

## INLAND NSW TOURISM INQUIRY SUPPORT INFORMATION

### VISITATION

Visitation to the Inland regions over the past five years, ending March year on year:


	2009	2010	2011	2012	2013	
<b>CAPITAL COUNTRY</b>						
Visitors ('000)	886	958	970	1,031	1,139	
Nights ('000)	2,204	2,102	2,278	2,394	2,872	
<b>NEW ENGLAND NORTH WEST</b>						
Visitors ('000)	1,195	1,245	1,237	1,355	1,394	
Nights ('000)	3,595	3,730	3,561	3,784	4,258	
<b>CENTRAL</b>						
Visitors ('000)	1,645	1,659	1,690	1,818	1,849	
Nights ('000)	4,606	4,562	4,486	5,101	5,719	
<b>OUTBACK</b>						
Visitors ('000)	412	344	392	322	289	
Nights ('000)	1,529	1,203	1,499	1,062	992	
<b><u>INLAND AGGREGATE</u></b>						
Visitors ('000)	4,138	4,206	4,289	4,526	4,671	113%
Nights ('000)	11,934	11,597	11,824	12,341	13,841	116%

Source – DNSW, [http://archive.tourism.nsw.gov.au/Regional\\_Tourism\\_Statistics\\_p625.aspx](http://archive.tourism.nsw.gov.au/Regional_Tourism_Statistics_p625.aspx)

Three of Inland's four regions experienced increases in visitation over the past five years

### Across all of Regional NSW

The number of domestic overnight trips to regional NSW increased by 3.9% on last year and by 7.8% compared to four years ago.

Document tendered by	Mr Graham Perry
Received by	
Date:	9 / 8 / 2013
Resolved to publish	Yes / No

## INLAND NSW TOURISM 'SCORECARDS'

Inland NSW Tourism has monitored the Return on Investment (ROI) provided to members over the 2011-12 and 2012-13 periods. This includes: access to cooperative marketing funding grants, product development grants, professional development opportunities (such as workshops), public relations activities, access to research, consultation with Inland's team of expert consultants and destination management activities.

The following is an estimate of the conservative value derived from their membership for each geographic region:

REGIONAL AREA	MEMBERSHIP FEES	OTHER CONTRIBUTIONS	BENEFIT
<b>Southern Highlands/ Southern Inland</b>			
2011-12	\$20,800.00	\$25,687.50	\$584,059.00
2012-13	\$29,246.80	\$0	\$338,606.00
<b>TOTAL:</b>	<b>\$60,046.80</b>	<b>\$25,687.50</b>	<b>\$922,665.00</b>
<b>Return on investment:</b>		<b>10.76 x investment</b>	
<b>New England</b>			
2011-12	\$86,201.50	\$50,134.00	\$739,584.00
2012-13	\$96,940.80	\$95,500.00	\$659,830.00
<b>TOTAL:</b>	<b>\$183,142.30</b>	<b>\$145,634.00</b>	<b>\$1,399,414.00</b>
<b>Return on investment:</b>		<b>4.26 x investment</b>	
<b>Central Inland + Dubbo Zoo</b>			
2011-12	\$31,447.00	\$12,984.00	\$448,944.00
2012-13	\$36,451.02	\$7,500.00	\$304,800.00*
2011-12	\$10,000.00	\$21,215.00	\$84,850.00
2012-13	\$10,000.00	\$29,200.00	\$116,800.00
<b>TOTAL:</b>	<b>\$ 87,898.02</b>	<b>\$ 70,899.00</b>	<b>\$ 955,394.00</b>
<b>Return on investment:</b>		<b>6.02 x investment</b>	
<b>Outback + Outback Beds + Milparinka Heritage &amp; Tourist Assoc. (Corner Country)</b>			
2011-12	\$21,148.00	\$76,620.00	\$658,141.00
2012-13	\$23,819.50	\$195,107.00	\$543,500.00*
<b>TOTAL:</b>	<b>\$49,067.50</b>	<b>\$271,727.00</b>	<b>\$1,201,641.00</b>
<b>Return on investment:</b>		<b>3.75 x investment</b>	

\* Interim figures

## FUNDS EXPENDED BY INLAND NSW TOURISM

Since October 2011, Inland NSW Tourism has been managing \$5,391,186 in funds for Product Development and Demand Marketing programs, as per the following breakdown:

	DNSW Contribution	Industry Contribution
MARKETING TOTAL:	\$2,320,593.00	\$2,320,593.00
PRODUCT DEVELOPMENT TOTAL:	\$750,000.00	\$0.00
<b>GRAND TOTAL:</b>	<b>\$3,070,593.00</b>	<b>\$2,320,593.00</b>

### REGIONAL FLAGSHIP FUNDING

The region has also received \$210,000 in Regional Flagship Event Funding grants through Destination NSW

- 2011: \$50,000 across 5 events
- 2012: \$80,000 across 6 events
- 2013: \$80,000 across 5 events

### 2011 Funding

Fireside Festival - The Poachers Way – Capital Country	August	Yass Valley	\$10,000
Music Under the Stars at Perry Sandhills - Outback	March	Wentworth	\$10,000
Moree on a Plate – NENW	May	Moree	\$10,000
Opera in the Paddock – NENW	March	Inverell	\$10,000
Zoo Grooves – Central	October	Dubbo	\$10,000

### 2012 Funding

Music Under the Stars at Perry Sandhills	March	Wentworth	\$10,000
Nosh on the Namoi	March	Narrabri	\$10,000
Zoo Grooves	September	Dubbo	\$10,000
Murrumbateman Moving Feast	October	Murrumbateman	\$10,000
Fireside Festival the Poachers Way (Triennial funding)	August	Yass Valley	\$20,000
Opera in the Paddock (Triennial funding)	March	Inverell	\$20,000

## 2013 Funding

Fireside Festival the Poachers Way (2 <sup>nd</sup> year of triennial funding)	August	Yass Valley	\$20,000
Opera in the Paddock (2 <sup>nd</sup> year of triennial funding)	March	Inverell	\$20,000
Hilltops Annual Wine Dinner	August	Hilltops	\$10,000
Murrumbateman Moving Feast	October	Murrumbateman	\$10,000
Coonamble Rodeo and Campdraft (Triennial funding)	June	Coonamble	\$20,000

## CASE STUDIES – KEY PERFORMANCE INDICATORS (KPI'S)

Key performance indicators are reported in acquittal reports at the end of campaigns.

Indicative results are best monitored for Inland-managed campaigns, including the Broken Hill for Real marketing campaign and the New England North West marketing campaign.

As cross regional activities, these campaigns demonstrate the effectiveness of Inland-managed or driven initiatives that promote collaboration and alignment with Inland's overarching strategies.

### BROKEN HILL FOR REAL

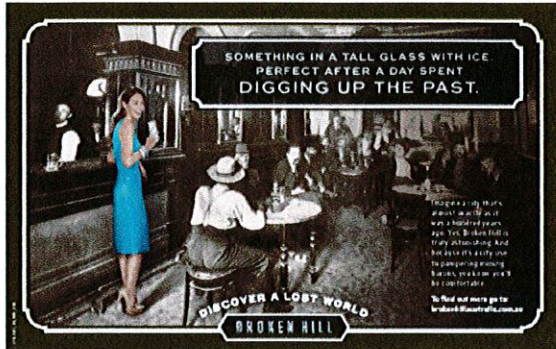
Objective: to stem the decrease in visitation to the Outback and address low consideration to travel statistics (less than 2% 'intention to visit in next 12 months' prior to campaign).

#### Campaign Creative Deliverables

- TV
- Print – brand and tactical with operator offers
- Digital – brand and tactical with operator offers
- Electronic direct mailouts of campaign deals
- Campaign web pages
- 2012/13 Visitor's Guide
- PR support, including hosted famils, media visits, DNSW media newsletter information and broadcasting from Broken Hill

#### Campaign Targets:

- Increased understanding and appeal of Broken Hill holiday
- Increased website traffic
- Leads to operators
- Sales



Campaign creative, print execution

Tactical partner offer ads

Digital display ads

### Campaign Deliverables

- 1) Interim advertising impact study results: over 1 in 3 (37%) recognised one or more of the campaign executions, and saw the call to action to consider Broken Hill as a potential holiday destination
- 2) 20.67% increase in traffic to [www.visitbrokenhill.com.au](http://www.visitbrokenhill.com.au) website traffic, from 48k (Jun – Nov 2011) to 58k (Jun – Nov 2012).
- 3) Campaign pages received 21,657 unique visitors
- 4) 19,769 page views of the home page, 8,251 views of the Operator packages page
- 5) Open rates of direct mail pieces of 47.5% and 45.2% during the campaign, significantly above industry average of 14.5%
- 6) Uplift in bookings and Visitor Information Centre visitation:

	Booking	Nights	Value
Jun – Nov 2011	1,292	2,079	\$310,984.15
Jun – Nov 2012	1,330	2,349	\$353,210.70
<b>% uplift</b>	<b>+2.9%</b>	<b>+13.0%</b>	<b>+13.6%</b>

	VIC Visitors	Revenue <sup>1</sup>
Jun – Nov 2011	66,865	\$28.6 M
Jun – Nov 2012	86,924	\$37.2 M
<b>Uplift: +30%</b>	<b>20,059</b>	<b>\$8.6 M</b>

<sup>1</sup> Revenue forecast is based on \$428 per person spend in Broken Hill (LGA Summary data based on National Visitor Survey & International Visitor Survey, YE Sep 08 to YE Sep 11, Tourism Research Australia)

### Summary of Campaign Impact

- Increase in destination appeal and likelihood to visit
- Campaign reinforces the uniqueness of Broken Hill; old world grandeur + modern style and lots to offer
- 1 in 3 now think of Broken Hill as a potential holiday destination
- 20% uplift in website traffic

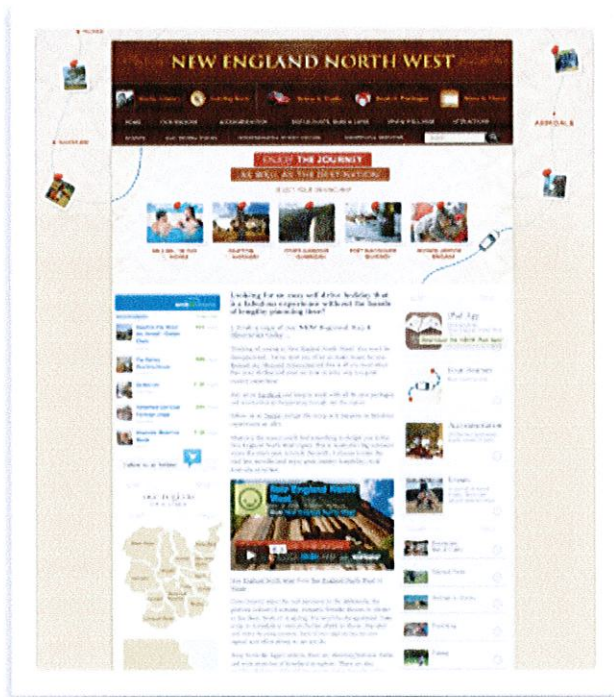
- 3% uplift in bookings through the VIC booking system
- 13% uplift in nights booked through the VIC
- 14% uplift in value of bookings through the VIC
- Visitors to BHVIC have increased 30% over same months last year (June - November).
- During June-November a total value of \$37.2 M is estimated to have been generated by tourism spend in the City, accounting for an additional \$8.6 M on the previous year.

## NEW ENGLAND NORTH WEST CAMPAIGN

Objective: to highlight the ease of access to NENW destinations and to highlight the wide range of cultural, historical and active experiences available across the 13 member destinations included in the campaign. The program asked travellers to ***'Enjoy the journey as well as the destination'***.

### Campaign Creative Deliverables

- Digital banner ads
- Digital video placements
- Facebook advertising
- Search advertising (Google AdWords)



www.newenglandnorthwest.com.au – updated homepage

## Call to Action

All paid media directed through to [www.newenglandnorthwest.com.au](http://www.newenglandnorthwest.com.au). New tools built for the campaign included:

- New animated campaign video, featuring every destination, supplied imagery and 'must do' travel ideas
- Interactive itinerary planning tool
- 5 downloadable itineraries
- WOTIF booking integration

## Campaign Creative



### **Campaign Targets:**

- Increased website traffic
- Drive repeat visitation
- Leads to operators through clicking through to the WOTIF booking tool

### **Campaign Deliverables**

While the campaign is still in market, interim results have been recorded as follows as at 20 July 2013.

#### **Campaign highlights:**

- The campaign has delivered 24,734 hits to the NENW. This is almost twice the target set campaign KPI and a 260% uplift over the seven weeks prior. This demonstrates both effective targeting through the integrated media approach and creative concepts that are relevant to our target market
- The number of repeat visitors increased by more than 280% (over the seven weeks prior) indicating an increase in appeal and consideration in taking a holiday through the NENW region
- Visitors are spending an average of 41 seconds on the website – this is a significant amount of time and demonstrates traveller's interest in the region, as well as their desire to learn more about what the region offers holidaymakers
- 1.29% of visitors have clicked on the WOTIF booking tool – which is 29% higher than the industry average (1%). This shows the value of integrating this type of tool within the traveller's planning cycle (featuring price points and providing a seamless booking experience)

#### **Other observations:**

- The paid media program has delivered a total of 50,660,705 impressions against our target audience, with a click-through rate higher than the industry average (0.03% v. 0.02%)
- The Facebook advertising has significantly over-delivered on click-throughs – 476% over the campaign KPI
- The :30s digital video animation has been viewed 84,550 times during the paid media period
- To date, travellers have spent a combined 282 hours on the website
- 212 website visitors have downloaded the NENW map – twice as many as in the seven weeks prior