



Travellers' Pulse Outback NSW - 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 comparable to 2023 levels from April to July.
- However, from July through to the end of September 2024 forward bookings significantly outperform both 2023 and 2019.

2. Accommodation Booking Window:

- The booking window has extended for February and March 2024.
- People are planning and booking trips with a longer lead time between booking and travel.
- In 2022, the booking window was even greater probably due to the continue demand for domestic travel.

3. Average Daily Accommodation Rate:

- The cost of accommodation in 2023 remained stable; in fact, the daily rate was lower than in 2022. This is likely due to increased domestic travel demand in 2022 due to international borders slowly opening and the cost of international flights.
- In contrast, Great Western Plains experienced a 42% room rate increase from March 2023 to March 2024.

4. Average Length of Stay:

- Post-Covid, the average length of stay increased compared to 2019.
- However, in 2023, the average length of stay was below that of 2020 and 2021.
- The overall average length of stay, based on TRA data, from 2019 – 2023 is 4 nights.

5. Generational Market Share

- Gen X and Millennials together constitute 61% of the market.
- Baby Boomers and Maturists collectively represent 33%.
- Baby Boomers tend to spend more, stay longer and can travel outside of peak season
- Gen X and Millennials, having grown up with technology, therefore they approach information-seeking and engagement differently from that of Baby Boomers.

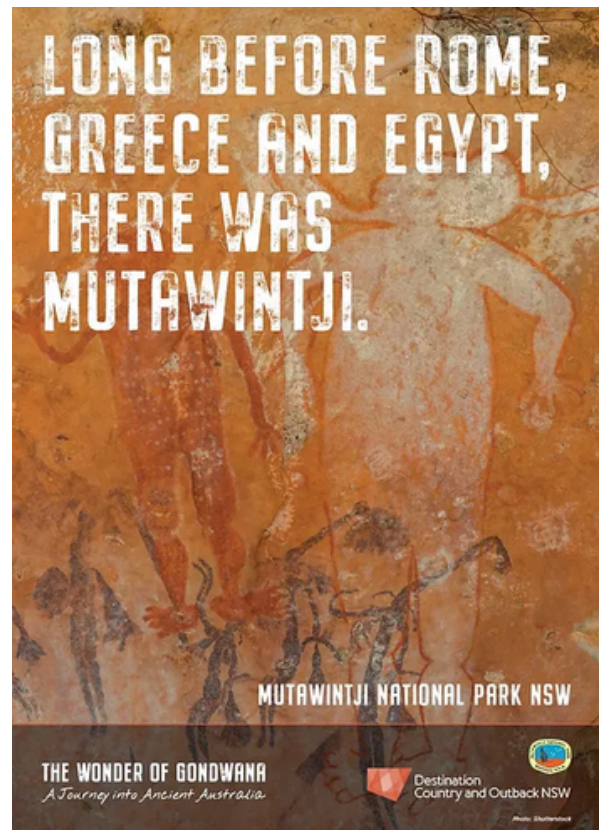


6. Experience Over Destinations:

- Visitors prioritise experiences over destinations.
- Beyond iconic places like Broken Hill, experiences relating to Gondwana and cultural tourism are gaining traction.
- Interacting with locals and discovering their favourite spots is valued.
- Visitors don't focus on administrative (LGA) boundaries when planning trips.

7. Emotional Connection:

- The online forums identified how people felt when looking at specific experiences. When developing a brand or campaign, emotionally connect the target market through using language in the headlines that resonates with the target audience. For example, the Online Forum uncovered that Gondwana experiences evoke feelings of novelty, aliveness, and connection.



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

IMPLICATIONS FOR OUTBACK NSW

1. Analyse Forward Accommodation Bookings:

- Evaluate 2024 bookings to identify periods needing booking support.
- Focus efforts on boosting bookings during those periods.

2. Early Market Entry:

- Initiate campaigns earlier due to extended booking windows.
- Utilise the longer lead time between booking and travel.

3. Targeting Generations:

- Create campaigns for Gen X and Millennials.
- Critical continue to develop content for Baby Boomers to fill low-demand periods.
- Understand how Millennials and Gen Z seek information and engage. Consider live chat services and specific digital channels such as Instagram, TikTok or YouTube as channels to market.

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. Experience-Driven Approach:

- Prioritise experiences over destinations.
- While icons remain important, lead with Gondwana stories, local characters and arts and cultural experiences.

6. Collaborative Campaigns:

- Partner with other LGAs for collective experience-led campaigns.
- Showcase national parks, local characters, culture and stories.