

Travellers' Pulse

Great Western Plains - Top Insights & Implications

Following are some top-line outtakes from the research. The research provides many more insights. For further assistance, feel free to contact the DNCO.

INSIGHTS

1. Future Occupancy Rate Year on Year:

- Future bookings for 2024 are consistently higher than previous years at the same time (February 2019/20/21/22/23)

2. Accommodation Booking Window:

- The booking window has extended, indicating longer lead times between booking and travel.
- This could explain the increased future bookings in 2024 compared to previous years.

3. Average Daily Accommodation Rate:

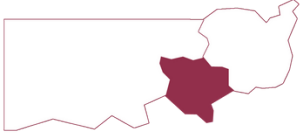
- Accommodation costs have risen significantly (42% compared to March 2023 to March 2024) above the inflationary rate.
- The region's per-room rates exceed those of the New England North West Region and Outback NSW.
- Dynamic room rate pricing, influenced by demand, could contribute to this increase.

4. Average Length of Stay:

- Post-Covid, visitor length of stay has notably increased.
- TRA data shows an average stay of 2.3 nights, skewed by shorter stays in 2019.
- Remote work flexibility allows visitors to stay longer.

5. Overnight Markets

- Gen X and Millennials constitute 58% of the market, while Baby Boomers and Maturists make up 37%.
- Baby Boomers tend to spend more, have longer stays and have the ability to travel outside peak periods.
- Gen X and Millennials, having grown up with technology, therefore they approach information-seeking and engagement differently from that of Baby Boomers.

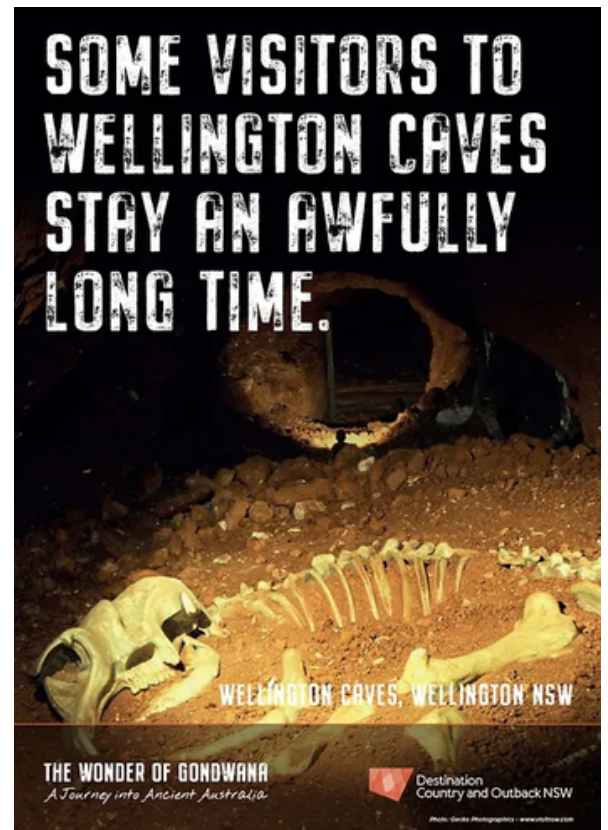


6. Experience Over Destinations

- Visitors prioritise experiences over destinations.
- Beyond key icons like Taronga Western Plains Zoo and Royal Flying Doctor experience, cultural tourism and agritourism are also popular for the target market.
- Engaging with locals and discovering their favourite places matters more than LGA boundaries to the visitor.

7. Emotional Connection

- When developing a brand or campaign, connect to the visitor through using headlines and emotional language that resonates with the target audience.
- In the Online Forums, Gondwana experiences evoke feelings of novelty, aliveness, and connection.
- Translate these emotions into consumer-facing headlines.



Here is an example of a headline for Gondwana that could create a sense of reflection or awe.

IMPLICATIONS FOR GREAT WESTERN PLAINS

1. Analyse Forward Accommodation Bookings:

- Identify periods needing increased marketing activity to improve bookings.

2. Early Market Entry:

- Launch campaigns earlier due to extended booking windows.

3. Targeting Generations:

- Target Gen X and Millennials for campaigns. But also, develop content for Baby Boomers.
- Prioritise experience-based marketing for top and middle of funnel content.

4. Embrace Longer Stays:

- Share information about remote work opportunities.
- Highlight places with excellent connectivity is available for remote work. For example, the local library, café, pub, visitor centre or Council Chamber.

5. Explore working collectively with surrounding LGAs

- Develop experientially led campaigns to better engage with the audience.