

# TRAVELLER'S INFORMATION SOURCES

Research was commissioned by the regional tourism agencies of Victoria in late 2008 into the importance of a variety of **information sources** for intending travellers and further, whether or not the ranking/importance of those information sources changed over the stages of

- 1) Considering a trip,
- 2) planning the trip and
- 3) during the trip and finally whether the outcomes of above were significantly different between intrastate and interstate visitors.

In summary, 400 intending travellers (approximately 50% intrastate & 50% interstate) to regional Victoria underwent telephone interviews conducted by Roy Morgan. In brief:

## USE OF MAPS & PRINTED BROCHURE (BROX):

STAGE		# 1 choice
Deciding to visit	23% electing Maps/Brox # 1	34% electing <b>Word of Mouth</b>
Pre Planning	30% electing Maps/Brox # 1	40% electing <b>Internet</b>
During trip	52% electing <b>Maps/Brox</b> # 1	Less than 5% using Internet

**Implications:** Predictably, people are motivated by friend's referrals when considering a holiday, use the Net for further refinement and research and as they approach the destination rely increasingly on maps/brox.

## USE OF THE INTERNET:

STAGE		# 1 choice
Deciding to visit	26% electing internet # 1	34% electing <b>Word of Mouth</b>
Pre Planning	40% electing <b>internet</b> # 1	
Booking	35% electing internet # 1	56% using <b>telephone</b>
During trip	4% electing internet # 1	33% using <b>maps/brox</b>

**Implications:** Demonstrates that motivation and information need to go hand in hand – both are relied upon by significant proportion of travellers. But woe those who forget to include telephone numbers in their advertising!

## USE OF VISITOR INFORMATION CENTRES:

STAGE		# 1 choice
Deciding to visit	5% electing VIC # 1	34% electing <b>Word of Mouth</b>
Pre Planning	9% electing VIC # 1	40% electing <b>Internet</b>
Booking	4% electing VIC # 1	72% electing <b>Accomm provider</b>
Info during trip	32% electing VIC	33% electing <b>maps/brox</b>
NOTE: during trip	75% used VICs in some way to find & book <b>restaurants</b>	This probably extends to all <b>attractions!</b>

**Implications:** Confirms VICs play a vital role once travellers are at or approaching their destination.

While the outcomes may seem obvious, it clearly states that there is NOT just one single approach to motivating, informing and winning visitors to the Grampians region.

Grampians Tourism must be operating across all mediums while ensuring that we position our marketing activities to maximise returns. Our online activities need to be very responsive to the needs of planners (albeit with some motivational material in evidence), print activities need to be motivational (with informational & tactical components), we need to generate advocates (word of mouth/bragging rights) and ensure that our Visitor Centre networks are effectively engaged and resourced to handle surrounding (and more distant) information. Our collateral distribution needs to be very strategic.