



Bendigo Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 165 people who visited Bendigo in Victoria during April and May 2007.

The top two reasons for visiting Bendigo were:

- 'Visiting friends' (17%)
- 'Visiting family' (12%)

What do the visitors to the destination expect?

- 'An opportunity to tour around and explore' (76%)
- 'An opportunity to experience our nation's history' (67%)
- 'A chance to discover something new' (67%)
- 'Opportunity to experience arts or culture' (67%)
- 'A place to spend quality time with partner/family/friends' (60%)
- 'Relaxation and rejuvenation (chance to escape and unwind)' (59%)

What are visitors experiencing in the destination?

- 'Sightseeing' (57%)
- 'Eat out' (41%)
- 'Go shopping' (40%)
- 'Visit museums or galleries' (39%)
- 'Visit friends/relatives' (37%)
- 'Visit botanical gardens' (36%)
- 'Visit historical sites' (31%)

Were they satisfied with their experience?

Overall, 66% of visitors were satisfied with their visit to Bendigo. Among those visitors anticipating particular experiences, expectations were somewhat better or much better than expected in the case of:

- 'A place to spend quality time with partner/family/friends' (62%)
- 'A chance to discover something new' (57%)
- 'An opportunity to experience our nation's history' (56%)
- 'An opportunity to experience arts or culture' (55%)

Attractions, friendliness of locals, local atmosphere, personal safety and security, roads, public amenities and a variety of things to see and do were the key strengths of Bendigo. 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 Bendigo, 73% were day and 27% were overnight visitors.
- The average length of stay for overnight visitors was 3.9 nights, and the average overall trip length of all visitors was 5.7 nights.
- The majority of domestic visitors were from Victoria (59%), with 16% from New South Wales, 9% from South Australia, 6% from Queensland, 5% from Western Australia, 4% from Tasmania and 1% from the Northern Territory.
- The main purpose for travel to Bendigo was to visit friends/relatives (40%), and for holiday and leisure purposes (32%).
- Over one third (36%) of visitors travelled with their partner/spouse.
- Bookings for rail (11%) and coach or bus services (10%) were the most common form of booking made prior to the trip.
- Of all visitors to Bendigo, 16% made at least one booking via the internet.

How did the visitors travel in and around the destination?

- Over two thirds (70%) of visitors used private transport/their own vehicle as their main form of transport to Bendigo, with 11% travelling by rail and 10% by bus/coach.
- Visitors to Bendigo were most likely to also travel to Castlemaine (15%), Ballarat (13%), Daylesford (12%), Malmsbury (12%) and Melbourne (12%).
- Common stop over points for visitors prior to arriving in Bendigo included Malmsbury (9%), Melbourne (9%), Castlemaine (7%) and Swan Hill (7%).
- Common stop over points for visitors after arriving in Bendigo included Ballarat (9%), Castlemaine (8%) and Daylesford (8%).

How did the visitors decide to visit?

- Of all visitors to Bendigo, 45% planned their trip between one and three weeks in advance.
- Over three quarters (76%) of visitors did not consider another location as an alternative to Bendigo.
- Two in five visitors (40%) relied on their experience from a previous visit to help plan their trip, 25% used the internet and 23% asked friends/relatives. 21% did not use any information source prior to their visit.

Will they visit the destination again?

- Nearly seven in ten visitors (69%) stated they would be likely to visit Bendigo again in the next twelve months.
- The majority (92%) of visitors stated they were likely to recommend Bendigo as a destination to visit.

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