



Maroochy Visitor Profile and Satisfaction Report

The following information is based on a sample of 176 people who visited Maroochy Shire between May and June 2006.

Maroochy includes the entire Maroochy Shire - Mooloolaba, Coolum, Alexandra Headlands, Maroochydore, Mapleton, Montville, Kenilworth, Eumundi and Cotton Tree.

The top two reasons for visiting the Maroochy Shire were:

- 'Leisure' or 'a holiday' (63%).
- 'Visiting friends and relatives' (22%).

What do the visitors to the destination expect?

- 'Spending quality time with partner/family/friends' (90%).
- 'Relaxation and rejuvenation' (75%).
- 'Opportunity to tour around and explore' (71%).
- 'Shopping' (68%).

What experiences are visitors seeking in the destination?

- 'A variety of things to do and see' (25%).
- 'A beach experience' (22%).
- 'A specific attraction' (18%).
- 'A great place to spend time with partner' (17%).
- 'A great place to have a family holiday' (15%).

Were they satisfied with their experience?

- In general, anticipated experiences either 'met' or 'exceeded' visitor expectations. Over half of all Maroochy Shire visitors who anticipated the region to be 'a place to spend quality time with partner/family/friends' (55%) or 'something the kids would enjoy' (51%), reported the actual experience was better than expected.
- 'Personal safety and security' was mentioned by most visitors (83%) as either 'important' or 'very important'; along with the 'local atmosphere' (81%) and 'public amenities' (80%).

What is the visitors profile?

- Visitors to the Maroochy Shire were primarily intrastate travellers (58%), and this was almost evenly split between Brisbane visitors and those from the rest of Queensland. Just over half (57%) of all travellers were visiting the Maroochy Shire on a day trip.
- The average length of stay for all visitors was 7.7 nights.

- Nearly a quarter of visitors (24%) who stayed overnight in the Maroochy Shire stayed with friends and relatives, and 22% stayed at a luxury hotel/luxury resort.
- Approximately 40% of visitors to the Maroochy Shire travelled with a partner, 34% travelled with friends and/or relatives and 12% travelled with their immediate family. Only 10% travelled alone.
- Just over a third (34%) of Maroochy Shire visitors were parents with children.
- Over half (59%) of the visitors to the Maroochy Shire had a household income of \$77,999 or less.

How did the visitors travel in and around the destination?

- Over three quarters (77%) of all visitors used their own transport to travel to the Maroochy Shire.
- Overall, places most visited by all Sunshine Coast visitors included Noosa (45%), Maroochydore (43%), Mooloolaba (36%), Caloundra and Eumundi (31% respectively).

How did the visitors decide to visit?

- The majority (77%) of visitors have been to the Maroochy Shire within the past 12 months.
- Nearly half (48%) of all travellers who reported 'visiting friends or relatives' stated they would not have visited the Maroochy Shire if they didn't have friends and/or relatives there.
- The majority (85%) of visitors did not consider alternative destinations. The main competitive destinations were the Gold Coast, Noosa and Brisbane.
- Nearly half of all visitors relied on their prior experience of Maroochy for information. Friends and relatives provided a source of information for around one third of visitors, and a further quarter accessed information from the internet. A quarter of visitors to Maroochy claimed not to utilise any sources of information.
- The majority of visitors decided to visit either the week or day they were due to leave for their trip, or during their trip (40%).
- Nearly half (44%) of the Maroochy visitors did not make bookings prior to their trip. When a booking was made prior to the trip, it was mainly with accommodation providers (19%) or airlines (16%).
- The internet was used to make bookings by just over a quarter (26%) of visitors.

Will they visit the destination again?

- The majority (78%) of all respondents stated they were either 'extremely likely' or 'likely' to return to the Maroochy Shire in the next 12 months.
- The majority (82%) of Brisbane visitors said they were 'extremely likely' to return to the Maroochy Shire in the next 12 months. However only 44% from the rest of Queensland were 'extremely likely' to return again.
- There was a high level of support for the region, with 92% of visitors stating they would be either 'extremely likely' or 'likely' to recommend the Maroochy Shire to others as a place to visit.
- The highest proportion of visitors who were 'extremely likely' to recommend the Maroochy Shire as a place to visit were Queensland residents, outside of Brisbane (65%) and Overnight visitors (61%).

Image courtesy of Maroochy Shire Council.