



Caloundra Visitor Profile and Satisfaction Report

The following information is based on a sample of 228 people who visited Caloundra Shire between May and June 2006.

Caloundra Shire includes Caloundra City as well as Beerburrum, Beerwah, Caloundra, Conondale, Currimundi, the Glass House Mountains, Golden Beach/Pelican Waters, Kawana, Landsborough, Maleny, Minyama, Mooloolah and Witta.

The top two reasons for visiting Caloundra were:

- 'Leisure' or 'a holiday' (69%).
- 'Visiting friends and relatives' (21%).

What do the visitors to destination expect?

The majority of visitors expected Caloundra to offer:

- 'Relaxation and rejuvenation' (88%).
- 'Quality time with partner/friends/family' (85%).

Results were slightly higher for Brisbane visitors:

- 'Relaxation and rejuvenation' (95%).
- 'Quality time with partner/friends/family' (92%).
- Residents from 'Other Australia' and Overseas were most likely to expect an 'opportunity to tour around and explore' Caloundra (82%).
- Day trippers (68%), holiday makers (67%) and visitors from Queensland (64%) were most likely to expect 'a nature based experience'.
- A high proportion of travellers Visiting friends and relatives (70%) and Overnight visitors (65%) expected 'good shopping'.
- Nearly two thirds (64%) of Holiday/leisure visitors and Brisbane visitors expected a 'food and wine' experience.

What experiences are visitors seeking in the destination?

- The main reason for choosing Caloundra was 'the variety of things to do and see' (32%).
- Visitors from Brisbane stated their reasons for visiting were primarily: 'the variety of things to do and see' (40%) followed by 'spending time with their partner' (30%).
- Over three quarters (77%) of all Caloundra visitors stated they had 'just walked or drove around/took in the sights/general sightseeing'.
- Visitors from the areas of Queensland, outside Brisbane, were far more likely to 'go shopping' (63%) than all other visitor groups - Brisbane (43%) or from 'Other Australia and Overseas' (38% respectively).

- 'Going to markets' was a less favoured activity among Brisbane residents (29%) when compared to residents from all other places (43%).
- The 'local atmosphere' was rated as the most important aspect to visitors followed by 'public amenities' and a 'variety of things to see and do'.
- Aspects such as 'local transport', 'tours' and 'entertainment/nightlife' were not rated highly.

Were they satisfied with their experience?

There were high levels of overall 'satisfaction' amongst visitors to Caloundra with 94% either 'very' or 'fairly' satisfied. Broader experiences that particularly exceeded expectations were:

- Quality 'family time' (60%).
- 'Kids enjoyment' (58%).
- 'Relaxation and rejuvenation' (51%).
- Some of the key strengths of Caloundra that rated 'highly' and consistently in terms of 'satisfaction' and 'importance' were: local atmosphere; and personal safety and security.
- Overall, the top 3 areas visitors were 'very satisfied' with were:
 - 'The beach' (58%).
 - 'Local atmosphere' (53%).
 - 'National Parks/natural attractions' (51%).
- While there was limited dissatisfaction reported, there was some dissatisfaction with:
 - 'Carpark facilities' (8%).
 - The 'current level of development' (8%).
 - 'Public amenities and signage' (7%).
- Overall Caloundra delivered on expectations and the proportion of people who felt that an experience was worse than expected was extremely low.

What is the visitors profile?

- Day trippers (66%) and Overnight (44%).
- Overnight visitors stayed:
 - 1 Night (3%).
 - 2 nights (11%).
 - 3–6 nights (11%).
 - 7+nights (9%).
- Visitors to Caloundra were from:
 - Brisbane (48%).
 - Rest of Queensland (34%).
 - New South Wales (10%).
 - Victoria (3%).
 - Overseas and South Australia (2% respectively).
- Travel parties include:
 - With a partner (39%).
 - With friends and/or relatives (27%).
 - With their immediate family, ie: parents and children (26%).
 - Only 5% of visitors travelled alone.

- Nearly two thirds of visitors to Caloundra (60%) did not have children aged 24 years or under living with them.
- Just over a third (35%) of travellers Visiting friends and relatives were retirees/pensioners.
- Visitors from Brisbane (74%) and interstate (87%) had the highest proportions of travellers visiting Caloundra for Holiday/leisure purposes.
- Visitors to Caloundra stayed in the following accommodation:
 - Staying with friends and relatives (25%).
 - Renting a house/apartment/unit/holiday flat which is not serviced on a daily basis (20%).
 - Staying in a luxury hotel/resort (17%).
 - Caravan park or commercial camping ground was more popular amongst the 55 years and older group (21% vs. 11% overall).

How did the visitors travel in and around the destination?

- The overwhelming majority of visitors to Caloundra (87%) used their own transport.
- Overall, places most visited by all Sunshine Coast visitors included Noosa (45%), Maroochydore (43%), Mooloolaba (36%), Caloundra and Eumundi (31% respectively).

How did the visitors decide to visit?

- Around 80% of visitors had been to Caloundra before, either for a day trip or an overnight trip. A quarter (25%) of all visitors had visited Caloundra five or more times in the past 12 months.
- Over half (58%) of all respondents decided to visit Caloundra either the week or day they were due to leave for their trip, or during their trip.
- The majority (56%) of visitors to Caloundra did not make any advance bookings for their trip. When a booking was made prior to the trip, it was mainly with accommodation providers (16%).
- Almost two thirds of visitors (63%) claimed that their previous experience in Caloundra provided a source of information, followed by knowledge from friends or relatives (31%). The internet was used by around one fifth of all respondents (21%).
- Nearly three quarters (74%) of all visitors to Caloundra did not consider an alternative destination. The main alternative destinations included other areas on the Sunshine Coast (26%) and the Gold Coast (19%).

Will they visit the destination again?

- Commitment levels to Caloundra were high, with 86% of respondents reporting that they were either 'extremely likely' or 'likely' to return in the next 12 months.
- Nearly two thirds (62%) of Brisbane visitors to Caloundra stated they were 'extremely likely' to return in the next 12 months. Just over half (51%) of all people from the remainder of Queensland were at least 'likely' to return to Caloundra.
- 14% of interstate and overseas travellers were 'extremely likely' to return to Caloundra in the next 12 months.
- 32% of travellers Visiting friends and relatives claimed that it was 'extremely likely' that they would return to Caloundra in the next 12 months.
- 94% of visitors stated they would be 'extremely likely' or 'likely' to recommend Caloundra to other people as a place to visit.

Image courtesy of Tourism Queensland.