



# Coober Pedy Visitor Profile and Satisfaction Report

This project was part of the Flinders Ranges and South Australian Outback Survey Report, a larger study on visitors to three destinations in this region: Coober Pedy, Marree and Wilpena. The following information is based on a sample of 125 people who visited Coober Pedy between September and November 2006.

The two top reasons for visiting Coober Pedy were:

- 'Have been keen to visit for some time' (42%).
- 'Visit specific attraction(s)' (37%).

## What are the important attributes of the destination?

- 'Attractions' (86%).
- 'Friendliness of locals' (83%).
- 'Local atmosphere' (83%).
- 'Access to essential services' (82%).

## What experiences are important to visitors?

- 'An opportunity to tour around and explore' (91%).
- 'A chance to discover or learn something new' (89%).
- 'An adventure' (81%).
- 'An opportunity to experience our nation's/Australia's history' (80%).
- 'Experience physical landscape' (74%).

## Were they satisfied with their experience?

Almost three quarters (78%) of visitors were 'very satisfied' or 'fairly satisfied' with their visit to Coober Pedy. Visitors were 'particularly satisfied' with the following:

- 'An opportunity to tour around and explore' (91%).
- 'A chance to discover or learn something new' (89%).
- 'An adventure' (84%).
- 'An opportunity to experience our nation's/Australia's history' (81%).
- 'Experience physical landscape' (79%).

## What is the visitors profile?

- Just over a quarter (27%) of visitors were from South Australia, 14% from New South Wales and 11% from Western Australia.
- Male visitors accounted for 56% of travellers, and female 44%.
- The average age of visitors was 50 years, with 63% of visitors aged 45 years and over.
- Over two thirds (68%) of visitors travelled alone or in pairs/couples, with 18% travelling in groups of 3 to 5. Another 13% travelled in a party of 6 or more.

- Over one third (36%) of visitors are 'older non-working married people', followed by 16% who are 'older working married people'.
- Just under half (42%) of all travellers stayed in a caravan park or privately operated camping ground.
- Another 21% stayed in a backpacker/visitor hostel and 20% stayed in a standard hotel/motel/motor inn/resort.

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

- Over one third (36%) of visitors to Coober Pedy entered the region from the Northern Territory, a further 20% entered on Highway 1 from Adelaide.
- Visitors to Coober Pedy were most likely to also visit Port Augusta (80%), followed by Marla (57%), and Woomera (57%).
- On average, visitors to Coober Pedy spent 62.3 nights away across their entire trip, with 2.5 of those nights spent in Coober Pedy.
- Almost two thirds (65%) of all visitors stayed between 1 and 2 nights in Coober Pedy. Another 21% stayed between 3 and 5 nights.
- A private or company car was used by 68% of visitors as their main form of transport to travel to Coober Pedy, with another 20% travelling by bus/coach.
- Of those visitors who mainly travelled by private or rented vehicle, 66% used a Four Wheel Drive and another 25% travelled by standard sedan/station wagon.
- Just under a quarter (21%) of visitors chose to use tours/packages for at least part of their trip to Coober Pedy.

### How did the visitors decide to visit?

- Of all visitors to Coober Pedy, 60% planned their trip at least one month before setting out with 13% deciding more than three months ahead. However, 18% made their decision to visit either the day they set out, or while on the road.
- Half of all visitors (51%) relied on travel books/guides/brochures to help plan their trip. 36% sourced information from the internet, and 28% relied on friends/relatives, tourist offices/visitor information centres (24%) and their experience from a previous visit (24%).
- The services of a travel agent were used by 11% of visitors as a source of information in planning their trip.

### Will they visit the destination again?

- Most visitors (88%) were likely to recommend Coober Pedy as a destination to visit.
- Of all visitors to Coober Pedy 22% stated they would be likely to return in the next two years. In contrast, 45% of visitors stated that they were not likely to return in the next two years, for various reasons.

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Image courtesy of South Australian Tourism Commission

Publication date: April 2008  
ABN 99 657 548 712

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