



Fitzroy Falls Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 50 people who visited Fitzroy Falls in New South Wales throughout 2006. This report was completed as part of Project SCAN, a collaborative project between Capital Country Tourism, Snowy Mountains Tourism, Tourism New South Wales and Australian Capital Tourism. The project was managed through the Destination Visitor Survey Program (DVS) run by Tourism Research Australia (part of the Department of Resources, Energy and Tourism).

What was the profile of visitors to Fitzroy Falls?

- Two thirds (66%) of visitors to Fitzroy Falls were there for holiday/leisure.
- Nearly four in five visitors (82%) were domestic visitors. More than three in five domestic visitors (63%) were from New South Wales.
- About 38% of visitors were 55 years or over with a further 32% aged 45–54 years.
- About 46% travelled as part of a couple, with 44% travelling with family and/or friends.

What was expected in Fitzroy Falls?

- The main reasons for choosing to visit Fitzroy Falls were to see specific attractions (63%) and because they had been keen to visit for some time (33%).
- The top five experiences expected in Fitzroy Falls were:
 - Nature based experiences (92% expected this experience)
 - To tour around and explore (92%)
 - Relaxation & rejuvenation (83%)
 - To discover or learn something new (82%)
 - To spend quality time with partner/family/friends (79%)

How did they decide to visit Fitzroy Falls?

- Of all visitors to Fitzroy Falls, 42% made the decision to visit either while on the road/after they left home or the day before their visit. A further 35% made the decision to visit during the week before their trip.
- Travel books, guides or brochures (32%), friends and relatives (32%) and previous visits (30%) were the most popular information sources.

How long did they stay in Fitzroy Falls and where else did they go?

- Over three quarters (78%) of visitors to Fitzroy Falls were day visitors.
- The visit to Fitzroy Falls was typically part of a longer trip away from home. About 84% of visitors spent at least one night away from home during their entire trip.
- Other towns visited as part of the trip to Fitzroy Falls included Bowral (79%), Mittagong (73%) and Goulburn (44%).



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How satisfied were visitors with Fitzroy Falls?

- The majority of visitors rated the experiences they expected as much better or somewhat better than expected:
 - To discover or learn something new (76% rated the experience better than expected)
 - Nature based experiences (67%)
 - To tour around and explore (66%)
 - To spend quality time with partner/family/friends (66%)
 - Relaxation & rejuvenation (63%)
- Overall, 64% of visitors were very satisfied with their visit to Fitzroy Falls. This is the fifth highest ranking of the 65 destinations in the Visitor Profile and Satisfaction database.
- The most important attributes for visitors to Fitzroy Falls were:
 - Amenities (important for 85% of visitors)
 - Information services (84%)
 - Attractions (83%)
 - Signage (81%)
 - Roads (72%)
- Visitors were generally very satisfied with these attributes, especially the attractions and information services at Fitzroy Falls:
 - Information services (67% were very satisfied)
 - Attractions (65%)
 - Roads (57%)
 - Amenities (56%)
 - Signage (53%)
- However, visitors were most satisfied with the friendliness of the locals (71% very satisfied) and the local atmosphere (68%) of Fitzroy Falls.
- About three in five visitors (60%) were very likely to recommend Fitzroy Falls to others as a destination to visit, and a further 34% were fairly likely to recommend it.
- Over half of visitors (54%) were likely to return in the next two years.

Tourism Research Australia
Department of Resources, Energy and Tourism
GPO Box 1564
Canberra ACT 2601
ABN: 46 252 861 927

Email: tourism.research@ret.gov.au

Web: www.ret.gov.au/tra

Image courtesy of Tourism Southern Highlands

Publication date: April 2010