



# Barossa Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 207 people who visited Barossa in South Australia during September and October in 2007.

The top two reasons for visiting Barossa were:

- 'Taste and purchase wine' (62%)
- 'Sightseeing in the area' (44%)

## What experiences are important for visitors to the destination?

- 'Food and wine experiences' (82%)
- 'Relaxation and rejuvenation' (72%)
- 'Quality time with partner/family/friends' (71%)
- 'Tour around and explore' (67%)
- 'Experience Barossa history and heritage' (57%)
- 'Discover or learn something new' (57%)

## What are visitors experiencing in the destination?

- 'Visit winery/cellar door' (82%)
- 'General sightseeing' (82%)
- 'Walk the main streets' (72%)
- 'Eat out' (57%)
- 'Browse the shops' (56%)

## Were they satisfied with their experience?

In terms of overall satisfaction, 93% were satisfied with their visit to Barossa. This is much higher than the overall satisfaction benchmark for other VPS projects (82%). Satisfaction with experiences was higher for:

- 'Food and wine experiences' (87%)
- 'Tour around and explore' (87%)
- 'Relaxation and rejuvenation' (84%)
- 'Quality time with partner/family/friends' (79%)

Food and wine experiences, relaxation and rejuvenation, quality time with partner/ family/friends, tour around and explore, experience Barossa history and heritage, discover or learn something new, experience our nation's/Australia's history and authenticity of experiences were the key strengths of Barossa. Visitors were more likely to rate these aspects as important and to be satisfied with these aspects.

## What is the visitors' profile?

- Of all visitors to Barossa, 64% were overnight and 36% were day visitors.
- The majority (93%) of visitors to Barossa were from Australia, with 38% from South Australia, 23% from Victoria, 16% from New South Wales, 11% from Queensland, 7% from Western Australia, 3% from the Australian Capital Territory, 2% from Tasmania and 1% from the Northern Territory.
- Most visitors (63%) travelled to Barossa for holiday and leisure purposes, while 9% visited friends or relatives.
- Visitors were more likely to have travelled with their partner/spouse (48%) and used private transport/their own vehicle (63%) in order to reach Barossa.
- Bookings most commonly made before the trip were with accommodation providers (35%). However, 29% of visitors did not make any booking prior to their trip to Barossa.
- Bookings through the internet were made by 56% of visitors.
- The average length of stay in Barossa for overnight visitors was 3.67 nights (total trip length of 16.33 nights).

## How did the visitors travel in and around the destination?

- Visitors to Barossa were also likely to travel to Tanunda (80%), Nuriootpa (63%) and Angaston (59%).
- Common stop over points before getting to Barossa included Adelaide (36%), Gawler (14%) and Hahndorf (8%).
- Common stop over points after going to Barossa included Hahndorf (17%), Adelaide Hills (14%), Adelaide (11%), Gawler (11%) and Kapunda (9%).

## How did the visitors decide to visit?

- The majority (63%) of visitors made the decision to visit Barossa well in advance of the trip (22% 1-3 months before, 20% 3-6 months before, 18% 6-12 months before and 3% 12 months or more).
- Over three quarters (77%) of visitors did not consider another location as an alternative to Barossa.
- Less than half (45%) of visitors relied on the internet for information, while 44% relied on prior experience, 31% asked friends or relatives, 25% used the Barossa visitor guide and 20% used the Barossa website.

## Will they visit the destination again?

- Of all visitors to Barossa, 44% stated they would be likely to visit again in the next 12 months.
- The majority (90%) of visitors said they were likely to recommend Barossa to others as a destination to visit.

Tourism Research Australia  
Level 3 11-17 Swanson Plaza  
PO Box 1110  
Belconnen ACT 2617

Telephone: + 61 2 6228 6100  
Facsimile: + 61 2 6228 6180  
Email: [tra@tourism.australia.com](mailto:tra@tourism.australia.com)

Image courtesy of Tourism Barossa

Publication date: July 2008

ABN 99 657 548 712

[www.tra.australia.com](http://www.tra.australia.com)

© Copyright Tourism Australia 2008. Tourism Australia and Tourism Research Australia permits copies to be made of the Visitor Profile and Satisfaction report for the purpose of promoting Australian Tourism, provided that Tourism Research Australia is recognised on any copies as the author, the material is reproduced in its current form and a statement similar to the one listed above is included on any copy. However, copies may not be made for a commercial purpose, that is, for sale without the permission of Tourism Research Australia. This information is presented in good faith and on the basis that neither Tourism Australia or Tourism Research Australia, nor their agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication. Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data.

**Tourism Australia**  
Tourism Research Australia 