



Travellers' Pulse

New England North West - 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:

- Forward bookings for 2024 show an increase from June – September 2024 compared to the previous year.

2. Accommodation Booking Window:

- The booking window has expanded for January to March 2024, indicating longer lead times between booking and travel.
- Future bookings in 2024 are slightly higher than previous years at the same time and this is probably due to the increase in the booking window.

3. Average Daily Accommodation Rate:

- Accommodation daily rates have risen, possibly due to inflationary pressures.
- Compared to Great Western Plains which experienced a 42% increase in room rates from March 2023 to March 2024, surpassing inflationary rates.

4. Average Length of Stay:

- Post-Covid, visitor length of stay increased compared to 2019.
- TRA data shows an average stay of 2.8 nights from 2019-2023.
- Remote work flexibility can be a contributor to longer stays.

5. Overnight Markets

- Gen X and Millennials constitute 54% of the market, while Baby Boomers and Maturists represent 36%.
- Baby Boomers tend to spend more and stay longer and can travel outside peak periods.

6. Experience Over Destinations

- Visitors prioritise experiences over specific destinations.
- Highlighting unique experiences, such as Gondwana-related offerings, food and agritourism and wellbeing experiences, captures the attention of the market over a destination's description.



7. Emotional Connection

- The online forums identified how people felt when looking at specific experiences. When developing a brand or campaign, connect the target market through using language in the headlines. For example, the forums uncovered that Gondwana experiences evoke feelings of novelty, aliveness, and connection.
- Translate these emotions into consumer-facing headlines.

IMPLICATIONS FOR NEW ENGLAND NORTH WEST

1. Forward Accommodation Bookings (2024):

- Analyse 2024's forward accommodation bookings to identify periods requiring booking boosts.

2. Early Market Entry:

- Initiate marketing campaigns earlier due to the extended booking window.
- Longer lead time between booking and actual travel necessitates proactive marketing.

3. Targeting Gen X, Millennials, and Baby Boomers:

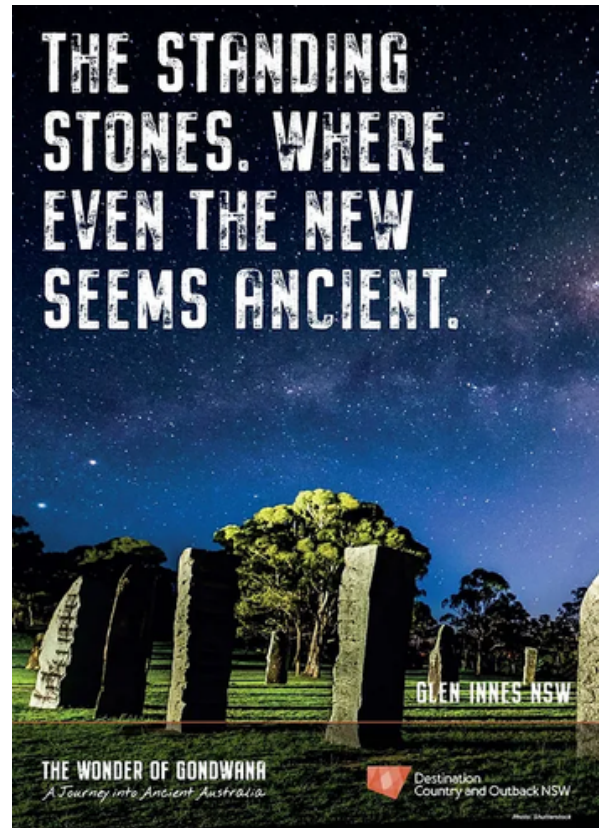
- Create campaigns for Gen X and Millennials.
- Prioritise content aimed at Baby Boomers to address low periods.
- Gen X and Millennials, having grown up with technology, therefore they approach information-seeking and engagement differently from that of Baby Boomers.

4. Remote Work Opportunities:

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

5. Experience Over Destination

- Lead with unique experiences rather than focusing solely on destination.
- Gondwana stories, local produce experiences, and cultural offerings resonate with the market.



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



6. Collaborative Campaigns

- Partner with other LGAs for collective experience-led campaigns.
- Combine budgets to tell a compelling experiential story, such as “Wonders of Gondwana or A Wellbeing Campaign” featuring artisan waters, national parks, and local produce.