



## Murrindindi Visitor Profile and Satisfaction Report: Summary of results

The following Visitor Profile and Satisfaction Report is based on a sample of visitors to Marysville (165) and Yea (139) in the Murrindindi Shire, Victoria, between August and October 2008.

Although visitors were asked to rate the Murrindindi Shire throughout the survey, the area is naturally divided into the Marysville and Yea geographic areas, and few visitors go to both towns. For this reason, this summary reports mainly on Marysville and Yea separately, rather than the region as a whole.

### Comparison between Marysville and Yea

- Visitors to Marysville were evenly split between day and overnight visitors, while those in Yea were predominantly day visitors (93%).
- Families with children made up the biggest visitor segment in Marysville, while older people without children were the largest visitor group in Yea.
- Expectations were similar across the towns, with nature-based activities, quality time with family/friends/relatives, and relaxation and rejuvenation being the top three expectations for both regions. However, the activities undertaken by visitors differed.
- Marysville visitors were significantly more likely to visit the snow than visitors to Yea (79% vs 23%). Similarly, visitors to Marysville were more likely to visit other natural attractions such as the national parks, lakes and mountains of the region than visitors to Yea (88% vs 27%).
- Day visitors to Marysville had shorter overall trips, spending about 1 night (0.9) away from home, while day visitors to Yea had longer overall trips, averaging a total of 3.6 nights away from home.

### Visitors recruited in Marysville

The top two reasons for visitors choosing to visit Marysville were:

- to visit a specific attraction (51%)
- its proximity to Melbourne (49%).

The main attraction of the area for visitors to Marysville was going to the snow. Around 90% of visitors were 'very' or 'fairly satisfied' with their overall experience in the region, compared to the VPS benchmark of 84%. As a result, revisitation is high, with about 4 in 5 people having visited previously.

Overnight visitors to Marysville chose to stay in the following accommodation:

- standard hotel/motel/motor inn/resort (below 4 star) (42%)
- rented house/apartment/unit/holiday flat (24%)
- caravan park or commercial camping ground (11%)
- guest house/bed & breakfast (8%)
- luxury hotel/luxury resort (4 or 5 star) (5%).

### **How did visitors refer to the area?**

- Visitors to the region referred to the area as Yarra/Upper Yarra Valley/Ranges; and the Marysville area/district (13% each).
- A smaller proportion referred to the area as Alpine Region/Central Alpines/ Central Mountains (7%).

### **What did visitors to the destination expect?**

- nature-based experiences (85%)
- spend quality time with partner, family, friends (80%)
- relaxation and rejuvenation (78%).

### **What were visitors experiencing in the destination?**

- visit the snow (79%)
- eat out (55%)
- general sightseeing (50%)
- visit national parks (37%)
- go shopping (29%)
- bushwalking (21%).

Overnight visitors were more likely than day visitors to participate in time-intensive activities, including:

- eating out (71% vs 31%)
- visiting national parks (46% vs 23%)
- go shopping (43% vs 8%)
- bushwalking (28% vs 9%)
- visiting botanical gardens (18% vs 5%)
- visiting museums and art galleries (12% vs 3%).

The most popular attractions visited were Lake Mountain (81%), Cathedral Range State Park and Lake Eildon (7% each).

## Were they satisfied with their experience?

Overall, 90% of visitors were satisfied with their visit to Murrindindi, with 50% very satisfied with their visit. Actual experiences which rated 'somewhat better than expected' or 'much better than expected' included:

- spend quality time with partner, family, friends (55%)
- nature-based experiences (54%)
- relaxation and rejuvenation (39%).

The area's strengths were in roads, local atmosphere, personal safety and security, value for money, attractions, signage, and a variety of things to see and do. Visitors were more likely to rate these aspects as important and to be satisfied with these aspects.

Overnight visitors were more likely than day visitors to be very satisfied (58% vs 37%), while first-time visitors were more likely to be dissatisfied than those who had visited before (16% vs 5%). This could be due to misconceptions about what to expect from the region.

The main opportunity area is food and wine experiences. Under one third of day visitors (31%) and 71% of overnight visitors eat out during their trip to the region, making this the second most common activity after visiting the snow. Currently this is an area where expectations are only partially met.

## What is the visitors' profile?

- Of all visitors, 56% were female and 42% were male. The remaining 2% did not state their gender.
- The majority of visitors were aged 35 to 44 years (42%), followed by those aged 25 to 34 (22%), 45 to 54 (13%), 55 years and over (15%) and 15 to 24 (4%).
- Parents with children at home made up the majority of visitors to Marysville (57%), followed by young/midlife people with no children (21%) and older people (20%).
- Parents with children under five years of age were more likely to be visiting for the first time, while those who are older, non-working and married were more likely to stay overnight.
- Visitors were more likely to have travelled with their immediate family, friends or relatives (71%), or partner (21%).
- The average length of stay for overnight visitors in Marysville was 2.4 nights, with an average overall trip length of 3.4 nights.
- Most day visitors (86%) did not make any bookings prior to travelling to Murrindindi, while 61% of overnight visitors made bookings with accommodation providers.
- Of those visitors who did make bookings, 44% booked online.

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

- Visitors to Marysville were also likely to visit Lake Mountain (70%) and Healesville (49%).
- Most visitors (85%) entered the region from the south, while 6% entered from the north, and 5% from the west.
- Common stop over points for visitors on their way to Marysville were Healesville (32%), Lake Mountain (7%), Alexandra (6%) or Yea (5%). Over half of all visitors (55%) did not stop at all.
- Common stop over points for visitors after leaving Marysville were Lake Mountain (63%), Healesville (25%), and Alexandra or Yea (7% each) – around one quarter did not stop at any towns.
- Most visitors (92%) made a side trip to Lake Mountain during their visit to Marysville, while 5% made a side trip to Healesville.

## How did the visitors decide to visit?

- About 38% of day visitors decided to visit Murrindindi the week before their trip, while 34% decided two to three weeks before, and 19% decided one to three months before.
- Of the overnight visitors, 37% decided to visit one to three months before, while 28% decided two to three weeks before, and 12% decided the week before the trip.
- The majority of visitors (79%) had been to Murrindindi before, with day visitors more likely than overnight visitors to have visited three or more times in the previous three years (71% vs 53%).
- Visitors aged 15 to 34 years were more likely than those aged 35 to 54 years to be visiting for the first time (35% vs 16%).
- Visitors to Murrindindi used a range of information sources to plan their trip, including the internet (60%), their knowledge from having been before (38%), friends or relatives (27%), or Lake Mountain's official visitors' guide (20%).
- About 77% of visitors did not consider another destination as an alternative to Murrindindi.

## Will they visit again?

- Most visitors planned to revisit within one year (70%) or three years (87%).
- The majority of visitors (92%) were likely to recommend Murrindindi to others as a place to visit.

## Visitors recruited in Yea

The top two reasons for choosing to visit Yea were:

- convenient stop over (35%)
- its proximity to Melbourne (27%).

The majority of visitors to Yea were day visitors, with only 10% staying overnight. While visitors may not stay for long periods, revisitation to the Murrindindi Shire is very high. Around 90% of visitors had been to Murrindindi before, and on average they had visited nearly six times in the previous 12 months.

Overnight visitors to Yea chose to stay in the following accommodation:

- friend's or relative's property (33%)
- standard hotel/motel/motor inn/resort (below 4 star) (16%)
- caravan park or commercial camping ground (11%)
- luxury hotel/luxury resort (4 or 5 star) (9%)
- own property (e.g. holiday house) (9%).

## How did visitors refer to the area?

- Nearly one quarter of visitors (23%) referred to the area as the Yea area/region/district.
- Around 9% didn't have a name for the whole area, just specific parts, while 7% referred to the area as the Murrindindi Shire/region, and 6% as the Eildon area/region.

## What did visitors to the destination expect?

- relaxation and rejuvenation (65%)
- spend quality time with partner, family, friends (62%)
- nature-based experiences (57%).

## What were visitors experiencing in the destination?

- eat out (53%)
- general sightseeing (42%)
- go shopping (24%)
- visit friends or relatives (24%)
- visit the snow (23%).

Overnight visitors were generally more likely to participate in time-intensive activities compared to day visitors, and were significantly more likely to:

- go bushwalking (20% vs 4%)
- visit national parks (22% vs 8%)
- visit friends and relatives (42% vs 12%)
- go shopping (38% vs 15%).

Over one quarter of visitors to Yea (27%) visited attractions such as Lake Mountain, Lake Eildon and Goulburn River (9% each). A further 6% visited Lake Eildon National Park, 5% visited Kinglake National Park, and 4% visited Cathedral Range State Park.

Snow related activities were dominated by those aged 15 to 34 years (42%), compared to those aged 35 to 54 years (26%) and 55 years or more (10%).

## Were they satisfied with their experience?

Overall, 81% of visitors were satisfied with their visit to Yea, with 45% very satisfied with their visit. Actual experiences which rated 'somewhat better than expected' or 'much better than expected' included:

- spend quality time with partner, family, friends (51%)
- food and wine experiences (51%)
- tour around and explore (47%)
- nature-based experiences (43%).

The area's strengths were in friendliness of locals, roads, food and beverage, local atmosphere, personal safety and security, public toilets, value for money, and signage. Visitors were more likely to rate these aspects as important and to be satisfied with these aspects.

In contrast, visitors' expectations of relaxation and rejuvenation were not being met, and this is of concern for the region. Other areas noted for improvement were local brochures/maps, attractions, variety of things to see and do, and information services.

## What is the visitors' profile?

- Of all visitors, 58% were female, and 37% were male.
- One quarter of visitors were aged 55 to 64 years, followed by those aged 45 to 54 (19%), 65 years or over (17%), 35 to 44 (15%), 25 to 34 (14%), and 15 to 24 (9%).
- Older people made up 45% of the visitors (the greatest percentage of which was non-working and married – 24%), followed by parents with children at home (31%) and young/midlife people with no kids (22%).
- Visitors were more likely to have travelled with their partner (39%), friends or relatives (24%), or immediate family (21%). Those aged 55 years or over were more likely than those aged 35 to 54 to travel with their partner (63% vs 21%). Conversely, those aged 35 to 54 were more likely to travel with their immediate family (34% vs 10%).
- The average length of stay for overnight visitors in Yea was 2.6 nights, with an average overall trip length of 3.3 nights.
- Of the visitors to Murrindindi, 42% of overnight visitors did not make any bookings, while 29% made bookings with accommodation providers and 2% made bookings with tour operators. The majority of day visitors (77%) did not make any bookings, with only 5% booking with tour operators, and 2% with accommodation providers.

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

- Visitors to Yea in the Murrindindi Shire were also likely to visit Mansfield (30%), Seymour and Alexandra (18% each).
- Around 43% of visitors entered the region from the south through Healesville (32%) or Whittlesea (12%), while 21% entered from the west through Seymour (15%) or Strath Creek (6%). Around 14% entered from the north through Benalla (6%), Mansfield (5%) or Euroa/Merton (2%).
- Common stop over points for visitors on their way to Yea were Mansfield (11%), Healesville (9%), Marysville (8%) and Alexandra (7%). The majority of visitors (70%) did not stop at all.
- Common stop over points for visitors after leaving Yea were Mansfield (25%), Seymour (13%) and Alexandra and Mt Buller (12% each). Nearly half of visitors (47%) did not stop at all.
- Just over half of visitors (52%) made a side trip to Mansfield during their visit to Yea, while 31% made a side trip to Mt Buller, and 24% to Seymour.

## How did the visitors decide to visit?

- Over half (55%) of day visitors decided to visit Murrindindi one week to three months in advance, with 36% deciding on the road or just the day before, and 25% deciding the week before their trip.
- Of the overnight visitors, 31% decided to visit Murrindindi two to three weeks before their trip, with 24% deciding the week before, and 22% deciding one to three months before.
- The majority of visitors (89%) had been to Murrindindi before.
- Those aged 15 to 34 years were more likely to be visiting for the first time (24%) while nearly all visitors aged 55 or over had been before (95%). Revisitation was highest among those aged 55 or over, with 95% revisiting three or more times in the past three years.
- Of all visitors, 53% used their knowledge from a previous visit to help plan their trip, while 22% each used the internet or spoke to friends or relatives, 9% used a travel guide/brochure, 5% used a visitor information centre, and 4% used visitvictoria.com. Around 20% of visitors did not use any information source at all prior to their trip.

- The majority of visitors (82%) did not consider another destination as an alternative to Murrindindi, but of those who did, 22% mentioned the Hume Highway as an alternative destination – this suggests that some travellers opted to take the more scenic route and stop in Yea, rather than taking the freeway to their main destination.
- Those aged 55 or over were more likely to consider an alternative destination (25%) than those aged 35 to 54 (7%).

### Will they visit again?

- Most visitors (87%) were likely to revisit within one year, and 89% within three years.
- The majority of visitors (84%) were likely to recommend Murrindindi to others as a destination to visit.

For a copy of the full Visitor Profile and Satisfaction Report, please email [tra@tourism.australia.com](mailto:tra@tourism.australia.com)

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