



Seasonal Experiences Index:
Spring/Summer 2024

BIG RED GROUP The Experience Network.

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Foreword

On behalf of the team at Big Red Group, I'm proud to present our latest Seasonal Experiences Index - which focuses on Australia's tourism and experience industry through Spring/Summer 2024.

As the largest experience network nationwide, we're equipped with an extensive data set and unique insight into how Australians are experiencing life. This enables our team to not only understand the industry and spending habits of Australians and international tourists better, but also support the thousands of tourism and experience operators of which the industry comprises.

It's been an interesting, if slightly unexpected, season so far. With post-pandemic recovery softening, economic uncertainty ongoing and extreme weather events posing a persistent threat, there's no doubt that the industry and those working within it are up against it at the moment.

However, it's also important to state that in each and every corner of the industry, there are bright spots emerging. Inbound tourism from China is slowly but surely starting to rebound, discretionary spending habit changes are seeing Aussies lean into culture to make the most of experiences and stimulus projects are proving extremely effective - and necessary - in supporting tourism recovery for those who need it.

With over 750,000 experiences taken across our portfolio of consumer brands, including RedBalloon, Adrenaline and Experience Oz, so far this season - we're confident that an appetite for new Australian adventures remains. We don't anticipate this fading any time soon.

David Anderson

CEO & Co-Founder, Big Red Group

State of the nation's tourism and experience industry



Australia's tourism and experience industry stands at a rather complicated juncture.

Whether it be residual effects from the pandemic, the global cost of living crisis or extreme weather events, there are an increasing number of factors impacting consumers and the industry at present - and the outlook is anything but clear.

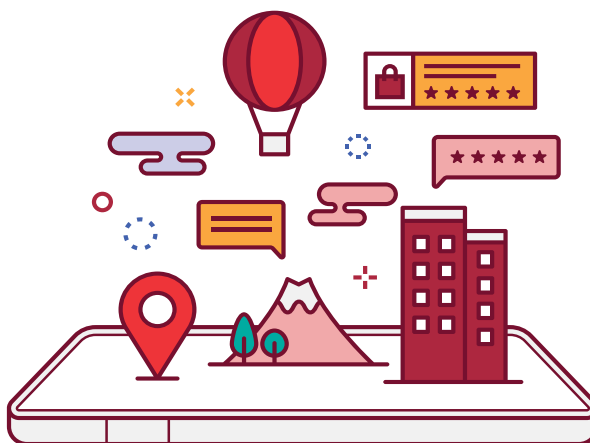
As it stands in early 2024, the industry remains in a state of recovery and it will continue to be for some time. Estimates vary, but Tourism Research Australia has **forecasted** that it will take until 2025 for international arrivals to surpass pre-pandemic levels and 2026 for domestic day trips to do the same.

In terms of experiences, Big Red Group is also anticipating it will take time before pre-pandemic levels are consistently surpassed. Depending on the rate of international tourism returning and domestic demand, our earliest estimate is 2025.

Of course, tourism recovery has not been linear - and while 2022 was a bumper year in the post-Covid recovery, thanks to pent-up demand, 'revenge travel' and stimulus projects like NSW Parent Vouchers or Dine and Discover, it's been hard for many experience operators to replicate this pace of recovery in 2023.

What drove the tourism bounce-back in 2022

- ➔ Reopened borders
- ➔ Pent up demand
- ➔ Revenge travel
- ➔ Stimulus projects



Impact of stimulus removal for the industry in 2023

With the industry missing millions of dollars pumped into it through stimulus in 2022 - and Westpac's consumer sentiment index **revealing** that Australians felt worse in 2023 than during the height of Covid or 2008's financial crisis - it's no surprise there's been a softening in growth.

Across Big Red Group's consumer brands, data has shown that the number of bookings dipped year-on-year for Spring/Summer, whilst average order value (AOV) varied from brand to brand.

While this paints a rather negative picture for the experience industry at first glance, deeper analysis offers a more optimistic view. Booking data has highlighted how seasonality remains a key consideration for domestic and international visitors - with Spring/Summer outperforming Autumn/Winter 2023 by 21% - and we're seeing pockets of growth across the nation too.

This means that Aussies are still spending their dollars on experiences without government-backed stimulus to incentivise them, they're just doing so less frequently.

This aligns with a variety of third-party sources, including CommBank iQ's **Cost of Living Insights** report, which found that while Australian consumers are reining in discretionary spending as they navigate cost of living pressures - they're continuing to prioritise travel and entertainment.

While we're anticipating that the pace of post-pandemic recovery will continue to stabilise in 2024, one thing remains certain. Australian consumers put high value on experiences in their own back yard - and international tourists are keen to explore more of our incredible country too.

With that in mind, 2024 will definitely be an interesting year for the industry to keep an eye on.



Experience hotlist from Spring 2023



From September through to November, Spring serves as a warm-up to the peak summer season and in more ways than one.

Climbing temperatures typically bring with them an increase in experience bookings and with appetite for certain categories heavily influenced by the weather, Spring can be a good indicator for the industry to understand what could prove most popular in the summer months ahead.

Best selling categories in Spring 2023 by booking volume, compared to 2022:

01. Theme Parks
02. Reef & Island Cruises
03. Eating Out
04. Scenic Cruises
05. Whale & Dolphin Watching
06. Zoos
07. Multi-Attraction Pass
08. Scenic & Dining Cruises
09. Skyrail, Cable-Cars & Scenic Railway
10. Wine and Spirits Tasting



Topline analysis of Spring's bestsellers

While theme parks continue to top the charts as Aussies seek out fun and thrills, two categories in particular have experienced year-on-year growth - Whale & Dolphin Watching is up by 13.2%; and Skyrail, Cable-Cars & Scenic Railway experiences have climbed by 7.9% too.

One operator to take advantage of this increase in demand was Victorian Goldfields Railway, which is 30.1% up year-on-year.



OPERATOR SPOTLIGHT

Philip Ryan, Director at **Victorian Goldfields Railway**, which operates the **Steam Train Experience For Two** through RedBalloon, said:



Although we've found regional tourism to be flatter than we'd like, we're still experiencing steady numbers of passengers joining us, with a significant proportion of people finding us through RedBalloon.

Our Steam Train experience is always popular, offering visitors a memorable and more sophisticated experience than a regular train ride. Travelling in a luxury First Class carriage, our passengers can enjoy a glass of bubbly or craft beer with a tasty cheese platter - and there's even an opportunity to ride on the train's engine and witness the crew working hard to get the locomotive hauling through the beautiful central Victorian countryside.



Deep-dive into Spring 2023's hottest experiences



With the **Bureau of Meteorology (BOM)** revealing that Spring 2023 was Australia's third-warmest on record - and with 20% less rainfall on average - it's no surprise that the season's hottest experiences lean heavily into the great outdoors.

From mystery picnics and scenic attractions, to parasailing and stargazing, Spring 2023's fastest-growing categories showcase some of the best and boldest experiences Australia has to offer domestic and international visitors - with some interesting trends also starting to emerge.

Domestic's not dead

While domestic tourism has been instrumental in driving Australia's post-pandemic recovery, many sources, including **Deloitte's 2023 Tourism Market Outlook report**, have pointed to the pace of recovery slowing thanks to economic uncertainty.

Domestic demand remains strong however, with a 34.4% year-on-year increase nationwide for City Getaways highlighting how Australians are still taking trips in-market despite discretionary spending habits changing.



Western Australia has performed particularly well for City Getaways, enjoying **growth of 188% year-on-year** as people made the most of the region's warmest spring on record.

OPERATOR SPOTLIGHT



Sailing Catamaran to Rottne
Island Marine Park

Deb Carr, Regional Manager for WA, VIC and TAS at **Australian Tourism Export Council (ATEC)**, said:

“

While there's an element of growth softening, we're also noticing that demand for domestic tourism remains strong. West Australians are continuing to embrace a love affair with their own state post-Covid - which supports our regional destinations and city staycation market - and with hotspots including Rottne Island, the Coral Coast and Australia's South West, who can blame them?

Our interstate numbers, driven largely by NSW and VIC, are also good - but it's an increasing number of international connections into South East Asia and Europe, in addition to the state government's new event strategy, that's promoting the opportunity for visitors to extend their stay in WA to enjoy and explore.

With plans to flatten seasonality so we can level out peaks and troughs, we're looking forward to strengthening our visitor economy further in the years to come.

”

Australia's gone al fresco

While CommBank IQ's **Cost of Living Insights report** has pointed to many Aussies cutting back on eating out and food delivery, some food-based experiences have fared better - with the Picnics category growing by almost a quarter (23.5%) year-on-year.

The surge in popularity is being driven largely by Gen Z on social media, according to **Smithsonian**, with searches for picnic date ideas on Pinterest alone growing by an incredible 385% since 2022.



OPERATOR SPOTLIGHT

Jeremy Cox, co-founder of **AmazingCo**, which operates the **All Inclusive Mystery Picnic Experience with Wine** across **VIC, NSW, SA, WA** and **QLD** through RedBalloon and Experience Oz, said:

“

Picnics continue to grow in popularity and our 'Mystery Picnic' in particular has won more and more fans in the last six months. Since the pandemic, people want to explore their own backyard more - and that's what we're all about. We send people on day trips to various regions, sampling incredible produce from boutique providers, exploring nature, and ultimately enjoying a fulfilling day with their partner, family or friends.

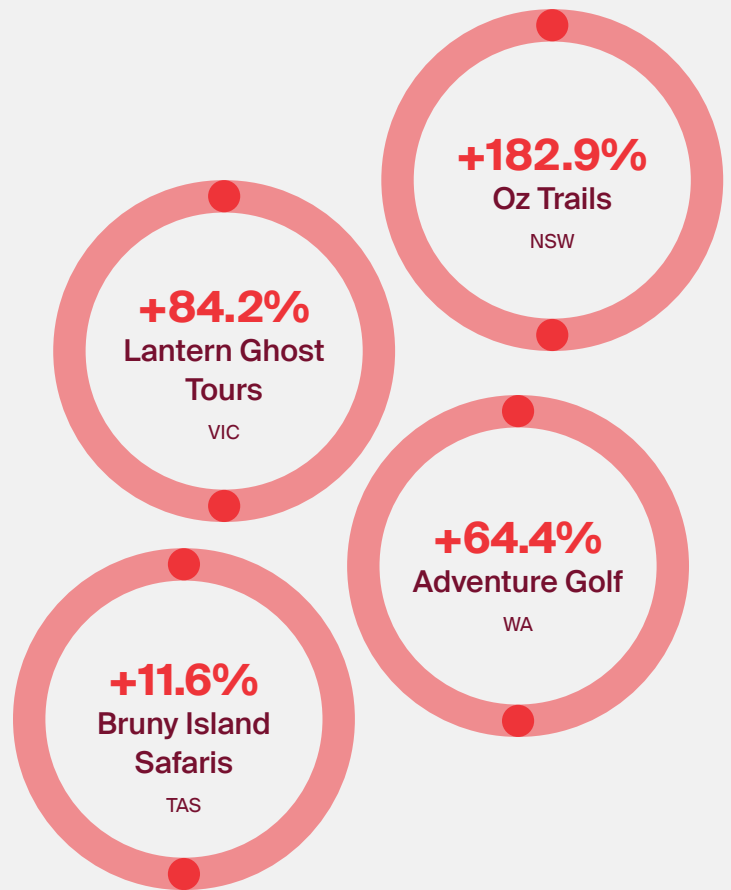
Our Mystery Picnic Dates are some of our most popular experiences and are loved by couples of all ages. With the combination of exploring new areas, food and stunning picnic locations it's not only a good day out but also makes great shareable content, something Gen Z are finding appealing.

”

Getting more bang for their buck

With the cost of living crisis showing no signs of subsiding right now, our data has shown that Aussies are continuing to find new ways to make the most of their money when investing in new experiences.

This Spring, it was through Multi-Experience Tours, which offer consumers good value for money with more than one activity included within each tour. The category climbed by 10.3% year-on-year, and there are standout successes across the country.



OPERATOR SPOTLIGHT

Jacqueline Travaglia, founder of **Lantern Ghost Tours**, which operates the **The Old Melbourne Ghost Tour With Dinner** through RedBalloon, said:

“

With consumers increasingly concerned about the cost of living, our experiences - which include ghost tours that can be paired with dinner or even a sleepover in a cell - are at a relatively low price-point, and they enable people to try something new without breaking the bank. We've noticed that Aussies seem to be staying in-market and spending their dollars here, but have also seen a 50% uptake on international bookings too, with the European market being particularly strong.

”



The impact of extreme weather events on the experience industry



Spanning roughly 7.7 million square kilometres, Australia's vast landmass is host to a wide variety of landscapes and climates, with weather conditions fluctuating on any one day from state to state.

And while the nation's tourism and experience operators have historically been able to conduct their businesses year-round and plan according to the weather, a rise in extreme and unpredicted weather events has rendered this impossible - and it's having a monumental impact on the industry.

In the time since the Bureau of Meteorology (BOM) **declared** an El Niño weather event - famed for its hotter and drier springs and summers - in September 2023, Australia has faced a series of torrential storms and damaging floods that defied expectations, in addition to heatwaves and bushfires.

While almost every state has faced extreme weather to some extent so far this season, two recent weather events have proved particularly challenging for the tourism and experience industry - hitting holiday hotspots in the Gold Coast and Far North Queensland regions.

Storms in the Gold Coast

As the region's largest business sector, the tourism and experience industry in Gold Coast was heavily impacted by storms which lasted for two weeks over the Christmas period.

Striking at the most important time of year for experience operators, many of the region's major attractions - including the beach and major theme parks - were closed, with millions of dollars worth of damage, closures and cancellations.

For the final week of 2023, experience bookings for the Gold Coast were down by 56.9% year-on-year, with Robina (-76.2%), Coolangatta (-61.5%) and the Hinterland (-61.3%) amongst the worst affected.



OPERATOR SPOTLIGHT

Anthony Ardern, Managing Director at **The Tour Collective**, which operates the **Gold Coast Arro Jetboating Experience from Main Beach** through RedBalloon, Adrenaline and Experience Oz, said:



One of the biggest impacts for us was the sheer lack of travellers - as people cancelled bookings or changed their plans. While we were fortunate not to sustain any damage to our site or infrastructure, there's no denying that the storms struck at our busiest time of the year - and we lost roughly \$250,000 over a four-day period, with additional losses in the weeks following too.

Thankfully, storms in the Gold Coast are fairly infrequent and the GC Summer FUNds stimulus project came at a time when peak tourism starts to drop off. There was pressure on the team to deliver against the influx of bookings, but it gave our staff continuity and helped us to launch our new product Arro Jet to a wider market, which was a gift in itself.



OPERATOR SPOTLIGHT

Kate Agrums, owner of the **Lady Douglas & Shaolin Port Douglas**, which operate river cruises and sailing tours through Local Agent, said:



Our operations were severely affected by Tropical Cyclone Jasper, in addition to the rain and floods that followed. Closed for 17 days up to and over the Christmas period, we spent weeks cancelling bookings, with no new ones coming through to replace them.

The weather has been a huge factor in tourists avoiding Port Douglas this season - and with the Great Barrier Reef damaged by heavy rain, it's definitely been a slower start to the year. Despite this, we remain optimistic that visitors will return to Port Douglas in the months to come, and we look forward to greeting them very soon.



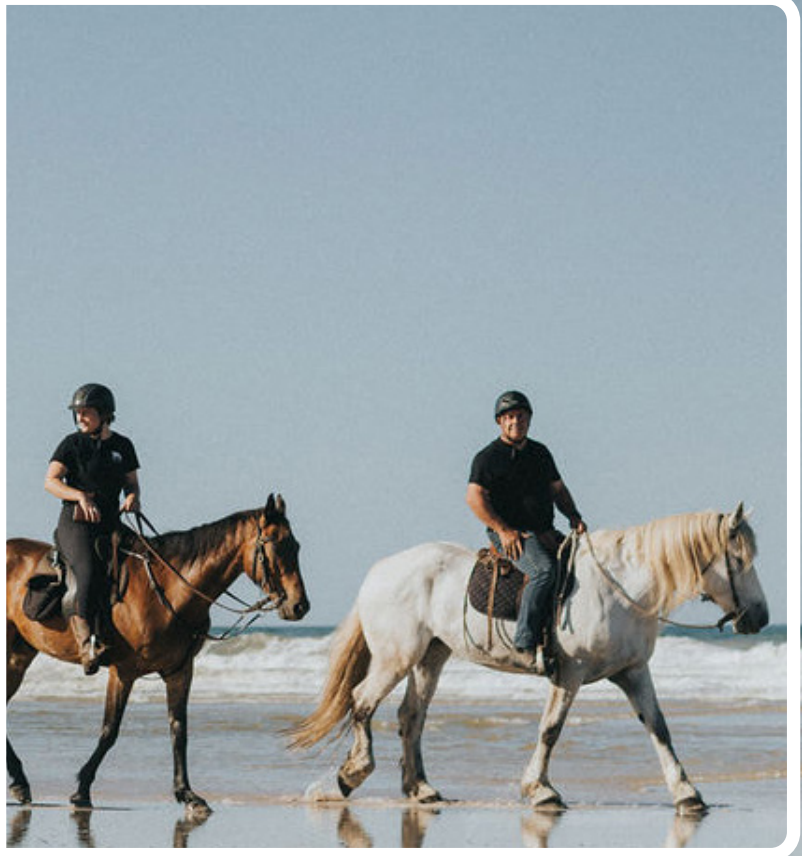
Tropical Cyclones in Far North Queensland

Making landfall in mid-December, the far north region of Queensland experienced heavy rain and flooding as a result of Tropical Cyclone Jasper, with large-scale isolation and widespread power outages having a significant impact on local businesses and tourism. Unfortunately, this event was swiftly followed by another Tropical Cyclone, Kirrily, in January.

With ferries cancelled and Cairns airport closed for almost four days, Mark Olsen, chief executive officer of Tourism Tropical North Queensland, **estimated** that the region's tourism industry had taken a \$300 million hit in December and January - with experience operators amongst those to bear the brunt.

From 13 - 31 December, the Far North Queensland region saw a 35.7% decrease in experience bookings on 2022 levels. With Port Douglas experiencing wind gusts of up to 130 km/h, the drop was even more significant, with a 64.4% year-on-year decline.

A state-by-state overview for Spring/Summer 2024



With a perfect storm of factors affecting certain regions or pockets of Australia’s tourism and experience industry at present, there are mixed fortunes across the nation this season:



	Experiences Booked Spring 2023 only*	Experiences Booked Spring 2023 + partial Summer **
ACT	+7.7%	-5.1%
NSW	-51.8%	-42%
NT	-29%	-31%
QLD	-16.7%	-1.2%
SA	+1.0%	-5.8%
TAS	-25.6%	-20.9%
VIC	-9%	-15.3%
WA	-16.2%	-19.5%

Although experience bookings are down across the board after a bumper year in 2022, one state to fare slightly better than others is South Australia - posting relatively minimal declines.

And while a lack of government-funded stimulus projects in 2023 are largely the cause of falling booking numbers in New South Wales, they’re the driver behind Queensland’s improved performance from Spring to Summer this year.

With standout success for some operators and a more challenging time for others, here’s an overview of state-based highs and lows for the Spring/Summer season.

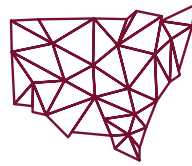


ACT

It's a tale of two halves for the ACT, with North Canberra pointing to a 10% growth in bookings year-on-year as new operator **Gold Creek Country Club** secures significant interest.

Meanwhile, the South has seen 35.6% shrinkage through the Spring/Summer season - due in part to less hot air balloon rides taking off.

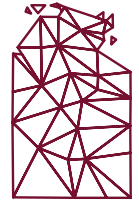
This aligns to a trend we've seen across Australia this season.



NSW

Although two of New South Wales' tourist hotspots, Blue Mountains and Sydney's Inner City, are down by -30.7% and -47.9%, the western fringe has enjoyed considerable growth in Penrith (+25.3%), Parramatta (+43.4%) and Wollondilly (+101%).

With a new location for premium steakhouse **Meat & Wine Co** helping to drive bookings in Parramatta, it's a sign that Aussies haven't completely turned their backs on fine dining.



NT

While bookings in Alice Springs and Darwin have dipped year-on-year, data has shown that water cruises are proving popular in the NT this season. Visitors taking to the lakes and gorges to immerse themselves in Australia's rich culture has helped Katherine to deliver an incredible +395% growth in bookings year-on-year.

Back on dry land, **Fastrack Experiences** has also had a successful season, defying the state-wide dip to deliver 36% year-on-year growth for Spring and Summer.

OPERATOR SPOTLIGHT

Greg Evans, Managing Director at **Fastrack Experiences**, which operates the **V8 Race Car 4 Lap Drive** through Adrenaline, said:

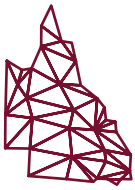
“

With strong appetite for adventure amongst locals and visitors, plus one of the Southern Hemisphere's best and fastest race tracks, it's not a stretch to say that the Northern Territory has become an outdoor experience destination - and its popularity is only continuing to grow.

“We know that demand for Fastrack V8 experiences is based on making dreams to become a V8 supercar driver a reality - even if it's just for one day. And with the 2.9 km Hidden Valley Raceway circuit featuring 14 exhilarating corners and a 1.1 km main straight that enables maximum speed in minimum time, visitors are guaranteed a memorable weekend at a reasonable price.

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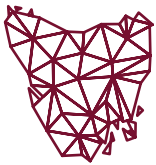




QLD

With Queensland's booking data largely skewed by stimulus projects to drive tourism recovery this summer, there have been significant gains for Oxenford (+36.3%), where the **Wet'n'Wild Water World and Warner Bros. Movie World theme parks** are situated, while Wynnum Manly (+101.1%), Southport (+33.2%) and Cleveland-Stradbroke (+21.6%) saw additional bookings thanks to **Moreton Island Day Trips**.

With major holiday hotspots amongst those impacted by extreme weather, there's mixed fortune across the region, with Surfers Paradise (-3.8%), Cairns (-10%), Brisbane (-12.8%) down year-on-year, while the Whitsundays (+2.3%) enjoyed a more successful season as people flocked to Airlie Beach instead of Gold Coast or Far North Queensland.



TAS

A standout success in Tasmania this season is the city of Launceston, which has increased bookings by over a quarter (+25.6%). Thanks in part to **Unique Charters**, a new operator offering luxury helicopter tours, the area has fared better than Huon-Bruny Island (-31.8%), Hobart (-9.9%) and the South-East coast (-7.9%), which have all dipped slightly this year.



OPERATOR SPOTLIGHT

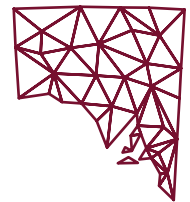
Matt Teager, Manager at SA Skydiving, which operates the **9,000ft Tandem Skydive** at Goolwa through Adrenaline and RedBalloon, said:



We've recently extended our availability to meet increasing demand for solo skydiving courses, so it's great to hear that skydiving is helping to drive growth in South Australia. On a daily basis, we meet people from all walks of life in their pursuit of adventure - and we've developed experiences that will hopefully keep them coming back for more. With skydives into Bremerton Wines and the Bend Motorsport Park also growing in popularity, we're looking forward to building this further in the year ahead.



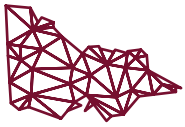
SA



Data has shown that while Adelaide (-18.3%) and Kangaroo Island (-3.2%) are down this year, there's been growth elsewhere in Australia's festival state, with Adelaide Hills (+3.0%) and Barossa (+3.4%) seeing marginal gains thanks to new experience offerings.

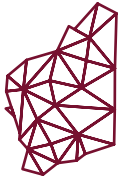
The most remarkable success in SA this season however, is Onkaparinga in Adelaide's southern fringe. Strong weather in Spring has helped in part, but it's a surge in skydiving that's really driven the region's +37.3% year-on-year growth.





VIC

Foodies have been feasting in Port Phillip this season, with wine and dine experiences driving outstanding growth of +153.4% year-on-year, while **off-road safari** and **defensive driving** experiences have helped Wyndam grow by +14.6% this year. Melbourne City and the Yarra Ranges have dipped slightly, by -16.9% and -22.2% respectively.



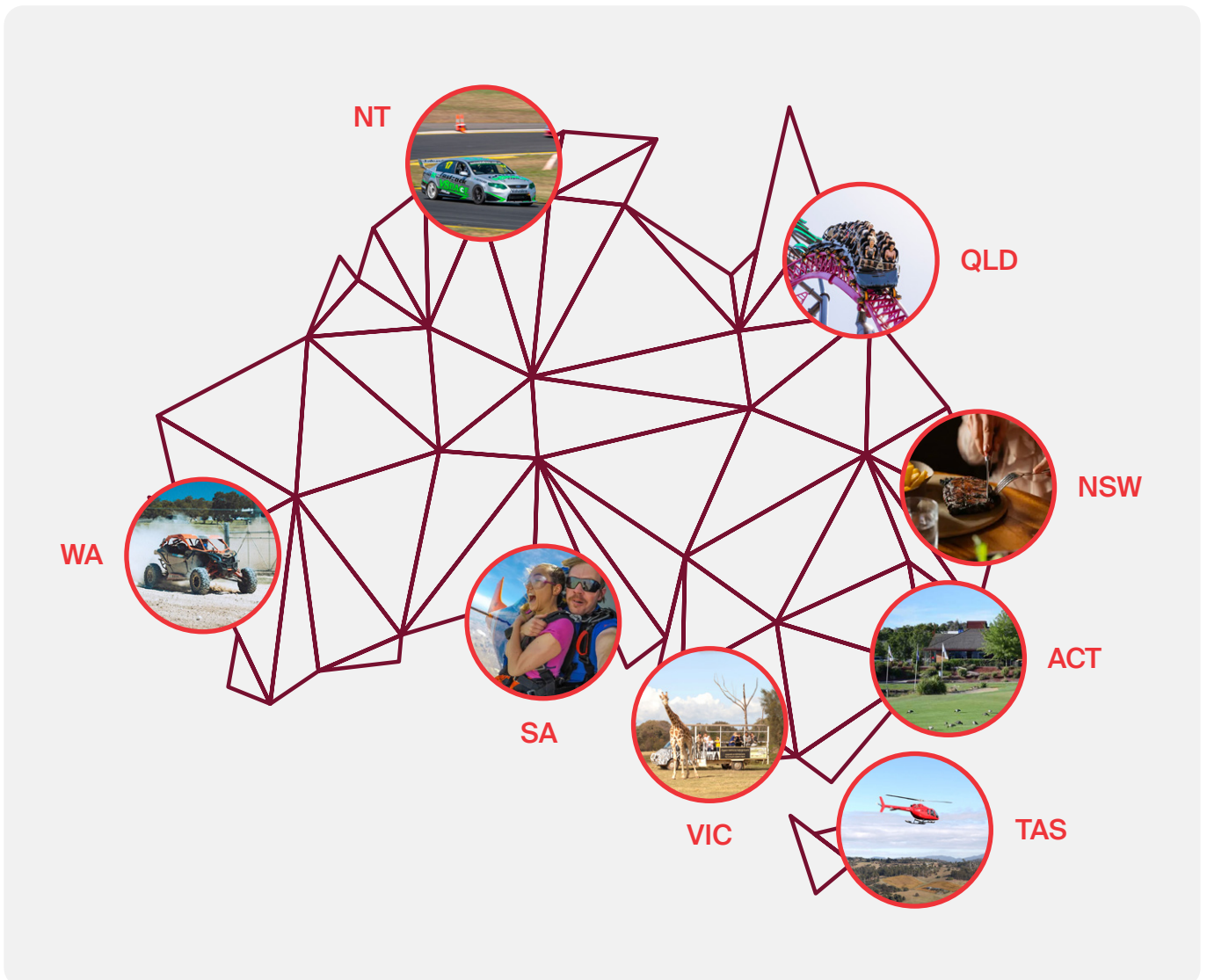
WA

While data points to a proportional decrease in bookings for experiences and operators in Perth (-11.1%) and Fremantle (-27.2%), which can be attributed to the current economic climate, school holidays have helped keep bookings buoyant in Augusta, Margaret River and Busselton, with the region up +8.7% this year.

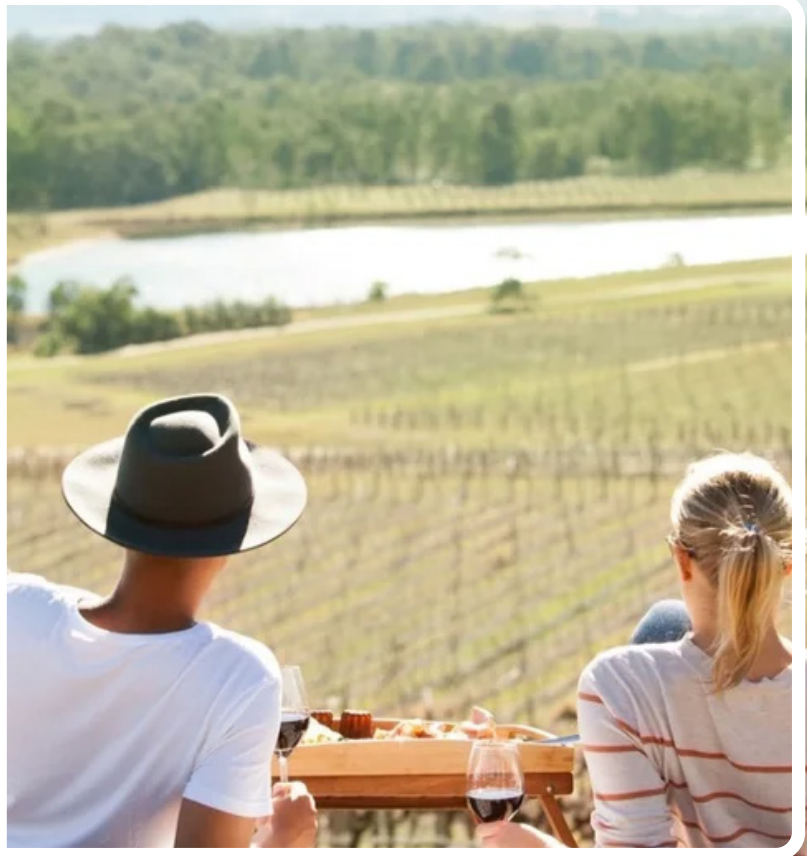
Meanwhile, Aussies feeling a need for speed have been booking driving experiences in **Wanneroo**, which is up by +11.9% year-on-year.

**Experience booking data for Spring 2023 inclusive of 1 Sep - 30 Nov 2023*

***Experience booking data for Summer inclusive of 1 Dec 2023 - 22 Jan 2024.*



Emerging trends for Summer 2024 and beyond



As outlined in earlier sections of this report, unpredictable weather patterns and an uncertain economy have both had an impact on Australia's experience industry so far this season and it's meant that Summer 2024 has subverted many of the initial expectations placed on it.

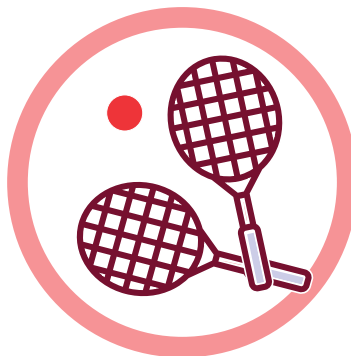
Despite this, the outlook is not entirely gloomy.

Bright spots continue to light up pockets of the industry, and with Australians continuing to prioritise experiences over other expenses as discretionary spending tightens, we will continue to see new trends emerge as people make purchases that matter most to them.

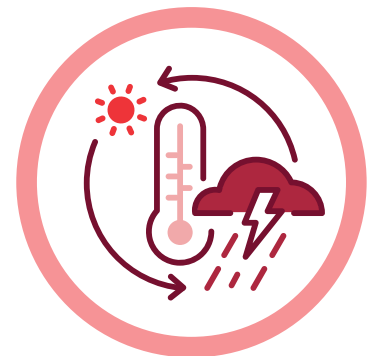
Here are just three of the top trends Big Red Group has identified for Summer 2024 and beyond.



The inbound rebound of Chinese tourism



Aussie culture boosting bookings



Stimulus to drive tourism recovery as extreme weather persists



The inbound rebound of Chinese tourism

Despite only reaching 33% of pre-pandemic levels, China is now Australia's fourth largest visitor market for Australia, with 86% of seat capacity returning in February 2024. This gives the industry cause for optimism.

Big Red Group data has pointed to a 111% increase in forward bookings year-on-year over the Lunar New Year - the most popular time for travel and experiences from Chinese markets - and we're expecting additional bookings throughout the period too.

The experiences that are seeing the most growth year-on-year are those that hero Australia's treasured icons, including cruises (+8175%), tours (+2540%), culture (+1900%) and attractions (+111%). The Australian Outback Spectacular (+2844%) and Lone Pine Koala Sanctuary (+131%) in particular have seen growth over the Lunar New Year period.

Melbourne Zoo is embracing 2024's Year of the Dragon with immersive visitor experiences, including the unique opportunity to see one of the rarest dragon species on the planet - Victorian Grassland Earless Dragons - which were thought to be extinct until last year, when it was rediscovered and a conservation breeding program established.

Zoos Victoria



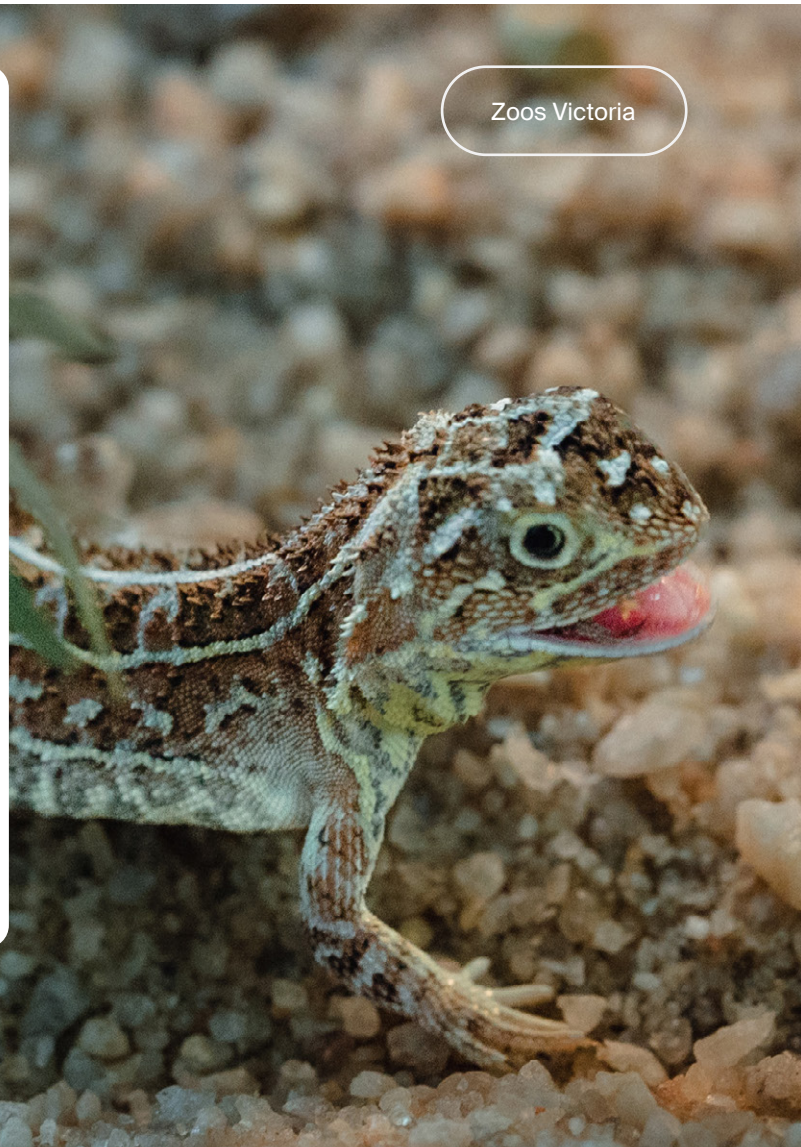
OPERATOR SPOTLIGHT

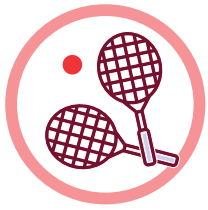
Stephen Peppard, Tourism Manager at **Zoos Victoria**, which operates a range of experiences through RedBalloon and Experience Oz, said:



With the help of our partners, Zoos Victoria will continue to fight the extinction of this critically endangered species, ensuring future generations can see and learn about this incredibly unique lizard.

To mark the Lunar New Year, Zoos Victoria has launched a 'Dragon Guardians' membership that includes unlimited entry to our four zoos, dragon merchandise and the opportunity to meet the guardians of the dragon species that live at Melbourne Zoo.





Aussie culture vultures boosting bookings

With Coldplay, Pink and Taylor Swift to name a few, Australia has seen a resurgence of international talent touring our shores - and Aussies are sparing no expense to enjoy events to the fullest. In fact, **NAB's Consumer Sentiment Report** revealed that 18-29-year-olds are prioritising 'once in a lifetime' experiences by cutting back on food delivery, petrol and entertainment subscriptions.

This shift in priorities has a trickle down effect for the industry, with a 'tour tourism' phenomenon emerging. Taylor Swift's Eras Tour, for example, will see fans travel in their thousands from interstate and internationally to attend one of seven shows in Melbourne and Sydney - with millions of dollars being injected into the Australian economy as a result. We're anticipating a spike in experience bookings in both cities as fans decide to 'make a weekend' of the trip.

It's not just music that's having a positive impact on tourism either. A **record-breaking** Australian Open resulted in mass bookings across Big Red Group's consumer brands, with Art Galleries and Museums (+50%), Multi Passes (+436%), Spas (+444%) and Transport (+732%) all up year-on-year. The largest jump of all was Attractions, which saw an incredible 4518% growth.

Of course, some experience operators have already appreciated the significance of cultural events - and have responded by tailoring their experiences to fans. Oz Jet Boating launched a sing-along jet boat ride for 'Swifties' to enjoy in the run-up to the concerts, and had to dramatically increase capacity in a matter of days.



OPERATOR SPOTLIGHT

Matt Hilder, owner of **Oz Jet Boating**, who operates the **Jet Boat Ride from Sydney Harbour** through Adrenaline, said:



At first, we weren't sure how much interest our "Swiftie Spins" would secure, but it's safe to say that they've really taken off - with three initial rides quickly expanded to twenty one to meet demand, and over two million views racked up on TikTok too.

It demonstrates why embracing cultural events and significant moments is pivotal for experience operators. Thinking of creative ways to tap into holidays and events throughout the year - whether it's St. Patrick's Day, Mardi Gras or even the Matildas at the Soccer World Cup - is an opportunity for us to connect with customers and bolster revenue streams. Given the success we've seen with Swiftie Spins, we'll definitely consider launching more themed experiences in the future!





Stimulus to drive tourism recovery as extreme weather persists

As our data comparison between 2022 and 2023 has shown, stimulus projects have helped drive post-pandemic tourism recovery across the country and they'll be an essential lifeline for the industry should extreme weather rage on in 2024.

This year has already seen the GC Summer FUNds project inject \$7.3 million into Gold Coast's visitor economy with 50,000 experience vouchers sold in just six days, and the **Tropical Dollars** initiative has delivered 2,500 vouchers for Far North Queensland too.

The impact of such stimuli mustn't be underestimated. In the month prior to GC Summer FUNds launching* experience bookings in Gold Coast were down by 18% year-on-year**. For the two weeks post-launch, bookings shifted to 279.9% up year-on-year**. The Outdoor Experiences category too, has benefited massively from stimuli, posting growth of over 477% on 2023 levels as a result.

Of course, with the US National Oceanic and Atmospheric Administration recently **indicating** that La Niña - responsible for colder and wetter weather - could make an unexpected reappearance in Australia this year, it's possible that extreme weather events may follow.

Should this happen, one thing is already clear. Stimulus projects will be key to aiding tourism recovery.

**Experience bookings from 14/12/2023-14/01/2024 compared to the previous year.*

***Experience bookings from 15/01/2024-29/01/2024 compared to the previous year.*

John Warn, CEO at **Experience Gold Coast**, said:

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There was an exceptionally strong response to GC Summer FUNds which was delivered in partnership by the Queensland Government via Tourism and Events Queensland, Experience Gold Coast and City of Gold Coast.

It's fantastic to see the positive impact of GC Summer FUNds in immediately injecting business into the pockets of our experience operators after a tough start to 2024, and we know that even more will be spent locally because of this program.

The strong uptake is a testament to attractions and experiences that appealed to all, and it's great to see over \$7.3 million generated within six days of being in-market.

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About Big Red Group

Big Red Group is the largest experience network in Australia and New Zealand. A powerful connector that provides more than 3000 experience operators with quality customers and the tourism industry with trusted intelligence and partnership.

Australian owned, Big Red Group operates an industry-leading platform, enabling the wholesale distribution of experiences through domestic and international partners, powering its renowned domestic marketplaces RedBalloon, Adrenaline, Experience Oz, and Everything NZ. Equipping in-destination experience retailing through hotels and travel agents through its Local Agent offering. As well as a suite of software products and services to support experience operators grow their businesses.

With a purpose to 'shift the way people experience life', Big Red Group seeks to reduce the tide of consumption. Encouraging people to choose 'stories over stuff' at every opportunity. Together with our experience operators, we are on track to deliver an experience every second by 2030.

The Experience Network



Our Brands



 **adrenaline**

Australia's most recognised adventure experiences brand, connecting the adventurous at heart with the adventures they seek.



EXPERIENCEOZ

Renowned for its accessibility, simplicity and inspiration, serving the domestic holiday market for more than a decade.



LOCAL AGENT

Australia's leading one-stop-shop for concierge booking tours and activities for more than 700 hotels.



redballoon 

Australia and New Zealand's leading experience brand with 4 million+ experiences delivered, averaging 4.5 stars from 130,000 customer reviews.

BIG RED GROUP

bigred.group

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