Brand Health Tracking update
December 2012

Visitor Information Centres

Presented by Theresa Mejia
Manager, Visitor Insights and Performance
Brand Health Tracking Survey

Purpose
- Measures NSW tourism brand awareness, consideration, intention, appeal and perceptions at State and regional level

Methodology
- Continuous tracking since October 2006
- Online survey of domestic travellers aged 20+
- City and regional quotas for NSW, VIC and Qld, state quotas for others
- Annual sample of 5,500 respondents
- Questions on Visitor Information Centres (VIC) included from May 2012 – asked of all whose last trip for leisure was in NSW
Visitation to VICs (May to Dec 2012)

19% of respondents visited a VIC on their last trip (n=227)

- 13% of visitors to Sydney went to a VIC
- 26% of visitors to Regional NSW went to a VIC
- 20% of holiday / leisure visitors to SYDNEY went to a VIC
- 31% of holiday / leisure visitors to REGIONAL NSW went to a VIC
- 9% of VFR visitors to SYDNEY went to a VIC
- 9% of VFR visitors to REGIONAL NSW went to a VIC
- 13% of visitors to Sydney went to a VIC
VIC Visitor Profile (May to Dec 2012)

Who are the visitors going to a VIC?

**Purpose of Visit**
- 65% of visitors to a VIC were travelling for holiday/short break
- 23% were travelling to visit a friend or relative

**Origin**
- 56% came from interstate
  - ACT, QLD, VIC
- 44% from NSW

**Age**
- 38% were aged 55+
- 28% were aged 30-44

**Travel Party**
- 28% were part of an older couple
- 27% were parents with a child under 15yrs

**Income**
- 17% had an income between $52-78,000
- 14% had an income between $78-104,000
Reason and Quality

Main reasons for visiting a VIC*

- To get general information on what to do in the area (83%)
- To get a map (63%)
- For a rest stop (27%)
- To get information on accommodation (23%)
- To purchase souvenirs (17%)
- Just happened to be passing by (10%)
- To book accommodation, tours, transport or other travel products (10%)

Level of satisfaction

% visitors satisfied with quality of information received

- Excellent (8-10) 72%
- Good (6-7) 20%
- Neutral (5) 8%
- Poor (0-4) 0%

*Small sample size (30), question asked in Dec 2012
Impact of VICs

Of those who visited a VIC...

- 56% of respondents claim to have spent extra money as a result of their visit to a VIC

- The average additional spend was $131

- Almost half (49%) claim to have spent more time in the area as a direct result of the information they received from the VIC

Extension of stay after visiting a VIC

- No extra time: 44%
- Up to one day: 19%
- One night or more: 30%
- Don’t know: 7%

%
Destination NSW

Facts & Figures

Marketing Overview
Industry Opportunities
Business Development
Resources
Image Library

Destination NSW is a leading research capability to deliver latest statistical data and analysis to assist the tourism industry.

Find the facts, figures and tourism insights you need to understand the latest trends in domestic and international tourism arrivals to NSW.

Comprehensive reports profile visitor patterns and impacts for NSW and Sydney, for the State's 12 tourism regions as well as local government destinations.

Additional research reports examine a broad range of consumer and industry topics including market segments, consumer behaviour, profiles of source markets, aviation and transport, tourism infrastructure, and economic impacts and employment.

Links are also provided to additional sources of information and to statistical archives.

State Tourism Statistics
Sydney Tourism Statistics
Regional Tourism Statistics
Sydney Precinct Visitor Profiles
Regional Local Government Area (LGA) Visitor Profiles
Destination Visitor Survey Program
Regional Information from DESTINATION NSW

- Information by Tourism Region
  *Snapshots and time series data*

- Information by Local Government Area
  *Visitor profiles and accommodation profiles*

- Destination Visitor Survey Projects
  *Destination specific studies from 2006 onwards*

- International Markets
  *Fact sheets, time series data and market profiles*

- Other reports and presentations
  *Other useful documents and data*

A fact sheet on how to obtain this information from the DNSW website is currently available at the Destination NSW stand.