

Understanding the Connector Market:

How does the Fraser Coast fit with Connectors' ideal domestic holiday?

Research conducted via focus groups and an online survey with Connectors within 400km of the Fraser Coast plus a boost sample of Brisbane Connectors. For further information please contact: Research@tq.com.au

The Overlap between Connectors' holiday needs and wants and what they perceive the Fraser Coast offers:

Activities and attractions preferred by Connectors on their ideal holiday include: beaches, shopping, daytrips, general sightseeing and activities for children. Most Connectors envisage that you can currently do these things on the Fraser Coast.

Holiday experiences sought by Connectors often incorporate: a great holiday atmosphere, access to natural water, great natural attractions, something for children, easy accessibility and good value for money. Connectors associate the Fraser Coast with these holiday experiences. It is also noteworthy that Connectors often associate value with an ability to exceed their expectations, opposed to just the dollar value.

Core drivers behind Connectors' ideal holiday are to: rest, relax, escape, explore and to have new experiences. Typically Connectors think they would be able to achieve this during a trip to the Fraser Coast.

The Gap between Connectors' holiday needs and wants and what they perceive the Fraser Coast offers:

Other activities and attractions preferred by Connectors perceived to be unavailable on a trip to the Fraser Coast include: rainforests, markets, zoos, wildlife parks and festivals.

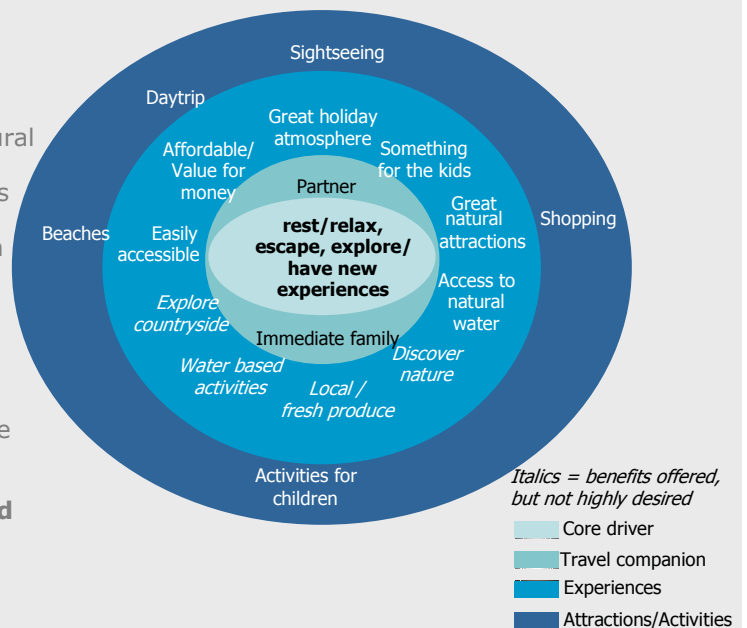
Other holiday experiences Connectors look for include: escaping the crowds and safety. These experiences are not strongly associated with the Fraser Coast at present.

Other core drivers behind Connectors' ideal holiday are to: unwind, destress, have fun and leave the cares of the world behind. These needs are not strongly linked with the Fraser Coast.

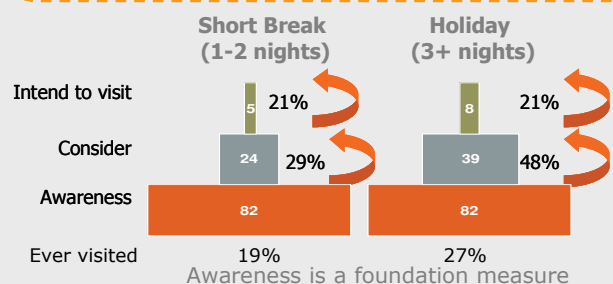
Current synopsis

The Fraser Coast is on Connectors' radar. Awareness of the destination is higher than the average for this study. Further, the regions conversion rate is higher than average, that is those aware of the Fraser Coast are more likely to consider going there for a holiday or short break.

This diagram summarises how Connectors' ideal holiday needs and wants overlap with what they perceive the Fraser Coast offers. Highlighting these attributes can help motivate Connectors to "consider" or "intend" to take a trip to the Fraser Coast



Conversion of the model below is key to increasing visitation by Connectors to the Fraser Coast. This involves motivating Connectors who are aware of the Fraser Coast to "consider" or "intend" to take a trip there. To assist with this endeavour the research has focussed on how the Fraser Coast fits with Connector's ideal holiday.





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Considerations for the future...

The Fraser Coast is well positioned as a holiday destination. Most Connectors are aware of the Fraser Coast, and for most of those aware of the destination, it is in their holiday consideration set. The challenge is to move the Fraser Coast to the top of Connectors' consideration set and increase their visitation to the region.

Connectors already perceive that the Fraser Coast meets many of their key holiday needs such as value for money, easy access, great holiday atmosphere, activities for children and beaches. There is value in continuing to promote these needs in addition to the Fraser Coast's points of difference.

Connectors rate the Fraser Coast higher than other Queensland regions for holiday atmosphere and value for money. Further, it is strongly associated with beaches – Connectors' favourite landscape.

Attraction awareness is low, particularly those beyond Fraser Island. Experiences (e.g. Beach and Natural Encounters) could be developed that link the breadth of attractions across the region. Those that Connectors find appealing include whale watching, dolphin watching, Indian Head, Lake McKenzie, Eli Creek and the Great Sandy Straights. Promotion of experiences will also help to justify longer stays for which the region is favoured.

Awareness and consideration for key destinations beyond Fraser Island is low. For example Hervey Bay could benefit from promotions beyond whale watching that showcase what else is available in Hervey Bay and surrounds (daytrips). Maryborough could also benefit as it is seen as offering little to attract new or returning visitors.

In terms of higher end/longer stay accommodation and up market dining, there is a perceptual gap between what the region offers and what Connectors think it does. The availability of these options should be reinforced as Connectors are more likely to want to stay longer (3 nights or more) in the region.

Reinforce in communications where the Fraser Coast matches Connector's ideal holiday.

