

# TRAVELLERS' PULSE OUTBACK NSW RESEARCH INSIGHTS



# Outback NSW

## TRAVELLERS' PULSE

Qualitative research was undertaken by DMS to understand the perceptions and motivations of visitors to the network area. This included an internet-based focus group, where 24 participants entered into a dialogue around travel experiences in the destination. Sentiment analysis was also used to explore over 1000 Tripadvisor and Google reviews of key experiences in the destination. Analysis of the data has led to an understanding of visitor motivations and experiences under the following three themes.



Landscapes and history



Freedom



Open mind...open spaces

Within these themes the results were analysed through a process of coding and theming, to highlight the key thoughts and sentiments of participants. The results are presented under the following topics:

- Experience themes
- Motivations to visit the destination
- Visitor segments

# Theme1: landscape and history intertwined

The theme of Landscapes and history intertwined relates to two subthemes. Firstly the unique landscapes that have visible connections to indigenous and pastoral history; and secondly there are experiences such as museums and attractions that have accentuated and interpreted that history within the outback landscape. For the visitor, the landscape and the history and intertwined.

Landscapes that have remnants of indigenous and pastoral history

Landscape and history

History presented within the landscape

I loved the lookout in Broken Hill with memorial for all the lives lost in the line of lode. Both these locations are stunning reminders of the history of the outback.

The landscape is so diverse from the beautiful Menindee Lakes to the mind blowing different landscape of Mungo NP, the history of Silverton, Cobar and Broken Hill

I follow the trail of my ancestors and walk in their shoes. I love also looking at all the old pioneer cemeteries. Looking at all the old ruins

There is so much to see there! Heaps of history. Drove the Car Door trail and saw all the mining leases, saw the Bottle House and enjoyed bathing in the artesian pools, which were free!, watching the stars

I got to love our country even more by learning from the locals and Aboriginal elders

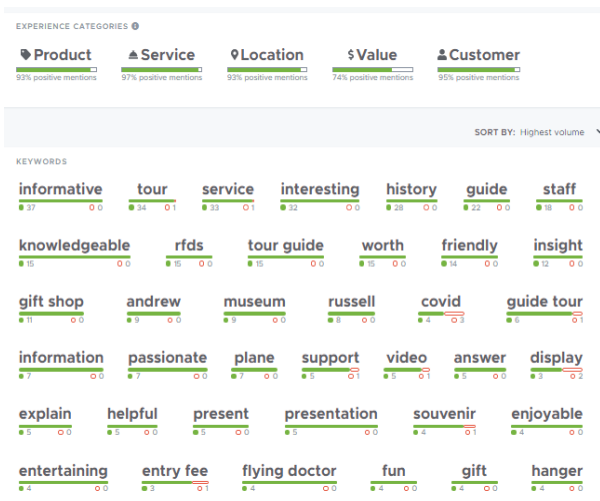




# Experiences related to the theme

Sentiment Analysis related to this theme highlights the experiences such as museums and attractions that have interpreted history within the outback landscape. Note the importance of the friendly hosts to the interpretation of the experience, both Graham and Russell mentioned often by visitors. While most sentiment is positive, a few issues were raised around specific aspects of the operations.

## Royal Flying Doctor Outback Heritage Experience



### Well worth the money

Sep 2022 • Couples

Just happened across a tour and paid our concession rate for a very pleasant informative video, historical display and then a look at the planes. Good value and nice little gift shop as well



### Well worth the visit

"A fascinating look at the RFDS' work and at a striking aspect of life in the outback. The guided tour was great! The staff is friendly and welcoming."

Date of experience: December 2021



## Red Earth Opal Mine Tour



### A must when in Whitecliff

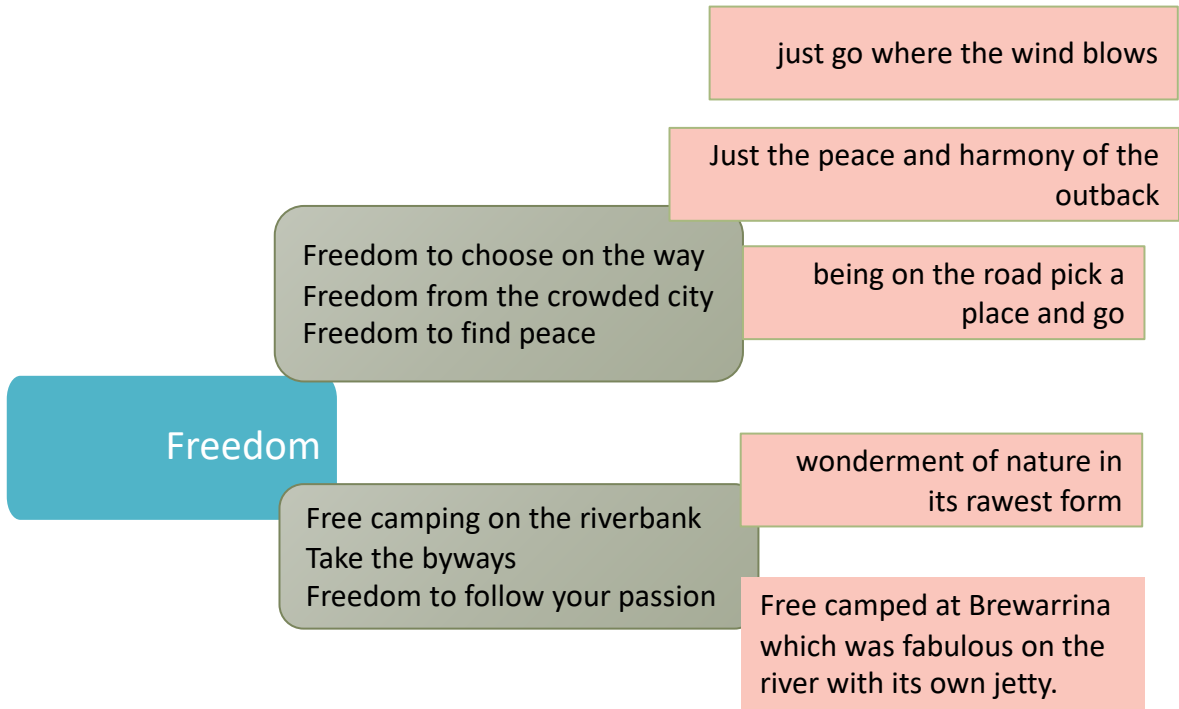
Oct 2022 • Couples

Awesome tour . Don't miss it . Very interesting and the owner Graham is an excellent tour guide and kept everyone captivated with his stories and good humour. Kids will love it too . Seeing the opals in the natural form is amazing



# Theme 2: Freedom

The theme of Freedom relates to travelling at your own pace, with no restrictions and the freedom to choose. Free camping on the riverbank, freedom to choose from different locations, and freedom of being in nature.



We generally take our 4wd and offroad caravan, though I don't mind a cabin/hotel stay either. We love the great outdoors and really enjoy exploring new regions.



# Experiences related to the Freedom theme

While many experiences of freedom happen on the road, or at free camp areas, National Parks were noted to offer the products and experiences of freedom that many visitors are looking for. Sentiment Analysis of the products/experiences related to this theme highlights the freedom to access magnificent landscapes and indigenous art. Gundabooka National Park is one example of the type of freedom-rich experiences available in the region mentioned by research participants. While most sentiment about National Parks is positive, a few issues were raised around the conditions of roads, toilets and camping reservation systems.

## Gundabooka National Park

★★★★★ 2 years ago

Seriously amazing place! Get there early so you have enough time to do all the walks the summit trail is a solid hike and absolutely awesome! The rock paintings really make the place special feeling very blessed to have been able to experience this place 🙌🙌🙌 ...

★★★★★ 5 months ago

Stunning. Rife with spiritual energy and a place I'll hold close for a lifetime. From staying at drytank camp accessing some of the rich heritage that surrounds is a delight and somewhat ease to access. My VW transporter had some interesting times on the red dirt but it really added to the overall experience.

★★★★★ a year ago

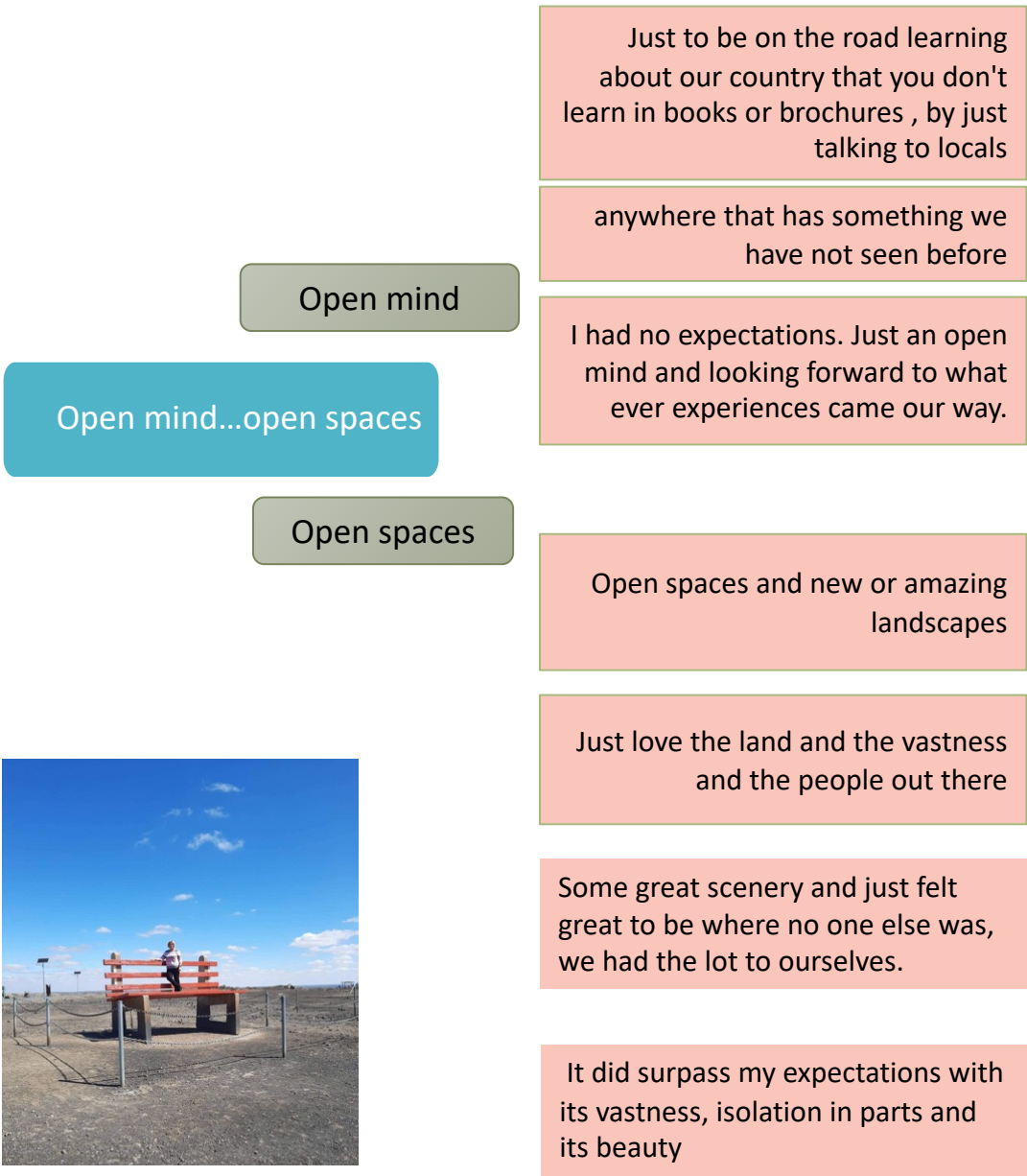
Brilliant national Park with stunning indigenous rock art at Mulgowan. Well worth the effort to get there.





# Theme 3: Open mind...open spaces

The theme of Open mind...Open spaces relates to travelling without expectations, and with an open mind. Visitors enjoyed the vastness of the open spaces and the people they would meet along the way. They also enjoyed not knowing what they would find in the outback, but feeling safe on the road and in the towns.



# Experiences related to open mind...open spaces

Sentiment Analysis of the products/experiences related to this theme highlights the open mind...open spaces, show the way in which the experience blend with the landscape and environment. These create the total outback experience, incorporating dining, arts, heritage and culture within the open landscape. While most sentiment is positive, a few issues were raised around aging infrastructure and staffing levels.

## Sculptures & Living Desert Sanctuary



### TOP POSITIVE MENTIONS

- sculpture 60
- view 54
- sunset 52
- beautiful 28
- walk 22
- interesting 13
- spectacular 12
- stunning 11
- location 9
- landscape 8

●●●●● Reviewed June 5, 2018

The whole desert sanctuary and sculpture display is a great place to visit a nice mixture of the arts and nature. The desert walk offers some beautiful views across the open landscape and is quite informative as a lot of the native plants contained within are labelled. The tracks undulate a bit, no real steep climbs but best to be wearing sturdy shoes, sneakers or boots as some parts of tracks are rocky and lumpy underfoot and other parts are gradually being covered in a layer of wood chips by the park rangers. No good for strollers, wheelchairs or walking frames.



## Silverton Hotel



### TOP POSITIVE MENTIONS

- atmosphere 33
- memorabilia 17
- accommodation 14
- clean 14
- pub 14
- history 12
- interesting 12
- iconic 10
- photo 10
- beautiful 8

[View more keywords](#) from this category

●●●●○ Reviewed June 13, 2021  via mobile

### Old outback pub, with Aussie pub meals.

Ok it's not flash! But wouldn't want it to be. It's better than you expect in this so called ghost town. It's part of the charm of this place. And serves good meals all day. Well maintained, clean, extensive menu, lots of seating, good service, and no complains from us. Very popular, and so pleased we visited. And apart from the newer bakery next door, only place with food. Recommend driving here from Broken Hill.





# Motivations for travel

Tourism Australia has developed a typology of visitor motivations which assist us to understand why visitors come to a destination. The themes discussed from our research into Outback NSW align well with many of the general motivations. Interestingly, it demonstrates the diversity of motivations and reasons that visitors have to explore Outback NSW. It also suggests that Outback NSW is providing a range of relevant experiences to meet the interests and motivations of visitors.



Motivation	Activities	Outback visitor quotes
Reconnection	Reconnect, spend quality time with others	<i>We wanted as a family, to spend as much time as possible <b>traveling together</b></i>
Into nature	Get in touch with nature and feel relaxed	<i>We love finding peace and quiet &amp; the <b>wonderment of nature</b> in its rawest form</i>
Exploration	Explore new destinations, Learn & experience new things	<i>Just to <b>be on the road learning about our country</b> that you don't learn in books or brochures</i>
Adventure	A sense of adventure, challenge and fun	<i><b>Everything is an adventure.</b> There is always something that you aren't expecting</i>
Wellness, Transform	Focus on mental and/or physical wellbeing and transformation	<i>It is nice to <b>get out of Sydney</b>, which is over crowded</i>
Passions, hobbies, events	Engage in activities, and events which focus on hobby or passion,	<i>We have a hybrid camper and when I load it ready to go somewhere I am at my happiest!</i>

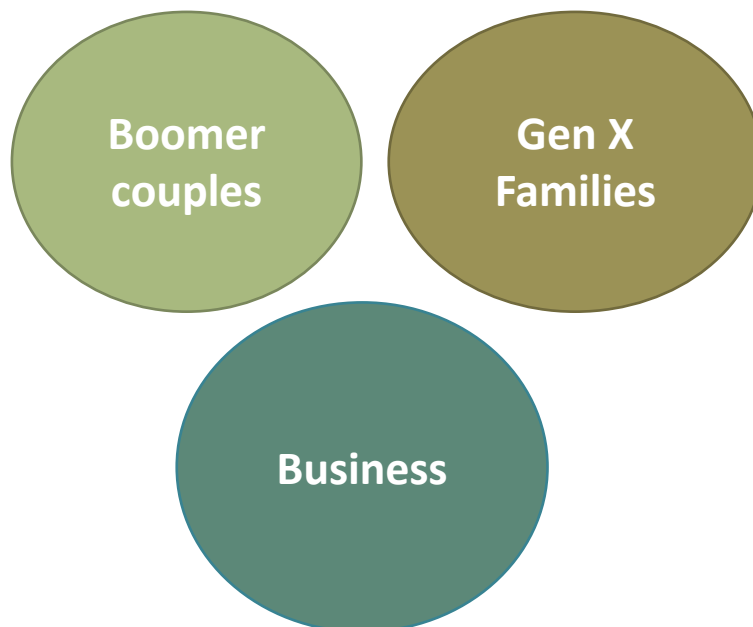
For more information on the Visitor Typology see [www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html](http://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html)

# Traveller segments

Visitor Segment Analysis highlights the common characteristics and behaviours of the main segments of the total road tripper market. As shown the two key generational markets are Boomer Couples and Families. These two segments have different needs and behaviours.

Older couples are in the Baby Boomer generation (58-75 yrs). They are decisive, confident travellers that prefer slow exploration, arts/heritage and sightseeing. They like friendly country comfort and simplicity and enjoy dine/wine travel experiences. They enjoy finding peace in off-peak travel times and off the track cultural places.

Families are mostly in Gen X (43-57 yrs) using jam packed itineraries to meet the needs of the kids and adults too. They enjoy exploring hands-on and active attractions, and seek food and accommodation that can suit the whole family. They need regular breaks in the roadtrip and look for good value (or free) activities.



Business travellers comprise a third of all visitors. They are looking for accommodation with specialized facilities such as: **Wifi**, computer desks, USB charging, lighting, breakfast to room, fast checkout and enjoy being recognised as valuable return customers. Business travellers are less likely to visit attractions or activities, yet will spend well on dining. Some were noted to return with their families for holidays.