



Greater Port Macquarie Visitor Profile and Satisfaction Report: Summary of results

The following Visitor Profile and Satisfaction Report is based on a sample of 434 people who visited Greater Port Macquarie in New South Wales.

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

- Wave 1 - October and November 2007 (shoulder season)
 - sample 162 visitors
- Wave 2 - June 2008 (low season)
 - sample 272 visitors.

The top two reasons for *shoulder season* visitors choosing to visit Greater Port Macquarie were:

- great place for a family holiday (36%)
- variety of things to see and do (34%).

The top two reasons for *low season* visitors were:

- variety of things to see and do (35%)
- good deals on accommodation (29%).

What did visitors to the destination expect?

Visitors expected Greater Port Macquarie to have the following attributes:

	Shoulder season '07
Relaxation and rejuvenation	86%
Beautiful beaches and waterways	85%
Quality time with partner/family/friends	79%
Tour around and explore	74%
Nature based experiences	60%
Something the kids would enjoy	60%
	Low season '08
Relaxation and rejuvenation	89%
Quality time with partner/family/friends	82%
Beautiful beaches and waterways	81%
Tour around and explore	74%
Nature based experiences	65%
Food and wine experiences	55%

Only 43% of visitors in the *shoulder season* expected to experience 'Food and wine', while only 31% in the *low season* expected the experience to be 'Something the kids would enjoy'.

What did visitors experience?

The key activities undertaken by visitors to Greater Port Macquarie were:

	Shoulder season '07	Low season '08
Just walk or drive around/general sightseeing	80%	81%
Go shopping	74%	63%
Eat out	70%	77%
Go to the beach	58%	46%

Were they satisfied with their experience?

- In terms of overall satisfaction, 84% of *shoulder season* visitors were satisfied with their visit to Greater Port Macquarie, with 52% very satisfied with their visit.
- Overall, 89% of *low season* visitors were satisfied with their visit, with 55% very satisfied.

Actual experiences were most likely to be somewhat better or much better than expected in the case of:

	Shoulder season '07	Low season '08
Something the kids would enjoy	63%	
Beautiful beaches and waterways	63%	
Place to spend quality time with partner/family/friends	55%	
An opportunity to experience our nation's/Australia's history	52%	
Discover or learn something new	50%	
Beautiful beaches and waterways	67%	
Place to spend quality time with partner/family/friends	63%	
Relaxation and rejuvenation	51%	
Luxury and indulgence	49%	
Nature based experiences	48%	

For *shoulder season* visitors, beaches & waterways, variety of things to see & do, personal safety & security, local atmosphere, and attractions were the key strengths of Greater Port Macquarie. Visitors were more likely to rate these attributes as important and to be satisfied with the attributes.

For *low season* visitors, value for money, personal safety & security, variety of things to see & do, beaches & waterways, local atmosphere, customer service at venues, food & beverage, and friendliness of locals were the key strengths of Greater Port Macquarie. Visitors were more likely to rate these attributes as important and to be satisfied with the attributes.

What was the visitors' profile?

Shoulder season visitors:

- Shoulder season visitors to Greater Port Macquarie were dominated by families. Over half (51%) travelled with their immediate family.
- The majority (96%) of visitors were domestic visitors.
- Of domestic visitors, 87% were overnight visitors and 13% day visitors. Further, 77% were from New South Wales, 10% from Queensland, 8% from Victoria, 3% from South Australia, and 1% each from Western Australia and the Australian Capital Territory.

- Of all visitors to Greater Port Macquarie, 74% visited for holiday and leisure purposes and 13% visited friends or relatives.
- Visitors were more likely to have used private transport/their own vehicle (86%) in order to reach Greater Port Macquarie.
- Bookings most commonly made before the trip were with accommodation providers (39%). However, almost three in ten people (29%) did not make a booking prior to their trip to Greater Port Macquarie.
- Over one third (36%) of bookings were made via the internet.
- The average length of stay for all visitors was 4.4 nights in Greater Port Macquarie (total trip length of 13.2 nights).

Low season visitors:

- Low season visitors to Greater Port Macquarie were dominated by older couples. More than 3 in 5 visitors (63%) were aged 45 years or older and 48% travelled as a couple.
- The majority (92%) of all visitors were domestic visitors.
- Of domestic visitors, 93% were overnight visitors and 7% day visitors, with 65% from New South Wales, 17% from Victoria, 9% from Queensland, 3% from South Australia, 2% each from Western Australia and Tasmania, and 1% from the Australian Capital Territory.
- About 63% of visitors to Greater Port Macquarie visited for holiday and leisure purposes, while 22% visited friends or relatives.
- Visitors were more likely to have travelled with their partner (48%) and used private transport/their own vehicle (82%) in order to reach Greater Port Macquarie.
- Bookings most commonly made before the trip were with accommodation providers (42%). However, 32% of visitors did not make a booking prior to their trip to Greater Port Macquarie.
- Nearly half (47%) of visitors who made a booking made at least one booking via the internet.
- The average length of stay for all visitors was 4.9 nights in Greater Port Macquarie (total trip length of 20.4 nights).

How did the visitors travel in and around Greater Port Macquarie?

Shoulder season visitors:

- Visitors to Greater Port Macquarie were also likely to visit Wauchope (18%) and Laurieton (4%) during their trip.
- Common stopping points before getting to Greater Port Macquarie included Wauchope (17%), Coffs Harbour (12%) and Taree (10%), with 52% having no earlier stops.
- Common stopping points after going to Greater Port Macquarie included Wauchope (37%), Lake Cathie (13%) and Laurieton (10%), with 42% having no earlier stops.

Low season visitors:

- Visitors to Greater Port Macquarie were also likely to visit Wauchope (14%) during their trip.
- While the majority of visitors did not stop before reaching Greater Port Macquarie (57%), the most common stopping points for those that did included Wauchope (10%), Taree (10%) and Coffs Harbour (9%).
- Common stopping points after going to Greater Port Macquarie included Wauchope (32%), Laurieton (19%) and Lake Cathie (17%), with 39% having no earlier stops.

How did the visitors decide to visit?

Shoulder season visitors:

- The majority of visitors (56%) made the decision to visit Greater Port Macquarie well in advance of the trip (19% one to three months before, and 45% three months or more before their trip).

- Three quarters of visitors (75%) did not consider another location as an alternative to Greater Port Macquarie.
- Almost half of visitors (46%) relied on prior experiences for information, while 37% used the internet and 25% asked friends or relatives.

Low season visitors:

- The majority of visitors (62%) made the decision to visit Greater Port Macquarie well in advance of the trip (30% one to three months before, and 32% three months or more before their trip).
- The majority of visitors (72%) to Greater Port Macquarie did not consider another destination.
- Visitors to Greater Port Macquarie generally used the internet (47%), relied on their past experience (43%), or asked friends or relatives (33%) for information on the destination.

Will they visit again?

Shoulder season visitors:

- About 57% of visitors stated they would be likely to visit again in the next 12 months, and 70% would be likely to revisit in the next three years.
- The majority of visitors (85%) were likely to recommend Greater Port Macquarie to others as a destination to visit.

Low season visitors:

- Of all visitors to Greater Port Macquarie, 59% plan to revisit in the next 12 months, and 72% plan to revisit in the next 3 years.
- The majority of visitors (87%) were likely to recommend Greater Port Macquarie as a destination to others.

For a copy of the full Visitor Profile and Satisfaction report, please email tra@tourism.australia.com

A summary report for Greater Port Macquarie was also produced based on these two waves of research (the Shoulder season '07 and Low season '08), but focusing on the most common travel parties; families and older couples.

The summary report also draws on Tourism Research Australia's Visitor Profile and Satisfaction (VPS) benchmark data, allowing comparisons to be made with all other VPS projects. Please contact Tourism Research Australia at tra@tourism.australia.com for a copy of this report.

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