



Greater Port Macquarie Visitor Profile and Satisfaction Report: Summary of results

The following Visitor Profile and Satisfaction Report is based on a sample of 434 people who visited Greater Port Macquarie in New South Wales.

This research was conducted in two waves over the following time periods:

- Wave 1 - October and November 2007 (shoulder season)
 - sample 162 visitors
- Wave 2 - June 2008 (low season)
 - sample 272 visitors.

The top two reasons for *shoulder season* visitors choosing to visit Greater Port Macquarie were:

- great place for a family holiday (36%)
- variety of things to see and do (34%).

The top two reasons for *low season* visitors were:

- variety of things to see and do (35%)
- good deals on accommodation (29%).

What did visitors to the destination expect?

Visitors expected Greater Port Macquarie to have the following attributes:

	Shoulder season '07
Relaxation and rejuvenation	86%
Beautiful beaches and waterways	85%
Quality time with partner/family/friends	79%
Tour around and explore	74%
Nature based experiences	60%
Something the kids would enjoy	60%
	Low season '08
Relaxation and rejuvenation	89%
Quality time with partner/family/friends	82%
Beautiful beaches and waterways	81%
Tour around and explore	74%
Nature based experiences	65%
Food and wine experiences	55%

