

SOUTHERN AUSTRALIAN TOURING ROUTE INC.

**Tourists' Perceptions of the
Melbourne to Adelaide and
Kangaroo Island Drive Routes**

**Supplementary Report - Inland Route
September 2007**

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Section 1:

***Executive Assessment and
Recommendations***

This supplementary report prepared by the Centre for Tourism & Leisure Management, University of South Australia provides a summary of the findings for the Melbourne Adelaide inland route examined in this research. While respondents were asked to evaluate this section of the drive route (summary presented in this report), many of them travelled beyond this inland route and also visited other areas such as Kangaroo Island. The report complements the Final Summary Report that provides an overview of the aggregated data from the combined Melbourne to Adelaide and Kangaroo Island drive routes.

1.1 Background to the research

Introduction

Self-drive tourism features as part of 70 per cent of all domestic holiday trips taken by Australians and, in 2000, 4 million visitors to South Australia were self drive tourists; an increase of 13 per cent since 1998. The adjoining states of Victoria and New South Wales generated 13 million and 18 million self-drive tourists, respectively (Bureau of Tourism Research, 2000).

The significance of self-drive activity led to the establishment of a Drive Tourism Program (2000- 2002) in Queensland. It involved a partnership between the Queensland Heritage Trails Network, the Department of Main Roads and Tourism Queensland and sought to stimulate the state's rural and regional tourism industry.

The National Visitor Survey (June 2006) revealed that by 2005/06, Queensland accounted for 30 percent of the touring car market. New South Wales accounted for 46 percent, Victoria for 26 percent and both South Australia and West Australia accounted for 10 percent (Tourism Australia, 2007). The survey found that 56 percent of all touring trips by car were interstate and had an average duration of 10 nights. The average spend per person on a touring holiday was \$1,155 which is almost double the average domestic leisure spend of \$567, making the domestic drive tourism market worth \$5 billion (Tourism Australia, 2007).

In this context, the dearth of research on drive tourism in Australia (Carson, Waller & Scott, 2002) is surprising. A greater understanding of tourist motives and the factors that influence satisfaction with the self-drive experience offers considerable scope for product development and more effective marketing strategies.

1.2 Research objectives

The study described in this report was commissioned by Southern Australia Touring Route Incorporated (SATR), which sought market information about self-drive tourists travelling between Melbourne and Adelaide. This information was required to assist in route planning, product packaging and infrastructure development. The primary objectives were to gain a greater understanding of:

- the most popular travel routes within the Melbourne Adelaide journey;
- the most and least enjoyable aspects of the journey;
- trip preparation/pre purchase/ booking activity.

1.3 Methodology

The sample

This report presents the findings from 147 respondents who had driven on the Melbourne Adelaide inland route. These data are also included in the 803 completed questionnaires from respondents who had travelled on either of the designated Melbourne to Adelaide or Kangaroo Island drive routes, which are reported in the Final Summary Report. The survey was conducted between November 2006 and August 2007. Some of the sample received the questionnaires (Appendix 7, in Final Summary Report) at sites en route (four Visitor Information Centres [VICs], the Cape Jervis Terminal, and two motor inns), while others received them by mail. The names and addresses of the latter were taken from databases of people who had requested route information from Sealink Travel Group / TravelLink Ltd. All completed questionnaires were returned by reply paid post. The names of respondents were entered in a prize draw to encourage completion. A separate envelope containing personal details was used to ensure respondent confidentiality.

The instrument

The questionnaire consisted of eight sections:

- (1) Respondent characteristics
- (2) Travel route identification
- (3) Respondents' travel behaviour on the travel route
- (4) Overall satisfaction and behavioural intentions (willingness to recommend and intention to revisit)
- (5) Importance and satisfaction ratings of key features of the travel route
- (6) Benefits sought and attained from the travel route
- (7) Activities involved in on the route
- (8) Travel planning.

Constructs underpinning the research

Customer loyalty

Customer loyalty is the level of continuity in the customer's relationship with a brand or service provider (Soderlund, 2006). The behavioral view of loyalty includes repeat purchasing or frequency of attendance (Pritchard et al., 1992), and the duration of the customer-service provider relationship (Soderlund, 2006). The attitudinal view of loyalty includes two major indicators of customer retention – customers' intention to

repurchase (or revisit), and their willingness to recommend the service to other prospective customers (word-of-mouth advocacy) (Rundle-Thiele, 2005; Voss et al., 2004; Zeithaml et al., 2006).

Benefits

Push and pull factors help explain the motivations for travel (eg Crompton, 1979; Dann, 1977; Goosens, 2000). Push or internal factors reflect the benefits that travellers seek. Accordingly, motivations to travel reflect a desire to satisfy push factors. Push factors most widely reported in travel research include knowledge seeking, relaxation, and family togetherness (Jang & Wu, 2006). The most commonly reported push factors for senior travellers were education/learning, rest/relaxation, physical exercise/fitness, social interaction/ visiting friends and relatives (Horneman et al., 2003) as well as nostalgia, and excitement (Fleischer & Pizam, 2002). Push factors tend to precede pull factors. The motivation to satisfy push desires is likely to prompt the prospective traveller to consider pull factors that help identify desired destinations. Frequently cited pull factors include: the natural environment, the historic environment, cost, facilities, safety and access (Jang & Wu, 2006).

Service quality

Service quality is a consequence of the customer's evaluation of the perceived performance of specific attributes (features) of the service (eg travel route) compared to their prior expectations (Parasuraman et al., 1988; Zeithaml et al., 2006). Service quality as an antecedent to overall satisfaction appears to be mainly a customer's cognitive evaluation of a service provider's performance (Brady & Cronin, 2001; Cronin, 2003). A relatively small number of high priority attributes tend to have a dominant influence on the customer's perception of a service's overall quality (Hartline et al., 2003).

Overall satisfaction

While service quality is a measure of the service provider's output, satisfaction tends to be a measure of the customer's outcome (Baker & Crompton, 2000). Satisfaction appears to be a combination of emotional and cognitive responses (Cronin, 2003; Oliver, 1997; Wong, 2004; Zeithaml et al., 2006). As a global measure, overall satisfaction can be considered as a post-service evaluative judgment that is reflected in the customer's overall feelings toward that service (Choi & Chu, 2001) which have built up over time.

1.4 Executive summary and recommendations

The main findings and recommendations that emerge from the specific results for the Melbourne Adelaide inland drive route examined in this research include:

- The majority of respondents on this inland route were from Victoria (76%) or NSW/ACT (17%).
- The **respondent profile** included a majority of people over **50 years of age** (58%), the main occupation group was **professional** (34%) and a small percentage (22%) was **retired**. The following travel behaviour has implications for local services (accommodation and vehicle support especially):
 - Most respondents travelled by **private car** (91%)
 - Over one in five (22%) **towed a caravan or camping trailer**
 - The major accommodation used on the trip was either **caravan park** (40%) or **motel/motor inn** (28%).
- The average number of **nights away from home** was 12 nights with NSW travellers away longer (17 nights) than Victorians (11 nights).
- Aspects of the trip that inland route respondents enjoyed the most (Appendix 1) were the **scenery, nature** and the **natural environment** (eg Naracoorte caves, Fleurieu Peninsula scenery, Murray River). Many of these are included in the list of **most frequently visited attractions** by the inland route respondents, including wineries, museums or galleries or historic buildings, the Grampians, the River Murray, Caves/ Naracoorte World Heritage site.
- The most sought after benefits from the drive trip centred on **enjoying the scenery, experiencing nature and the natural environment**, and **discovering and exploring new places, including visiting interesting towns and attractions**.
- **Visiting interesting towns** had the most significant link to respondents' **willingness to recommend** this inland route.
- **Learning about nature & the natural environment** had the most significant link to respondents' **overall satisfaction** on this inland route.

- Victorian respondents placed a high priority on **spending time with family and/or friends** compared to travellers from NSW/ACT.
- The high level of **overall satisfaction** (91%) with the drive route experiences is reflected in the finding that almost all respondents (93%) were **willing to recommend** this inland drive route they travelled to others.
- However, the **inland route** received the lowest levels of **recommendation** of all the routes examined in this research.
- Respondents from Victoria were more likely to make a drive trip on that route in the next year compared to respondents whose homes were further away (NSW).
- Some respondents (32%) experienced problems on their trip and these tended to be with the **quality of the roads, facilities at rest stops, and road signage to towns**.
- The main problems listed for the inland route included **quality of the roads** (Appendix 2).
- Positive features of the inland route included **places of interest en route, accommodation en route, visitor information centres, and tourist information en route**.
- Of the ten drive route features (satisfaction), **places of interest en route** had the most significant link to respondents' willingness to recommend this inland route.
- People who stop en route place high importance on **walking, consuming local food and drink, purchasing local produce, and bush walking or hiking**.
- The **internet** and **Travellink** or **Sealink** were the most popular sources of information used in planning for the trip. The state automobile associations (NRMA and RACV) appealed to respondents in their respective states (NSW and Victoria). **SA Tourism** also recorded high use by respondents as did the **local visitor information centres**.
- **Travel route planning** was the main use for this information.

- The average **total trip length** was 12 nights with travellers from NSW/ACT spending 17 nights away compared to only 11 for people from Victoria.
- Of the **drive-route features**, the **quality of the roads, facilities at rest stops** and **road signage to towns** were problems for some travellers across the age groups.

Section 2:

Results and Discussion

2.1 Respondent characteristics

The main home location of respondents who travelled on the Melbourne Adelaide inland route (Table 1) was Victoria (76%) or NSW/ACT (17%) with small numbers from WA and SA (3%). The respondent profile included a majority (58%) over 50 years of age (Table 2) and few were aged less than 30 years (3%). Few tourists from overseas or more distant states (Queensland) travelled on this route compared to the coastal route.

Table 1: State of residence

State	Percent
Victoria	76
NSW/ACT	17
WA	3
SA	3
Total	99

Due to rounding some totals may not = 100

Table 2: Age groups

Age	Percent
25-29 yrs	3
30-34 yrs	4
35-39 yrs	7
40-44 yrs	14
45-49 yrs	14
50-54 yrs	9
55-59 yrs	15
60-64 yrs	14
65-69 yrs	8
70 yrs and over	12
Total	100

The main occupation groups (Table 3) were 'professional' (34%), 'manager or administrator' (13%) and 'retired' respondents (22%). More males (57%) than females completed questionnaires (Table 4).

Table 3: Occupation

Occupation	Percent
Professional	34
Retired	22
Manager or administrator	13
Other	8
Clerical or services or sales	8
Home duties	6
Trades person	6
Production or transport worker, or labourer	2
Total	99

Table 4: Gender

Gender	Percent
Male	57
Female	43
Total	101

2.2 Travel route identification

Respondents marked their route on a map in the questionnaire (Figure 1) and the inland route between Melbourne and Adelaide included completed questionnaires from 147 (18%) of the 803 respondents.

Figure 1: Drive route map



About a half of the respondents (53%) had never previously travelled on this route (Table 5).

Table 5: Travelled this route previously

	Percent
No	53
Yes	47
Total	100

2.3 Respondents' travel behaviour on the travel route

The main travel groups (Table 6) were with a partner (52%) or family members (32%), and almost two thirds (63%) of the respondents shared the driving role (Table 7).

Table 6: Travel group

Travelling group	Percent
With a partner	52
With family members	32
With friends	9
Alone	5
Other	2
Total	100

Table 7: Driving role

Driving role	Percent
Shared driving role	63
Sole driver	28
Passenger	8
Total	99

Most respondents (91%) travelled by private car (Table 8). One in five (22%) towed a caravan or camping trailer (Table 9), but few (4%) were accompanied by pets (Table 10).

Table 8: Type of vehicle

Type of vehicle	Percent
Private car	91
Rented car	2
Private camper	2
Rented camper	1
Other	5
Total	101

Table 9: Towed a caravan or camping trailer

Towed a caravan or camping trailer	Percent
Yes	22
No	78
Total	100

Table 10: Accompanied by pets on the trip

Pets on the trip	Percent
Yes	5
No	96
Total	100

On this trip over half of the respondents stayed away from home for between 7 and 19 nights (Table 11). The average number of nights away from home was 12 nights (Table 12), with a general trend of more nights away according to distance from home. In contrast to NSW travellers' average 17 nights away from home, Victoria respondents averaged only 11 nights away from home on this trip. Those travelling with a partner recorded more nights away than those travelling with family or friends (Table 13).

Table 11: Number of nights away from home on this trip

Number of nights away from home	Percent
1-3	7
4-6	21
7-9	14
10-19	42
20-29	12
30 and over	4
Total	100

Table 12: Average number of nights away from home on this trip, by home location

Home location	Mean number of nights away	Percent of respondents
NSW/ACT	17	17
Victoria	11	76
Overall mean	12	93

Table 13: Average number of nights away from home on this trip, by travelling group

Travelling group	Mean number of nights away
With a partner	13
With family members	11
With friends	8
Alone	9
Overall mean	12

The major accommodation used on the trip (Table 14) was either caravan park (40%) or motel/motor inn (28%). Fewer people stayed in a hotel or resort (7%) or with friends or family (7%).

Table 14: Type of accommodation

Accommodation	Percent
Caravan park	40
Motel or motor inn	28
Apartment or rented house	13
Hotel or resort	7
With friends or family	7
Bed and breakfast or guest house	2
Camping	2
Hostel	1
Farm stay	1
Total	101

More respondents travelled during summer, followed by autumn, and winter with fewer in spring (Table 15).

Table 15: Month of travel

Month of travel	Percent
Jan	16
Feb	4
March	14
April	10
May	4
June	6
July	10
Aug	7
Sept	5
Oct	6
Nov	2
Dec	16
Total	100

2.4 Overall satisfaction and behavioural intentions

Tourist activities (eg self-drive travel) as for many other services tend to be discretionary in that customers choose to participate. Accordingly, feedback from customers that includes such measures as willingness to recommend and intention to participate in that activity in the future are indicators of a customer's likely future behaviour toward that service.

Furthermore, because satisfaction is often considered as an antecedent to customers' future intentions (eg willingness to recommend) (Wong, 2004; Cronin, 2003; Oliver, 1997), measuring overall satisfaction should indicate future support for that service. As a global measure, overall satisfaction is a post-service evaluative judgment that is reflected in the customers' overall feelings toward that service (Choi & Chu, 2001) which have built up over time (Gustafsson et al., 2005).

Table 16: Overall satisfaction with this specific trip

Overall satisfaction	Percent
Very Satisfied	34
Fairly satisfied	57
Neither satisfied nor dissatisfied	5
Fairly dissatisfied	1
Very dissatisfied	3
Total	100

A high percentage of respondents were 'very satisfied' (34 %) or 'fairly satisfied' (57 %) with their experience on the inland drive route (Table 16), with an overall mean of 4.2, out of a maximum of 5. The very positive overall satisfaction ratings reflect the results for willingness to recommend this specific route to others, with a majority of respondents recording that they would 'definitely' recommend (50%) or 'probably' recommend (43%) this specific route (Table 17). Consequently, the relatively positive feedback for overall satisfaction and willingness to recommend this trip to others indicates that the respondents are likely to provide word of mouth promotion to encourage friends and relatives to consider a future drive-trip on this inland route between Melbourne and Adelaide.

Table 17: Would recommend this specific route to others

Recommend route to others	Percent
Definitely would	50
Probably would	43
Unsure	4
Probably would not	3
Definitely would not	1
Total	101

Table 18: Likelihood of making another trip on this route in the next year

Likely to make another trip on this route in the next year	Percent
Definitely would	25
Probably would	30
Unsure	17
Probably would not	26
Definitely would not	3
Total	101

In contrast to the high percentage of respondents who would ‘probably’ or ‘definitely’ recommend a specific route to others (93%), only about a half of the respondents (55%) indicated that they would ‘definitely’ or ‘probably’ make a drive trip on this inland route in the next year (Table 18).

Table 19: Likely to make another trip on this route in the next year, by home location

Home location	Mean
Victoria	3.6
NSW/ACT	3.1
Overall mean	2.7

The scale used ranged from 1 (low) to 5 (high).

The lower percentage likely to make a similar trip (55%), compared to their willingness to recommend the trip to others (93%), appears to be influenced by the cost (time, travel and accommodation) to travel from interstate. Respondents from Victoria (Table 19) were more likely to make a drive trip on that route in the next year compared to respondents whose homes were further away (NSW).

Table 20: Problems experienced on the trip

Problems experienced	Percent
No	67
Yes	32
Total	100

Two thirds of the respondents noted that they had not experienced a problem on their trip (Table 20) and this affected their behavioural intentions (Table 21). These findings are consistent with other service quality research where customer loyalty is more likely when no problems have been encountered (McCullough, et al., 2000; Maxham & Netemeyer, 2002; Zeithaml, et al., 2006).

Table 21: Overall satisfaction and behavioural intentions, by problems experienced

	Problems Experienced Mean	No Problems Experienced Mean	Overall mean
Overall satisfaction	4.2	4.2	4.2
Likely to make another trip on this route in the next year	3.2	3.6	3.5
Would recommend this specific route to others	4.2	4.5	4.2
	<i>n=47</i>	<i>n=98</i>	<i>n=145</i>

The scale used ranged from 1 (low) to 5 (high).

Because the overall experience for tourists like most other services will be influenced by the impact of problems they encounter, it is important to identify the nature of the problems so that they can be minimised in the future (Cronin, 2003; Johnston, 2004).

Further understanding of respondents' perceptions of the travel routes can be gleaned from the results on route features (Section 2.5) and benefits to respondents (Section 2.6), with qualitative support for these findings from respondents' written comments listing aspects of the route that they enjoyed the most (Appendix 1) or had problems with (Appendix 2).

2.5 Importance and satisfaction ratings of key features of the travel route

This study examined the importance of ten travel route features compared to how satisfied respondents were with each. Most of the features were relatively important, with ‘The quality of the roads’ recording the highest score for importance (Table 22). A negative gap indicates an area of concern. The lower satisfaction and resultant wider Satisfaction – Importance gaps indicate that ‘The quality of the roads’, ‘Facilities at rest stops’ and ‘Road signage to towns’ are problems for some travellers across the age groups.

Table 22: Importance and satisfaction with drive route features (means)

Travel route features	Importance Mean	Satisfaction Mean	Satisfaction – Importance Gap
The quality of the roads	4.3	3.9	-0.4
Facilities at rest stops (eg toilets)	4.2	3.8	-0.4
Road signage to towns (eg. distances to towns)	4.2	3.9	-0.2
Road signage to attractions	4.0	3.9	-0.1
Accommodation you stayed at en route	3.9	4.1	0.2
Places to buy food (& drinks) en route	3.8	3.6	-0.2
Places of interest en route	3.7	4.0	0.3
Restaurants/cafes en route	3.6	3.6	0.0
Visitor information centres	3.5	4.0	0.5
Tourist information en route	3.5	3.9	0.4

The scale used ranged from 1 (low) to 5 (high).

Positive gaps reflect encouraging evaluations. Respondents felt that several features were relative strengths of the inland drive route including ‘Accommodation stayed at en route’, ‘Places of interest en route’, ‘Visitor information centres’, and ‘Tourist information en route’ (Table 22). Compared to Victorian respondents, travellers from NSW indicated higher importance for travel route features including ‘Places of interest en route’, and ‘Road signage to attractions and to towns’. However, satisfaction ratings for each of these features were similar for NSW and Victorian respondents.

Regression analysis indicated that of the ten drive route features (satisfaction), ‘Places of interest en route’, had the most significant link to respondents’ willingness to recommend this inland route, with an overall correlation co-efficient (r) of .362 and a co-efficient of determination (r^2) of .131, ($F = 19.339$, $df = 1, 129$; $p < .001$).

The most frequently listed things that were enjoyed on the trip (Appendix 1) were the scenery, nature and the natural environment (eg Naracoorte caves, Fleurieu Peninsula scenery, Murray River).

Many of these are included in the list of most frequently visited attractions by the inland route respondents (Table 23), including wineries, museums or galleries or historic buildings, the Grampians, the River Murray, Caves/ Naracoorte World Heritage site. Beyond this inland route, many of these respondents also visited other areas such as Kangaroo Island as part of their overall trip.

Table 23: Attractions visited

Attractions	Percent of inland route respondents who visited this attraction %
Wineries	15
Museums, galleries and historic buildings	14
Granite Island	11
Grampians	10
River Murray	9
Conservation parks	7
Caves/ Naracoorte World Heritage site	7

Respondents were able to list more than one attraction that they visited.

2.6 Benefits sought and attained from the travel route

The numerous aspects of the route that respondents enjoyed the most (Appendix 1) also correspond with the highest rated benefits including 'Enjoying the scenery', which was also rated highest for this benefit being attained. 'Experiencing nature & the natural environment', 'Discovering & exploring new places', 'Escaping everyday routines' and 'Visiting interesting attractions' also rated relatively high in importance as well as for attainment of the benefit (Table 24).

Table 24: Perceived benefits to respondents (means)

Benefits	Importance Mean	Attainment Mean	Attainment - Importance Gap
Enjoying the scenery	4.4	4.3	-0.1
Experiencing nature & the natural environment	4.3	4.3	0.0
Discovering & exploring new places	4.2	4.1	-0.1
Escaping everyday routines	4.2	4.1	-0.1
Learning about this part of Australia	4.0	4.1	0.1
Visiting interesting attractions	4.0	4.0	0.0
Learning about nature & the natural environment	4.0	4.0	0.0
Being able to make flexible & spontaneous decisions	4.0	3.8	-0.2
Visiting interesting towns	4.0	3.9	-0.1
Enjoying local produce (eg food, drink, handicrafts)	4.0	3.9	-0.1
Relaxation	3.9	3.9	0.0
Learning about local history and culture	3.9	3.9	0.0
Improving my health & well-being	3.8	3.6	-0.2
Experiencing local history and culture	3.7	3.7	0.0
Spending time with family &/or friends	3.7	4.0	0.3
Experiencing adventure & challenge	3.5	3.5	0.0
Enjoying time to be alone	3.3	3.4	0.1
Improving my physical fitness	3.2	3.3	0.1
Meeting new people	2.8	3.2	0.3

The scale used ranged from 1 (low) to 5 (high).

Regression analysis indicated that of the benefits attained, 'Visiting interesting towns' had the most significant link to respondents' willingness to recommend this inland route, with an overall correlation co-efficient (r) of .367 and a co-efficient of determination (r^2) of .135, ($F = 20.402$, $df = 1, 132$; $p < .001$).

'Learning about nature & the natural environment' had the most significant link to respondents' overall satisfaction with this inland route, with an overall correlation co-efficient (r) of .374 and a co-efficient of determination (r^2) of .140, ($F = 21.733$, $df = 1, 135$; $p < .001$).

Victorian respondents placed a high priority on spending time with family and/or friends ($M_i = 3.8$, $M_a = 4.1$), compared to travellers from NSW/ACT ($M_i = 3.3$, $M_a = 3.4$). Spending time with family and/or friends was also more important for 30 to 49 year old respondents rather than the other age groups.

2.7 Activities involved in on the route

Activities with wide appeal across age groups dominated in terms of both their importance as well as the extent to which respondents were satisfied with them, especially walking, consuming local food and drink, purchasing local produce, and bush walking or hiking (Table 25). NSW and Victorian respondents registered similar results except for bush walking or hiking which was rated higher by Victorians ($M_i = 3.6$, $M_a = 4.1$) than people from NSW ($M_i = 2.9$, $M_a = 3.9$).

Several activities were only of moderate importance but registered relatively higher levels of satisfaction including visiting arts & cultural galleries and wine tasting.

Table 25: Activities involved in on the route

Activities	Importance Mean	Satisfaction Mean	Satisfaction – Importance Gap
Consuming local food & drink	3.8	4.0	0.2
Walking	3.7	4.2	0.4
Purchasing local produce (eg food, drink, handicrafts)	3.7	4.0	0.3
Bush walking/hiking	3.5	4.1	0.6
Visiting arts & cultural galleries	3.2	3.8	0.5
Wine tasting	2.9	3.8	0.8
Bird watching	2.7	3.8	1.1
Swimming	2.7	3.7	1.1
Visiting aboriginal sites & attractions	2.7	3.4	0.8
Camping	2.6	3.8	1.2
Fishing	2.6	3.7	1.2
Whale watching	2.5	3.4	0.8
Boating	2.3	3.6	1.3
Surfing	1.8	3.2	1.5
Scuba diving/Snorkelling etc	1.8	3.3	1.5
Bicycling	1.7	3.2	1.5

The scale used ranged from 1 (low) to 5 (high).

2.8 Travel planning

The majority of respondents (71%) planned for their trip at least one month in advance and only few (6%) did not plan at all (Table 26).

Table 26: How long before the start of this trip did you start planning for it?

Length of time before start of trip	Percent
Did not plan	2
Less than a week	5
1 to 4 weeks	18
1 to 3 months	34
3 to 6 months	28
More than 6 months	14
Total	101

The high rating for Travellink or Sealink reservations may have been influenced by the number of respondents sourced from their database (Table 27), which was the most popular source of information when planning for the trip (61%). The internet (50%) was the next most popular source of information used in planning for the trip recording high use by respondents from both NSW and Victoria. SA Tourism (39%) also recorded high use by respondents from each state and overseas as did the local visitor information centres (24%). State automobile associations tended to be used mainly by respondents from that state. The pattern of responses indicates multiple sources of information were used by many respondents.

Table 27: What sources of information did you use when planning this trip?

Sources of information used when planning this trip	All respondents %	NSW respondents %	Victoria respondents %
RAA	3	8	0
RACV	32	8	40
NRMA	8	44	0
Tourism Vic	11	12	10
SA Tourism	39	40	39
Internet	50	48	50
Travellink or Sealink reservations	61	76	57
Local visitor information centre	24	24	24
None	7	8	5
Other	9	12	7

Respondents were able to nominate all sources that were appropriate to them.

Travel route planning was the main use for this information (Table 28).

Table 28: What did you use this planning for?

	All respondents %
Travel route planning	68
Sourcing information	25
Planning activities to undertake en route	5
Finding out about sites of interest en route	1
Total	99

While the minority of respondents (7%) planned for their trip less than one week in advance (Table 26), many more either did not book their accommodation (13%) or did so less than a week beforehand (19%) (Table 29).

Table 29: Time before trip accommodation was booked

	Percent
Did not book	13
Less than a week	19
1 to 4 weeks	24
1 to 3 months	31
3 to 6 months	8
More than 6 months	5
	100

Appendix 1:

Summary of written responses:

Aspects of this route that respondents enjoyed the most

Summary of written responses: Aspects of this route that respondents enjoyed the most

Table 30: Aspects of this route that respondents enjoyed the most – Route 2 (Inland)

	n=
<p>Scenery, nature & the natural environment</p> <ul style="list-style-type: none"> • Naracoorte Caves were an outstanding experience • Scenery (11) • Taillem Bend to KI (2) • Scenery changes with the season • Western Fly between Bacchus Marsh and Burrumbeet, scenic drive from Mt Barker to Cape Jervis • The beautiful natural environment • Environment • Remoteness • Natural environment • Drive from Taillem Bend • The scenery through the Fleurieu Peninsula • Beauty- untouched by civilization • Fleurieu Peninsula • The care taken to keep the natural beauty • The lovely new growth following the fires in the Grampians • Beautiful scenic drives • Walk around Mt Gambier Blue Lake • Coorong trip • Murray River • Adelaide to KI • Nature- flora on KI • Waterfalls, lookouts • American River • Flinders Chase NP (2) • Remarkable Rocks were indeed remarkable • KI and Victor Harbor drive • Exploring a new and beautiful part of the SA coastline • Rugged beauty of the coastline- clear waters • Camping at snake lagoon/ KI 	43
<p>Animals, wildlife</p> <ul style="list-style-type: none"> • Animals on KI (2) • Penguin watching at Penneshaw • Seeing sea lions in natural environment • We loved American River- bird watching 	5
<p>Local history & culture, interesting towns & attractions</p> <ul style="list-style-type: none"> • Going through the country towns • Learning about the history • Local history • The feeling of going back in time • Historic visit to cemetery and environs • Towns local attractions • Ballarat • Victor Harbor (4) • Stopping at Second Valley • Warrnambool • Strathalbyn • Enjoyed Adelaide hills • Arriving in Adelaide • Attractions of Adelaide and surrounding areas 	49

<p>Local history & culture, interesting towns & attractions (cont.)</p> <ul style="list-style-type: none"> • Seeing current enterprises • Excellent destinations • Visiting Monarto Zoo and Adelaide Zoo • Markets in small towns • Victor Harbor buildings, atmosphere and railway • Dairy farms around Tailem Bend • Strathalbyn buildings • Kingscote • Ferry rides (both Wellington and KI) • KI (16) • Ferry crossing to KI (2) • Ferry trip (2) • Trip from Wellington by ferry (2) 	
<p>Relaxation, peace, serenity</p> <ul style="list-style-type: none"> • Peaceful, not too many people even at eateries/ Away from the hustle & bustle in the city (2) • Trip to KI- leisurely pace • Easier driving than the east coast • 110km speed limit helps make trip more relaxing 	5
<p>People, friends, relatives</p> <ul style="list-style-type: none"> • Local people telling me the quickest and quietest route (roads) to take • Being born in SA and visiting family • Catching up with friends • Friendly people (especially on KI) 	4
<p>Local produce (food, drink, handicrafts, wineries)</p> <ul style="list-style-type: none"> • Really enjoyed the grape vine areas • Coonawarra wineries • Food 	3
<p>Roads, signage, rest stops</p> <ul style="list-style-type: none"> • The great roads, a pleasure to drive on (4) • Quick safe route (2) • Stops- food at places along the way, facilities were good (2) • Good signage and good road between Adelaide and Melbourne • Low amount of trucks • Horsham to Tailem Bend- the road is good • Getting there quickly • Generally the quiet amount of traffic • Melbourne to Tailem bend/ Murray bridge, easy driving & passing lanes/dual freeway • Magnificent road through Adelaide Hills • Picnic spots with clean toilets/ food/ cafes nearby- next water features e.g. Bordertown 	16
<p>Accommodation</p> <ul style="list-style-type: none"> • Obtaining good accommodation • Being able to camp near the national park and the easy access to it • KI caravan park, Western KI 	3
<p>General</p> <ul style="list-style-type: none"> • Enjoyed all aspects (2) • Being in a district outside our own • Seeing a different landscape • Water truck 	4

Appendix 2:

Summary of written responses:

Problems that detracted from respondents' experience with this route

Summary of written responses: Problems that detracted from respondents' experience with this route

Table 31: Problems that detracted from respondents' experience with this route – Route 2 (Inland)

	n=
<p>Local services (food, vehicle, information)</p> <ul style="list-style-type: none"> ▪ Nearly getting bogged in sand at yacht club- Victor Harbor ▪ Very few service stations open on highway during night ▪ Not many shops accept American Express Credit Card ▪ Lack of food outlets when travelling around KI ▪ Arrived at cape Jervis 9pm local time to find that there nowhere/nothing open to get a meal, petrol, services 	5
<p>Accommodation</p> <ul style="list-style-type: none"> ▪ Overpriced accommodation/poor condition (4) ▪ Terrible smell at Caravan Park at Victor Harbor- probably won't go back there ▪ Very little accommodation on highway east of Murray bridge, west of Horsham ▪ Camping accommodation in Kingscote and the eastern end of KI absolutely lousy 	7
<p>Quality of roads</p> <ul style="list-style-type: none"> ▪ Driving through Horsham township a bypass would be good ▪ Trip from Melbourne via Ballarat via Horsham is not exciting due to poor roads ▪ Very bad roads ▪ Road from Hay to Balranald needs attention as the trucks are leaving a grooved and bumpy surface ▪ Change of speed up and down through towns, suggest varying colours of road paint to show speed zones ▪ Single lane roads ▪ Poor roads and signage on the Fleurieu Peninsula to Cape Jervis ▪ Murray bridge to Naracoorte is a long drive, with virtually nothing in between (having come off ferry that afternoon, the stops on the hwy 150k either side of Bordertown require improvement) ▪ We do not have a 4wd car and due to the winds and rain we were not able to visit all areas due to the dirt roads 	10
<p>Road signage</p> <ul style="list-style-type: none"> ▪ Lack of signage at Colac to show the road to Lorne, I stumbled across the Colac-Lorne road just by driving along a road that seemed to be heading towards the coast ▪ No or very few overtaking lanes between Cape Jervis and Victor Harbor 	2
<p>General</p> <ul style="list-style-type: none"> ▪ Our vehicle played up- but we were helped at Victor Harbor ▪ Major mechanical problem with Nissan patrol ▪ After arriving on ferry on Good Friday, driving to American river a kangaroo jumped into path of our car-it was dark and we were not driving very fast- approx 70km. Radiator damaged and had to be towed to Kingscote. RAA very helpful ▪ Inability to get on ferry when we wanted to ▪ Cost of ferry is a deterrent (3) ▪ Everything on KI is expensive because the ferries high costs 	6