

UNLOCK MORE OF AUSTRALIA WITH VISA

Australia Destination Guide
June 2023

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#TravelWithVisa

Contents

1

Travel Intentions

How traveler preferences are changing in this new landscape.

2

Why Australia?

Reasons travelers are coming to Australia.

3

Australia's Key Attractions

A destination with a range of experiences for every traveler.

4

Visa Travel Offers

A range of exclusive offers for Visa customers.

5

Promotional Territories & Visa Marketing Services

Campaign inspiration and Visa Marketing Services support

TRAVEL INTENTIONS



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The change in travel intent

Asia Pacific (AP) travel industry recovery is rapidly underway and is expected to be the first region to recover to pre-pandemic levels by 2023¹. In the current environment, travelers are looking for memorable and seamless travel experiences but being mindful of their budget parameters.

Travel intention themes:²



Travel interest continues to rise

Pandemic life triggered a pent-up energy to take a break and fulfill social needs after being stuck at home for so long.

With the easing of travel restrictions, more AP consumers are intending to travel, and more AP regions are welcoming international travelers.



Travelers seek to maximise the value of their investment

Travelers are looking to squeeze every ounce of value out of post-pandemic trips, searching for the best deals and experiences to make their money go further.



Travelers opt for cashless payments

The majority of travelers prefer cashless payment with growing interest for contactless payments – an everlasting impact of COVID-19.



Increasing emphasis on holistic wellbeing

AP consumers are looking to travel with an emphasis on caring for their mental health and self-discovery. They are also protecting themselves with vaccinations, insurance and research on travel clinics and health news before embarking on their journey.

WHY AUSTRALIA?



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Travel Intentions for Australia

With Australian borders open to international travel and flight capacity forecast to increase over the next 6 months, demand for travel to Australia is expected to rebound strongly.

With major events such as the FIFA Women's World Cup 2023™ to be held in Australia over July and August this year, this will add further interest and demand.

Travel intent:

According to Visa Global Travel Intentions (GTI) report*, the top 4 motivations for travel to Australia are:

1. Leisure pursuits
2. Nightlife
3. Local Cultural Experience
4. Outdoor Adventure

Desired Tourism Experiences for Travelers to Australia^^:

Dining out was listed as the top experience for those wishing to travel to Australia, followed by shopping and exploring wilderness. With Australia's excellent local cuisine, modern shopping options and vast natural wonders and wildlife, **Australia meets a lot of the attributes that travelers are looking for in their next holiday.**



Dining Out



Shopping



Exploring Wilderness

Did you know?***

- 37% of visitors to Australia in the last 12 months were first-time visitors.
- Visitors spend an average of USD \$4K per trip.
- The Australian dollar has depreciated against several major currencies over the past 6 months making it cheaper for foreign travellers to visit Australia.

AUSTRALIA'S KEY ATTRACTIONS

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Australia's Key Attractions

From Australian wildlife to glistening beaches, here are a few of Australia's greatest attractions which will be appealing to visitors from international markets.

The beaches are divine



Casuarina Beach, Lizard Island, Queensland © Tourism Australia

The sandy stretches are home to world-class [surfing](#), unique marine life, striking [ocean pools](#) and unbeatable beach culture. So, it's no wonder Australian beaches regularly rank among the best in the world. Surf, swim, snorkel, sun-worship – there are endless ways to enjoy Australia's beautiful beaches and islands.

Discover [Australia's best beaches](#)

There are some really big things



Uluru, Uluru-Kata Tjuta National Park, Northern Territory © Olivia Mair

From the only living organism visible from outer space (the [Great Barrier Reef](#)) to the planet's biggest rock (no, not [Uluru](#) – it's actually Mount Augustus!), many Aussie attractions defy imagination. Australia is the world's biggest island with the [world's oldest rainforest](#), the world's whitest sand and the [world's oldest civilization](#).

Check out [Australia's top natural attractions](#)

The wildlife is weird and wonderful



Quokka, Rottnest Island, Western Australia © James Vodicka

From kangaroos, koalas and wombats to [exotic animals](#) that most may not expect such as harmless whale sharks ([swim with them](#) in Ningaloo Reef); the smiling quokka ([get a selfie](#) with one on [Rottnest Island](#)); the shy platypus (hiding in south-east Australia's rivers); and one of the planet's largest birds, the emu.

[Here's where to go to meet Australia's animals.](#)

Australia's Key Attractions

From Australian wildlife to glistening beaches, here are just a few of Australia's greatest attractions which will be appealing to visitors from international markets.

Road trips are sublime



Given time, you can enjoy one of Australia's [iconic road trips](#), such as the iconic [Nullarbor Plain crossing](#) – an epic one- or two-week drive traversing the Great Australian Bight, featuring some of the country's most amazing coastlines and landscapes. More modest road trips include a journey along the [Great Southern Touring Route](#), a family [road trip around Kakadu](#), or the Queensland [Great Sunshine Way](#).

[Feast your eyes on Australia's top 10 road trips](#)

An adventure seeker's paradise



Ocean adventurers can meet the [Great Barrier Reef's Great Eight](#) and come face to face with whales, turtles and over 50 species of shark. Lovers of the skies can enjoy the best [scenic flights over Australia](#), including dramatic air safaris, pub crawls by helicopter and waterway exploration by seaplane. If it's thrills you seek, descend 140 metres (459 feet) down the world's highest commercial abseil or swim with great white sharks!

[Find the most adrenaline-inducing experiences](#)

Get closer to Australia's ancient culture



Australia's [Aboriginal and Torres Strait Islander](#) communities have the oldest continuous culture in the world, having called this land home for over 60,000 years. There is so much about this country that is spiritual and sacred to Indigenous Australians. From traditional rock art and dot paintings to didgeridoos and Creation stories, there are hundreds of [reasons to include Aboriginal experiences](#) in your trip.

[Read the guide on Aboriginal Australia](#)

VISA TRAVEL OFFERS FOR AUSTRALIA



Spotlight: Taronga Zoo



Spotlight: Health & Wellness



Luxury & Boutique Accommodation



Travel Booking Sites



Transport & Logistics



Adventures and Experiences



Coming Soon: Airport Shopping



Spotlight - Taronga Zoo



Visa is the Exclusive Payment Partner of Taronga Conservation Society Australia, through to 2026.

Comprising of Taronga Zoo in Sydney and Taronga Western Plains Zoo in Dubbo, Taronga has a deep commitment to conservation science to secure a shared future for wildlife and people.

Taronga is one of Visa's top Tourism destinations in Australia for international cardholders. Over 40% of their international ticket sales also originate from Asia Pacific-based markets.

Leverage Visa's partnership with Taronga to create unique campaigns promoting travel to Australia

In addition to year-round offers available to Visa international cardholders (see right), exclusive programs and packages can be customized to create premium Visa Cardholder experiences and events at Taronga sites and venues. Please speak to your Visa representative for more information.



* Not available to Australia domestic cardholders. Access all Visa offers in the Merchant Offer Resource Centre (VMORC) through Visa Online - please contact your Visa representative for instructions to access Visa Online. Please see individual VMORC IDs for offer terms and conditions.



Exclusive Taronga offers for Visa International cardholders

| Visa Offer | Price | Inclusions |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visa Couples Pass Offer ID 154194 | \$55 USD** (\$85 AUD) + Optional Picnic Add-on \$64 USD (\$100 AUD) | <ul style="list-style-type: none"> • Double Pass (2 Adults) for a Single Day Visit • Visa exclusive customer tour - a one (1) hour tour visiting three of the zoo's best animal experiences • <i>Optional Catering Add-on available</i> - A hamper picnic that includes premium lunch items and choice of two non-alcoholic beverages. Vegan and Gluten-free versions available. |
| Visa Family Pass Offer ID 154196 | \$70 USD ** (\$110 AUD) + Optional Picnic Add-on \$83 USD (\$130 AUD) | <ul style="list-style-type: none"> • Family Pass (2 Adults / 2 Children) for a Single Day Visit • Visa exclusive customer tour - a one (1) hour tour visiting three of the zoo's best animal experiences • <i>Optional Catering Add-on available</i> - A hamper picnic that includes premium lunch items, child-friendly lunch-items and choice of four non-alcoholic drinks. Vegan and Gluten-free versions available. |
| Visa Overnight Ultimate Family Experience Offer ID 154197 | From \$499 USD** (\$781 AUD) | <ul style="list-style-type: none"> • Ultimate Wildlife Retreat package for 2 Adults/1 Child including: <ul style="list-style-type: none"> - Overnight luxury accommodation at the Wildlife Retreat at Taronga for one (1) night, with your choice of accommodation type. - An exclusive Visa Koala encounter with a Taronga Keeper during your visit - An afternoon tour of The Sanctuary, the Australian native wildlife habitat at the Centre of the retreat home to koalas, wallabies, echidnas and more - Dine at Me-Gal with a shared feast over breathtaking views of Sydney Harbour served with native sustainably sourced ingredients and local produce - A Visa Customer tour of Taronga Zoo with a Taronga team member, who will guide you around three of the best animals to experience that day. Buffet breakfast with - made to order barista coffee - Two (2) Day access to Taronga Zoo, Sydney - An in-room gift including a Koala/Taronga plush toy. |



Spotlight - Health & Wellness

Well Traveller

The wellness tourism segment was growing at twice the rate of average travel expenditure pre COVID-19, with Australia's wellness travel sector valued at \$16 billion.

As a partner of Well Traveller TV, Visa cardholders can access a range of special Visa offers at unique wellness tourism destinations across Australia.

14% cashback at Peninsular Hot Springs

- Enjoy a private sanctuary and bathing experience at Peninsular Hot Springs, Victoria
- Enjoy unlimited access to the Spa Dreaming Centre thermal mineral pools with a 45-minute private bathing pavilion for two.
- Complimentary towel, robe and locker hire plus a Well Traveller Wellness Travel Essentials Pack which includes a signature organic essential oil roll-on plus a Well Traveller Unplug Pouch.

Available for all Visa cardholders.

Validity Date: Available until 30 September 2023

Offer ID*: [151859](#)



* Access all Visa offers in the Merchant Offer Resource Centre (VMORC) through Visa Online - please contact your Visa representative for instructions to access Visa Online. Please see individual VMORC IDs for offer terms and conditions.



Other offers

| | Operator | Offer | Details | Offer ID* |
|----------------|-----------------------------------|----------|-------------------------|------------------------|
| Well Traveller | COMO Shambhala, Western Australia | Save 16% | 2-night wellness escape | 151862 |
| | Habitat Eco Noosa, Queensland | Save 22% | Glamping | 151856 |
| | Gwinganna, Queensland | Save 6% | Weekend solo retreat | 151867 |
| | Gwinganna, Queensland | Save 6% | Weekend retreat for two | 151869 |
| | Gwinganna, Queensland | Save 3% | 7 night solo retreat | 151870 |
| | Gwinganna, Queensland | Save 4% | 7 night retreat for two | 151871 |



Hotels – Luxury Boutique

Well Traveller

9% cashback at Sequoia

- Sequoia Luxury Lodge in the Adelaide Hills, South Australia is a soul-enriching stay
- Opulent suite with panoramic views
- Guided nature walk along the Heysen Trail soaking in Sequoia's artesian spring-fed hot pools.
- Gourmet breakfasts
- A succulent two course lunch at Martha Hardy's Kitchen
- A four-course fine-dining dinner at Hardy's Verandah Restaurant.
- Complimentary beverage, Spa Anise gift from exclusive spa partner Waterlily and the Well Traveller Wellness Travel Essentials Pack (which includes one of our signature organic essential oil roll-ons plus the Well Traveller Unplug Pouch).

Available for all Visa cardholders.

Validity Date: Available until 30 September 2023

Offer ID*: [151861](#)



* Access all Visa offers in the Merchant Offer Resource Centre (VMORC) through Visa Online – please contact your Visa representative for instructions to access Visa Online. Please see individual VMORC IDs for offer terms and conditions.



Other offers

| Operator | Offer | Details | Offer ID* |
|----------------|----------------------------------|----------|-----------------------------------------------------------|
| Well Traveller | Reef House, Queensland | Save 10% | Luxury stay 151857 |
| | Lake House Daylesford, Victoria | Save 9% | Luxury stay 151866 |
| | Smiths Beach, Western Australia | Save 35% | Weekend stay with an ocean view 151863 |
| | Smiths Beach, Western Australia | Save 27% | Midweek apartment 151864 |
| | Smiths Beach, Western Australia | Save 32% | Weekend apartment 151865 |
| | Smiths Beach, Western Australia | Save 44% | Midweek stay with an ocean view 151873 |
| | Halcyon House, Tweed, Queensland | Save 7% | Luxury Stay 152200 |

Travel Booking Site

Booking.com

Get up to 10% cashback on accommodation bookings at Booking.com when you pay with Visa.

Create your ultimate Australian travel adventure by planning your accommodation through Booking.com

How to redeem:

- Step 1: Create a Booking.com account
- Step 2: Choose an accommodation with a cashback badge
- Step 3: Book and pay with a valid Visa card

Available for all Visa cardholders.

Validity Date: Book and stay until 31 December 2024

Offer ID*: [146337](#)



* Please see individual VMORC IDs for offer terms and conditions.



Other offers

| Operator | | Offer | Details | Offer ID* |
|---------------------------------------------------------------------------------------|------------|---------------|--------------------------------------------------------------------------------------------------|------------------------|
|  | Agoda | Save 10% / 8% | Get 10% cashback on domestic hotel bookings. Get 8% cashback on international hotel bookings. | 150987 |
|  | IHG | Save 15% | 15% off domestic and international stays | 150837 |
|  | Hotels.com | Save 8% | 8% off accommodation. Book until 31 December 2022 and stay until 31 March 2023 | 110886 |

Hertz

10% cashback on car rentals

- Self-drive rentals (with minimum 1 day rental)
- Self-drive rentals and One Complimentary Rental Day (with minimum 6 or more days' rental)
- Self-drive rentals and additional 10% (with minimum 6 or more days' rental)
- Self-drive rentals and Free One Car Class Upgrade (with minimum 5 or more days' rental)

Discount varies by market.

Available for all Visa cardholders.

Validity Date: Book and pick up until 31 December 2023

Offer ID*: [115137](#)



* Access all Visa offers in the Merchant Offer Resource Centre (VMORC) through Visa Online - please contact your Visa representative for instructions to access Visa Online. Please see individual VMORC IDs for offer terms and conditions.



Other offers

| Operator | Offer | Details | Offer ID* |
|------------------------------------------------------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------|------------------------|
|  Rentalcars.com | Save 10% | Get 10% cashback on car rentals. Book and pick up until 31 December 2026. | 147997 |
|  QEEQ | Save 6% | Get 6% off car rental coupons or 25% off a Diamond membership coupon until 31 December 2023. | 153016 |
|  Jucy | Save 10% | Get 10% cashback on the daily rate of JUCY Car and Campervan rentals. Pick up and return by 1 October 2023. | 151163 |
|  TravelSIM | Save 15% | Purchase an international eSIM and get 15% off. | 151142 |



Adventures & Experiences



10% cashback on Australian experiences

Spend \$250 AUD (\$160 USD) and get AU\$25 (\$16 USD) cashback

RedBalloon is the heartland of amazing Australian experiences. From exhilarating adventures to fine dining or relaxing getaways, there's something for everyone. You could:

- **Take to the skies** – enjoy a hot air balloon ride over the Barossa Valley or take a seaplane over Sydney Harbour to Palm Beach.
- **Take to the seas** – Swim with whale sharks in Western Australia, go on a Jet Skit Island Safari in the Whitsundays or learn to surf across Australia
- **Take to the road** – Drive in a V8 Supercar or drive a buggy across sand dunes on Kangaroo Island.

Available for all Visa cardholders.

Validity Date: Available until 1 March 2024

Offer ID*: [153541](#)



* Please see individual VMORC IDs for offer terms and conditions.



Other offers

| Operator | Offer | Details | Offer ID* | |
|--------------------------------------------------------------------------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------|
|  Bookme.com | Save 20% | Get a further \$20 off any experience in Australia. (Min. spend AUD\$100). Available until 31 December 2022. | 152589 | |
| Well Traveller | River Drift Snorkel Tour | Save 22% | Enjoy an organized snorkel tour with Back Country Bliss Adventures, Queensland. Available until 30 September 2023. | 151858 |
| | Monarto Safari Park Tour | Save 6% | Take an e-cycling tour through Monarto Safari Park with Bike About, South Australia. Available until 23 October 2024. | 151860 |



Airport Shopping – Spend & Win



Spend AUD \$20 (USD \$12.80) with Visa for a chance to win

LagardèreAWPL have the highest count of travel retail stores in the Pacific, with stores across Australia and New Zealand domestic and international terminals targeting departing and arriving customers. They are also one of the official merchandising partners for FIFA Women’s World Cup 2023™.

The Visa Spend & Win promotion is running at over **127 airport stores** in Australia and New Zealand, positioning Visa as the preferred payment method for domestic and international travelers.

The promotion will be advertised across LagardèreAWPL’s large network including digital screens, front of store, cash counter and category displays. Over \$100,000 AUD in prizes are available to be won instantly including FIFA Women’s World Cup 2023™ merchandise, plus snacks and beverages.

Full promotion pricing, terms and conditions and creative will be posted on Visa Offers & Perks from 22 June 2023.*

Available for all Visa cardholders.

Validity Date: 22 June 2023 to 15 September 2023



* Access all Visa offers in the Merchant Offer Resource Centre (VMORC) through Visa Online – please contact your Visa representative for instructions to access Visa Online. Please see individual VMORC IDs for offer terms and conditions.

PROMOTIONAL TERRITORIES & VISA MARKETING SERVICES

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End-to-end Travel Experiences

Bundling several of the offers*, you can provide their customers with a great value travel package.

For example:



Booking.com

IHG
HOTELS & RESORTS

Well Traveller



Hertz



TARONGA
CONSERVATION SOCIETY AUSTRALIA
For the Wild

redballoon

Getting Started

The Visa cardholder has started planning their dream trip to Australia.

- They use the **Booking.com** offer to arrange their flights to Sydney.
- With the **IHG Hotels & Resorts** offer, they book at the Intercontinental Hotel, overlooking Sydney harbour.
- Seeking a wellbeing reset, they book the ultimate couples retreat at **Gwinganna** through **Well Traveller**.

Finalising the itinerary

The trip is getting closer, and it's time to book those final trip elements.

- They decide they really want a car to explore the Gold Coast after their health retreat, so they book a short-term rental car through **Hertz**.
- Sharing their adventures and being contactable through their trip is important, so they organize a Pre-paid eSIM for their mobile phone with **TravelSim**.

Memorable Experiences

Our traveler has arrived in Australia and can't wait to explore.

- To check out some of Australia's unique wildlife and lunch with a view, they book a **Visa Couples Pass and lunch hamper** from **Taronga Zoo**.
- Loving Australia's food and wine, they book a quick daytrip to the Hunter Valley wine region for a wine-tasting and 3-course lunch through **RedBalloon**.



* Please see individual VMORC IDs for offer terms and conditions.

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19

Promotional Territories

Three opportunities to position Australia as a key travel destination.



FIFA Women's World Cup 2023™

Visa is the worldwide partner for the FIFA Women's World Cup 2023™. This is the first time the event is being held in the southern hemisphere, with games being played across 9 cities in Australia and New Zealand.

With significant growth of popularity in Women's Football, Visa customers will be looking for unique travel experiences to compliment their journey to the tournament as they explore Australia.



Growth in Wellness Tourism

Australia has been ranked as the most desirable wellness tourism destination in the world by Industry tourism leaders globally.²

Pre-covid, wellness travel in Australia was valued at \$14 billion USD and was growing at twice the rate of regular travel, with the value consumers now place on personal wellbeing and mindfulness now continuing to boom.

With Visa customers looking for unique destinations, wellness tourism is a great focal point.



Easy Contactless Payments

Travelers are looking for safe and seamless payment experiences when they travel. Contactless payments are protected by multiple layers of security and accepted by over 99% of merchants across Australia.

Visa customers can tap to pay with their contactless credit or debit card, or a variety of payment-enabled devices such as mobile phones and smart watches all over Australia where they see the contactless icon.



Source: [1] CNBC: APAC travel industry could be the first to recover by 2023, Oct 2022 [2] World Travel and Tourism Council: Travel and Tourism Economic Impact 2022
Source: (2) Global Wellness Institute (GWI) Wellness Tourism Initiative Survey, 2022

Australia Travel Planning

Ready to inspire your clients to promote Australia as an ideal cross-border travel destination?

Contact your Visa Representative to understand how Visa Marketing Services can help you create a unique travel strategy.

Visa Marketing Services

Research and Insights

Access to Visa's proprietary research and insights, including our Global Travel Insights. Visa's research experts can also conduct custom payments research projects.

Marketing Advisory

Access to Visa's Marketing experts to advise or develop marketing communication strategies to stimulate outbound travel.

Creative Services

Specialist cards and payments creative design and production services.

Campaign Development and Execution

Services include campaign concept development, creative design and production, media strategy planning and buying, and campaign management.

Sponsorship and Partnerships

Access to Visa's sponsorship assets, providing unique experiences and/or compelling offers for Visa customers.

Additional unique assets available to Visa Clients

Customised Programs – Taronga Zoo and Tourism Partners

- Partner with Visa, Taronga and local tourism partners to create exclusive travel experiences or premium events.
- With Taronga Zoo, this includes access to custom photography and videography of Australian wildlife.

Video Assets – Best of Australia

- 15 and 30 second video reels highlighting key destinations in Australia will be available and can be customised with your branding.

Image Sourcing

- Visa Marketing can source unique imagery from key Australia tourism bodies, highlighting the cities and regions of Australia most popular for your customers.
- Custom imagery from participating Merchant Offer partners (in addition to what is available in Visa Online) also available on request.

**Thank
you**