



Freycinet Peninsula Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 234 people who visited the Freycinet Peninsula in Tasmania. This report was completed as part of the Destination Visitor Survey Program (DVS) run by Tourism Research Australia (part of the Department of Resources, Energy and Tourism).

This research was conducted in two waves over the following time periods:

	Research conducted	Visitor sample
Wave 1 (low season)	August 2006	113
Wave 2 (high season)	January 2007	121

What was the profile of visitors to Freycinet Peninsula?

- The majority of visitors to Freycinet Peninsula in both seasons were visiting for holiday/leisure (92%).

Reasons	Total	Low season	High season
Holiday/leisure	92%	90%	93%
Business (includes conventions/conferences)	4%	7%	2%

- Nearly half (47%) of the visitors to the Freycinet Peninsula were Tasmanian (48% in the low season and 46% in the high season). The majority of remaining visitors were from New South Wales and Victoria (16% each), Queensland (7%) and overseas (10%).
- Those aged 25–34 years (24%), 35–44 years (23%) and 45–54 years (27%) each accounted for about one quarter of visitors. A further 19% were 55 years and over and 7% 15–24 years.
- Nearly four in ten visitors (38%) travelled as part of a couple and 28% travelled with their immediate family.
- Overall, 54% of travellers to the Freycinet Peninsula had been there before. This was about 89% of Tasmanians compared with only 23% of interstate and overseas visitors.
- Of low season visitors, 50% had visited before compared with 58% of high season visitors.

How did they decide to visit Freycinet Peninsula?

- Of all visitors to Freycinet Peninsula, 7% made the decision to visit either while on the road/after they left home, 3% on the day they set out, 22% during the week before the trip and 18% about two to three weeks before the trip. Over a quarter (27%) decided one to three months before the trip and 22% more than three months before.
- Overall, day visitors tended to have shorter planning times compared to overnight visitors, while Tasmanians had shorter planning times than interstate or overseas visitors.



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Where did they stay and what did they do in Freycinet Peninsula?

- One quarter (25%) of visitors to the Freycinet Peninsula were day visitors. Of the overnight visitors, 30% stayed for one night, 32% for two nights, 13% for three nights, 14% for four–seven nights and 11% for eight nights or more.
- Tasmanians stayed mostly overnight in the high season (91%) compared to 70% in the low season. This is in contrast to interstate and overseas visitors with 63% staying overnight in the high season and 76% in the low season.
- Visitors to Freycinet Peninsula used a wide range of accommodation with the most common types commercial caravan and camping parks (20%), non-commercial caravan and camping (20%), rented houses/apartments (14%) and wilderness lodges (13%).
- The use of some accommodation types varied across the high and low seasons, possibly due to the change in weather patterns and some accommodation businesses closing over the winter period. During the low season, wilderness lodges were the most common accommodation (26%), whereas in the high season commercial caravan and camping parks (28%) and non-commercial caravan and camping (26%) were more common.
- The most popular attractions visited at Freycinet Peninsula were Wineglass Bay and Lookout Walk (71%) and the Freycinet National Park (70%).
- The most popular activities at Freycinet Peninsula were general sightseeing (72%), bushwalking (67%) and visiting national/state parks (64%).

Main activities	Total	Low season	High season
Walking or driving around/taking in the sights/general sightseeing	72%	75%	69%
Bushwalking	67%	63%	71%
Visiting national parks or state reserves	64%	62%	66%

- In terms of places visited in the Freycinet Peninsula, 94% visited Coles Bay (97% of high season visitors and 92% low season) and 21% visited Swanwick (22% high season and 20% low season).
- Elsewhere in Tasmania, a high proportion of visitors travelled to Bicheno (49%), Swansea (39%) and Launceston (37%) in the high season, and Swansea (45%), Bicheno (33%) and Hobart (28%) in the low season.

How satisfied were visitors with the Freycinet Peninsula?

- Overall, 70% of visitors were very satisfied with their visit to Freycinet Peninsula. This is the third highest ranking of the 65 destinations in the Visitor Profile and Satisfaction database.
- This only varied slightly between seasons with high season visitors slightly more satisfied than low season visitors (72% and 69% respectively).
- The most important attributes for visitors to the Freycinet Peninsula were:

Important attributes*	Low season	High season
National parks/state reserves	60%	65%
The beach	36%	47%
Variety of things to see and do	30%	34%
Personal safety and security	27%	37%
Information services	25%	30%

* These were the top attributes rated by respondents as 'very important'

- Visitors were generally satisfied with these attributes.

Satisfaction*	Low season	High season
National parks/state reserves	75%	79%
The beach	76%	80%
Variety of things to see and do	60%	68%
Personal safety and security	59%	61%
Information services	50%	54%

*Respondents who stated they were 'very satisfied' with these attributes

- There was a significant difference in the satisfaction with commercial accommodation between seasons with 51% very satisfied in the low season but only 32% very satisfied in the high season.

Will they visit the Freycinet Peninsula again?

- Overall, 46% of visitors were likely to return to the Freycinet Peninsula within 12 months, and 25% within one–two years.
- Over three quarters (76%) of visitors were extremely likely to recommend the Freycinet Peninsula to others as a destination to visit, and a further 19% were likely to recommend it.
- Across high and low season visitors, these figures did not vary markedly, with 96% of low and 95% of high season visitors either extremely likely or likely to recommend the Freycinet Peninsula as a destination to others.

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