



Kingscliff/Cabarita Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 173 people who visited Kingscliff/Cabarita in New South Wales during April, May and June 2008.

The top two reasons for visiting Kingscliff/Cabarita were:

- 'Great place for a family holiday' (33%)
- 'Spend time with my partner' (30%)

What do the visitors to the destination expect?

- 'A place to spend quality time with partner/family/friends' (86%)
- 'Relaxation and rejuvenation' (86%)
- 'Something the kids would enjoy' (49%)
- 'Opportunity to tour around and explore' (46%)
- 'Luxury and indulgence' (45%)

What are visitors experiencing in the destination?

- 'Go to the beach' (75%)
- 'Just walk around' (72%)
- 'Eat out' (68%)
- 'Go shopping' (41%)

Were they satisfied with their experience?

Overall, 92% of visitors were satisfied with their visit to Kingscliff/Cabarita, with 55% very satisfied with their visit.

Expectations were somewhat better or much better than expected in the case of:

- 'Spend quality time with partner/family/friends' (66%)
- 'Relaxation and rejuvenation' (64%)
- 'Something the kids would enjoy' (64%)
- 'Luxury and indulgence' (59%)
- 'Food and wine experiences' (56%)

Personal safety/security, value for money, local atmosphere, food & beverage, friendliness of locals, variety to see & do and roads were the key strengths of Kingscliff/Cabarita. Visitors were more likely to rate these aspects as important and to be satisfied with these aspects.

What is the visitors' profile?

- The majority of visitors (90%) to Kingscliff/Cabarita were overnight visitors and 10% were day visitors.
- Of the domestic visitors, 70% were from Queensland, 23% were from New South Wales, 4% were from Victoria, 2% were from South Australia and 1% were from Western Australia. International visitors accounted for 4% of all visitors.
- The main purpose for travel to Kingscliff/Cabarita was for holidays (71%), while 8% visited relatives and 6% visited friends.
- Visitors were more likely to have travelled with their partner/spouse (40%) or their immediate family (29%).
- The majority of visitors (80%) used private transport/their own vehicle to travel to Kingscliff/Cabarita.
- Prior to their trip, the most common booking was for accommodation (44%), followed by airlines (10%) and car rental (5%). Nearly a quarter of visitors (24%) did not make any bookings at all.
- Over half of all visitors (55%) made bookings via the internet, with accommodation being the most common item booked (80%).
- The average length of stay for all visitors was 3.6 nights in Kingscliff/ Cabarita, with an average overall trip length of 9 nights.

How did the visitors travel in and around Kingscliff/Cabarita?

- Visitors to Kingscliff/Cabarita were also likely to visit Coolangatta/Tweed Heads (39%), the Gold Coast (26%), Pottsville (24%), Casuarina (23%), and/or Byron Bay (20%).
- Common stop over points for visitors prior to arriving in Kingscliff/Cabarita included Coolangatta/Tweed Heads (16%), Gold Coast (8%), Byron Bay (6%) and Murwillumbah (2%). 71% of visitors did not stop before getting to Kingscliff/ Cabarita.
- Common stop over points for visitors after Kingscliff/Cabarita included Coolangatta/Tweed Heads (23%), Gold Coast (17%), Byron Bay (13%) and Murwillumbah (12%). 59% of visitors did not stop anywhere else after Kingscliff/Cabarita.

How did the visitors decide to visit?

- Of all visitors to Kingscliff/Cabarita, 21% planned their trip in the week before setting out, 22% 2-3 weeks before, 21% 1-3 months before and 15% 3-6 months ahead.
- Nearly two thirds of visitors (64%) did not consider another location as an alternative to Kingscliff/Cabarita.
- Of all visitors, 44% relied on the internet to help plan their trip, while 43% had been to Kingscliff/Cabarita before and 28% relied on friends or relatives. 12% did not use any information source prior to their visit.

Will they visit the destination again?

- Nearly three quarters of visitors (74%) were likely to visit again in the next 12 months, and 84% were likely to visit again within the next 3 years.
- The majority of visitors (84%) were likely to recommend Kingscliff/Cabarita to others as a destination to visit.

For a copy of the full Visitor Profile and Satisfaction report, please email tra@tourism.australia.com

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