



# Echuca-Moama Visitor Profile and Satisfaction Report

The following information is based on a sample of 221 people who visited Echuca-Moama during June 2006.

## What do the visitors to the destination expect?

- 'Relaxation and rejuvenation' (85%).
- 'A place to spend quality time with partner/family/friends' (83%).
- 'To experience the Murray River' (78%).
- 'An opportunity to tour around and explore' (73%).
- An opportunity to experience our Nation's/Australia's history' (61%).
- 'A chance to discover or learn something new' (54%).

## What are visitors experiencing in the destination?

Overall, geographic landmarks such as the Port of Echuca and the Murray River are the key reasons for visitation to Echuca-Moama however few visitors cited that it is part of the Murray River Touring Route. This corresponds with the findings that Echuca-Moama was the sole destination for the majority of visitors.

Key activities undertaken were:

- 'Just walk or drive around/general sightseeing' (78%).
- 'Eat out at a hotel/restaurant/clubs' (73%).
- 'Go shopping' (pleasure) (61%).

On average visitors had relatively low expectations of the destination offering: golf or fishing; water-based activities; and nightlife/entertainment experiences.

## Were they satisfied with their experience?

- The majority of visitors to Echuca-Moama (85%) were 'satisfied' with their visit, with 55% expressing 'strong satisfaction' with their overall visit.
- The Murray River and the Port of Echuca were consistently mentioned as key strengths of the Echuca-Moama region, with high levels of both 'importance' and 'satisfaction'.
- Local attractions and local atmosphere also receive 'high' satisfaction ratings.
- Notably, a high proportion of visitors were 'very satisfied' with the local information services.
- The following were the top areas nominated by visitors for improvement to the region:
  - Further develop self-drive touring routes (27%).
  - More information on attractions and experiences (24%).
  - Wider selection of travel packages (21%).
- Areas of relatively low importance to visitors were: golf courses; tours; local transport; local wine/wineries; and entertainment/nightlife.

## What is the visitors profile?

- Overnight (86%) and Day trippers (14%).
- 49% of visitors were from Melbourne, 31% from the remainder of Victoria and 20% from outside Victoria.
- The main purpose for visiting Echuca-Moama was for Holiday/leisure (67%) and Visiting friends and relatives (26%).
- Visitors were most likely to have travelled with their partner/spouse and overwhelmingly used private transport/own vehicle.
- Echuca-Moama is most likely to be the primary destination for the trip.
- The average length of stay was 2.3 nights with 25% of visitors also staying overnight at another destination.
- More Overnight visitors relied on hotels/motels below 4 star (27%) and Caravan parks/commercial camping grounds (23%) as their main accommodation.
- Apart from previous experience in Echuca-Moama, one in three visitors also used the internet as a source of information in planning their trip. Only 18% then made bookings using the internet prior to departing on their trip.

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

- Prior to arriving at Echuca-Moama, more visitors passed through Rochester (27%) than anywhere else. However, fewer visitors actually returned through Rochester after having visited Echuca.
- While Rochester had a high proportion of visitors, the majority passed through without stopping (76%).
- Of those who visited Echuca first, most were most likely to visit Moama next, with 30% again returning to Echuca after.
- Those who visited Echuca were equally likely to either stop during the day (43%) or stay more than one night (46%), with a relatively small proportion (11%) only staying one night.

## How did the visitors decide to visit?

- The decision to visit Echuca-Moama was typically made between 2-3 weeks (27%) and 1-3 months (27%) prior to departing on their trip.
- 76% of visitors did not consider another location as an alternative to Echuca-Moama and those who did tended to focus upon alternate Victorian locations.

## Will they visit the destination again?

- 60% of visitors stated that they would most likely visit again in the next 12 months.
- Day trippers and those Visiting friends and relatives stated they were highly likely to have a repeat visitation.

Image courtesy of Tourism Victoria.