



Broken Hill Visitor Profile and Satisfaction Report

The following information is based on a sample of 164 people who visited Broken Hill during July 2006.

The top two reasons for visiting Broken Hill were:

- 'To visit Broken Hill' (76%).
- 'To experience the scenery' (48%).

What do the visitors to the destination expect?

- 'An opportunity to tour around and explore' (81%).
- 'An opportunity to experience our Nation's/Australia's history' (75%).
- 'A chance to discover or learn something new' (72%).
- 'An opportunity to experience wide open spaces' (69%).
- 'Nature based experiences' (65%).
- 'An opportunity to experience a close and personal encounter with the Outback' (58%).
- 'Relaxation and rejuvenation (chance to escape and unwind)' (55%).
- 'An adventure' (52%).
- 'Experience art galleries' (52%).
- 'A place to spend quality time with partner/family/friends' (50%).

What are visitors experiencing in the destination?

- 'Visitor Information Centre' (81%).
- 'Eat out at a hotel/restaurant/clubs' (72%).
- 'Shopping – food/clothing' (67%).
- 'Historic Silverton' (63%).
- 'Shopping – gifts/souvenirs' (61%).
- 'Visit history/ heritage buildings, sites or monuments' (59%).
- 'Visit retail art galleries' (55%).

Were they satisfied with their experience?

The overwhelming majority of visitors to Broken Hill (85%) were satisfied with their visit. The experiences they anticipated either 'met' or 'exceeded' their expectations, particularly those visitors who expected Broken Hill to:

- Offer a chance to discover or learn something – more than half of visitors said this was better than expected (63%).
- Offer a chance to experience a close and personal encounter with the Outback (56%).
- Offer an opportunity to tour around and explore (55%).
- Offer an opportunity to experience Australia's history (55%).

Some of the key strengths of Broken Hill were: desert landscapes; information services; personal safety and security; the variety of things to see and do; the history of the city; and the friendliness of locals. More than three quarters of visitors rated all of these aspects 'highly important' and were 'highly satisfied' with each experience.

What is the visitors profile?

- Overnight (95%) and Day trippers (5%).
- 44% of visitors were from New South Wales, 23% from Victoria, 20% from South Australia and 13% from other Australian States/Territories.
- 76% of travellers visited for Holiday/leisure purposes, 17% for Business or Other purposes and 7% Visited friends and/or relatives.
- Most visitors travelled with their partner/spouse.
- Most visitors (76%) drove a private/their own vehicle to Broken Hill.
- One in five South Australians chose to travel to Broken Hill by rail, while 14% of New South Wales visitors chose to fly to Broken Hill.
- Accommodation was the most common form of booking to be made prior to the trip but overall, around half of all the visitors to Broken Hill did not make any bookings personally prior to travel.
- 86% of all travel groups made some form of booking before travel.
- 54% of all bookings were made via the internet.
- The average length of stay for all visitors was 4.2 nights.

How did the visitors travel in and around the destination?

- Broken Hill appears to be a destination in its own right as it was the most visited town in the region, and 76% of visitors claimed that they wanted to 'visit Broken Hill'.
- On average, visitors to Broken Hill visited or passed through around five other destinations during their trip, the top four were: Silverton (59%), Wilcannia (39%), Cobar (36%), and Peterborough (30%).
- On the way to Broken Hill visitors passed through: Silverton (18%), Wilcannia (13%) and Wentworth (11%). However, 21% did not pass through any of the nominated destinations in the region.
- Immediately after visiting Broken Hill, a large proportion of visitors passed through or visited Silverton (41%), Wilcannia (12%) and Menindee (11%). 14% had no other stops within the region after visiting Broken Hill.

How did the visitors decide to visit?

- The decision to visit Broken Hill was typically made more than a month prior to the trip.
- 80% of visitors did not consider another location as an alternative to Broken Hill.
- Over one third of visitors to Broken Hill relied on their prior experience of Broken Hill for information.
- Those who sourced information prior to their visit tended to use the internet, travel books, friends or the local tourism office.

Will they visit the destination again?

- 33% of visitors stated they would be likely to visit again in the next 12 months.
- 92% stated they were likely to recommend Broken Hill to others as a destination to visit.

Image courtesy of Broken Hill City Council.