



# Mudgee Visitor Profile and Satisfaction Report

The following information is based on a sample of 154 people who visited Mudgee during June 2006. The researchers noted that wet weather in the region during the survey period may have affected visitors' experience of the destination.

The top two reasons for visiting Mudgee were:

- 'To experience the region's wineries' (53%).
- 'To experience the food or local produce' (36%).

## What do the visitors to the destination expect?

- 'Relaxation and rejuvenation' (87%).
- 'An opportunity to tour around and explore' (84%).
- 'A place to spend quality time with partner/family/friends' (84%).
- 'An opportunity to experience wineries' (83%).
- 'An opportunity to experience regional food/local produce' (82%).

## What are visitors experiencing in the destination?

- 'Just walk or drive around/taking in the sights/general sightseeing' (73%).
- 'Visit winery/cellar door' (72%).
- 'Eat out at a hotel/restaurant/clubs' (71%).
- 'Go shopping (pleasure)' (55%).

## Were they satisfied with their experience?

- The majority of visitors to Mudgee (79%) were 'satisfied' with their visit. The experiences anticipated either 'met' or 'exceeded' their expectations particularly for those who expected Mudgee to:
  - Offer an opportunity to experience wineries – 60% of visitors stated the wineries were better than expected.
  - Be a place to spend quality time with partner/family/friends (56%).
  - Offer an opportunity to experience regional food/local produce (56%).
  - Offer luxury and indulgence (55%).
  - Offer relaxation and rejuvenation (50%).
- The key strength of Mudgee was the 'wining and dining' experience (local wine/wineries, local produce/ regional food, and food and beverage services). More than three quarters of all visitors rated this experience as 'important' in terms of their expectations of the destination. Likewise, the overwhelming majority were 'satisfied' (80-90%) and over half 'highly satisfied' (60-70%) with this experience.
- The 'local ambience' (friendliness of the locals; personal safety/security; and local atmosphere) also rated very strongly.

## What is the visitors profile?

- Overnight (81%) and Day trippers (19%).
- A majority of overnight visitors were from Sydney (82%).
- 47% visited for Holiday/leisure purposes followed by Visiting friends and/or relatives (37%) and visiting for Business or any Other purpose (15%).
- 40% of all bookings were made using the internet.
- Around half of all visitors did not make bookings prior to their trip. For those who did, accommodation was the most common booking made.

## How did the visitors travel in and around the destination?

- Visitors were more likely to have travelled with their partner/spouse and used private transport/their own vehicle.
- On average, before arriving at Mudgee visitors passed through or visited two other destinations: Gulgong (36%) and Lithgow (33%).
- Immediately after visiting Mudgee less than half of the visitors to Mudgee passed through or visited: Gulgong (32%) and Lithgow (14%).
- The average length of stay for Overnight visitors was around 2.5 nights.

## How did the visitors decide to visit?

- The decision to visit Mudgee was typically made between 2-3 weeks and 1-3 months prior to the trip. Overnight and travellers Visiting friends and relatives tended to have a longer lead time than Day trippers or Holiday/leisure visitors.
- 81% of visitors did not consider another location as an alternative to Mudgee. However, the Hunter Valley was a notable alternative amongst those who did (emphasising the importance of wineries to tourism in the area).
- Almost a half of all visitors to Mudgee relied on their prior experience of Mudgee, their friends and relatives for information, and the internet. One quarter of visitors also sourced information from a tourist office/ Visitor Information Centre.

## Will they visit the destination again?

- 74% of visitors stated they would be likely to visit again in the next 12 months.
- Over 94% stated they were likely to recommend Mudgee to others as a destination to visit.

Image courtesy of Tourism New South Wales.