



Destination Visitor Survey

Strategic Regional Research – Queensland

BUILT ATTRACTIONS STUDY – ROMA: SUMMARY OF RESULTS

INTRODUCTION

This project was part of the Outback Queensland Built Attractions Research which captured the travel characteristics of all tourists to the Roma area with particular emphasis on those who visited attractions.

A total of 202 visitors were interviewed using a face to face random intercept interviewing process. All visitors were over the age of 15 and both day and overnight visitors. Interviews were held at several points including Memorial Avenue, the train station, the caravan park and the Big Rig attraction.

SUMMARY OF FINDINGS

- At the time of this study, combined calculations from the International Visitor Survey, National Visitor Survey and the Destination Visitor Survey estimated that in 2005 approximately 120,000 day and overnight visitors were travelling to Roma.
- Of these visitors an estimated 18% were day visitors and an estimated 82% were overnight visitors who stayed an estimated 207,000 nights. This represented an average of 2.1 nights per overnight visitor.
- Almost half of all overnight visitors stated that their main purpose for visiting Roma was holiday (49%), a further 15% stated that their main purpose was to visit friends and/or relatives, with another 36% travelling for business or other purposes such as education or medical reasons.
- Interestingly while 93% of interstate visitors to Roma indicated their main purpose was for a holiday, in contrast only 35% of visitors from Queensland stayed overnight for the same reason. Almost two thirds (65%) of Queensland visitors travelled to Roma primarily to visit friends and/or relatives, as part of a business trip or for other reasons.
- The majority of overnight visitors were from Queensland (76%), a further 11% were from New South Wales and 8% from Victoria. Just 2% of visitors to Roma were from overseas.
- Almost all overnight visitors were over the age of 40 years (95%). Roma tended to attract few overnight visitors under 40 years. This was very different to the age profile of all visitors to Queensland, where 47% were below 40 years of age (based on the International Visitor and National Visitor Surveys data year ending June 2005).
- An estimated 62% of overnight visitors travelled with their partners and only 18% travelled with family.

- Almost two thirds of overnight visitors (65%) stayed in a caravan park or camping ground while in Roma. This was considerably more than the proportion of visitors travelling with a caravan (34%), suggesting many visitors either camped or used on site caravans and cabins
- The majority (95%) of interstate visitors and 75% of Queensland visitors travelling on holiday used a caravan park or camping ground as their main form of accommodation.
- The remaining 25% stayed in a hotel or motel, along with 40% of non-holiday visitors from Queensland.
- Roma attracts a large number of repeat visitors, especially those residing in Queensland. Over 80% of holiday visitors to Roma from Queensland had previously visited the town, compared with 46% of interstate visitors.
- A quarter of visitors to Roma decided to visit while they were on the road and either stumbled upon the town or had it recommended to them along the way. Approximately 50% of interstate visitors and 47% of holiday visitors from Queensland had not planned to stay before they left home.
- In contrast, all Queenslanders travelling to Roma for reasons other than a holiday (mainly business and visiting friends and/or relatives) had decided to visit Roma before they left home.

EXPENDITURE

- In 2005, visitors to Roma spent an estimated \$18.8 million dollars in the region, with overnight visitors accounting for around 88% of this amount. Day visitors contributed approximately 12% of total expenditure or \$2.3 million.
- Visitors to the 'Big Rig' spend approximately \$1.8 million a year in Roma, of which \$850,000 (including entrance fees) was estimated to be directly attributed to the 'draw-card' appeal of this attraction in the region.

THE BIG RIG

- An estimated 9% of overnight visitors to Roma visited the Big Rig or attended the Big Rig night show. While this may seem like a low proportion, 26% of overnight visitors indicated that they had been to the Big Rig before.
- A quarter (24%) of overnight visitors indicated that they didn't have enough time to visit the Big Rig while they were in Roma, and 18% said that they were not interested.

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