**Tourism industry**

COVID-19 has affected every sector across the globe, and the travel industry is among the hardest hit. Research suggests that recovery to pre-COVID-19 levels could take until 2024 or later with it unlikely that there will be much international travel until the end of 2021. Like so many industries, the travel industry will also see innovative shifts in the post-pandemic era.

Flight Centre is one of Australia’s biggest chains of travel agents with the bulk of its clients being those who are looking to travel internationally. They have agencies located in many shopping centres across Australia, however this is expected to drastically reduce following the completion of job-keeper payments. It is imperative therefore, that Flight Centre reimagines itself for life in a post-COVID world.

Flight Centre describes itself as having expert travel consultants who can tailor the perfect trip for you, alongside access to the best travel deals around the globe. They are facing increasing competition from other agencies who use a similar business model (E.g. Hello World), as well as apps such as ‘I know the Pilot’.

Online, Flight Centre has a greater array of services than many competitors, including Destination suggestions, cheap flights, Hotel deals, car rental, Holiday packages, cruise deals, tours and an array of other services including information on travel restrictions currently in place.

You have been appointed as change management consultant by the Chief of the SA division of Flight Centre to advise how the flight centre chain can transform by offering innovative products, services, or experiences  to customers in response to the economic impacts currently experienced by the industry (see stats box below):

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| **Key statistics on the SA tourism industry:**   * There were 7,570 international visitor arrivals to Australia during the month of November 2020, down 99.1% from the same period the previous year * There were 2.9 million international arrivals for the year ending November 2020, a decrease of 69.3% relative to the previous year * Domestic travel throughout the country saw an average spend of $784 per trip (per person). In SA, the average spend was $632 * A greater portion of interstate travellers were coming to SA to holiday compared to those visiting family, which is a different trend to the rest of the country * More information can be found <https://www.tourism.australia.com/en/markets-and-stats/tourism-statistics/domestic-market-performace-statistics.html> |

A train going through a city

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