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Experience density



A significant compounding element for expense – the *experience* part of the value equation is too weak to justify cost

"I think if there was more to do there, you could probably justify spending the extra money on flights." Per, FC, vis

Not enough experiences to justify lengthy stay or a return visit (for many you can "do Broome in 3 days")

"We had friends that went to Broome & we said not to go for a whole week, go for 3 or 4 days ... they did that and they said they were so glad we told them that – if they had stayed longer they would have been bored." Per, FC, vis

Some experiences are high quality and very worthwhile, but other experiences are too "slight", brief, or lack context, a sense of story or an immersive element

"The Japanese Cemetery, there's a lot of history there, but it lacks a sense of story ... it looks like its forgotten." Per, AA, vis

Source: D1a. Here are a number of reasons why other people haven't visited Broome or have only been occasionally. How much do you agree with them? Base: Rotation A n=380
 D1b And which one of these statements do you most strongly agree with? Base: Shown Q and agree with at least one n=345

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Competing destinations

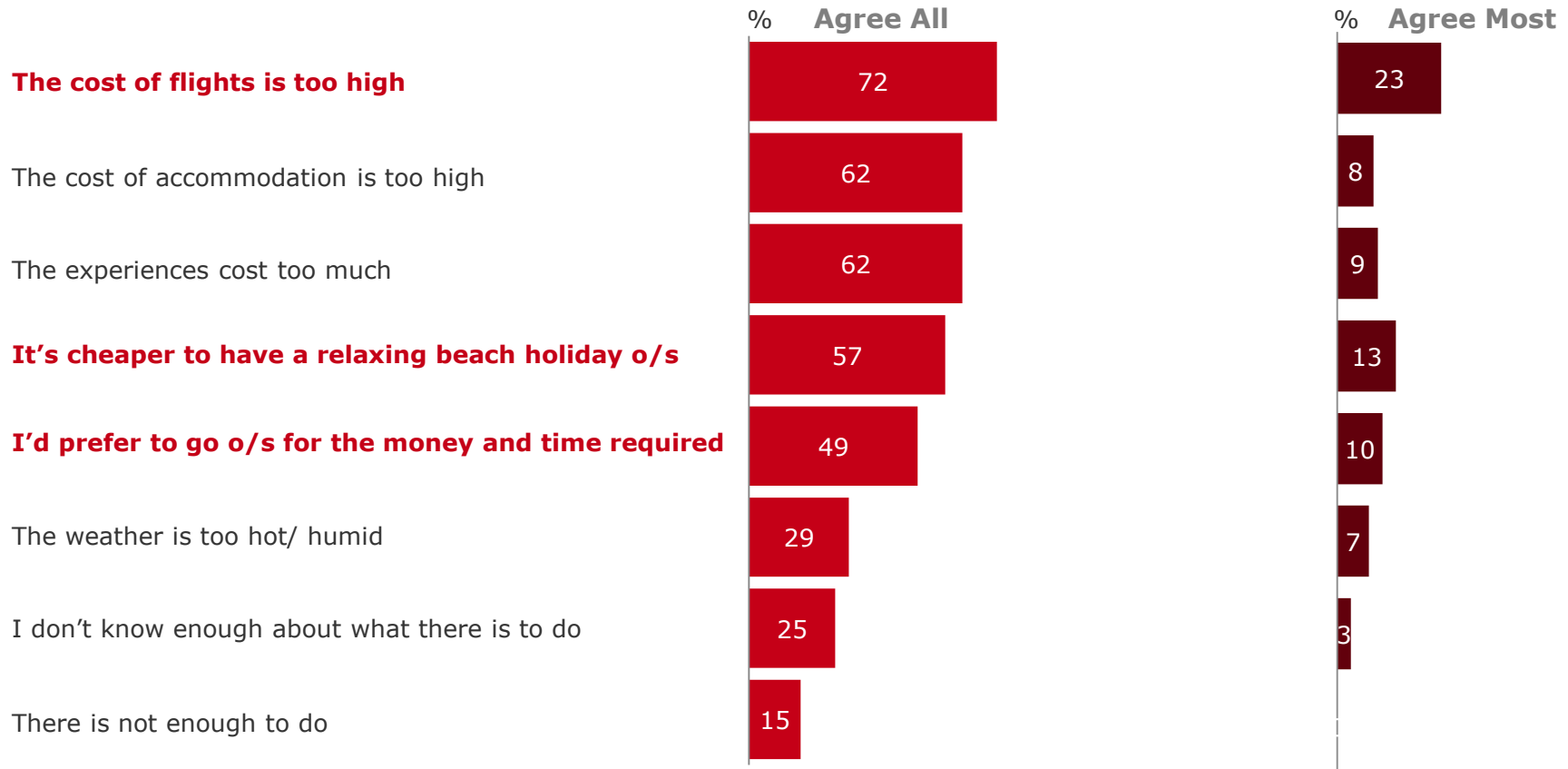
Current cost of flights makes Broome seem significantly more expensive, 'on-par' or only marginally behind many if not most o/s destinations

For those wanting a 'cheap' holiday, Broome does not compete - comparative costs place it in a different holiday 'set'
"For \$770 I could have 7 nights in Bali, return airfare included - or a flight to Broome" Per, GE
"You can do 2 or 3 or 4 other, smaller holidays for that money" Per, DD, NV

Australian competitors (e.g. Qld) offer a more compelling value equation - they can win on cost to experience density comparison grounds
"If you go to Cairns, you know that there's more north and south of there that you can get to more easily than in Broome." Per, vis

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When it comes to the factor people are most put-off by, the **cost of flights** (relative to the destination experience) is the strongest barrier to visitation ... but the impact of **better value competitors** is also apparent



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Identity & Perceptions of Broome and the Kimberley – PRESENTATION

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