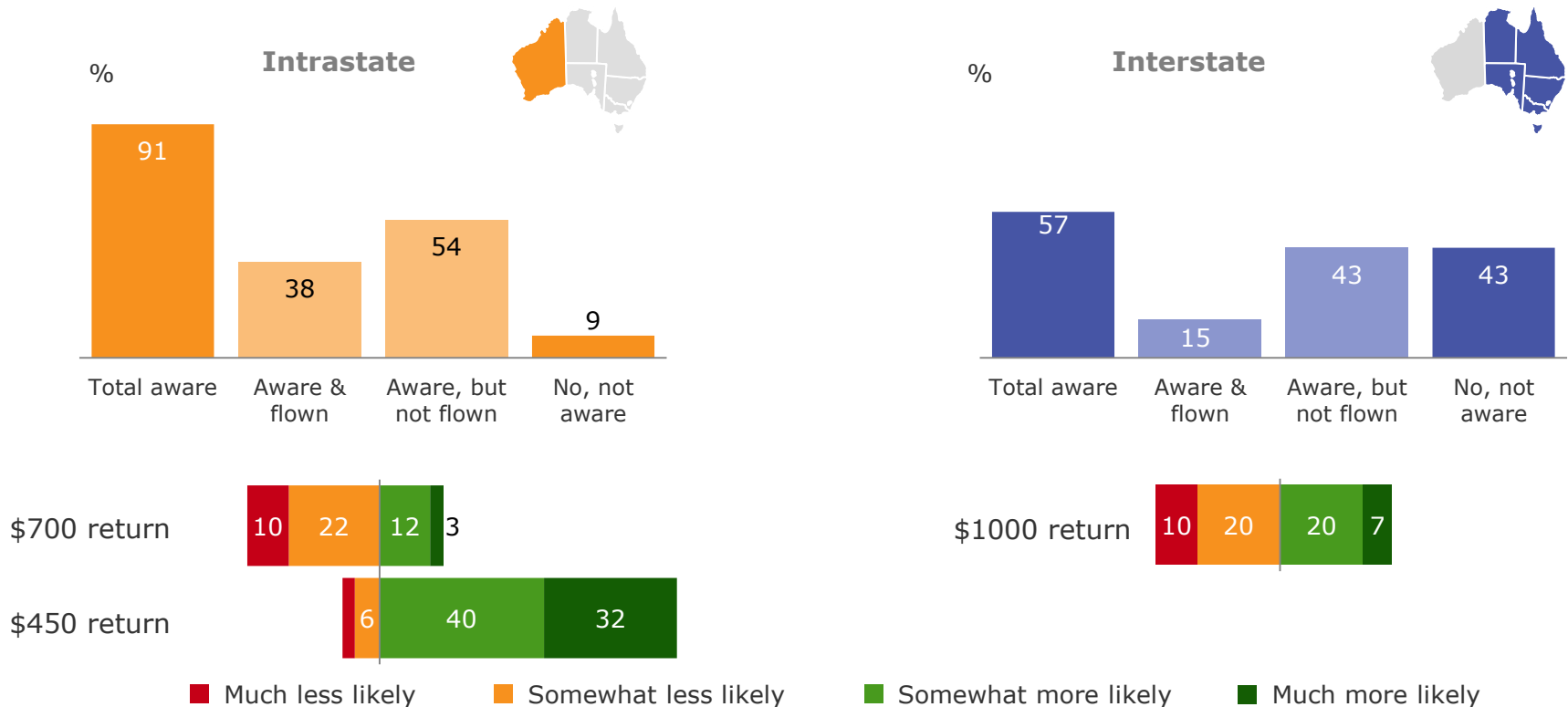


However, when Intrastate respondents were presented with a **hypothetical \$450 return fare**, nearly three-quarters claimed to be more likely visit as a result (and a third claimed to be much more likely)



Source: **E2**. Direct flights to Broome are available from Perth, Sydney and Melbourne through Qantas Australia Airlines. Were you previously aware that you could fly direct to Broome? **E3a**. The average price of a one-way flight between Perth and Broome is \$350 (i.e. a return price of \$700)/[(Sydney/Melbourne) and Broome \$500 (i.e. \$1000 return)]. Now knowing this, would you be more or less likely to fly to Broome for a holiday or short break in the next 2 years? **E3b**. If a flight between Perth and Broome cost \$225 (i.e. a return price of \$450), would you be more or less likely to fly to Broome for a holiday or short break in the next 2 years? Base: E2 All respondents Intrastate n=253; Interstate n=504, E3a)b) Likely Broome & Kimberley visitors Intrastate n=156 Interstate n=306

