



Albury Wodonga Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 215 people who visited Albury Wodonga, on the New South Wales/Victorian border, during June, July and August 2008.

The top two reasons for visiting Albury Wodonga were:

- 'It was a convenient stop over point' (35%)
- 'To visit family' (25%)

What do visitors to the destination expect?

- 'Tour around and explore' (67%)
- 'Relaxation and rejuvenation' (55%)
- 'Spend time with partner/family/friends' (55%)
- 'Chance to discover or learn something new' (47%)
- 'Good shopping' (46%)
- 'Explore the river' (44%)

What are visitors experiencing in the destination?

- 'Eat out' (67%)
- 'Just walk' (64%)
- 'Go shopping' (55%)
- 'Visit friends/relatives' (29%)
- 'Visit museums or art galleries' (26%)
- 'Visit historical sites' (26%)
- 'Go to the river' (22%)

Were they satisfied with their experience?

Overall, 80% of visitors were satisfied with their visit to Albury Wodonga, with 38% very satisfied with their visit. Actual experiences were somewhat better or much better than expected in the case of:

- 'Experience our nation's/Australia's history' (47%)
- 'Spend quality time with partner/family/friends' (45%)
- 'Good shopping' (44%)
- 'Tour around and explore' (43%)
- 'Food and wine experiences' (42%)
- 'A chance to discover or learn something new' (40%)

- 'An adventure' (40%)
- 'Experience Albury Wodonga's heritage' (40%)

Only 49% of visitors stated that their expectations of exploring the river were met, with 18% also stating that their actual experience was somewhat worse or much worse than expected; the highest proportion of all experiences.

Food and beverage, roads, signage, friendliness of locals, local atmosphere, variety of things to see and do, personal safety and security, public toilets and value for money were the key strengths of Albury Wodonga. Visitors were more likely to rate these aspects as important and to be satisfied with these aspects.

About 53% of visitors to Albury Wodonga were satisfied with the river, one of the lowest satisfaction levels behind nightlife/entertainment (37%), tours (23%) and local transport (21%).

What is the visitors' profile?

- Nearly three quarters (73%) of visitors to Albury Wodonga were overnight visitors and 27% were day visitors.
- Of the domestic visitors, 39% were from Victoria, 38% from New South Wales, 6% from South Australia, 5% from each of Queensland, Western Australia and Australian Capital Territory and 1% from Tasmania.
- Nearly one quarter (24%) of visitors to Albury Wodonga visited friends or relatives, while 36% visited for holiday and leisure purposes.
- Just under half (48%) of all visitors were 35-54 years of age.
- Visitors were more likely to have travelled with their partner/spouse (39%), or their immediate family (27%).
- The majority of visitors (81%) used private transport/their own vehicle in order to reach Albury Wodonga.
- Bookings most commonly made before the trip were with accommodation providers (33%), however, 42% did not make a booking prior to their trip to Albury Wodonga.
- Nearly half (49%) of all visitors made bookings via the internet, with accommodation being the most common booking (79%).
- The average length of stay for overnight visitors was 4.7 nights in Albury Wodonga, with an average overall trip length of 10.8 nights.

How did the visitors travel in and around Albury Wodonga?

- Visitors to Albury Wodonga were also likely to visit Beechworth (30%), Melbourne (25%) and Holbrook (21%).
- Common stop over points for visitors prior to arriving in Albury Wodonga included Holbrook (11%), Melbourne (11%), Sydney (10%) and Canberra (7%), while 52% of visitors did not stop before Albury Wodonga.
- Common stop over points for visitors after Albury Wodonga included Beechworth (24%), Melbourne (14%), Yackandandah (13%) and Rutherglen (12%), while 42% of visitors did not stop anywhere after Albury Wodonga.
- Nearly seven in ten visitors travelled along the Albury Wodonga bypass during their visit with 55% stating the bypass was excellent.

How did the visitors decide to visit?

- Of all visitors to Albury Wodonga, 17% planned their trip while on the road, 6% the day before setting out, 18% in the week before setting out, 14% two to three weeks before, 22% one to three months before, 14% three to six months before, and 7% six to twelve months before.
- The majority of visitors (72%) did not consider another destination as an alternative to Albury Wodonga.
- Of all visitors, 40% relied on prior experiences to help plan their trip, while 27% used the internet and 26% asked friends or relatives.

Will they visit again?

- Over half (56%) of the visitors to Albury Wodonga were likely to visit again in the next 12 months, and 38% were likely to visit again within the next three years.
- Over two thirds (68%) of visitors were likely to recommend Albury Wodonga to others as a destination to visit.

For a copy of the full Visitor Profile and Satisfaction report, please email tra@tourism.australia.com

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Image courtesy of Destination Albury Wodonga

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