

Eurobodalla Shire Council

Visitor Research 2018

Prepared by: Micromex Research

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Background



Methodology & Sample

Objectives

Eurobodalla Shire Council (Council) commissioned Micromex to undertake a Visitor survey during the January 2018 school holidays in order to:

- Profile visitors (by demographics, origin, etc)
- Understand the visit experience (activities undertaken, accommodation, spend, satisfaction)
- Understand the booking process

Sample Design:

A two-stage sample design/methodology was used:

- Visitors were initially recruited face-to-face at a number of areas around the Eurobodalla Shire Council LGA, i.e. Moruya Markets, Vulcan St (Moruya), Sydney St (Mogo), Clyde St, North St and Orient St (Batemans Bay), Woolworths (Narooma) and Tilba Tilba. Recruitment was conducted from January 12th to 27th, 2018. A total of 638 Visitors were recruited. Name, email address and phone details were collected at the time of recruitment.

'Visitors' excluded those who live/work within the Eurobodalla Shire – and those who were there only for business/conference were also excluded – but if they were also there for recreation they were included.

- N=275 of the 638 Recruited visitors complete the full survey over the period January 15th to February 13th, 2018. A sample size of 275 provides a maximum sampling error of plus or minus 5.9% at 95% confidence (this means for example, that an answer 'yes' (50%) to a question could vary from 44% to 56%). Recontact interviews were conducted via two approaches:
 - 264 respondents completed the survey online via their access link that was emailed to them
 - 11 of the 275 surveys were conducted via a telephone survey (after they had not completed the online option). In addition to these 11, a number of other Visitors were rung and offered the option of the phone interview, but they chose to go online (included in the 264 above).



Methodology & Sample

The Questionnaire

Micromex Research, together with Eurobodalla Shire Council, developed the questionnaire.

Data analysis

The data within this report was analysed using Q Professional.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Word Frequency Tagging

Verbatim responses for open questions were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.

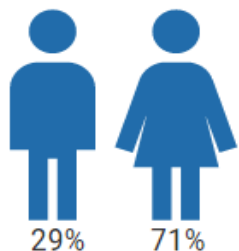


Sample Profile

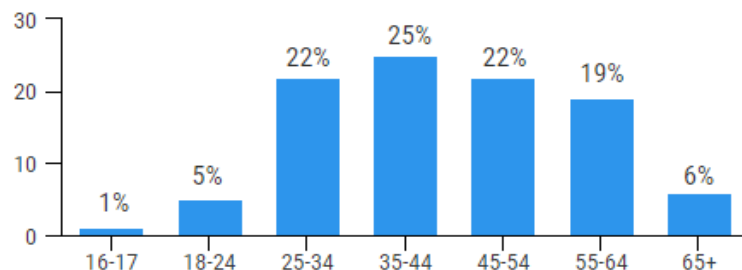


Sample Profile

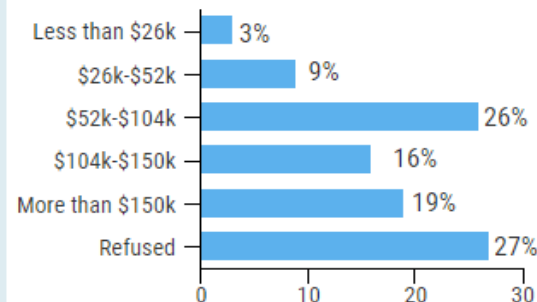
Gender



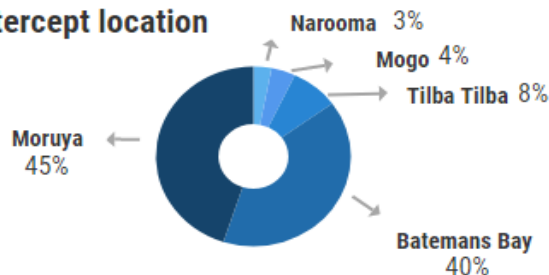
Age*



Annual household income



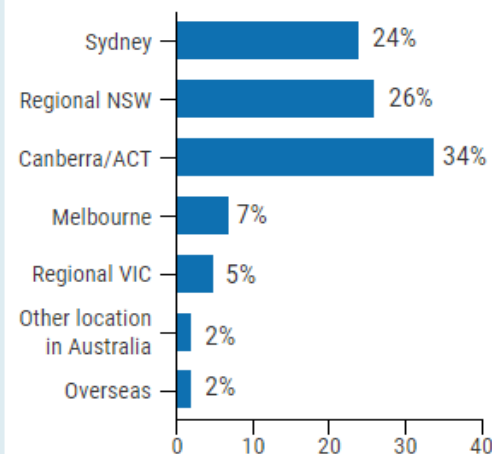
Intercept location



Australian residency



Place of residence



Reason for visiting



Holiday
76%



Visiting friends
and relatives
15%



Stop-over
5%



Daytrip visit
13%



Work/business/
conference
1%

N = 275 surveys

* 3 respondents refused to provide their age

Our active participants gender profile is 29% male and 71% female, whereas, the recruited visitors (those initially willing to participate) profile was 33% male and 67% female. Age demographics were almost identical.

ACT (34%), Sydney (24%), and Regional NSW (26%) accounted for 84% of visitors

Key Findings



Key Findings

Overall **Visitors were very happy** with their trip to the Eurobodalla area, with at least 88% of Visitors stating they were at least 'somewhat satisfied' with each of their experiences during their time. **Beaches/water-based and nature-based activities and experiences** were most popular and received '**extremely high**' satisfaction levels



Likelihood to recommend the area as a place to visit was '**extremely high**', with Visitors that stated they were 'very likely' to recommend the area also significantly more satisfied with all their experiences. Not only were they satisfied with their experiences in general, Visitors also tended to **express high satisfaction levels for those activities that made them want to visit the area in the first place**

48% of Visitors stated the **natural environment** including beaches, national parks, coastline and the scenery was the **aspect they like most** about the Eurobodalla area, this is in line with primary reason for tourists visiting the area (beautiful beaches and water ways, 69%)



When asked how Council and tourism operators could make the tourist experience better, 29% stated 'nothing' or that they **were happy with their experience**. However, the most frequently mentioned improvement was '**more information/promotion of what the area offers**' (12% of Visitors). And on a separate question, 81% of Visitors stated they were unaware of the 'Unspoilt South Coast Campaign':

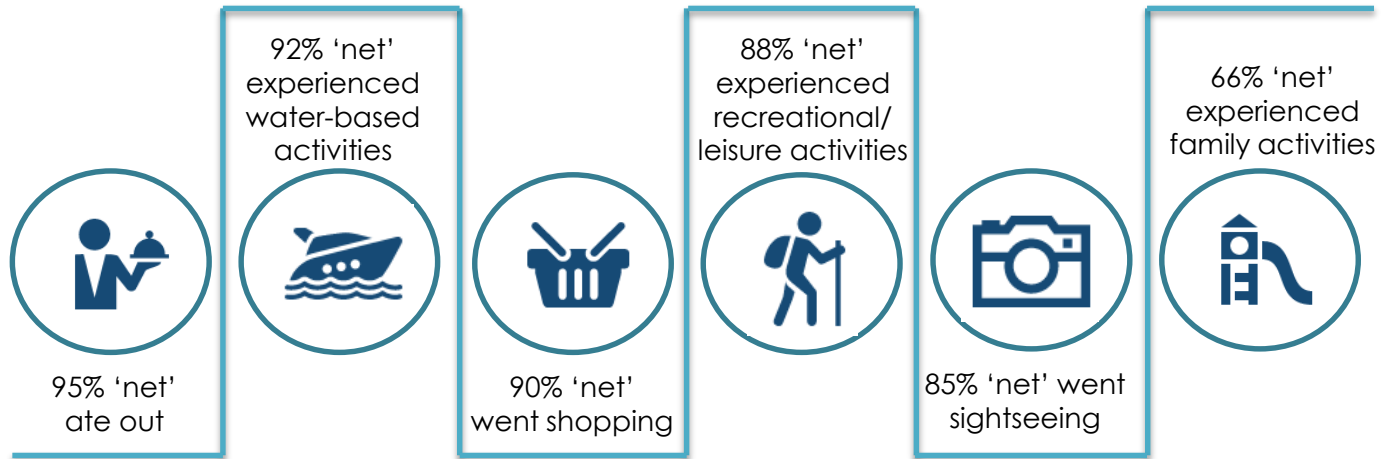
- A range of websites/social media – and personal recommendation – were the most popular sources of visitor information both prior and during their trip – perhaps these channels could be better utilised to provide more information and promotion of local activities, events and services.

Other opportunities for Council's consideration:

- Low/no-cost water-based activities (e.g.: fishing, boating with own craft) tend to have higher incidences than similar paying activities (e.g.: fishing cruise, hire a boat) – whilst this may not be surprising, perhaps there is an opportunity for operators to tap into this latent demand
- 'Quality of accommodation', 'local commercial tour operations and activities' and 'entertainment and nightlife' may have more impact when trying to increase the likelihood of recommending the area amongst those who did not state they 'very likely' to recommend

Key Findings

VISITOR EXPERIENCES Category NET subtotals



The top two individual activities overall were 'went to the beach' (91%) and 'ate out at restaurant/café' (83%) (residents staying longer than 4 nights spent significantly more on takeaway and at restaurants)

VISITOR SPENDING



Seemingly a good mix of accommodation, food/beverage, and retail spend

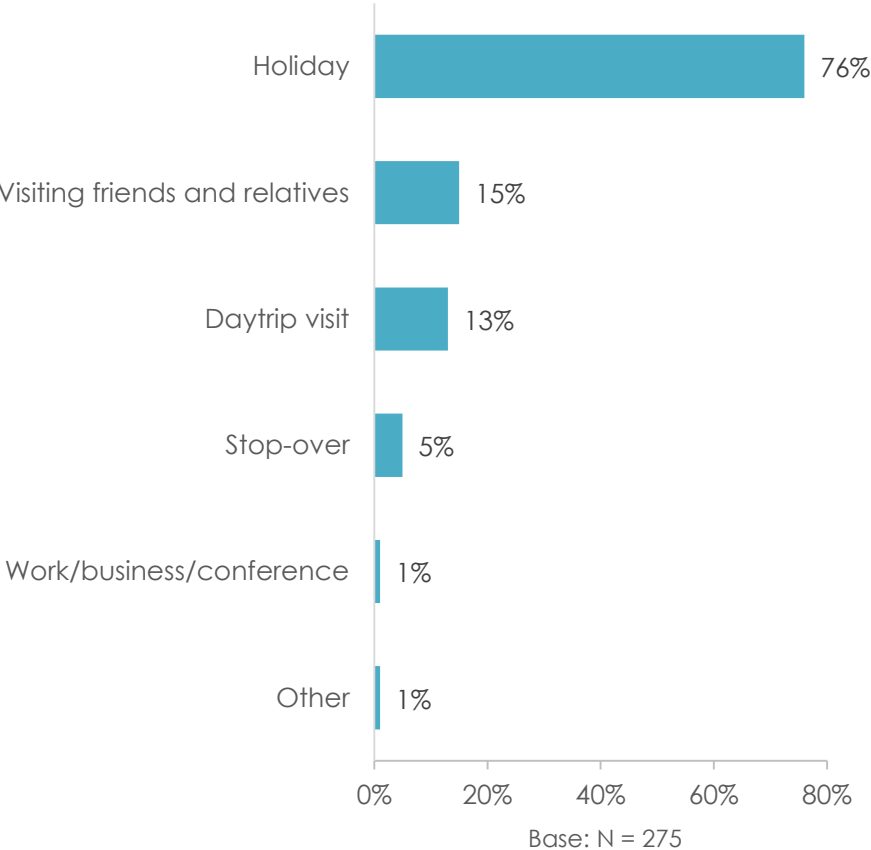
Findings in Detail:

1. About Your Visit



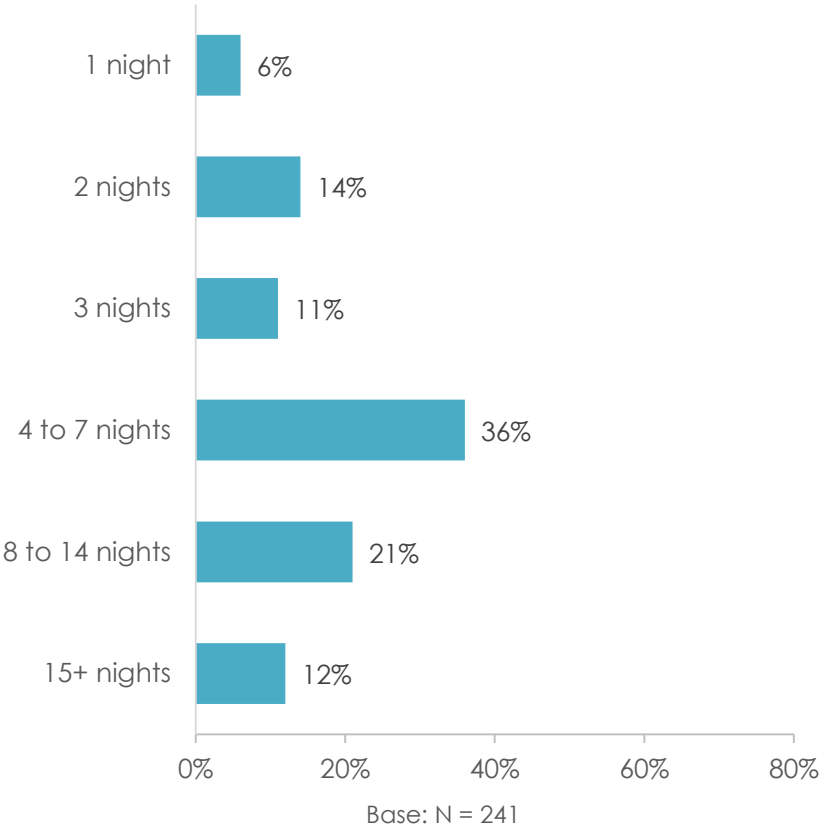
Travelling Details

Q2. Which of the following best describe why you were visiting the Eurobodalla Shire when we intercepted you?



Other specified	Count
Shopping/Moruya Markets	2

Q8. How many nights in total did you stay in the Eurobodalla Shire?



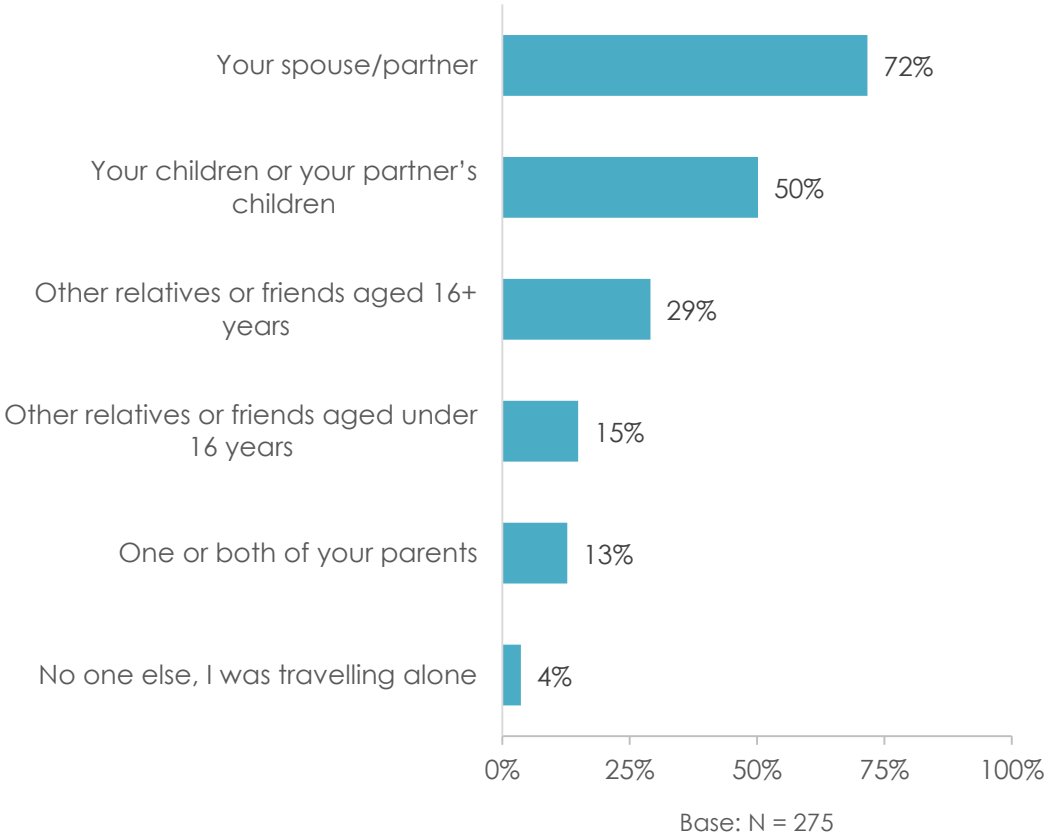
Please see the Appendix for residency of day-trippers

13% of Visitors were day-trippers – whilst the rest were staying at least one night. Although not significant, day-visitors were marginally more likely to come from ‘Canberra/ACT’ (14% were day-trippers) and ‘Regional NSW’ (15% were day-trippers).

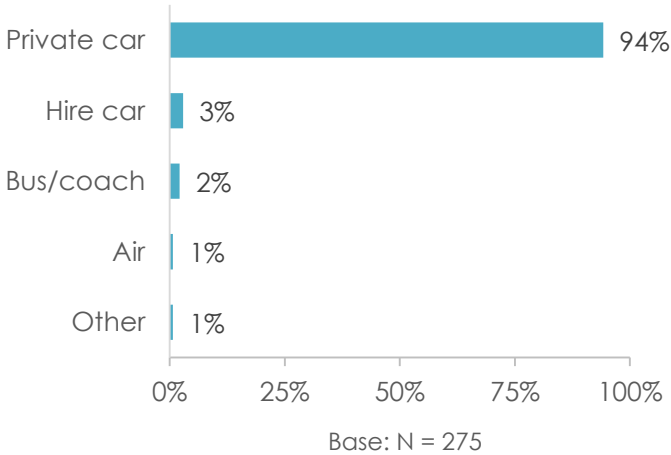
Two thirds of those who stayed at all stayed for up to a week – and a third stayed for over a week

Travelling Details

Q3. Who else, if anyone, was with you while you were visiting the Eurobodalla Shire?



Q4. How did you travel to the Eurobodalla Shire from your previous location?



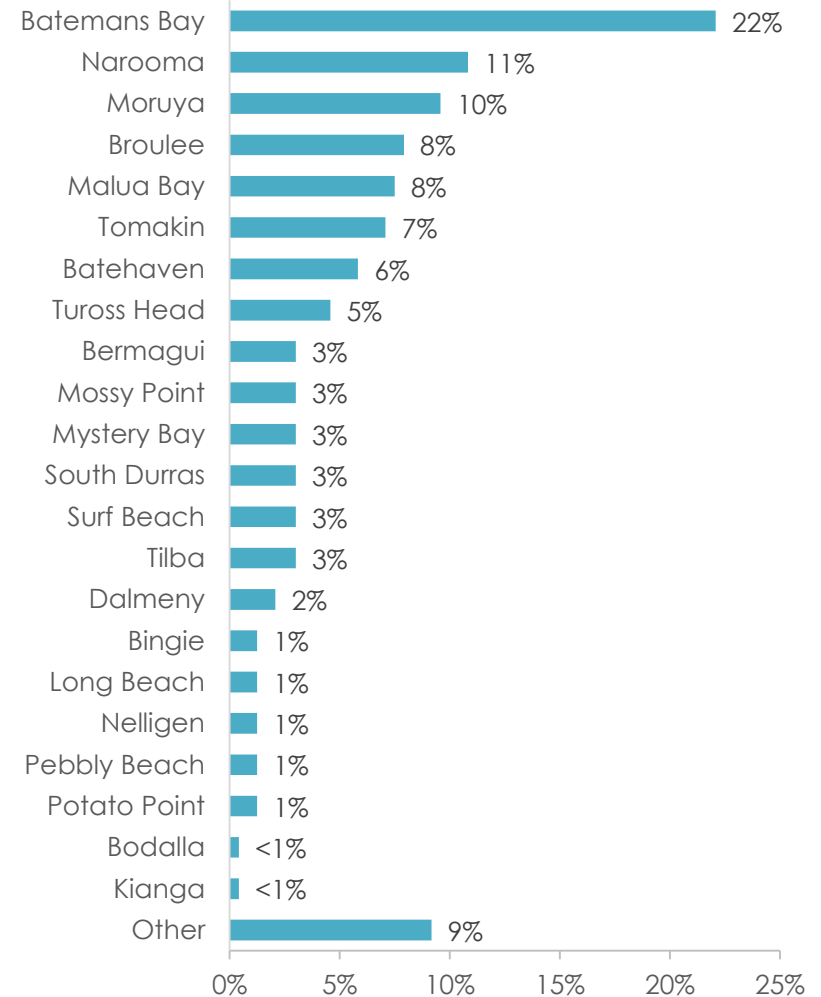
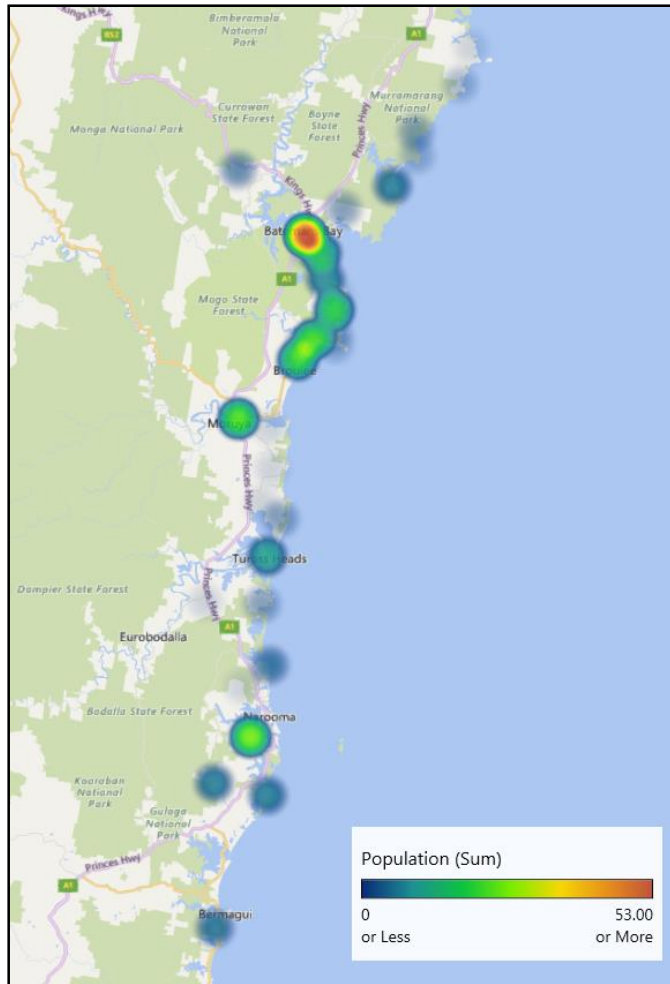
Other specified	Count
Campervan	1
Motorbike	1



96% of Visitors were with someone else – and they were mainly accompanied by their ‘spouse/partner’ (72%) and children (50%), with their primary method of transport being ‘private car’ (94%)

Accommodation in Eurobodalla Shire

Q5. (If NOT 'Daytrip' on Q2), Where did you stay during your visit to the Eurobodalla Shire?



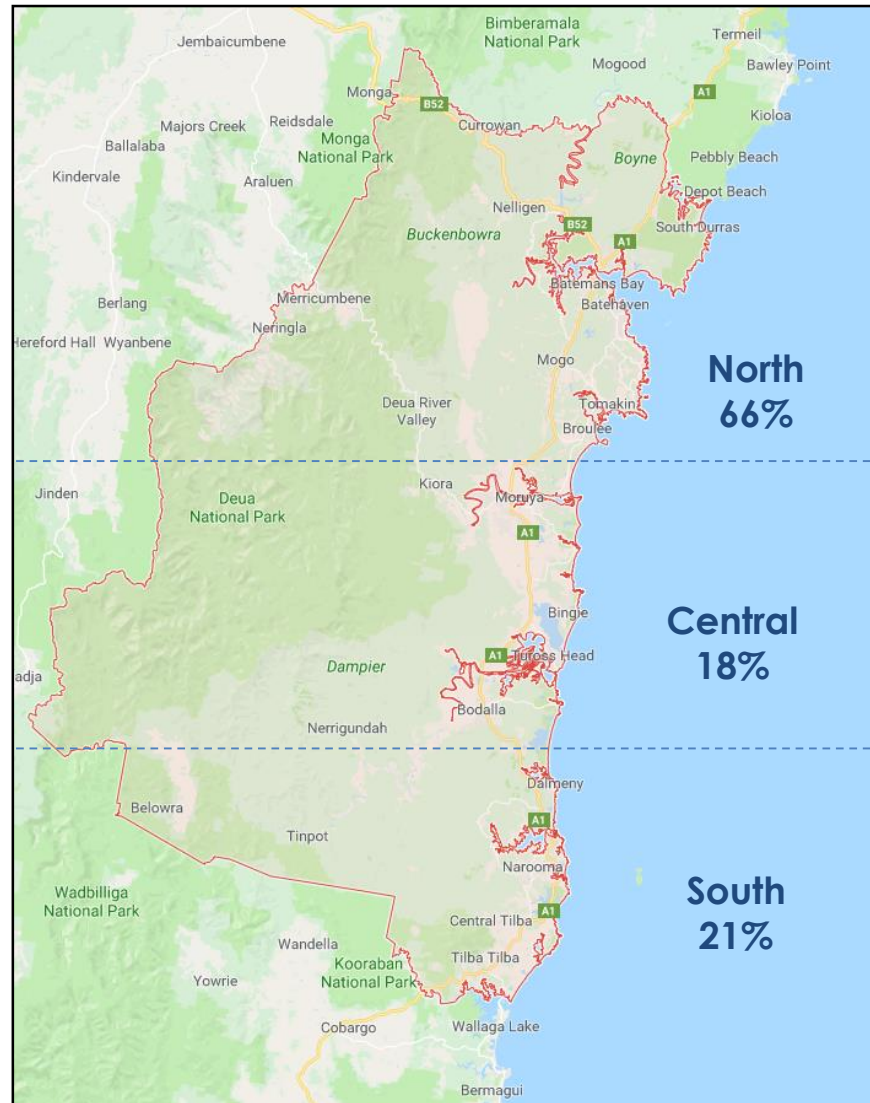
Please see the Appendix for 'other specified'

Base: N = 240

Batemans Bay (22%) was the most frequented accommodation destination whilst visiting the Shire (table over-adds because Visitors could stay in more than one location)

Accommodation Location

Q5. (If NOT 'Daytrip' on Q2), Where did you stay during your visit to the Eurobodalla Shire?

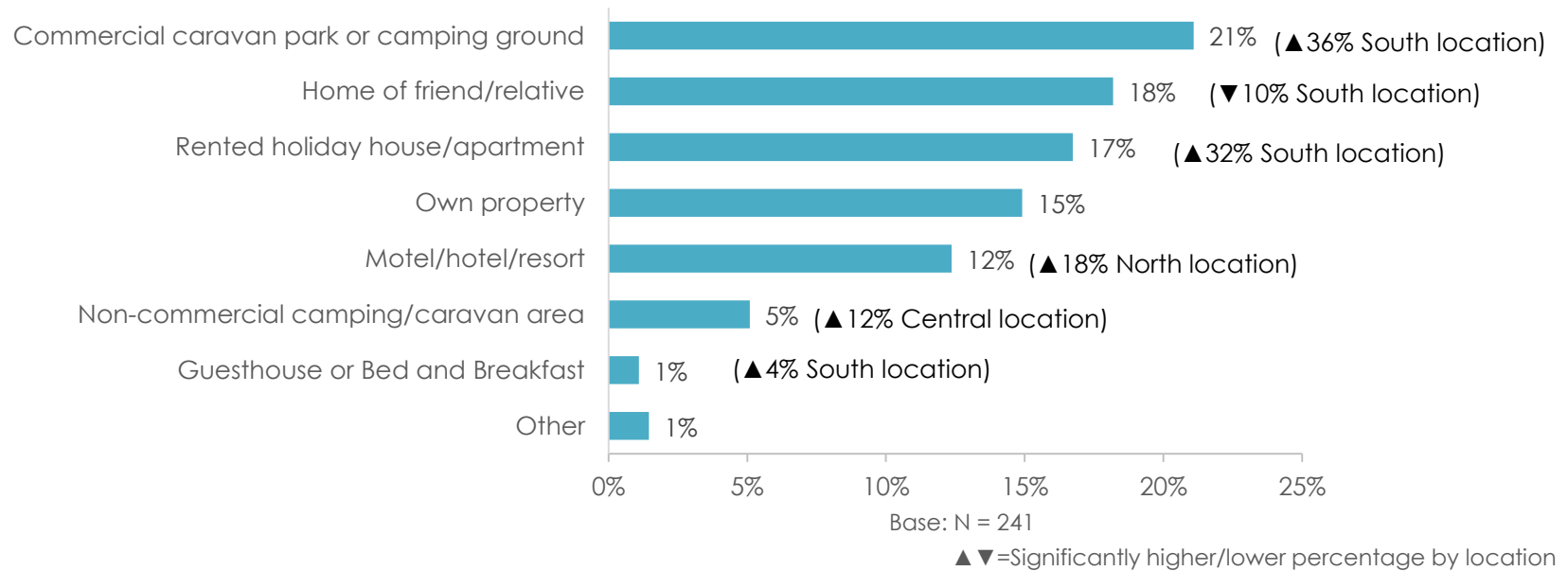


Base: N = 239

Please note: percentage exceeds 100% as participants could select more than one location

Accommodation in Eurobodalla Shire

Q6. What type of accommodation did you use during your visit to the Eurobodalla Shire?



Q8. How many nights in total did you stay in the Eurobodalla Shire?							
No. of nights	Guesthouse or B&B	Commercial caravan/camping	Non-commercial camping/caravan	Rented holiday house/apartment	Home of friend/relative	Motel/hotel/resort	Own property
1-3 nights	100%↑	29%	36%	9%↓	44%↑	59%↑	10%↓
4 to 7 nights	0%	36%	36%	57%↑	40%	29%	15%↓
8+ nights	0%	34%	29%	35%	16%↓	12%↓	76%↑
Base	3	58	14	46	50	34	41

↑↓=Significantly higher/lower percentage

21% of visitors stayed at a 'commercial caravan park/camping ground', with those staying in the 'South' significantly more likely (36%) to use this accommodation type.

Visitors staying with friends/relatives and at motels/hotels were significantly more likely to stay for a shorter period of time (1-3 nights), whilst those in a rented holiday house were significantly more likely to stay up to a week and those in their own property significantly more likely to stay 8+ nights

Findings in Detail:

2. Visitor Experiences



Improving the Visitor Experience

Q9. What, if anything, could the Eurobodalla Shire Council or tourism operators provide or improve to better meet your needs and expectations when visiting the area?

"Nothing, we were very impressed with the facilities"

"Our expectations are always met when we visit"

"Better information on walks, maybe walking maps with boardwalks included"

"When visiting there is not much information about what to do"

"I think we could have some more information about what is available (in terms of entertainment) and how to get there"

"Promote any local events happening"

"More dining and restaurant options"



Response	N=274
Nothing/very happy with my visit/the area	29%
More information/promotion on what the area offers	12%
More/better restaurants/shopping options	7%
More/longer parking	6%
More tourist activities/variety of family activities e.g. kids play areas, bowling, etc.	5%
Better traffic management/improve roads	4%
Extended hours of restaurants and shops/open on public holidays and weekends	3%
Clean up beaches/foreshore area/more frequent cleaning of public amenities	2%
More public toilet blocks/soap in public toilets	2%
More road signage/directions	2%
Don't know	9%

Please see the Appendix for responses fewer than 2%

When asked how could the area be improved, 29% of visitors first response was that nothing needs to be done as they are happy. Of those that did provide a suggestion, more information and promotion of what the area provides was the most commonly suggested

Most Valued Aspect

Q10. And what, if anything, do you like most about the Eurobodalla region as a place to visit?

Response	N=273
Natural environment - beaches, national parks, coastline and beautiful scenery	48%
Easy access to a variety of things to do - restaurants, shopping , markets, etc.	11%
Peaceful/relaxed lifestyle/fishing	10%
Not overpopulated/not too touristy/unspoilt	6%
Well maintained/clean/safe area	5%
Friendly people/sense of community	4%
Love the area/nice place/holiday destination	4%
Climate/weather	3%
Good restaurants	3%
Location - close to home/city	2%
I Like Narooma	1%
Lovely caravan park	<1%
Don't know/nothing	3%



"Nature, bush, ocean, wildlife, fresh produce, national parks and climate"

"The coastline, the beaches and the national park walking track that starts at Congo"

"Beautiful beaches, unspoilt natural environment, clean waterways, quiet and relaxed, undeveloped villages, great food and produce and an interesting history"

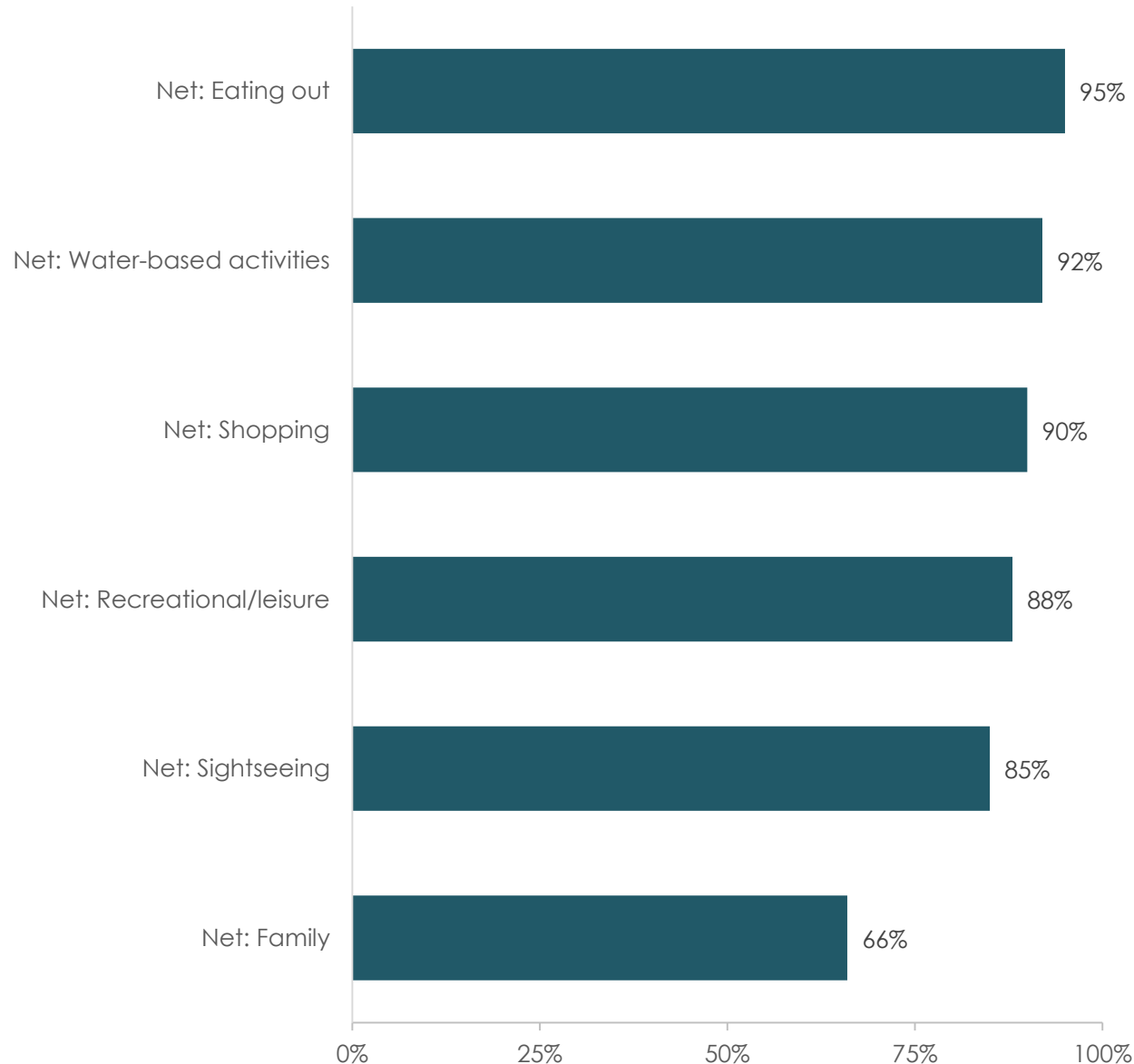
"Greenery of the landscape and the walks along the foreshores"

"Excellent patrolled beaches, friendly community and great nature walks"

Based on an unprompted measure, the natural environment (48%) is the biggest attraction of the Eurobodalla area for tourists

Activities Undertaken

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?



Base: N = 275

Visitors were asked which of 33 activities they had undertaken – the 33 activities were grouped into six categories.

The majority of visitors experienced each of the six categories of activities, with 95% of visitors stating they ate out during their visit

Top Activities Undertaken

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?

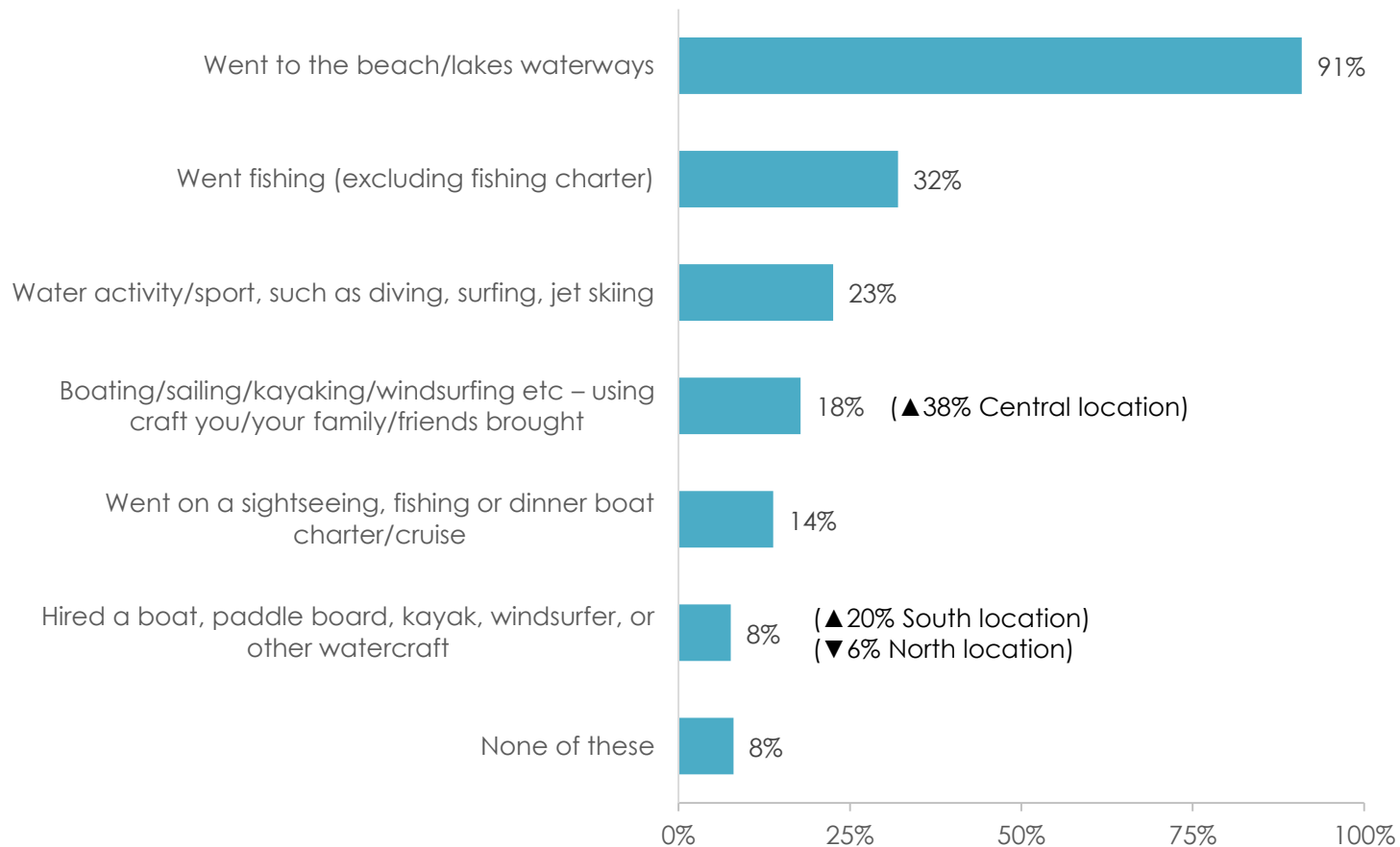


Base: N = 275

This Chart summarises the six most frequently undertaken activities from the full list of 33

Water-Based Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?



Base: N = 275

▲▼=Significantly higher/lower percentage by location

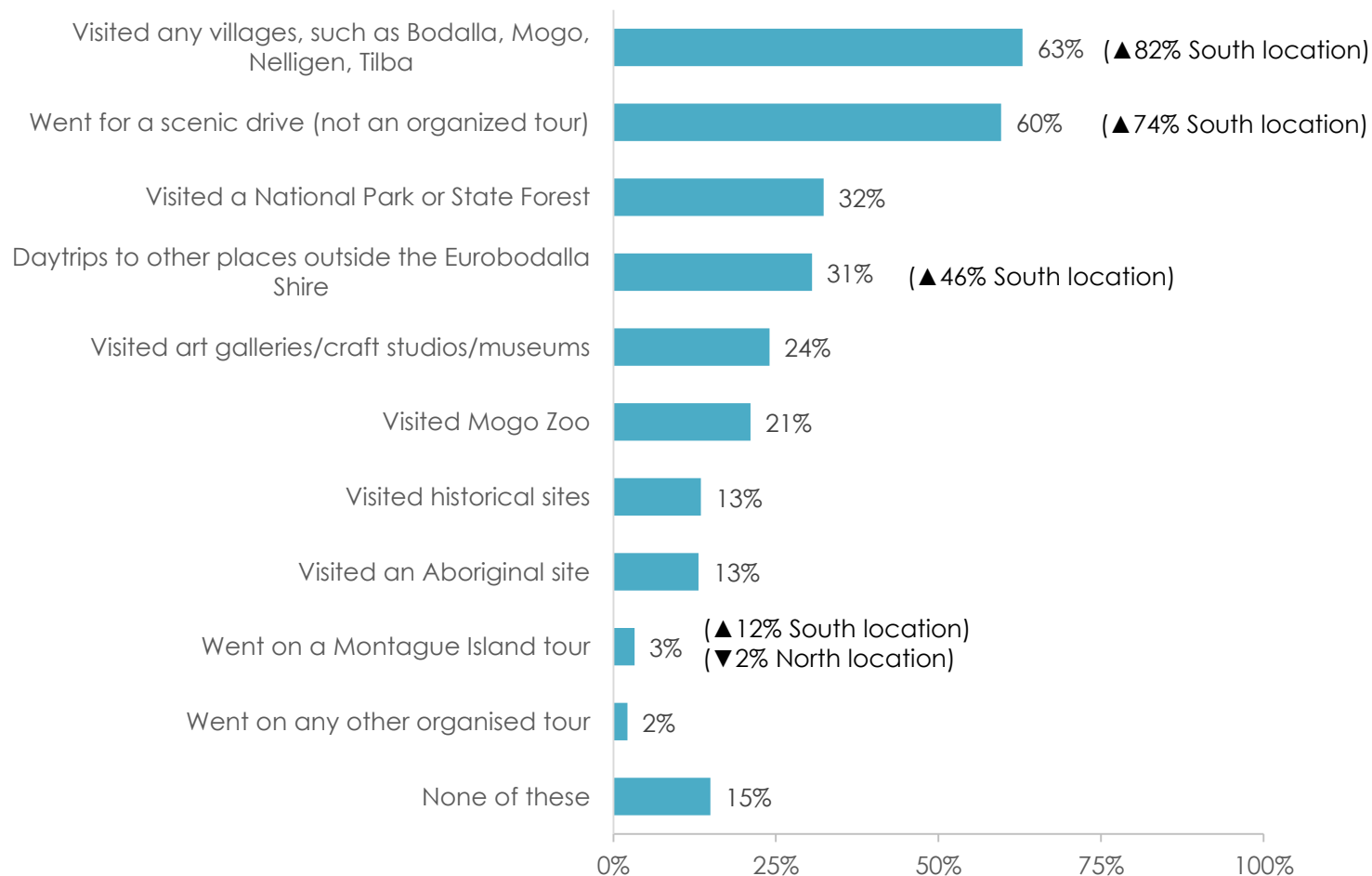
Please see the Appendix for results by demographics

91% of visitors went to the beach/lakes waterways. Visitors that stayed for 1-3 nights were significantly more likely to state they experienced none of the above activities.

Note that low/no-cost activities (e.g. fishing, boating with own craft) have higher incidences that similar paying activities (e.g. fishing cruise, hired a boat)

Sightseeing Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?



Base: N = 275

▲ ▼ = Significantly higher/lower percentage by location

Please see the Appendix for results by demographics

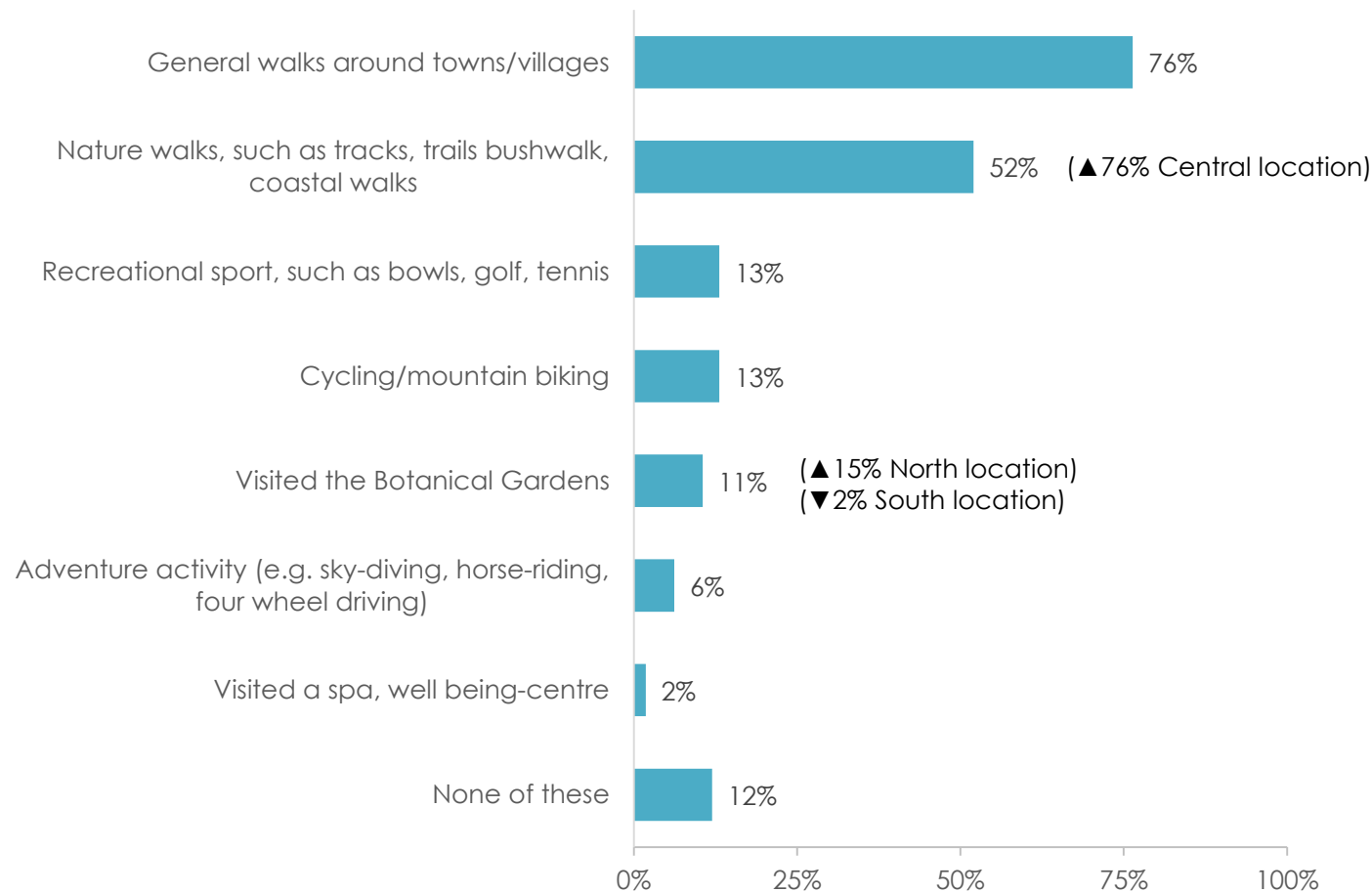
63% of visitors visited a village and 60% went for a non-organised scenic drive.

Those aged 16-34 were significantly more likely to state they experienced none of the above.

Those staying in the 'South' were seemingly more likely to venture away from their base e.g. 'visited any villages', 'went for a scenic drive', 'went to Montague Island', and 'daytrips to other places'

Recreational/Leisure Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?



Base: N = 275

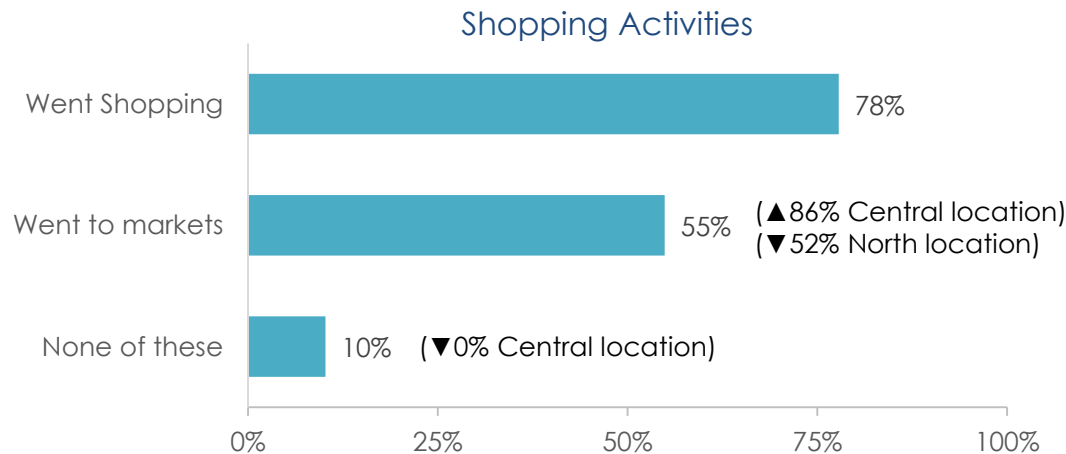
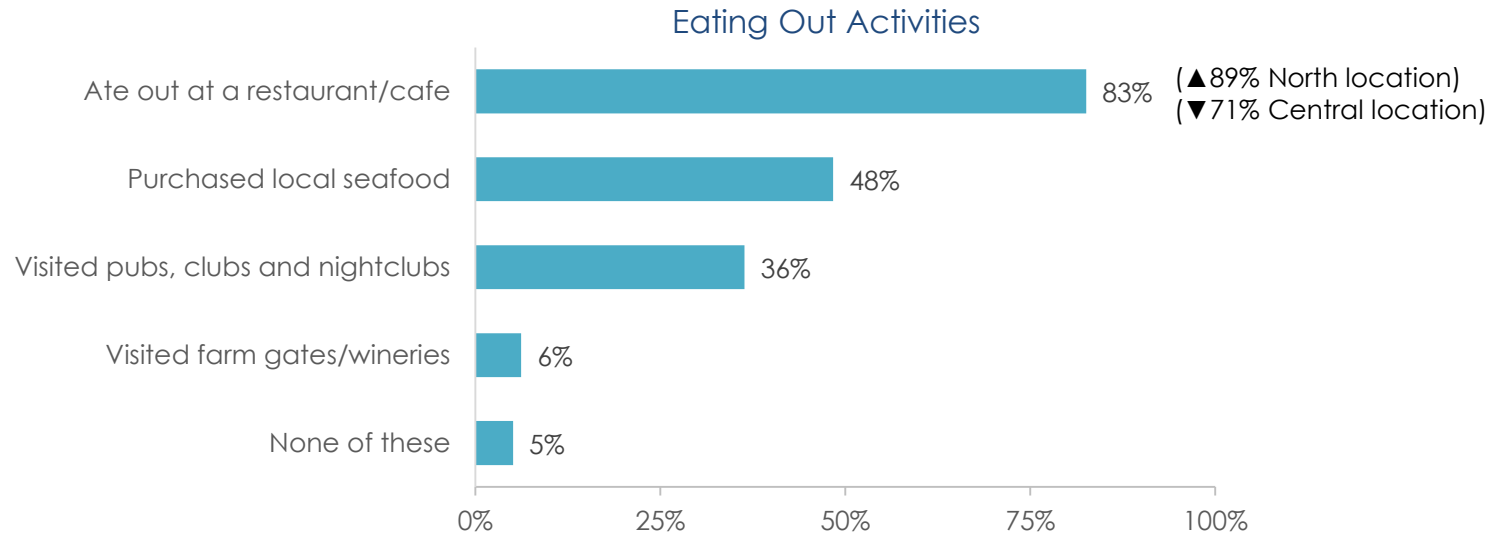
▲ ▼ = Significantly higher/lower percentage by location

Please see the Appendix for results by demographics

General walks (76%) and nature walks (52%) were popular activities experienced by visitors, with those staying in a 'Central' location significantly more likely to go on nature walks. Those on 'holiday' were significantly more likely to experience 'general walks', 'nature walks' and 'recreational sport'.

Eating Out and Shopping Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?



▲ ▼ = Significantly higher/lower percentage by location

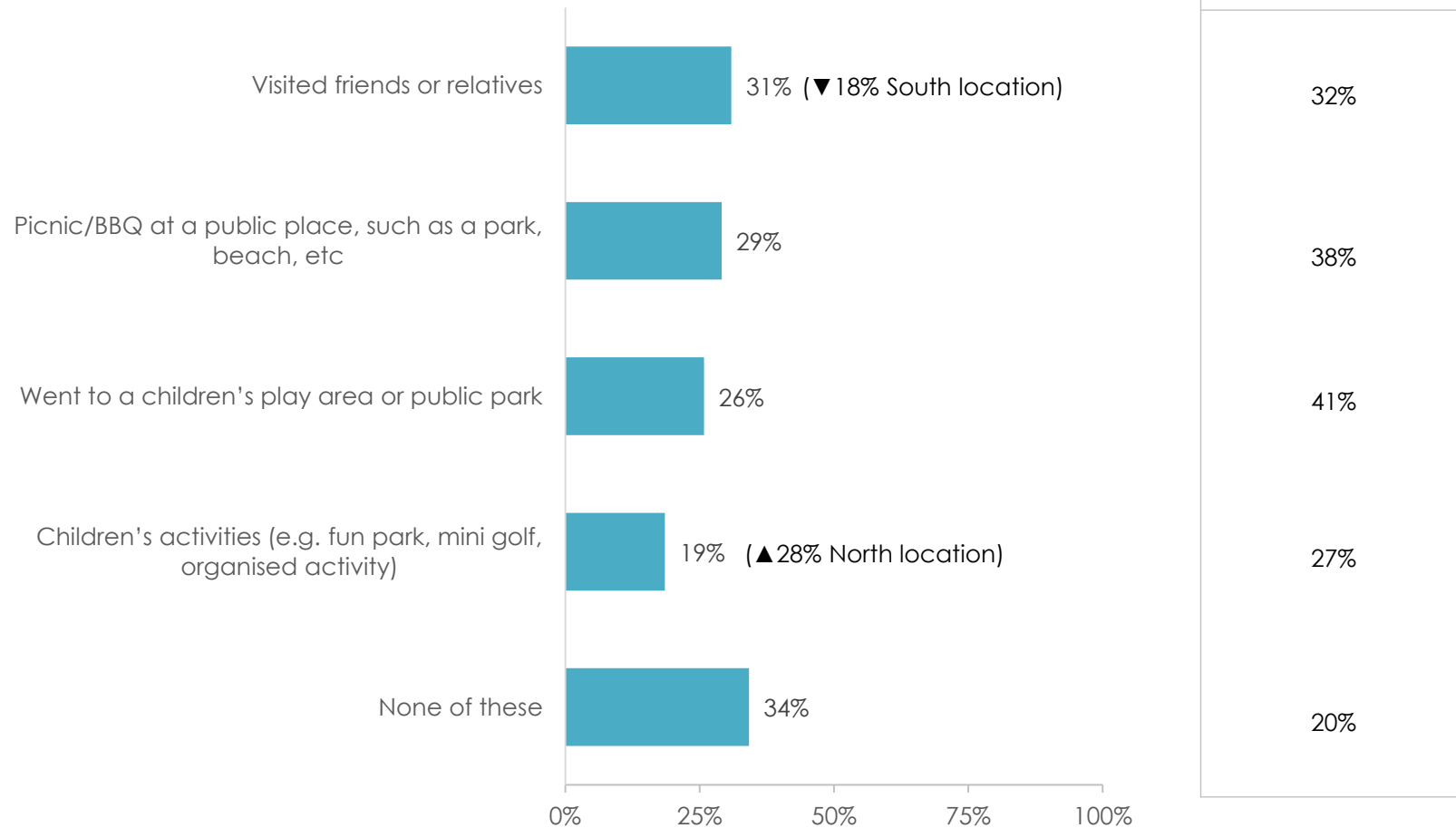
Please see the Appendix for results by demographics

'Ate out at a restaurant/café' (83%) and 'shopping' (78%) were popular activities for visitors. The 'markets' figure may be somewhat inflated by the recruitment of some Visitors at Moruya's Saturday Markets.

Visitors staying in the area longer than 8 nights were significantly more likely to experience all the above activities apart from eating out at a restaurant/café. Visitors staying in the 'North' were significantly more likely to eat out at a restaurant/café and significantly less likely to go to the markets, whilst those centrally located were the opposite

Family Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?



Base: N = 275

▲▼=Significantly higher/lower percentage by location

Please see the Appendix for results by demographics

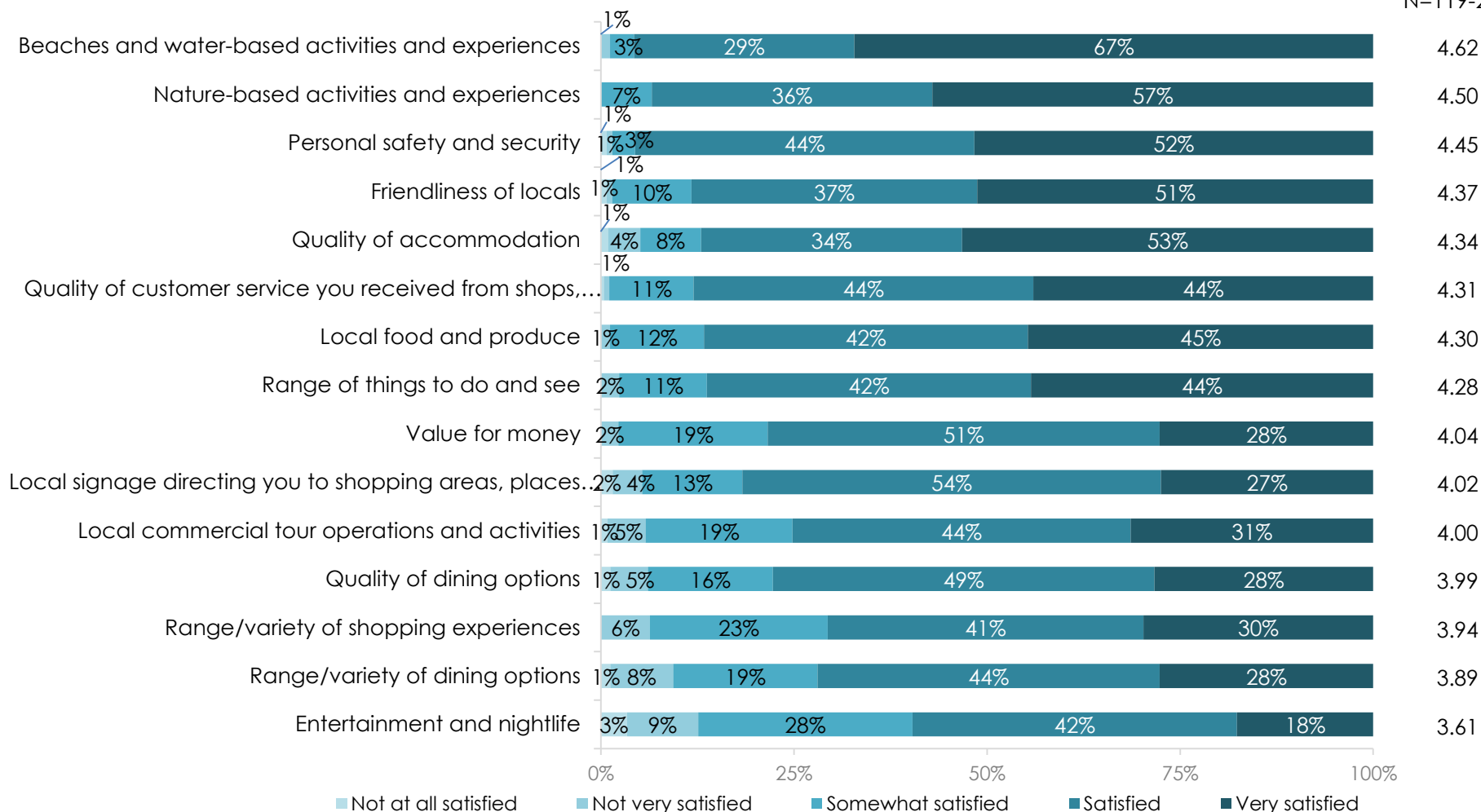
31% of Visitors 'visited friends or relatives'.

Those visiting the area with children were generally more likely to have undertaken these family activities – in particular, having been to 'a children's play area or public park' (41%)

Satisfaction with Specific Experiences

Q12. How satisfied were you with each of the following experiences on your visit to the Eurobodalla area?

Mean
N=119-275



Scale: 1 = not at all satisfied, 5 = very satisfied

From a 'disaster check' perspective, there are no major concerns – the maximum combined 'Not very/Not at all satisfied score' is just 12% (for 'entertainment/nightlife').

However, there is certainly room to lift satisfaction scores, particularly around dining/shopping/entertainment activities

Satisfaction with Specific Experiences and the Likelihood to Recommend

- Q12. How satisfied were you with each of the following experiences on your visit to the Eurobodalla area?
Q13. How likely are you to recommend a visit to the Eurobodalla area to your friends or relatives?

Specific experience	Very likely	All others	Difference (very likely – all others)
Beaches and water-based activities and experiences	4.74↑	4.15↓	0.59
Nature-based activities and experiences	4.63↑	3.95↓	0.68
Personal safety and security	4.56↑	4.05↓	0.51
Friendliness of locals	4.48↑	4.02↓	0.46
Quality of accommodation	4.51↑	3.61↓	0.90
Quality of customer service you received from shops, eateries, accommodation providers, etc	4.41↑	3.95↓	0.46
Local food and produce	4.42↑	3.85↓	0.57
Range of things to do and see	4.45↑	3.66↓	0.79
Value for money	4.17↑	3.59↓	0.58
Local signage directing you to shopping areas, places of interest, etc	4.18↑	3.46↓	0.72
Local commercial tour operations and activities	4.18↑	3.22↓	0.96
Quality of dining options	4.10↑	3.58↓	0.52
Range/variety of shopping experiences	4.12↑	3.29↓	0.83
Range/variety of dining options	4.02↑	3.43↓	0.59
Entertainment and nightlife	3.83↑	2.85↓	0.98

Base: N = 275

Scale: 1 = not at all satisfied, 5 = very satisfied

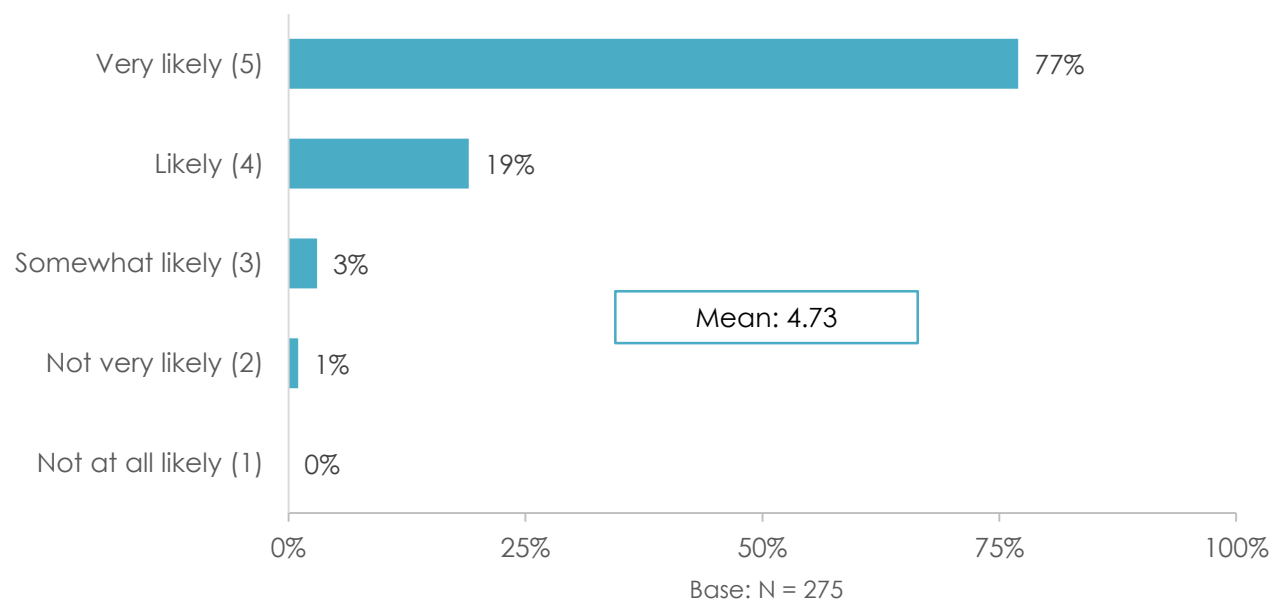
↑↓=Significantly higher/lower level of satisfaction

Visitors that were 'very likely' to recommend a visit to the Eurobodalla area were significantly more satisfied than all other Visitors with all their experiences.

However, 'Quality of accommodation', 'local commercial tour operations and activities' and 'entertainment and nightlife' had the largest differences (0.90 and over), suggesting these areas may have more impact when trying to increase the likelihood of recommending the area amongst those who did not state they were 'very likely'

Likelihood of Recommending Eurobodalla

Q13. How likely are you to recommend a visit to the Eurobodalla area to your friends or relatives?



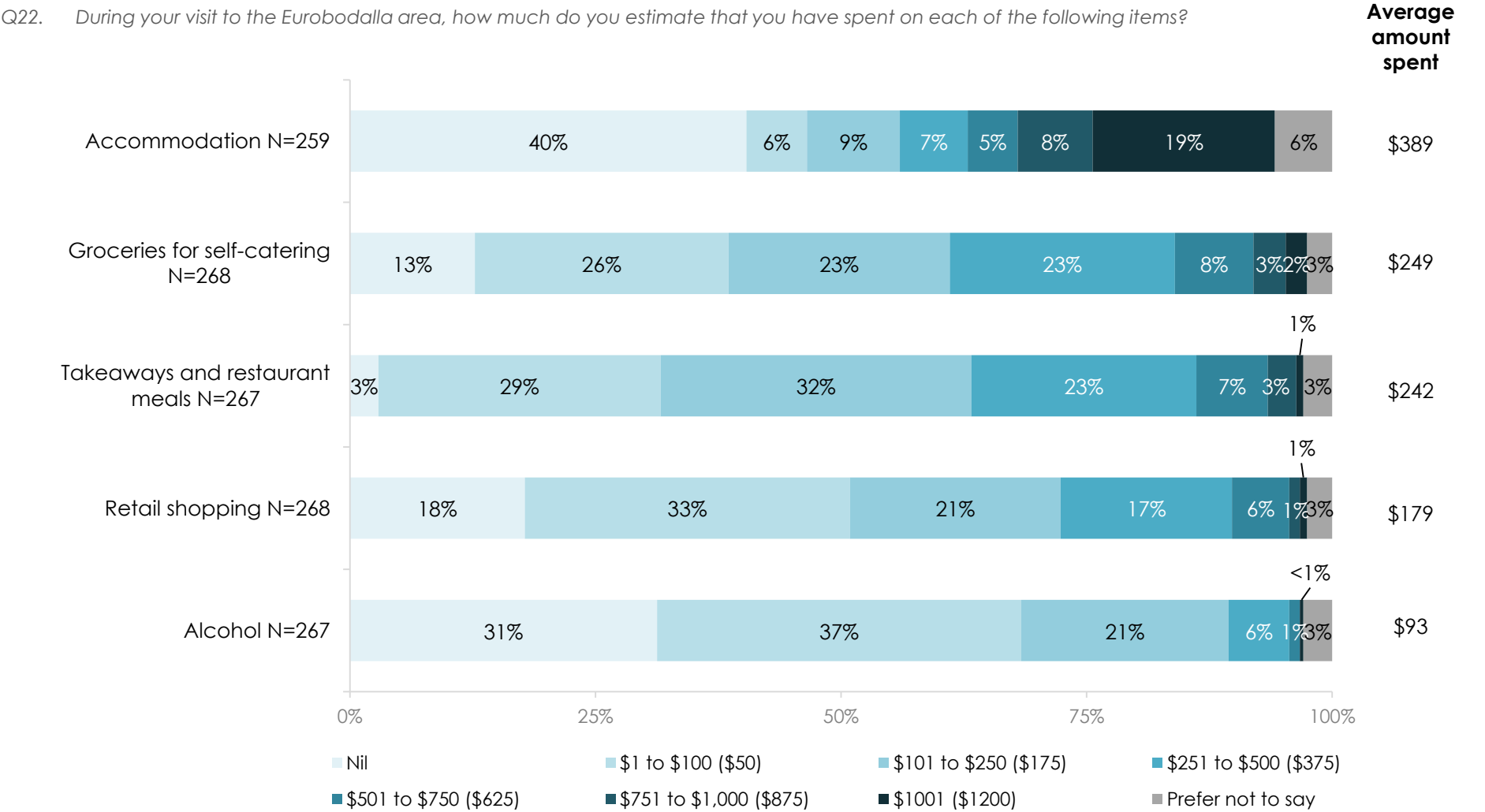
	Gender		Age				Reason for visiting		Length of stay		
	Male	Female	16-34	35-44	45-54	55+	Holiday	Other	1-3 nights	4-7 nights	8+ nights
Mean	4.69	4.74	4.64	4.65	4.81	4.82	4.75	4.67	4.69	4.79	4.82
Base	80	195	76	69	59	68	209	93	77	86	78

Scale: 1 = not at all likely, 5 = very likely



Likelihood to recommend the Eurobodalla as an area to visit was ‘extremely high’ with 96% of visitors stating they were ‘likely’ or ‘very likely’ to recommend

Money Spent During the Visit



Means exclude those who said 'prefer not to say'

'Accommodation' was the area where visitors spent the most, with 33% spending over \$500 and the average amount being \$389.

97% spent money on takeaway and restaurants, with an average amount of \$242 being spent

Money Spent During the Visit

Q22. During your visit to the Eurobodalla area, how much do you estimate that you have spent on each of the following items?

Length of stay	Accommodation	Takeaways and restaurant meals	Groceries for self-catering	Alcohol	Retail shopping
1-3 nights	\$188↓	\$161↓	\$93↓	\$44↓	\$117↓
4 to 7 nights	\$608↑	\$304↑	\$236↓	\$104	\$176
8+ nights	\$503	\$316↑	\$521↑	\$161↑	\$279↑

Spending area	Length of stay	\$Nil	\$1 to \$100	\$101 to \$250	\$251 to \$500	\$501 to \$750	\$751 to \$1,000	\$1,001+
Accommodation	1-3 nights	39%	17%↑	18%↑	13%↑	4%	7%	1%↓
	4-7 nights	26%↓	1%↓	10%	7%	11%↑	12%	32%↑
	8+ nights	46%↑	1%↓	6%	3%	3%	7%	33%↑
Groceries for self-catering	1-3 nights	14%↑	61%↑	21%	3%↓	0%↓	0%↓	1%
	4-7 nights	2%	18%↓	40%↑	36%↑	4%↓	0%↓	0%
	8+ nights	0%↓	3%↓	12%↓	41%↑	25%↑	12%↑	7%↑
Takeaways and restaurant meals	1-3 nights	8%↑	38%↑	37%	12%↓	5%	0%↓	0%
	4-7 nights	1%	14%↓	40%	27%	11%	5%	1%
	8+ nights	0%	16%	32%	36%↑	8%	5%	1%
Retail shopping	1-3 nights	33%↑	38%	12%↓	12%↓	5%	0%	0%
	4-7 nights	10%	38%	29%	18%	5%	1%	0%
	8+ nights	4%↓	27%	27%	28%↑	9%	3%	3%↑
Alcohol	1-3 nights	38%↑	51%↑	11%↓	0%↓	0%	0%	0%
	4-7 nights	25%	36%	32%↑	6%	1%	0%	0%
	8+ nights	14%↓	39%	27%	16%↑	3%	0%	1%

↑↓=Significantly higher/lower amount spent

Visitors that stayed for 1-3 nights spent significantly less overall and those staying 8 nights or more spent significantly more on all areas apart from 'accommodation'

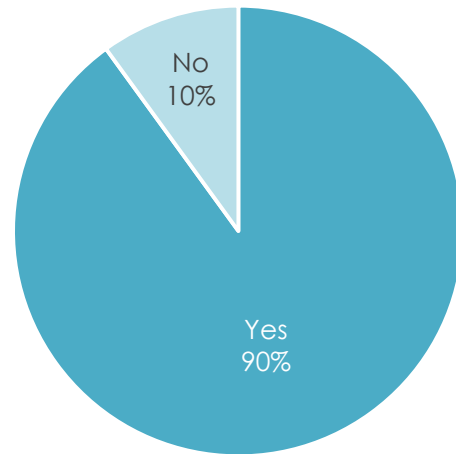
Findings in Detail:

3. Travel Planning



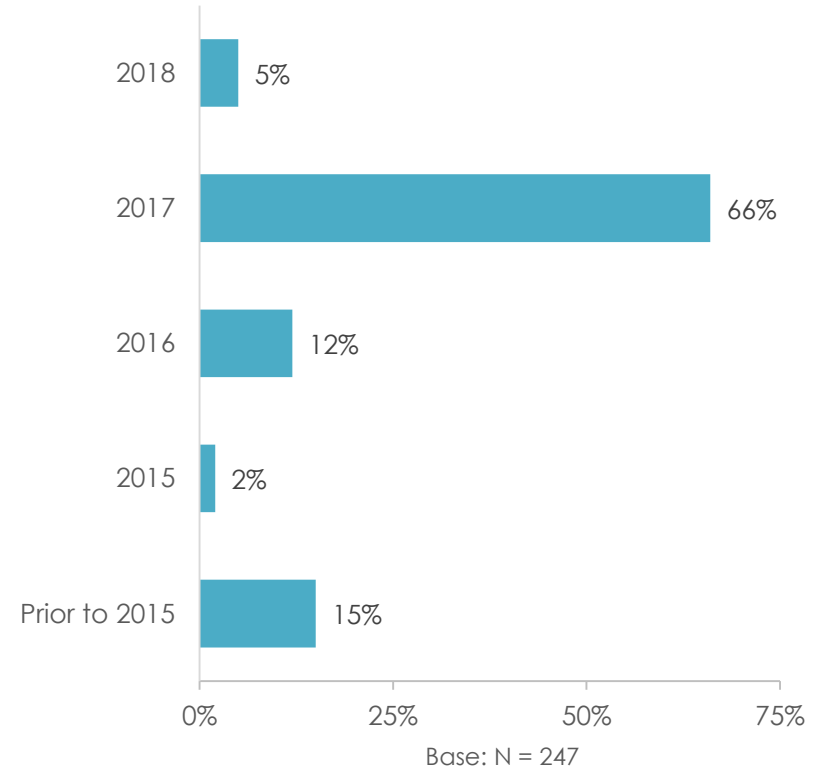
Previous Visits to the Area

Q15. Apart from your most recent trip, have you visited the Eurobodalla area before?



Base: N = 275

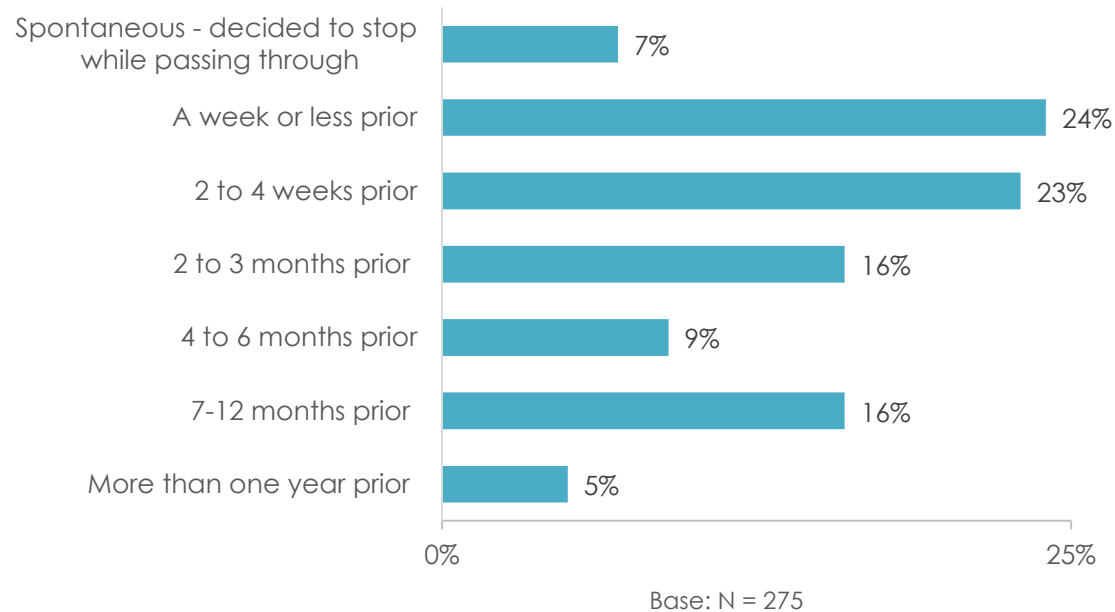
Q16. Apart from your most recent trip, when was the last trip to the area?



The vast majority of visitors (90%) have visited the area before, with 71% of past Visitors stating their most recent trip was 2018 or 2017

Prior Planning

Q14. When did you make your decision to visit the Eurobodalla area for your current visit?



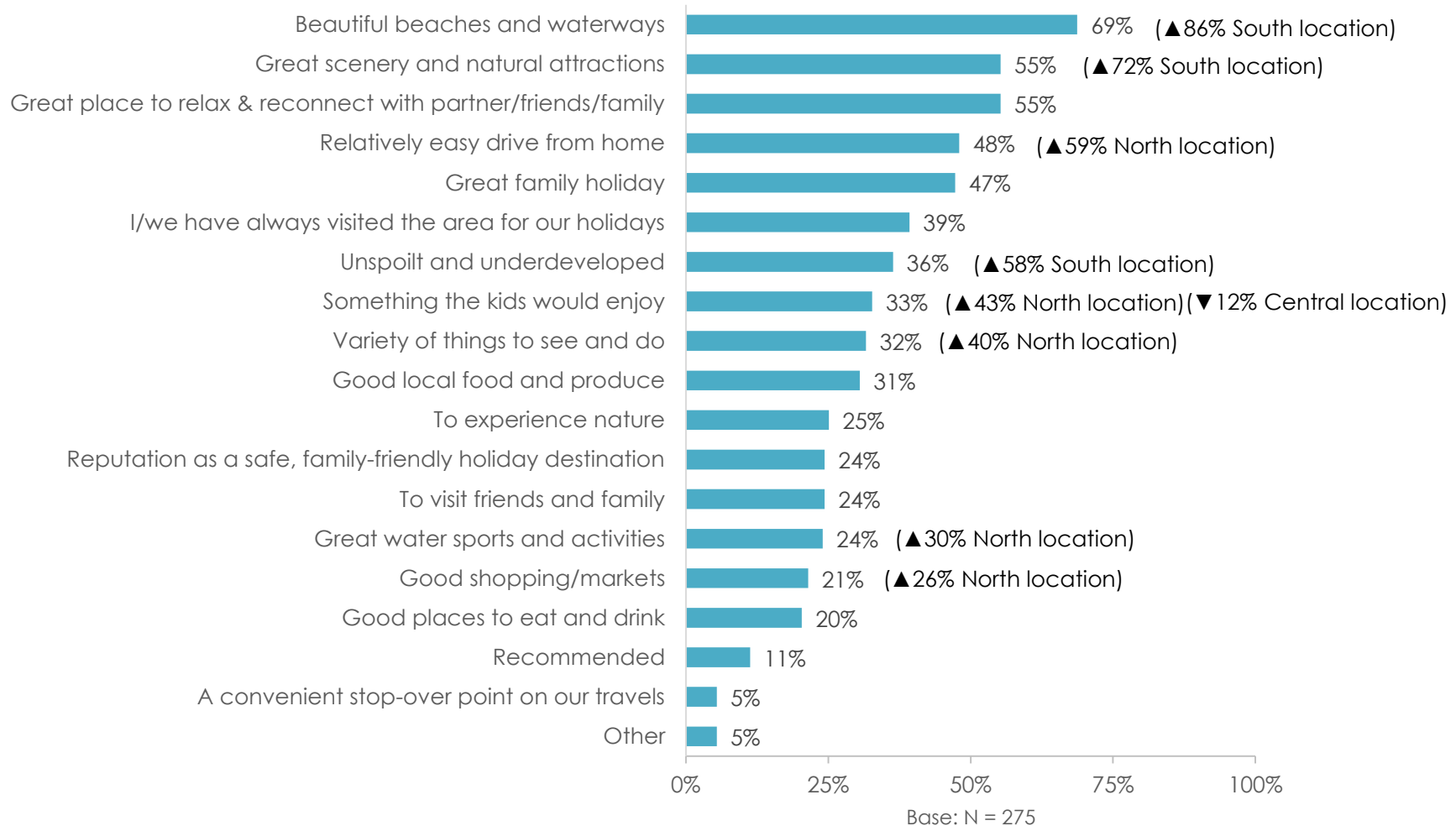
	Total	Holiday	Visiting friends and relatives	Stop-over	Daytrip visit
Spontaneous	7%	3%↓	5%	27%↑	29%↑
A week or less prior	24%	19%↓	24%	27%	46%↑
2-4 weeks prior	23%	22%	36%↑	20%	17%
More than 2 months prior	46%	56%↑	36%	27%	9%↓
Base	275	209	42	15	35

↑↓=Significantly higher/lower percentage

Holiday makers were significantly more likely to plan their trip more than 2 months prior to visiting, whilst those on a daytrip were significantly more likely to be spontaneous or plan a week or less prior

Choosing Eurobodalla

Q17. Why in particular did you choose to visit the Eurobodalla region?



▲ ▼ = Significantly higher/lower percentage by location

The 'beautiful beaches and waterways' (69%) was the primary reason for those visiting the Eurobodalla region. Those staying in the 'South' were more interested than other Visitors in visiting the area for natural attractions such as 'beautiful beaches and waterways', 'great scenery and natural attractions' and that the area is 'unspoilt and underdeveloped'. Whereas, those staying in the 'North' were more likely than other Visitors to choose the area for variety and ease e.g. 'relatively easy drive', 'variety of things to see and do', etc.

Choosing Eurobodalla and Satisfaction with Experiences

Q12. How satisfied were you with each of the following experiences on your visit to the Eurobodalla area?
Q17. Why in particular did you choose to visit the Eurobodalla region?

Q17: Why Visitors chose to visit the Eurobodalla region

Q12: How satisfied they were with experiences		Natural aspects (beaches, natural attractions, etc)**	Visit friends and family/ relaxing/family holiday**	Variety of activit- ies**	Food and shopp- ing**	Relatively easy drive from home	Recomm- ended	A convenient stop-over	Other	Base
	Beaches and water-based activities and experiences	4.69	4.64	4.71	4.73	4.61	4.77	4.77	4.30	256
	Nature-based activities and experiences	4.58	4.52	4.61	4.60	4.50	4.71	4.55	4.50	212
	Range of things to do and see	4.34	4.31	4.43	4.47	4.25	4.50	4.50	4.09	255
	Quality of accommodation	4.42	4.36	4.45	4.45	4.38	4.66	4.40	4.57	216
	Quality of dining options	4.01	4.03	4.07	4.25	3.97	4.28	4.25	3.75	247
	Range/variety of dining options	3.88	3.91	3.99	4.18	3.81	4.17	4.15	3.82	246
	Local food and produce	4.34	4.34	4.38	4.59	4.27	4.65	4.36	4.17	255
	Value for money	4.08	4.06	4.17	4.34	4.03	4.39	4.20	4.08	264

↑↓=Significantly higher/lower level of satisfaction
**First four columns are groupings of several similar statements from Q17 – see Appendix B for full details
Scale: 1 = not at all satisfied, 5 = very satisfied

Visitors were satisfied with the reasons of why they chose to visit the area e.g. those coming to the area for the natural aspects (first column) were significantly more satisfied with beaches and nature-based experiences than were other Visitors – and those visiting for food and shopping were significantly more satisfied than other Visitors with the quality and range of dining options, local food and shopping and so on.

Choosing Eurobodalla and Satisfaction with Experiences Continued

Q17. Why in particular did you choose to visit the Eurobodalla region?

Q12. How satisfied were you with each of the following experiences on your visit to the Eurobodalla area?

Q17: Why Visitors chose to visit the Eurobodalla region

Q12: How satisfied they were with experiences

	Natural aspects (beaches, natural attractions, etc)**	Visit friends and family/ relaxing/family holiday**	Variety of activit- ies**	Food and shopp- ing**	Relatively easy drive from home	Recomm- ended	A convenient stop-over	Other	Base
Friendliness of locals	4.47	4.40	4.54	4.70	4.41	4.65	4.53	4.27	273
Quality of customer service you received from shops, etc	4.36	4.35	4.42	4.58	4.36	4.58	4.53	4.20	275
Personal safety and security	4.48	4.46	4.49	4.55	4.43	4.67	4.64	4.50	271
Range/variety of shopping experiences	3.98	3.96	4.07	4.19	3.91	4.10	4.08	3.54	252
Local commercial tour operations and activities	4.05	4.00	4.17	4.24	3.98	4.05	4.14	4.33	121
Entertainment and nightlife	3.63	3.59	3.84	3.92	3.60	4.06	4.00	3.50	119
Local signage directing you to shopping areas, places of interest, etc	4.05	4.08	4.16	4.29	4.10	4.19	4.31	3.71	262

↑↓=Significantly higher/lower level of satisfaction

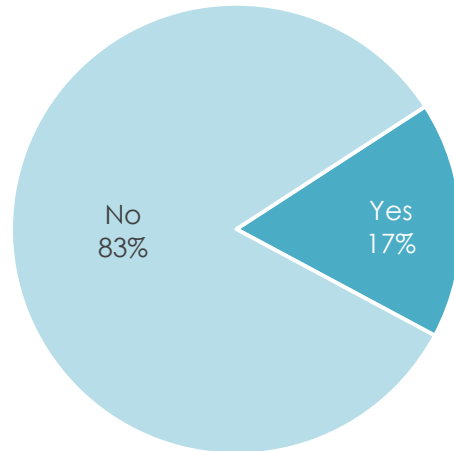
**First four columns are groupings of several similar statements from Q17 – see Appendix B for full details

Scale: 1 = not at all satisfied, 5 = very satisfied

Respondents that visited the area for a 'variety of activities' were significantly more satisfied with 'range/variety of shopping experiences', 'local commercial tour operations and activities' and 'entertainment and nightlife'

Other Australian Destinations

Q20. Did you consider other Australian destinations for your trip rather than visiting the Eurobodalla area?



Base: N = 275

Q21. What other Australian destinations did you consider for your trip?

Response	Count
Queensland	8
North Coast	7
Tasmania	7
Sydney	6
Melbourne	4
Forster	3
Merimbula	3
Port Macquarie	3
South Australia	3

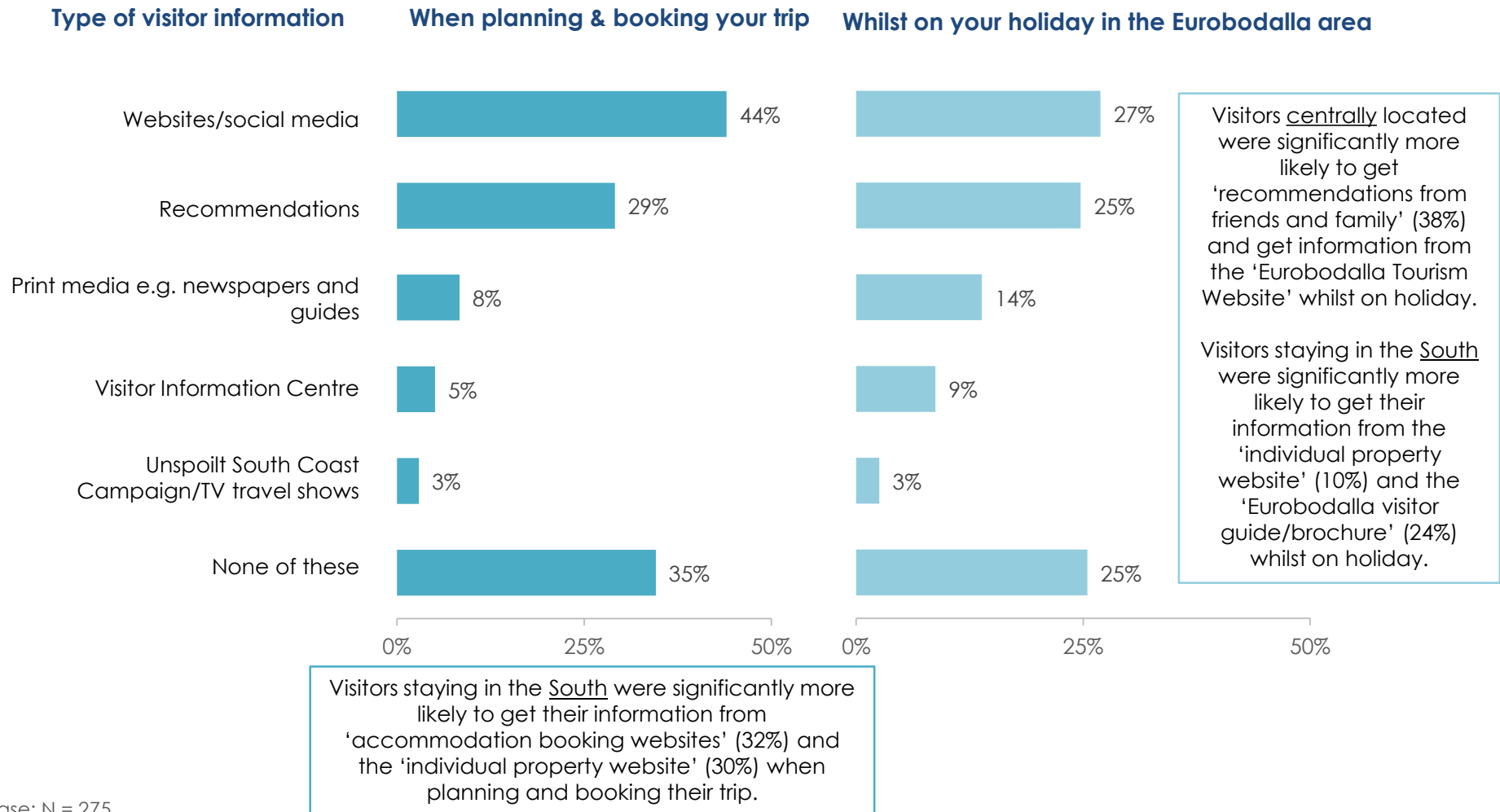
Please see the Appendix for destinations with a count <3

83% of visitors did not consider any other destination for their trip.
Of those who did consider other destinations, mentions were fragmented

Visitor Information

Q19. What type of information, if any, did you use to help you plan your visit to the area before and during your trip?

This is a summary – see next slide for detailed results



Base: N = 275

35% of visitors did not use any of the above information sources when planning and booking their trip, however, of those that did, visitors were more likely to utilise websites/social media platforms and recommendations both before and during their trip (see overleaf for more detail)

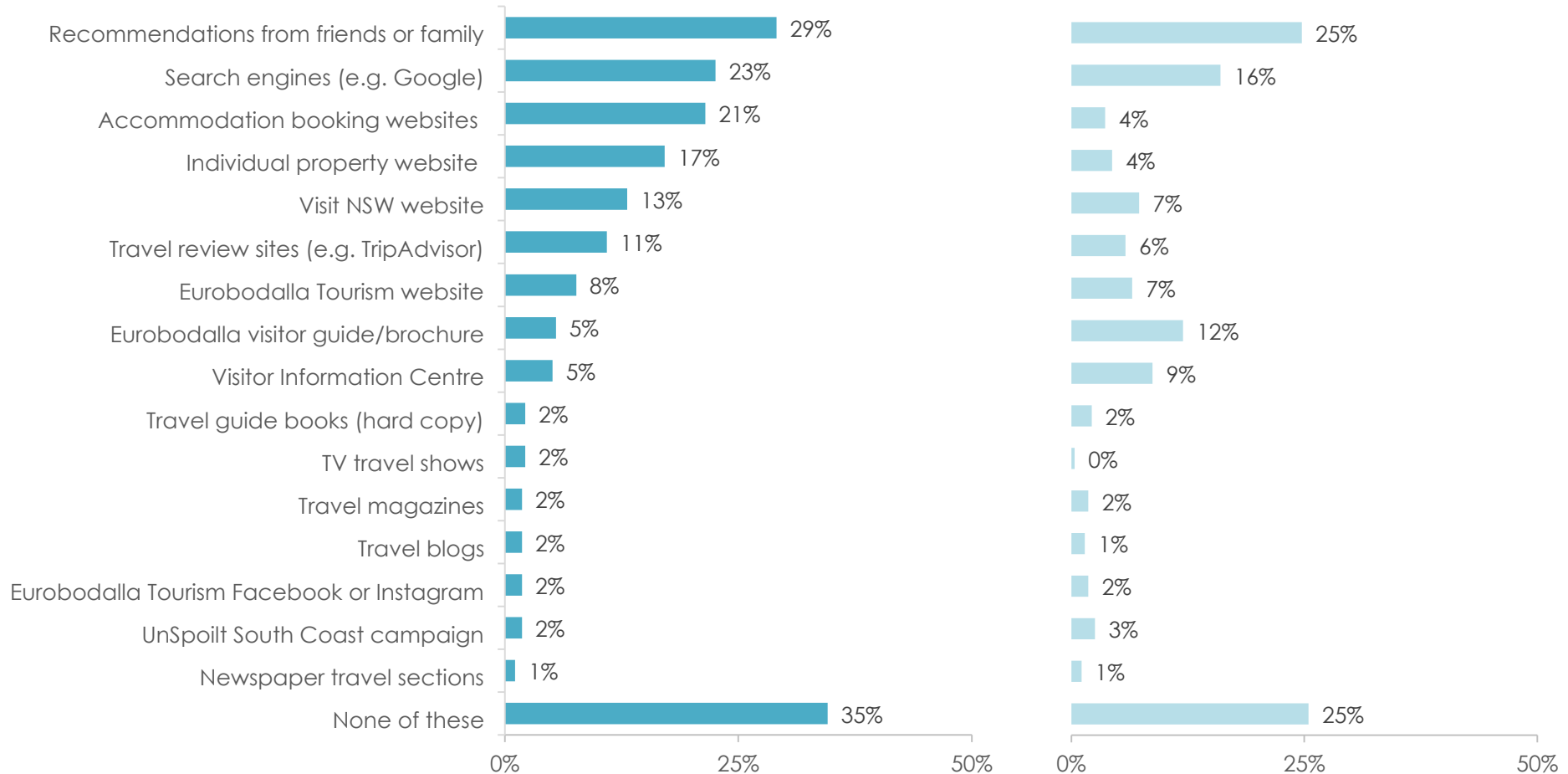
Visitor Information

Q19. What type of information, if any, did you use to help you plan your visit to the area before and during your trip?

Type of visitor information

When planning & booking your trip

Whilst on your holiday in the Eurobodalla area

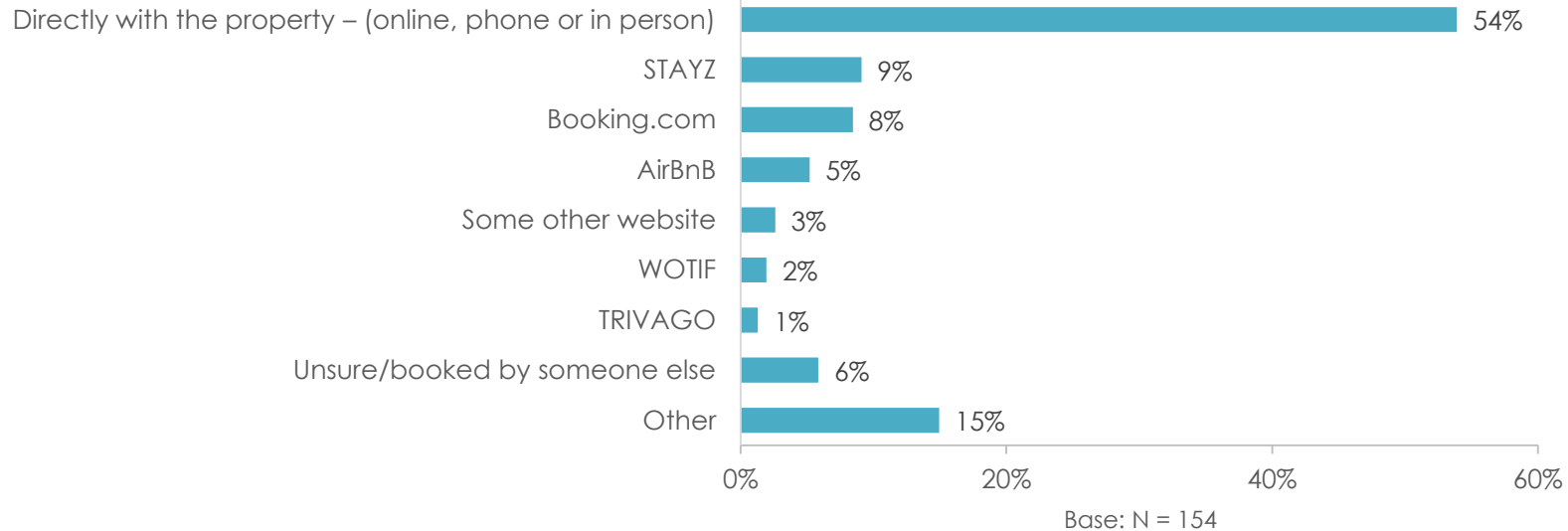


Base: N = 275



Booking Accommodation

Q7. (If NOT 'home of friend/relative' or 'own property'), How did you book your accommodation?



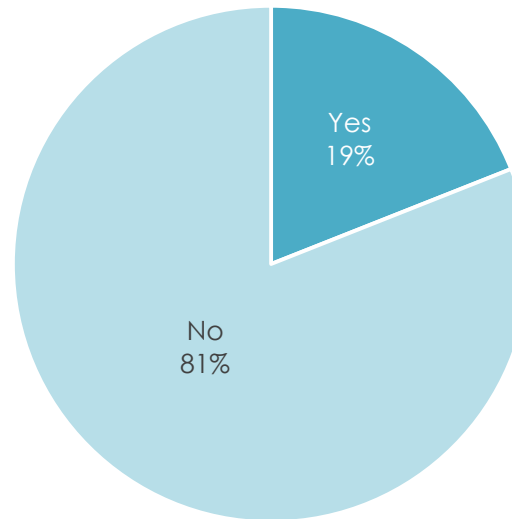
Accommodation booking by type of accommodation					
Booking source	Guesthouse or B&B	Commercial Caravan/ camping	Non-commercial Camping/ Caravan	Rented holiday house/ apartment	Motel/hotel/ resort
Directly with the property	0%	81%↑	71%	35%↓	38%↓
STAYZ	0%	2%↓	0%	28%↑	3%
Booking.com	67%↑	0%↓	0%	7%	26%↑
AirBnB	33%↑	2%	7%	15%↑	0%
Some other website	0%	0%	0%	0%	12%↑
WOTIF	0%	3%	0%	0%	3%
TRIVAGO	0%	2%	0%	0%	3%
Base	3	58	14	46	34

↑↓=Significantly higher/lower percentage

More than half (54%) of visitors directly booked their accommodation with the property. Commercial campers were significantly more likely than other Visitors to book directly with the property, whilst those staying in rented holiday houses and motels/hotels were significantly more likely than other Visitors to book online using third party websites

“Unspoilt South Coast” Marketing Campaign

Q18. Before today, were you aware of the “Unspoilt South Coast” marketing campaign for the Eurobodalla area?



Base: N = 275

	Gender		Age				Usual place of residence				
	Male	Female	16-34	35-44	45-54	55+	Sydney	Regional NSW	Canberra /ACT	Melbourne	Regional VIC
Yes	16%	21%	8%↓	25%	14%	28%↑	8%↓	22%	24%	17%	36%
Base	80	195	76	69	59	68	65	72	95	18	14

↑↓=Significantly higher/lower percentage

81% of visitors were not aware of the “Unspoilt South Coast” marketing campaign.
Awareness was significantly lower for Sydney residents and those aged 16-34

Appendix A: Additional Analysis/ 'Others' Lists

Accommodation in Eurobodalla Shire

Q5. (If NOT 'Daytrip' on Q2), Where did you stay during your visit to the Eurobodalla Shire?

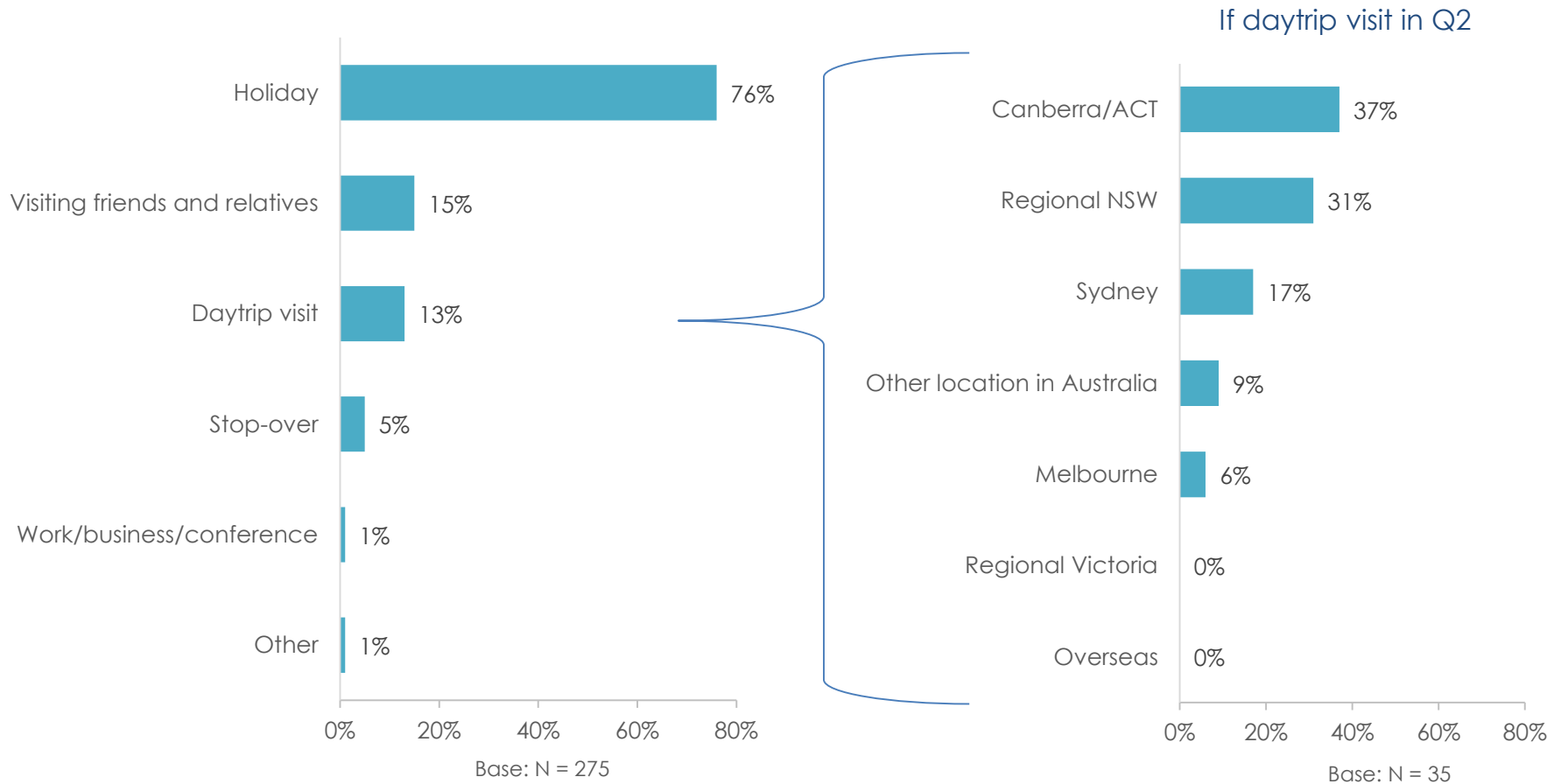
Other specified	Count
Catalina	2
Depot Beach	2
Guerilla Bay	2
Kioloa	2
Rosedale	2
Ulladulla	2
Bawley Point	1
Bega	1
Bergalia	1
Braidwood	1
Congo	1
Hobart Beach	1
Lake Conjola	1
Lilli Pilli	1
Merimbula	1
Moruya Heads	1



Travelling Details

Q2. Which of the following best describe why you were visiting the Eurobodalla Shire when we intercepted you?

Q28. Where is your usual place of residence?



Improving the Visitor Experience

Q9. What, if anything, could the Eurobodalla Shire Council or tourism operators provide or improve to better meet your needs and expectations when visiting the area?

Response	N=274	Response	N=274
Better footpaths/cycleways	1%	More/safer pedestrian crossings	1%
Construction of an ocean pool/kids beach	1%	Protect waterways and avoid overdevelopment	1%
Enforce dog control rules on beaches	1%	Provide cheaper accommodation/providers to be more honest	1%
Extend the hours the lifesavers are on the beach/more lifesavers on different beaches	1%	Better boat ramp facilities	<1%
Extra rubbish bins/recycling options	1%	Better maintenance of tree pruning	<1%
Fresh water showers at beaches	1%	Do something about all the busted tail lights on cars	<1%
Improved/more public transport	1%	Electric car charging points	<1%
Improving camping - more availability/guards/hot showers	1%	Improve internet connections	<1%
Make the area more vibrant and up-to-date	1%	More accessible areas	<1%
More BBQ and picnic areas/drinking stations	1%	More non-smoking areas around the main strip	<1%
More dog friendly accommodation and areas	1%	Preserve historical buildings and sites	<1%
More shaded areas	1%	Provide discount vouchers to attractions and restaurants	<1%

Please see the Appendix for responses fewer than 2%



Water-Based Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?

Activity	Gender		Age				Reason for visiting		Length of stay		
	Male	Female	16-34	35-44	45-54	55+	Holiday	Other	1-3 nights	4-7 nights	8+ nights
Went to the beach/ lakes waterways	91%	91%	89%	94%	93%	88%	97%↑	75%↓	92%	95%	100%↑
Went fishing (excluding fishing charter)	36%	30%	25%	41%	27%	34%	40%↑	12%↓	16%↓	35%	55%↑
Water activity/sport	28%	21%	18%	20%	32%↑	19%	28%↑	11%↓	6%↓	26%	44%↑
Boating/sailing/ kayaking/windsurfing	18%	18%	11%	14%	22%	25%	21%↑	10%↓	5%↓	10%↓	45%↑
Went on a sightseeing, fishing or dinner boat charter/cruise	10%	15%	8%	16%	24%↑	10%	15%	9%	9%	21%	14%
Hired a boat, paddle board, kayak, windsurfer, or other watercraft	9%	7%	5%	16%↑	5%	3%	9%	3%↓	1%↓	10%	14%↑
None of these	8%	8%	9%	6%	5%	10%	2%↓	23%↑	8%↑	2%	0%↓

Base: N = 275

↑↓=Significantly higher/lower percentage by group



Sightseeing Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?

Activity	Gender		Age				Reason for visiting		Length of stay		
	Male	Female	16-34	35-44	45-54	55+	Holiday	Other	1-3 nights	4-7 nights	8+ nights
Visited any villages, such as Bodalla, Mogo, Nelligen, Tilba	64%	63%	50%↓	61%	78%↑	66%	71%↑	43%↓	49%↓	73%	81%↑
Went for a scenic drive (not an organized tour)	65%	57%	53%	54%	66%	66%	62%	53%	53%	67%	64%
Visited a National Park or State Forest	43%↑	28%↓	24%	26%	44%↑	35%	36%↑	24%↓	21%↓	38%	49%↑
Daytrips to other places outside the Eurobodalla Shire	30%	31%	22%	29%	41%	32%	34%↑	28%	16%↓	30%	50%↑
Visited art galleries/craft studios/museums	25%	24%	12%↓	16%	39%↑	32%	27%	19%	14%↓	24%	41%↑
Visited Mogo Zoo	19%	22%	29%	14%	27%	15%	24%↑	12%↓	12%↓	31%↑	24%
Visited historical sites	18%	12%	11%	12%	22%↑	10%	16%↑	6%↓	6%↓	17%	21%
Visited an Aboriginal site	15%	12%	9%	13%	14%	15%	15%	9%	4%↓	12%	29%↑
Went on a Montague Island tour	5%	3%	1%	3%	7%	3%	4%	1%	1%	5%	5%
Went on any other organised tour	1%	3%	3%	3%	2%	1%	3%	0%	1%	5%	1%
None of these	13%	16%	24%↑	20%	0%↓	13%	11%↓	27%↑	27%↑	6%↓	4%↓

Base: N = 275

↑↓=Significantly higher/lower percentage by group



Recreational/Leisure Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?

Activity	Gender		Age				Reason for visiting		Length of stay		
	Male	Female	16-34	35-44	45-54	55+	Holiday	Other	1-3 nights	4-7 nights	8+ nights
General walks around towns/villages	73%	78%	72%	78%	86%↑	71%	82%↑	63%↓	66%↓	83%	91%↑
Nature walks, such as tracks, trails bushwalk, coastal walks	59%	49%	49%	48%	63%	49%	60%↑	34%↓	42%↓	58%	74%↑
Recreational sport, such as bowls, golf, tennis	13%	13%	16%	9%	14%	15%	16%↑	6%↓	8%↓	14%	23%↑
Cycling/mountain biking	13%	13%	14%	10%	14%	13%	15%	11%	5%↓	12%	28%↑
Visited the Botanical Gardens	9%	11%	13%	6%	14%	10%	11%	6%	8%	12%	17%
Adventure activity (e.g. sky-diving, horse-riding, four wheel driving)	13%↑	4%↓	5%	4%	10%	4%	7%	5%	3%	3%	13%↑
Visited a spa, wellbeing centre	1%	2%	1%	0%	5%↑	1%	1%	3%	3%	1%	3%
None of these	13%	12%	14%	12%	3%↓	18%	6%↓	26%↑	17%↑	3%	1%↓

Base: N = 275

↑↓=Significantly higher/lower percentage by group



Eating Out Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?

Activity	Gender		Age				Reason for visiting		Length of stay		
	Male	Female	16-34	35-44	45-54	55+	Holiday	Other	1-3 nights	4-7 nights	8+ nights
Ate out at a restaurant/cafe	80%	84%	89%	84%	73%↓	84%	84%	81%	81%	81%	90%
Purchased local seafood	51%	47%	39%	52%	56%	49%	56%↑	31%↓	29%↓	56%	69%↑
Visited pubs, clubs and nightclubs	40%	35%	33%	32%	39%	41%	41%↑	30%	30%↓	38%	54%↑
Visited farm gates/wineries	11%↑	4%↓	7%	7%	3%	7%	7%	5%	3%	6%	12%↑
None of these	4%	6%	5%	3%	7%	6%	3%↓	10%↑	6%	6%	0%↓

Base: N = 275

↑↓=Significantly higher/lower percentage by group



Shopping Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?

Activity	Gender		Age				Reason for visiting		Length of stay		
	Male	Female	16-34	35-44	45-54	55+	Holiday	Other	1-3 nights	4-7 nights	8+ nights
Went Shopping	79%	77%	72%	75%	76%	88%↑	81%↑	68%↓	68%↓	85%	91%↑
Went to markets	61%	52%	39%↓	42%↓	75%↑	68%↑	58%	52%	44%↓	55%	76%↑
None of these	9%	11%	16%	14%	5%	4%	8%↓	17%↑	18%↑	2%↓	4%

Base: N = 275

↑↓=Significantly higher/lower percentage by group



Family Activities

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?

Activity	Gender		Age				Reason for visiting		Length of stay		
	Male	Female	16-34	35-44	45-54	55+	Holiday	Other	1-3 nights	4-7 nights	8+ nights
Visited friends or relatives	25%	33%	26%	26%	42%↑	32%	29%	44%↑	31%	29%	45%↑
Picnic/BBQ at a public place, such as a park, beach, etc	29%	29%	32%	39%↑	24%	19%↓	36%↑	13%↓	21%↓	35%	40%
Went to a children's play area or public park	21%	28%	32%	41%↑	14%↓	16%↓	31%↑	11%↓	19%↓	26%	40%↑
Children's activities (e.g. fun park, mini golf, organised activity)	9%↓	23%↑	34%↑	16%	17%	6%↓	22%↑	12%↓	14%	31%↑	14%
None of these	40%	32%	32%	20%↓	37%	49%↑	28%↓	43%↑	43%↑	24%	19%↓

Base: N = 275

↑↓=Significantly higher/lower percentage by group



Other Australian Destinations

Q21. What other Australian destinations did you consider for your trip?

Destination	Count	Destination	Count
Canberra	2	Hunter valley	1
Central Coast	2	Illawarra	1
Coffs Harbour	2	Inland NSW	1
Dubbo	2	Kangaroo Valley	1
Gold Coast	2	Lakes Entrance	1
Kiama	2	Manly	1
Snowy Mountains	2	Nadgee Nature Reserve	1
Tathra	2	Narooma	1
Wollongong	2	Nelsons Bay	1
Areas further south of Victoria	1	Newcastle	1
Blue Mountains	1	Northern Territory	1
Brisbane	1	Orange	1
Cairns	1	Other parts of the NSW coast	1
Cape Conran Cabins in Victoria	1	Port Stephens	1
Catherine Hill Bay	1	Sapphire Coast	1
Culburra	1	Western Australia	1
Golden Triangle	1	Yamba	1
Hamilton Island	1		



Appendix B: Q17 Groupings



Q17 Groupings

- “Natural aspects (beaches, natural attractions, etc)”: ‘Beautiful beaches and waterways’, ‘To experience nature’, ‘Great scenery and natural attractions’, ‘Unspoilt and under-developed’
- “Visit friends and family/relaxing/family holiday”: ‘I/we have always visited the area for our holidays’, ‘Great family holiday’, ‘Great place to relax and reconnect with partner/friends/family’, ‘To visit friends and family’, ‘Reputation as a safe, family-friendly holiday destination’
- “Variety of activities”: ‘Variety of things to see and do’, ‘Somethings the kids would enjoy’, ‘Great water-sports and activities’
- “Food and shopping”: ‘Good places to eat and drink’, ‘Good local food and produce’, ‘Good shopping/markets’



Appendix C: The Questionnaires



Eurobodalla Shire Council – Visitor Survey – Recruitment Sheet

Interviewer Name: _____

Day: _____

Date: ____ / ____ / 2018

Intercept Location (Circle one): Batemans Bay / Narooma / Mogo / Tilba Tilba / Moruya

PLEASE PRINT CLEARLY

	First name	Phone	Email Address	Gender M / F	Age*	Preferred Recontact Date	Comments (in office only!)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							

Tally	
Refused	
'Out-of-scope': eg: locals	
No English	

*Age: A = 16-17
 B = 18-24
 C = 25-34
 D = 35-44
 E = 45-54
 F = 55-64
 G = 65 or over
 H = (Do NOT Read out) Refused

Eurobodalla Visitor Survey
Summer 2018

Introduction

Thank you for agreeing to complete this important survey about your recent visit to the Eurobodalla Shire.

Please note that your responses to these questions will be treated completely confidentially and the results will only be reported in aggregate form – none of the responses you give are directly linked to you as an individual.

QA. To commence the survey, please enter the unique ID code mentioned in the cover email:

.....

About your visit

Q1. Do you live or work within the Eurobodalla Shire? (Select one option)

- ☐ Yes (Terminate)
☐ No (Continue)

Q2. Which of the following best describe why you were visiting the Eurobodalla Shire when we intercepted you? Please select all that apply (multiple response – responses can be randomized – but 'other' always at the bottom)

- ☐ Holiday
☐ Visiting friends and relatives
☐ Stop-over (travelling to/from another destination)
☐ Daytrip visit (not staying in the Eurobodalla region)
☐ Work/business/conference
☐ Other (please specify).....

If ONLY 'work/business/conference', terminate

Q3. Who else, if anyone, was with you while you were visiting the Eurobodalla Shire? Please select all that apply (multiple response)

- ☐ Your spouse/partner
☐ Your children or your partner's children
☐ One or both of your parents
☐ Other relatives or friends aged 16+ years
☐ Other relatives or friends aged under 16 years
☐ Work or business colleagues/associates
☐ No one else, I was travelling alone
☐ Other (please specify).....

Q4. How did you travel to the Eurobodalla Shire from your previous location? (multiple response)

- ☐ Private car
☐ Hire car
☐ Bus/coach
☐ Air
☐ Other (please specify).....

Q5. (If NOT 'Daytrip' on Q2, ask – otherwise, go to Q9): Where did you stay during your visit to the Eurobodalla Shire? (multiple response)

- ☐ Batehaven
☐ Batemans Bay
☐ Bodalla
☐ Broulee
☐ Dalmeny
☐ Kianga
☐ Long Beach
☐ Malua Bay
☐ Moruya
☐ Mossy Point
☐ Narooma
☐ Surf Beach
☐ Tilba
☐ Tomakin
☐ Tuross Head
☐ Other (please specify).....

Q6. What type of accommodation did you use during your visit to the Eurobodalla Shire?
(multiple response – responses can be randomized but ‘other’ always at the bottom)

- ☐ Guesthouse or Bed and Breakfast
- ☐ Commercial caravan park or camping ground
- ☐ Non-commercial Camping/Caravan area (e.g. National Park, private property)
- ☐ Rented holiday house/apartment
- ☐ Home of friend/relative
- ☐ Motel/hotel/resort
- ☐ Own property
- ☐ Other (please specify).....

Q7. (If NOT ‘home of friend/relative’ or ‘own property’ on Q6, ask – otherwise, go to Q8): How did you book your accommodation? (Multiple response – do NOT randomise)

- ☐ Directly with the property – either online, over the phone or in person
- ☐ AirBnB
- ☐ STAYZ
- ☐ TRIVAGO
- ☐ WOTIF
- ☐ Booking.com
- ☐ Some other website
- ☐ A Visitor Information Centre
- ☐ Other (please specify)
- ☐ Unsure/booked by someone else

Q8. How many nights in total did you stay in the Eurobodalla Shire (select one option)

- ☐ 1 night
- ☐ 2 nights
- ☐ 3 nights
- ☐ 4 to 7 nights
- ☐ 8 to 14 nights
- ☐ 15+ nights

Visitor Experiences

Q9. What, if anything, could the Eurobodalla Shire Council or tourism operators provide or improve to better meet your needs and expectations when visiting the area? Please provide as much detail below as possible. (Open ended question – 200 characters)

.....

Q10. And what, if anything, do you like most about the Eurobodalla region as a place to visit? Please provide as much detail below as possible. (Open ended question – 200 characters)

.....

Programmer: NO back-button after these Qs

Q11. Which, if any, of the following activities did you experience during your visit to Eurobodalla?
(select one or more options – NO rotate or randomize)

Water-based

- ☐ Went to the beach/lakes waterways
- ☐ Water activity/sport, such as diving, surfing, jet skiing
- ☐ Hired a boat, paddle board, kayak, windsurfer, or other watercraft
- ☐ Boating/sailing/kayaking/windsurfing etc – using craft you/your family/friends brought
- ☐ Went on a sightseeing, fishing or dinner boat charter/cruise
- ☐ Went fishing (excluding fishing charter)

Sightseeing

- ☐ Visited a National Park or State Forest
- ☐ Went on a Montague Island tour
- ☐ Went on any other organised tour
- ☐ Visited Mogo Zoo
- ☐ Visited any villages, such as Bodalla, Mogo, Nelligen, Tilba
- ☐ Visited an Aboriginal site, such as Murramarang National Park, Cullendulla Creek Nature Reserve, Hanging Mountain, Gulaga, Bingi Dreaming Track
- ☐ Went for a scenic drive (not an organized tour)
- ☐ Daytrips to other places outside the Eurobodalla Shire, such as Ulladulla, Huskisson, Bermagui, Bega Valley, Canberra, etc
- ☐ Visited historical sites
- ☐ Visited art galleries/craft studios/museums

Recreational/leisure

- ☐ Nature walks, such as tracks, trails bushwalk, coastal walks
- ☐ General walks around towns/villages
- ☐ Cycling/mountain biking
- ☐ Recreational sport, such as bowls, golf, tennis
- ☐ Adventure activity (e.g. skydiving, horse-riding, four wheel driving)
- ☐ Visited a spa, wellbeing centre
- ☐ Visited the Botanical Gardens

Eating Out

- ☐ Ate out at a restaurant/cafe
- ☐ Visited farm gates/wineries
- ☐ Purchased local seafood
- ☐ Visited pubs, clubs and nightclubs

Shopping

- ☐ Went to markets
- ☐ Went shopping

Family

- ☐ Visited friends or relatives
- ☐ Children's activities (e.g. fun park, mini golf, organised activity)
- ☐ Went to a children's play area or public park
- ☐ Picnic/BBQ at a public place, such as a park, beach, etc

Q12. How satisfied were you with each of the following experiences on your visit to the Eurobodalla area? Please provide one answer on each row. If you did not experience a particular item, please select 'not applicable' in the last column (Single response per row – experiences can be randomized)

Experiences	Very satisfied	Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Not applicable
Beaches and water-based activities and experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature-based activities and experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of things to do and see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of dining options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range/variety of dining options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food and produce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of customer service you received from shops, eateries, accommodation providers, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range/variety of shopping experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local commercial tour operations and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment and nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local signage directing you to shopping areas, places of interest, etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13. How likely are you to recommend a visit to the Eurobodalla area to your friends or relatives?

- ☐ Very likely
- ☐ Likely
- ☐ Somewhat likely
- ☐ Not very likely
- ☐ Not at all likely

Travel Planning

Q14. When did you make your decision to visit the Eurobodalla area for your current visit? (select one option)

- ☐ Spontaneous – decided to stop while passing through
- ☐ A week or less prior to visiting
- ☐ 2 to 4 weeks prior to visiting
- ☐ 2 to 3 months prior to visiting
- ☐ 4 to 6 months prior to visiting
- ☐ 7 to 12 months prior to visiting
- ☐ More than one year prior to visiting

Q15. Apart from your most recent trip, have you visited the Eurobodalla area before? (select one option)

- ☐ Yes (Ask Q16)
- ☐ No (Skip to Q17)

Q16. Apart from your most recent trip, when was your last trip to the area? (select one option)

- ☐ 2018
- ☐ 2017
- ☐ 2016
- ☐ 2015
- ☐ Prior to 2015

Q17. Why in particular did you choose to visit the Eurobodalla region? Please select all that apply (multiple response – responses can be randomized – but 'other' always at the bottom)

- ☐ Beautiful beaches and waterways
- ☐ To experience nature
- ☐ I/we have always visited the area for our holidays
- ☐ Great family holiday
- ☐ Great place to relax & reconnect with partner/friends/family
- ☐ Great scenery and natural attractions
- ☐ Relatively easy drive from home
- ☐ To visit friends and family
- ☐ Unspoilt and underdeveloped
- ☐ Variety of things to see and do
- ☐ Something the kids would enjoy
- ☐ Great water sports and activities
- ☐ Reputation as a safe, family-friendly holiday destination
- ☐ Good places to eat and drink
- ☐ Good local food and produce
- ☐ Good shopping/markets
- ☐ Recommended
- ☐ A convenient stop-over point on our travels
- ☐ Other (please specify)

Q18. Before today, were you aware of the “Unspoilt South Coast” marketing campaign for the Eurobodalla area? (select one option)

- ☐ Yes
- ☐ No

Q19. What type of information, if any, did you use to help you plan your visit to the area before and during your trip? Please select all that apply in both columns below. (Info types can be randomized, but 'none of these' always at the bottom)

Type of Visitor Information	When planning & booking your trip	Whilst on your holiday in the Eurobodalla Area
Recommendations from friends or family	<input type="radio"/>	<input type="radio"/>
Visit NSW website	<input type="radio"/>	<input type="radio"/>
Unspoilt South Coast campaign	<input type="radio"/>	<input type="radio"/>
Eurobodalla Tourism website	<input type="radio"/>	<input type="radio"/>
Accommodation booking websites (e.g. stayz, booking.com, AirBnB, real estate agent)	<input type="radio"/>	<input type="radio"/>
Individual property website (e.g. motel, resort, holiday park)	<input type="radio"/>	<input type="radio"/>
Travel review sites (e.g. TripAdvisor)	<input type="radio"/>	<input type="radio"/>
Eurobodalla Tourism Facebook or Instagram	<input type="radio"/>	<input type="radio"/>
Travel blogs	<input type="radio"/>	<input type="radio"/>
Search engines (e.g. Google)	<input type="radio"/>	<input type="radio"/>
TV travel shows	<input type="radio"/>	<input type="radio"/>
Visitor Information Centre	<input type="radio"/>	<input type="radio"/>
Eurobodalla visitor guide/brochure	<input type="radio"/>	<input type="radio"/>
Newspaper travel sections	<input type="radio"/>	<input type="radio"/>
Travel magazines	<input type="radio"/>	<input type="radio"/>
Travel guide books (hard copy)	<input type="radio"/>	<input type="radio"/>
None of these	<input type="radio"/>	<input type="radio"/>

Q20. Did you consider other Australian destinations for your trip rather than visiting the Eurobodalla area?

- ☐ Yes (Ask Q21)
☐ No (Skip to Q22)

Q21. What other Australian destinations did you consider for your trip?

1.....
 2.....
 3.....

Q22. During your visit to the Eurobodalla area, how much do you estimate that you have spent on each of the following items? (Single response per row)

	\$Nil	\$1 to \$100	\$101 to \$250	\$251 to \$500	\$501 to \$750	\$751 to \$1,000	\$1001 +	Prefer not to say
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Takeaways and restaurant meals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groceries for self-catering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

About You and Your Travel Party

Finally, some questions about you...

Q23. Gender (import from recruitment sheet, not asked)

- ☐ Male
☐ Female

Q24. Are you an Australian Resident? (Select one option)

- ☐ Yes
☐ No

Q25. Age (import from recruitment sheet, not asked)

- ☐ 16 to 17 years
☐ 18 to 24 years
☐ 25 to 34 years
☐ 35 to 44 years
☐ 45 to 54 years
☐ 55 to 64 years
☐ 65+ years

Q26. Recruit Location (import from recruitment sheet, not asked)

- ☐ Batemans Bay
☐ Narooma
☐ Mogo
☐ Tilba Tilba
☐ Moruya

Q27. What is your approximate annual household income from all sources? (select one option)

- ☐ Less than \$26,000
☐ \$26,000 to \$51,999
☐ \$52,000 to \$103,999
☐ \$104,000 to \$149,999
☐ \$150,000+
☐ Prefer not to say

Q28. Where is your usual place of residence? (select one option)

- ☐ Sydney
☐ Regional NSW (please specify suburb/town name).....
☐ Canberra/ACT
☐ Melbourne
☐ Regional Victoria (please specify suburb/town name).....
☐ Other location in Australia (please specify state).....
☐ Overseas (Please specify country).....

Q29. Would you like to put your name in the draw to win one of five \$100 Westfield gift vouchers?

- ☐ Yes
- ☐ No

Name:

Best contact phone no:

As part of entering the draw, in ten words or less, please describe your ideal holiday:

.....

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. This research has been conducted by Micromex Research on behalf of Eurobodalla Shire Council.



Telephone: (02) 4352 2388

Fax: (02) 4352 2117

Web: www.micromex.com.au

Email: mark@micromex.com.au