



# Noosa Visitor Profile and Satisfaction Report

The following information is based on a sample of 204 people who visited the Noosa Shire between May and June 2006.

The Noosa Shire includes Noosa Heads, Noosaville, Sunshine Beach, Perigian, Kin Kin, Cooroy and Pomona.

The top two reasons for visiting Noosa Shire were:

- 'Leisure' or 'holiday' (58%).
- 'Visiting friends and relatives' (39%).

## What do the visitors to the destination expect?

- The majority of visitors expected Noosa Shire to offer the opportunity of 'spending quality time with partner/family/friends' (94%) and 'relaxation and rejuvenation' (88%).
- A 'good shopping experience' was particularly expected by visitors from Brisbane (81%) and other areas of Queensland (89%) compared to interstate visitors (65%).
- Approximately three quarters of all visitors were also anticipating 'food and wine experiences'.
- Visitors from Brisbane (78%), interstate and overseas visitors (86%) were notably more likely to expect the Noosa Shire to offer the opportunity to 'tour around and explore' than visitors from the 'Rest of Queensland' (21%).
- Brisbane visitors were most likely to expect 'luxury and indulgence' (68%).
- Key influences in choosing Noosa as a destination were:
  - 'It's a great place to spend time with my partner' (29%).
  - 'It was recommended by friends/travel agent' (25%).
  - 'There's a variety of things to see and do' (23%).
  - 'To have a beach experience' (22%).
  - 'To visit friends there' (21%).
  - 'To visit a specific attraction(s)' (20%).
  - 'To visit family there' (19%).
  - 'To experience nature' (18%).
  - 'It's a great place for a family holiday' (17%).

## What experiences are visitors seeking in the destination?

- The Noosa Shire was not seen as a place to experience history or culture, it was not viewed as an adventurous place or particularly good for children.
- When compared to other destinations within the Sunshine Coast, the proportion of Noosa Shire visitors expecting 'luxury and indulgence' was notably higher (54%).

- The overwhelming majority of visitors to the Noosa Shire undertook the following activities:
  - 'shopping' (88%)
  - 'eating out at a hotel/restaurant/clubs' (79%)
  - 'just walking or driving around/taking in the sights/general sightseeing' (78%)
- Overall, 'the beach' was the standout attribute for the Noosa Shire, rated by the majority of visitors as 'important' (44%) and 'very important' (41%). 'Personal safety and security' rated highly, with 37% claiming this was 'very important' to them.

### Were they satisfied with their experience?

- Overall satisfaction was extremely high among visitors to the Noosa Shire, with 96% either 'very satisfied' or 'fairly satisfied.' Interstate and overseas travellers had the highest proportion of 'very satisfied' visitors (74%).
- Nearly all visitors were either 'fairly' or 'very satisfied' with:
  - 'the beach' (85%)
  - 'food and beverage' (80%), and
  - 'local atmosphere' (78%).
- Most visitors stated their experiences in the Noosa Shire either 'met' or 'exceeded expectations'. Over half of all visitors reported that the Noosa Shire was 'better than expected' with regard to:
  - 'a place to spend quality time with partner/family/friends' (58%).
  - 'experience Australia's history' (56%).
  - 'relaxation and rejuvenation' (52%).
  - 'food and wine experience' (48%).
- Limited dissatisfaction was reported overall, but a small proportion of visitors were dissatisfied with:
  - 'the current level of development' (11%).
  - 'carpark facilities' (8%).
  - 'attractions' (7%).
  - 'entertainment/nightlife' (7%).

### What is the visitors profile?

- 30% of visitors to the Noosa Shire reside in Brisbane.
- 26% reside in other areas of Queensland.
- Victoria was the third largest source market for the Noosa Shire - 21% of all visitors. This was in contrast to the small proportion of visitors from New South Wales (5%) and overseas (7%).
- 64% of those from the rest of Queensland were visiting friends and relatives and represented 54% of older working people and 51% of those aged 15-34 years.
- The average length of stay for Overnight visitors was 5.4 nights.
- The Noosa Shire was a short break destination for Brisbane residents who typically spent just 2.7 nights in the Noosa Shire.
- Nearly half (47%) of visitors were travelling as an adult couple, whilst 18% travelled alone.
- While there was a fairly even spread of visitors across all age groups, 77% did not have children living at home with them.
- The most popular types of accommodation were staying with friends and relatives (20%), renting a house (19%) and staying in a luxury hotel/resort (17%).

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

- More than half of all visitors (56%) used their own transport to travel to the Noosa Shire. Hire vehicle was the second most common form of transport (19%) followed by bus (10%) and air travel (10%).
- Overall, places most visited by Sunshine Coast visitors included Noosa (45%), Maroochydore (43%), Mooloolaba (36%), Caloundra and Eumundi (31% respectively).

## How did the visitors decide to visit?

- The majority (73%) of those interviewed had visited the Noosa Shire on at least one other occasion in the past 12 months. For interstate and overseas visitors, 42% indicated that the Noosa Shire was recommended either by a travel agent or friends.
- Travellers who reported 'Visiting friends and/or relatives' as a reason for going to the Noosa Shire were then asked whether they would have visited the Noosa Shire if their friends or relatives were not there – 40% stated they would have visited anyway.
- Of all travellers who reported 'Visiting friends or relatives' 40% stated they would not have visited the Maroochy Shire if they did not have friends and/or relatives there.
- The majority (77%) of all visitors to the Noosa Shire did not consider an alternative destination when planning their trip. The main competitive destinations to the Noosa Shire included other areas on the Sunshine Coast (27%) - in particular for Brisbane residents (72%).
- A total of 41% of visitors decided to visit either the week or day they were due to leave for their trip, or during their trip. However 22% planned to visit the Noosa Shire more than three months before the trip.
- Almost half of all visitors (47%) to the Noosa Shire made a booking themselves prior to their trip. A further 12% of visitors had someone else make the booking for them.
- The internet was used to make a booking prior to departing on their trip for air travel (80% of internet users), accommodation (75% of internet users), and car hire (53% of internet users).

## Will they visit the destination again?

- 73% of visitors stated they were either 'extremely likely' or 'likely' to return to the Noosa Shire in the next 12 months.
- 84% of visitors from the rest of Queensland stated they were 'likely' to return to the Noosa Shire within the next 12 months.
- 59% of the interstate and overseas visitors stated they were either 'likely' or 'extremely likely' to return to the Noosa Shire in the next 12 months.
- 86% of all visitors stated they were 'extremely likely' or 'likely' to recommend the Noosa Shire to other people as a place to visit.
- 78% of Holiday/leisure visitors and 72% of visitors from Brisbane stated they were 'extremely likely' to recommend the Noosa Shire as a holiday destination.

Image courtesy of Tourism Noosa.