

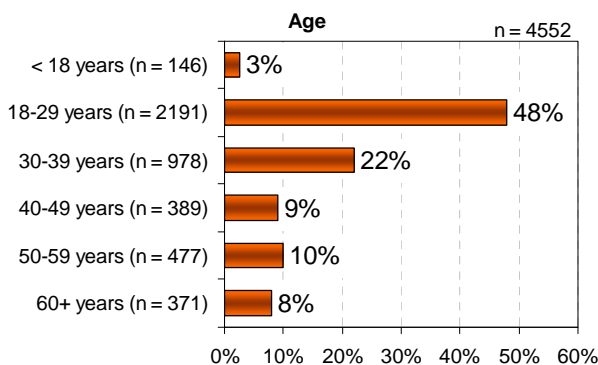
# Outback Offsets

## Background

In 2008/09, the carbon emissions associated with passengers travelling with Adventure Tours Australia, Connections Safaris and Wayoutback Desert Safaris were offset at no cost to the consumer as part of the Outback Offsets program.

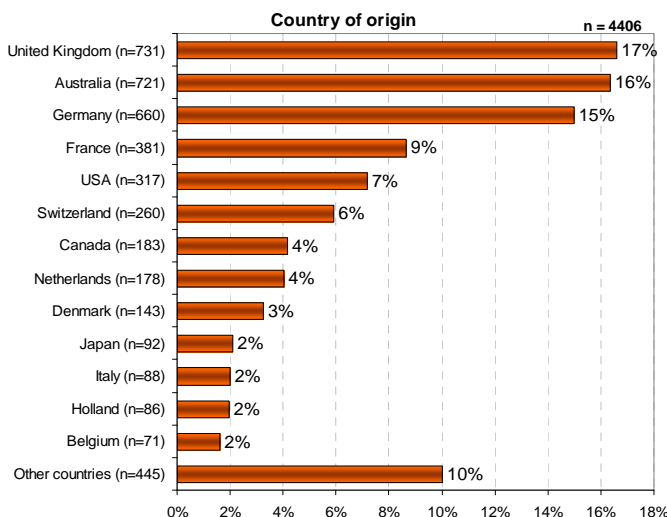
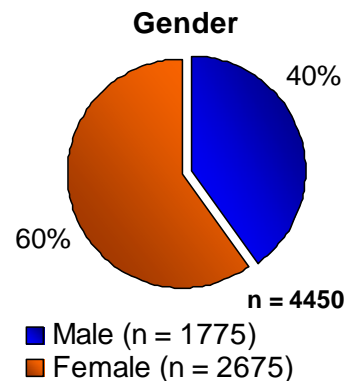
Surveys were conducted to measure the level of awareness of the Outback Offsets program among passengers travelling with participating tour operators in the Red Centre. Surveys were distributed to passengers between September 2008 and June 2009 to test the level of influence the carbon offsetting program had in relation to the decision to travel with the participating operators. Tourism NT received 4,589 completed surveys throughout the project.

## Respondent Profile



The majority of respondents (48%) were from the '18-29 years' age group followed by '30-39 years' (22%), '50-59 years' (10%), '40-49 years' (9%) and the '60+ years' group (8%).

From 4450 survey respondents, over half (60%) of the responses were females, and 40% males.



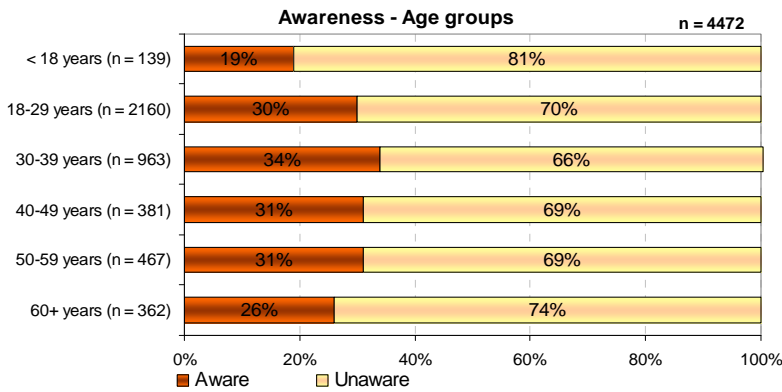
The largest proportion of respondents were from the United Kingdom (17%) and Australia (16%), followed by Germany (15%) and France (9%).

## Topline Results

- About a third (31%) of respondents were aware that their tour had a carbon offset program.
- Of those respondents that were aware of Outback Offsets, over half (53%) were strongly influenced or somewhat influenced by the offset program in booking the tour.
- Over one in six (16%) of all respondents had offset carbon emissions on other parts of their holiday activities. Other activities where passengers had offset their carbon emissions included tours, flights with carbon offsetting companies, and activities such as walking and use of public transport were also cited.

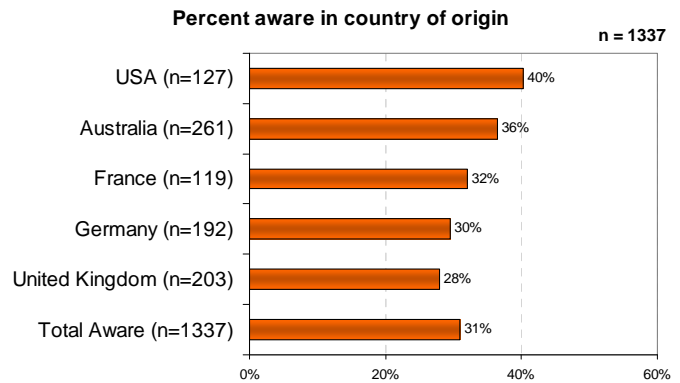
## Key Findings

### Awareness of Outback Offsets Program

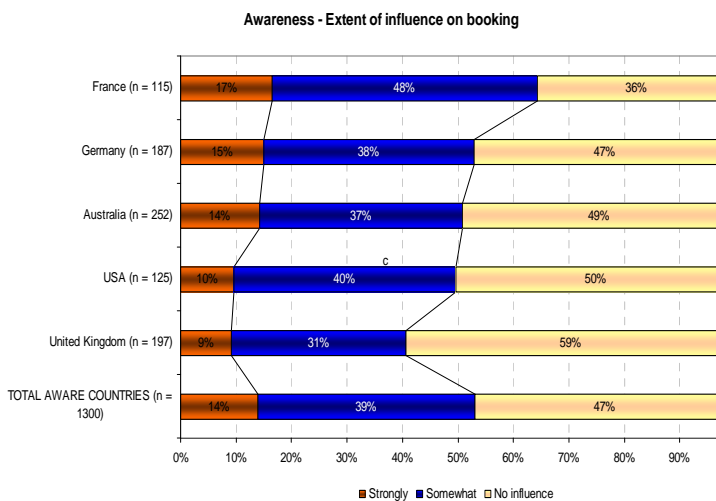


The '30 to 39 year' group were the age group most aware (34%) of Outback Offsets followed by '40 to 49 years' and the '50 to 69 years' age group (31%).

On average, the awareness level of Australian respondents was 36%, which was higher than the international average (29%). Amongst the key international markets, respondents with the highest level of awareness included USA (40%), France (32%), Germany (30%) and the United Kingdom (28%).



### Influence of Outback Offsets on Booking



Of the total respondents that were aware of Outback Offsets, 53% were influenced in their decision to book the tour by the offset program; including 14% that were strongly influenced and 39% that were somewhat influenced.

From the key international markets, the French (64%) were the most influenced by their awareness of the program, followed by Germans (53%) and Australians (51%). Among all the key international markets, travellers from the United Kingdom (41%) reported the least amount of influence by Outback Offsets.