



Gippsland Lakes Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 199 people who visited Gippsland Lakes in Victoria during April and May 2007.

The top two reasons for visiting Gippsland Lakes were:

- 'Convenient stop over' (21%)
- 'Variety of things to see and do' (21%)

What do the visitors to the destination expect?

- 'Relaxation and rejuvenation' (81%)
- 'Tour around and explore' (78%)
- 'Quality time with partner/family/friends' (73%)
- 'Visiting beaches, national parks and/or forests' (72%)
- 'Nature based experiences' (61%)

What are visitors experiencing in the destination?

- 'Sightseeing' (81%)
- 'Eat out' (67%)
- 'Beach' (59%)
- 'Go shopping' (53%)

Were they satisfied with their experience?

Overall, 90% of visitors were satisfied with their visit to Gippsland Lakes. 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' (63%)
- 'A chance to discover something new' (56%)
- 'Tour around and explore' (54%)
- 'Nature based experiences' (53%)

Personal safety and security, local atmosphere, friendliness of locals, public amenities, food and beverage, roads and a variety of things to see and do were the key strengths of Gippsland Lakes. 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 Gippsland Lakes, 96% were overnight and 4% were day visitors.
- The average length of stay for overnight visitors was 3.9 nights, and the average overall trip length of all visitors was 21 nights.

- The majority (62%) of domestic visitors were from Victoria, with 22% from New South Wales, 4% from Queensland, 4% from Western Australia, 3% from South Australia, 3% from the Australian Capital Territory and 2% from Tasmania.
- The main purpose for travel to Gippsland Lakes was for holiday and leisure purposes (77%) and to visit friends/relatives (12%).
- Most visitors (61%) travelled with their partner/spouse.
- Bookings with accommodation providers (31%) were the most common form of booking made prior to the trip, with 27% of all bookings made via the internet.

How did the visitors travel in and around the destination?

- The majority (83%) of visitors used private transport/their own vehicle to travel to Gippsland Lakes.
- Visitors to Gippsland Lakes were also likely to travel to Bairnsdale (52%), Metung (27%), Sale (26%), Paynesville (23%) and Cann River (20%).
- Common stop over points for visitors prior to arriving in Gippsland Lakes included Bairnsdale (29%) and Sale (17%) with 28% of visitors having no prior stops.
- Common stop over points for visitors after arriving in Gippsland Lakes included Bairnsdale (26%) and Metung (20%) with 36% of visitors not stopping anywhere after Gippsland Lakes.

How did the visitors decide to visit?

- Of all visitors to Gippsland Lakes, 29% planned their trip one to three months before setting out, 28% two to three weeks ahead and 16% more than three months ahead.
- Over three quarters (77%) of visitors did not consider another location as an alternative to Gippsland Lakes.
- Nearly half (49%) of visitors relied on their experience from a previous visit to help plan their trip, 38% used the internet and 32% asked friends/relatives. Only 4% did not use any information source prior to their visit.

Will they visit the destination again?

- Of the visitors to Gippsland Lakes, 59% stated they would be likely to visit again in the next twelve months.
- The majority (95%) of visitors stated they were likely to recommend Gippsland Lakes as a destination to visit.

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