

TRAVEL TRADE AND THE LAND DOWN-UNDER

Australia is nearly 7.7 million square kilometres, stretching 3,700 kilometres from north to south and 4,000 kilometres from east to west.

Despite the size of the country, the nation is highly urbanized. More than 70 per cent of the population lives in the capital cities and large towns, which are mostly on the eastern and southeastern seaboard. The major population centres are Sydney and Melbourne, followed by Brisbane, Perth, Adelaide and Hobart.

Australia provides a stable, mature, well-educated international travel market with generous annual leave provisions and good discretionary incomes. Its citizens are predisposed to long-haul travel and there is no language barrier.

The travel market is highly com-

petitive and very price sensitive. In 1993, total outbound travel from Australia was 2,267,200 (13 per cent of the population) with 55 per cent on holiday.

In the same year, a total of 97,807 Australians visited Canada. Tourism revenue generated by visiting Australians in Canada is estimated

at \$80 million for 1993 based on an individual expenditure of \$817.30 per person. Average length of stay is 11.4 days.

Australia is Canada's sixth-largest source of international tourism receipts. In 1994, the total number of Australians visiting Canada was expected to exceed 120,000.

Assistance Available from Post

- Market intelligence
- Counselling to travel industry
- Assistance in co-ordinating activities in Australia
- Sales leads/referrals
- News releases to travel trade and media
- MC & IT/Tour Operator database
- Use of office facilities

Trade Commissioners in Australia, Canada at Your Service

For 100 years Canadian trade commissioners have been posted in Australia to assist Canadians wanting to do business there. Today there are two offices which continue to provide support to trade, investment and tourism linkages.

Canberra

The Canadian High Commission in Canberra handles enquiries that require liaison with Commonwealth government departments and agencies in Canberra, and for nationwide information on the following sectors: Agriculture, Fisheries and Food Products; Forest Products; Government Procurement; Defence Products and Aerospace; Power and Energy; Metals and Minerals.

Sydney

The Canadian Consulate General in Sydney is responsible for trade enquiries and assistance on all other sectors, notably: Informatics and Telecommunications; Environment; Mining Machinery; Forestry Equipment; Agricultural Machinery; Construction Products; Biotechnology and Medical

Products; and Tourism.

Priority Sectors and Contacts

For 1995, priority sectors of focus encompass: Telecommunications Equipment; Software; Forestry Equipment; Mining Equipment; Environmental Equipment and Services; Rail Equipment; Agri-Food; Defence and Aerospace.

More information on opportunities in these sectors can be obtained from: John Donaghy, Counsellor (Commercial/Economic), Canadian High Commission, **Canberra**. Fax: (0011-61-6) 273-3285. Jim Feir, Senior Trade Commissioner, Canadian Consulate General, **Sydney**. Fax: (001-61-2) 364-3098. Dilys Buckley-Jones, Director, South Pacific Division, Foreign Affairs and International Trade, **Ottawa**. Fax: (613) 996-4309.

Agri-food Market

The market for value added agri-food products in Australia, is valued at approximately \$34 billion. The Australian market is ripe for unique, price competitive products.

The Canadian High Commission is prepared to organize and coordinate with organizers of Fine Food '95, to be held 03-06 September 1995 at Darling Harbour, Sydney, a Canadian agri-food products booth, featuring product brochures and food/beverage samples from 10 or 20 Canadian companies.

Canadian companies interested to get more information about the sector or wishing to introduce their products via this potentially very cost effective promotional event, could contact Rana Pudifin, Canadian High Commission, Canberra. Tel.: (0011-61-6) 273-3844. Fax: (0011-61-6) 273-3285.