

SOUTHERN AUSTRALIAN TOURING ROUTE INC.

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

Supplementary Report - Kangaroo Island Route
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On behalf of: Southern Australian Touring Route Inc.

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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 Kangaroo Island 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 Kangaroo Island and also visited other areas en route. 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 235 respondents who had driven on the Kangaroo Island 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 Kangaroo Island drive route examined in this research include:

- The **respondent profile** included almost a half who were between **35 and 55 years of age** and a high percentage who were **‘professional’** (35%), or **‘manager or administrator’** (15%). The following travel behaviour has implications for local services (accommodation and vehicle support especially):
 - Most respondents travelled by **private car** (69%) or **rented car** (25%)
 - Over one in ten (11%) **towed a caravan or camping trailer**
 - A range of accommodation was used on the trip including **caravan park** (21%), **motel/motor inn** (20%), **apartment or rented house** (15%) and **hotel or resort** (13%).
- The average number of **nights away from home** was 14 nights with a general trend of more nights away according to distance from home. Overseas travellers averaged 30 nights away from home on this trip, compared to only four nights for SA travellers to KI.
- Aspects of the trip that KI route respondents enjoyed the most included the **scenery, nature and the natural environment, discovering & exploring new places, escaping everyday routines, and visiting interesting towns and attractions.**
- **Spending time with family and or friends** was a priority for respondents whose travelling group was ‘family’ or ‘friends’, and for the occupation groups listed as manager or administrator, professional, associate professional, and trades person. These were mainly age groups below 50 years, and SA and Victorian respondents.
- The **most frequently visited attractions** by the KI route respondents included Seal Bay, Remarkable Rocks, Flinders Chase National Park, lighthouses, caves, wineries, wildlife parks, and museums, galleries and historic buildings.
- Of all the benefits attained, **enjoying the scenery** had the most significant link to the respondents’ **willingness to recommend** the KI route, while **visiting interesting towns** had the most significant link to the respondents’ **overall satisfaction.**

- The high level of **overall satisfaction** (91%) with the drive route experiences is similar to the finding that almost all respondents (95%) were **willing to recommend** the drive route they travelled to others.
- Those travelling from greater distances (e.g. overseas, Queensland) reported high levels of recommending the route but were less likely to return themselves.
- **Overall satisfaction** and **willingness to recommend** a drive route is influenced by **problems** encountered on the trip. Some respondents (41%) experienced problems on their trip and these tended to be with **facilities at rest stops, quality of the roads** and **local services** (Appendix 2).
- Positive features of the KI route included **places of interest en route, accommodation en route, and visitor information centres.**
- Of the ten drive route features (satisfaction), **places of interest en route** had the most significant link to respondents' willingness to recommend the KI route.
- People who stop en route place high importance on **walking, consuming local food and drink, purchasing local produce, and bush walking or hiking.**
- Several activities were of only moderate importance but registered relatively higher levels of satisfaction including, **visiting arts & cultural galleries, and wine tasting.**
- The **internet** was the most popular source of information used in planning for the trip recording high use by respondents from each state and overseas. **SA Tourism, local visitor information centres, and Travellink or Sealink** also received high use by respondents from each state and overseas.
- **Travel route planning** was the main use for this information.
- The most popular location for overnight stopovers both en route and on KI included **Kingscote, American River, Adelaide, Victor Harbor, Flinders Chase, and Penneshaw.**

Section 2:

Results and Discussion

2.1 Respondent characteristics

The main home location of respondents who travelled on the KI route (Table 1) was Victoria (29%) or NSW/ACT (25%) with smaller numbers from SA (18%), overseas (10%) and Queensland (9%). The respondent profile included almost a half (47%) between 35 and 55 years of age (Table 2) and few were aged less than 30 years (9%).

Table 1: State of residence

State	Percent
Victoria	29
NSW/ACT	25
SA	18
Overseas	10
Queensland	9
WA	6
Tasmania	2
NT	3
Total	102

Due to rounding some totals may not = 100

Table 2: Age groups

Age	Percent
15-19 yrs	3
20-24 yrs	2
25-29 yrs	4
30-34 yrs	5
35-39 yrs	11
40-44 yrs	14
45-49 yrs	10
50-54 yrs	12
55-59 yrs	12
60-64 yrs	12
65-69 yrs	6
70 yrs and over	10
Total	101

The main occupation groups (Table 3) were 'professional' (35%), 'manager or administrator' (15%) and 'retired' respondents (22%). More females (56%) than males completed questionnaires (Table 4).

Table 3: Occupation

Occupation	Percent
Professional	35
Retired	22
Manager or administrator	15
Other	13
Clerical or services or sales	7
Home duties	5
Trades person	3
Total	100

Table 4: Gender

Gender	Percent
Male	44
Female	56
Total	100

2.2 Travel route identification

Respondents marked their route on a map in the questionnaire (Figure 1) and the coastal route between Melbourne and Adelaide included completed questionnaires from 235 (29%) of the 803 respondents.

Figure 1: Drive route map



It is noteworthy that a large majority of respondents (83%) had never previously travelled on the KI route (Table 5).

Table 5: Travelled this route previously

	Percent
No	83
Yes	17
Total	100

2.3 Respondents' travel behaviour on the travel route

The main travel groups (Table 6) were with a partner (53%) or family members (34%), and over half (59%) of the respondents shared the driving role (Table 7).

Table 6: Travel group

Travelling group	Percent
With a partner	53
With family members	34
With friends	9
Other	4
Total	100

Table 7: Driving role

Driving role	Percent
Shared driving role	59
Sole driver	20
Passenger	20
Total	99

Most respondents (69%) travelled by private car (Table 8) or rented car (25%). Only one in ten (11%) towed a caravan or camping trailer (Table 9), and fewer (3%) were accompanied by pets (Table 10).

Table 8: Type of vehicle

Type of vehicle	Percent
Private car	69
Rented car	25
Private camper	1
Rented camper	3
Other	2
Total	100

Table 9: Towed a caravan or camping trailer

Towed a caravan or camping trailer	Percent
Yes	11
No	89
Total	100

Table 10: Accompanied by pets on the trip

Pets on the trip	Percent
Yes	3
No	97
Total	100

On this trip over half of the respondents stayed away from home for less than nine nights (Table 11). The average number of nights away from home was 14 nights (Table 12), with a general trend of more nights away according to distance from home. In contrast to overseas travellers' average 30 nights away from home, SA respondents averaged only four nights away from home on this trip. The small number of respondents from Tasmania and NT limit the reliability of the data for these two states (Table 12).

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

Number of nights away from home	Percent
1-3	15
4-6	20
7-9	16
10-19	33
20-29	6
30-49	6
50 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
Overseas	30	10
Queensland	21	9
NT	17	3
NSW/ACT	15	25
Victoria	11	29
WA	11	6
Tasmania	7	2
SA	4	18
Overall mean	14	101

Travelling groups that included family or friends spent fewer nights away compared to those who travelled alone (Table 13).

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

Travelling group	Mean number of nights away
Alone	20
With a partner	15
With family members	12
With friends	10
Overall mean	14

The major accommodation used on the trip (Table 14) was either caravan park (21%) or motel/motor inn (20%), followed by apartment or rented house (15%) and hotel or resort (13%).

Table 14: Type of accommodation

Accommodation	Percent
Caravan park	21
Motel or motor inn	20
Apartment or rented house	15
Hotel or resort	13
Bed and breakfast or guest house	11
Camping	10
With friends or family	7
Farm stay	2
Hostel	1
Total	100

Similar numbers of respondents travelled during summer and autumn, and fewer in spring and winter (Table 15).

Table 15: Month of travel

Month of travel	Percent
Jan	24
Feb	11
March	15
April	17
May	5
June	3
July	7
Aug	4
Sept	6
Oct	3
Nov	3
Dec	5
Total	103

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	49
Fairly satisfied	42
Neither satisfied nor dissatisfied	2
Fairly dissatisfied	1
Very dissatisfied	6
Total	100

A high percentage of respondents were 'very satisfied' (49%) or 'fairly satisfied' (42%) with their experience on the KI drive route (Table 16), with an overall mean of 4.3, out of a maximum of 5. The very positive overall satisfaction ratings support the results for willingness to recommend this specific route to others, with a majority of respondents recording that they would 'definitely' recommend (68%) or 'probably' recommend (27%) 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 to Kangaroo Island.

Table 17: Would recommend this specific route to others

Recommend route to others	Percent
Definitely would	68
Probably would	27
Unsure	3
Probably would not	1
Definitely would not	0
Total	99

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	12
Probably would	22
Unsure	21
Probably would not	30
Definitely would not	15
Total	100

In contrast to the high percentage of respondents who would ‘probably’ or ‘definitely’ recommend a specific route to others (95%), only about a third of the respondents (34%) indicated that they would ‘definitely’ or ‘probably’ make a drive trip to KI 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	3.3
SA	3.2
WA	3.0
Queensland	2.5
NSW/ACT	2.4
Overseas	2.1
Overall mean	2.7

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

The lower percentage likely to make a similar trip (34%), compared to their willingness to recommend the trip to others (95%), appears to be influenced by the cost (time, travel and accommodation) to travel from interstate or overseas. Respondents from Victoria and SA (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 (overseas, Queensland, NSW, WA). The small number of respondents from Tasmania and NT limits the reliability of the data for these two states.

The differences recorded between the two loyalty measures (Tables 17 & 18) reinforce the assertion that repatronage intentions and word-of-mouth intentions are discrete constructs (Soderlund, 2006), and therefore it is important that data is collected for both measures.

Table 20: Problems experienced on the trip

Problems experienced	Percent
No	59
Yes	41
Total	100

Almost sixty percent of the respondents noted that they had not experienced a problem on their trip (Table 20) and this affected their overall satisfaction and 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	4.1	4.4	4.3
Likely to make another trip on this route in the next year	2.7	3.0	2.9
Would recommend this specific route to others	4.5	4.7	4.6
	<i>n</i> =93	<i>n</i> =133	<i>n</i> =227

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 road signage to attractions 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 ‘Road signage to attractions’, ‘Facilities at rest stops’ and ‘The quality of the roads’ are problems for some travellers.

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

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

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 KI drive route including ‘Places of interest en route’, ‘Accommodation stayed at en route’, and ‘Visitor information centres’ (Table 22).

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 the KI route, with an overall correlation co-efficient (r) of .390 ($p < .001$).

Qualitative information (written comments) indicating aspects of the route that respondents either enjoyed (Appendix 1) or had problems with (Appendix 2) tend to support the results presented in Table 22.

The most frequently listed problems included local services such as opportunities to purchase suitable food and the quality of the unsealed roads.

Far outweighing the problems encountered on this trip were the numerous aspects of the route that respondents enjoyed the most (Appendix 1). Enjoyable aspects especially included wildlife, scenery, nature and the natural environment (eg nature on KI, the beaches, Remarkable rocks). Also featured in the aspects enjoyed the most were interesting attractions. Many of these are included in the list of most frequently visited attractions by the KI route respondents (Table 23) including Seal Bay, Remarkable Rocks, Flinders Chase National Park, lighthouses, caves, wineries, wildlife parks, and museums, galleries and historic buildings.

Table 23: Attractions visited

Attractions	Percent of coastal route respondents who visited this attraction %
Seal Bay	49
Remarkable Rocks	31
Flinders Chase National Park	29
Lighthouses	20
Caves	18
Wineries	16
Wildlife Parks	13
Museums or galleries or historic buildings	8
Conservation parks	6
Granite Island	2
Eco Marine tours	2
Amaze and Fun	2
Blue Lake	1
Bay of Shoals	1

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', 'Visiting interesting attractions', 'Learning about this part of Australia', 'and 'Learning about nature & the natural environment' also rated relatively high in importance as well as for attainment of the benefit (Table 24). 'Spending time with family and or friends' was a priority for respondents whose traveling group was 'family' or 'friends', and for the occupation groups listed as manager or administrator, professional, associate professional, and trades person. These were mainly age groups below 50 years, and SA and Victorian respondents.

Table 24: Perceived benefits to respondents (means)

Benefits	Importance Mean	Attainment Mean	Attainment - Importance Gap
Enjoying the scenery	4.5	4.5	0.0
Experiencing nature & the natural environment	4.5	4.5	0.0
Discovering & exploring new places	4.5	4.4	-0.1
Escaping everyday routines	4.3	4.3	0.0
Visiting interesting attractions	4.2	4.2	0.0
Learning about nature & the natural environment	4.2	4.2	0.0
Learning about this part of Australia	4.2	4.2	0.0
Relaxation	4.1	4.1	-0.1
Being able to make flexible & spontaneous decisions	4.1	3.9	-0.2
Enjoying local produce (eg food, drink, handicrafts)	4.0	3.9	-0.1
Visiting interesting towns	4.0	3.9	-0.1
Experiencing local history and culture	3.9	3.9	0.0
Learning about local history and culture	3.9	3.9	0.0
Spending time with family &/or friends	3.9	4.1	0.2
Improving my health & well-being	3.8	3.8	0.0
Experiencing adventure & challenge	3.3	3.5	0.2
Enjoying time to be alone	3.3	3.5	0.2
Improving my physical fitness	3.2	3.4	0.2
Meeting new people	2.8	3.2	0.4

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

'Enjoying the scenery' had the most significant link to respondents' willingness to recommend the KI route, with an overall correlation co-efficient (r) of .354. 'Visiting interesting towns' had the most significant link to respondents' overall satisfaction ($r = .208$).

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).

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

In contrast, a number of activities were of high importance only to a minority of the respondents including aquatic activities (eg swimming, boating, fishing, scuba diving/snorkeling).

Table 25: Activities involved in on the route

Activities	Importance Mean	Satisfaction Mean	Satisfaction – Importance Gap
Walking	3.9	4.3	0.4
Consuming local food & drink	3.8	4.0	0.2
Purchasing local produce (eg food, drink, handicrafts)	3.7	4.0	0.3
Bush walking/hiking	3.5	4.2	0.7
Visiting arts & cultural galleries	3.3	3.8	0.5
Wine tasting	3.2	3.9	0.7
Bird watching	3.1	4.0	0.9
Visiting aboriginal sites & attractions	3.1	3.4	0.3
Swimming	2.9	3.7	0.8
Whale watching	2.7	3.0	0.3
Camping	2.6	3.6	1.0
Fishing	2.4	3.6	1.2
Boating	2.1	3.5	1.4
Scuba diving/Snorkelling etc	1.9	3.2	1.3
Surfing	1.8	3.1	1.3
Bicycling	1.6	3.1	1.5

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

2.8 Travel planning

The majority of respondents (69%) planned for their trip at least one month in advance and only few (3%) 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	3
Less than a week	6
1 to 4 weeks	22
1 to 3 months	26
3 to 6 months	29
More than 6 months	14
Total	100

The internet (65%) was the most popular source of information used in planning for the trip (Table 27) recording high use by respondents from each state and overseas. SA Tourism (44%) also recorded high use by respondents from each state and overseas as did the local visitor information centres (30%). State automobile associations tended to be used mainly by respondents from that state. The high rating for Travellink or Sealink reservations (67%) may have been influenced by the key role that they provide in ferry transport to KI. 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 %
RAA	6
RACV	14
NRMA	9
Tourism Vic	5
SA Tourism	44
Internet	65
Travellink or Sealink reservations	67
Local visitor information centre	30
None	2
Other	26

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	60
Sourcing information	29
Planning activities to undertake en route	3
Finding out about sites of interest en route	8
Total	100

While the minority of respondents (9%) planned for their trip less than one week in advance (Table 26), many more either did not book their accommodation (20%) or did so less than a week beforehand (16%) (Table 29).

Table 29: Time before trip accommodation was booked

	Percent
Did not book	20
Less than a week	16
1 to 4 weeks	25
1 to 3 months	26
3 to 6 months	6
More than 6 months	7
	100

Appendix 1:

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 6 (Kangaroo Island)

	n=
<p>Scenery, nature & the natural environment</p> <ul style="list-style-type: none"> • The scenery (31) • KI (11) • Nature on KI (11) • Its natural beauty(7) • The beaches (7) • Remarkable Rocks (6) • Little Sahara (4) • Admiral's Arch (3) • Bushwalking and of course the animals (2) • Fishing (2) • Good walks (2) • The coast (2) • Variety of natural attractions • Bush camping • Beauty- untouched by civilization • KI very remote and different from mainland • Flinders Chase NP • Its incredible landscape- its remoteness and ruggedness • Landscapes • The ocean and clear bays • Fresh air • Seal Bay • Island Beach • Being very close to nature, lovely natural attractions • Vivonne Bay • Its undeveloped and unspoilt nature (beauty and quiet) • Driving around KI was great • Emu Beach • The countryside- rolling hills • The bush • Surf • Flora • Particularly enjoyed the route from Elliot to KI- great road, scenery and ferry trip • Cape du Couedic • Stokes Bay • The lovely weather • Remoteness of location • Long walks along Island Beach • The tourist scenes are excellent, very beautiful and attractive • Seal Bay • The green view and landscape • Clarity of water, not polluted, minimum litter • Antechamber Bay • Coonawarra • Flinders Chase • Beautiful bays and coastline • Fishing at American River • Cape Bridgewater • Naracoorte Caves • Piccaninny Ponds • Coorong • Goolwa • Halls Gap • Drive from Angaston to KI • Great Ocean Road 	<p>131</p>

<p>Animals, wildlife</p> <ul style="list-style-type: none"> • The wildlife (24) • The seal and sea lion colonies/penguins (19) • Birds (2) • To get close to the sea lions • Koala walk, kangaroos, and wallabies • Natural beauty • Western KI caravan park with wildlife • Kangaroos at picnic area at Flinders Chase • Seeing a platypus on the walk • Wildlife- penguins at Penneshaw, pelican man at Kingscote • We went to SA and KI in particular to experience the wildlife • Saw a platypus • Something different- always wondered what it was like -"sort of close but in a way sort of remote" sea lions, seals, penguins • Beaches • Remoteness, fishing • Penguins, bears etc. • Paul's place (Stokes Bay) not only animals and birds, but personality of the men involved • Beauty and wilderness • The New Zealand fur seals at Cape Arch • Koalas at Parndana • Brilliant access to view wildlife i.e. seals in natural habitat • Seeing animals and birds • We loved Vivonne Beach • Wildlife- echidna, goanna, wallabies • Koalas, wallabies, kangaroos and birds, bright stars at night • Penguin feeding at Kingscote • Seeing fur seals at Flinders Chase NP 	<p>69</p>
<p>Local history & culture, interesting towns & attractions</p> <ul style="list-style-type: none"> • Historic sites/History (3) • Touring KI (3) • National Parks (2) • Lighthouse (2) • Recreation easily accessible • The closeness of the attractions • House of the young' at Emu Bay - superb • Attractions that we visited were excellent and unique • Barossa Valley • Attractions along Great Ocean Road • Hahndorf • Visiting local attractions • We enjoyed the Barossa (history etc) • National parks on KI • Visiting places beyond Adelaide • Two nights in Victor Harbor- interesting stop over • Going hot air ballooning in Barossa valley • The ferry ride • Fishing charter was good fun • Tour-guide information and history hospitality • The range of attractions • Beautiful boardwalks • Older towns of the Fleurieu Peninsula • Flinders Chase NP • Beach 4x4 driving • Main attractions • Parks were very well designed and maintained • Victor Harbor • Touring towns visited 	<p>45</p>

<ul style="list-style-type: none"> • Many other attractions not listed <p>Local history & culture, interesting towns & attractions (cont.)</p> <ul style="list-style-type: none"> • Heritage places • A very clean island, well maintained • Kingscote • Historical towns such as Wellington • Information plaques • Museum on KI • Tourist attractions • Flinders Chase NP • Mt Gambier 	
<p>Relaxation, peace, serenity</p> <ul style="list-style-type: none"> • Peace and tranquillity/The quietness and relaxing atmosphere/Serenity (8) • Not too busy/crowded (2) • Slow paced day to day living • Very easy drive • The quiet isolation • Laid back, relaxed, peaceful, friendly people and atmosphere • Slow pace of the island • Quietness of KI • KI is very special, so much to see & do with our family, very relaxing- loved it • Not much traffic 	18
<p>People, friends, relatives</p> <ul style="list-style-type: none"> • Friendly people, laid back attitude (6) • Not crowded (2) • Attitude of local people in face of extreme drought • The people we travelled with • Laid back, relaxed, peaceful, friendly people and atmosphere • Paul's place (Stokes Bay) not only animals and birds, but personality of the men involved • Catching up with some great friends- life long pals- great • Friends and family • KI is very special, so much to see & do with our family, very relaxing- loved it • Two friendly patrons at the Cape Jervois pub whilst waiting for ferry 	16
<p>Local produce (food, drink, handicrafts, wineries)</p> <ul style="list-style-type: none"> • Natural/ local produce and boutique industries (2) • Good dining- good food/good wine/ in attractive settings • Delicious whiting we purchased • Visit to sheep dairy and honey farm • Dinner at Ozone Hotel- yummy kangaroo and whiting • Fishing- whiting were on the bite • Good food (fresh and natural) • We enjoyed the Barossa (wine etc) • d'Arenberg's • Vineyards at McLaren Vale • Adelaide Markets 	12
<p>Roads, signage, rest stops</p> <ul style="list-style-type: none"> • KI- we knew about the dirt roads & were prepared so they only added to the novelty of the experience • Roads and scenery including toilet stops were better in SA than in NSW or VIC & better signposted • Good road • Great facilities when needed • Cafes • Driving 	7

<ul style="list-style-type: none"> • Good quality dirt roads 	
<p>Accommodation</p> <ul style="list-style-type: none"> • Accommodation (3) • Camping facilities and space (2) • The excellent western KI caravan park- gorgeous place, very clean, friendly staff • The time spent at the wilderness resort on KI • Camping at Pendleton overnight • National park camping facilities • Naturally beautiful spacious campsites • The places chosen to stay were just perfect • The Adagio B&B 	12
<p>General</p> <ul style="list-style-type: none"> • Enjoyed it all (3) • Swimming (2) • Boat crossing (2) • Very convenient and efficient ferry service (2) • Sense of adventure • Fast way to get to KI • Exploring • Great fishing • Excellent experience for children • Exceeded expectations • Ease of access to points of interest • Weather • Budget 	18

Appendix 2:

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 6 (Kangaroo Island)

	n=
<p>Scenery, nature & the natural environment</p> <ul style="list-style-type: none"> ▪ The dead animals on side of road (3) ▪ Stingray at Emu Bay, seaweed on beach. ▪ Not realising before visit that wildlife would not be clearly visible from the road because of dense scrub ▪ Possums ▪ Drought had killed Stokes Bay Bush Garden ▪ Fear of snakes 	8
<p>Local services (food, vehicle, information)</p> <ul style="list-style-type: none"> ▪ Lack of/variety of food selection en-route to places (3) ▪ Not enough options (timing) of sea link ▪ There needs to be more shuttle buses from Kingscote to Penneshaw (or taxi- anything!!!- very important) ▪ Lack of fresh seafood ▪ Availability of services especially eftpos and shops/cafes in the evenings ▪ No simple cold showers on beach ▪ Restaurants WERE NOT as advertised. Many advertised restaurants not open. Some closed. Advertising although on internet currently was out of date and/or misleading, as well as the SA tourist bureau brochures ▪ No shuttle service at D'Estees Bay at Cape Gantheaume wilderness protection area/ conservation park, therefore unable to do O/N Walk we were really looking forward to it ▪ Food on the road was terrible ▪ No food or restaurant at night on the park we were on KI ▪ Campers not really catered for ▪ Not enough information re suitable clothing (i.e. cold nights) for penguin viewing and lack of suitable torches (not enough) ▪ Our hire car wasn't insured if we hit an animal on the road after dark so we had to be "home" before then ▪ Very few coffee shops ▪ Very poor lunch facilities at Kingscote ▪ The 'lunch' included in the tour was very disappointing ▪ Cost ▪ Lack of concrete boat ramps ▪ Not enough shops available ▪ No gluten free produce ▪ Entry fees to seal bay "rip off" disappointing ▪ Availability of free road maps ▪ No shade at races ▪ Locals not friendly 	26
<p>Accommodation</p> <ul style="list-style-type: none"> ▪ Our accommodation (riverside cottage) was sub-standard. Despite RAA 3 stars, it was dirty and had mice ▪ Accommodation and restaurants WERE NOT as advertised. Many advertised restaurants not open. Some closed. Advertising although on internet currently was out of date and/or misleading, as well as the SA tourist bureau brochures ▪ Council camping paid \$30 to council for 3 nights at Vivonne Bay, stayed 1 night filthy as where all the rest visited geared for mini bus's, West Bay tap kept falling off and wasting water ▪ Probably due to last minute booking (we had left this trip unstructured) would have preferred accommodation closer to nature. ▪ Location and surroundings of accommodation ▪ Council camp grounds disgusting and booking system unworkable ▪ When booked into hotel would have liked to be advised that 'sea link' did a deal with ferry & accommodation. It cost us a good \$150 more because we were unaware of this. ▪ Building works in Victor Harbor, around the corner from accommodation- new estate ▪ Motel in Victor Harbor disappointing 	9

Table 31 contd.: Problems that detracted from respondents' experience with this route – Route 6 (Kangaroo Island) contd.

<p>Quality of roads</p> <ul style="list-style-type: none"> ▪ Quality of unsealed roads(badly corrugated dirt roads) (14) ▪ Road to Cape Borda Light station was very rough ▪ Terrible road to Stokes Bay Bush Garden which looked nothing like pictures on brochure obtained in Kingscote- a complete waste of time and petrol and wear/tear on car ▪ The quality of the road to Cape Willoughby ▪ Our hire car wasn't insured for driving on unsealed roads ▪ No direct route to KI (i.e. Cape Jervois) despite being a major attraction ▪ Coastal trip from Mt. Gambier to Tailed Bend very long and boring ▪ No direct connection Goolwa- Meningie (discourages visits to Coorong) 	21
<p>Road signage</p> <ul style="list-style-type: none"> ▪ Poor road signage (7) ▪ Road signs to attractions/ sights can definitely be improved (especially Little Sahara) (3) ▪ Road signage Kingscote - Penneshaw 	11
<p>Facilities at rest stops</p> <ul style="list-style-type: none"> ▪ Ladies toilet at stokes bay was disgusting. One toilet 'out of order' and other one putrid. ▪ Generally very few facilities- was unaware of this before trip 	2
<p>General</p> <ul style="list-style-type: none"> • Cost of ferry too expensive and nearly didn't come/deters you from going more regularly (9) • Weather (2) • Long drive in 1 day • Car and van problems (minor) • Distance to travel on KI sometimes make it hard to get to the lighthouses for guided tours • Insufficient time to fully explore • Not enough time to see everything • Ferry to KI sometimes rough seas • Lack of swimming options in hot/windy weather • Expensive flights • Better boat ramps needed • Large distance between sites to visit • Only found man-made lake 2nd last day- abandoned holiday because of this weather • Not enough things to do • 12 Apostles busy, crowded • Essential highway route to Adelaide is boring but more Interesting on Fleurieu Peninsula 	25

Appendix 3:

En route locations for overnight stopovers

Table 32: En route locations for overnight stopovers

Stop over	Percent of KI respondents who stayed overnight at this location
Kingscote	34
American River	16
Adelaide	14
Victor Harbor	13
Flinders Chase	11
Penneshaw	9
Emu Bay	6
Vivonne Bay	5
Western KI	4
McLaren Vale	4
Naracoorte	2
Tailem Bend	2
Parndana	2
Goolwa	1
Warrnambool	1

The most popular location for overnight stopovers both en route and on KI included Kingscote, American River, Adelaide, Victor Harbor, Flinders Chase, and Penneshaw (Table 32). Almost a third of the 235 respondents stayed overnight at Kingscote.