# Global

# Global Issues

With analysts predicting the Australian dollar should rise in the next quarter, more meetings and incentive-related travel is expected to go offshore. Dubai has suffered in recent times due in part to the weak Aussie dollar.

### See Australia Campaign

While the See Australia Campaign launched in late 2000 featuring Ernie Dingo and designed to encourage Australians to holiday within Australia, is expected to have an impact on local tourism product, it will do little for the international markets, with many planners preferring value for money offshore destinations, particularly incentive travel.

In relation to the See Australia Campaign, in early 2000, we interviewed Australian psychologist and social researcher, Hugh Mackay, and asked him why many Australians travel overseas before seeing Australia. “I think this will change” he said. “That has been part of our sense of ourselves as isolated, as an outpost of particularly British culture, so there’s been this standing cultural tradition that as soon as you can take wing, you’re tempted to go ‘home’ in a cultural sense. I think that’s changing – more and more young people, while they still want to see the world, they are saying yes, but I want to get to know this place as well.”

### e-Apathy

The incentive industry in the US and Europe has been suffering from e-apathy. While many organisations have a web presence, they are not really sure why they are there in the first place.

### Interest in Jordan

Interest in Jordan as a Incentive destination continues to grow, according to Destination Marketing Services based in Sydney.. DMS now represents the Jordan-based destination marketing company – International Traders.