

Profile Benchmarks

Sample Size	Sapph	Subgroup	All
Number of respondents	272	750	17,788
Number of destinations	1	4	71

Key

- ↓ Sapphire Coast is more than 3 points below
- ↔ Sapphire Coast is within +/- 3 points
- ↑ Sapphire Coast is more than 3 points above

Destinations in subgroup

- ▶ Batemans Bay
- ▶ Coffs Coast
- ▶ Gippsland
- ▶ Shoalhaven

Key Demographics

Life Stage	Sapph	Subgroup	All
Young/midlife single	1%	↓ -5%	↓ -8%
Young/midlife couple	4%	↓ -6%	↓ -8%
Family	63%	↑ 26%	↑ 31%
Older working	11%	↓ -5%	↓ -8%
Older not working	21%	↓ -10%	↓ -7%
Household Income			
Less than \$52,000	31%	↓ -10%	↓ -10%
\$52,000 or more	69%	↑ 10%	↑ 10%
Gender			
Male	39%	↔ 0%	↓ -4%
Female	61%	↔ 0%	↑ 4%

Notes

To be included in this benchmark summary a destination must have at least 50 responses.

The "Total Sat" and "Total Better" scores represent the proportion of respondents giving the top or second top score on the respective scale. "V Sat" and "Much Better" represent the proportion of respondents giving the top score on the scale.

The "Total Dis" score is the proportion of respondents giving the bottom or second bottom score on the satisfaction scale, that is, it is the proportion of dissatisfied respondents.

"Min" is the lowest score received for all destinations in the total or subgroup.

"Max" is the highest score received for all destinations in the total or subgroup.

"na" Data not available

The date in the top right corner denotes the time when the main fieldwork was completed.

Trip Characteristics	Sapph	Subgroup	All
Purpose			
Holiday	91%	↑ 15%	↑ 14%
Visiting friends and relatives	6%	↓ -11%	↓ -7%
Business	1%	↔ -2%	↓ -4%
Other	2%	↔ -2%	↓ -4%
Origin			
International	1%	↓ -4%	↓ -11%
Domestic	99%	↑ 4%	↑ 11%
Interstate	63%	↑ 28%	↑ 18%
Intrastate	36%	↓ -24%	↓ -7%
Length of Stay			
Day Trip	3%	↓ -6%	↓ -25%
Overnight	97%	↑ 6%	↑ 25%
1 to 2 nights	7%	↓ -26%	↓ -24%
3 to 7 nights	44%	↔ 2%	↑ 12%
8 to 14 nights	30%	↑ 18%	↑ 23%
More than 14 nights	17%	↑ 12%	↑ 13%
Travel Party			
Alone	6%	↔ 1%	↔ -2%
Couple	32%	↓ -16%	↓ -13%
Family	49%	↑ 20%	↑ 26%
Friends or relatives	13%	↓ -4%	↓ -7%
Other	1%	↔ -1%	↓ -5%
Accommodation			
Luxury	5%	↔ -3%	↓ -7%
Hotel/Motel	7%	↓ -12%	↓ -14%
Apartment/Rented House	18%	↔ 2%	↑ 4%
Caravan/Camping	57%	↑ 24%	↑ 29%
With friends or relatives	6%	↓ -11%	↓ -6%
Other	8%	↔ 0%	↓ -6%
Other Characteristics			
Alternative place considered	25%	↔ 2%	↑ 4%
First time visitors	17%	↓ -4%	↓ -15%
Self drive	99%	↑ 9%	↑ 19%
Air travel	0%	↓ -4%	↓ -13%

Activities	Sapph	Subgroup	All
Go to beach	83%	↑ 25%	↑ 33%
Eat out at a hotel/restaurant/clubs	76%	↑ 6%	↑ 7%
Bushwalking, rainforest walks	31%	↑ 11%	↔ 1%
Go on an organised tour	5%	↔ 1%	↓ -12%
Go fishing	42%	↑ 25%	↑ 34%
Hire a four wheel drive	11%	↑ 10%	↑ 8%
Go on a skippered Charter boat	8%	↔ -2%	↓ -7%
Other water activities/sports	13%	↑ 7%	↑ 8%
Visit botanical or other public gardens	10%	↔ -2%	↓ -7%
Visit National Parks/State Parks	42%	↑ 20%	↑ 8%
Going to markets	35%	↔ 3%	↑ 7%
General sightseeing	85%	↑ 7%	↑ 11%
Visit museums or art galleries	32%	↑ 20%	↑ 5%
Visit history/heritage buildings	29%	↑ 17%	↔ -2%
Picnics/BBQ	32%	↑ 6%	↑ 11%
Visit winery/cellar door	7%	↔ -2%	↓ -9%
Go shopping	70%	↔ 3%	↑ 15%

Trip Planning	Sapph	Subgroup	All
On the road	4%	↓ -5%	↓ -5%
In the month before	19%	↓ -20%	↓ -17%
1 to 3 months	24%	↔ -2%	↔ -2%
More than 3 months	54%	↑ 27%	↑ 24%

Information Sources - Non internet	Sapph	Subgroup	All
No information sources used	4%	↓ -5%	↓ -5%
Travel agents	1%	↔ -1%	↓ -6%
Tourist offices/Visitor Information Centres	28%	↑ 17%	↑ 10%
Travel books, guides or brochures	15%	↓ -4%	↓ -13%
Motoring associations	4%	↓ -4%	↓ -5%
Advertising /articles/ documentaries	4%	↔ -2%	↓ -5%
Friends or relatives	24%	↔ -2%	↓ -6%
Been there before	56%	↔ 3%	↑ 17%

Information Sources - Internet sites	Sapph	Subgroup	All
No internet sites used	49%	↓ -13%	↓ -11%
Airline company sites	2%	na	↓ -6%
3rd party airline sites	0%	na	↔ -2%
Car hire company sites	2%	na	↔ -1%
3rd party car hire sites	0%	na	↔ -1%
Accommodation company sites	60%	na	↑ 19%
3rd party accommodation sites	31%	na	↑ 5%
Travel agency sites	3%	↔ 1%	↔ 1%
Official Government and tourism sites	34%	na	↑ 13%
Travel guide sites	7%	na	↓ -5%
Testimonial sites	6%	na	↔ -2%

Prior Bookings - Non internet	Sapph	Subgroup	All
No prior bookings made	22%	↓ -16%	↓ -15%
Travel Agents	0%	↔ -2%	↓ -11%
Tourist offices/Visitor Information Centres	4%	↔ 1%	↔ -1%
Motoring associations	2%	↔ 1%	↔ 1%

Prior bookings - Internet sites	Sapph	Subgroup	All
No prior bookings made on internet	56%	↓ -13%	↔ 0%
Airline company sites	3%	na	↓ -16%
3rd party airline sites	0%	na	↔ -2%
Car hire company sites	5%	na	↔ -2%
3rd party car hire sites	0%	na	↔ -1%
Accommodation company sites	61%	na	↑ 15%
3rd party accommodation sites	38%	na	↑ 9%
Travel agency sites	1%	na	↔ -1%
Official Government and tourism sites	23%	na	↑ 14%
Travel guide sites	8%	na	↑ 5%
Testimonial sites	7%	na	↑ 5%



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Satisfaction and Expectations Benchmarks

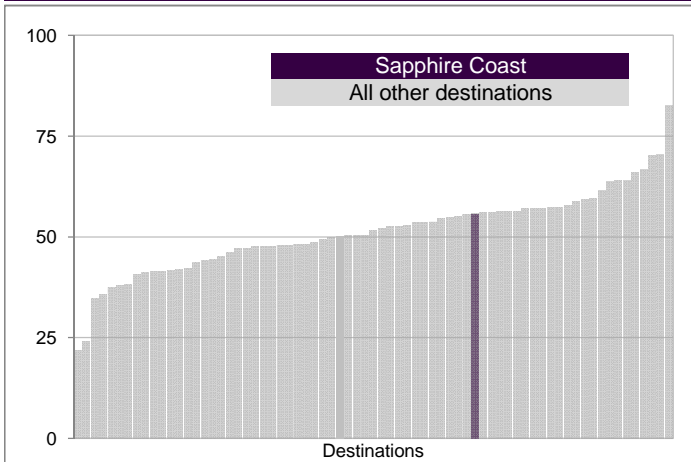
Key Metrics	Total Sat	V Sat	Total Dis	V Sat	Min	Max
Overall Satisfaction	90%	56%	8%			
Difference to subgroup	↑ 5%	↑ 5%	↓ -4%		38%	66%
Difference to all	↑ 5%	↑ 5%	↓ -3%		22%	83%
Sapph	Sapphire Coast is more than 3 points below					
Subgroup	Sapphire Coast is more than 3 points below					
All Destinations	Sapphire Coast is within +/- 3 points					
Recommend	66%	5%				
Difference to subgroup	→ 3%	↑ 14%	→ 1%		48%	56%
Difference to all	↑ 5%	↑ 13%	→ 0%		15%	77%
Sapph						
Subgroup						
All Destinations						
Value for Money	81%	37%	3%			
Difference to subgroup	→ -2%	→ 3%	→ 1%		29%	41%
Difference to all	→ 2%	→ 1%	→ -1%		16%	54%
Sapph						
Subgroup						
All Destinations						

Key:
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Satisfaction	Very	Top 2	V Dis	Dis	Neutral	Sat	V Sat
Commercial Accommodation							
Sapph	40%	65%					
Difference to subgroup	→ -2%	→ -3%					
Difference to all	→ 2%	→ 0%					
Food and beverage							
Sapph	40%	85%					
Difference to subgroup	→ -1%	→ 1%					
Difference to all	↓ -4%	→ 3%					
Attractions							
Sapph	35%	77%					
Difference to subgroup	↓ -8%	↓ -4%					
Difference to all	↓ -13%	↓ -6%					
Shopping							
Sapph	21%	65%					
Difference to subgroup	↓ -12%	↓ -8%					
Difference to all	↓ -8%	→ 2%					
Roads							
Sapph	29%	78%					
Difference to subgroup	↓ -5%	→ -1%					
Difference to all	↓ -11%	→ -2%					
Entertainment/Nightlife							
Sapph	8%	24%					
Difference to subgroup	↓ -10%	↓ -16%					
Difference to all	↓ -8%	↓ -12%					
Tours							
Sapph	11%	28%					
Difference to subgroup	↓ -11%	↓ -6%					
Difference to all	↓ -16%	↓ -15%					
Signage							
Sapph	22%	67%					
Difference to subgroup	↓ -9%	↓ -6%					
Difference to all	↓ -14%	↓ -9%					
Information services in the region							
Sapph	34%	73%					
Difference to subgroup	↓ -4%	→ 0%					
Difference to all	↓ -14%	↓ -6%					
Friendliness of locals							
Sapph	52%	90%					
Difference to subgroup	→ 2%	↑ 4%					
Difference to all	→ -3%	↑ 5%					
Local atmosphere							
Sapph	54%	90%					
Difference to subgroup	↑ 5%	↑ 5%					
Difference to all	→ 1%	↑ 5%					

Expectations	Expected	Total Better	Much Better
Relaxation and rejuvenation	94%	44%	21%
Difference to subgroup	↑ 5%	→ 0%	↑ 6%
Difference to all	↑ 16%	↓ -4%	↑ 4%
Luxury and indulgence	21%	32%	5%
Difference to subgroup	↓ -7%	→ 2%	↓ -6%
Difference to all	↓ -5%	↓ -8%	↓ -10%
Nature based experiences	76%	37%	13%
Difference to subgroup	↑ 4%	↓ -4%	→ 0%
Difference to all	↑ 8%	↓ -11%	↓ -5%
An adventure	40%	38%	10%
Difference to subgroup	↑ 4%	→ 2%	→ -3%
Difference to all	↓ -8%	↓ -8%	↓ -6%
An opportunity to tour around and explore	80%	41%	12%
Difference to subgroup	↑ 5%	→ -2%	→ -1%
Difference to all	→ 1%	↓ -9%	↓ -4%
An opportunity to experience arts or culture	29%	32%	8%
Difference to subgroup	↑ 5%	→ 0%	→ -2%
Difference to all	↓ -9%	↓ -7%	↓ -4%
A chance to discover or learn something new	51%	40%	7%
Difference to subgroup	→ 2%	→ 0%	↓ -6%
Difference to all	↓ -8%	↓ -9%	↓ -8%
Experience Australia's history	40%	40%	10%
Difference to subgroup	↑ 13%	↑ 5%	→ 1%
Difference to all	↓ -12%	↓ -8%	↓ -6%
Something the kids would enjoy	68%	55%	19%
Difference to subgroup	↑ 27%	↑ 12%	→ 3%
Difference to all	↑ 35%	↑ 5%	→ -1%
Enjoyable nightlife and entertainment	17%	30%	0%
Difference to subgroup	↓ -7%	↑ 4%	↓ -8%
Difference to all	↓ -5%	↓ -6%	↓ -8%
Good shopping	28%	32%	5%
Difference to subgroup	↓ -14%	↓ -6%	↓ -6%
Difference to all	↓ -12%	↓ -9%	↓ -6%
A place to spend quality time with friends	87%	52%	26%
Difference to subgroup	→ 1%	→ -2%	↑ 6%
Difference to all	↑ 12%	↓ -4%	↑ 4%
Food and wine experiences	41%	33%	6%
Difference to subgroup	↓ -9%	↓ -4%	↓ -4%
Difference to all	↓ -6%	↓ -13%	↓ -9%

Overall Satisfaction: Proportion of Visitors Very Satisfied



Likelihood to Return	Total Likely	V Likely	V Unlikely
... in 12 months	75%	51%	8%
Difference to subgroup	↑ 9%	↑ 12%	→ -3%
Difference to all	↑ 20%	↑ 21%	↓ -8%
... in 3 years	75%	34%	6%
Difference to subgroup	↑ 5%	↓ -3%	→ 0%
Difference to all	↑ 7%	→ 1%	→ -2%



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