



Destination Visitor Survey

Strategic Regional Research – Queensland

BUILT ATTRACTIONS STUDY – WINTON: 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 Winton area with particular emphasis on those who visited attractions.

A total of 200 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 the Waltzing Matilda Centre.

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 67,000 day and overnight visitors were travelling to Winton.
- Of these visitors, an estimated 21% were day visitors and 79% were overnight visitors who stayed an estimated 110,000 nights. This represented an average of 2.1 nights per overnight visitor.
- The main purpose for visiting Winton for almost all visitors (99%) was a holiday. This includes travel for leisure, honeymoons, shopping for pleasure or to visit attractions in the area. A small minority came for other reasons, such as employment, education or medical reasons (1%). Winton has a minimal number of travellers visiting friends and/or relatives and a limited business market due to its relatively small population, localised business functions and isolated location.
- Over half of all visitors (56%) were from Queensland with 41% from interstate. These visitors were mostly from New South Wales (16%) and Victoria (14%) with just 3% from overseas.
- Winton was described as a convenient stop-over point for 65% of overnight visitors. 42% of visitors stopped to visit attractions in the area and 16% to visit the Waltzing Matilda Centre.
- The age profile of visitors to Winton was much older than that of all visitors to Queensland, with 63% over the age of 60 and 61% travelling with a caravan or in a campervan/motor home. This strongly suggests that the Grey Nomad Caravanning market pass through the town on their way to or from the Northern Territory and North Queensland.
- Overall, around 71% of overnight visitors were 'very satisfied' with their trip to Winton. The remaining 29% were 'fairly satisfied' with their visit.
- The majority of visitors (81%) indicated they were 'very likely' to recommend Winton to others. A further 17% claimed that they were 'fairly likely' to recommend the destination.

EXPENDITURE

- Visitors to Winton spent an estimated \$9.4 million in the region during 2005. Of this amount, overnight visitors accounted for approximately 88% of total expenditure, or almost \$8.3 million.
- Day visitors contributed a further \$1.1 million to the Winton economy, or approximately 12% of total tourism expenditure.
- Visitors to the Waltzing Matilda Centre in Winton spent around \$3.8 million in the region during 2005, of which \$2.8 million (including entrance fees) was estimated to be directly attributable to the 'draw-card' appeal of this attraction.

WALTZING MATILDA CENTRE

- During their trip, 38% of all overnight visitors and 30% of day visitors visited the Waltzing Matilda Centre.
- While 40% of visitors to the Centre were from Queensland, most were from interstate, particularly New South Wales (26%) and Victoria (17%).
- The majority of visitors (89%) were 'very satisfied' with the Waltzing Matilda Centre, with almost all visitors indicating they would recommend it to others (97%).

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