

FUTURE NOW

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EPISODE 6: HOW DO YOU SELL A DREAM?

In a recession marketers are always urged to keep the brand lights on, no matter how tightly budgets are squeezed. But what happens when all you have is a brand, as people are unable to access your product? In this episode Paul Nahoun, Industry Head of Travel, Facebook, Brodie Reid, Marketing Director, Tourism New Zealand and Susan Coghill, CMO, Tourism Australia discuss how tourism boards have kept building desire and demand while their industries were in a tailspin.

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AUSSIE SUMMER TRENDS: BACKYARD ADVENTURES, SUPPORTING LOCAL & SUSTAINABLE TRAVEL

"Travelling locally is on the rise. There's a shift towards rural, wide open spaces and beaches. Road trips are also making a comeback - there's a bit of that *Priscilla, Queen of the Desert* re-emerging," - Paul Nahoun, Industry Head of Travel, Facebook



44% of Australians are comfortable travelling within their own state as soon as possible, compared to interstate (28%) or abroad (18%)¹



43% of Australian consumers said that environmentally friendly practices to offset carbon footprints are an important factor when considering travel brands²



67% of Australian consumers say flexibility is important for considering travel brands, and 37% are willing to pay a premium for it³

KEY TAKEAWAYS

- » Grow and manage pent up demand for travel once borders open by maintaining regular engagement with travellers via channels like Facebook Live and Instagram Stories.
- » Demonstrating responsible ecotourism and sustainable travel practices is important for brands as travellers weigh options around the social and environmental impacts of their travel decisions.
- » Leverage flexible infrastructures like digital channels to be agile in adjusting creative and ad messaging.



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