TNS launches study to protect the future of the domestic travel and tourism market

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The Tourism Australia Domesticate project 2008 Media release - Study to look into protecting domestic travel and tourism.pdf PDF (0.02 mb)

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Sydney, 18 February 2008 â€“ In recognition of the long-term decline of domestic travel and tourism rates in Australia*, research agency TNS has launched another round of its comprehensive local travel study. The Tourism Australia Domesticate project 2008 will investigate why Australians donâ€™t seem to want to experience their own country as much as they used to.

The 2008 project is a continuation of Domesticate 2006, which aimed to identify the reasons why Australian domestic travel numbers have been declining.

â€œThere has been considerable debate as to the causes of this decline, as most previous analysis produced focuses on the â€˜whatâ€™ of the trend rather than the â€˜whyâ€™,â€• comments Carolyn Childs, Director of TNSâ€™ Travel and Leisure tea

The 2006 project saw two groups identified as needing further analysis and understanding â€“ families and adultescents (those aged 18 to 30). 2008â€™s study will primarily focus on these groups because they represent the future of travel.

â€œWe found from the 2006 study that these groups feel they have been excluded from targeted information on domestic travel options.

â€œThe aim of the project is to reignite Australiansâ€™ desire to travel locally and protect our local tourism industry,â€• said Ca

To reach these groups, the 2008 proejct will utilise some innovative research techniques. Phase one will see the introduction of focus groups with primary aged children, moderated by specialist staff members. Online bulletin boards will also be used to reach the â€˜adultescentâ€™ group. These give the target group more freedom to communicate more deeply than is possible in the traditional focus group environment.

The Tourism Australia Domesticate project 2008 hopes to reveal reliable information on what is preventing Australians experiencing their own country and what it is that would encourage them to do so.

â€œItâ€™s an exciting project. As Platinum subscribers of the study this year we are confident that the findings will help us to work on boosting the local industry,â€• said Lawrence Franklin, Tourism Australiaâ€™s General Manager of Strategy and Research.

* The ABS National Visitor Survey

For more information on the study or for comment, please contact Leila Butcher on leila.butcher@tns-global.com or 02 9563 4261.

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