



Dubbo Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 227 people who visited Dubbo in New South Wales during October 2007.

The top two reasons for visiting Dubbo were:

- 'To visit the Western Plains Zoo' (70%)
- 'It was a convenient stop over point' (26%)

What do the visitors to the destination expect?

- 'Nature based experiences' (64%)
- 'Quality time with partner/family/friends' (63%)
- 'Opportunity to tour around and explore' (62%)
- 'Relaxation and rejuvenation' (60%)
- 'Something the kids would enjoy' (59%)
- 'Chance to discover or learn something new' (54%)

What are visitors experiencing in the destination?

- 'Visit the Western Plains Zoo' (78%)
- 'Eat out' (55%)
- 'Go shopping' (53%)
- 'General sightseeing' (45%)
- 'Visit old Dubbo Gaol' (39%)
- 'Visit historical sites' (17%)
- 'Visit friends or relatives' (17%)

Were they satisfied with their experience?

In terms of overall satisfaction, 78% were satisfied with their visit to Dubbo. Expectations were most likely to be somewhat better or much better than expected in the case of:

- 'Something the kids would enjoy' (62%)
- 'Discover or learn something new' (53%)
- 'Experience our nation's/Australia's history' (53%)
- 'An adventure' (48%)
- 'A place to spend quality time with partner/family/friends' (48%)
- 'Good shopping' (47%)
- 'Food and wine experiences' (45%)
- 'Tour around and explore' (43%)
- 'Nature based experiences' (43%)

The Western Plains zoo, personal safety and security, friendliness of locals, signage, roads, local atmosphere, attractions, variety to see and do and value for money were the key strengths of Dubbo. 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 Dubbo, 82% were overnight and 18% were day visitors.
- The majority (96%) of visitors to Dubbo were from Australia, with 69% from New South Wales, 13% from Queensland, 10% from Victoria, 3% from the Australian Capital Territory, 2% from South Australia, 2% from Western Australia and 1% from Tasmania.
- Most visitors (70%) travelled to Dubbo for holiday and leisure purposes, while 12% travelled to visit friends or relatives.
- Visitors were more likely to have travelled with their immediate family (47%) or partner/spouse (32%) and used private transport/their own vehicle (87%) in order to reach Dubbo.
- Bookings most commonly made before the trip to Dubbo were with accommodation providers (43%). However, 29% of overnight visitors did not make a booking prior to their trip to Dubbo, neither did 73% of day visitors.
- Bookings through the internet were made by 44% of visitors.
- The average length of stay for overnight visitors was 1.7 nights (total trip length of 4.3 nights).

How did the visitors travel in and around the destination?

- Visitors to Dubbo were also likely to travel to Orange (29%), Wellington (28%), Parkes (23%) and Bathurst (22%).
- Common stop over points before getting to Dubbo included Orange (18%), Wellington (15%) and Bathurst (13%).
- Common stop over points after going to Dubbo included Parkes (14%), Wellington (14%) and Mudgee (12%).

How did the visitors decide to visit?

- More than half (60%) of visitors made the decision to visit Dubbo well in advance of the trip (27% 1-3 months before, 20% 3-6 months before, 9% 6-12 months before and 4% 12 months or more). Conversely, 39% of visitors made the decision to visit Dubbo close to travelling (10% while on the road, 2% the day before, 11% the week before and 16% 2-3 weeks before).
- The majority (81%) of visitors did not consider another location as an alternative to Dubbo.
- Less than half (44%) of visitors relied on the internet for information, while 37% relied on prior experience, 26% asked friends or relatives and 19% used www.dubbotourism.com.au.

Will they visit the destination again?

- Of all visitors to Dubbo, 28% stated they would be likely to visit again in the next 12 months and 51% in the next three years.
- The majority (75%) of visitors said they were likely to recommend Dubbo to others as a destination to visit.

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