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Tourism Research Australia



**TOURISM
RESEARCH
AUSTRALIA**

ALBURY VISITOR PROFILE AND SATISFACTION REPORT

Summary of results

OCTOBER 2013

ALBURY VISITOR PROFILE AND SATISFACTION REPORT: SUMMARY OF RESULTS

Most commonly, visitors to Albury in this study shopped, ate out and saw the sights. The majority of visitors to Albury expected an opportunity to spend quality time with family and friends; to relax and rejuvenate; to tour around and explore; and to explore the river or Lake Hume.

The respondents were generally satisfied with their visit to Albury, particularly with food and beverage, roads, shopping and entertainment.

These findings are from a Visitor Profile and Satisfaction (VPS) project completed under the Destination Visitor Survey Program (DVS) run by Tourism Research Australia (TRA). The project was undertaken in partnership with Destination NSW and Albury City Council to gain a better understanding of visitors to the region, including their motivations for visiting and satisfaction with their visit.

HOW WE CONDUCTED THIS STUDY

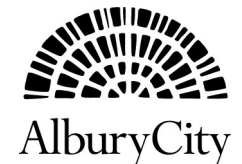
The Albury VPS project was conducted during January and February 2013. This study represents a snapshot of a specific time of the year, which needs to be taken into account when considering the results. For details of the standard methodology used in TRA's VPS projects, please refer to the [website](#).

Survey respondents for this study were recruited at various locations around the Albury region. A total of 305 respondents completed the survey. It should be noted that extreme weather conditions were experienced during the entire period of face-to-face recruitment in Albury, and the high temperatures may have affected results.

The VPS program has been running since 2005 and the results from over 80 projects in Australian regional tourist destinations have been collated in the VPS Benchmark Database. This allows the results of each destination to be 'benchmarked' against other destinations. Care should be taken when making comparisons to benchmarks, as visitor composition may differ significantly across destinations and time periods.

In this study:

- The majority of respondents were domestic visitors (96%) with only 4% being from overseas. The average for benchmark destinations is 11% overseas visitors.
- Over three-quarters of visitors to Albury stayed overnight (77%), with the remaining 23% being day visitors. This is less than the benchmark average of 27% day visitors. There were a high proportion of respondents citing visiting friends and relatives as the main purpose of the trip to Albury (26% compared to the benchmark at 13%).
- The proportion whose main purpose was holiday, at 60%, was lower than the benchmark average of 77%.

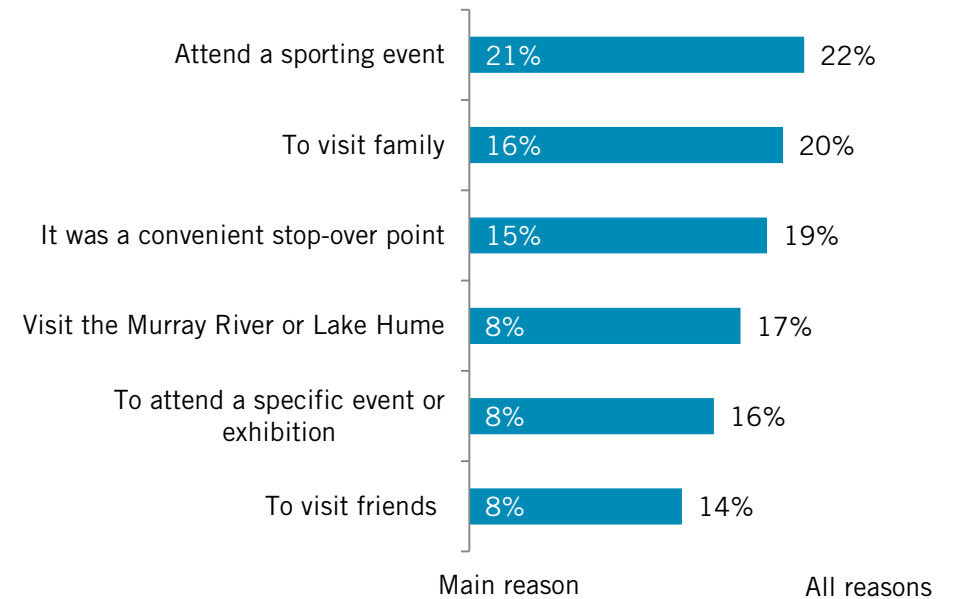


WHY ALBURY?

Respondents were asked for both the main reason they chose to visit Albury, as well as all the other reasons that led to their visit.

During the recruitment period, Albury hosted several sporting events, in particular, the Australian Country Junior Basketball Cup. As a consequence, a large proportion of respondents reported that attending a sporting event was the reason they chose to visit Albury.

FIGURE 1: REASONS FOR CHOOSING ALBURY (MAIN REASON AND ALL REASONS)



Base: Excludes 'don't know' responses.

Multiple responses allowed for all reasons.

Only reasons provided by more than 10% of respondents to 'all reasons' are shown.

EXPERIENCES

Respondents were asked what they expected to experience while visiting Albury, and then whether or not those expectations were met.

Compared to other benchmark destinations, respondents were more likely to expect good shopping, enjoyable nightlife and entertainment, and something the kids would enjoy.

While between one-third and a half of respondents reported that their experiences were better than expected on most attributes, it was good shopping and enjoyable nightlife that scored above the benchmark average.

FIGURE 2: EXPERIENCES EXPECTED



The numbers on the chart indicate the proportion of respondents expecting that experience.
 Base: Excludes 'don't know' responses for expected experiences.
 For the rating of experiences the base is the proportion of respondents expecting that experience.

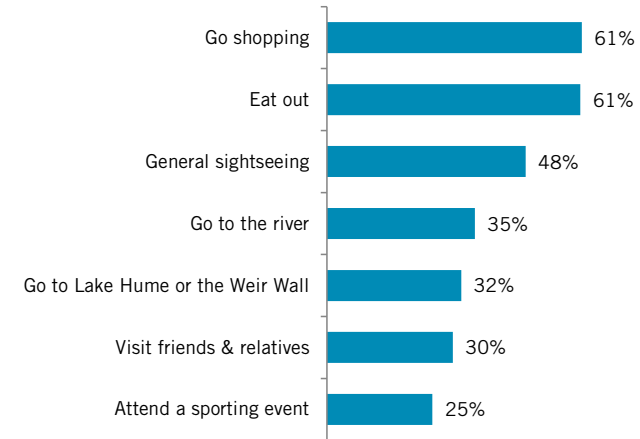
ACTIVITIES AND ATTRACTIONS

Respondents were asked to indicate if they had undertaken a number of activities on their trip to Albury and which attractions they visited.

Shopping, eating out and general sightseeing were the most common activities in the region.

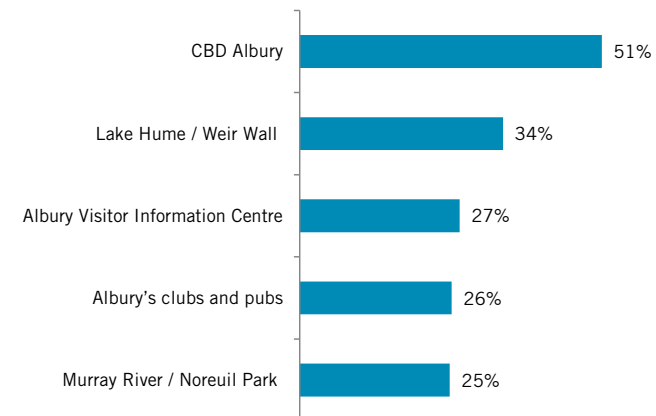
Albury CBD was the most visited attraction in Albury followed by Lake Hume / Weir Wall. The latter was a popular attraction for overnight holiday visitors.

FIGURE 3: TOP ACTIVITIES



Base: Excludes 'don't know' responses.
Only activities undertaken by at least one in four respondents are shown.

FIGURE 4: TOP 5 ATTRACTIONS VISITED



Base: Excludes 'don't know' responses.

WERE THEY HAPPY WITH THEIR VISIT?

Respondents were asked a range of questions about their satisfaction with Albury, whether or not they would recommend the destination and their likelihood of returning.

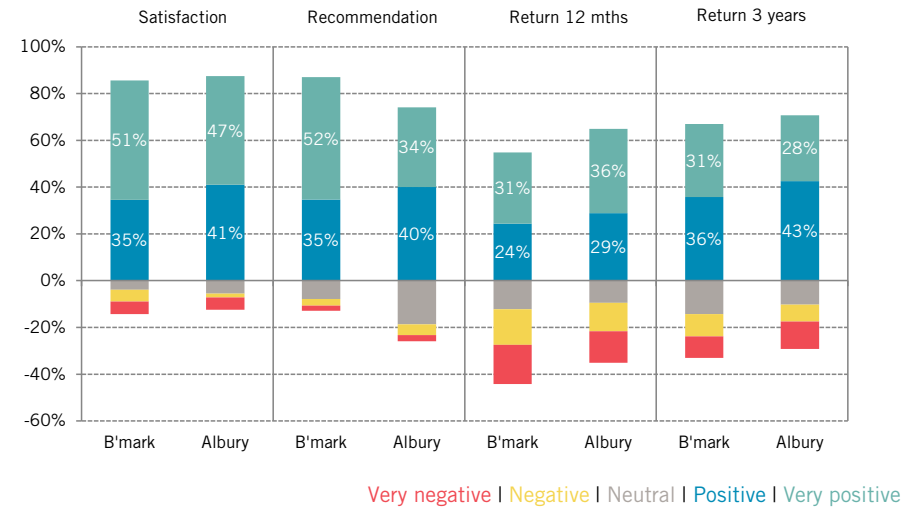
Albury performed slightly better than the benchmark in terms of overall satisfaction, however, the respondents were less likely than the benchmark average to say they would recommend Albury as a place to visit. This may be because the majority of respondents visited Albury for specific purposes (sporting events/visiting friends and relatives), and therefore experienced less of the destination.

It is worth noting that despite the extreme weather conditions, the proportion of people very satisfied with Albury increased eight points and those very likely to recommend increased six points from the Albury-Wodonga VPS result in 2008.

Respondents reported a strong intention to return to the region over the next 12 months. The likelihood to return over the next three years was equivalent to the benchmark average.

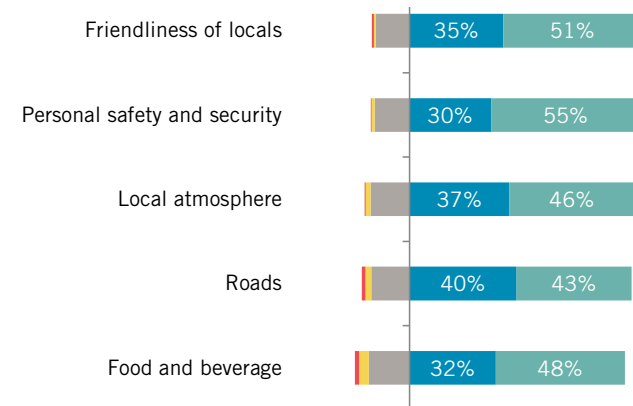
Satisfaction with food and beverage, roads, shopping, and enjoyable entertainment/nightlife were all above the VPS benchmark. However, satisfaction with tours, local transport, attractions, commercial accommodation, variety of things to see and do, information services, and local atmosphere were all below the VPS benchmark.

FIGURE 5: SATISFACTION, RECOMMENDATIONS AND LIKELIHOOD OF RETURNING



Base: Item responses have been classified as either positive or negative for ease of display. B'mark = Benchmark. For the actual labels used on the questionnaire, please go to www.tra.gov.au.

FIGURE 6: BEST THINGS ABOUT ALBURY (HIGHEST OVERALL SATISFACTION SCORES)



Base: Excludes 'don't know' responses. Very dissat. | Fairly dissat. | Neutral | Fairly sat. | Very sat.

WHAT WERE THE CHARACTERISTICS OF THEIR TRIP?

TRAVEL PARTY, TRANSPORT, ACCOMMODATION & TRIP PLANNING

- Respondents were most likely to be travelling with immediate family (40%).
- Around one in ten respondents flew to Albury but the majority were self-drive (84%).
- As a result of the high proportion of visitors attending special events compared to the benchmark average (25% vs 5%), the accommodation mix was different. Respondents were more likely to be staying in standard commercial accommodation and less likely to be staying with friends and relatives than the benchmark average.
- There were fewer first-time visitors than the benchmark average (21% vs 31%), with four in five Albury respondents being repeat visitors.
- The majority of repeat visitors to Albury have visited once or twice in the past 12 months (66%), while half (50%) have visited at least four times in the past three years.
- Respondents were more likely to choose to visit Albury more than three months before visiting than the benchmark average (37% vs 30%). This is likely a reflection of the high proportion of respondents with planned activities for the visit.
- The internet was the most popular information source, and also the most common booking method – six in ten visitors to Albury used the internet to search for information relating to their trip (58%), while five in ten visitors made bookings using the internet (49%).
- Visitors to Albury rated accommodation operator websites as the most useful (28%).
- VisitALBURYWODONGA (www.visitALBURYWODONGA.com) was the most used destination website (21%) and rated as the fourth most useful website overall (6%).
- The use of mobile technology was also common among visitors to Albury with around two-thirds of visitors to Albury using mobile technology related to their trip (61%). Nine in ten visitors who used mobile technology did so during their trip (89%).
- Smart phones were the most common mobile device (62%), followed by GPS devices (39%).

PROFILE OF SURVEY RESPONDENTS

This profile is provided to help with interpreting the findings of the VPS study.

It should not be interpreted as a profile of all visitors to Albury as it relates to a particular point in time and comes from a limited number of locations at the destination.

		ALBURY	VPS BENCHMARK
Purpose	VFR	26%	13%
	Holiday	31%	70%
	Special event	26%	5%
	Business	5%	4%
	Other	12%	6%
Origin	New South Wales	30%	28%
	Victoria	42%	28%
	Queensland	7%	13%
	South Australia	7%	7%
	Western Australia	4%	4%
	Tasmania	2%	5%
	Northern Territory	1%	1%
	Australian Capital Territory	3%	2%
	Overseas	4%	12%
Gender	Female	57%	57%
	Male	43%	43%

		ALBURY	VPS BENCHMARK
Age group	15 to 24	5%	6%
	25 to 34	11%	14%
	35 to 44	22%	17%
	45 to 54	29%	21%
	55 to 64	18%	25%
	65+	15%	17%
Lifecycle	Young/midlife single with no kids	7%	9%
	Young/midlife couple with no kids	9%	12%
	Family	53%	33%
	Older working single/couple	17%	19%
	Older non-working single/couple	15%	26%
Household income	\$1 to \$4,199	1%	1%
	\$4,200 to \$8,299	3%	1%
	\$8,300 to \$15,599	3%	4%
	\$15,600 to \$25,999	4%	8%
	\$26,000 to \$36,399	9%	11%
	\$36,400 to \$51,999	14%	16%
	\$52,000 to \$77,999	19%	21%
	\$78,000 to \$103,999	18%	16%
	\$104,000 to \$129,999	9%	9%
	\$130,000 to \$149,999	6%	5%
\$150,000+	13%	10%	

