



Wilpena Visitor Profile and Satisfaction Report

This project was part of the Flinders Ranges and South Australian Outback Survey Report, a larger study on visitors to three destinations in this region: Coober Pedy, Marree and Wilpena. The following information is based on a sample of 300 people who visited Wilpena between September and November 2006.

The two top reasons for visiting Wilpena were:

- 'Have been keen to visit for some time' (50%).
- 'Visit specific attraction(s)' (40%).

What are the important attributes of the destination?

- 'Information services' (87%).
- 'Signage' (87%).
- 'Friendliness of locals' (85%).
- 'Local atmosphere' (84%).
- 'Access to essential services' (83%).
- 'Attractions' (82%).
- 'Amenities' (82%).

What experiences are important to visitors?

- 'An opportunity to tour around and explore' (93%).
- 'Experience physical landscape' (88%).
- 'Relaxation and rejuvenation' (82%).
- 'Wildlife watching' (80%).
- 'A place to spend quality time with partner/family/friends' (79%).
- 'A chance to discover or learn something new' (76%).
- 'Bush walking experiences' (74%).

Were they satisfied with their experience?

The majority of visitors (85%) were 'very satisfied' or 'fairly satisfied' with their visit to Wilpena. Visitors were 'particularly satisfied' with the following:

- 'An opportunity to tour around and explore' (93%).
- 'Experience physical landscape' (91%).
- 'Relaxation and rejuvenation' (90%).
- 'Wildlife watching' (88%).
- 'A place to spend quality time with partner/family/friends' (87%).
- 'Bush walking experiences' (87%).
- 'A chance to discover or learn something new' (82%).
- 'An adventure' (80%).

- 'Other nature based experiences' (79%).
- 'An opportunity to experience our nation's/Australia's history' (78%).

What is the visitors profile?

- Over half (51%) of visitors were from South Australia, 26% from Victoria and 8% from New South Wales.
- Male visitors accounted for 56% of travellers, and female 44%.
- The average age of visitors was 53 years, with 71% of visitors aged 45 years and over.
- Over half (54%) of visitors travelled alone or in pairs/couples, with 28% travelling in groups of 3 to 5. Another 18% travelled in a party of 6 or more.
- Over a quarter (26%) of visitors are 'older non-working married people', followed by 24% who are 'older working married people'.
- Of the visitors who travelled to Wilpena, 51% stayed in a caravan park or privately operated camping ground.
- Another 16% of all travellers stayed in a standard hotel/motel/motor inn/resort.

How did the visitors travel in and around the destination?

- Of all visitors to Wilpena, 24% entered the region on Highway 1 from Adelaide. Another 17% entered on the Main North Road from Gladstone.
- Visitors to Wilpena were most likely to also visit Hawker (98%) and Quorn (80%).
- On average, visitors to Wilpena spent 14.9 nights away across their entire trip.
- Over 90% of all visitors stayed overnight in Wilpena, with 53% staying between 3 and 5 nights. Another 25% stayed between 1 and 2 nights. The average length of stay for overnight visitors was 3.8 nights.
- The majority (85%) of visitors used a private or company car as their main form of transport, 9% travelled in a rented/hire car, and 6% travelled by bus/coach.
- Of those visitors who travelled by private or rented vehicle, 57% used a Four Wheel Drive, with 37% travelling by standard sedan/station wagon.
- Just 18% of visitors chose to use tours/packages for at least part of their trip to Wilpena.

How did the visitors decide to visit?

- Of all visitors to Wilpena, 79% planned their trip at least one month before setting out, with 38% deciding more than three months ahead.
- Over half (55%) of all visitors relied on travel books/guides/brochures and the internet (52%) to help plan their trip. 38% sourced information from tourist offices/visitor information centres, friends/relatives (37%) and their experience from a previous visit (36%).
- The services of a travel agent were used by 6% of visitors as a source of information in planning their trip.

Will they visit the destination again?

- Overall, 92% of visitors were likely to recommend the region as a destination to visit.
- Of all visitors to Wilpena, 45% stated they would be likely to return to the region in the next two years, however 28% stated that they were not likely to return within the next two years.

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