

3.7. Target Markets

The following have been identified as the target markets for the Orange Region. Whilst some are existing markets, emerging markets have also been identified in terms of their potential to drive visitation and yield.

Target markets have been summarised below based on existing visitor patterns and understating of market potential, as demonstrated in this section.

T1. TARGET MARKETS OVERVIEW

	PRIMARY / CURRENT MARKETS	SECONDARY / EMERGING MARKETS	
GEOGRAPHIC MARKETS	<p>Sydney and surrounds</p> <p>Sydney and surrounds are already the largest market for the Orange Region, contributing 49% of visitation, however with a population of 5.3+ million people there remains significant growth potential. Areas of western Sydney are within an easy 3.5 hours drive of the Orange Region. There is however also opportunity to target affluent suburbs of inner and coastal Sydney.</p>	<p>Regional NSW</p> <p>Regional NSW remains the second largest market for Orange Region. It is not considered as important as Sydney in terms of yield with higher levels of day tripping, however, remains critical in terms of economic benefit to the region. There are a number of Cities with large regional population bases within 1.5 hours drive that should be targeted including Forbes, Parkes, Dubbo and Corowa.</p>	<p>Brisbane and S.E. Queensland</p> <p>South-east Queensland lacks strong food and wine destinations similar to the Orange Region. This presents as a strong competitive advantage for the region in attracting this emerging market who seek to experience a high-quality food and wine region. Rex flies regularly between Brisbane and Orange.</p>
TOURING MARKETS	<p>Domestic Touring Visitors</p> <p>Touring from Adelaide/Melbourne to Brisbane presents an opportunity for the Orange Region. Melbourne and Adelaide have highly mobile populations, with 5 million residents in Melbourne and 1 million residents in Adelaide. The region presents a unique stopover point for visitors seeking quality wine and dining experiences on journeys to Northern NSW and Queensland.</p>	<p>International Touring Visitors</p> <p>The international market has been significantly impacted by pandemic induced travel restrictions. However, with these restrictions easing and borders reopening, international travel is beginning to rebound. There is an opportunity to capture greater share of this market with the development of formal touring routes for international visitors to maximise their stay in NSW. Prior to Covid Sydney was attracting over 4 million international visitors per annum. The development of the Western Sydney airport in the long term will support visitation to the Orange Region.</p>	
DEMOGRAPHIC / ACTIVITY MARKETS	<p>Comfortable Cruisers (55+)</p> <p>40% of the visitor market in the Orange Region is aged over 55 years. This market is strategically important as many are retired or semi-retired, with the flexibility to travel mid-week and during off-peak seasons.</p>	<p>Visiting Friends and Relatives</p> <p>28% of visitors to the Orange Region are visiting friends and relatives and further 44% of visitors are staying with friends and relatives overnight. With the strength of the VFR market in the region, there is opportunity to undertake a campaign targeted campaign to educate residents on local products and experiences and increase awareness of the destination.</p>	<p>Young Professionals</p> <p>26% of the Orange Region market is aged between 15 and 34 years of age. The compelling wine and food products within the region make it an enticing destination for weekend escapes for this market.</p>