



# Marree Visitor Profile and Satisfaction Report

This project was part of the Flinders Ranges and South Australian Outback Survey Report, a larger study on visitors to three destinations in this region: Coober Pedy, Marree and Wilpena. The following information is based on a sample of 138 people who visited Marree between September and November 2006.

The two top reasons for visiting Marree were:

- 'Convenient stop-over point' (74%).
- 'Have been keen to visit for some time' (18%).

## What are the important attributes of the destination?

- 'Access to essential services' (87%).
- 'Friendliness of locals' (85%).
- 'Local atmosphere' (81%).
- 'Road conditions' (77%).

## What experiences are important to visitors?

- 'An opportunity to tour around and explore' (88%).
- 'Experience physical landscape' (79%).
- 'An adventure' (77%).
- 'A chance to discover or learn something new' (76%).
- 'An opportunity to experience our nation's/Australia's history' (68%).
- 'Relaxation and rejuvenation' (67%).

## Were they satisfied with their experience?

The majority (85%) of visitors were 'very satisfied' or 'fairly satisfied' with their visit to Marree. Visitors were 'particularly satisfied' with the following:

- 'An opportunity to tour around and explore' (94%).
- 'An adventure' (90%).
- 'Experience physical landscape' (88%).
- 'A place to spend quality time with partner/family/friends' (87%).
- 'A chance to discover or learn something new' (85%).
- 'An opportunity to experience our nation's/Australia's history' (83%).
- 'Relaxation and rejuvenation' (82%).
- 'Wildlife watching' (80%).
- 'Four wheel drive experience' (79%).

## What is the visitors profile?

- Almost half (49%) of visitors were from South Australia, 17% from New South Wales and 10% respectively from Victoria and Queensland.

- Male visitors accounted for 62% of travellers and female 38%.
- The average age of visitors was 51 years, with 67% of visitors aged 45 years and over.
- Over half (55%) of visitors travelled alone or in pairs/couples, with 32% travelling in groups of 3 to 5. Another 13% travelled in a party of 6 or more.
- Nearly one third (30%) of visitors are 'older non-working married people', followed by 16% who are 'older working married people'.
- Of all travellers, 68% stayed in a caravan park or privately operated camping ground.
- Another 17% stayed in a standard hotel/motel/motor inn/resort.

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

- Of all visitors to Marree, 17% entered the region from the Birdsville Track. Another 15% entered on the Main North Road from Clare, via Spalding and Jamestown, and 13% on Highway 1 from Adelaide.
- Visitors to Marree were most likely to also visit Hawker (65%), followed by Leigh Creek (62%).
- On average, visitors to Marree spent 24.4 nights away across their entire trip.
- Three quarters (76%) of visitors stayed in Marree between 1 and 2 nights. The average length of stay for overnight visitors was 2.4 nights.
- Just 12% of visitors to Marree were day visitors.
- The majority (82%) of visitors used a private or company car as their main form of transport, followed by a rented/hire vehicle (10%). Of these visitors, nearly all (85%) used a Four Wheel Drive.

### How did the visitors decide to visit?

- Of all visitors to Marree, 58% planned their trip at least one month before setting out, with 19% deciding more than three months ahead. However, 20% made their decision to visit either the day they set out, or while on the road.
- Less than half of all visitors (45%) relied on travel books/guides/brochures to help plan their trip, 38% sourced information from the internet, 30% relied on friends/relatives and 26% relied on their experience from a previous visit.
- Only 8% of visitors used the services of a travel agent as a source of information in planning their trip.

### Will they visit the destination again?

- The majority of visitors (76%) were likely to recommend Marree as a destination to visit.
- Less than half of visitors (44%) stated that they were not likely to return in the next two years. However, 30% stated they would be likely to return in the next two years.

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Image courtesy of South Australian Tourism Commission

Publication date: April 2008  
ABN 99 657 548 712

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