

Areas where results were not so strong

Despite the positive feedback from visitors to VHC, there were a number of areas where scores were not as high.

Nature based experiences were expected by 79% of visitors which is 10 percentage points above the benchmark. Although 44% found their experience to be better than expected, this proportion was 5 percentage points below the VPS benchmark.

Similarly, something the kids would enjoy was an experience that was exceeded for 41% of visitors expecting this experience, which is 9 percentage points below the benchmark score.

Around half (53%) of visitors had an expectation of experiencing Australia's history which is the same proportion as the VPS benchmark. The VHC is rich in Australian history, with substantial Indigenous, gold rush and Ned Kelly history in the region. Therefore, it is surprising that experiencing Australia's history did not figure more prominently in visitor expectations. Some of the regions in the database that record high expectations for Australian history experiences are: Western Downs, Queensland (89%), Alice Springs (87%), Bendigo (83%), Darwin (82%), ACT (79%), Swan Hill (78%) and Broken Hill (73%).

First-time versus repeat visitors

The results have shown that from a visitor perspective, the VHC performs very strongly in terms of quality of tourism product and visitor experiences, with both first-time and repeat visitors equally satisfied with their visit. Repeat visitors to the VHC had a clear set of expectations of their visit which were typically met to a high standard, while expectations of first-time visitors to VHC were generally less certain, but mostly exceeded.

Given that repeat visitors were such a large proportion of VHC visitation, their much lower expectation of an Australian history experience (48%) compared to first-time visitors (72%) could possibly be an area for VHC to focus on.

Further, as first-time visitors were more likely to visit a winery, targeting food and wine in future strategies could be beneficial in attracting first-time visitors to the region.

This summary is extracted from research conducted by Tourism Research Australia in partnership with Victoria's High Country and Tourism Victoria. For the full Visitor Profile and Satisfaction Report, please email tourism.research@ret.gov.au.

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Mt Stirling, Victoria's High Country
Image courtesy of Tourism Victoria

Publication date: June 2010

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