

TOURISM QUEENSLAND

Caloundra Visitor Survey

Final Report

June 2003

Report prepared by the Tourism Queensland Research Department

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1 Introduction

The Caloundra Visitor Survey was undertaken by the Tourism Queensland Research Department, in association with Caloundra Tourism Levy Board, to assist in developing a better understanding of the existing market (or markets) for Caloundra.

The overall outcome of the research is to help guide the development of Caloundra. It is anticipated that information gathered from this research will be used by Tourism Queensland, Caloundra Tourism, government and tourism operators to maximise tourism in the area and to provide input into future directions and marketing strategies.

The specific objectives of the research are:

- to profile visitors to Caloundra in terms of demographics and travel behaviour;
- to measure visitor satisfaction and appeal with specific aspects of Caloundra; and
- to identify differences in the profile and opinions of visitors at different time periods.

This report presents the findings of the June 2003 Caloundra Visitor Survey, the second wave of this study in the Caloundra region. Results from the January 2003 wave are also presented within this report where appropriate, for the purpose of comparison.

2 Methodology

For the purposes of this study “Caloundra” refers to the Caloundra City Council area and includes the following townships: Caloundra, Kawana, Conondale, Witta, Maleny, Mooloolah, Landsborough, Beerwah, Beerburum, Minyama, Currimundi, Golden Beach and Pelican Waters.

The questionnaire used for the study was designed by Tourism Queensland and is based on the Standard Visitor Survey. The questionnaire included questions about visitor demographics, travel behaviour, appeals and satisfaction.

The survey period for wave one commenced on 8th January to 21st January 2003, coinciding with Australian school summer holidays (throughout the report, wave one is referred to as January 2003). In total, 403 surveys were completed for wave one.

The survey period for wave two commenced on Saturday 7th June to Wednesday 25th June 2003 between the hours of 8am and 6pm (throughout the report, wave two is referred to as June 2003). The interviewing period for the current wave did not coincide with any Australian school holidays. In total 329, interviews were completed for this implementation of the study.

Local volunteers, who were recruited by Caloundra Tourism and trained by Tourism Queensland staff, conducted the interviews. Interviewers recruited respondents by randomly intercepting passers-by at various locations around the Caloundra region.

The locations of interviewing and the proportion of interviews completed at each, for both waves, are as follows:

Interview Location	Jan-03	Jun-03
	%	%
Maple St	10%	23%
Mary Cairncross Park	19%	22%
Bulcock st	21%	16%
Bulcock Beach	10%	10%
King's Beach	24%	7%
Dicky Beach	-	6%
Golden Beach	-	5%
Happy Valley	-	3%
Caloundra	-	2%
Caloundra Hospital Markets	-	2%
Moffat Beach	-	2%
Sunlander	-	2%
Golden Beach Foreshore	-	2%
Bunya St, Maleny	-	0.3%
Golden Beach Shopping Centre	-	0.3%
Currimundi	2%	-
Maleny	15%	-
	100%	100%

Data from all completed questionnaires was entered into a database and prepared for analysis. Analysis was undertaken using *SPSS* statistical analysis software and includes frequencies, cross-tabulation and means comparisons.

Each question in the survey was analysed by cross-tabulation (or by means comparison for scaled questions) to find any notable differences between different groups of respondents. Note the data has not been weighted and statistical testing has not been conducted, hence the results in this report refer to the survey sample only, and cannot be extrapolated to the general population. The **sub-groups** of particular interest for this research are determined by **Origin** and **Length of Stay**.

To improve the validity of results at the subgroup level some variables were recoded, collapsing some response categories to allow for more robust subgroup sample sizes.

The results are presented graphically in tables and graphs supplemented with written comment and interpretation. Both top-line (whole sample) and sub-group results are presented. Results from the June 2003 survey are represented as 'Jun-03' in graphs and tables, while results from the first wave of the study (January 2003) are represented as 'Jan-03'.

3 Top Line Findings

This section presents the top line findings of the June 2003 Caloundra Visitor Survey. The findings are presented in an order considered appropriate and relevant to the client’s needs and not necessarily in the order questions were asked of respondents. Results from the January 2003 wave are also presented where appropriate for comparison.

3.1 Visitor Details

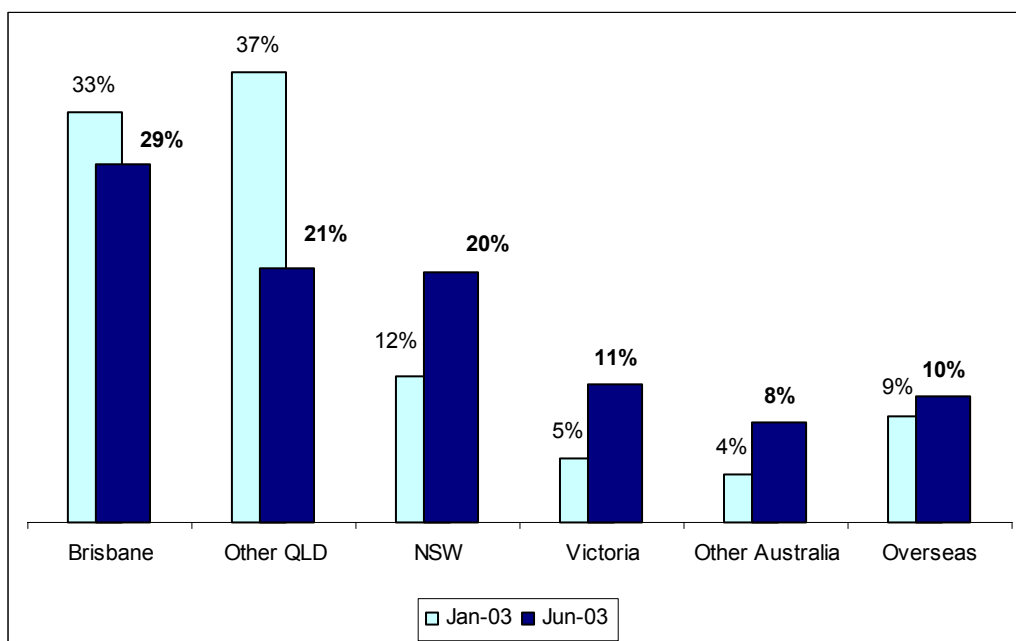
The survey included a number of questions about respondents.

3.1.1 Origin

Half of the respondents are from intrastate (50%), with 29% from Brisbane and 21% from Queensland regions (excluding Brisbane). One in five respondents are from New South Wales (20%), 19% from other states of Australia, while the overseas market represents 10% of respondents.

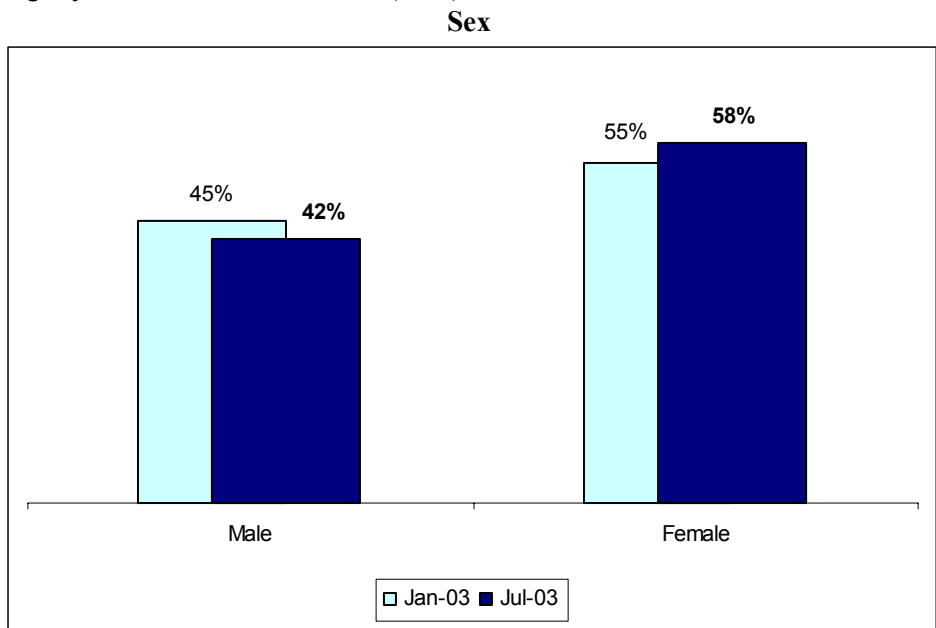
In June 2003, there is a lower proportion of Queensland visitors, and a higher proportion of visitors from other states of Australia, compared with January 2003.

Origin



3.1.2 Sex

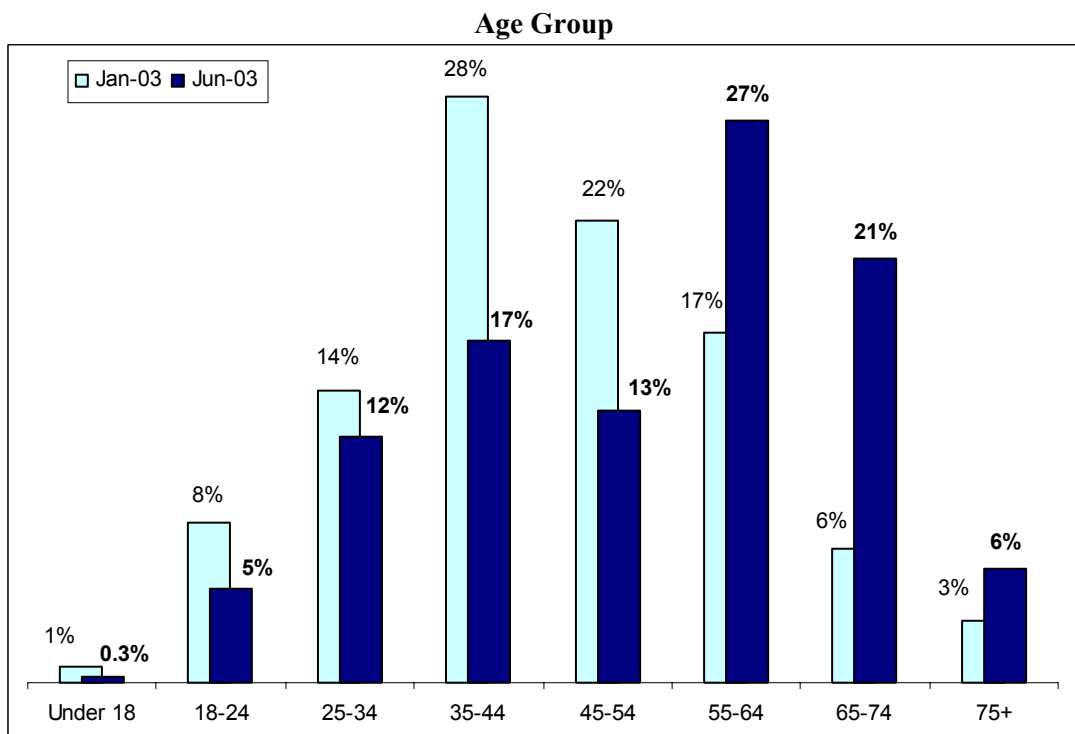
The sample is slightly skewed towards females (58%).



3.1.3 Age

There is a range of ages represented within the sample group, although more than half of the respondents are 55 years or older (55%).

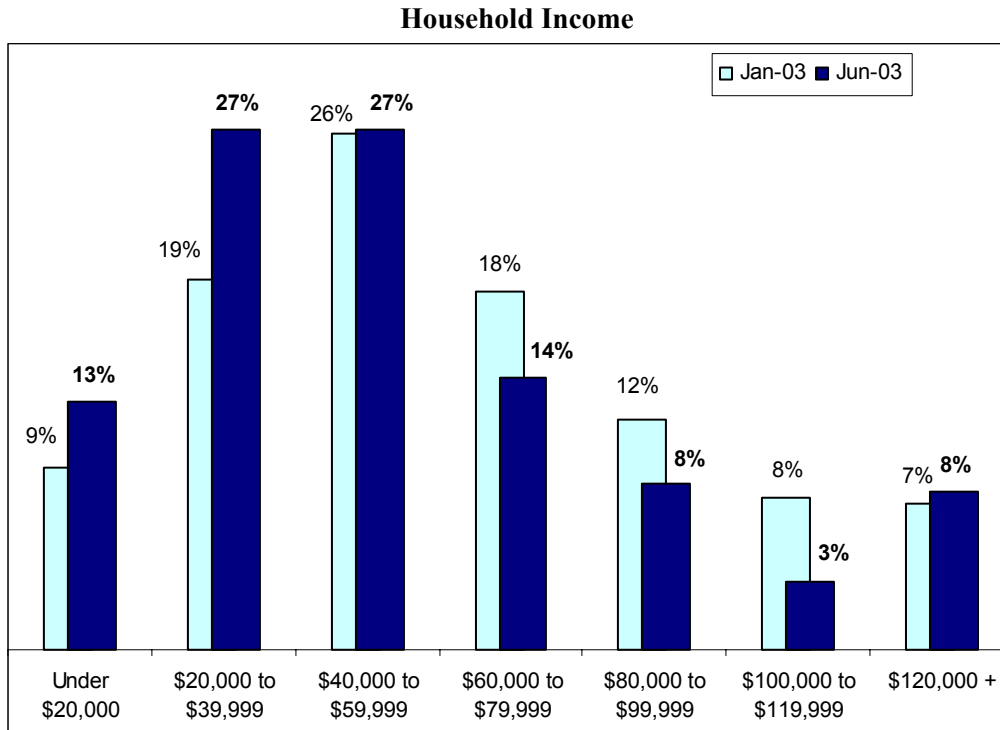
In June 2003, there is a much lower proportion of respondents between 35 and 54 years of age and a much higher proportion of respondents between 55 and 74 years of age, compared with January 2003.



Base: All respondents (n=326)

3.1.4 Income

Two-thirds of respondents have an annual household income of less than \$60,000 (67%).



Base: All respondents (n=259)

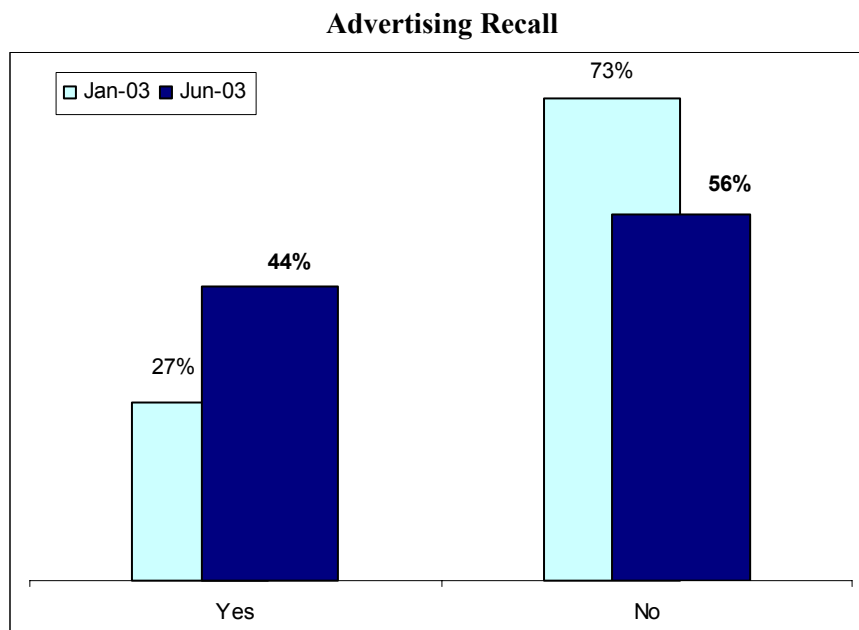
3.2 Details of the Visit

The questionnaire included a number of questions about respondents' current visit to Caloundra.

3.2.1 Advertising Recall

Respondents were asked whether they recalled seeing any advertising for the Caloundra region before leaving home. Forty-four percent (44%) of respondents recalled seeing some form of advertising relating to the Caloundra region.

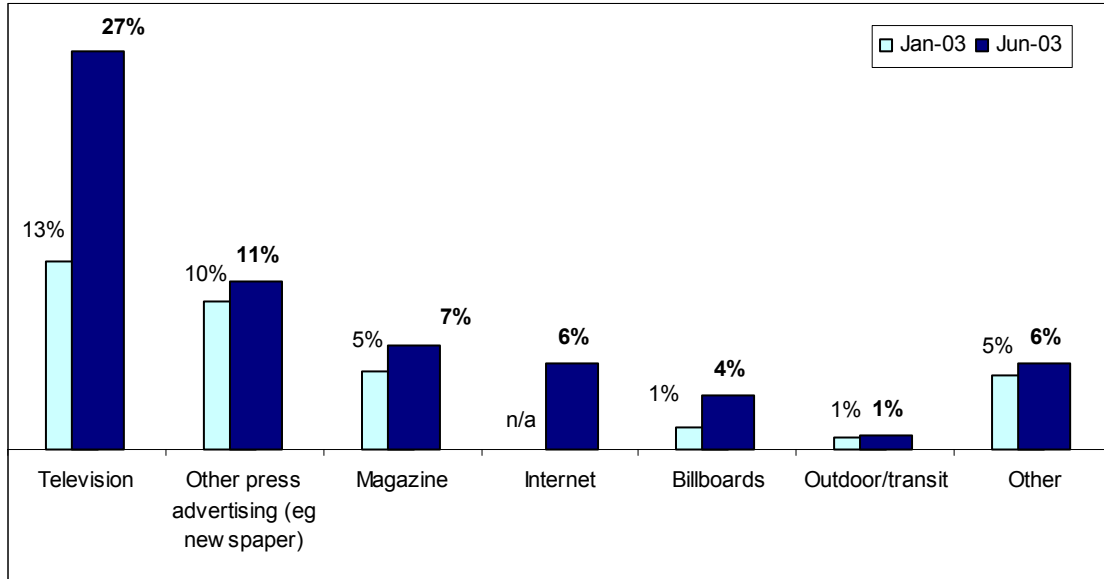
In June 2003 there was a higher proportion of respondents who recalled seeing some form of advertising relating to Caloundra, compared with January 2003.



Respondents were also asked about which mediums they recalled seeing the advertising for the Caloundra region. More than one-quarter of respondents recalled seeing television advertising for the region (27%), while a further 11% recalled seeing other press advertising (e.g. newspapers).

In June 2003, a higher proportion of respondents recalled seeing advertising for the Caloundra region on television, compared with January 2003.

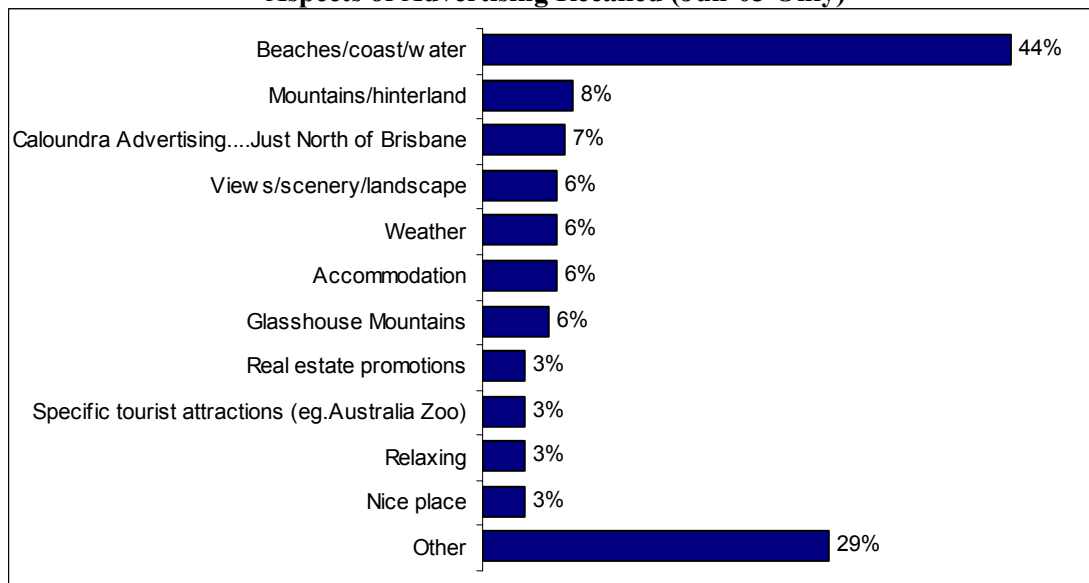
Advertising Mediums Recalled



Base: All respondents (n=329)

Respondents were asked what they specifically recalled about the advertising they had seen for the Caloundra region. Of those who recalled seeing advertising, 44% remembered seeing beaches, the coast or water. A much smaller proportion of respondents remembered seeing mountains or the hinterland (8%) and Caloundra advertising slogans (“Just North of Brisbane”) (7%).

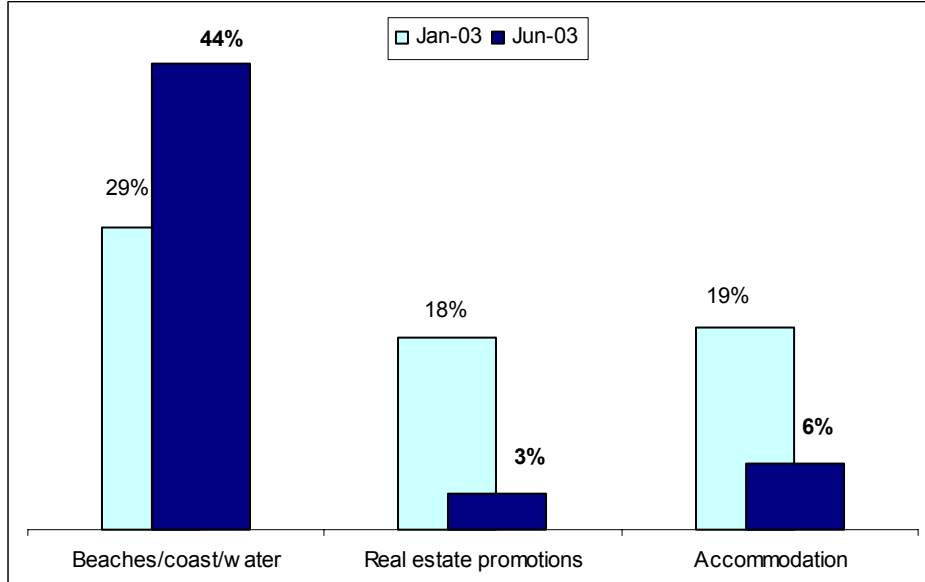
Aspects of Advertising Recalled (Jun-03 Only)



Base: Respondents who recalled seeing advertising (n=145)

In June 2003 respondents more commonly recalled aspects of advertising relating to the beaches, the coast or water, although a lower proportion of respondents recalled aspects of advertising relating to real estate promotions and accommodation.

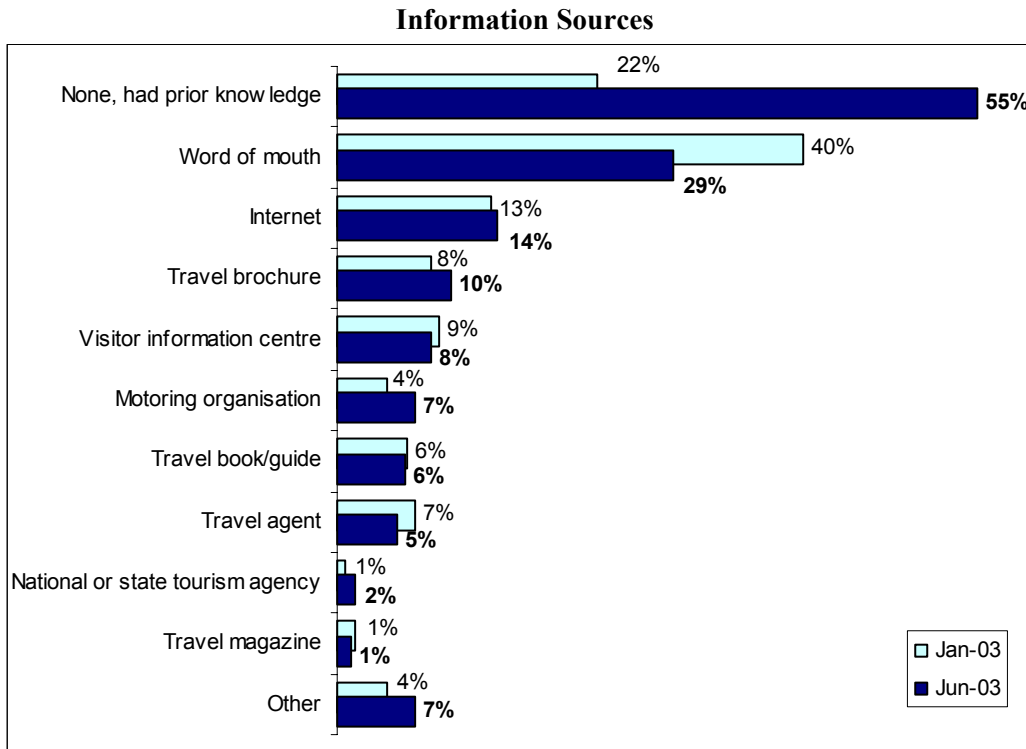
Aspects of Advertising Recalled – Notable Differences Between Jan-03 and Jun-03



3.2.2 Information Sources

Respondents were asked about the information sources they used when planning their trip to the Caloundra region. Most respondents did not source information as they had prior knowledge of the area (54%). Some common sources of information include word of mouth (29%), the Internet (14%) and travel brochures (10%).

In June 2003, word of mouth appears to be a less common method of sourcing information about Caloundra.



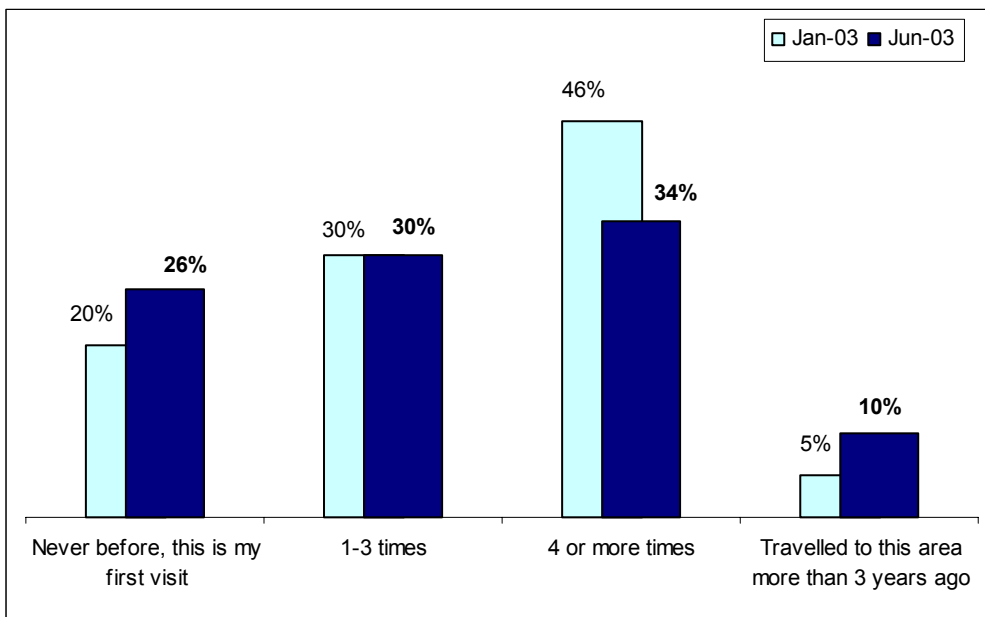
"None, had prior knowledge" was not on the pre-coded list for this question in the January 2003 survey

3.2.3 Previous Visitation

Most respondents had visited the region before, with nearly two-thirds having visited Caloundra at least one other time in the previous three years (64%).

In June 2003, there was a lower proportion of respondents who had been to Caloundra four or more times in the last three years, when compared with January 2003.

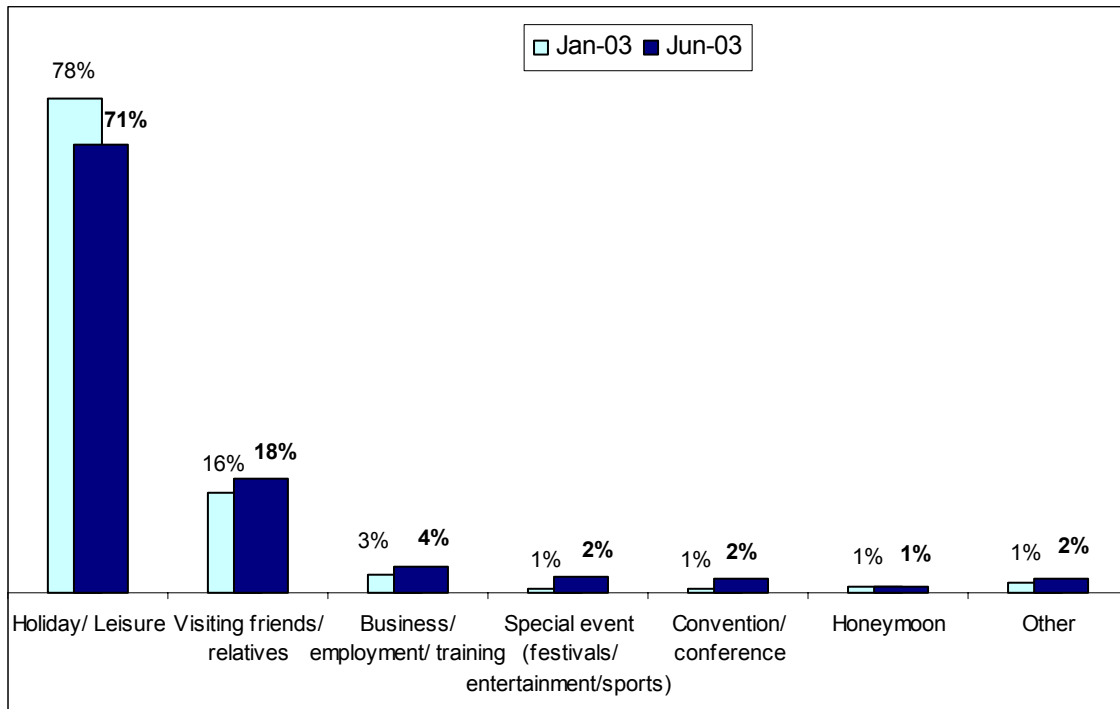
Number of Visits to Caloundra in the Last Three Years



3.2.4 Main Purpose

Respondents were asked the main purpose of their trip. Most respondents were visiting for holiday/leisure purposes (71%). A small proportion of respondents travelled to Caloundra to visit friends or relatives (18%).

Main Purpose of Trip

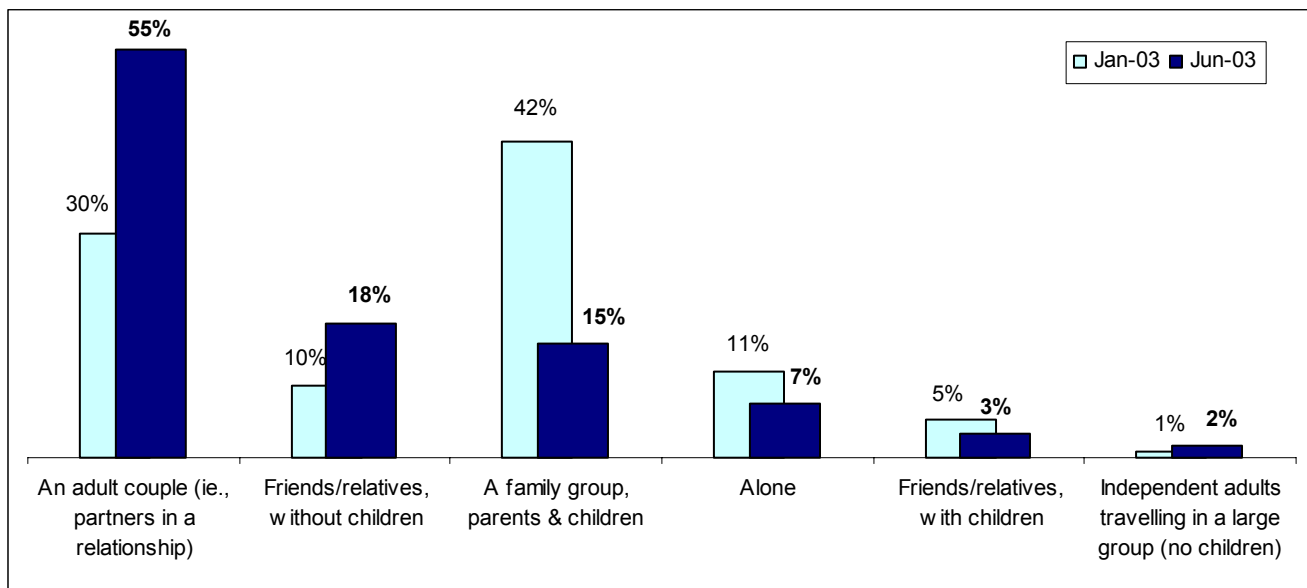


3.2.5 Travel Party

Just over half of respondents travelled as an adult couple on their visit to Caloundra (55%). Only eighteen percent (18%) of respondents travelled with children in their travel party.

In June 2003 there was a much higher proportion of adult couples, and a much lower proportion of family groups (parents and children), compared with January 2003.

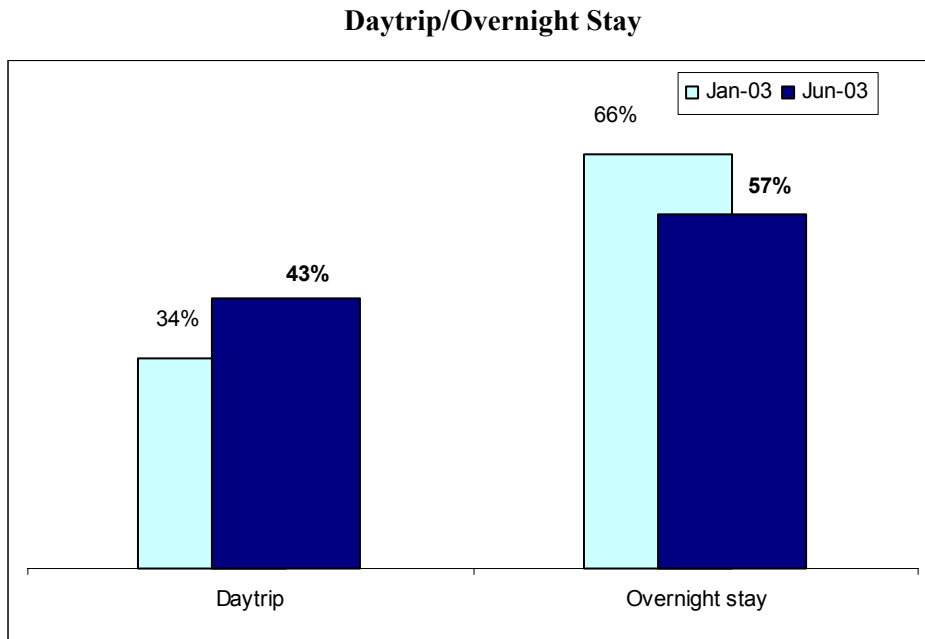
Travel Party



3.2.6 Daytrip/Overnight Stay

Forty-three percent (43%) of those interviewed were on a daytrip to the Caloundra region and 57% were staying overnight.

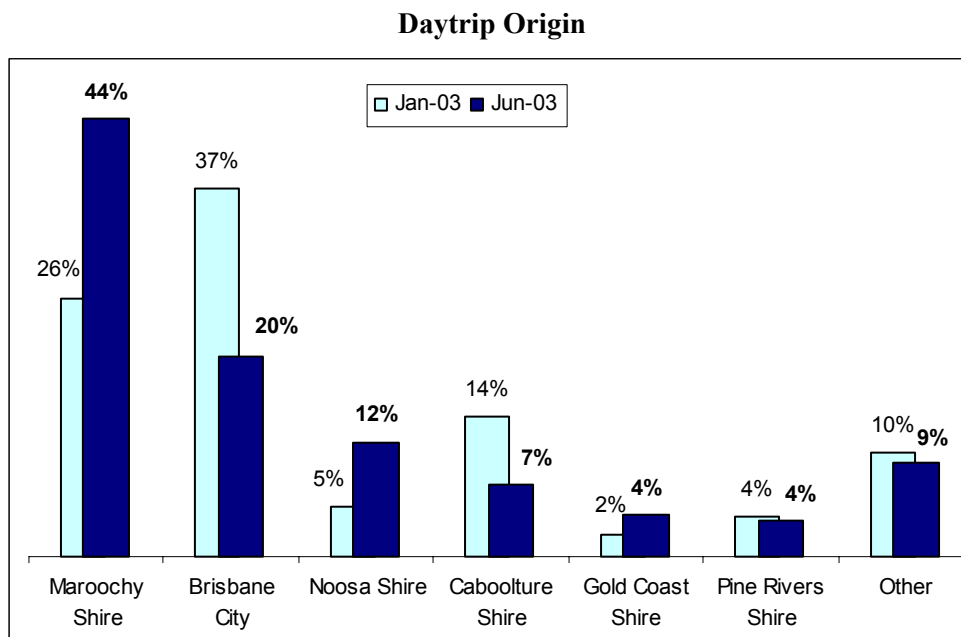
In June 2003, there was a slightly lower proportion of visitors staying overnight in the Caloundra region, compared with January 2003.



3.2.7 Daytrip Origin

Respondents who were on a daytrip were asked where they had travelled from prior to arriving in the Caloundra region. Respondents on daytrips most commonly travelled to the Caloundra region from the Maroochy Shire (44%) or from Brisbane City (20%).

In June 2003, it was more common for Caloundra daytrip visitors to come from the Maroochy Shire and less common to come from Brisbane City compared with January 2003.

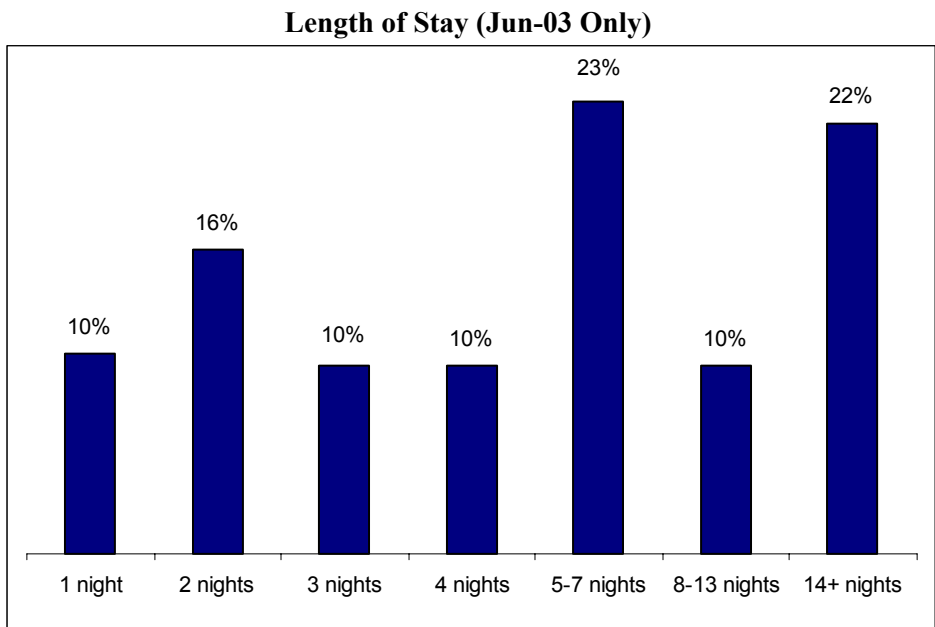


Base: Daytrip visitors (n=139)

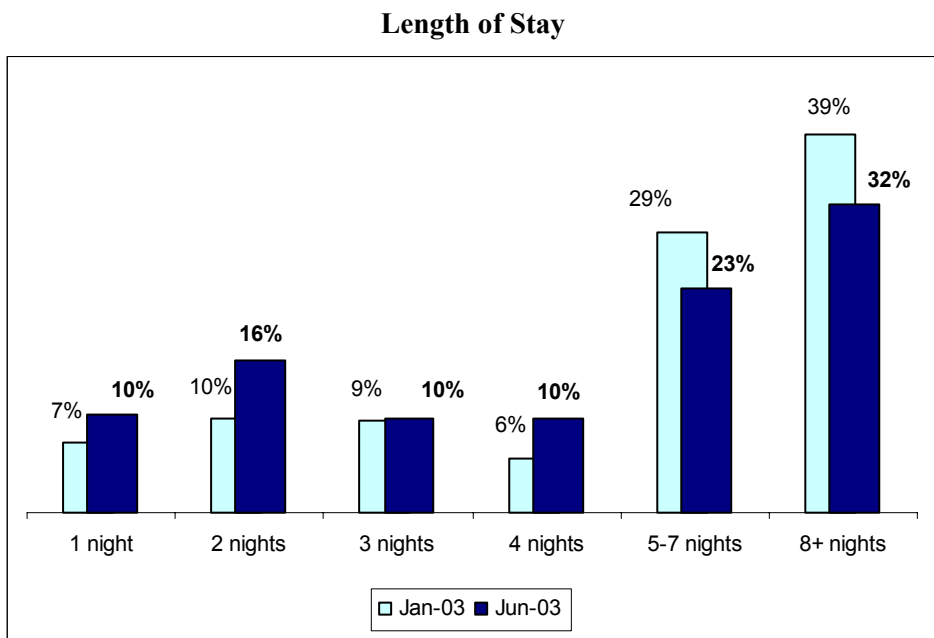
'Other' consists of areas mentioned by fewer than 3% of respondents

3.2.8 Length of Stay

Overnight visitors were asked how many nights they were spending in the Caloundra region. The majority were staying for five or more nights (55%), with 32% staying for more than one week and nearly one quarter of respondents spending between five and seven nights in Caloundra (23%).

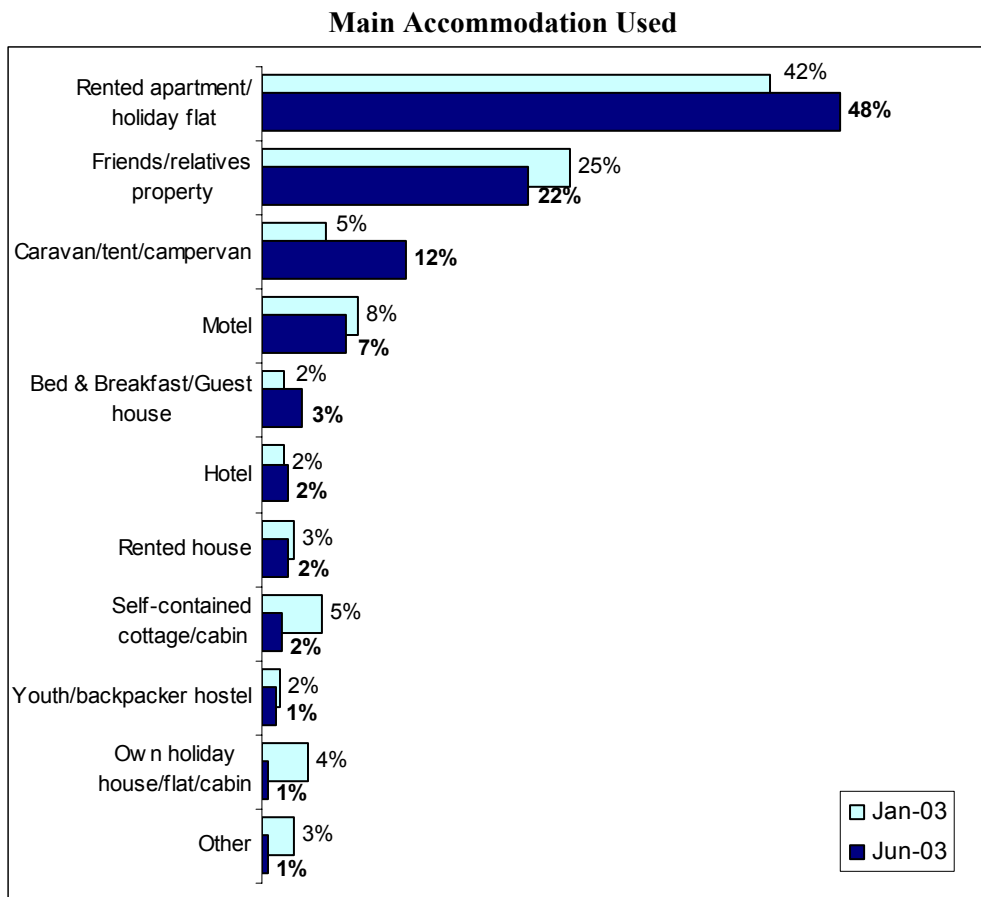


Base: Overnight visitors (n=186)



3.2.9 Accommodation Used

Rented apartments/holiday flats are the most popular form of accommodation, with nearly half of those who stayed overnight utilising this type of accommodation (48%). Staying in the home of a friend or relative also accounted for a large proportion of respondents (22%).

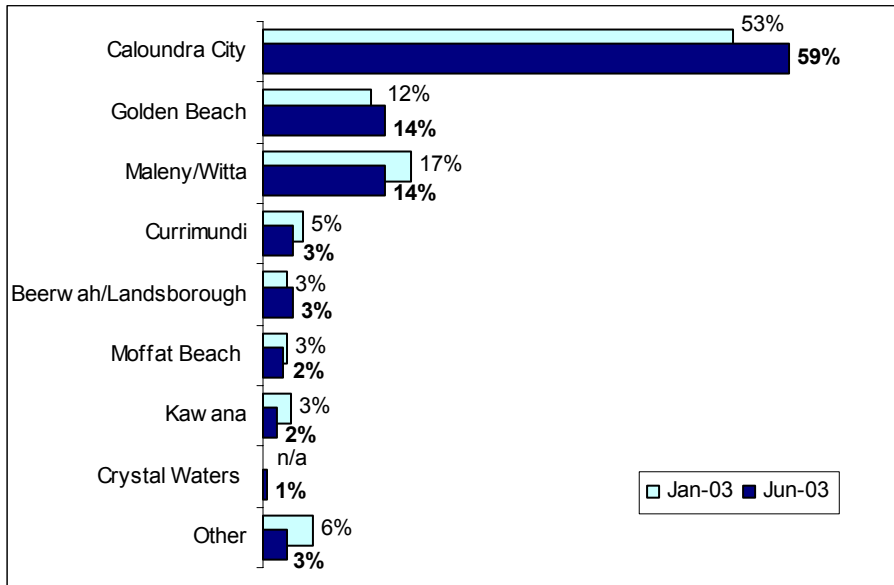


Base: Overnight visitors (n=186)

3.2.10 Accommodation Location

Most respondents were staying in Caloundra City (59%). Fourteen percent (14%) were staying at Golden Beach and the same proportion was staying in Maleny/Witta (14%).

Location of Main Accommodation



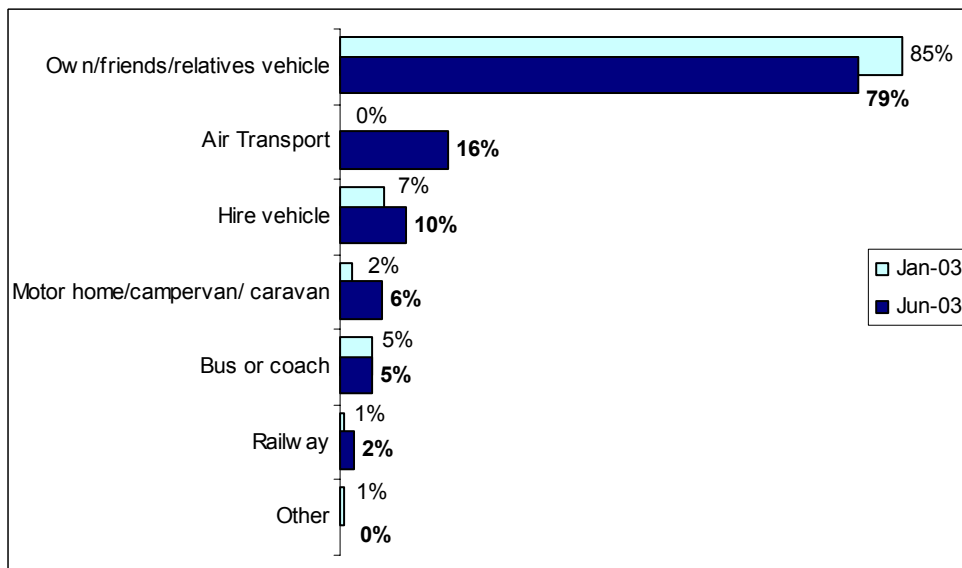
Base: Overnight visitors (n=186)

'n/a': not prompted in survey

3.2.11 Form of Transportation

Eighty-nine percent (89%) of respondents used their own/hire vehicle on the last leg of their journey to the Caloundra region, while 16% travelled the last leg of their journey to Caloundra by air.

Form of Transport Used

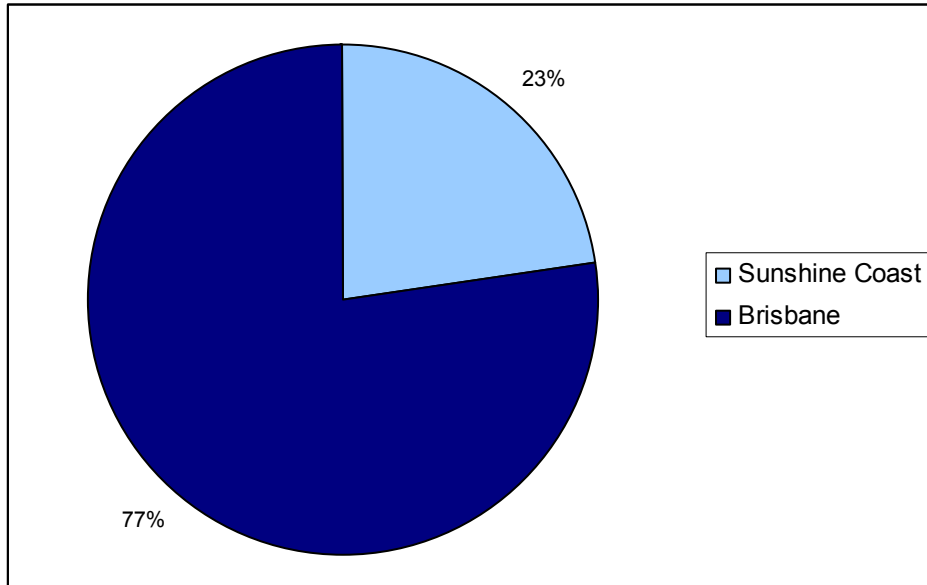


Multiple responses accepted in June 2003

Only single response accepted in January 2003

Of those visitors who travelled the last leg of their journey to Caloundra region via air transport, more than three quarters flew into Brisbane Airport (77%), while the remaining quarter flew in to Sunshine Coast Airport (23%).

Airport Arrival (Jun-03 Only)



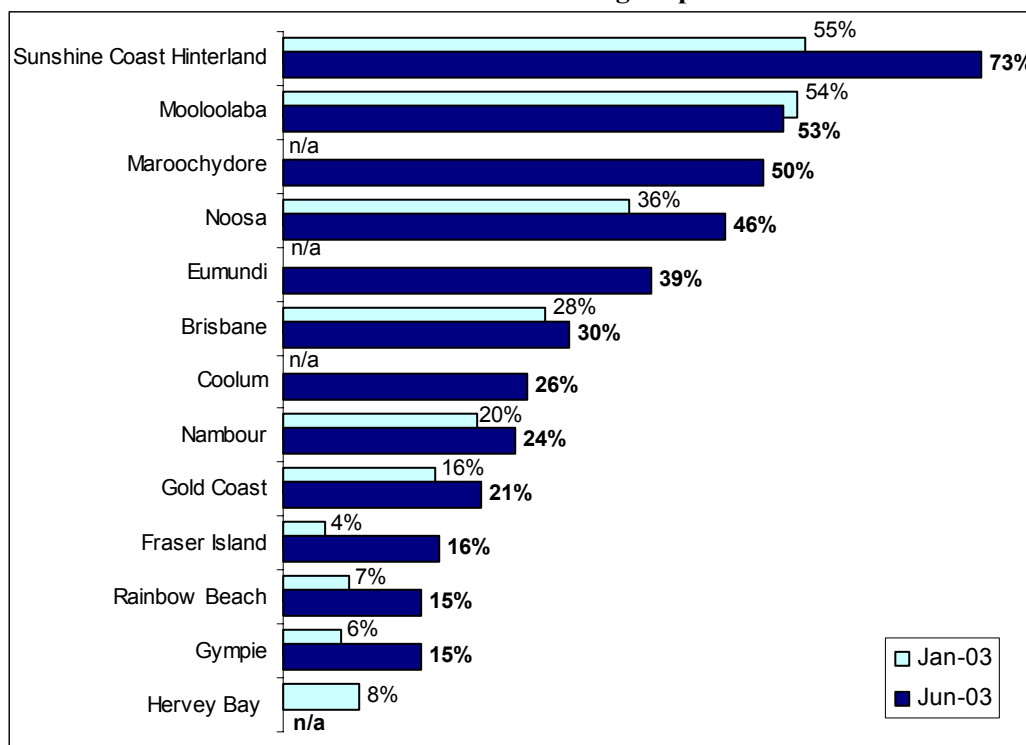
Base: Visitors who used air transport (n=53)

3.2.12 Places Visited

Respondents were asked about places they had visited or intended to visit on their current trip. The Sunshine Coast Hinterland, Mooloolaba and Maroochydore were the areas most commonly visited by respondents (73%, 53% and 50%, respectively). Other areas commonly visited by respondents include Noosa (46%), Eumundi (39%) and Brisbane (30%).

In June 2003, a higher proportion of respondents planned to visit Noosa and Fraser Island, compared with respondents in January 2003.

Places Visited During Trip

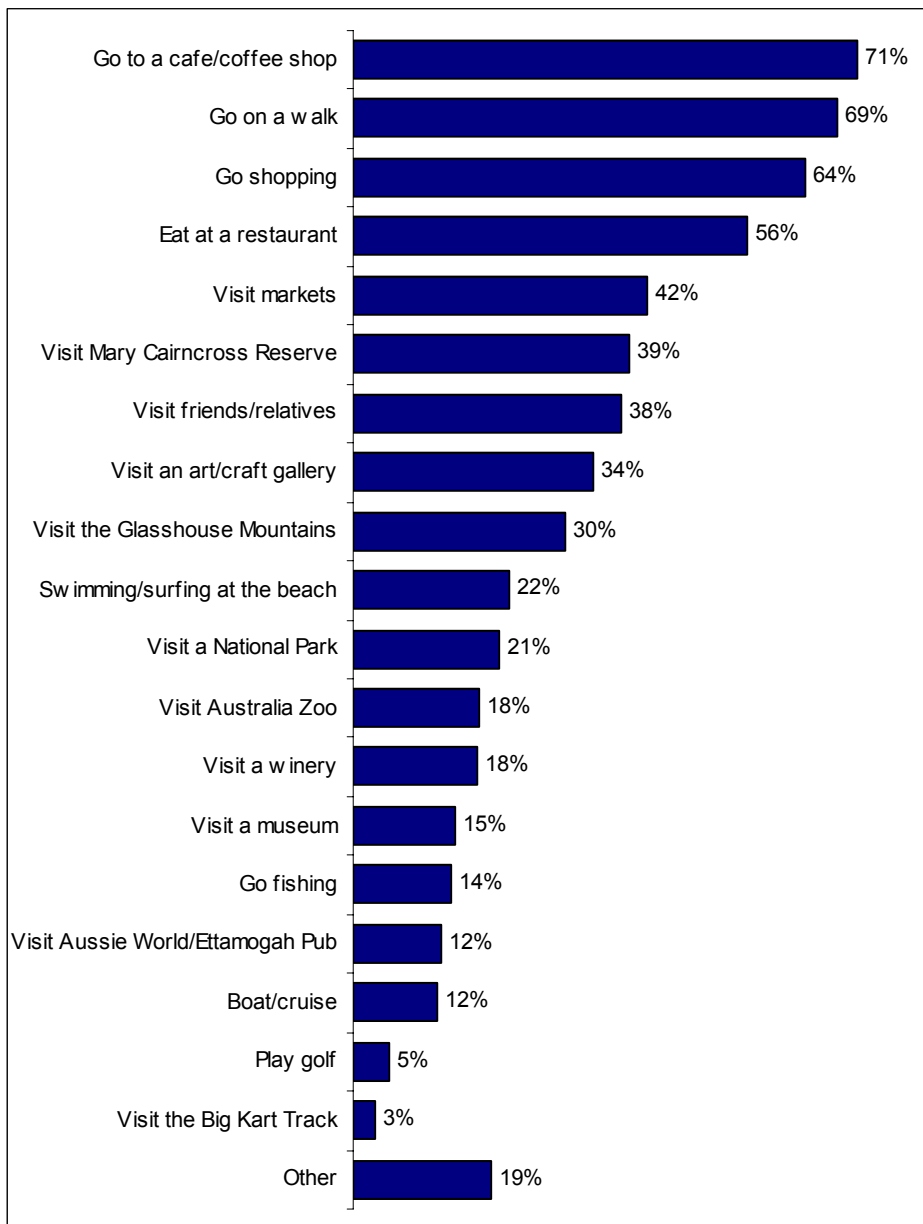


*'n/a': Destination not prompted
Multiple responses accepted*

3.2.13 Activities

Respondents were asked what activities they had participated in (or planned to participate in) during their stay in the Caloundra region. The most popular activities were going to a café/coffee shop (71%), going on a walk (69%), going shopping (64%), eating at a restaurant (56%) and visiting markets (42%).

Activities (Jun-03 Only)

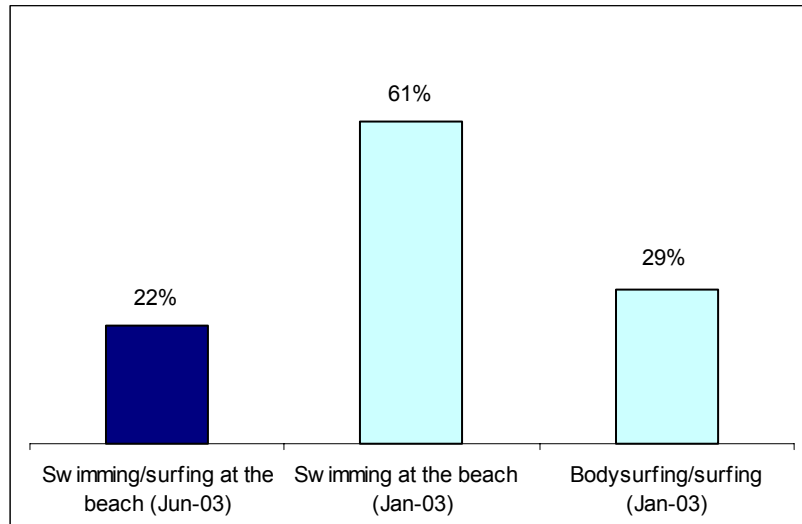


Multiple responses accepted

'Other' consists of a range of activities mentioned by fewer than 3% of respondents

In the June 2003 wave of the study, swimming/surfing appears to be less popular, than in the January 2003 wave.

Activities – Notable Differences Between Jan-03 and Jun-03

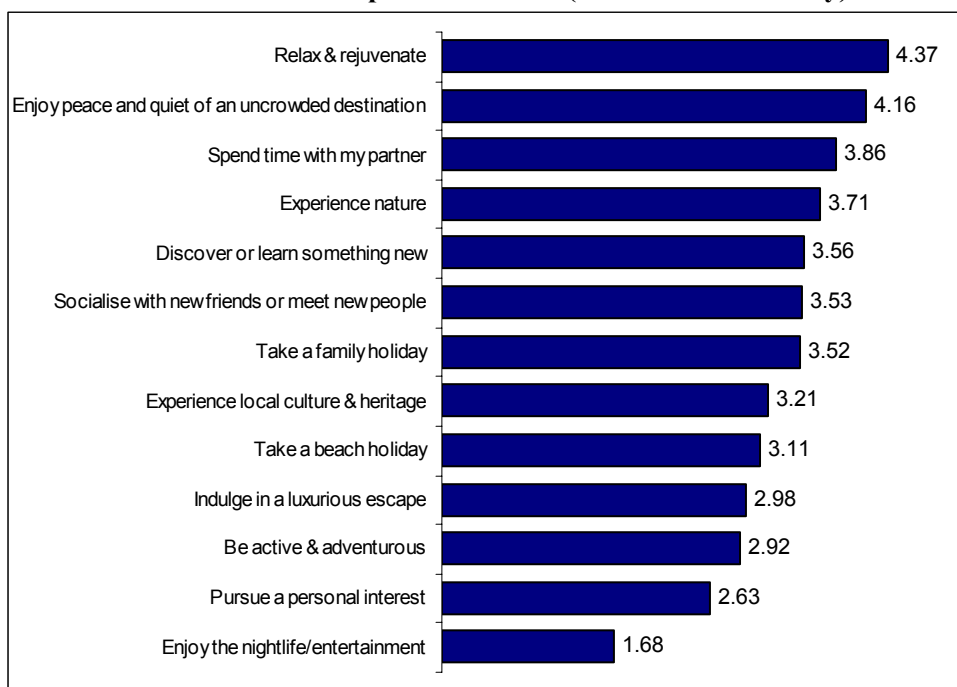


3.2.14 Motivation for Trip to Caloundra

Respondents were asked about their motivations for their trip to Caloundra with several pre-coded responses. Responses were measured on a five-point scale where one equalled strongly disagree and five equalled strongly agree.

The most common motives for taking the trip to Caloundra were to relax and rejuvenate (4.37), to enjoy the peace and quiet of an uncrowded destination (4.16) and to spend time with a partner (3.86). Enjoying the nightlife/entertainment in the Caloundra region did not appear to be a strong motivation to visit (1.68).

Motivation for Trip to Caloundra (Means - Jun-03 Only)



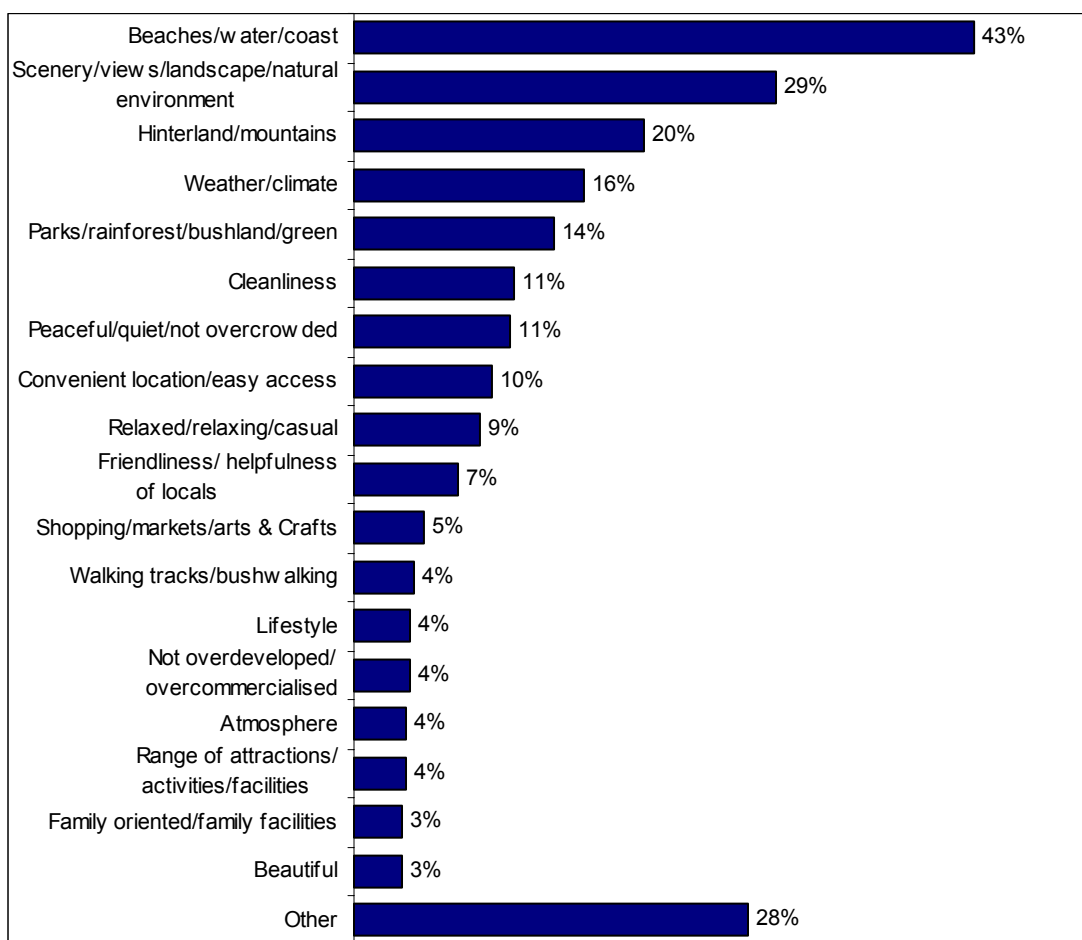
3.3 Opinions and Satisfaction

Respondents were asked questions about what aspects of Caloundra they found most appealing and what improvements they think could be made to make the area more enjoyable for visitors. They were also asked to rate their satisfaction with a number of aspects relating to their visit to Caloundra.

3.3.1 Appealing Aspects

The beaches/water/coast (43%), the scenery/views/landscape/natural environment (29%), the hinterlands/mountains (20%) and the weather/climate (16%) were identified as the most appealing aspects of Caloundra.

Most Appealing Aspects (Jun-03 Only)



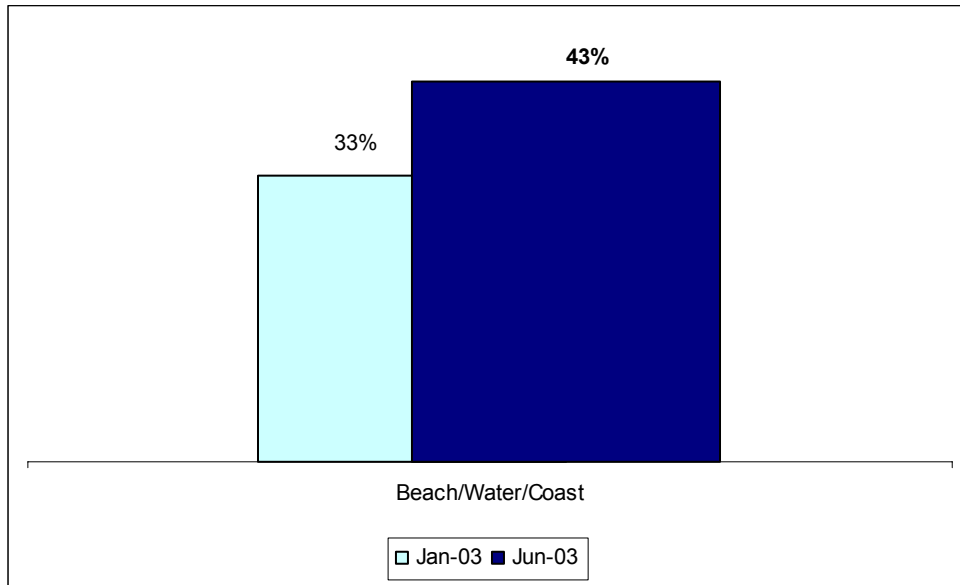
Multiple responses accepted

'Other' consists of a range of responses, each mentioned by less than 3% of respondents

See Appendix A for a full list of 'Other' responses

In June 2003 the beach/coast/water was a more common appealing aspect of Caloundra than in January 2003.

Most Appealing Aspects – Notable Differences Between Jan-03 and Jun-03



3.3.2 Visitor Satisfaction

Respondent satisfaction with a number of aspects of Caloundra was measured on a five-point scale where one equals very dissatisfied and five equals very satisfied.

The top five mean ratings received were for the friendliness of locals (4.57), personal safety/security (4.48), the beaches (cleanliness, quality, facilities - 4.48), lots to see and do (4.42) and the availability of tours (4.37).

The bottom five mean ratings received were for nightlife/entertainment (3.35), availability of public transport (3.78), public amenities (3.85), car park facilities (3.95), and directional signage (3.98).

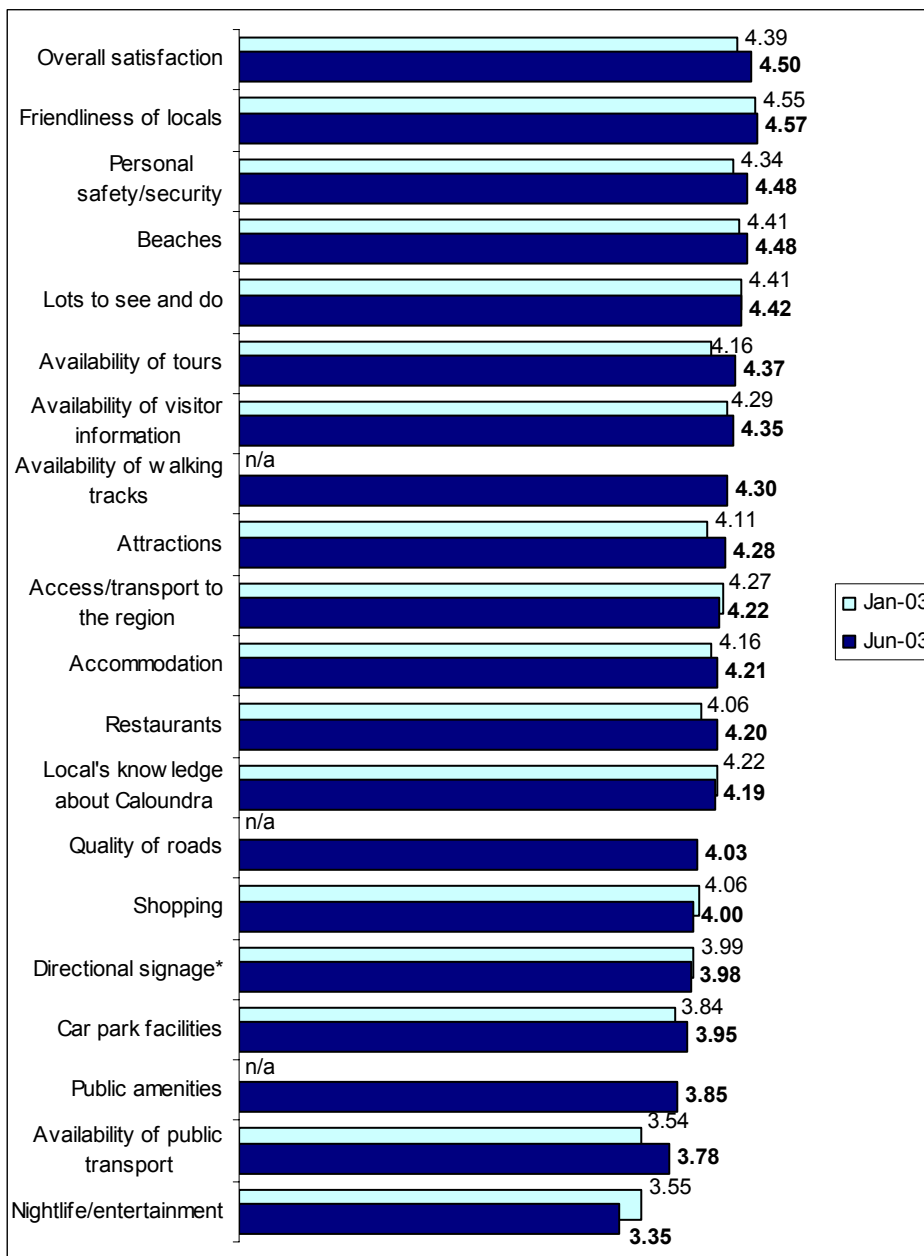
Almost all respondents were either satisfied or very satisfied with their overall experience in the Caloundra region (96%).

Satisfaction with Aspects of Caloundra (Jun-03 Only)

	N	Mean	Very Dissatisfied			Neutral		Very satisfied		TOTAL Satisfied
			TOTAL Dissatisfaction	1	2	3	4	5		
Friendliness of locals	309	4.57	1%	0%	0%	5%	32%	63%	95%	
Personal safety/security	317	4.48	1%	0%	1%	5%	39%	55%	94%	
Beaches	245	4.48	1%	0%	0%	5%	40%	55%	94%	
Lots to see and do	296	4.42	1%	0%	1%	8%	39%	52%	91%	
Availability of tours	93	4.37	1%	0%	1%	10%	41%	48%	89%	
Availability of visitor information	241	4.35	2%	1%	1%	12%	36%	51%	87%	
Availability of walking tracks	230	4.30	3%	1%	3%	7%	45%	44%	90%	
Attractions	232	4.28	1%	0%	0%	10%	48%	41%	89%	
Access/transport to the region	266	4.22	3%	1%	3%	14%	39%	43%	83%	
Accommodation	160	4.21	4%	1%	3%	12%	44%	41%	84%	
Restaurants	253	4.20	2%	1%	1%	11%	52%	36%	87%	
Local's knowledge about Caloundra	190	4.19	4%	1%	3%	12%	45%	39%	84%	
Quality of roads	316	4.03	3%	0%	2%	21%	48%	29%	77%	
Shopping	238	4.00	3%	1%	2%	21%	48%	28%	76%	
Directional signage	306	3.98	5%	1%	3%	23%	42%	31%	73%	
Car park facilities	294	3.95	7%	3%	4%	21%	40%	32%	72%	
Public amenities	268	3.85	7%	1%	6%	25%	43%	25%	68%	
Availability of public transport	79	3.78	18%	6%	11%	10%	42%	30%	72%	
Nightlife/entertainment	84	3.35	23%	14%	8%	21%	40%	15%	56%	
Overall satisfaction	316	4.50	0%	0%	0%	3%	42%	54%	96%	

Scale: 1= Very Dissatisfied; 5= Very Satisfied

Satisfaction with Aspects of Caloundra (Means)

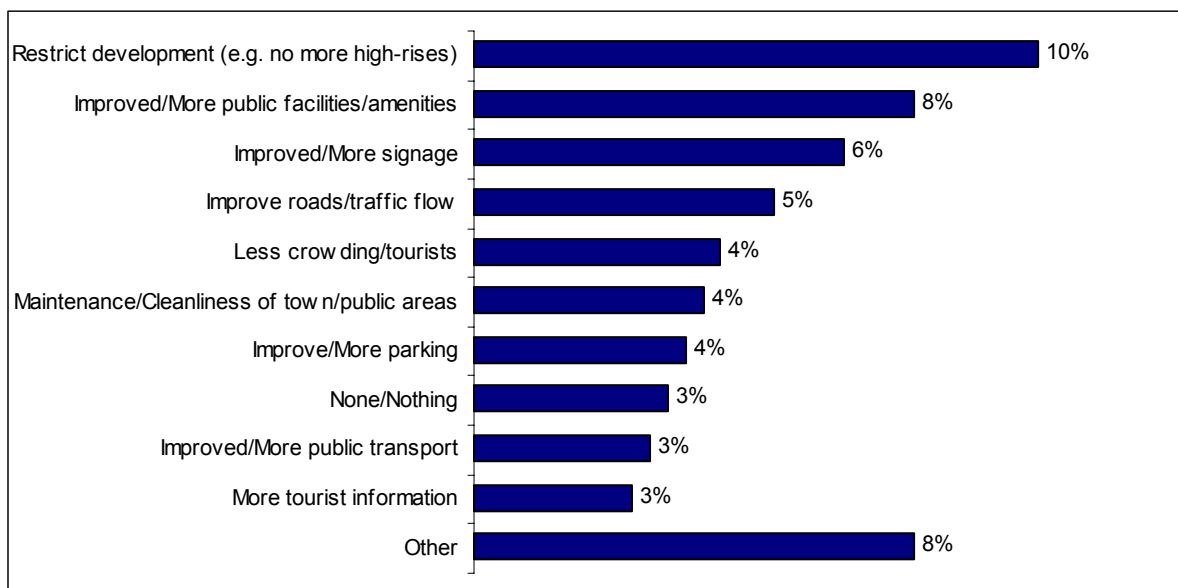


* 'Directional signage' was 'Signage' in the January 2003 wave

3.3.3 Possible Improvements

When asked for possible improvements to the area, 10% of respondents explicitly stated that they would like to see development in the region restricted. Other improvements suggested were to improve or provide more public facilities/amenities (8%), improve or provide more signage (6%) and to improve Caloundra’s roads and traffic flow (5%).

Possible Improvements (Jun-03 Only)



Multiple responses accepted

'Other' consists of a range of responses, each mentioned by fewer than 3% of respondents

See Appendix B for a full list of 'Other' responses

4 Differences by Origin

This section presents results for sub-groups based on **Origin**. The sub-groups included in the origin results and the sample sizes for each are as follows.

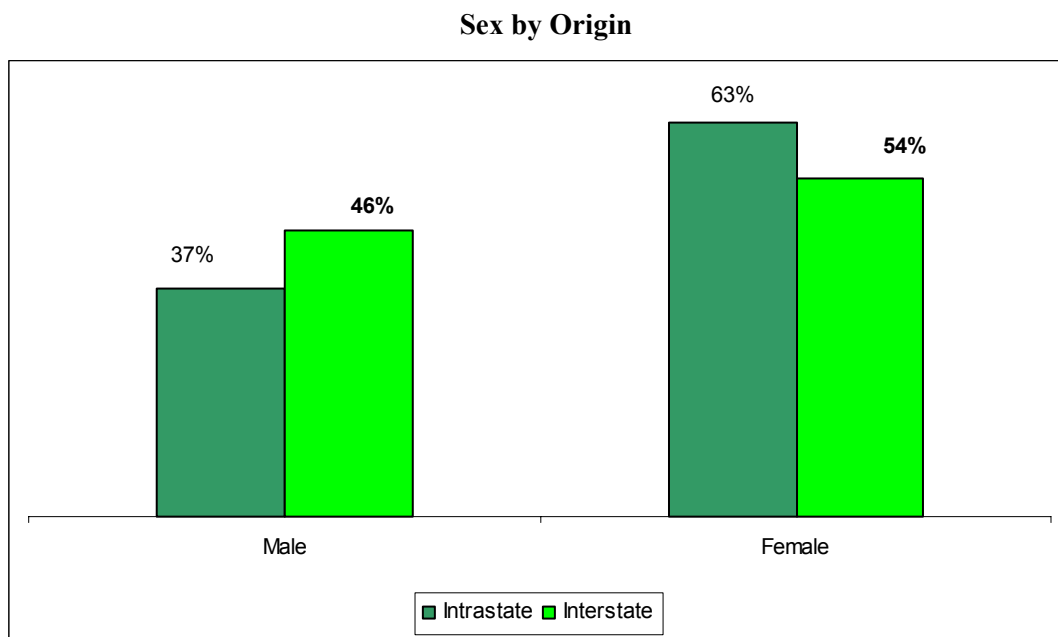
Sub-group	Sample Size*
Intrastate (from QLD)	164
Interstate (from other Australian states)	131
TOTAL	295

Respondents in the “Overseas” category have not been included in this section due to sample size.

4.1 Visitor Details

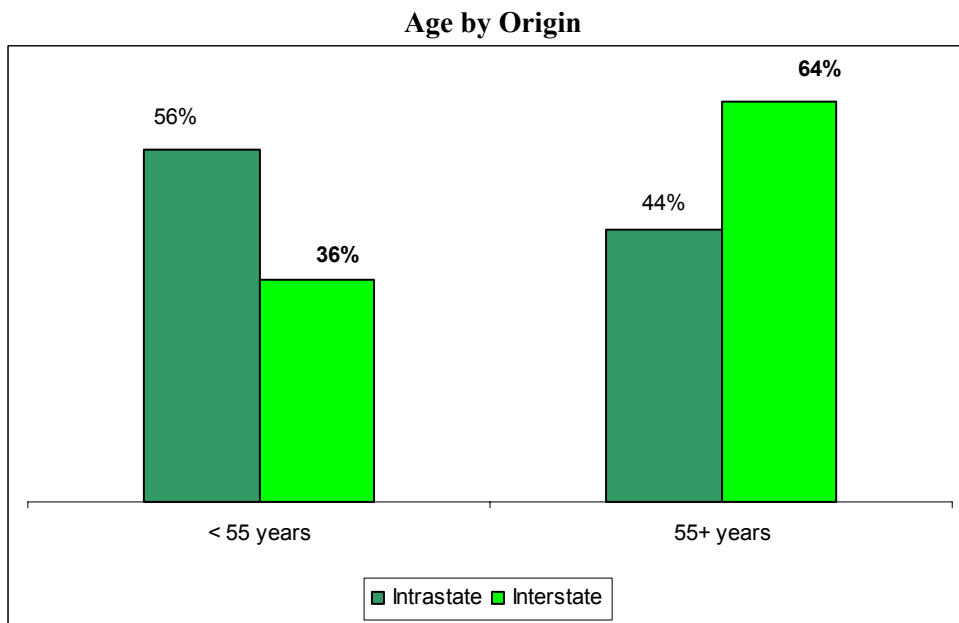
4.1.1 Sex

Similar proportions of males and females are travelling to the region regardless of origin.



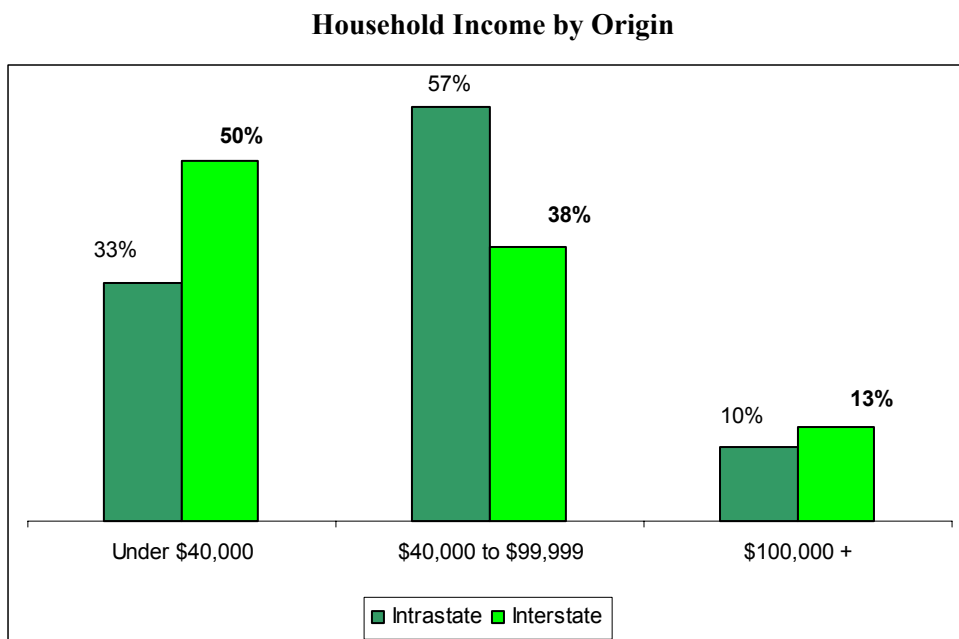
4.1.2 Age

A higher proportion of people travelling from interstate are 55 years of age or older (64%). In contrast, the largest proportion of the people travelling to the Caloundra region from intrastate are aged less than 55 years of age (56%).



4.1.3 Income

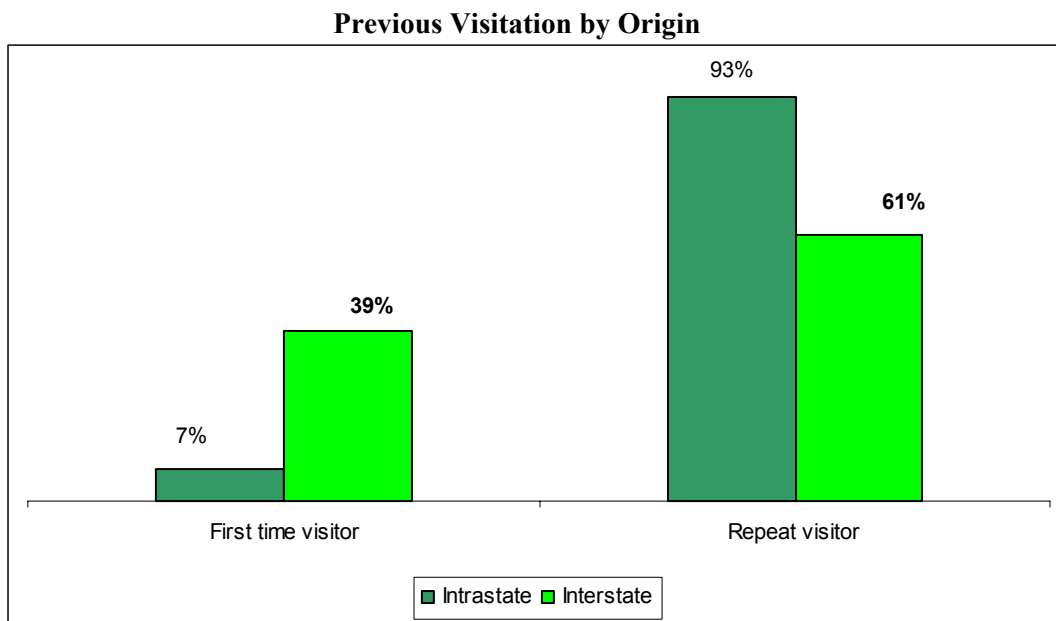
A higher proportion of those travelling from intrastate had an annual household income of \$40,000 or more (67%), compared to those travelling to Caloundra from other states of Australia (51%).



4.2 Details of the Visit

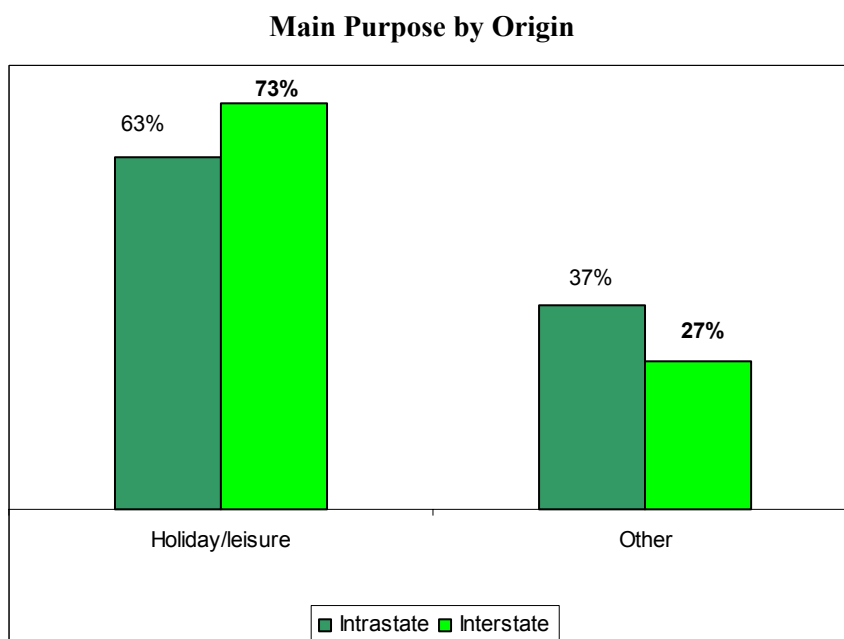
4.2.1 Previous Visitation

Nearly all people travelling to the Caloundra region from intrastate are repeat visitors (93%), while nearly two-thirds of interstate respondents are repeat visitors (61%).



4.2.2 Main Purpose

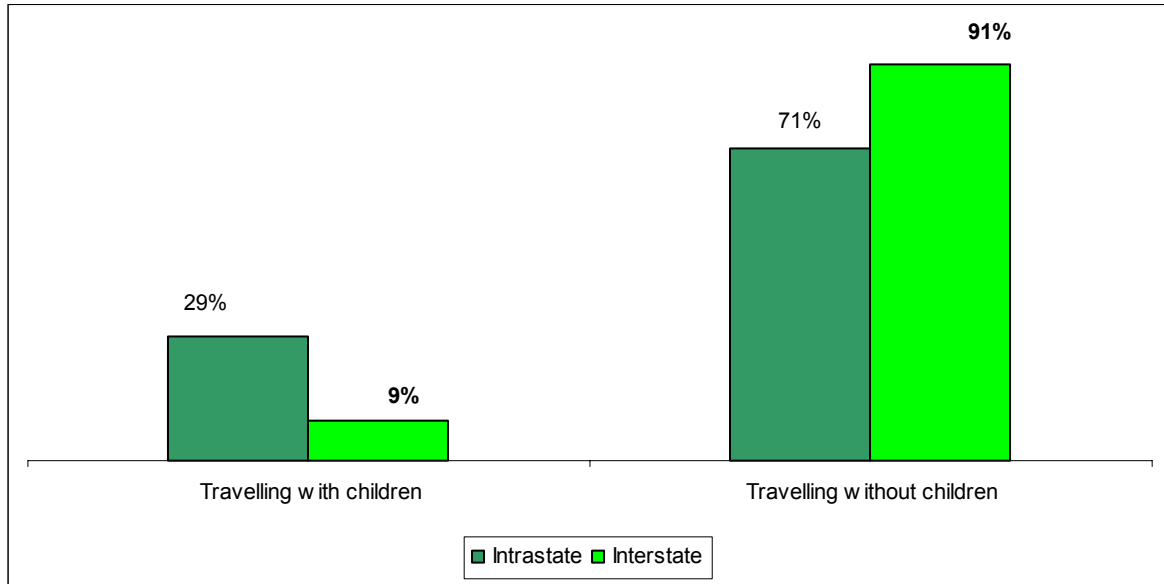
A slightly higher proportion of people travelling from interstate were in Caloundra for holiday or leisure (73%) compared with intrastate visitors (63%).



4.2.3 Travel Party

A greater proportion of intrastate visitors were travelling with children (29%) compared to interstate visitors (9%).

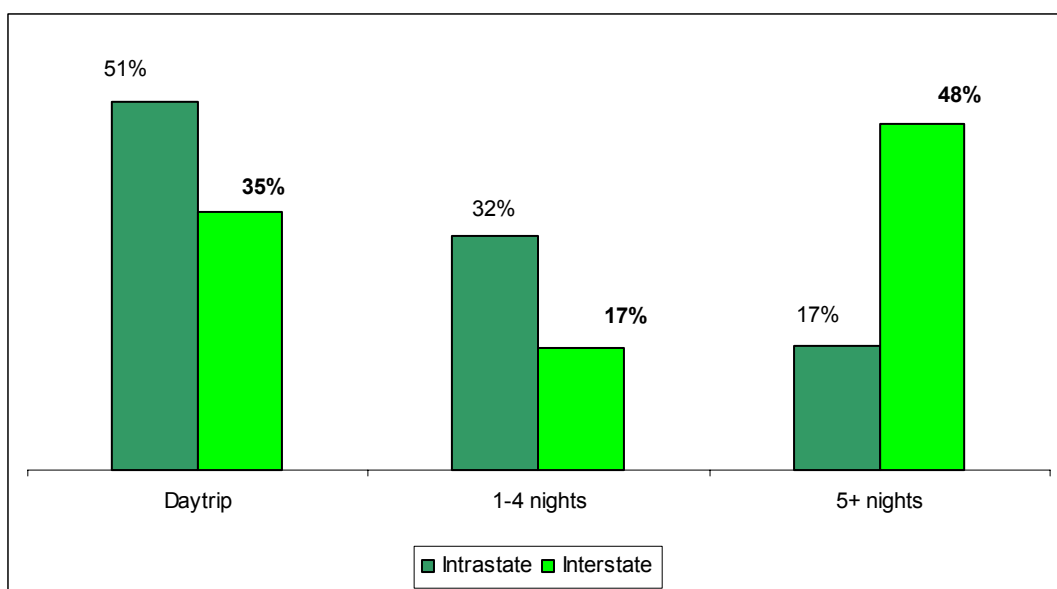
Travel Party by Origin



4.2.4 Length of Stay

Half of the visitors travelling from intrastate were on a daytrip to the Caloundra region (51%), with a further 32% staying for one to four nights. A much greater proportion of those travelling to the region from interstate were staying in the region for five or more nights (48%) compared to those travelling from intrastate (17%).

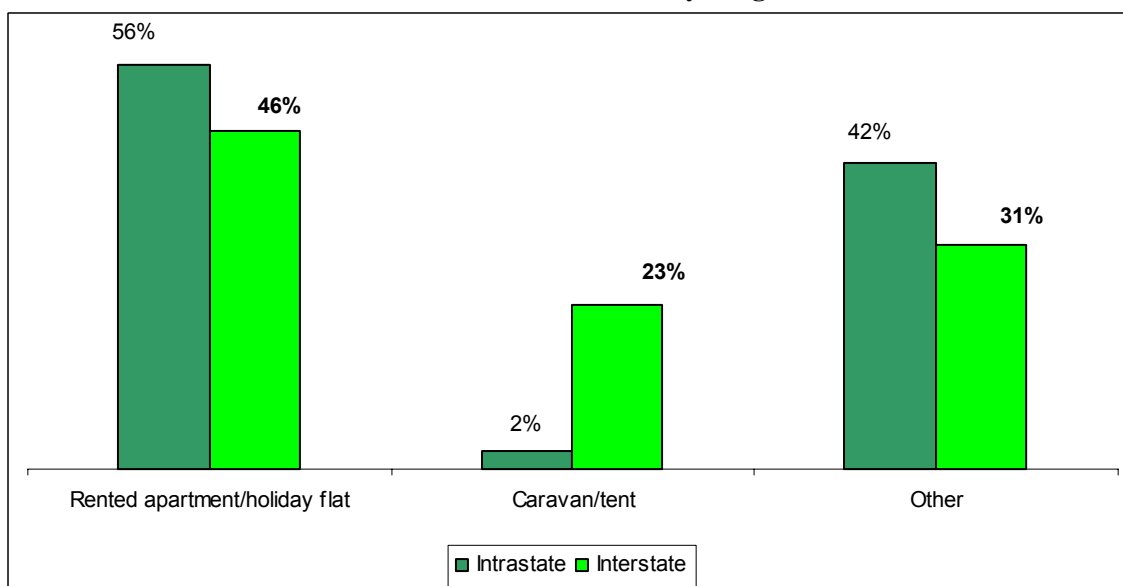
Length of Stay by Origin



4.2.5 Accommodation Used

Compared to interstate visitors, a higher proportion of those travelling from intrastate were staying in a rented apartment or holiday flat (56%). Compared with intrastate visitors, a higher proportion of those travelling from interstate were staying in a caravan or tent (23%).

Accommodation Used by Origin

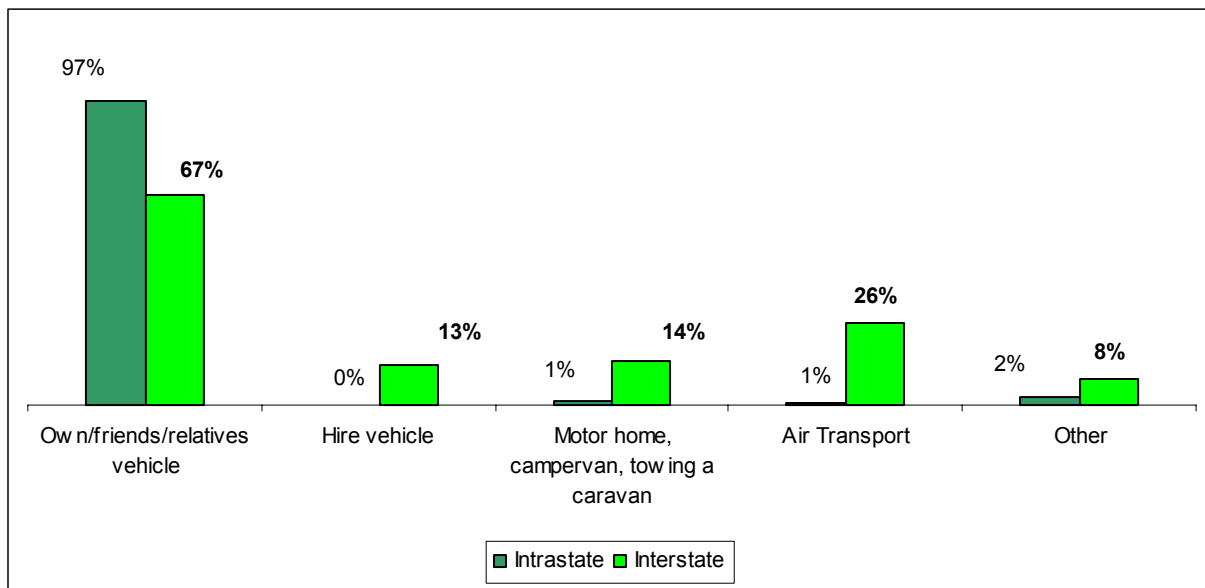


Base: Overnight visitors (n=186)

4.2.6 Form of Transportation

Almost all visitors travelling from intrastate travelled the last leg of their journey to Caloundra in their own/friends/relatives vehicle (97%). The largest proportion of those travelling from interstate also travelled in their own/friends/relatives or a hired vehicle (80%), however a further 26% flew as part of their last leg of the journey to the Caloundra region.

Transport by Origin



Multiple responses accepted

4.2.7 Visitor Motivation

Visitors from interstate were slightly more motivated to take the trip to spend time with their partner, socialise with their friends or meet new people or to take a family holiday compared with those travelling from intrastate who were slightly more motivated to take the trip to enjoy the peace and quiet of an uncrowded destination and to experience local culture and heritage.

Visitor Motivation by Origin

Motivation	Overall (N=329)	Intrastate	Interstate	Max Diff*
Relax & rejuvenate	4.37	4.32	4.48	0.17
Enjoy peace and quiet of an uncrowded destination	4.16	4.26	4.09	0.18
Spend time with my partner	3.86	3.72	4.07	0.36
Experience nature	3.71	3.67	3.69	0.02
Discover or learn something new	3.56	3.39	3.57	0.18
Socialise with new friends or meet new people	3.53	3.34	3.66	0.32
Take a family holiday	3.52	3.44	3.66	0.22
Experience local culture & heritage	3.21	3.21	3.03	0.17
Take a beach holiday	3.11	3.13	3.04	0.09
Indulge in a luxurious escape	2.98	2.92	3.03	0.11
Be active & adventurous	2.92	2.84	2.94	0.11
Pursue a personal interest	2.63	2.64	2.61	0.02
Enjoy the nightlife/entertainment	1.68	1.63	1.67	0.04

Scale: 1 = Strongly Disagree; 5 = Strongly Agree

*Max. Diff shows the difference between the highest and the lowest mean scores across the sub-groups

= Top 5 for each sub group

4.2.8 Activities

A greater proportion of people travelling to the Caloundra region from interstate visited Mary Cairncross Reserve, the Glasshouse Mountains, the markets, Australia Zoo and a museum compared to people travelling from intrastate. Furthermore, a greater proportion of visitors from interstate went to a café/coffee shop, visited a national park, visited an art/craft gallery, went on a boat/cruise and went shopping compared to those from intrastate.

Activities Participated In by Origin

Activity	Overall (N=329)	Intrastate	Interstate	Max Diff*
Go to a café/coffee shop	71%	65%	78%	13%
Go on a walk	69%	67%	69%	2%
Go shopping	64%	60%	70%	10%
Eat at a restaurant	56%	52%	60%	8%
Visit markets	42%	34%	52%	18%
Visit Mary Cairncross Reserve	39%	26%	50%	24%
Visit friends/relatives	38%	34%	42%	8%
Visit an art/craft gallery	34%	29%	41%	13%
Visit the Glasshouse Mountains	30%	18%	39%	21%
Swimming/surfing at the beach	22%	20%	24%	5%
Visit a National Park	21%	15%	27%	13%
Visit Australia Zoo	18%	8%	24%	17%
Visit a winery	18%	13%	19%	6%
Visit a museum	15%	8%	22%	14%
Go fishing	14%	13%	16%	3%
Visit Aussie World/Ettamogah Pub	12%	7%	15%	8%
Boat/cruise	12%	6%	18%	12%
Play golf	5%	2%	8%	7%
Visit the Big Kart Track	3%	2%	5%	4%
Water sports	2%	1%	4%	3%
Other	17%	15%	16%	1%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-groups.

■ = Top 5 for each sub group.

Responses are shown only for those activities listed in the questionnaire

4.3 Opinions and Satisfaction

4.3.1 Appealing Aspects

People travelling from intrastate found the peaceful/quiet/not crowded aspect of the Caloundra region more appealing than those travelling from interstate. In contrast, those travelling from interstate found the weather/climate more appealing than those from intrastate.

Most Appealing Aspects by Origin

Appealing Aspect	Overall (N=329)	Intrastate	Interstate	Max Diff*
Beaches/water/coast	43%	45%	40%	5%
Scenery/views/landscape/natural environment	29%	27%	32%	5%
Hinterland/mountains	20%	23%	19%	3%
Weather/climate	16%	10%	21%	11%
Parks/rainforest/bushland/green	14%	12%	16%	4%
Cleanliness	11%	9%	13%	4%
Peaceful/quiet/not overcrowded	11%	16%	5%	12%
Convenient location/easy access	10%	10%	8%	2%
Relaxed/relaxing/casual	9%	10%	6%	4%
Friendliness/ helpfulness of locals	7%	7%	8%	1%
Shopping/markets/arts & Crafts	5%	5%	5%	0%
Walking tracks/bushwalking	4%	4%	5%	0%
Lifestyle	4%	5%	2%	3%
Not overdeveloped/ overcommercialised	4%	5%	1%	4%
Atmosphere	4%	5%	2%	3%
Range of attractions/ activities/facilities	4%	4%	5%	1%
Beautiful	3%	2%	5%	3%
Family oriented/family facilities	3%	4%	2%	2%
Other	28%	22%	32%	10%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-groups
 = Top 5 for each sub group

4.3.2 Visitor Satisfaction

People travelling from intrastate rate the following aspects lower than people travelling from interstate: availability of public transport, availability of tours, the quality of roads, access/transport to the region and public amenities. On average, people travelling from interstate rate the restaurants and car parking facilities lower than people travelling intrastate.

Mean Satisfaction with Aspects of Caloundra by Origin

Aspects of Caloundra	Overall (N=329)	Intrastate	Interstate	Max Diff
Friendliness of locals	4.57	4.58	4.50	0.08
Personal safety/security	4.48	4.40	4.53	0.13
Beaches	4.48	4.50	4.39	0.11
Lots to see and do	4.42	4.44	4.39	0.04
Availability of tours	4.37	4.23	4.48	0.25
Availability of visitor information	4.35	4.37	4.31	0.06
Availability of walking tracks	4.30	4.26	4.31	0.06
Attractions	4.28	4.25	4.30	0.05
Access/transport to the region	4.22	4.10	4.27	0.17
Accommodation	4.21	4.26	4.17	0.09
Restaurants	4.20	4.27	4.08	0.19
Local's knowledge about Caloundra	4.19	4.18	4.24	0.05
Quality of roads	4.03	3.91	4.12	0.22
Shopping	4.00	4.05	3.93	0.12
Directional signage	3.98	4.03	3.93	0.10
Car park facilities	3.95	4.02	3.84	0.18
Public amenities	3.85	3.75	3.90	0.15
Availability of public transport	3.78	3.62	4.03	0.42
Nightlife/entertainment	3.35	3.40	3.33	0.07
Overall satisfaction	4.50	4.51	4.48	0.03

Scale: 1 = Very Dissatisfied; 5 = Very Satisfied

*Max. Diff shows the difference between the highest and the lowest mean scores across the sub-groups

■ = Top 5 for each sub group

4.3.3 Possible Improvements

A slightly greater proportion of people travelling from interstate mentioned that they would like to see more or improved parking, while a slightly greater proportion of those from intrastate mentioned that they would like to see more tourist information in the Caloundra region.

Possible Improvements by Origin

Possible Improvements	Overall (N=329)	Intrastate	Interstate	Max Diff*
Restrict development (e.g., no more high-rises)	10%	10%	9%	1%
Improved/More public facilities/amenities	8%	9%	6%	3%
Improved/More signage	6%	4%	6%	2%
Improve roads/traffic flow	5%	4%	5%	1%
Less crowding/tourists	4%	5%	4%	2%
Maintenance/Cleanliness of town/public areas	4%	5%	2%	3%
Improve/More parking	4%	1%	7%	6%
None/Nothing	3%	5%	2%	3%
Improved/More public transport	3%	4%	3%	1%
More tourist information	3%	1%	5%	4%
Improved/More restaurants/Cafes (incl. extended opening hrs)	2%	3%	2%	2%
More/cheaper accommodation	2%	2%	3%	1%
Improved/More shops (incl. extended opening hours)	2%	1%	2%	0%
Other	8%	9%	7%	2%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-group
 = Top 5 for each sub group

5 Differences by Length of Stay

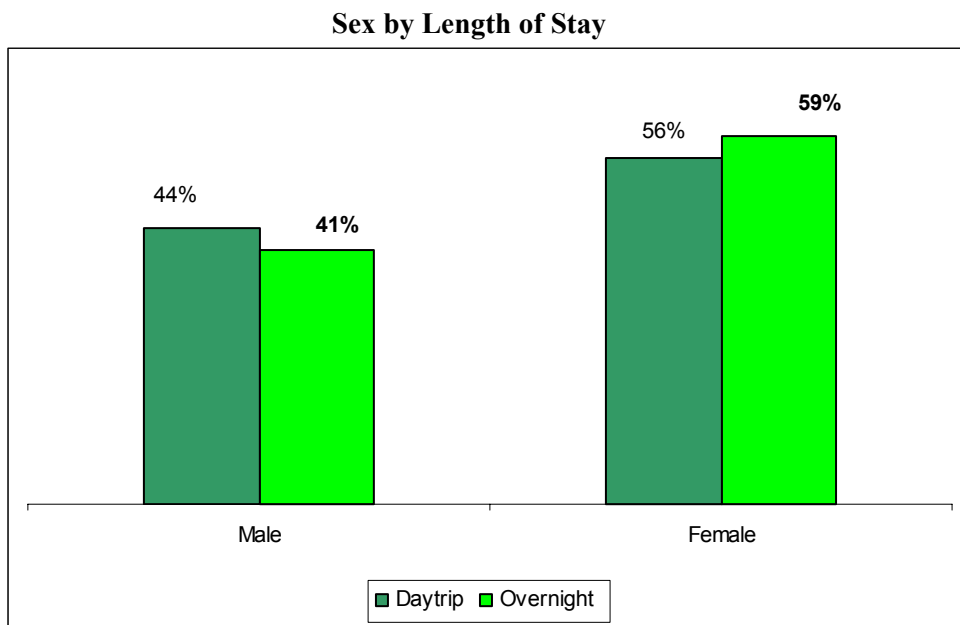
This section presents results for sub-groups based on **Length of Stay**. The sub-groups included in the length of stay results and the sample sizes for each are as follows.

Sub-group	Sample Size
Daytrip visitors	142
Overnight visitors	186
TOTAL	328

5.1 Visitor Details

5.1.1 Sex

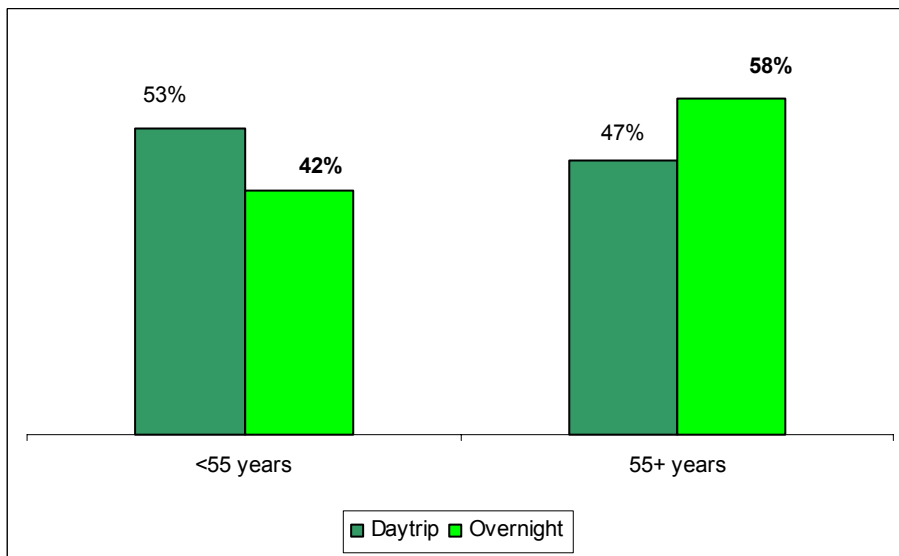
A slightly higher proportion of females were travelling to the region regardless of length of stay.



5.1.2 Age

Compared with people taking a daytrip to Caloundra, a higher proportion of visitors staying overnight fall into the 55 years of age or older category.

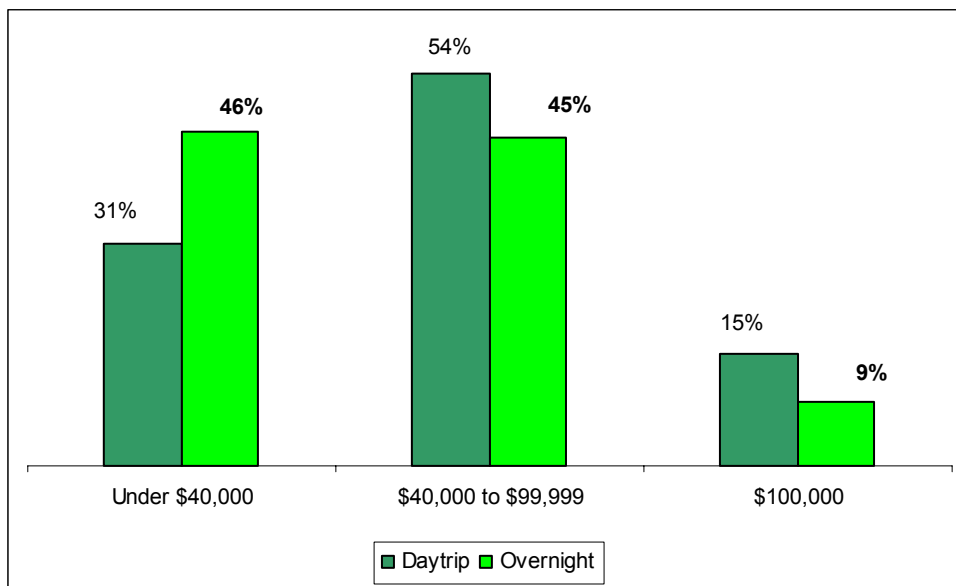
Age by Length of Stay



5.1.3 Income

A higher proportion of people staying in the Caloundra region overnight had an annual household income of less than \$40,000 compared to visitors on a daytrip.

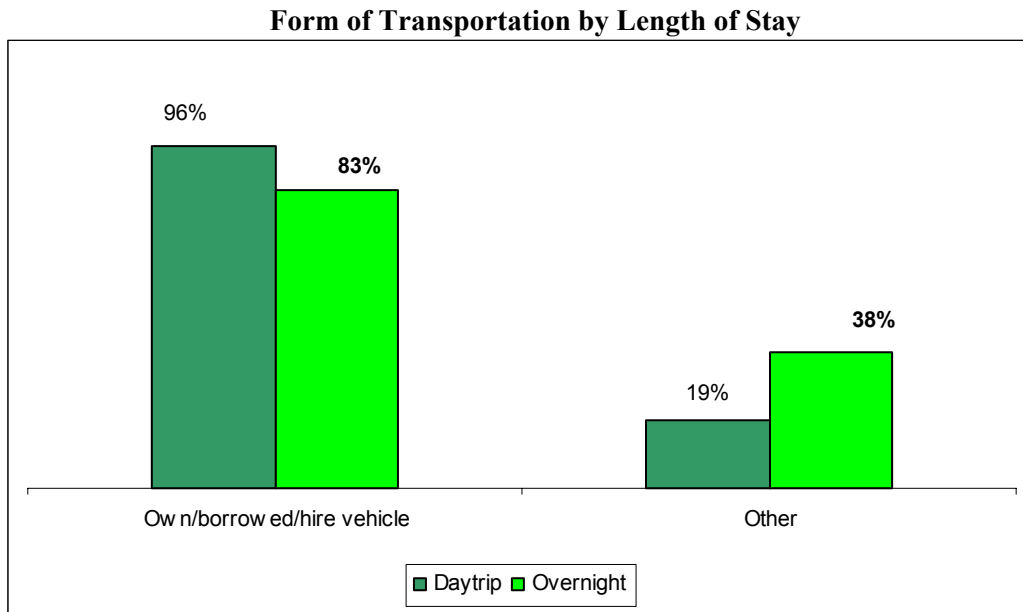
Income by Length of Stay



5.2 Details of the Visit

5.2.1 Form of Transportation

Compared to those staying in Caloundra overnight, a higher proportion of visitors travelling to the region for the day travelled the last leg of the journey in their own, a borrowed or hired vehicle.



Multiple responses accepted

5.2.2 Activities

Compared to people on a daytrip, a higher proportion of people travelling to the Caloundra region overnight ate at a restaurant, went swimming/surfing at the beach, visited the markets, went fishing and went shopping. In contrast, a higher proportion of people travelling to the region on a daytrip visited Mary Cairncross Reserve.

Activities Participated In by Length of Stay

Activity	Overall (N=329)	Daytrip	Overnight	Max Diff*
Go to a café/coffee shop	71%	71%	72%	1%
Go on a walk	69%	61%	75%	13%
Go shopping	64%	54%	72%	18%
Eat at a restaurant	56%	42%	67%	26%
Visit markets	42%	31%	50%	19%
Visit Mary Cairncross Reserve	39%	48%	33%	15%
Visit friends/relatives	38%	31%	44%	13%
Visit an art/craft gallery	34%	33%	35%	2%
Visit the Glasshouse Mountains	30%	25%	34%	9%
Swimming/surfing at the beach	22%	11%	31%	21%
Visit a National Park	21%	18%	23%	6%
Visit Australia Zoo	18%	13%	22%	9%
Visit a winery	18%	16%	19%	3%
Visit a museum	15%	12%	17%	5%
Go fishing	14%	4%	22%	19%
Visit Aussie World/Ettamogah Pub	12%	8%	16%	8%
Boat/cruise	12%	4%	18%	14%
Play golf	5%	5%	5%	0%
Visit the Big Kat Track	3%	2%	4%	2%
Water sports	2%	0%	4%	4%
Other	17%	15%	15%	0%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-groups
Responses are shown only for those activities listed in the questionnaire

■ = Top 5 for each sub group

5.3 Opinions and Satisfaction

5.3.1 Appealing Aspects

Compared with daytrip visitors, a higher proportion of overnight visitors found the beaches/water/coast and the weather/climate appealing in the Caloundra region. In contrast, a higher proportion of daytrip visitors found the hinterland/mountains more appealing.

Most Appealing Aspects by Length of Stay

Appealing Aspects	Overall (N=329)	Daytrip	Overnight	Max Diff*
Beaches/water/coast	43%	35%	50%	15%
Scenery/views/landscape/natural environment	29%	33%	27%	6%
Hinterland/mountains	20%	28%	15%	14%
Weather/climate	16%	8%	22%	13%
Parks/rainforest/bushland/green	14%	15%	13%	3%
Cleanliness	11%	8%	13%	5%
Peaceful/quiet/not overcrowded	11%	10%	12%	2%
Convenient location/easy access	10%	8%	11%	2%
Relaxed/relaxing/casual	9%	6%	11%	6%
Friendliness/helpfulness of locals	7%	5%	9%	4%
Shopping/markets/arts & Crafts	5%	6%	4%	3%
Walking tracks/bushwalking	4%	2%	6%	4%
Lifestyle	4%	2%	5%	3%
Not overdeveloped/overcommercialised	4%	2%	5%	3%
Atmosphere	4%	4%	3%	1%
Range of attractions/activities/facilities	4%	5%	3%	2%
Family oriented/family facilities	3%	1%	5%	3%
Beautiful	3%	5%	2%	3%
Other	28%	30%	26%	4%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-groups

■ = Top 5 for each sub group

5.3.2 Visitor Satisfaction

People visiting the Caloundra region overnight rate the following aspects marginally lower than people visiting for a daytrip: attractions, restaurants, car park facilities, shopping and the friendliness of locals. People visiting on a daytrip rate the following aspects lower than people visiting overnight: availability of public transport and the nightlife/entertainment.

Mean Satisfaction with Aspects of Caloundra by Length of Stay

Aspects of Caloundra	Overall (N=329)	Daytrip	Overnight	Max Diff
Friendliness of locals	4.57	4.66	4.50	0.16
Personal safety/security	4.48	4.49	4.47	0.02
Beaches	4.48	4.56	4.43	0.12
Lots to see and do	4.42	4.48	4.38	0.09
Availability of tours	4.37	4.39	4.35	0.04
Availability of visitor information	4.35	4.39	4.33	0.05
Availability of walking tracks	4.30	4.34	4.26	0.08
Attractions	4.28	4.47	4.14	0.33
Access/transport to the region	4.22	4.21	4.22	0.02
Accommodation	4.21	4.24	4.20	0.03
Restaurants	4.20	4.37	4.08	0.29
Local's knowledge about Caloundra	4.19	4.12	4.23	0.10
Quality of roads	4.03	3.96	4.08	0.13
Shopping	4.00	4.13	3.93	0.19
Directional signage	3.98	4.05	3.93	0.11
Car park facilities	3.95	4.07	3.86	0.21
Public amenities	3.85	3.88	3.83	0.06
Availability of public transport	3.78	3.19	3.94	0.75
Nightlife/entertainment	3.35	2.97	3.63	0.65
Overall satisfaction	4.50	4.51	4.49	0.01

Scale: 1 = Very Dissatisfied; 5 = Very Satisfied

*Max. Diff shows the difference between the highest and the lowest mean scores across the sub-groups.

■ = Top 5 for each sub group

5.3.3 Possible Improvements

Compared to overnight visitors, a greater proportion of daytrip visitors mentioned that they would like to see less crowding/tourists and more or improved signage in the region. A greater proportion of overnight visitors mentioned restricting development in the area as a suggestion to improve the area.

Possible Improvements by Length of Stay

Possible Improvements	Overall (N=329)	Daytrip	Overnight	Max Diff*
Restrict development (e.g., no more high-rises)	10%	7%	12%	5%
Improved/More public facilities/amenities	8%	6%	9%	4%
Improved/More signage	6%	8%	5%	2%
Improve roads/traffic flow	5%	6%	4%	2%
Less crowding/tourists	4%	6%	3%	4%
Maintenance/Cleanliness of town/public areas	4%	5%	3%	2%
Improve/More parking	4%	4%	4%	0%
None/Nothing	3%	3%	4%	1%
Improved/More public transport	3%	2%	4%	2%
More tourist information	3%	1%	4%	2%
Improved/More restaurants/Cafes (incl. extended opening hrs)	2%	2%	2%	0%
More/cheaper accommodation	2%	1%	3%	1%
Improved/More shops (incl. extended opening hours)	2%	1%	2%	1%
Other	8%	9%	6%	3%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-groups
 = Top 5 for each sub group

6 Differences by Accommodation Location

This section presents results for sub-groups based on **Accommodation Location**, and as such only respondents who were staying overnight in the Caloundra region are included in these analyses. Due to the smaller sample size for the ‘Hinterland visitors’ sub-group the results presented here will be indicative only and may not reflect actual differences between the two sub-groups. The sub-groups included in the accommodation location results and the sample sizes for each are presented in the table below.

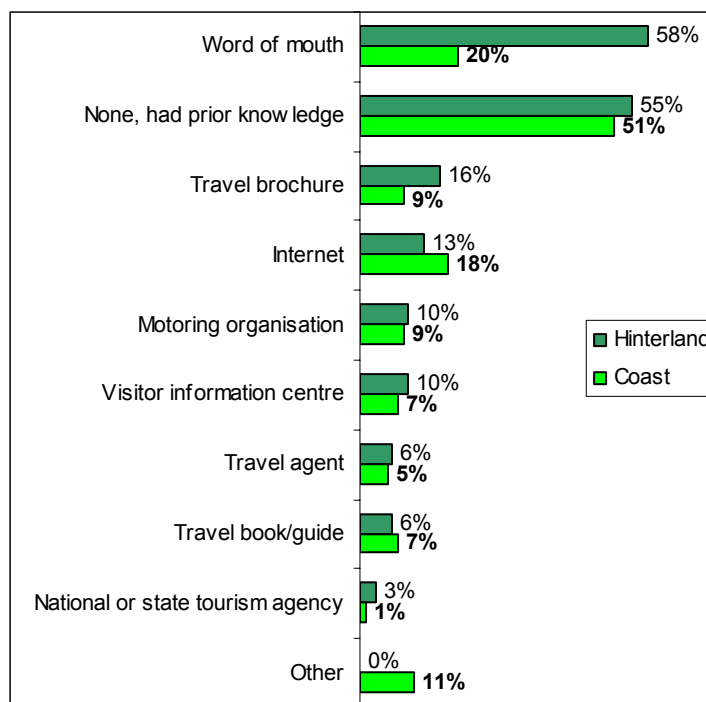
Sub-group	Sample Size
Hinterland visitors	31
Coastal visitors	147
TOTAL	178

6.1 Details of the Visit

6.1.1 Information Sources

A higher proportion of people who were staying in the hinterland used word of mouth as a source of information for planning their trip (58%) compared to those staying on the coast (20%).

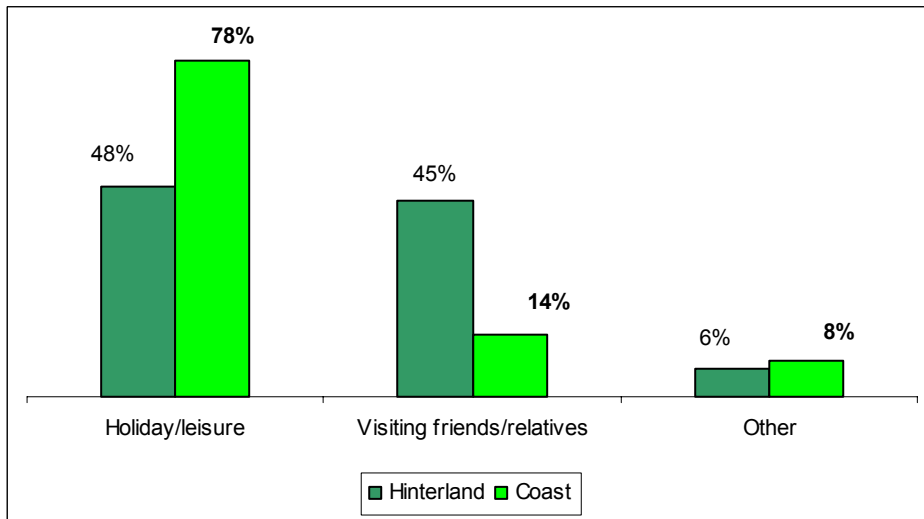
Information Sources by Accommodation Location



6.1.2 Main Purpose

A higher proportion of people who were staying on the coast were in the Caloundra region for holiday or leisure (78%) compared to those staying in the hinterland (48%). A higher proportion of people who were staying in the hinterland visitors were in the Caloundra region for the main purpose of visiting friends or relatives (45%) compared to those staying on the coast.

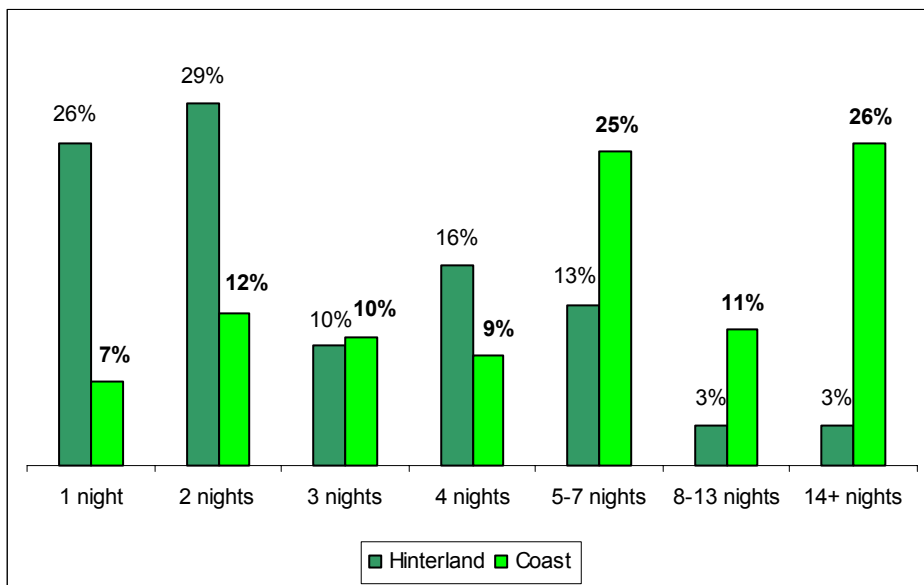
Main Purpose by Accommodation Location



6.1.3 Length of Stay

A higher proportion of visitors who were staying in the Hinterland region were staying for one or two nights (55%) compared to those staying on the coast (19%), whereas a higher proportion of those visitors who were staying on the coast were staying for five nights or more (62%) compared to those staying in the Hinterland (19%).

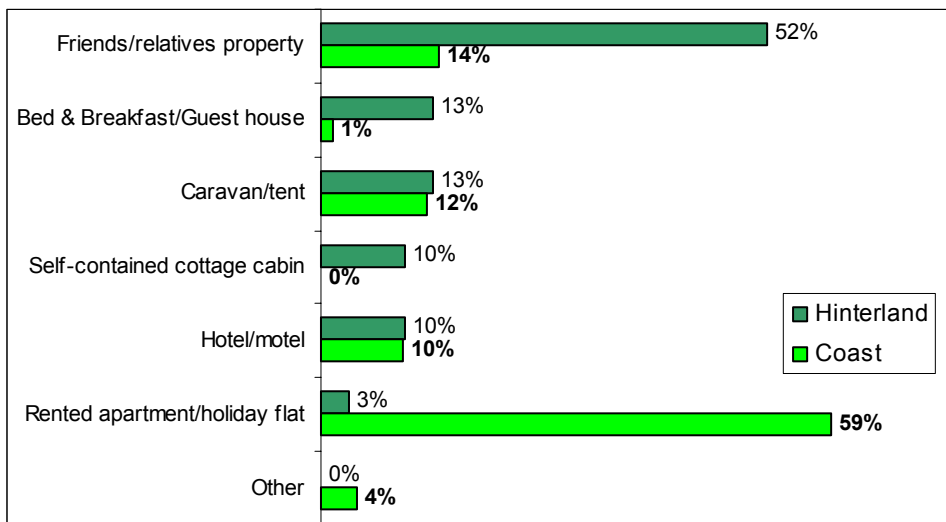
Length of Stay by Accommodation Location



6.1.4 Type of Accommodation

A higher proportion of visitors staying in the hinterland were staying with a friend or relative (52%) compared to those staying on the coast (14%). A higher proportion of those staying on the coast were staying in a rented apartment or holiday flat (59%) compared to those staying in the hinterland (3%).

Type of Accommodation by Accommodation Location



6.1.5 Activities

Compared to people who were staying in the hinterland, a higher proportion of people staying on the coast went surfing or swimming at the beach, went on a walk or went fishing, while a higher proportion of those staying in the hinterland visited Mary Cairncross Park, visited relatives or friends or visited a winery.

Activities Participated in by Accommodation Location

Activity	Overall (n=329)	Hinterland	Coast	Max Diff*
Go to a cafe/coffee shop	71%	74%	72%	2%
Go on a walk	69%	55%	79%	24%
Go shopping	64%	58%	76%	18%
Eat at a restaurant	56%	61%	69%	8%
Visit markets	42%	35%	54%	18%
Visit Mary Cairncross Park	39%	55%	27%	28%
Visit friends/relatives	38%	65%	38%	26%
Visit an art/craft gallery	34%	45%	33%	12%
Visit the Glasshouse Mountains	30%	26%	34%	8%
Swimming/surfing at the beach	22%	10%	37%	27%
Visit a National Park	21%	35%	20%	15%
Visit Australia Zoo	18%	23%	21%	1%
Visit a winery	18%	35%	14%	21%
Visit a museum	15%	16%	16%	0%
Go fishing	14%	6%	26%	19%
Visit Aussie World/Ettamogah Pub	12%	19%	15%	4%
Boat/cruise	12%	3%	21%	18%
Play golf	5%	3%	6%	3%
Visit the Big Kart Track	3%	0%	4%	4%
Water sports	2%	0%	5%	5%
Other	19%	13%	15%	2%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-groups

Responses are shown only for those activities listed in the questionnaire

■ = Top 5 for each sub group

6.2 Opinions and Satisfaction

6.2.1 Appealing Aspects

Compared with visitors who were staying on the coast, a higher proportion of hinterland visitors found the scenery/views, the hinterland/mountains and the parks/rainforest appealing in the Caloundra region. In contrast, a higher proportion of visitors who were staying on the coast found the beaches/water/coast more appealing compared to visitors staying in the hinterland.

Most Appealing Aspects by Accommodation Location

Appealing Aspects	Overall (N=329)	Hinterland	Coast	Max Diff*
Beaches/water/coast	43%	23%	56%	33%
Scenery/views/landscape/natural environment	29%	55%	22%	33%
Hinterland/mountains	20%	32%	11%	21%
Weather/climate	16%	19%	21%	2%
Parks/rainforest/bushland/green	14%	39%	6%	33%
Cleanliness	11%	10%	15%	5%
Peaceful/quiet/not overcrowded	11%	13%	12%	1%
Convenient location/easy access	10%	3%	12%	9%
Relaxed/relaxing/casual	9%	13%	11%	2%
Friendliness/helpfulness of locals	7%	10%	10%	0%
Shopping/markets/arts & Crafts	5%	6%	3%	3%
Walking tracks/bushwalking	4%	6%	5%	1%
Not overdeveloped/overcommercialised	4%	3%	6%	3%
Lifestyle	4%	6%	5%	1%
Atmosphere	4%	0%	4%	4%
Range of attractions/activities/facilities	4%	3%	3%	1%
Family oriented/family facilities	3%	0%	6%	6%
Beautiful	3%	0%	3%	3%
Other	28%	19%	25%	6%

*Max. Diff shows the percentage point difference between the highest and the lowest percentages across the sub-groups

 = Top 5 for each sub-group

6.2.2 Visitor Satisfaction

People staying in the hinterland rated the following aspects higher than those staying on the coast: local's knowledge about Caloundra, availability of tours, public amenities, car park facilities and restaurants.

People staying on the coast rated the following aspects higher than those staying on the hinterland: availability of public transport, nightlife/entertainment and availability of walking tracks.

Mean Satisfaction with Aspects of Caloundra by Accommodation Location

Aspects of Caloundra	Overall (n=329)	Hinterland	Coast	Max Diff*
Friendliness of locals	4.57	4.67	4.44	0.23
Personal safety/security	4.48	4.65	4.41	0.23
Beaches	4.48	4.56	4.41	0.14
Lots to see and do	4.42	4.40	4.38	0.02
Availability of tours	4.37	4.80	4.31	0.49
Availability of visitor information	4.35	4.52	4.28	0.24
Availability of walking tracks	4.30	3.95	4.32	0.37
Attractions	4.28	4.27	4.11	0.16
Access/transport to the region	4.22	4.19	4.24	0.05
Accommodation	4.21	4.00	4.23	0.23
Restaurants	4.20	4.33	4.03	0.31
Local's knowledge about Caloundra	4.19	4.63	4.10	0.53
Quality of roads	4.03	4.13	4.06	0.08
Shopping	4.00	4.12	3.90	0.21
Directional signage	3.98	3.90	3.96	0.07
Car park facilities	3.95	4.10	3.77	0.34
Public amenities	3.85	4.14	3.74	0.39
Availability of public transport	3.78	2.60	4.04	1.44
Nightlife/entertainment	3.35	3.14	3.72	0.58
Overall satisfaction	4.50	4.55	4.47	0.08

Scale: 1 = Very Dissatisfied; 5 = Very Satisfied

**Max. Diff shows the difference between the highest and the lowest mean scores across the sub-groups.*

= Top 5 for each sub group

7 Key Findings - Overall

This section provides a short summary of the key findings from the research.

7.1 Visitor Details

Half of the respondents are from intrastate (50%), with 29% from Brisbane and 21% from Queensland regions (excluding Brisbane). One in five respondents are from New South Wales (20%), 19% from other states of Australia, while the overseas market represents 10% of respondents.

There is a range of ages represented within the sample group, although more than half of the respondents are 55 years or older (55%). A higher proportion of people travelling from interstate are 55 years of age or older (64%). In contrast, the largest proportion of the people travelling to the Caloundra region from intrastate are aged less than 55 years of age (56%). Compared with people taking a daytrip to Caloundra, a higher proportion of visitors staying overnight fall into the 55 years of age or older category.

Two-thirds of respondents have an annual household income of less than \$60,000 (67%). A higher proportion of those travelling from intrastate had an annual household income of \$40,000 or more (67%), compared to those travelling to Caloundra from other states of Australia (51%). A higher proportion of people staying in the Caloundra region overnight had an annual household income of less than \$40,000 compared to visitors on a daytrip.

7.2 Details of the Visit

Respondents were asked whether they recalled seeing any advertising for the Caloundra region before leaving home. Forty-four percent (44%) of respondents recalled seeing some form of advertising relating to the Caloundra region.

Respondents were also asked about which mediums they recalled seeing the advertising for the Caloundra region. More than one-quarter of respondents recalled seeing television advertising for the region (27%), while a further 11% recalled seeing other press advertising (e.g. newspapers).

Respondents were asked what they specifically recalled about the advertising they had seen for the Caloundra region. Of those who recalled seeing advertising, 44% remembered seeing beaches, the coast or water. A much smaller proportion of respondents remembered seeing mountains or the hinterland (8%) and Caloundra advertising slogans ("Just North of Brisbane") (7%).

Respondents were asked about the information sources they used when planning their trip to the Caloundra region. Most respondents did not source information as they had prior knowledge of the area (54%). Some common sources of information include word of mouth (29%), the Internet (14%) and travel brochures (10%). A higher proportion of people who were staying in the hinterland used word of mouth as a source of information for planning their trip (58%) compared to those staying on the coast (20%).

Most respondents had visited the region before, with nearly two-thirds having visited Caloundra at least one other time in the previous three years (64%). Nearly all people travelling to the Caloundra region from intrastate are repeat visitors (93%), while nearly two-thirds of interstate respondents are repeat visitors (61%).

Most respondents were visiting for holiday/leisure purposes (71%). A small proportion of respondents travelled to Caloundra to visit friends or relatives (18%). A slightly higher proportion of people travelling from interstate were in Caloundra for holiday or leisure (73%) compared with intrastate visitors (63%). A

higher proportion of people who were staying on the coast were in the Caloundra region for holiday or leisure (78%) compared to those staying in the hinterland (48%). A higher proportion of people who were staying in the hinterland visitors were in the Caloundra region for the main purpose of visiting friends or relatives (45%) compared to those staying on the coast.

Just over half of respondents travelled as an adult couple on their visit to Caloundra (55%). Only eighteen percent (18%) of respondents travelled with children in their travel party. A greater proportion of intrastate visitors were travelling with children (29%) compared to interstate visitors (9%).

Forty-three percent (43%) of those interviewed were on a daytrip to the Caloundra region and 57% were staying overnight. Respondents on daytrips most commonly travelled to the Caloundra region from the Maroochy Shire (44%) or from Brisbane City (20%).

Overnight visitors were asked how many nights they were spending in the Caloundra region. The majority were staying for five or more nights (55%), with 32% staying for more than one week and nearly one quarter of respondents spending between five and seven nights in Caloundra (23%). Half of the visitors travelling from intrastate were on a daytrip to the Caloundra region (51%), with a further 32% staying for one to four nights. A much greater proportion of those travelling to the region from interstate were staying in the region for five or more nights (48%) compared to those travelling from intrastate (17%). A higher proportion of visitors who were staying in the Hinterland region were staying for one or two nights (55%) compared to those staying on the coast (19%), whereas a higher proportion of those visitors who were staying on the coast were staying for five nights or more (62%) compared to those staying in the Hinterland (19%).

Rented apartments/holiday flats are the most popular form of accommodation, with nearly half of those who stayed overnight utilising this type of accommodation (48%). Staying in the home of a friend or relative also accounted for a large proportion of respondents (22%). Compared to interstate visitors, a higher proportion of those travelling from intrastate were staying in a rented apartment or holiday flat (56%). Compared with intrastate visitors, a higher proportion of those travelling from interstate were staying in a caravan or tent (23%). A higher proportion of visitors staying in the hinterland were staying with a friend or relative (52%) compared to those staying on the coast (14%). A higher proportion of those staying on the coast were staying in a rented apartment or holiday flat (59%) compared to those staying in the hinterland (3%).

Most respondents visiting overnight were staying in Caloundra City (59%). Fourteen percent (14%) were staying at Golden Beach and the same proportion was staying in Maleny/Witta (14%).

Eighty-nine percent (89%) of respondents used their own/hire vehicle on the last leg of their journey to the Caloundra region, while 16% travelled the last leg of their journey to Caloundra by air. Of those visitors who travelled the last leg of their journey to Caloundra region via air transport, more than three quarters flew into Brisbane Airport (77%), while the remaining quarter flew in to Sunshine Coast Airport (23%). Almost all visitors travelling from intrastate travelled the last leg of their journey to Caloundra in their own/friends/relatives vehicle (97%). The largest proportion of those travelling from interstate also travelled in their own/friends/relatives or a hired vehicle (80%), however a further 26% flew as part of their last leg of the journey to the Caloundra region. Compared to those staying in Caloundra overnight, a higher proportion of visitors travelling to the region for the day travelled the last leg of the journey in their own, a borrowed or hired vehicle.

The Sunshine Coast Hinterland, Mooloolaba and Maroochydore were the areas most commonly visited by respondents (73%, 53% and 50%, respectively). Other areas commonly visited by respondents include Noosa (46%), Eumundi (39%) and Brisbane (30%).

The most popular activities were going to a café/coffee shop (71%), going on a walk (69%), going shopping (64%), eating at a restaurant (56%) and visiting markets (42%). A greater proportion of people travelling to the Caloundra region from interstate visited Mary Cairncross Reserve, the Glasshouse Mountains, the

markets, Australia Zoo and a museum compared to people travelling from intrastate. Furthermore, a greater proportion of visitors from interstate went to a café/coffee shop, visited a national park, visited an art/craft gallery, went on a boat/cruise and went shopping compared to those from intrastate. Compared to people on a daytrip, a higher proportion of people travelling to the Caloundra region overnight ate at a restaurant, went swimming/surfing at the beach, visited the markets, went fishing and went shopping. In contrast, a higher proportion of people travelling to the region on a daytrip visited Mary Cairncross Reserve. Compared to people who were staying in the hinterland, a higher proportion of people staying on the coast went surfing or swimming at the beach, went on a walk or went fishing, while a higher proportion of those staying in the hinterland visited Mary Cairncross Park, visited relatives or friends or visited a winery.

The most common motives for taking the trip to Caloundra were to relax and rejuvenate (4.37), to enjoy the peace and quiet of an uncrowded destination (4.16) and to spend time with a partner (3.86). Enjoying the nightlife/entertainment in the Caloundra region did not appear to be a strong motivation to visit (1.68). Visitors from interstate were slightly more motivated to take the trip to spend time with their partner, socialise with their friends or meet new people or to take a family holiday compared with those travelling from intrastate who were slightly more motivated to take the trip to enjoy the peace and quiet of an uncrowded destination and to experience local culture and heritage.

7.3 Opinions and Satisfaction

The beaches/water/coast (43%), the scenery/views/landscape/natural environment (29%), the hinterlands/mountains (20%) and the weather/climate (16%) were identified as the most appealing aspects of Caloundra. People travelling from intrastate found the peaceful/quiet/not crowded aspect of the Caloundra region more appealing than those travelling from interstate. In contrast, those travelling from interstate found the weather/climate more appealing than those from intrastate. Compared with daytrip visitors, a higher proportion of overnight visitors found the beaches/water/coast and the weather/climate appealing in the Caloundra region. In contrast, a higher proportion of daytrip visitors found the hinterland/mountains more appealing. Compared with visitors who were staying on the coast, a higher proportion of hinterland visitors found the scenery/views, the hinterland/mountains and the parks/rainforest appealing in the Caloundra region. In contrast, a higher proportion of visitors who were staying on the coast found the beaches/water/coast more appealing compared to visitors staying in the hinterland.

The top five mean ratings received were for the friendliness of locals (4.57), personal safety/security (4.48), the beaches (cleanliness, quality, facilities - 4.48), lots to see and do (4.42) and the availability of tours (4.37). The bottom five mean ratings received were for nightlife/entertainment (3.35), availability of public transport (3.78), public amenities (3.85), car park facilities (3.95), and directional signage (3.98). Almost all respondents were either satisfied or very satisfied with their overall experience in the Caloundra region (96%).

People travelling from intrastate rate the following aspects lower than people travelling from interstate: availability of public transport, availability of tours, the quality of roads, access/transport to the region and public amenities. People travelling from interstate rate the restaurants and car parking facilities lower than people travelling intrastate. People visiting the Caloundra region overnight rate the following aspects marginally lower than people visiting for a daytrip: attractions, restaurants, car park facilities, shopping and the friendliness of locals. People visiting on a daytrip rate the following aspects lower than people visiting overnight: availability of public transport and the nightlife/entertainment. People staying in the hinterland rated the following aspects higher than those staying on the coast: local's knowledge about Caloundra, availability of tours, public amenities, car park facilities and restaurants. People staying on the coast rated the following aspects higher than those staying on the hinterland: availability of public transport, nightlife/entertainment and availability of walking tracks.

When asked for possible improvements to the area, 10% of respondents explicitly stated that they would like to see development in the region restricted. Other improvements suggested were to improve or provide

more public facilities/amenities (8%), improve or provide more signage (6%) and to improve Caloundra's roads and traffic flow (5%). A slightly greater proportion of people travelling from interstate mentioned that they would like to see more or improved parking, while a slightly greater proportion of those from intrastate mentioned that they would like to see more tourist information in the Caloundra region. Compared to overnight visitors, a greater proportion of daytrip visitors mentioned that they would like to see less crowding/tourists and more or improved signage in the region. A greater proportion of overnight visitors mentioned restricting development in the area as a suggestion to improve the area.

8 Appendix

8.1 Appendix A – Appealing Aspects “Other” Responses

Appealing Aspect	N
Cafés/Restaurants	7
Wildlife/Birds	7
Fishing	5
Australia Zoo	4
Diversity	4
Fresh air	4
A lovely area	1
Accommodation	1
All areas	1
Attractive	1
Bus service superb	1
Caloundra CBD improvements	1
Caravan park	1
Cheap bread	1
Contrasts	1
Coolness	1
Country town with city aspects	1
Decent accommodation for the dogs	1
Difference from usual locations	1
Different aspect to this trip	1
Different to what we are used to	1
Diverse entertainment	1
Down to earth	1
Drive	1
Everything else together	1
Everything, just really nice	1
Feels like home	1
General	1
General area	1
General relaxing drive	1
Good overall package	1
Good service in shops	1
Good to see smaller towns	1
Interested in property values	1
Learning about the place; the area different from the coast	1
Main street	1
Main Street – love the trees	1
Maleny, villages	1
Most things appeal	1
No flies, no clamour of kids and cars	1
No hoons	1
Not like Gold Coast – more allure to older ages	1
Other worldliness; historical; enjoying time with friends	1
Prior recollections	1
Public amenities	1
Reasonable accommodation rates	1

Relatives and friends	1
RSL; races	1
Safety	1
Sightseeing	1
Square dancing	1
Square dancing and lawn bowls	1
Street scape	1
The little villages in the mountains	1
The Tavern	1
There for sports	1
This area (Mary Cairncross Reserve); avoid the rat race	1
Town, well designed main street, roundabouts in towns, street crossings	1
Transport	1
Uniqueness	1
Unspoilt	1
Well organised	1
Whole area	1
Wineries	1
Women	1
Work	1

8.2 Appendix B – Possible Improvements “Other” Responses

Improvements	N
Access to the well known beaches	1
Better advertising before coming – to be more aware of availability, places to see/do	1
Confusion at airport	1
Decent accommodation for the dogs	1
Don't change local character of Maleny	1
Don't commercialise	1
I'm happy if the waves are up	1
Just keep it as natural as possible – no theme parks	1
Keep the family atmosphere	1
Maintain greenbelts	1
Maintain the unspoilt character of the region	1
More advertising without commercialisation	1
More entertainment e.g., buskers	1
More entertainment for general public	1
More fish in the water	1
More free sausage sizzles	1
More good weather	1
More parking bays and stops to see views along Mountain View Rd	1
More watersports – jet skis available for hire	1
Natural and unspoilt	1
Need to educate people to drive better – roads are bumpy	1
Retain it's natural beauty	1
Sporting centre	1
Very hard to find a petrol station up here. I'm opposed to the loss of the character of Maleny due to a proposed super market	1
Weather	1