



# TOURISM SURVEY



## Supporting NSW tourism's bushfire recovery

n = 1344 respondents

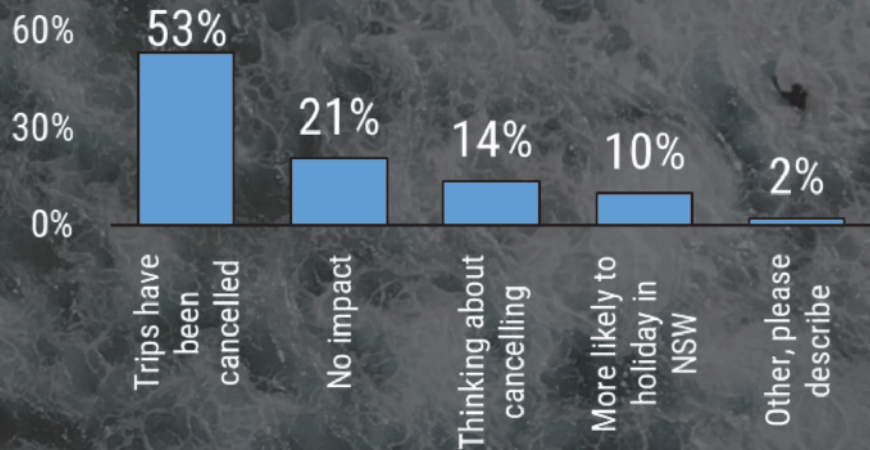
### Significant bushfire impact:

# 67%

had either cancelled trips or were thinking about cancelling

Q: How have the bushfires impacted your travel plans

n=519; respondents who answered they planned to travel to bushfire affected areas



### Media contact:

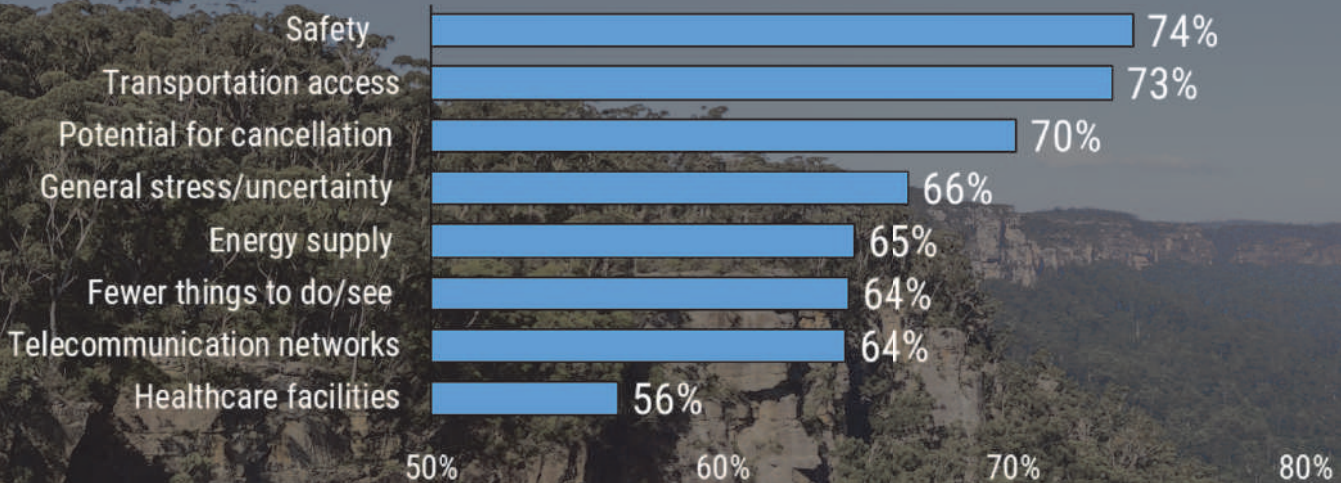
Damian Kelly  
NSW Business Chamber  
0401 773 825

# Holidaymakers want to return but are hesitant:

**safety, access and cancellation** the top concerns impacting decision to holiday in NSW

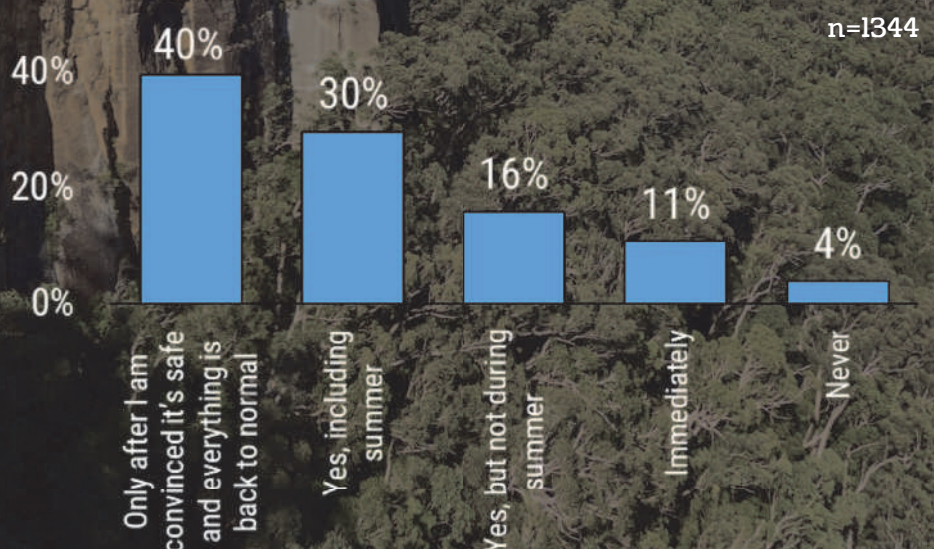
Q: To what extent do the following bushfire-related factors impact your decision to holiday in NSW?

n=1344



**96%** would consider returning but only **11%** would consider returning immediately

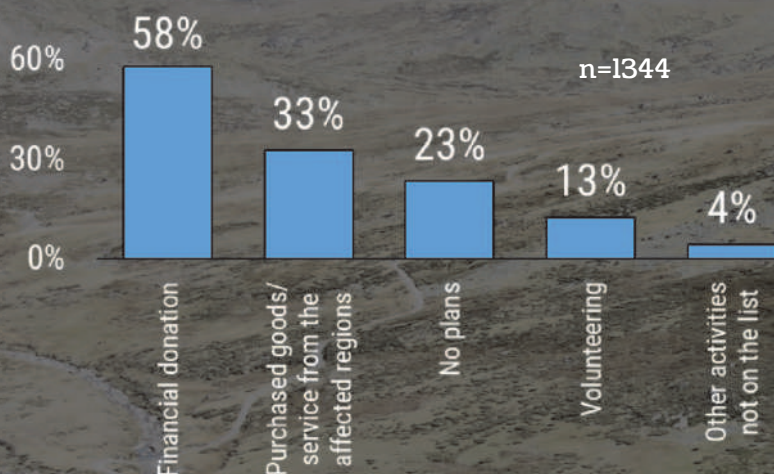
Q: Will you consider visiting bushfire impacted areas in the future?



# Holidaymakers want to support NSW businesses:

**33%** said they had or planned to help by purchasing from affected regions

Q: What did you do or plan to do to help bushfire affected regions?



Knowing holidays will support economic recovery is front of mind

**10%** were more likely to holiday in affected areas as a result of the bushfires

Q: To what extent would the following factors make you more likely to holiday in NSW?

