

LISA WHITELAW

SENIOR REGIONAL MANAGER, BUSINESS DEVELOPMENT, OCEANIA

EXPEDIA GROUP MEDIA SOLUTIONS

Lisa is based in Sydney and heads up the Oceania Media Partnerships team – helping destinations and brands to achieve their objectives through our global reach and marketing solutions. Originally from Edinburgh, she has worked at Expedia Group for 9 years across multiple continents.



200+

Sites in 70+ countries



lastminute.com.au

hotwire



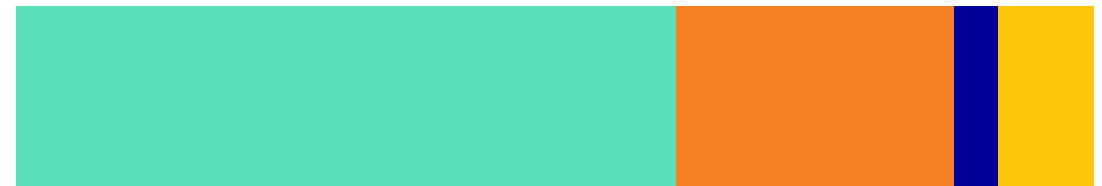
ebookers



Shorter planning cycle for Australian domestic travel

Majority of Australians search
for domestic trips 0-21 days out

DOMESTIC TRAVEL



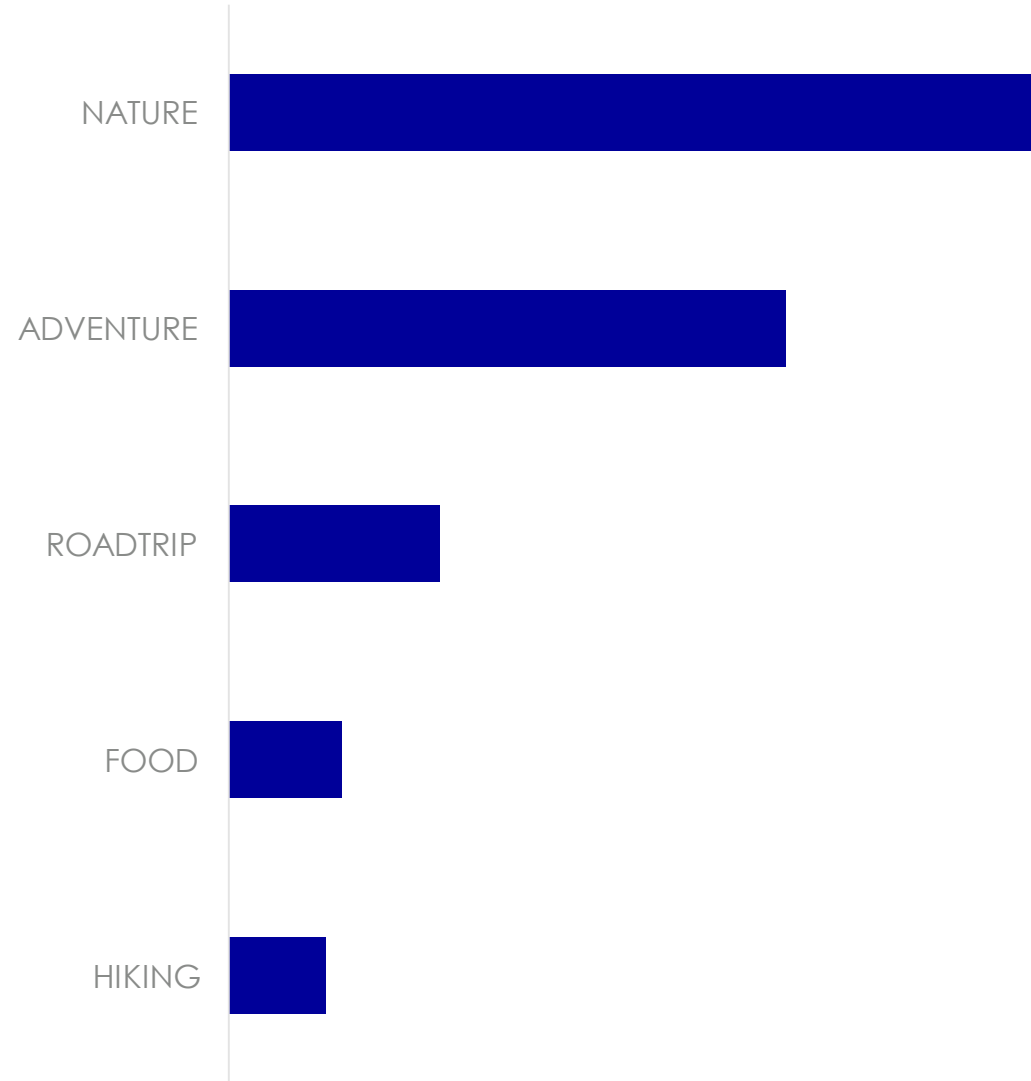
INTERNATIONAL TRAVEL



■ 0-21 Days ■ 22-60 Days ■ 61-90 Days ■ 91+ Days

Nature, Adventure and Road Trip

Are the most mentioned keywords on Instagram associated with Travel & Australia.



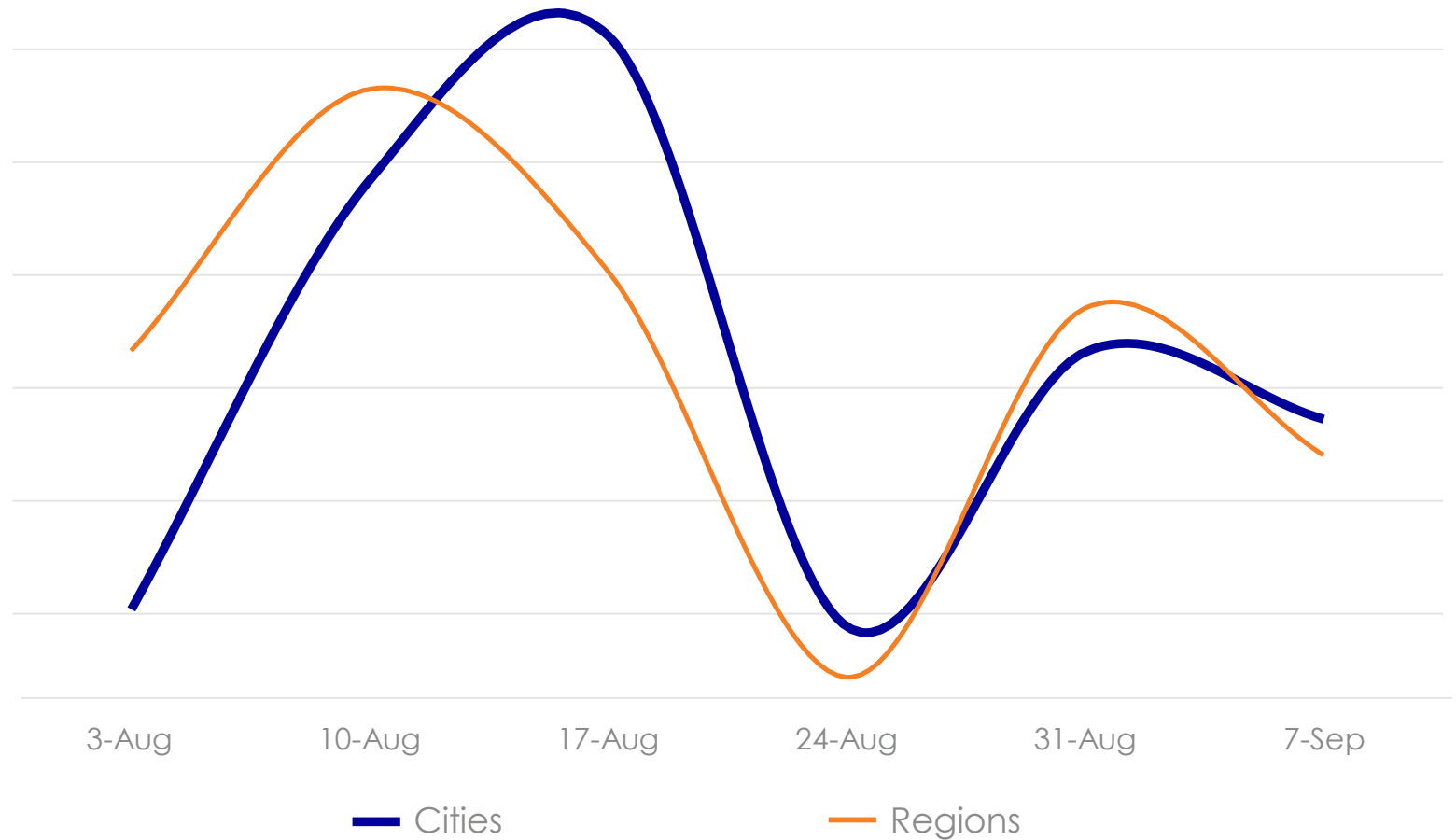
Source: Spredfast, September 2020

Aussie travel is being inspired by a desire to be in the great outdoors

Australian regional searches now **follow similar trends** to city searches



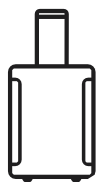
Australian Cities vs. Regions | Weekly Search % Change



Regional domestic travel interest is tracking on-par with city searches on Expedia Group sites – a 2020 trend

Traveller sentiment

Study shows
Australian leisure
trip considerations
through to the end
of the year



76%

are traveling domestically



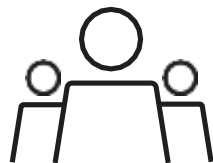
4/5

are traveling under 1 600 kilometers



99%

would travel by car



Top Trip Types

family trips and visiting friends and/or relatives

I'd be very interested to know **what health and safety measures are being put in place** to prevent COVID spreading on my holiday.

I would plan for **trips maybe a few hours' drive away from the city that I live in.**

I'd like to **know which restaurants and attractions are open too**, or else there wouldn't be much to do on the holiday!

Towards the end of the year I would **consider going to some close Asian countries** that have sort of contained the virus outbreak.

Understanding attitudes towards leisure travel





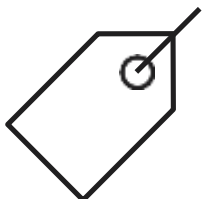
87%

Health and hygiene information
(i.e. cleaning, sanitising protocols)



73%

Information on attractions and
activities open for business



70%

Special deals and offers



60%

Off the beaten path
recommendations that will help avoid
big crowds

Messaging
Topics that
can reassure
travellers





Recovery in action

How we work with
Australian destinations
to help travellers
dream, search & book

Stayz #RoadTripPledge

- A regeneration project to drive Australian regional tourism
- Initially a response to the bushfires – became a nationwide response during Covid-19
- Partnership with Tourism Australia, supported also by Destination NSW & SA Tourism Commission



2020 Wotif Aussie Town of the Year Awards



- Now in its 3rd year, the awards recognise deserving Australian destinations
- Designed to support regional tourism
- Campaign delivers mass reach, engagement & increased search traffic for winners



Coffs Harbour, NSW
Wotif Aussie Town of the Year Winner 2020

This is it! Wotif's top 10 Aussie towns for 2020 🏆

MACKAY NAMED TOP TOWN IN QUEENSLAND
BY @WOTIFCOM

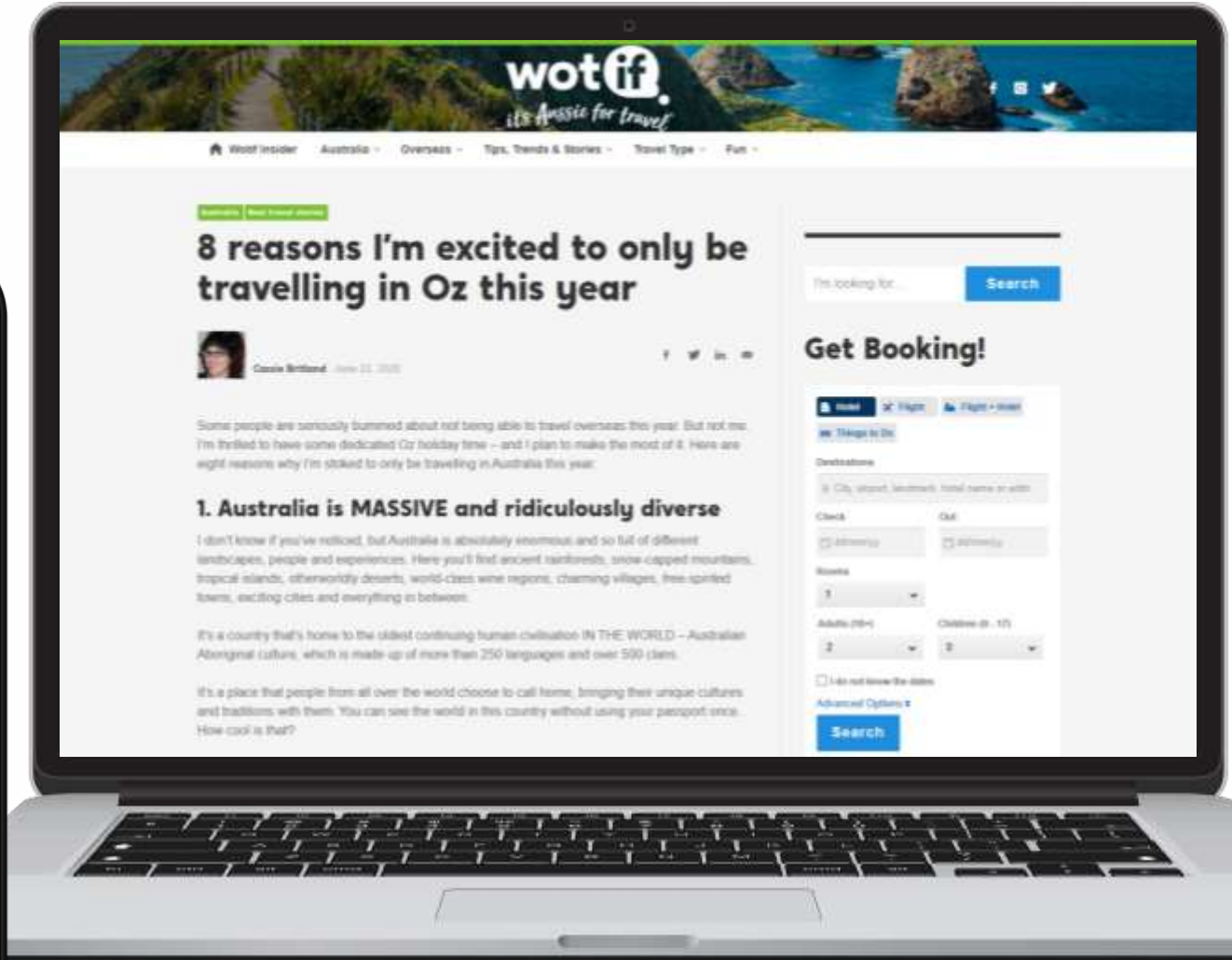
Today's Top Deals
Aussie Town of the Year 2020
Coffs Harbour
Coffs Harbour, NSW – Town of the Year!
It's official – Coffs Harbour, NSW, is Wotif's Aussie Town of the Year for 2020. Check out these great deals for your new fave holiday spot and who else made the shortlist.



- Broadcast, social & media outreach
- Radio advertisements
- Retail Campaign
- Dedicated EDM & blog content

Always-on Social Media Engine

- Support from award-winning Wotif Social Media and Content Team
- Delivers Australian travel and destinations focused content
- 365-day program via Instagram, Facebook & our Wotif Insider blog





THANK YOU

advertising.expedia.com

welcome.expediagroup.com/en/covid-resource-center

