



Destination Visitor Survey Strategic Regional Research - Queensland

BUILT ATTRACTIONS STUDY – BARCALDINE: SUMMARY OF RESULTS

INTRODUCTION

This project was part of the Outback Queensland Built Attractions Research which captured the travel characteristics of all tourists to the Barcaldine area with particular emphasis on those who visited built attractions.

A total of 202 visitors were interviewed using a face to face random intercept interviewing process. All visitors were over the age of 15 and both day and overnight visitors. Interviews were held at several points including the Australian Workers Heritage Centre, the Tree of Knowledge, the main street, the train station and bus depot.

SUMMARY OF FINDINGS

- At the time of this study, combined calculations from the International Visitor Survey, National Visitor Survey and the Destination Visitor Survey estimated that in 2005 approximately 50,000 day and overnight visitors were travelling to Barcaldine.
- An estimated 27% were day visitors and an estimated 73% were overnight visitors who stayed an estimated 88,000 nights. This represented an average of 2.4 nights per overnight visitor.
- Of the visitors to Barcaldine in 2005, 43% were from Queensland. Around 52% were from interstate, mostly from New South Wales (22%) and Victoria (20%). Just 5% were from overseas.
- The majority of visitors were aged 60 years or more (69%) with one in five visitors aged between 50 and 59 years (20%). Only one in ten visitors was under 50 years of age. This was very different to the age profile of all visitors to Queensland, where 67% were below 50 years of age (based on the International Visitor and National Visitor Surveys data year ending June 2005).
- Around 65% of visitors were travelling in either a campervan, motor home, or towing a caravan. This largely reflects the substantial 'Grey Nomad' market that passes through Barcaldine.
- Overall, around 9 in 10 visitors were 'very satisfied' with their visit to Barcaldine.

EXPENDITURE

- Visitors to Barcaldine spent an estimated \$7 million dollars in the region during 2005, with overnight visitors accounting for around 83% of total estimated expenditure.
- It is estimated that day visitors contributed just over \$1.2 million to the Barcaldine economy, or approximately 17% of total tourism expenditure in the town.
- Visitors to the Australian Workers Heritage Centre spent around \$4.7 million in the region during 2005, of which \$4 million (including the entrance fees) was estimated to be directly attributed to the 'draw-card' appeal of this attraction.

AUSTRALIAN WORKERS HERITAGE CENTRE

- Of the visitors to Barcaldine, 44% visited the Australian Workers Heritage Centre. 19% said that they did not have enough time, 14% did not go as they had been before, 10% were not aware of the attraction and 8% were not interested.
- Overall, the Australian Workers Heritage Centre appears to have attracted a slightly higher number of day visitors (54%) than overnight visitors (41%).
- While visitors from Queensland accounted for 38% of all visitors to the Australian Workers Heritage Centre, 60% were from interstate, particularly New South Wales (27%) and Victoria (20%).
- Almost all of the visitors (96%) to the Australian Workers Heritage Centre were 'very satisfied' with their experience and 91% claimed that they were very likely to recommend the Centre to others.
- All visitors to the Centre were 'very satisfied' with staff friendliness and 99% with the operating hours. Over 70% of visitors were 'very satisfied' with entry fees and the education value (80%).

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