



# Batemans Bay Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 223 people who visited Batemans Bay in New South Wales during February and March 2008. The research sample only includes overnight visitors to the region, not day visitors.

The top two reasons for visiting Batemans Bay were:

- 'Go to the beach' (40%)
- 'Great place for family holiday' (33%)

## What do the visitors to the destination expect?

- 'Relaxation and rejuvenation' (91%)
- 'Quality time with partner/family/friends' (83%)
- 'Tour around and explore' (72%)
- 'Nature based experiences' (59%)
- 'Water sports: surfing, swimming or kayaking' (50%)

## What are visitors experiencing in the destination?

- 'General sightseeing' (79%)
- 'Go to the beach' (75%)
- 'Eat out' (75%)
- 'Go shopping' (74%)

## Were they satisfied with their experience?

In terms of overall satisfaction, 87% were satisfied with their visit to Batemans Bay. Expectations were most likely to be somewhat better or much better than expected in the case of:

- 'Something the kids would enjoy' (50%)
- 'Quality time with partner/family/friends' (46%)
- 'Relaxation and rejuvenation' (46%)
- 'Water sports: surfing, swimming or kayaking' (44%)
- 'Discover or learn something new' (42%)

Variety of things to see and do, personal safety and security, value for money, local atmosphere and friendliness of locals were the key strengths of Batemans Bay. Visitors were more likely to rate these aspects as important and to be satisfied with these aspects.

## What is the visitors' profile?

- Over half (56%) of domestic visitors were from New South Wales, 24% from the Australian Capital Territory, 12% from Victoria, 5% from Queensland, 2% from South Australia and 1% from Western Australia.
- Most visitors (85%) to Batemans Bay visited for holiday and leisure purposes, while 8% visited friends or relatives.
- Visitors were more likely to have travelled with their partner/spouse (46%) and used private transport/their own vehicle (89%) in order to reach Batemans Bay.
- Bookings most commonly made before the trip were with accommodation providers (45%). However, three in ten people (31%) did not make a booking prior to their trip to Batemans Bay.
- Bookings through the internet were made by 38% of visitors.
- The average length of stay for all visitors was 4.3 nights in Batemans Bay (total trip length of 22.4 nights).

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

- Visitors to Batemans Bay were also likely to travel to Batehaven (51%), Mogo (43%), Moruya (31%) and Braidwood (28%).
- Common stop over points before getting to Batemans Bay included Batehaven (17%), Braidwood (17%), Moruya (7%) and Ulladulla (7%).
- Common stop over points after going to Batemans Bay included Mogo (40%), Batehaven (35%), Moruya (25%) and Broulee (16%).

## How did the visitors decide to visit?

- The majority (73%) of visitors made the decision to visit Batemans Bay well in advance of the trip (20% 2-3 weeks before, 29% 1-3 months before, 24% 3 months or more). Conversely, 12% decided while on the road and 4% the day before.
- Of all visitors, 70% did not consider another location as an alternative to Batemans Bay.
- Less than half (44%) of visitors relied on prior experience for information, while 43% used the internet, 22% asked friends or relatives and 20% used travel guides/brochures.

## Will they visit the destination again?

- Of the visitors to Batemans Bay, 60% stated they would be likely to visit again in the next 12 months.
- The majority (87%) of visitors said they were likely to recommend Batemans Bay to others as a destination to visit.

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