - September 2021 5

POST COVID-19 Response: October 2021 - March 2022 6

2. Australian Travel Trade Marketing Interviews

3. Prospective Visitor Survey 8

4. Media Habits of 'Timor Intenders'

VERSION 1.0
March 2020

Please refer to individual reports for more details on the summaries provided.

What do Australians think about Timor-Leste?

“A tiny country, worth visiting because there are no crowds of tourists, difficult past, excellent scuba diving, easily accessible ex Darwin.”

-Derwent, Tas

“A new exciting
untouristy destination”

- Beaconsfield, VIC

“Exotic, basic facilities, tropical” - Paddington, NSW

“Uncrowded; beautiful people; stunning scenery” -
Darwin, NT

“Off the beaten track, beaches, local culture”

- Balmain, NSW

“Not very touristy” - Brunswick East, Vic

SUMMARY OF KEY MARKETING ACTIONS

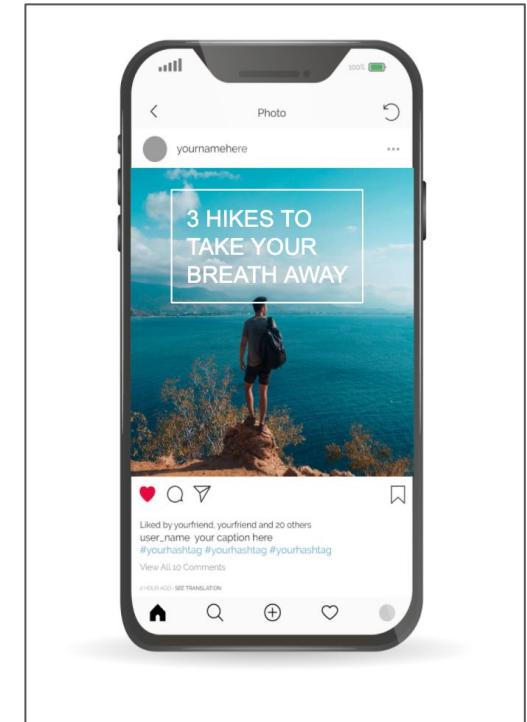
COVID-19 Response: Highlights for October 2020 - September 2021

FOR AUSTRALIAN CONSUMERS

- Prepare and disseminate a statement explaining the local tourism industry's commitment to **COVID Safe Statement**.
- **Dedicated section on the national tourism site for Australian travellers.** Content should be directly relevant to key markets (Melbourne and Darwin) and offer advertising space to promote tours / services ex Australia.
- Implement a **Social Content Plan** built on three communication pillars:
 1. **EXCITE** - content to position TL as "authentic, exotic, 'un-tourist' destination"
 2. **EDUCATE** - content that seek to misconceptions about safety and accessibility.
 3. **ENGAGE** - content that engages the target audience (e.g. reaction posts, video).
- **Digital advertising campaign:** extend organic reach of social content by boosting posts and promoting on social feeds of target audiences (using geo-data when available). Target: (1) Timor Intenders, (2) Dive market. Channels: Instagram, Facebook, Youtube Instream advertising.

FOR AUSTRALIAN TRAVEL TRADE

- Commence the **Trade Ready program** for TL local suppliers – online webinars and one-on-one sessions with the trade representative (based in Australia). This will assist with product development and ensuring suppliers are ready to work with trade partners.
- Set-up and commence **Facebook group – for local TL suppliers** initially.
- Select **trade events** – to attend or participate in with trade partners.
- Commence **weekly trade sales calls** – personal calls to check in with key trade partners; find out how things are going, what they may need.
- Commence development of the **Trade Portal**; determine layout, and develop login or hosting facility on the TL website
- Determine 4 x key trade media partners to invite on schedule of **trade media familis**



*Concepts only

SUMMARY OF KEY MARKETING ACTIONS

POST COVID-19 Response: Highlights for October 2021 - March 2022

FOR AUSTRALIAN CONSUMERS

- Expand the **Social Content Plan** built on three recommended communication pillars: 1. EXCITE, 2. EDUCATE and 3. ENGAGE.
- Feature '**bookable' holidays for Australians** in social media and eNewsletters.
- **Digital advertising** to promote travel experiences that will provide a consistent promotion channel for local tourism businesses. Method: Feature one experience per month with associated 'bookable' travel products each week during the month. Target: (1) Timor Intenders, (2) Dive market. Channels: Instagram, Facebook, YouTube Instream advertising, Google Ads, Google and Facebook Remarketing.
- Collect **Australian visitor postcodes** on arrival and departure surveys – this will provide valuable geotargeting information to improve campaign targeting.
- Develop a digitally themed consumer promotion that aims to engage young adventure seekers and provides an opportunity for content creation.

FOR AUSTRALIAN TRAVEL TRADE

- Undertake the **first trade famil** – group of tier 1 agents (by invitation)
- Complete the "**Trade Ready supplier list**" with TL suppliers; to distribute to trade partners and load onto the Trade Portal
- Continue **Trade Ready online webinars** and one-on-one sessions for TL suppliers
- Maintain **sales calls**, Facebook group and YouTube activities – weekly and monthly
- Ongoing **writing and distributing press releases for trade press** and partners; and upload to TravMedia – monthly
- **Hosted 2 x trade events** – proposed to host a trade invite only event in Melbourne and Brisbane
- Coordinate and host **media familis** to TL – 2 x media



AUSTRALIAN TRAVEL TRADE INTERVIEWS

Refer to full report
for more details.

Interviews conducted by phone, video conference and email, March - August 2020

SUMMARY OF KEY FEEDBACK

- For those trade partners that have been to TL or have had groups go to TL; everyone had exceptionally good experiences – no bad experiences were encountered – which is a very positive outcome.
- All trade partners (who have already been selling TL) advised they are keen to continue selling TL – as soon as they can.
- The key reason for so few bookings for trade partners is that no 'enquiries' are occurring – ie. there is very low consumer awareness of the country and consumers generally don't know anything about it.
- All bookings / sales that have occurred are due to the 'proactiveness' of the agents; not as a result of consumer demand.
- All feedback trade partners received from visitors / clients who have travelled to TL has been extremely positive.
- A common feedback comment received from clients when they returned from TL was that clients were "very surprised" by the destination – how beautiful the country is and how lovely people and culture is.
- For those agents that have not sold TL – generally they have no knowledge about TL or what it offers visitors; some had not even heard of TL. Some mentioned they had only heard about TL due to the war/political instability – so mentioned 'safety' as an area of concern.
- Key obstacles for trade are: lack of tourist information available about TL; no marketing tools or support to help agents sell it; no marketing of TL has occurred; logistical booking procedures (ie. lack of easy booking systems, payment processes, standard rates etc); cost of flights and flight access somewhat a concern – but not overly.
- Tourism development obstacles: lack of local transport options; lack of infrastructure; bad roads; limited product suppliers.
- Generally all trade partners interviewed (except a couple) are keen to obtain more information about TL, to be kept updated on a regular basis, and are keen for any trade familiar opportunities (especially those who have never been themselves).
- **Overall key selling points:** amazing diversity of stunning scenery, pristine marine life / diving, uncommercialised, a 'new' off the beaten track destination, untouched and authentic, interesting culture and history, adventure activities.

PROSPECTIVE VISITOR SURVEY

Refer to full report for more details.

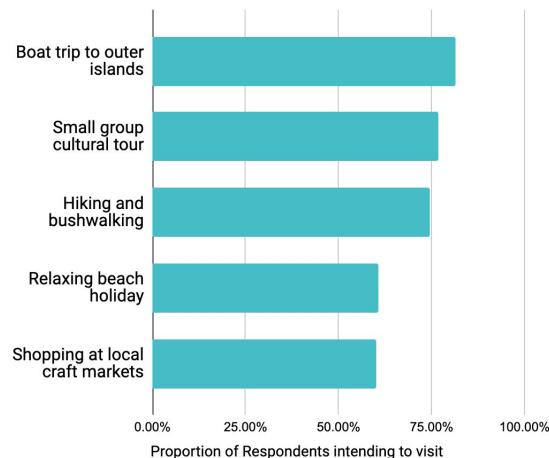
Online visitor intention survey, 05/02/20 - 21/02/20.

Key survey findings:

- **13% of respondents would like to visit *unprompted*.** When prompted, 36% of respondents indicated that they would like to visit Timor-Leste
- 65% of respondents see Timor-Leste as a naturally beautiful destination.
- 13% of respondents believe the destination is **not safe**. Unfortunately, "War" and "unrest" are top of mind for a small, yet significant proportion of potential visitors
- Respondents who have visited New Zealand are significantly less likely to visit Timor-Leste compared to those who have not visited New Zealand recently. This presents as a key point of difference for messaging.

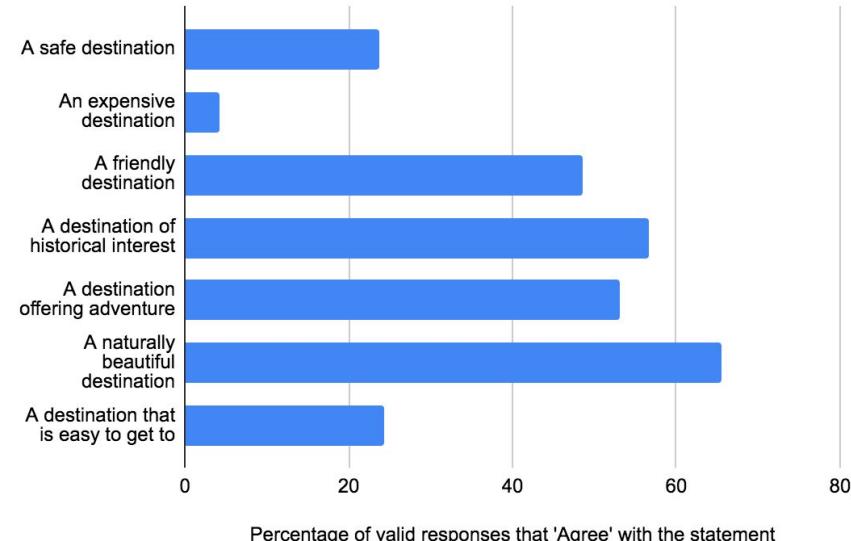
ACTIVITIES THAT WOULD ATTRACT AUSTRALIANS

n = 168 - includes only respondents who indicated they would like to visit Timor-Leste



PERCEPTION OF TIMOR-LESTE

n = 507



Percentage of valid responses that 'Agree' with the statement

PROFILE OF CURRENT AUSTRALIAN VISITORS

Date extracted from interviews conducted by The Asia Foundation with travellers in the departure lounge of Dili International Airport in 2017 and 2018, shows:

- **Darwin is the largest source market, accounting for one in four (25%) Australian holidaymakers**
- 'Going to the beach' was the most popular activity planned by Darwin visitors, while 'Cultural experiences' ranked highest for Melbournians.
- Visitors who came to dive were great advocates for Timor-Leste; 97% would recommend the destination to friends and family

TARGETING “TIMOR INTENDERS”: 1.61m Australians

Refer to full report for more details.

WHO ARE ‘TIMOR INTENDERS’?

‘Timor-Leste intenders’, a custom segment created by matching the location and socioeconomic status of respondents to the *Prospective Visitor Survey*, conducted in February 2020, to RDA’s *geoTribes* socioeconomic segments. Based on the research, a Timor Leste intender audience was defined as the summation of the *Crusaders* and *Independents* *geoTribes* segments.

Where do Timor Intenders Reside?

Top 10 Postcodes of Timor Intenders in Australia:

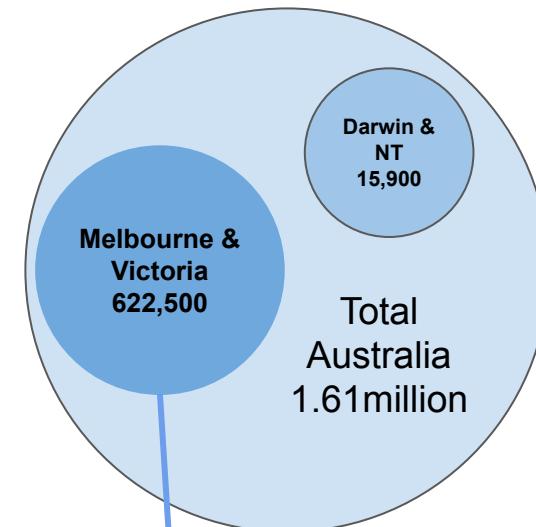
3000 - Melbourne	36,705
2000 - Sydney	19,164
2017 - Waterloo	18,793
3121 - Richmond	17,690
3006 - Southbank	16,930
2010 - Surry Hills	16,763
2026 - Bondi Beach	16,650
2150 - Parramatta	16,649
3141 - South Yarra	16,626
3056 - Brunswick	14,460

Population of Timor Intenders

in Australia	1,610,315
% Total population:	6.4%

The data above has been extracted from a list of the top 200 postcodes for Timor Intenders which can be used for geo-targeting campaigns (as shown in the map).

TIMOR INTENDERS MARKET SIZE ESTIMATE



Postcode mapping of Timor-Intender residents in Melbourne

DIGITAL MEDIA USAGE

Timor-Leste Intenders are heavy internet users that are also big on social media. 91% are on Facebook and 65% are on Instagram. Overlaying postcode data should provide a cost efficient method of reaching this market on social media.



In an average week, more than one in three (36%) Timor-Leste intenders will be making travel arrangements online. This underscores the importance of digital channels for engaging Timor-Leste intenders.