



## Lismore Visitor Profile and Satisfaction Project

The following information is based on a sample of 149 people who visited Lismore during June 2006. The researchers noted that wet weather might have affected visitors' experience of the destination.

The top three reasons for visiting Lismore were:

- 'To visit family' (57%).
- 'Visit friends' (27%).
- 'Attend a specific event/exhibition' (24%).

### What do the visitors to the destination expect?

- 'A place to spend quality time with partner/family/friends' (76%).
- 'Relaxation and rejuvenation' (63%).
- 'Nature based experiences' (59%).
- 'An opportunity to tour around and explore' (56%).
- 'Something the kids would enjoy' (53%).
- 'A chance to discover or learn something new' (51%).

### What are visitors experiencing in the destination?

- 'Go shopping' (68%).
- 'Visit friends and relatives' (67%).
- 'Eat out at a hotel/restaurant/clubs' (60%).
- 'Just walk or drive around/taking in the sights/general sightseeing' (45%).

### Were they satisfied with their experience?

The majority of visitors to Lismore (75%) were 'satisfied' with their visit. Expectations were particularly exceeded for those who expected Lismore to:

- Be a place to spend quality time with partner/family/friends - over half of the visitors said this was better than expected (51%).
- Offer an opportunity to tour around and explore (44%).
- Offer something the kids would enjoy (44%).
- Offer food and wine experiences (44%).
- Shopping (40%).

The following key strengths, having both a high rating of importance and satisfaction, for visitors to Lismore were: local atmosphere; friendliness of locals; and 'a sense of personal safety and security'. Less important to visitors, but also scoring well on 'satisfaction', was: shopping; and the variety of things to see and do.

## What is the visitors profile?

- Overnight visitors (65%) and Day trippers (35%).
- Half of visitors were from Sydney (50%).
- Of those visiting, 26% of the total sample were in Lismore for the purpose of Holiday/leisure. These visitors indicated the most popular reasons for their trip were:
  - 'To attend a specific event' (45%) – the Lismore Lantern Parade held during the survey period.
  - 'To visit a specific attraction' (28%).
  - 'To visit family' (22%).
  - 'A variety of things to see and do' (17%).
- Most visitors to Lismore were visiting family and friends (62%).
- Overall, visitors were more likely to have travelled with their immediate family and use private transport/ their own vehicle, although half of all Sydney residents chose to fly to Lismore.
- Airfares were the most common form of booking made prior to the trip (37%).
- Overall, very few visitors booked accommodation prior to their trip. However, a number of these were Day trippers, suggesting the trip to Lismore was part of a side trip.
- The average length of stay for overnight visitors was 4.9 nights.

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

- On average, visitors to Lismore visited or passed through around 4 other destinations during their trip – Ballina (44%), Casino (36%), Byron Bay (29%), and the Gold Coast (29%).
- A large proportion of visitors travelled via Casino (29%) however 33% had no prior stops.
- Immediately after visiting Lismore, more visitors passed through or visited Ballina (16%) and Casino (14%) than any other place in the defined region. However, 33% had no other stops after Lismore.

## How did the visitors decide to visit?

- One quarter of all people interviewed made the decision to visit Lismore the week before departure. A further quarter made their decision two to three weeks before, and another quarter between one and three months before departure.
- Day trippers and Holiday/leisure visitors tended to have a shorter lead time when making their decision to travel to Lismore.
- Almost 90% of visitors did not consider another location as an alternative to Lismore.
- Of those who did consider another destination, they tended to focus on another destination within the region.
- Most visitors had been to Lismore before and therefore tended to rely on their own knowledge of the area or upon the knowledge of family and friends.

## Will they visit the destination again?

- 80% of visitors stated they would be likely to visit again in the next 12 months.
- 91% stated they were likely to recommend Lismore to others as a destination to visit.
- Those who were visiting friends and relatives were most likely to recommend the destination to others.

Image courtesy of Tourism New South Wales.