

Tourism Operator Survey Report

Conducted by South Burnett Visitor Information Centre Network
2018



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OVERVIEW

The 2018 Tourism Operator Survey was conducted as a way of finding a way to improve relations between the South Burnett Visitor Information Centre Network and South Burnett Tourism Operator.

The survey ran over a period of 5 weeks (late June/early July) and was sent to operators in electronic format using Survey Monkey. A total of 47 operators completed the survey.

The results from this survey will help the South Burnett Visitor Information Centre Network get a better understanding of data local operators are willing to share and what they would like to receive from the Network.

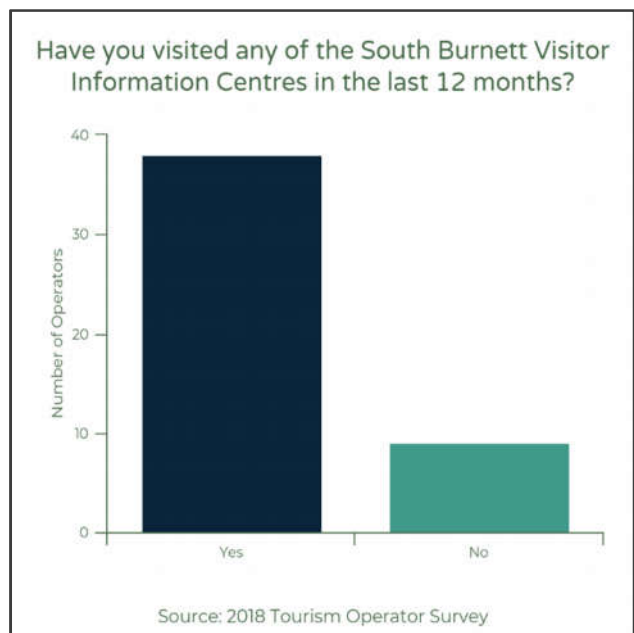
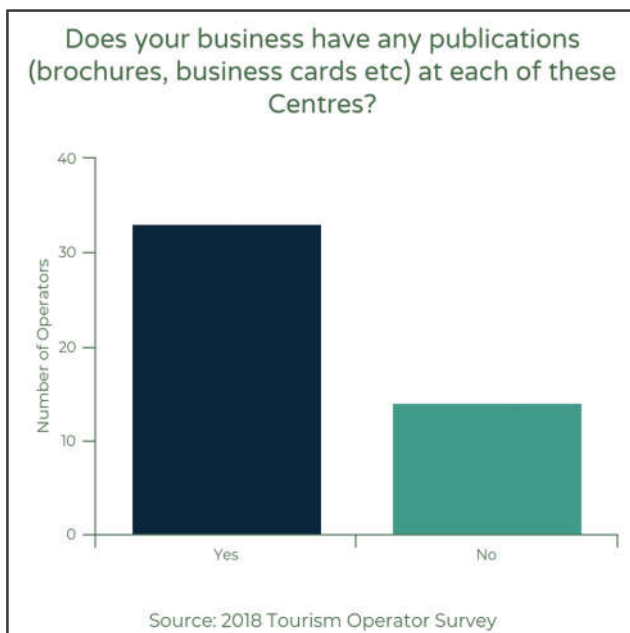
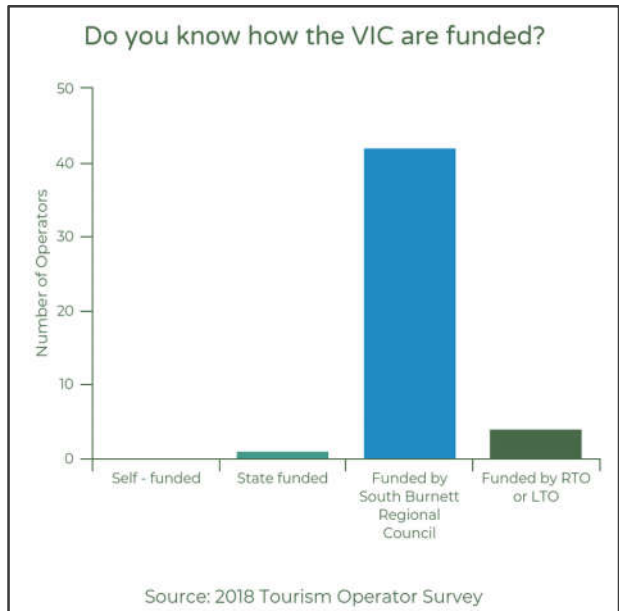
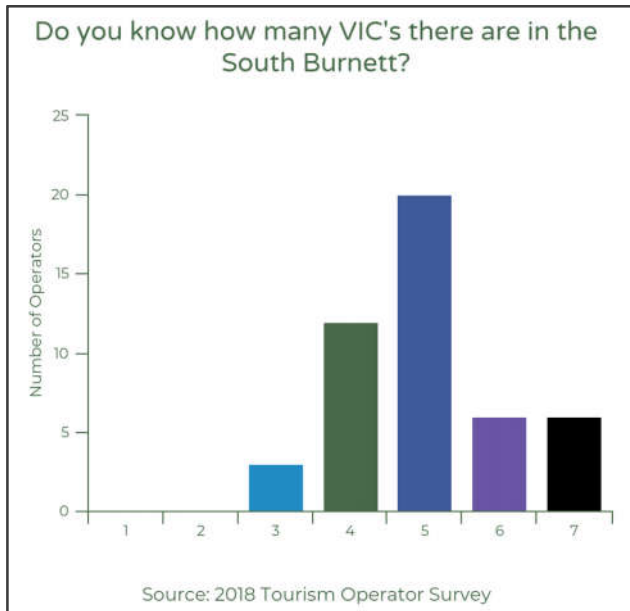
BACKGROUND/OBJECTIVES

The main objective for doing this survey was to get a better understanding of relations between local tourism operators and the South Burnett Visitor Information Centre Network.

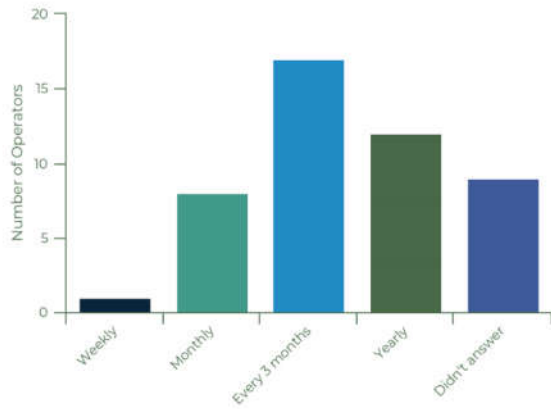
There was a feeling between operators and the Network that data gathered by South Burnett Visitor Information Centres previously hadn't been passed onto the operators and there were gaps in data that VIC's felt was missing from operators. To narrow the gaps this Tourism Operator Survey was put together. With the results it is hoped that communications between the operators and the Network will start to improve and missing data would be resolved.

GRAPHS

There were 12 questions that were multi choice and or comments. From the answers the following graphs were formulated.

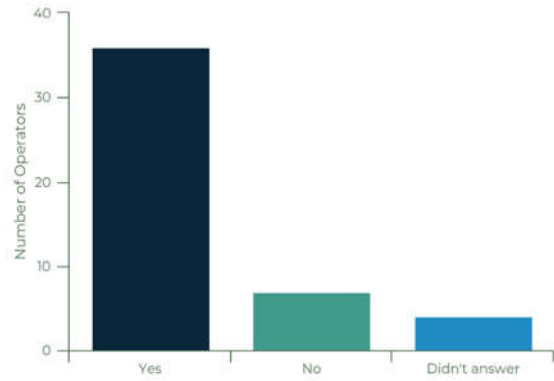


Have you visited any of the South Burnett Visitor Information Centres in the last 12 months?



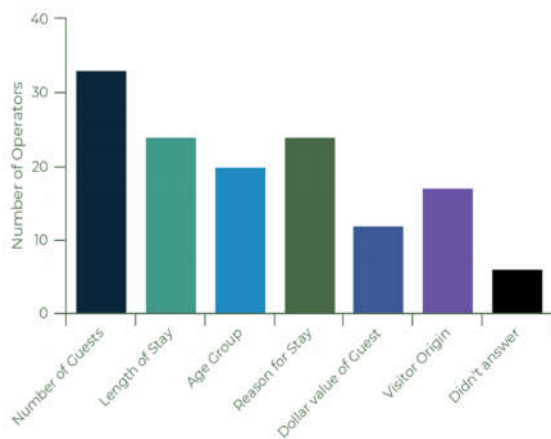
Source: 2018 Tourism Operator Survey

Would you be interested in sharing some of your statistics with the South Burnett Visitor Information Centre Network?



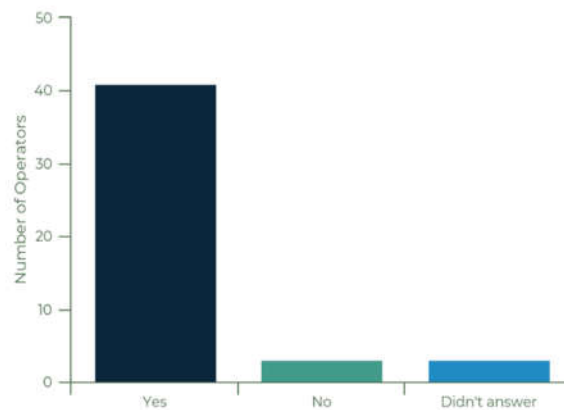
Source: 2018 Tourism Operator Survey

If YES - what information would you be willing to share?



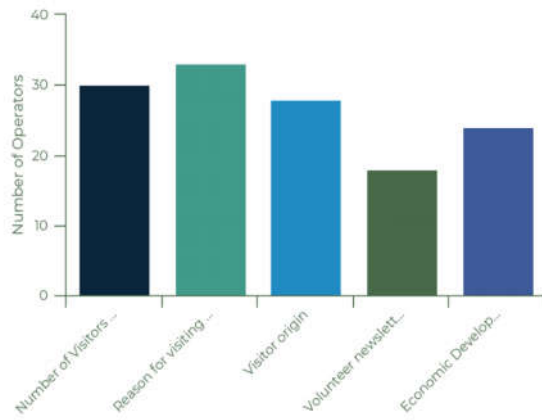
Source: 2018 Tourism Operator Survey

Would you be interested in receiving data from the South Burnett Visitor Information Centre Network?



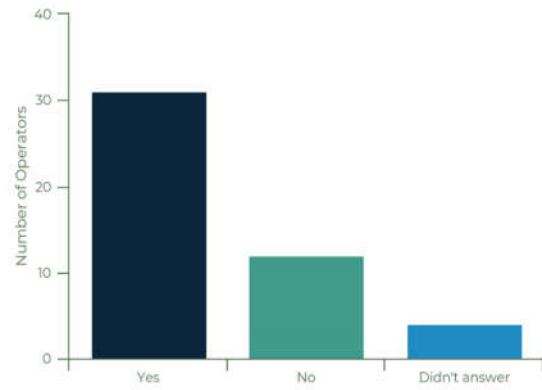
Source: 2018 Tourism Operator Survey

If YES - what information would you like to receive?



Source: 2018 Tourism Operator Survey

Would you be interested in helping the South Burnett Visitor Information Centre Network in conducting visitor surveys to help capture data?



Source: 2018 Tourism Operator Survey

DATA FROM RESULTS

Data from the results has been broken down to provide the number of operators who answered, what their responses was and the percentages.

**The percentage is worked out by the number of operators who completed the survey.*

PART A of Survey (finding out how much operators know about the South Burnett Visitor Information Centres)

Do you know how many VIC's there are in the South Burnett?

This was asking operators if they knew how many VIC's were in the South Burnett.

(This was a multi-choice question)

1:	0	
2:	0	
3:	3	(6.38%)
4:	12	(25.53%)
5:	20	(42.55%)
6:	6	(12.77%)
7:	6	(12.77%)
TOTAL:	47	

- *The South Burnett has 5 accredited Visitor Information Centres – Kingaroy, Wondai, Nanango, Murgon and Blackbutt.*
- *The VIC's are accredited with Visit Queensland and Queensland Information Centre Association Inc.*

Do you know how the VIC's are funded?

This question was asking operators if they knew how the VIC's were funded.

(This was a multi-choice question)

Self-funded:	0	
State funded:	1	(33.33%)
Funded by South Burnett Regional Council:	42	(89.36%)
Funded by a RTO or LTO:	4	(8.89%)
TOTAL:	45	

- *South Burnett Regional Council funds all 5 accredited VIC's and was also the common answer.*
- *The funds/budget that the VIC's receive from Council is used to purchase merchandise, accreditations, volunteer uniforms, volunteer training (including famil trips) and a number of other VIC and volunteer items.*

Does your business have any publications (brochures, business cards etc) at each of these Centres?

This question was to see how many operators actually had their publications in the VIC's.

(This was a multi-choice question)

Yes:	33	(70.21%)
No:	14	(29.79%)
TOTAL:	47	

- Publications include brochures, business cards, flyers etc.
- VIC's do produce in-house information sheets for accommodation, eateries and attractions which covers each town and South Burnett region.
- It is a free service for operators to stock their publications at the VIC's.

Have you visited any of the South Burnett Visitor Information Centre in the last 12 months?

This question was to find out how often operators visited South Burnett Visitor Information Centres.

(This was a multi-choice question broken into 2 parts with comments)

PART A (Yes or No have you visited any of the VIC's in the last 12 months)

Yes:	38	(80.85%)
No:	9	(19.15%)

Part B (if so how often did you visit)

Weekly:	1	(2.13%)
Monthly:	8	(17.02%)
Every 3 months:	17	(36.17%)
Yearly:	12	(25.53%)
Didn't answer:	9	(19.15%)

Comments (if answered No): **comments were randomly picked*

- None within 40kms of business. When in town it's just a quick trip.
- As a local and running a local business 7 days a week, don't have a need or time to visit.
- Just started as new managers, haven't has a chance yet to visit.
- Busy with own business – don't travel to other towns. Only local town VIC has brochures of business.
- Small business, new owners. Never get time off site.
- New to area and haven't had time as yet.

- Top response of 36% of operators visit the VIC's every 3 months.
- Total of 61.70% of operators visit a VIC in a 12-month period.

Do you have any suggestions/thoughts on the Visitor Information Centres in the South Burnett?

This question was asking operators for their suggestions and thoughts on the South Burnett Visitor Information Centres.

(This was a comment question)

(Comments were picked at random)

- I like the fact that they are more than just information centres. More interesting for tourists and a reason for locals to go and have a look.
- They seem to attract/appeal to the older generation, maybe they could be trying to include/target the younger generation through social media.
- I believe that the famils they use to conduct were more beneficial for the volunteers then the “Unpacked” days the Council has had.
- Feel very blessed to have such strong services to visitors.
- Maybe Boondooma Homestead could be classed as a Visitor Information Centre as people call in there daily for information

- 51.06% (24) of operators answered this question.
- 48.94% (23) of operators didn't answer this question.
- The feedback from the question is very helpful to the South Burnett Visitor Information Centre Network in maintaining and strengthening relations with operators.

The next set of questions were aimed at the operators and seeing if they are willing to work with the South Burnett Visitor Information Centre Network.

PART B of Survey (sharing data between the operators and the South Burnett Visitor Information Centre Network)

Would you be interested in sharing some of your statistics with the South Burnett Visitor Information Centre Network?

Yes:	36	(76.6%)
No:	7	(14.89%)
Didn't answer:	4	(8.51%)

- Over half of the operators are willing to share information, which is a positive response.
- The VIC's already share copies of the Volunteer Newsletter with operators, which is produced monthly and sent out via MailChimp.

If YES – what information would you be willing to share?

(This was a multi-choice question)

Number of Guests:	33	(70.21%)
Length of stay:	24	(51.06%)
Age Group:	20	(42.55%)
Reason for stay:	24	(51.06%)
Dollar value of Guest:	12	(25.53%)
Visitor Origin:	17	(36.17%)
Didn't answer:	6	(12.77%)

- *Over half of the operators are interested in sharing their data with the South Burnett Visitor Information Centre Network.*
- *Most popular data being number of guests, length of stay, reason for stay and age group of visitors.*

Would you be interested in receiving information from the South Burnett Visitor Information Centre Network?

(This was a Yes or No question)

Yes:	41	(87.24%)
No:	3	(6.38%)
Didn't answer:	3	(6.38%)
TOTAL:	47	

- *Currently the South Burnett Visitor Information Centre Network shares their monthly volunteer newsletters and the Economic Development Quarterly Activity Report.*
-

If YES – what information would you like to receive?

Number of Visitors to region:	30	(63.83%)
Reason for visiting the region:	33	(70.21%)
Visitor Origin:	28	(59.57%)
Volunteer Newsletter:	18	(38.3%)
Economic Development Quarterly Report:	24	(51.06%)

- *The South Burnett VIC's take their own visitor statistics which covers a wide range of visitor information like; where from, reason for visiting, time of visit and number of visitors.*

Would you be interested in helping the South Burnett Information Centre Network in conducting Visitor Surveys to help capture data?

(This was a Yes or No question)

Yes:	31	(65.96%)
No:	12	(25.53%)
Didn't answer:	4	(8.51%)
TOTAL:	47	

- *The visitor survey is conducted on a yearly basis by the VIC's.*
- *The information that is capture through the survey is where visitors are from, age group, why are they visiting the region, why they visited the VIC and any suggestions they might have on how the VIC's can better serve visitors.*

Conclusion & Recommendations

The South Burnett Visitor Information Centre Network and the tourism operators play a vital role in promoting the South Burnett region as a tourist destination. By working together, it sends a strong message to visitors that the South Burnett is a “must visit” region. Overall the survey was positively received by the operators, and it’s pleasing to see that over half of the operators who responded are happy to work with the Network to capture data.

Now that the Network has the results it can move forward by working with the operators to bridge the gap in communications. Also sharing data will help fill any missing data that the Network has been trying to get. It is thought that the operators who weren’t keen to share information might change their minds in the future.

The operator survey would be ideally best done every 2 years.

Appendix



South Burnett Visitor Information Centre Network TOURISM OPERATOR SURVEY

There are two (2) parts to this survey.

Part A is about how well you know the South Burnett Visitor Information Centre Network.

Part B is about working together with the network to capture visitor data.

PART A Questions:

Do you know how many Visitor Information Centres there are in the South Burnett?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7

Do you know how the Visitor Information Centres are funded?

- ☐ Self-funded
- ☐ State funded
- ☐ Funded by South Burnett Regional Council
- ☐ Funded by a RTO or LTO

Does your business have any publications (brochures, business cards etc) at each of these Centres?

- ☐ YES
- ☐ NO

Have you visited any of the South Burnett Visitor Information Centres in the last 12 months?

- ☐ YES (please see part A)
- ☐ NO (please see part B)

Part A: If YES – how often do you visit?

- ☐ Weekly
- ☐ Monthly
- ☐ Every 3 months
- ☐ Yearly

Part B: If NO – please expand on your response:

Do you have any suggestions/thoughts on the Visitor Information Centres in the South Burnett?



South Burnett Visitor Information Centre Network
TOURISM OPERATOR SURVEY

PART B Questions:

Would you be interested in sharing some of your statistics with the South Burnett Visitor Information Centre Network?

- ☐ YES
☐ NO

If YES - what information would you be willing to share?

- ☐ Number of Guests
☐ Length of stay
☐ Age group
☐ Reason for stay
☐ Dollar Value of Guest
☐ Visitor Origin

Would you be interested in receiving information from the South Burnett Visitor Information Network?

- ☐ YES
☐ NO

If YES - what information would you like to receive?

- ☐ Number of visitors to the region
☐ Reason for visiting the region
☐ Visitor Origin
☐ Volunteer Newsletter
☐ Economic Development Quarterly Report

Would you be interested in helping the South Burnett Visitor Information Centre Network in conducting visitor surveys to help capture data?

- ☐ YES
☐ NO

Thank you for participating in this survey. This information will assist the South Burnett Regional Council's Visitor Information Centre Network service delivery within the region.