



Orange Visitor Profile and Satisfaction Report

The following information is based on a sample of 147 people who visited Orange during July 2006.

The top three reasons for visiting Orange were:

- 'To visit family' (29%).
- 'Visit friends' (23%).
- 'Variety of things to see and do' (21%).

What do the visitors to the destination expect?

- 'A place to spend quality time with partner/family/friends' (70%).
- 'An opportunity to tour around and explore' (68%).
- 'Relaxation and rejuvenation' (65%).
- 'Good shopping' (62%).

What are visitors experiencing in the destination?

- 'Go shopping' (68%).
- 'Eat out at a hotel/restaurant/clubs' (60%).
- 'Just walk or drive around/taking in the sights/general sightseeing' (54%).

Were they satisfied with their experience?

- Overall, the majority of visitors to Orange (74%) were satisfied with their visit.
- Expectations were either 'met' or 'exceeded' for 90% of those visitors who expected Orange to:
 - Offer food and wine experiences – 55% of visitors stated that the food and wine experience was better than expected.
 - Be a place to spend quality time with partner/family/friends (51%).

Some of the key strengths of Orange were: shopping; food and beverage; and personal safety and security. Visitors rated all of these aspects as 'highly important' to their experience of Orange and were 'highly satisfied' with each attribute.

What is the visitors profile?

- Overnight (63%) and Day trippers (37%).
- 53% of visitors were from Sydney.
- 43% visited for Holiday/leisure purposes, 30% Visited friends or relatives and 27% for Business or Other purposes.

- Visitors were most likely to travel with their partner/spouse, followed by travelling with their immediate family. At least 95% of visitors used private transport/their own vehicle.
- Just over half of all visitors did not make bookings prior to departing on their trip. But for those who did, accommodation was the most common form of booking.
- 16% of all bookings were made via the internet.
- The average length of stay for Overnight visitors was 3.8 nights.

How did the visitors travel in and around the destination?

- Overall on average, all visitors travelling to Orange visited or passed through around three other destinations during their trip – Lucknow (46%), Molong (23%) and Millthorpe (22%).

How did the visitors decide to visit?

- The decision to visit Orange was typically made between 1 week and 3 months prior to the trip, with Day trippers, non-Sydney visitors and Holiday/leisure visitors tending to have a shorter lead time.
- 84% of visitors did not consider another location as an alternative to Orange.
- Of those who did consider another destination, Bathurst was a commonly mentioned alternative.
- Visitors to Orange typically relied on their own knowledge from a previous experience there, as well as friends and relatives and the internet for information on the destination.

Will they visit the destination again?

- 82% of visitors stated they would be likely to visit again in the next 12 months.
- 83% stated they were likely to recommend Orange to others as a destination to visit.

Image courtesy of Tourism New South Wales.