

Mansfield Shire Visitor Survey 2011/12

To assist us in making your visits more enjoyable, we would appreciate your feedback by filling out a short survey form.

This form is designed to provide businesses and the Mansfield Shire Council with a better understanding of who visits the region and how the Shire could better meet the needs of visitors. Your help in filling out the survey would be most appreciated.

Please return this survey to **Private Bag 100, Mansfield Vic 3724**



MANSFIELD SHIRE

Mansfield - Mt Buller
High Country Reservations
1800 039 049 mansfield-mtbuller.com.au

FILL OUT THE SURVEY FOR A CHANCE TO WIN TWO HIGH COUNTRY HIGHLIGHTS VOUCHERS

1. Please state the date you filled in this survey: DATE: / /

2. Where in the Mansfield Shire is this survey being undertaken (township)?

3. What was your main purpose for visiting the Mansfield Shire?

- Tick ONE box
- Holiday / leisure / getting away
 - Visiting friends and/or relatives
 - Touring
 - Travelling through
 - Entertainment / attending special event
 - Work or business
 - Other (please specify) -----

4. Which of the following reasons influenced your decision to visit the Mansfield Shire?

- Tick boxes
- I am a regular visitor
 - Recommended by family / friends / travel agent
 - I am taking part in an organised trip
 - Advertising / Promotion
 - Visitor Information
 - Other (please specify) -----

5. Which of the following advertising and promotional channels motivated you to visit the Mansfield Region?

- Tick boxes
- Internet
 - Tourist Brochure
 - Visitor Information Centre (VIC)
 - Newspaper / Magazines
 - Travel Agent
 - TV / Radio Programmes
 - Word of Mouth
 - Other (please specify) -----

6. Before leaving home, which of the following information sources did you utilise?

- Tick boxes
- A travel agent
 - Travel book, guide or brochure
 - Motoring Association
 - Advertising/ travel articles or documentaries (TV, radio or print)
 - Friends or relatives
 - Been to Mansfield Shire before
 - Internet
 - Accommodation booking service
 - Visitor Information Centre
 - None
 - Other (please specify) -----

7A. Did you use a Visitor Information Centre (VIC) during your visit to the Mansfield Shire?

- Yes
- No (Continue to Question 8)

7B. How did you use the Visitor Information Centre to assist with your visit to the Mansfield Shire?

- Tick boxes
- Search for accommodation
 - Book accommodation
 - Book for tours
 - Looking for directions
 - Looking for maps / brochures
 - Gaining information on local attractions (e.g. Mt. Buller, Mansfield Zoo, Mt Stirling, the Great Dividing Range, Lake Eildon, National Parks and the Goulburn River High Country Rail Trail)

8. Have you visited the Mansfield Shire previously?

- Yes – If yes how many times in the past 12 months? NUMBER
- No

9. How many people are in your travel group?

NUMBER

10. Which of the following best describes the group you are travelling with?

- Tick ONE box
- Family group
 - Adult couple (e.g. with partner)
 - Friends and/or relatives
 - Travelling alone
 - Business associates
 - School group
 - Other tour group

11. What was the primary method of transport you used to visit the Mansfield Shire?

- Tick ONE box
- Car
 - Coach
 - Motorbike
 - Public bus
 - Other (please specify) -----

12. How did you navigate your way through the region / to your destination?

- Tick boxes
- GPS, Satellite Navigation System
 - Directions from Visitor Information Centre
 - Directions from a local person
 - Tourist map/ brochure
 - Street directory
 - Road signage
 - Other (please specify) -----

13. Did you stay or are you planning to stay in the Mansfield Shire overnight?

- Yes
- No – If no please go to question 19

14. Which towns or locations did you stay or are you staying in?

15. How many nights did you stay or are you planning to stay in the Mansfield Shire?

NIGHTS

Please turn page over

16. How did/would you make your accommodation booking?

Tick ONE box

- Through a travel agent or travel company
- Direct with the accommodation establishment
- Through the Visitor Information Centre accommodation referral service
- Through online booking website
- Other (please specify)

17. On your visit to the Mansfield Shire, what type of accommodation did you stay in or are you planning to stay in?

Tick ONE box

- Standard Hotel/ Motel
- Serviced apartment, self contained unit, cottage
- Guest house/ Bed & breakfast
- Backpacker / visitor hostel
- Own holiday home
- Bush camping
- Caravan park
- Rented house/ apartment/ unit/ holiday flat
- Friends or relatives property
- Other (please specify)

18. What was the star rating of your accommodation?

STARS

19. Please estimate how much money your travel party will spend in total for the following items, whilst visiting the Mansfield Shire.

Estimate:

\$ <input type="text"/>	- Travel / Transport (includes petrol)
\$ <input type="text"/>	- Shopping (excluding groceries and alcohol)
\$ <input type="text"/>	- Food and Drink – Take Away (Fish & Chips, Hamburgers etc)
\$ <input type="text"/>	- Food and Drink – Dining Out (Cafes, Restaurants etc)
\$ <input type="text"/>	- Food and Drink purchased at attractions
\$ <input type="text"/>	- Groceries (includes alcohol from bottle shop)
\$ <input type="text"/>	- Entertainment / Attractions
\$ <input type="text"/>	- Accommodation
\$ <input type="text"/>	- Other (please specify)

20. How many people does the above expenditure include?

PERSONS

21. Which of the following characteristics do you most closely associate with the Mansfield Shire?

Tick ONE box

- High country / mountains
- Mt. Buller
- Mansfield
- Mountain Cattlemen and horses
- Lakes and rivers
- Adventure activities

22a. Was Mansfield the primary destination of your visit to the Mansfield Shire?

- Yes
- No

22b. Which other townships / locations have you visited?

Tick boxes

- Barjarg
- Bonnie Doon
- Goughs Bay
- Howqua
- Jamieson
- Kevington
- Lake Nilacootie
- Macs Cove
- Maindample
- Merrijig
- Merton
- Mirimbah / Sawmill settlement
- Mt Buller
- Mt. Stirling / Craigs Hut
- Sheeppark Flat
- Woods Point

23. Which of the following activities did you or are you planning to undertake in the Mansfield Shire?

Tick boxes

- General sightseeing
- Visit National/State Parks
- Bushwalking
- Horse riding
- Mountain biking
- Cycling
- Rock climbing
- Trail biking / motor biking
- Four wheel driving
- Fishing
- Boating / water-skiing
- Canoeing or kayaking
- Other outdoor activities
- Picnic or BBQ
- Swimming
- Health spa
- Play other sports
- Attend organised sport events
- Visit wildlife parks
- Visit farms
- Attend festivals or cultural events
- Visit history/heritage buildings
- Go on guided tours
- Visit wineries
- Visit friends / relatives
- Eat out
- Go shopping
- Other

24. Are you likely to return to the Mansfield Shire on another trip in the future?

Tick boxes

- Likely to return to the Shire
- Likely to return to the Shire within 12 months
- Unlikely to return to the Shire
- Don't know

25. What is your age group?

Tick ONE box

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

26. Please identify the age of other members in your travel party.

Please fill in the boxes with the number of travel party members per age group

Place numbers in boxes

Under 18	<input type="text"/>
18-24	<input type="text"/>
25-34	<input type="text"/>
35-44	<input type="text"/>
45-54	<input type="text"/>
55-64	<input type="text"/>
65+	<input type="text"/>

27. What is the postcode of the suburb/town that you live in?

POST CODE (if Australian)

28. For overseas visitors, what country do you live in?

COUNTRY:

29. Contact details for Prize Draw: (optional)

NAME:

PHONE:

E-MAIL:

POSTAL ADDRESS:

30. Would you like to receive details of High Country products and offers?

- Yes, I would like to receive details of High Country products and offers
- No, thanks

THANK YOU