

# **Short-Break Holidays – A Competitive Destination Strategy**

A Strategic Research project of the  
*Cooperative Research Centre  
For Sustainable Tourism*

*Peter Murphy et al.*

# National Research Team

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# Purpose of Project

- A desire to understand the size and significance of this market segment, at a time when petrol prices are volatile and the economy uncertain.
- To come up with some recommendations on how destinations can become more competitive in this market.
- To test some academic questions regarding the heterogeneous nature of this market.

# STRUCTURE OF PROJECT

- Stage 1
  - Consumer experience and priorities via focus groups.
  - Industry planning and experience via interviews.
- Stage 2
  - National telephone survey with NWC Opinion Research in Melbourne

# PURPOSE OF THIS PRESENTATION

- To inform the industry about this CRC project.
- To present some general findings from Stage 1.
- To review some key aspects of the current telephone survey.
- To whet your appetite for a copy of the final report, available from the CRC for Sustainable Tourism in October, 2009.

# INFORM THE TOURISM INDUSTRY

- Short-break holidays are a significant and growing market.
- Definition of a ‘short-break holiday’ delightfully vague and variable.
- We do know it is not a single homogeneous market.
- We know that if destinations wish to attract this market they need to prepare for it.

# SOME GENERAL FINDINGS

- Many locations can qualify as potential short-break destinations given diversity of motivations.
- Short-break holidays remain a good supplement to existing economic/tourism activity.
- Potential for collaboration and packaging.
- Tyranny of distance being eroded by low cost carriers (budget airlines).

# NATIONAL TELEPHONE SURVEY (1)

- Stage 2 is designed to uncover the short-break motivation and priorities of the nation.
- It will be a 14 minute conversation with a broad cross-section of the Australian public.
- It contains six sections:
  - Short-break holiday experience over past three years;
  - Short-break holiday interest for those who have not been on one over past three years.

# NATIONAL TELEPHONE SURVEY

## (2)

- Motivation;
- Decision-making process;
- Competition;
- Personal profile.

Survey started on Thursday August 13.

You may receive a call!

# THANK YOU

- Thank you for your attention, and enjoy your short-break.
- Happy to answer any questions.