



# Hahndorf Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 206 people who visited Hahndorf in South Australia during September and October 2007.

The top two reasons for choosing to visit Hahndorf were:

- 'German food, beer and heritage' (45%)
- 'Variety of things to see and do' (41%)

## What experiences are important for visitors to the destination?

- 'An opportunity to tour around and explore' (70%)
- 'Spend quality time with partner/family/friends' (66%)
- 'Food and wine experiences' (61%)
- 'German history and heritage' (59%)

## What are visitors experiencing in the destination?

- 'Walk the main streets' (92%)
- 'Browse the shops' (78%)
- 'Visit coffee/tea shops' (63%)
- 'Go shopping' (59%)
- 'General sightseeing' (57%)
- 'Eat out' (53%)

## Were they satisfied with their experience?

In terms of overall satisfaction, 84% were satisfied with their visit to Hahndorf and this result is similar to the benchmark score (82%). Satisfaction with experiences was highest for:

- 'Opportunity to tour around and explore' (80%)
- 'Spend quality time with partner/family/friends' (73%)
- 'Food and wine experiences' (73%)
- 'German history and heritage' (69%)
- 'Chance to discover or learn something new' (68%)

Local atmosphere, variety of things to see and do, friendliness of locals, food and beverage, value for money and attractions were the key strengths for Hahndorf. 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 Hahndorf, 89% were day and 11% were overnight visitors.
- Domestic visitors to Hahndorf were from South Australia (28%), with 22% from Victoria, 20% from New South Wales, 12% each from Queensland and Western Australia, 4% from the Australian Capital Territory, 2% from Tasmania and 1% from the Northern Territory.

- Of all visitors, 12% were from overseas.
- The majority (68%) of travellers to Hahndorf visited for holiday and leisure purposes, while 9% visited friends or relatives.
- Visitors were more likely to have travelled with their partner/spouse (38%), with friends and/or relatives (30%) or immediate family (20%).
- The majority (59%) of visitors used private transport/their own vehicle to reach Hahndorf.
- Bookings most commonly made before the trip were with accommodation providers (21%). However, close to half (46%) of those surveyed had not made a booking prior to their trip to Hahndorf.
- Bookings through the internet were made by 54% of visitors.
- The average length of stay for overnight visitors was 2.6 nights (total trip length of 12.4 nights).

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

- Visitors to Hahndorf were also likely to travel to Adelaide (61%), Mount Lofty (32%), Mount Barker (19%), Stirling (19%), Woodside (14%) and Birdwood (14%).
- Common stop over points before getting to Hahndorf included Adelaide (50%), Mount Lofty (19%) and Stirling (10%).
- Common stop over points after going to Hahndorf included Mount Lofty (14%), Adelaide (12%) and Mount Barker (12%).

### How did the visitors decide to visit?

- The majority (66%) of visitors made the decision to visit Hahndorf within three weeks of taking their trip (16% 2-3 weeks before, 22% 1 week before, 16% on the day before and 12% while on the road).
- Most visitors (79%) did not consider another location as an alternative to Hahndorf.
- Visitors to Hahndorf relied on prior experience (42%) for information, while 28% asked friends or relatives, 23% used the internet and 18% used travel books/guides.

### Will they visit the destination again?

- Of all visitors to Hahndorf, 29% stated they would be likely to visit again in the next 12 months.
- The majority (89%) of visitors said they were likely to recommend Hahndorf to others as a destination to visit.

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