

The Granite Belt Visitor Survey Report



This report is one of a set of reports for a research project that looks at how economic understanding of the interactions amongst rural / regional industries can add to economic resilience, in the face of ongoing challenges for regional areas.

The key results of this stand-alone report on *The Granite Belt Visitor Survey* are also incorporated into other reports for this project.

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Reports for this Research Project

1. Tourism in the Granite Belt Destination Report
2. The Granite Belt Visitor Survey Report
3. Economic Report on the Granite Belt Grape and Wine Industries
4. Agriculture and Tourism – regional economic contributions and links. A case study of the wine and tourism industries in the Granite Belt region. Project Report

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Executive Summary

It is important to place all discussion in the context that this visitor survey was run during the COVID-19 pandemic. As reported in the *Tourism in the Granite Belt Destination Report*, the destination lost all visitors for periods of time during 2020 and 2021 but also experienced high levels of visitation at other times. The visitor survey respondents represent the largest group of pre-COVID visitors, that is visitors from Queensland, mostly southeast Queensland, who stay overnight. Overall, respondents reported positive experiences and high satisfaction with their visits to the destination during this time period. Findings regarding businesses not being open and respondents needing more information may all be exacerbated due to the difficulties of the tourism sector operating during this time.

Overall, wine tourism was confirmed as the most important destination attraction, with 92% of survey respondents visiting a winery and 40% of respondents saying that the ability to visit wineries was essential to their decision to visit to the destination. Other attractions were also important, indicating the benefits for a destination of providing a cluster of attractions.

A survey of visitors to the Granite Belt destination was conducted between July 2020 and May 2021. The survey was administered via postcards and an online questionnaire, to comply with COVID safe requirements. A sample of 279 respondents was achieved, which was sufficient for the planned analysis.

Due to COVID restricted travel, the respondents were mostly from Queensland and there were no international visitors. The sample of respondents does represent the group of visitors who were the majority of visitors pre COVID, namely overnight visitors from Queensland (mainly southeast Queensland.). It is noted that the day tripper perspective is underrepresented in the survey.

The socio-demographic and travel characteristics of respondents are very similar to data from Tourism Research Australia on visitors pre COVID, but slightly skewed to female and older respondents. The destination continues to predominately attract local Queensland visitors, mostly of mid to older age groups, travelling as couples for short visits (2 to 4 days).

The most common activities that survey respondents participated in were visiting wineries and national parks (around 92% of respondents visited each of these attractions) and 86% visited other tourist or local attractions: (e.g., breweries, farms, going to street/weekend/art & craft markets, going on guided tours). This indicates that there is a clustering of attractions in this destination.

Importance Performance Analysis (IPA) was undertaken, where respondents rated 40 sub-attributes of 6 destination attributes on a scale of 1 (*Not at all Important/ Very dissatisfied*) to 5 (*Very important/Very satisfied*).

- **General environment & accessibility** (10 sub-attributes)
- **Wineries** (7 sub-attributes)
- **National parks** (5 sub-attributes)
- **Other activities, attractions, and events** (7 sub-attributes)
- **Accommodation** (6 sub-attributes)
- **Dining** (5 sub-attributes)

Overall destination rating was high – over 4 out of 5 for most sub-attributes. Overall Mean (average) Importance was 4.2 and overall Mean Performance was 4.6. Importance refers to how important a respondent thinks an attribute was in choosing to visit to the destination and Performance rates how satisfied respondents were with the experience.

IPA allows sub-attributes to be grouped for management purposes into those meeting expectations (Category 1), those needing improvement due to expectations exceeding experience (Category 2) and those where it is best not to devote scarce resources (Categories 3 and 4).

Over half the sub-attributes fell in the Category 1 “Keep up the good work” = important attribute and good/high performance reported.

Six sub-attributes fell into Category 2 “Concentrate here” = important but rated as not performing as well. While ratings for these sub-attributes were high, expectation exceeded experience for around 30% of respondents. Thus, it is recommended that destination managers and businesses consider how visitor experience can be improved for these sub-attributes: quality of wine, price of wine, price of accommodation, diversity of cuisine and beverage, food and beverage quality and services in the restaurant/ café.

Visiting the Granite Belt was the prime reason for travel for the majority of survey respondents, with more than two-thirds of respondents indicating visiting the Granite Belt destination was the only reason to make their trip away from home (that is, no other destinations were important on that trip).

Using hypothetical scenarios - of either or both wineries and national parks being closed - it was found that wineries being open was essential for around 40% of respondents to visit the Granite Belt destination and national parks being open was essential for around 30% of respondents. However, 42% of respondents would visit the Granite Belt anyway even if these attractions were closed,

Most respondents indicated that they were satisfied (35%) or very satisfied (61%) with their overall experience and would return to the Granite Belt region within a year (74%). Of those respondents who indicated possible future visits in the next 12 months, most respondents would return to the region once (86%).

Using the Net Promoter system ([Hotjar, 2021](#)), respondents were categorised into three groups—promoters (highly likely to recommend the destination to others), passives (somewhat likely to recommend the destination) and detractors (not likely to recommend the destination). Around 94% of total respondents were found to be promoters (68%) and passives (26%) while only 6% were detractors.

Four open-ended questions asked respondents to comment on **memorable experiences**, **activities** that visitors would **like to see** or would encourage respondents to **stay longer** as well as **comments to the Granite Belt destination tourism authorities**.

Written comments received for the open-ended questions included many very positive **memorable experiences** associated with visits to Girraween and other national parks, the wineries, and many other attractions and also the friendliness and helpfulness of locals and staff.

Additional activities suggested included more walking and hiking trails, mountain biking, rock climbing and other outdoor and sport activities. Other activities suggested included indigenous tourism experiences, more festivals (music, wine, cultural etc.), art and craft shops. More family oriented and pet friendly activities were also recommended.

Respondents became more critical when it came to dining offerings in the destination. There were many comments calling for more dining options and more variety and noting difficulty in finding places open when respondents were visiting. This is consistent with the IPA which found a need for improvements in **Dining**: Diversity of cuisine and beverage; food and beverage quality; and services in the restaurant/ café.

Alternatively, cellar door or wine offerings did not attract such criticism and most written comments on wine experiences were positive. This is despite the IPA finding a need to consider improvement in **Wineries**: quality of wine; and price of wine.

A notable number of comments cited difficulties from the respondents’ perspective in getting coordinated and timely information, especially online, on what was open or not open. Respondents also noted that there was a lack of businesses being open during the week, businesses did not coordinate opening times and that opening hours seemed to be inconsistent (although several respondents recognised COVID-19 uncertainty could have been a factor). In written comments, respondents advised tourism authorities to assist in business coordination, promote the destination through marketing and improve information for visitors, including about national parks.

Recommendations

1. To capitalise on comments on attractions or activities that the visitors would like to see or experience to make their stay longer, especially over weekdays, the Granite Belt destination managers, tourism businesses and other stakeholders should consider making the current offering more available, through closer collaboration / cooperation among local business providers vertically or horizontally. Specifically, scheduling opening times among wine cellars and hospitality businesses throughout the week could improve the availability of these services for visitors.
2. Despite the availability of considerable information for visitors and prospective visitors on both the [Granite Belt Wine and Tourism](#) web site and the [Southern Downs and Granite Belt](#) web site, and at the Visitor Information Centre, many of the visitors surveyed either did not find this information or found that it was not up to date regarding opening times for attractions at the time when they were visiting. Uncertainty amongst operators about visitor demand during the pandemic may have contributed to this. Particularly due to uncertainty in the COVID-19 environment and to take advantage of increased regional travel interest, current information about the local businesses, attractions, facilities, and services as well as their opening hours should be made available, updated, and accessible promptly on the websites, apps and centrally available through the visitor information centre. It is suggested that the new [Southern Downs and Granite Belt App](#) is one forum for providing this coordinated and updated information.
3. Visitors surveyed called for more diverse and local produce based food and dining options. Once travel certainty increases, Granite Belt destination managers, tourism businesses and other stakeholders should coordinate to build and publicise the food based businesses offerings in the destination to provide greater diversity of options, greater spread of opening times over the week and particularly to focus on quality presentation of locally sourced food, wine, and other beverages. A 'food trail' to complement the 'wine trail' may be attractive to visitors.

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Introduction

Introduction to the research project

This report is one of a set of reports for a research project that looks at how economic understanding of the interactions amongst rural / regional industries can add to economic resilience, in the face of ongoing challenges for regional areas.

This research project has selected a case study set in a regional area where agriculture and tourism are closely associated, to explore economic interactions, and opportunities and challenges for both industries to support each other to make economic contributions within the region.

The case study selected is in the Granite Belt region in southern Queensland, centred on Stanthorpe and surrounds. This area has a grape growing and wine industry based on small farms and wineries. Many of these wineries have cellar doors where they engage directly with visitors who buy wine, stay in on-farm accommodation, dine in cafes and restaurants offered by some wineries, and participate in events held at wineries. Thus, tourism is an essential part of the wine industry. In turn, the attractions of the wine industry in the region, along with other attractions including national parks and regional food offerings, support a broader tourism industry in the Granite Belt destination.

In the context of the overall research project, this visitor survey addresses the Research Question: What do visitors value and want from tourism, and specifically wine tourism, in the region?

While there have been several informative studies conducted for this region, there was no up to date research on visitors' perspectives of the destination. Thus, a visitor survey was conducted to shed light on visitors' views of the current tourism offerings, and challenges and opportunities for tourism in the destination. This report is a stand-alone report on the visitor survey. A summary of key findings is also included in the overall *Project Report*¹.

Purpose of the Visitor Survey

The survey of visitors to the Granite Belt destination in 2020 and 2021 aimed to provide a visitors' perspective of the destination. In particular, the survey aimed to find out: what activities do visitors participate in?: how important is wine tourism? are clusters of attractions important?; how well are the destinations' current attractions and services performing for visitors?; what could be improved or encourage visitors to stay longer?; will they visit again and/or recommend it to others?; and what were their most memorable experiences?

The survey was conducted during the COVID-19 pandemic period. Tourism to the Granite Belt destination was certainly disrupted during this period. However, this destination usually receives most of its visitors from Southeast Queensland and travel from this source has been allowed over much of mid-2020 to May 2021, even being higher than usual in some months (see *Tourism in the Granite Belt Destination Report* for further information). Changes to the intended survey methodology were made to accommodate a COVID safe approach (see below). A suitable sized sample of respondents was achieved over that period to meet the survey objectives.

¹ Agriculture and Tourism – regional economic contributions and links. A case study of the wine and tourism industries in the Granite Belt region. Project Report.

Methodology

Survey design and measurement items

An online survey instrument consisting of closed and open-ended questions was structured into several sections (see Appendix 1A for the questionnaire):

- 1) Closed questions on respondents' travel characteristics and activities in the destination, allowing for multiple activities.
- 2) Respondents' assessment of the importance and performance (satisfaction) of the attractions and services of the Granite Belt destination. Quantitative measurements provide general assessment in terms of the importance and performance of tourism attributes in the Granite Belt destination and opportunities for further improvements. Measurement of destination performance, using a 5 point Likert scale, was adapted from the importance-performance analysis (IPA) approach to destination management (Rašovská, Kubickova, & Ryglová, 2020). The IPA questions were designed to collect assessment of:
 - **General environment & accessibility** (10 sub-attributes)
 - **Wineries** (7 sub-attributes)
 - **National parks** (5 sub-attributes)
 - **Other activities, attractions, and events** (7 sub-attributes)
 - **Accommodation** (6 sub-attributes)
 - **Dining** (5 sub-attributes)
- 3) Further closed questions included respondents' rating of the importance of the destination to their whole trip, satisfaction level and intention to visit again. A question on intention to recommend the destination to others (word of mouth) was utilised to allow estimation of the Net Promoter Score ([Hotjar, 2021](#)).
- 4) Four open-ended questions in relation to visitor **memorable experiences**, **activities** that respondents would **like to see** or would encourage respondents to **stay longer** as well as **comments to the Granite Belt destination tourism authorities**.
- 5) Four question items on sociodemographic characteristics of respondents were also included in last section of survey.

At the end of the survey, the respondents were able to choose to enter a Prize Draw to win one of five \$50 gift cards awarded each month (July 2020 until November 2020) or one of three \$50 gift cards (December 2020 to April 2021).

Data collection

The initial plan for the data collection was to use a face-to-face interview survey method. With COVID-19 restrictions in place, it was decided to promote an online visitor survey through postcard distribution. The postcards invited visitors to pick one up and complete the survey using the QR code printed on the postcard or a web link (Appendix 1B). A chance to win a \$50 gift card prize was highlighted. This approach was complemented with active measures of social distancing by the researchers when travelling to the destination and organising the distribution of the postcards.

Due to the time constraints and required milestones for the project completion, it was essential that the data collection for the visitor surveys could be carried out through direct promotions and networks with local tourism providers, so a high response for the survey completion could be achieved.

As the peak tourist season runs over the cooler seasons of the year, the visitor survey was initially targeted from July to November 2020. Due to the move to the postcard distribution approach, this was extended to May 2021, and therefore covered almost one year, including the warmer seasons. Approximately 2000 postcards were distributed during the data collection period. The online survey was administered in two ways:

1. Obtaining permission from tourism businesses to display the postcards on their reception or information desks. To build and maintain existing contacts and networks with tourism businesses in the region, the researchers sought the assistance of already established networks in the wine sector to assist with contacts and distributing questionnaires for the visitor survey. Furthermore, more than 23 local tourism and event businesses agreed to support the administration of the postcards. The businesses include visitor centres, attractions (museum, theme park - Maze and Girraween national park), accommodations, food services, retails, wineries, and event organisers (the Granite Belt Art and Trail event). (Appendix 2).
2. The researchers promoted and distributed the postcards directly to the visitors in the region at several events. The risk of COVID-19 during on-site data collection was managed by practising physical (social) distancing, good hygiene, using the check in app and wearing masks and hand gloves when it was necessary during survey administration.
 - Venue and Date/time: The Granite Belt region event 31 Oct – 1 Nov 2020 (Stanthorpe): Sessional market: 8 am – 1 pm.
 - Venue and Date/time: The Granite Belt Art and Craft Trail event which was held in 2 periods: 16-18 Oct 2020 and 30 Oct – 01 November 2020. The event organiser/ coordinator granted permission for postcard distribution to the visitors. Due to the physical distancing requirements, the postcards were made available on the welcome counters in each venue for self-collection.
 - Venue and Date/time: The Granite Belt region event April 2021 (Stanthorpe): Sessional market: 8 am – 1 pm.

Data analysis

Data were cleaned and descriptive statistics were produced. The pair-wise deletion method (“available case analysis”) was used to treat missing values. The method involves deleting a response when it is missing a value required for a particular analysis but including that response in analyses for which all required values are present. It is important to note that responses reported are those of the people who filled in the online survey. There was one response requested per travel group. Thus, the results represent the views of the collective respondents and are not weighted to be representative of all visitors.

The importance-performance matrix (IPA) was also used as an approach to identify destination attributes that visitors value and that need attention. The matrix reflects the respondents’ perceived relationships between ‘importance’, ‘performance’ (experiences) and ‘precedence for improvement’. Normality tests (Kolmogorov-Smirnov and Shapiro-Wilk), correlation (Spearman), and nonparametric tests (Wilcoxon Signed-Ranks, Mann-Whitney U and Kruskal-Wallis) were used as data analytical techniques (See Appendix 4A and 4B for the detailed statistical results).

Furthermore, the NPS (Net Promotor Score) was assessed to gauge respondents’ loyalty to the destination. Analysis to apply the IPA and NPS are explained in the relevant sections. The open-ended questions were analysed using the [online wordcloud generator](#) to generate word clouds of respondents’ most used descriptive words and responses were also summarised into themes.

Results

Survey response

A total of 304 responses were received from the end of July 2020 to May 2021. After data cleaning, 279 responses were used in the data analysis for most of the closed questions. The pair-wise case deletion method was applied to maximise the use of data. As noted above, this method involves deleting a response when it is missing a value required for a particular analysis but including that response in analyses for which all required values are present. Therefore, not all variables reported have 279 responses. Actual response numbers are included in each table.

It is noted that completion of the survey questions dropped off for the open-ended and demographic questions. It is to be expected that not all respondents will have something to say for an open-ended question. There is however the issue of respondent fatigue as the last questions are approached in a survey, and the researchers are of the view that this occurred. Out of 279 respondents, 152 provided an answer to the four open ended questions. The number of responses to each of these four questions range from 68 to 120 written comments, and these provide a rich source of information for the destination.

To see how well our sample of respondents represents all tourists to the Granite Belt destination, the profile of the visitor survey respondents was compared with what is known about all tourism to the destination as reported from our secondary analysis of Tourism Research Australia (TRA) data – reported in detail in the *Tourism in the Granite Belt Destination Report*. The comparison was made in terms of travel characteristics and demographic profile, see below.

The main point from the comparison is that our sample is mostly domestic overnight visitors, mainly from Queensland. TRA data shows that the usual split of visitors (pre-COVID) is domestic overnight 59%, domestic day trip 39% and international 2%, with 73% of domestic overnight visitors usually from Queensland. The shift in opportunity to visit due to COVID-19 restrictions resulted in few visitors from outside Queensland, and no international visitors, being included in the survey. Thus, the survey results give the perspective of the main group of visitors to this destination - overnight visitors from Queensland. On demographic and travel characteristics, the sample is broadly in line with usual domestic overnight visitors as described from TRA data. However, our sample has a higher proportion of females and mid to older aged visitors responding to the survey, and the majority of respondents stayed somewhat longer (3 to 4 days as opposed to 1 to 3 days). A positive aspect is that respondents in our sample who stayed longer had more opportunities to experience the attractions and services in the destination and to comment on these. However, the day tripper perspective is missing, and of lesser importance, there are few interstate visitors and no international visitors represented.

Profiles of respondents

Demographic profiles

As noted above, there was a drop in valid responses to the demographic questions (which came at the end of the survey). The following demographic description is based on approximately 163 responses (see Table 1). The majority of responses were from females (75%) however many of these people would have been travelling as a couple or in groups of 3 to 4 visitors (Table 2). Most respondents represent visitors aged between 35 and 74 years old (85%) and a high proportion had obtained higher education degrees (67%). Almost half of responses represented total annual household incomes which ranged (47%) between \$50,000 and \$150,000. Almost all respondents did not live in the Granite Belt region. Around three quarters of respondents supplied their postcodes and all but 14 of these respondents lived in Queensland. Eighty percent of the respondents who did supply their postcode were from Southeast Queensland. The postcodes where the respondents lived can be found in Appendix 3.

The TRA data also shows that survey responses by visitors to the Granite Belt destination have more females represented (59%) and are of a mid to older age range (35 to 75+ years of age = 66%). At the time of collecting the TRA data (pre-COVID-19), around 73% of domestic overnight visitors were from Queensland. The TRA data show that this destination had relatively few international visitors before COVID (2%), most visitors were domestic overnight visitors (59%) but with a notable number of domestic day trip visitors (39%). Thus, our sample is broadly in line with the demographics of visitors to the Granite Belt destination. However, the higher proportions of females and mid to older respondents is acknowledged and could be due to respondent fatigue (other respondents not supplying demographic data at the end of the questionnaire) or self-selection of typical respondents.

Table 1: Demographics profiles of respondents

Demographic Characteristics		Number of responses	Percent (Based on N = 279)
Gender	Male	42	15.1
	Female	120	43.0
	Prefer not to say	1	0.4
	Total*	163	58
Age group	18-34	19	7
	35-54	69	25
	55-74	70	25
	75 and over	4	1
	Prefer not to say	1	0
	Total*	163	58
The highest level of education	Secondary	16	5.7
	Certification or trade training	27	9.7
	Undergraduate	48	17.2
	Postgraduate	62	22.2
	Other (please specify)	3	1.1
	Prefer not to say	7	2.5
	Total*	163	58.4
Annual household income before tax	Less than \$20,000	4	1.4
	\$20,000 - \$50,000	8	2.9
	\$50,000- \$100,000	40	14.3
	\$100,000 - \$150,000	36	12.9
	\$150,000 - \$200,000	23	8.2
	Over \$200,000	17	6.1
	Prefer not to say	35	12.5
	Total*	163	58.4
Living in the Granite Belt Region?	Yes	3	1.1
	No	200	71.7
	Total*	203	72.8
*Note responses do not equal 279 due to missing data (non-responses to this question) and percent values do not equal 100% due to missing data (pair-deletion method)			

Table 2: Travel characteristics

Travel characteristics		Number of responses	Percent (Based on N = 279))
Primary reason for visiting	Holiday	229	82.1
	Visiting friends and relatives	22	7.9
	Business	3	1.1
	In transit	4	1.4
	Other (please specify)	21	7.5
	Total	279	100
First timer vs repeated visitors	Repeat visitor	105	37.6
	First time visitor	59	21.1
	Total*	164	58.8
Day trip or overnight stay (most recent trip)	Day trip	13	4.7
	Trip with overnight stay	190	68.1
	Total*	203	72.8
Total visitors in a party (including children under 15)	1	19	6.8
	2	154	55.2
	3	30	10.8
	4	37	13.3
	5	3	1.1
	6	9	3.2
	7	2	0.7
	8	10	3.6
	9	2	0.7
	10	2	0.7
	12	3	1.1
	15 to 26	5	2
	Total	279	100
Staying area while visiting the region	Stanthorpe	110	39.4
	Ballandean	23	8.2
	Girraween National Park campground	5	1.7
	Other* (see Appendix 3)	55	19.7
	Total*	193	69.1
Forms of accommodation while in the region	'Backpacker' accommodation	2	0
	Hotel, motel, apartment, rented holiday house, other rented accommodation	140	50.1
	Commercial caravan park with own or hired caravan, camper trailer, campervan, tent	19	6.8
	Camping in a national park	6	0.2
	My own home (I live in the Granite Belt Region)	1	0
	Other ** (see Appendix 3)	22	0.7
	Total*	190	68.1

*Note responses do not equal 279 due to missing data (non-responses to this question) and percent values do not equal 100% due to missing data (pair-deletion method)

Travel characteristics

This section presents the travel characteristics of respondents including number of travel companions, accommodation, reasons for travelling, type of trips (day or overnight trip) – hours or days spent for the activities when visiting the region.

As shown in Table 2, The main purpose of visiting was for holiday (82%) and almost 40% of valid responses were repeat visitors. Most respondents stayed overnight and mostly 2 people (55%) or 3-4 people (24%) travel together (including children below 15 years old) (Appendix 3). More than half of the survey respondents who stayed overnight and nominated a location, stayed in Stanthorpe (57%) while one third (28%) stayed in other areas around the region, including Ballandean (12%) and Girraween national park campground (3%). Most respondents stayed in hotel, motel, or other rented accommodation (74%). The most common lengths of stay nominated by respondents were 3 to 4 days away from home (Table 3).

Table 3: Overnight visitors - number of days spent in the Granite Belt Region.

Days/ weeks spent in Granite Belt Region	Number of responses	Percent based on N= 181
1	4	2%
2	26	14%
3 (including 2.5)	62	35%
4 (including 3.5)	39	22%
5	21	12%
6	9	5%
7 (including 1 week)	9	5%
8	2	1%
10	2	1%
11	1	1%
14	3	2%
28	1	1%
30	1	1%
8 weeks	1	1%
Total*	181	100%
*Note only valid responses from overnight visitor respondents included in this table, N= 181		

Our sample shows very similar travel characteristics to the TRA data for domestic overnight visitors, i.e., most visitors are on holiday and the travel group size of two visitors is the most common. Short trips are most common. The TRA data shows the most common length of stay for overnight visitors is between 1 and 3 nights (2 to 4 days) (pre-COVID-19 period) while our sample has respondents staying in general 2 to 5 days, with more respondents staying 3 to 4 days (during the COVID-19 period) in the Granite Belt region (Table 3).

Activities in the destination.

Day-visitors

All day-visitor respondents (number of responses = 13) spent an average of up to 2 hours when visiting a place or attraction in the Granite Belt region. Some particularly visited the region for a specific reason such as visiting wineries (spending 1 to 8 hours), national parks (1 to 6 hours) and other local attractions (1 to 4 hours). Attending arts (gallery), heritage or festival/events (1 to 6 hours), being involved in sports or active outdoor activities (2 hours), picnicking (1 hour), rifle shooting (4 hours) and visiting op-shops (1 hour) were also leisure activities for day visitors when visiting the Granite Belt region.

Table 4: Day visitors: Number of hours spent when visiting different attractions or places

Hours (#)	Wineries	National park	Other tourist or local attractions	Sports or active outdoor	Arts, heritage or festivals / events	Other	Total # of activities involved per hour category
0	7	7	4	8	6	1	33
1	1	1	1		1	3 (Picnic / Bakery / Opp shop)	7
2	1	2	5	2	1		11
3	1		1				2
4			2			1 (Rifle shooting)	3
5		1					1
6	1	1			1		3
7							0
8	1						1
Total responses per activity type	12	12	13	10	9	5	61

Note: Quantitative analysis cannot be further performed due to low responses for day-visitors.

Overnight-visitors

A total of 766 responses, allowing for multiple activities, were received from 184 overnight visit respondents in relation to the activities they participated while in the Granite Belt region. This multiple participation indicates that clustering of attractions is a feature in this destination. It is observed that these 184 respondents participated in between 3 (19%) and 5 (57%) activities while visiting the Granite Belt destination (Table 5). The top three attractions were national parks and wineries, attracting around 92% of respondents each, and other tourist activities, attracting 86% of respondents (Table 6).

Generally, respondents visited each main attraction or activity type on 1 day or 2 days while in the destination. (Details can be found in Appendix 3: Overnight visitors – Number of activity days).

Table 5: Overnight visitors – Number of activities when in the GB region

Total respondents(N=184)	Number of activities	Wineries	National Parks	Other tourist attractions	Sports or active outdoor	Art, heritage or festivals/events	Other	Total number of activities
10	1	4	2	4				10
23	2	18	16	11		1		46
35	3	30	35	28	3	8	1	105
11	4	11	11	10	4	7	1	44
69	5	69	69	69	69	69		345
36	6	36	36	36	36	36	36	216
Total number of activities involved		168	169	158	112	121	38	766

Table 6: Overnight visitors – Multiple Activities

Activities	N Multiple responses	Percentage of respondents N = 184
Wineries (e.g., visiting cellar doors, wine tastings, wine tour, lunch and dinner)	168	91%
National parks and other outdoor / nature (e.g., Visiting national/state parks/ farms/ botanical or other public gardens; bushwalking or going on rainforest walks, birdwatching)	169	92%
Other tourist or local attractions (e.g., breweries, mines, farms, amusement parks, wildlife parks; going to street/weekend/art &craft markets, going on guided tours)	158	86%
Sports or active outdoor (e.g., cycling, fishing, kayaking, snorkelling, rock climbing, bungee jumping, four-wheel driving, experiencing snow or any other sports)	112	61%
Arts, heritage or festivals/events (e.g., attending concerts/theatre/performing arts/cultural or community events; visiting museum/art galleries/heritage sites/craft workshops)	121	66%
Other (please specify)	38	21%
Total responses for multiple activities (N)	766	

Perceived importance and performance of destination attributes of the Granite Belt region

Importance – Performance Analysis

Importance-Performance analysis is used to provide information for a region's tourism managers and operators. It looks at how visitors rate tourism destination attributes, and sub-attributes, and provides overall ratings and ratings of individual sub attributes. It also indicates which sub-attributes managers should focus on for most efficient improvement of tourism experiences. Our analysis also investigates if importance and performance ratings vary with visitors' sociodemographic or travel characteristics.

Respondents were asked to rate how important and satisfied they were with the performance of six (6) Granite Belt destination attributes. A total of 40 sub attributes were assessed with the breakdown as follows:

- **General environment & accessibility** (10 sub-attributes)
- **Wineries** (7 sub-attributes)
- **National parks** (5 sub-attributes)
- **Other activities, attractions, and events** (7 sub-attributes)
- **Accommodation** (6 sub-attributes)
- **Dining** (5 sub-attributes)

Five (5) point-Likert scales were used to score the importance and satisfaction (perceived performance) of sub attributes on a scale of 1 (*Not at all Important/ Very dissatisfied*) to 5 (*Very important/Very satisfied*). See Appendix 1 for the full set of questions and the complete scale used.

Almost two-thirds of the 279 total respondents rated the destination attributes while others indicated 'no opinion/ not applicable/ not used' or gave no response. Generally, most responses received were equally distributed for all attributes except for low responses for some **other activities, attractions, and event** attributes' (Table 7). After removing 'no opinion/ not applicable/ not used' or no response data, the descriptive statistics, IPA, and Wilcoxon Signed-Ranks test (non-normal data distribution) were performed for each destination sub attribute. Table 7 shows the response numbers, the Mean (average) rating out of 5 of each sub-attribute and the overall Mean, Median and Mode for the forty sub-attributes all together. Detailed tables with statistical analysis results are in Appendix 4A and 4B.

How does the destination rate overall?

The ratings of all the sub-attributes were firstly looked at together to show the overall rating for the destination. The overall Mean (average) rating for Importance was 4.2 out of 5 and the overall Mean for Performance was 4.6 out of 5. The Mode (most common rating) for Importance was 4.4 and the Mode for Performance was 4.5. The Median (middle value) rating for Importance was 4.4 and the Median rating for Performance was 4.5. These ratings indicate that generally, the Granite Belt region has been doing well as a tourism destination, based on the range of destination attributes included in the survey. Most respondents rated the attributes as Important and were satisfied with their experience (Performance) while visiting the region.

The overall experiences with the destination attributes (Performance), were rated statistically significantly higher than their perceived Importance ($\text{Mean}_{\text{Importance}} = 4.21$, $\text{Mean}_{\text{Performance}} = 4.60$, $\text{Mean}_{\text{Difference}} = 0.39$, $p \leq 0.000$). That is, overall, respondents' experience exceeded expectations for the measured attributes. Exceeding expectations is a key goal for a tourism destination management.

The perceived importance and experiences with these attributes were positive and strongly correlated ($\rho_{\text{Spearman}} = 0.64$, $p \leq 0.01$, $\text{Mean rank}_{\text{Importance}} = 12.19$, $\text{Mean rank}_{\text{Performance}} = 20.30$, $Z = -3.72$, $p \leq 0.000$; $\rho_{\text{Pearson}} = 0.83$, $p \leq 0.01$). This means that, the higher the level of respondents' perceived Importance of destination attributes, there tends to be a higher level of satisfaction in relation to experiences with destination attributes.

How do respondents rate the destination sub-attributes?

Most sub-attributes were rated as higher than 4 out of 5, that is *Important* and *Satisfied* with Performance. None of the sub-attribute ratings fell into negative territory, that is below 2.5 (out of 5). Some of the sub-attributes in the **Other activities, attractions and events** category, plus 'variety of cellar doors' show ratings below 4 (*Important*) for Importance, being not so important for respondents in choosing to visit this destination.

Some sub-attributes in the **Other activities, attractions and events**, along with 'Diversity of cuisine and beverages' fell below 4 (*Satisfied*) in rating performance.

It is however the difference between Importance and Performance that is most useful to understand in managing a destination's offerings, and this is explored below.

Table 7: Number of responses to the IPA sub-attributes and Mean rating

Attributes & sub-attributes	Importance (N= 279)				Performance (N= 279)			
	# of NA	Responses #	%	Mean out of 5	# of NA	Responses #	%	Mean out of 5
General environment and accessibility								
GA1 Safety and security	117	162	58%	4.4	123	156	56%	4.8
GA2 Cleanliness	112	167	60%	4.6	121	158	57%	4.7
GA3 Peaceful and restful atmosphere	114	165	59%	4.7	121	158	57%	4.8
GA4 Friendliness of local people/residents	109	170	61%	4.5	123	156	56%	4.7
GA5 Level of accessibility	122	157	56%	4.1	134	145	52%	4.5
GA6 Good infrastructure	113	166	59%	4.1	129	150	54%	4.3
GA7 Availability of amenities	109	170	61%	4.4	124	155	56%	4.5
GA8 Availability of local parking	116	163	58%	4.2	128	151	54%	4.6
GA9 Availability of visitor information	117	162	58%	4.1	140	139	50%	4.6
GA10 Helpfulness of welcome centre	158	121	43%	4.1	184	95	34%	4.5
Wineries								
WN1 Variety of cellar doors	156	123	44%	3.9	167	112	40%	4.4
WN2 Variety of wine tastings	154	125	45%	4.1	167	112	40%	4.5
WN3 Cleanliness of premises	148	131	47%	4.4	160	119	43%	4.6
WN4 Quality of wines	151	128	46%	4.5	163	116	42%	4.4
WN5 Friendliness of service	149	130	47%	4.6	164	115	41%	4.7
WN6 Staff knowledge	149	130	47%	4.5	163	116	42%	4.6
WN7 Price of wines	151	128	46%	4.2	162	117	42%	4.0
National Parks								
NP1 Types of national parks	147	132	47%	4.3	159	120	43%	4.7
NP2 Cleanliness	149	130	47%	4.4	161	118	42%	4.7
NP3 Availability of facilities, amenities and parking	145	134	48%	4.5	158	121	43%	4.5
NP4 Availability of visitor information	147	132	47%	4.4	161	118	42%	4.4
NP5 Walking trails	145	134	48%	4.7	156	123	44%	4.8
Other activities, attractions and events								
AT1 Variety of outdoor recreations	154	125	45%	4.0	169	110	39%	4.4
AT2 Variety of spa/massage/healing options	204	75	27%	2.5	249	30	11%	3.5

AT3 Variety of evening entertainment	183	96	34%	3.0	225	54	19%	3.7
AT4 Variety of special events/festivals	179	100	36%	3.2	225	54	19%	3.7
AT5 Variety of markets	163	116	42%	3.4	197	82	29%	3.7
AT6 Variety of cultural/heritage sites	160	119	43%	3.8	186	93	33%	4.2
AT7 Price for activities or attractions or events	157	122	44%	3.8	178	101	36%	4.3
Accommodation								
AC1 Different types of accommodation	134	145	52%	4.3	152	127	46%	4.5
AC2 Cleanliness of premises	144	135	48%	4.8	143	136	49%	4.7
AC3 Facilities	145	134	48%	4.6	142	137	49%	4.5
AC4 Services	145	134	48%	4.4	147	132	47%	4.5
AC5 Price	145	134	48%	4.6	144	135	48%	4.4
AC6 Staff knowledge	137	142	51%	4.4	157	122	44%	4.6
Dining								
DN1 Diversity of cuisine and beverages	133	146	52%	4.2	149	130	47%	3.9
DN2 Food and beverage quality	130	149	53%	4.5	140	139	50%	4.3
DN3 Services in the restaurant / café	131	148	53%	4.5	143	136	49%	4.3
DN4 Price of food and beverage	131	148	53%	4.3	143	136	49%	4.3
DN5 Staff knowledge	140	139	50%	4.3	154	125	45%	4.3

Note: # of NA = Number of No opinion/ not applicable / not used/ no responses; Scale 1 = Not important at all / Very dissatisfied, 5 = Very important/ Very satisfied.

Overall results for forty sub-attributes: Mean (I= 4.2: P= 4.6); Median (I= 4.4: P= 4.5); Mode (I= 4.4; P= 4.5)

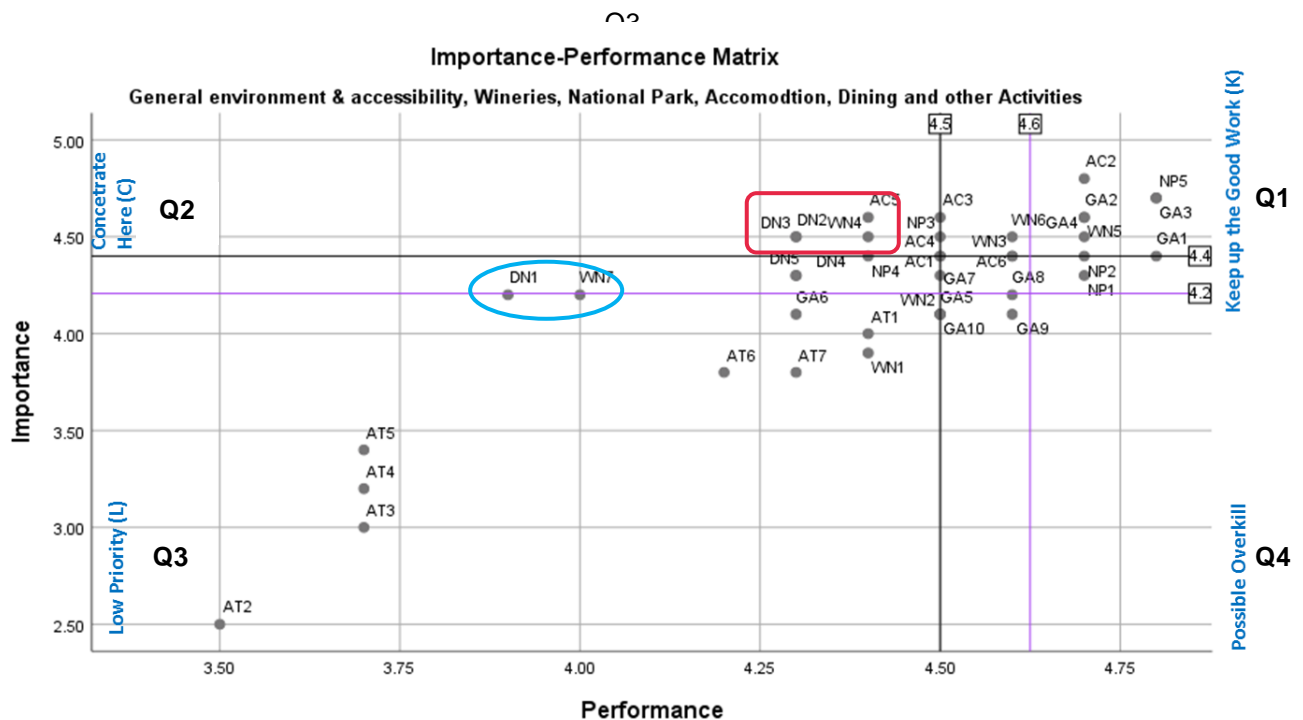
What are the useful findings for destination management?

While the whole of destination ratings are encouraging, the IPA approach allows us to break down the analysis to the sub-attributes level to look for the strengths and any weaknesses in the range of destination attributes. By categorising the combined Importance and Performance ratings into four categories or quadrants, destination managers and operators can identify which sub-attributes are working well as they are, and which may need management attention to improve visitor experience.

The forty sub attributes can be categorised and displayed in four quadrants/strategies based on the combination of their Importance and Performance using ratings.

- Q1: “Keep up the good work = important and good/high performance reported
- Q2 “Concentrate here” = important but rated as not performing well
- Q3, “Low priority” = not important nor rated as good/high performance
- Q4 “Possible overkill” = not important but getting a good/high performance rating (possibly too much effort or resources are used).

Ratings out of 5 were used to allocate each sub-attribute to a Quadrant, depending upon whether it rated above or below the Mean for all attributes for Importance (4.2) and Performance (4.6). Remembering that the ratings were mostly above 4, the benchmark of the Mean is a high one. This means that findings regarding a need for improvement are generally based on satisfactory performance in the destination but aiming for an even better result. The distribution of sub-attributes amongst the four Quadrants is shown in Figure 1.



Note: Benchmark - Black line – Median (P=4.5; I=4.4) and Purple line – Mean (P=4.6; I= 4.2), Concentrate here (c) for sub-attributes with priority to be improved (DN2, DN3, VN4 and AC5) DN2, DN3, VN4 and AC5 and can be further improved (DN1, VN7) DN1, VN7

Figure 1: IPA Map (data-centred)

Q1 “Keep up the good work” = important and good/high performance reported. It is a pat on the back for the destination and its management where important attributes are also well managed with good performance scores. The Granite Belt destination has delivered good/high performance (good experiences) that met respondents’ perceived importance in relation to five out of six main destination attributes, namely:

- **General environment and accessibility:** Safety and security - GA1, Cleanliness - GA2, Peaceful and restful atmosphere - GA3, Friendliness of local people / residents - GA4, Level of accessibility - GA5, Good infrastructure – GA6, Availability of local parking - GA8 and Availability of visitor information – GA9.
- **Wineries:** Variety of cellar doors – VN1, Cleanliness of premises – VN3, Friendliness of service – VN5 and Staff knowledge – VN6.
- **National parks:** Types of national parks – NP1, Cleanliness – NP2, Availability of facilities, amenities, and parking – NP 3 and Walking trails – NP5.
- **Accommodation:** Different types of accommodation – AC1, Cleanliness of premises - AC2, facilities – AC3, Services – AC4 and Staff knowledge – AC6.
- **Dining:** Staff knowledge – DN5.

Q2 “Concentrate here” = important but rated overall as not performing as well. For any destination, it is preferable that performance meets or exceeds expectations. Even if both Importance and Performance ratings are high (as for this destination), if expectations exceed experience, this diminishes the visitor experience, and possibly visitors’ actions after their visit to return or recommend it to others. That is why it is recommended that destination managers and operators pay attention to attributes that fall in this quadrant.

All the attributes in this quadrant therefore warrant attention from destination management and operators as the main quadrant for improvement. In other words, they need to receive higher priority and more resources than other sub-attributes.

- **Wineries:** quality of wine - WN4, price of wine - WN7.
- **Accommodation:** price of accommodation - AC5,
- **Dining:** Diversity of cuisine and beverage - DN1, food and beverage quality - DN2, services in the restaurant/ café - DN3,

Quality of wine (WN4), Price of accommodation (AC5), Food and beverage quality (DN2) and Services in the restaurant/ café (DN3) are rated as the more Important of this group – see the red rectangle in Figure 1, while **Diversity of cuisine and beverage (DN1) and Price of wine (WN7)** are both rated less Important – see the blue oval in Figure 1. The priority for improvement is highest for the red rectangle group.

These Q2 sub-attributes and ratings have been looked at in more detail. It is important to note that not all respondents felt that Importance exceeded Performance. In most cases, the majority of respondents felt that Performance matched Importance. However, the overall rating which placed these sub-attributes in Q2 was driven by those respondents who rated Importance as exceeding Performance

- For wineries, around 30% to 40% of respondents rated Importance as exceeding Performance.
- For the price of accommodation, around 30% of respondents rated Importance as exceeding Performance.
- For dining, around 30% to 35% of respondents rated Importance as exceeding Performance

Q3, “Low priority” = not important nor rated as good/high performance. Being less important, these identified attributes do not need to be afforded priority. Of the six main destination attributes in this study, the results of analysis indicated only that **Other activity, attraction, and event attributes** (AT1- AT7) (see the list in Table 7) were perceived as low importance. However, respondents were satisfied with some of these sub-attributes: other variety of outdoor recreations (AT1), cultural/heritage sites (AT6) and price for activities or attractions or events (AT7) when visiting the Granite Belt destination.

Q4 “Possible overkill” = not important but getting a good/high performance rating (possibly too much effort or resources are used). Destination management can deprioritise and re-allocate their resources for attributes in this quadrant to those attributes that require priority for improvement (see “concentrate here” quadrant).

General environment & accessibility attributes featured here: availability of visitor information (GA9) and helpfulness of welcome centre (GA10)

In conclusion, the results of IPA and difference tests suggested that the six Q2 sub attributes should be looked at to see if improvements in visitor perceptions of Performance can be made.

The low IP ratings for both importance and performance for **Other activities, attractions, or event** sub attributes (lower than average or median of total sample group) could be because the respondents were unsure about what types of activities, attraction, or events they expected to experience when they were in the region (Appendix 4A)

Do respondents with different socio-demographic or travel characteristics rate importance or performance differently?

In order to better understand the Granite Belt visitor profiles and plan for future targeted marketing, further analysis was performed to assess any differences based on respondents' socio demographic and travel characteristics on their perceived Importance and Performance of Granite Belt destination sub-attributes.

Independent-Samples Mann-Whitney U (2 groups) and Kruskal-Wallis (more than 2 groups) tests were performed to assess whether there were significant differences between sociodemographic profiles and perceived Importance and Performance of destination sub attributes. Only results where there were significant differences between socioeconomic variables across the sub-attributes are discussed here. All results Tables are included in Appendix 4B.

The results showed that female respondents tended to place higher importance than male respondents on many of the **General accessibility and environment, Wineries, National parks, Accommodation, and Other activities, attractions, or event** sub-attributes.

Based on age groups, those older respondents tended to place higher importance on availability of visitor information and the welcome centre (**General accessibility and environment**) than the younger groups.

In terms of level of highest education, respondents who possessed postgraduate degrees tended to place higher importance on types of national parks (NP1) and walking trails (NP5) than other respondents. They were also more satisfied in experiencing a variety of outdoor recreation (AT1) than other respondents. Conversely, they were the least satisfied with availability of local parking (GA8) and food and beverage quality (DN2).

Based on the total household income level, high-earning respondents (over \$200,000) were found to be the least satisfied with different types of accommodation (AC1) and staff knowledge during their dining experience (DN6). While low-middle earning respondents highlighted the importance of level of accessibility, (GA6), availability of visitor information (GA9) and helpfulness of welcome centre (GA10).

Based on reasons to visit, those on holidays (82% of respondents) perceived it more important to have available variety for wine tasting (WN2) and different types of accommodation (AC1) than those on business or 'visiting friends and relatives' purposes.

First time visitor respondents were more satisfied with friendliness of service and placed higher importance on different types of accommodation, than did repeat visitors.

Overall performance and loyalty (revisit intention & word-of-mouth) assessment

Importance of visit to Granite Belt Destination

Respondents were asked “How important is the visit to the Granite Belt Region for you out of your whole trip away from home/in Australia?” and they could indicate their answer using a slide on a scale of 0 (*not important, I would have made the trip anyway*) to 100 (*only reason to make this trip*). As shown in Figure 2, more than two-thirds of respondents (70%, N= 134 out of 193) indicated visiting the Granite Belt destination away from home / in Australia was the only reason to make the trip (54% - score = 100 and 16% - score = 90).

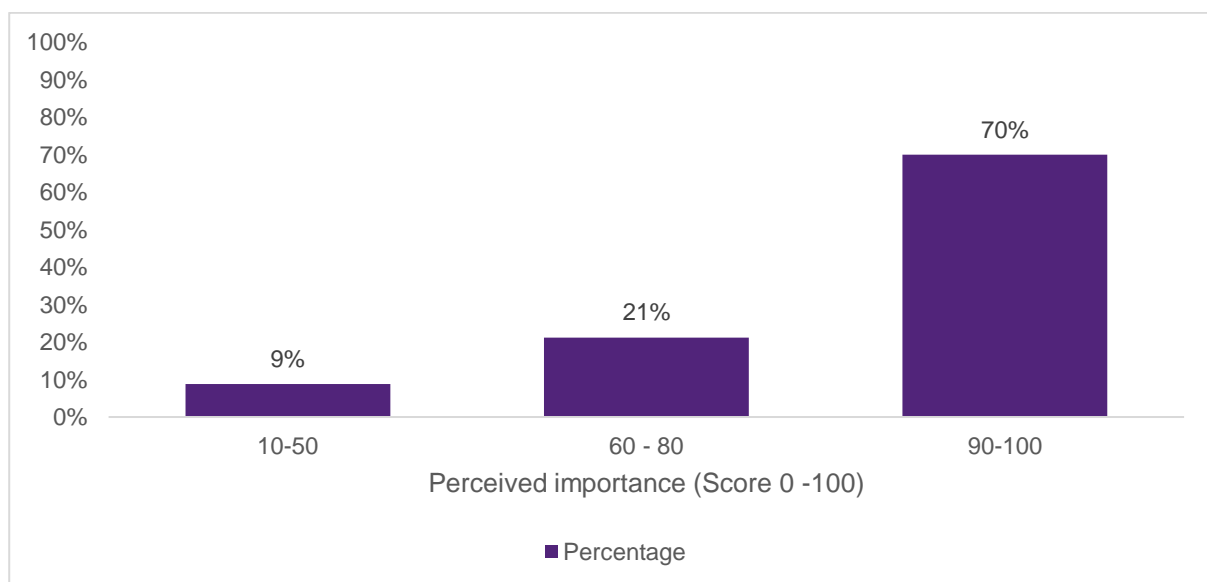


Figure 2: Perceived importance of visiting to the Granite Belt region for respondents, out of their whole trip away from home/ in Australia

How essential are wineries and national parks as visitor attractions?

Respondents were asked two hypothetical questions to gauge the importance of the main attractions of the Granite Belt destination (wineries, national parks) versus other attractions. When asked “*Would you visit the Granite Belt region even if all the wineries were closed?*”, 117 out of 191 responses (61%) were ‘Yes’ while nearly 40% of responses were ‘No’. When asked “*Would you visit the Granite Belt region even if all the national parks were closed?*”, 136 of 192 responses (70%) were ‘Yes’ while 30% of responses were ‘No’. Overall, 80 respondents (42%) indicated they would visit the region anyway although hypothetically both national parks and wineries were closed while only 19 respondents (10%) would not visit the region at all if both main attractions were closed. Interestingly, 55 respondents (29%) indicated they would visit the region if the national parks were closed, but the wineries were open. Conversely, 27 respondents (19%) would visit the region if the wineries were closed but the national parks were open. Results are represented in Figure 3.

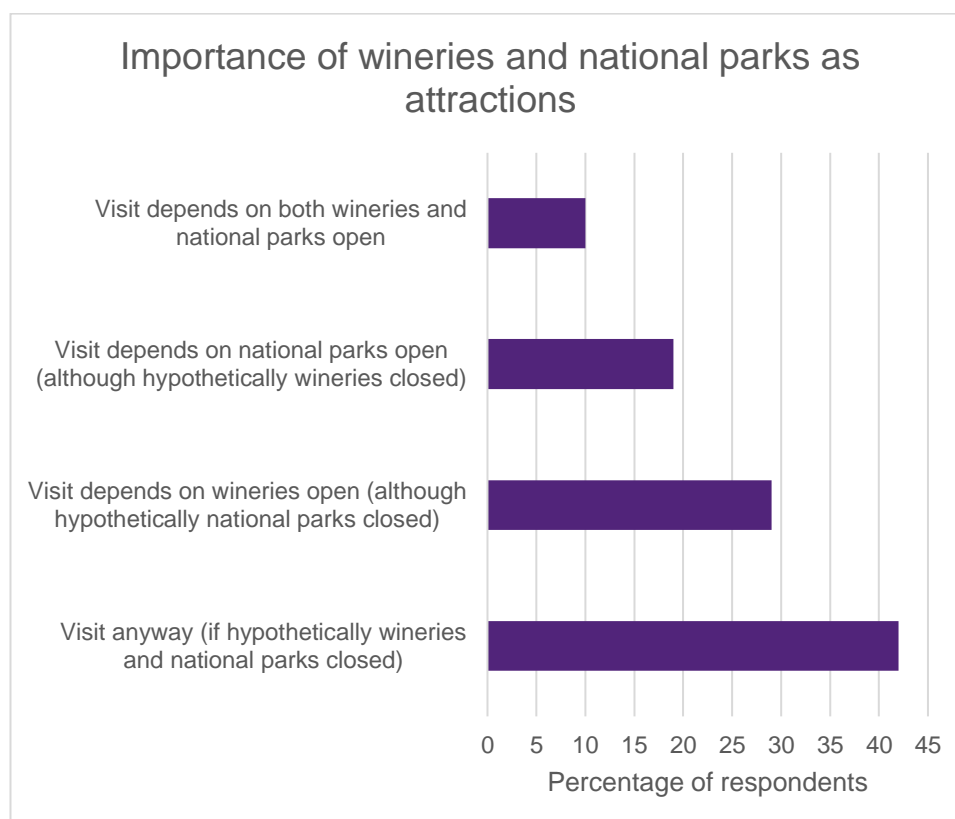


Figure 3: Importance of wineries and national parks as attractions

In summary, it therefore appears that wineries are essential for around 40% of respondents (29% plus 10%) and national parks are essential for around 30% of respondents (19% plus 10%) (Figure 4). These results indicate that the attractions of wineries and national parks are vital for some respondents, but also those other attractions bring visitors to the destination.

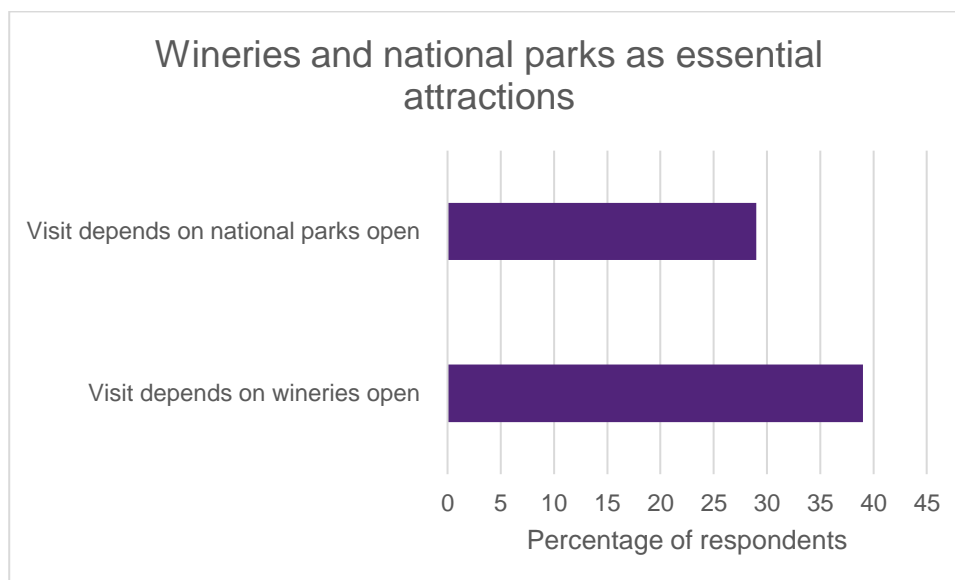


Figure 4: Wineries and national parks as essential attractions

Rating overall experience

Respondents were asked to “Please rate your overall experience in the Granite Belt Region” on a sliding scale of 0 (Very dissatisfied) to 10 (Very satisfied). Most respondents (N= 163) indicated that they were satisfied (N= 57, 35% with a score of 6 to 8) or very satisfied (N= 100, 61% with a score of 9 to 10) with their overall experience. Only 4% (N=6) of total respondents were neither dissatisfied or satisfied (neutral) with their overall experiences (N= 1 – Score 4, N=5 – Score 5). No respondents scored their experience at below 4 out of 10. This result indicates a high level of satisfaction with Granite Belt destination attractions and services, which complements the results of the IPA analysis.

Intention to return

Respondents were asked “Do you think you will come back to the Granite Belt region in the next 12 months?”. Out of 111 responses from those who indicated they would make a number of possible future visits in the next 12 months; most respondents would return to the region once (86%) or make 1 to 2 visits (12%). Around 19% of total respondents might make 3 to 6 visits within a year after their last trip in the region (Table 8). It is noted that confidence in this response could have been boosted by also asking if respondents had visited previously and therefore demonstrated a willingness to return.

Table 8: Number of planned / future visits in the next 12 months

Number of future visits in 12 months	N	%
1	64	86%
1-2	9	12%
2	15	20%
2-3	1	1%
3	3	4%
4	3	4%
6	8	11%
8	2	3%
Often	1	1%
Dozens	1	1%
In excess of 40 visits!	1	1%
Not sure	2	3%
Planning to move here in the future	1	1%
Total	111	

Willingness to recommend the destination – Net Promotion Score

Asking people if they would recommend a destination to others, and looking at the strength of a recommendation, provides useful information on perceptions of a destination and for its future promotion. Respondents were asked “On a scale of 0-10, how likely are you to recommend the Granite Belt region to other people for a destination to visit?”. The question was annotated with 0 = Extremely unlikely, 5 = Neutral, 10 = Extremely likely. On average, respondents were willing to recommend the Granite Belt destination to other people (M = 8.98), with 44% of total respondents (N= 163) being extremely likely.

Table 9: Willingness of word-of-mouth (WOM)

Scale 0 -10	N	%
3	1	1%
4	2	1%
5	6	4%
7	13	8%
8	30	18%
9	40	25%
10	71	44%
Total (N)	163	

Note: 0 = Extremely unlikely - 10 = Extremely likely, Median = 9, Mean= 8.9, Min= 4, Max =10

Net Promoter or Net Promoter Score (NPS) was used to assess respondents scores on their likelihood to recommend the Granite Belt destination to a friend or colleague as 9 or 10 ("Promoters") minus the percentage rating this at 6 or below ("Detractors") on a scale from 0 to 10. Respondents who provided a score of 7 or 8 are referred to as "Passives" and do indeed enter the overall percentage calculation. The result of the calculation was expressed without the percentage sign.



Figure 5: Net Promoters scale

In the Net Promoter system, respondents were categorised into three groups—promoters, detractors, passives—depending on how they answered the standard “On a scale of 0-10, how likely are you to recommend the Granite Belt region to other people for a destination to visit?”. question. Around 94% of total respondents (N=163) were found to be promoters (68%) and passives (26%) while only 6% were detractors.

Promoters (score of 9 and 10) represent a destination’s most enthusiastic visitors (customers): these people are likely to act as brand ambassadors, enhance a brand’s reputation, and increase referral flows, helping fuel the destination’s growth. **Passives** (score of 7 or 8) are not actively recommending a brand but are also unlikely to damage it with negative word of mouth. Although they are not included in the NPS calculation, passives are *very close* to being promoters (particularly when they give a score of 8), so it always makes strategic sense to spend time investigating what to do to win them over. **Detractors** (score of 0 to 6, included) are unlikely to recommend a destination and/ or products or services to others, probably will not stick around or repeat purchases, and—worse—could actively discourage potential visitors away from a destination ([Hotjar, 2021](#)).

Do respondents with different socio-demographic or travel characteristics rate these elements differently?

There were no significant differences found between respondents’ sociodemographic profiles and their perceived Importance of visit, Satisfaction with visit or Willingness to recommend the destination (word-of mouth) to other people to visit the Granite Belt destination.

Based on travel characteristics (reasons to visit and first-time vs repeated visitors), some significance differences were found. Those respondents on holidays (Mean rank_{Holiday} = 102.72, Mean rank_{Business} = 85.75, Mean rank_{VFR} = 71.14, Z = 12.843, p = 0.012) or first-time visitors (Mean rank_{First-timer} = 88.07, Mean rank_{Repeater} = 72.59, Z = 4.83, p = 0.028) perceived a higher Importance of visit the Granite Belt destination than respondents with other reasons to visit (Business and VFR) or as repeat visitors.

Tables are included in Appendix 4B.

Open-ended comments

This section details the emerging themes derived from content analysis of respective open-ended comments. A list of all comments ordered by theme is provided in Appendix 5B.

Respondents' profiles

At the end of the survey, respondents were offered four open-ended questions in relation to their experiences when visiting the regions and asked for feedback for any activities that they would like to see or participate in so they can stay longer in the region. Respondents were also asked for comments they would like to be passed to the tourism authorities. 152 out of 279 responses were received for these open-ended comments, although not all 4 open-ended questions were fully completed by each respondent. Table 10 presents the types and number of responses for open-ended questions (July/Aug 2020 – May 2021). Most comments were made during July –October 2020 and April – May 2021 submissions (the peak tourism season for domestic tourism in the Granite Belt destination). Most comments were received about the respondents' memorable experiences followed by comments to the tourism authorities, proposed activities that respondents would like to see or would make them stay longer in the region (See Appendix 5 for themes and comments).

Table 10: Types and number of responses for open-ended questions (July/Aug 2020 – May 2021)

Type of open-ended comments	Year 2020					Year 2021					Total
	Jul/Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
Memorable experiences	31	18	18	9	3	5	2	4	15	15	120
Activities to see	16	9	11	6	1	2	3	3	11	6	68
Activities to make stay longer	16	10	11	6	2	4	4	3	7	8	71
Comments to the tourism authorities	18	11	11	6	2	4	4	4	11	15	86
Total open-ended comments	81	48	51	27	8	15	13	14	44	44	345

Sociodemographic profiles and travel characteristics of the respondents who provided open-ended comments are presented in Appendix 5A. Those respondents who completed socio-demographics profiles in the surveys were also those who were willing to respond to the open-ended questions. Mostly female respondents and those who were between 35- and 74-years age group with high income (Over \$200,000) and higher education degrees provided their comments. More than two thirds of respondents were repeat visitors with an intention to revisit the destination at least once (59%). They are mostly 'promoters' (69%) of the Granite Belt destination as evidenced by willingness to recommend the destination to other people.

Memorable experiences when visiting the Granite Belt region

Respondents were asked *“Please describe any memorable experiences in the region that you did not plan or expect?”* and 116 written comments were submitted in response. The nature and beauty of national parks and the wineries as well as other attractions offered in the Granite Belt destination were found to be most memorable experiences for the respondents. These were enhanced with the friendliness and helpfulness of locals and staff.

Word clouds are built using software that selects the words most commonly used by respondents when describing the region and their experiences, in their written responses to each question. In this case, the top 50 words were selected. The more times each word is found, the larger the word appears in the word cloud. Word clouds therefore give a visual representation of the range and frequency of key words that describe a phenomenon.

“National parks are exceptional - walking trails are well maintained and scenery is like nothing else in Queensland”

“Visited 6 wineries. Each was very different and had unique approaches to their style and service. Very impressed with the diversity, price and quality of the wines.”

“I always love what the council art exhibition has on. And this time we did a lot of the op-shops and retro shops.”

“The people are very very friendly, and very willing to help. Very peaceful small towns, and plenty of fun things to do. Even better with good company :)”

“In fact, our visit to the region was unexpected and unplanned. We were at the Byron Bay Blues Fest when it was cancelled and decided to make the trip up to the Granite Belt instead. Very good decision! Our motel host greeted us with a full-on summary of the area and all the different resources available. He even plotted out recommended venues and locations on a map for us. We hiked the Pyramid at Girraween National Park and really enjoyed the workout and the fantastic view. Ridgemill and Symphony Hills wineries were exceptional. We purchased wine at both and joined the club at Symphony.”



Attractions or activities that respondents would like to see or experience when visiting the region

To investigate if additional attractions were desired by visitors, respondents were asked *“Please describe any other activities, attractions or events that you would like to see or experience in the Granite Belt region?”*. Sixty-six (66) written comments were made about attractions or activities that respondents would like to see or experience when visiting the region. There were suggestions for more music, art and craft attractions. Acknowledgment and celebration of the indigenous – heritage culture would be a new attraction that the Granite Belt destination can consider offering to the visitors. Opening hours of hospitality businesses and wineries (particularly Monday and Tuesdays) should be available throughout the week. Improvement in accessing some infrastructure, information, transportation and technology were suggested such as wi-fi connection at accommodation, shuttle bus to vineyards, and loop walks at the national parks. Varieties of food services, activities and attractions (including arts & craft local markets) that show case or sell local produce and preserves would be helpful for the local economy.

“Live music in the pubs. More info on opportunities to view local arts practitioners.”

“Greater choice of restaurants for evening meals showcasing the local produce”

“The variety of cafes used to be much greater. Also, on a long weekend with many visitors a number of premises were not open more than Saturday.”

“Would like to see more cafes, restaurants and wineries open to cater for mid-week visitors”

“We noticed that not everything was open. The tourism industry needs to communicate with the information centre, so they have the correct facts on opening times. We were given mixed information as to places being closed. If we were given the correct facts, we would have stayed longer as we would have had more to do/see.”

“Markets with more local, handmade items. There are many empty shops around - it would be fabulous for the council to ‘rent’ these out (for nothing - or pepper corn tent) to local artists, wood tuners, CWA, even smaller wineries to encourage tourists into the town and fill those empty shops. This has been done successfully in various towns around the world to rejuvenate empty city centres and it works.



Figure 7: Word cloud – Top 50 words describing: Attractions or activities that respondents would like to see or experience

Attractions or activities that respondents would like to see or experience to make their stay longer

Respondents were asked to consider “What types of attractions, activities or events would attract you to make a longer visit to the Granite Belt region?” and 68 written comments were received. Day guided tours at the national parks, rock climbing activities or mountain bikes trails (sport activities), experiencing in preparing local products, sports, activities for children and more high-end hospitality business that are open throughout the week, improved infrastructure, and accessibility to get information and to explore the region as well as more festivals / events would have encouraged visitors to stay longer in the region.

‘A return to precovid festivals and events. Music and dinner events in vineyards. Progressive meals around an area. And more farm tours. Loved the organic one in last year’s Apple and Grape Festival’

“Day guided tours into the National Parks. Perhaps arts-based workshops ie: Fibre arts. For 1 day or a weekend.”

“More experiential activities to see how foods are produced”

“Food & wine festivals, music festivals, cultural events.”

“Better Wi-Fi access. Mountain bike trails. The walking tracks.”

“Pick your own produce, markets, tours for scenery rather than just wine, evening tours, outdoor movie theatre”



Figure 8: Word cloud – Top 50 words describing: Attractions or activities that respondents would like to see or experience to make their stay longer

Comments to the tourism authorities

At the end of the questionnaire, respondents were asked, “Finally, *thinking about your experience at the Granite Belt region, do you have any comments that you wish to pass onto the tourism authorities?*” Eighty (80) written comments were offered to the tourism authorities. While most comments were positive about the Granite Belt destination, there was a call for better signage and information in the national parks and information on the opening hours of the restaurants, café or other attractions. Advice was that information about the businesses should be centrally kept updated on the websites or local information centre. Better signages need to be provided for certain attraction such walking tracks at Girraween. The internet connection could be improved. More destination marketing and promotion should be done and collaboration among the local businesses was encouraged. Businesses (restaurants, cafes) should be open for Mondays as well. It was suggested that tourism authorities should consider offering free usage of some empty business spaces or offices to keep the town alive. All-inclusive or special events or festivals should also be considered (e.g., family friendly events or activities). Having local ambassadors would be an additional value in enhancing visitors’ experiences in the region.

“Really enjoyed our 3 days in the area. Found planning the stay a little difficult as many facilities are only open on weekends. Websites were not always up to date. Cafes or restaurants from casual dining or coffee difficult to find.”

“Granite Belt internet site needs to be more accurate, particularly accommodation availability. Food outlet choices very limited.”

““Ensure that some food outlets in the area are open every day of the week. eg When Jamworks are closed another venue is open and so on. Mondays could be an important day for at least one food business should stay open as sometime those guests that stay for a weekend may return home on Monday.”

“Need to find a way to get local businesses to work together to support each other and benefit the whole region. It currently feels very fragmented with every business only looking out for themselves.”

“The walking track signs at Girraween are very confusing. Lots of people did not understand them and were walking aimlessly. I was unaware I needed to bring along my own drinking water. I was disappointed that the info station had no people in it to ask questions. Happy there were brochures though.”

“Better signage for the Maze when travelling out of Stanthorpe. Need a central point/website for local restaurants/cafe was difficult to find which ones were open for breakfast particularly.”

‘Remove billboards for businesses etc that are permanently closed; encourage businesses to open at the times they say they are; have consistent opening and closing times; treat visitors to the region with courtesy by matter their behaviour to their advertising.’

"More promotion beyond wine - cheese factory wasn't known to the new owners of the accommodation even!"



Figure 9: Word-cloud – Top 50 words describing: Respondents' comments to the tourism authorities

Discussion

It is important to place all discussion in the context that this visitor survey was run during the COVID-19 pandemic. As reported in the *Tourism in the Granite Belt Destination Report*, the destination lost all visitors for periods of time during 2020 and 2021 but also experienced high levels of visitation at other times. The visitor survey respondents represent the largest group of pre-COVID visitors, that is visitors from Queensland, mostly southeast Queensland, who stay overnight. Overall, respondents reported positive experiences and high satisfaction with their visits to the destination during this time period. Findings regarding businesses not being open and respondents needing more information may all be exacerbated due to the difficulties of the tourism sector operating during this time.

Overall, wine tourism was confirmed as the most important destination attraction, with 92% of survey respondents visiting a winery and 40% of respondents saying that the ability to visit wineries was essential to their decision to visit to the destination.

Wineries and national parks are both very popular attractions in the Granite Belt destination, visited by most survey respondents, and considered essential by many respondents. In addition, other attractions offered, including local food and beverage producers, cafes and restaurants, activities, art and craft and historical attractions, and markets were also visited by our survey respondents. These tourism products and services complement the total experience of visitors before travelling, during their time in the destination or after they return home. The destination does offer a cluster of attractions and experiences.

The IPA analysis, intention to return and promote the destination and written comments received all indicate that most respondents are impressed with many of the elements of the destination and report overall high satisfaction with the destination.

However, some of the elements could be enhanced to raise the overall visitor satisfaction with the destination. Although the Granite Belt region has been doing well in managing its destination based on overall measured destination attributes (general environment & accessibility, wineries, national parks, other activities, attractions, and events, and accommodation and dining), the results of IPA indicated that six sub attributes, (which all received overall positive ratings) could be further improved because they were rated as highly important by respondents, but expectations exceeded performance. These are: price and quality of wine, price of accommodation, diversity of cuisine and beverages choices, food and beverage quality and service in the restaurants/ cafés. These destination attributes should be considered closely, given that the visitors' spending on social activities (including food and beverages and retail) is the highest among other types of spending in the destination (see the *Tourism in the Granite Belt Destination Report*). Those elements that may be able to be improved quickly should be pursued while laying the ground for longer term change. It may be that price will not be such a consideration if quality is perceived to be improved.

The lower IP ratings for **Other activities, attractions, or event** destination attributes (lower than average or median of total sample group) could be because the respondents were unsure about what types of activities, attraction, or events they could expect to experience when they were in the region.

Interestingly, the IPA found that the availability of visitor information was not so important but was awarded a good/high performance rating. However, some responses to the open-ended questions cited difficulties in getting accurate and timely information for visitors, including at the National Park. It is recommended to maintain the performance of the visitor information while taking on some of the constructive criticism.

Written comments received for the open-ended questions included many very positive 'memorable experiences' associated with visits to Girraween and other national parks, the wineries, and many other attractions and also the friendliness and helpfulness of local staff.

Suggestions for improvement, and critiques, come through in the comments on attractions and activities people would like to see, those that would make them stay longer and comments to tourism authorities.

There were some common themes: additional activities suggested included more walking and hiking trails, mountain biking, rock climbing and other outdoor and sport activities. Notably, the TRA data analysis (see the *Tourism in the Granite Belt Destination Report*) found that there were limited outdoor activities that could be undertaken in the region by visitors. Other activities suggested included indigenous tourism experiences, more festivals (music, wine, cultural etc.), art and craft shops. More family oriented and pet friendly activities were also recommended.

Respondents became more critical when it came to dining offerings in the destination. As noted above, there were many comments calling for more dining options and more variety and noting difficulty in finding places open when respondents were visiting. Most comments on the quality of dining experienced were positive.

Alternatively, cellar door or wine offerings did not attract such criticism and most comments on wine experiences were positive. It was noted that the Strangebird wine trail brochure needed updating as some of the wine varieties are no longer produced.

A notable number of comments noted difficulties from the respondents' perspective in getting coordinated and timely information, especially online, on what was open or not open. Respondents also noted that there was a lack of businesses being open during the week, businesses did not coordinate opening times and that opening hours seemed to be inconsistent (although several respondents recognised COVID-19 uncertainty could have been a factor).

In written comments, respondents advised tourism authorities to assist in business coordination, promote the destination through marketing and improve information for visitors, including about national parks. Some respondents also called for more information about National Park services and activities and better signage in Girraween National Park.

There are three main recommendations for tourism, arising from the Visitor Survey and the opinions of GBGW industry respondents (see the **Tourism in the Granite Belt Destination Report**).

1. To capitalise on comments on attractions or activities that the visitors would like to see or experience to make their stay longer, especially over weekdays, the Granite Belt destination managers, tourism businesses and other stakeholders should consider making the current offering more available, through closer collaboration / cooperation among local business providers vertically or horizontally. Specifically, scheduling opening times among wine cellars and hospitality businesses throughout the week could improve the availability of these services for visitors.
2. Despite the availability of considerable information for visitors and prospective visitors on both the [Granite Belt Wine and Tourism](#) web site and the [Southern Downs and Granite Belt](#) web site, and at the Visitor Information Centre, many of the visitors surveyed either did not find this information or found that it was not up to date regarding opening times for attractions at the time when they were visiting. Uncertainty amongst operators about visitor demand during the pandemic may have contributed to this. Particularly due to uncertainty in the COVID-19 environment and to take advantage of increased regional travel interest, current information about the local businesses, attractions, facilities, and services as well as their opening hours should be made available, updated, and accessible promptly on the websites, apps and centrally available through the visitor information centre. It is suggested that the new [Southern Downs and Granite Belt App](#) is one forum for providing this coordinated and updated information.
3. Visitors surveyed called for more diverse and local produce based food and dining options. Once travel certainty increases, Granite Belt destination managers, tourism businesses and other stakeholders should coordinate to build and publicise the food based businesses offerings in the destination to provide greater diversity of options, greater spread of opening times over the week and particularly to focus on quality presentation of locally sourced food, wine, and other beverages. A 'food trail' to complement the 'wine trail' may be attractive to visitors.

References

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Appendix 1A. The Granite Belt Visitor Surveys - Questionnaire



Business School

Block 1 - Info

The Granite Belt Visitor Survey

Participant Information

This survey is for people who are visiting, have visited, or intend to visit the Granite Belt region on a trip away from home (including day trips).

Thank you for your interest in participating in the survey. This page provides information on the research and you can return to this page at any time to access this information. Please read this page before starting the survey. At the end of the survey, you may choose to enter a Prize Draw to win one of five \$50 gift cards awarded each month from July to November 2020.

Exploring tourism attraction clusters, activities and experiences in the Granite Belt

Chief Investigators:

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Associate Professor Richard Brown, School of Economics, richard.brown@uq.edu.au

A University of Queensland team is doing a research project in the Granite Belt region to assist with the management of the Granite Belt tourism-related activities. We would appreciate your time to participate in an electronic survey which will take approximately 10 - 15 minutes to complete.

We do not need your name or address and we will not be identifying any individual responses in our research reports. By participating in this online survey built with Qualtrics, we are unable to track identifying information of respondents. Please only respond if you are over 18 years old. Your participation is voluntary and you may withdraw at any time. Your consent to participate is implied if you proceed with this survey. The information collected will be stored in a secure environment and will only be accessible to members of the research team.

Please contact the researchers if you are interested in the results of this research. At the end of the survey, you may voluntarily click a link to go into a Prize Draw. If you opt to do this, we need your email address or phone number. This information is not linked to your responses to the survey and we are unable to track identifying information of respondents. Email addresses and phone numbers supplied will be kept secure and deleted after the prize draws.

This study adheres to the Guidelines of the ethical review process of The University of Queensland and the National Statement on Ethical Conduct in Human Research. Whilst you are free to discuss your participation in this study with project staff (contact above), if you would like to speak to an officer of the University not involved in the study, you may contact the Ethics Coordinator on 07 3365 3924.

If you wish to proceed, please click on the next button below:

This project aims to explore tourism attraction clusters, activities and experiences in in the Granite Belt Region.



Date of your most recent visit to the Granite Belt region

At what location did you pick up the postcard for this online survey?

How many people, including yourself, are in your travel group?

(Please put a number in the applicable box, including if zero)

- ☐ People aged 15 years and over
- ☐ Children under 15

What is your primary reason for visiting the Granite Belt Region? *(Tick one box only)*

- ☐ Holiday
- ☐ Visiting friends and relatives
- ☐ Business
- ☐ In transit
- ☐ Other (please specify)

Block 2 - General Questions

Where is your normal place of residence?

- ☐ Australia — (please give postcode)
- ☐ Overseas — (please give country)

Do you live in the Granite Belt Region?

- ☐ Yes
- ☐ No

In your most recent trip, are / were you on a day trip from home to Granite Belt Region, or on a longer trip with at least one overnight stay away from home?

- ☐ Day trip
- ☐ Trip with overnight stay

How many **hours in total** did / will you spend for the following activities while visiting in the Granite Belt region? *Fill in all boxes, including if zero*

- ☐ **Wineries** (e.g. visiting cellar doors, wine tastings, wine tour, lunch and dinner)
- ☐ **National parks and outdoor / nature**
 (e.g. Visiting national/state parks/ farms/ botanical or other public gardens; bushwalking or going on rainforest walks, birdwatching)
- ☐ **Other tourist or local attractions**
 (e.g. breweries, mines, farms, amusement parks, wildlife parks; going to street/weekend/art & craft markets, going on guided tours)
- ☐ **Sports or active outdoor**
 (e.g. cycling, fishing, kayaking, snorkelling, rock climbing, bungee jumping, four-wheel driving, experiencing snow or any other sports)
- ☐ **Arts, heritage or festivals/events**
 (e.g. attending concerts/theatre/performing arts/cultural or community events; visiting museum/art galleries/heritage sites/craft workshops)
- ☐ Other (please specify)

Where were / are you staying while in the area around the Granite Belt region?
(multiple answers are allowed)

- ☐ Stanthorpe
- ☐ Ballandean
- ☐ Girraween National Park campground
- ☐ Other (specify)

What main form of accommodation are / were you using while visiting the Granite Belt Region?
(multiple answers are allowed)

- ☐ My own home (I live in the Granite Belt Region)
- ☐ Hotel, motel, apartment, rented holiday house, other rented accommodation
- ☐ 'Backpacker' accommodation

- ☐ Commercial caravan park with own or hired caravan, camper trailer, campervan, tent
- ☐ Camping in a national park
- ☐ 'Free' camping
- ☐ Other (please specify)

For your whole (return) trip away from home/in Australia, how many days were / will you spend:

Fill in all boxes, including if zero

- ☐ Away from home / In Australia (overseas visitors) in total
- ☐ In Queensland
- ☐ In the Granite Belt Region

On how many days in total did / will you spend for the following activities while visiting in the Granite Belt region? *Fill in all boxes, including if zero*

- ☐ **Wineries**
(e.g. visiting cellar doors, wine tastings, wine tour, lunch and dinner)
- ☐ **National parks and other outdoor / nature**
- ☐ (e.g. Visiting national/state parks/ farms/ botanical or other public gardens; bushwalking or going on rainforest walks, birdwatching)
- ☐ **Other tourist or local attractions**
(e.g. breweries, mines, farms, amusement parks, wildlife parks; going to street/weekend/art & craft markets, going on guided tours)
- ☐ **Sports or active outdoor**
- ☐ (e.g. cycling, fishing, kayaking, snorkelling, rock climbing, bungee jumping, four-wheel driving, experiencing snow or any other sports)
- ☐ **Arts, heritage or festivals/events**
(e.g. attending concerts/theatre/performing arts/cultural or community events; visiting museum/art galleries/heritage sites/craft workshops)
- ☐ **Other (please specify)**

How important is the visit to Granite Belt Region for you out of your whole trip away from home/in Australia? *(slide to the preferred percentage)*

Not important, I would have made this trip anyway	Half my reason to make this trip	Only reason to make this trip
0 10 20 30	40 50 60 70	80 90 100
Overall Importance 		

Thinking about this trip away from home, if **all the national parks** in the Granite Belt Region were closed to visitors, would you still have chosen to visit the **Granite Belt Region** anyway?

(OR remained in the region if you live in the Granite Belt Region?)

- ☐ Yes
- ☐ No

Thinking about this trip away from home, if **all the wineries** in the Granite Belt Region were closed to visitors, would you still have chosen to visit the **Granite Belt Region** anyway?

(OR remained in the region if you live in the Granite Belt Region?)

- ☐ Yes
- ☐ No

In this section, we would like to know how **important** and **satisfied** you are / were with six(6) Granite Belt destination attributes.

1. General environment & accessibility (10 sub-attributes)
2. Wineries (7 sub-attributes)
3. National parks (5 sub-attributes)
4. Other activities, attractions and events (7 sub-attributes)
5. Accommodations (6 sub-attributes)
6. Dining (5 sub-attributes)

Please tick the number indicating your assessment of *both* the IMPORTANCE and your level of SATISFACTION with the following attributes when you were / are visiting the Granite Belt Region. Your evaluation on these attributes will be useful information for further improvement of the Granite Belt tourism products and services.

How **important** and what are / were your **level of satisfaction** with the following 'General environment and accessibility' attributes when you are / were visiting the Granite Belt Region?

5 = Very important / Very satisfied

4 = Important/ Satisfied

3 = Slightly important / Slightly satisfied

2 = Not important / Dissatisfied

1 = Not at all important / Very dissatisfied

NA= No opinion / not applicable / not used

IMPORTANCE							SATISFACTION					
1	2	3	4	5	NA		1	2	3	4	5	NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Peaceful and restful atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Friendliness of local people/residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Level of accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of local parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of visitor information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helpfulness of welcome centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How **important** and what are / were your **level of satisfaction** with the following 'Winery' attributes when you are / were visiting the Granite Belt Region?

5 = Very important / Very satisfied

4 = Important/ Satisfied

3 = Slightly important / Slightly satisfied

2 = Not important / Dissatisfied

1 = Not at all important / Very dissatisfied

NA= No opinion / not applicable / not used

IMPORTANCE							SATISFACTION					
1	2	3	4	5	NA		1	2	3	4	5	NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of cellar doors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of wine tastings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of premises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Quality of wines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMPORTANCE							SATISFACTION					
1	2	3	4	5	NA		1	2	3	4	5	NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Friendliness of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Staff knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Price of wines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How **important** and what are / were your **level of satisfaction** with the following 'National park' attributes when you are / were visiting the Granite Belt Region?

5 = Very important / Very satisfied
 4 = Important/ Satisfied
 3 = Slightly important / Slightly satisfied
 2 = Not important / Dissatisfied
 1 = Not at all important / Very dissatisfied
 NA= No opinion / not applicable / not used

IMPORTANCE							SATISFACTION					
1	2	3	4	5	NA		1	2	3	4	5	NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Types of national parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of facilities, amenities and parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Availability of visitor information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Walking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How **important** and what are / were your **level of satisfaction** with the following 'General activity, attraction and event' attributes when you are / were visiting the Granite Belt Region?

5 = Very important / Very satisfied
 4 = Important/ Satisfied
 3 = Slightly important / Slightly satisfied
 2 = Not important / Dissatisfied
 1 = Not at all important / Very dissatisfied
 NA= No opinion / not applicable / not used

IMPORTANCE							SATISFACTION					
1	2	3	4	5	NA		1	2	3	4	5	NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of outdoor recreations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of spa/massage/healing options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of evening entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of special events/festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IMPORTANCE								SATISFACTION						
1	2	3	4	5	NA		1	2	3	4	5	NA		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Variety of cultural/heritage sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Price for activities or attractions or events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

How **important** and what are / were your **level of satisfaction** with the following 'Accommodation' attributes when you are / were visiting the Granite Belt Region?

5 = Very important / Very satisfied
 4 = Important/ Satisfied
 3 = Slightly important / Slightly satisfied
 2 = Not important / Dissatisfied
 1 = Not at all important / Very dissatisfied
 NA= No opinion / not applicable / not used

IMPORTANCE								SATISFACTION						
1	2	3	4	5	NA		1	2	3	4	5	NA		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Different types of accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cleanliness of premises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Staff knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

How **important** and what are / were your **level of satisfaction** with the following 'Dining' attributes when you are / were visiting the Granite Belt Region?

5 = Very important / Very satisfied
 4 = Important/ Satisfied
 3 = Slightly important / Slightly satisfied
 2 = Not important / Dissatisfied
 1 = Not at all important / Very dissatisfied
 NA= No opinion / not applicable / not used

IMPORTANCE								SATISFACTION						
1	2	3	4	5	NA		1	2	3	4	5	NA		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Diversity of cuisine and beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Food and beverage quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Services in the restaurant / café	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Price of food and beverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Staff knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

IMPORTANCE

1 2 3 4 5 NA

SATISFACTION

1 2 3 4 5 NA



Please rate your overall experience in the Granite Belt Region

Please describe any memorable experiences at the region that you did not plan or expect? (if none, leave it blank).

Please describe any other types of activities, attractions or events you would like see or experience in the Granite Belt region? (if none, leave it blank).

What types of activities, attractions or events would attract you to make a longer visit to the Granite Belt region? (if none, leave it blank).

Have you visited the Granite Belt Region before this trip?

- ☐ Yes
☐

No, this is my first visit

Do you think you will come back to the Granite Belt Region in the next 12 months?

- ☐ Yes - how many times?
- ☐ No

On a scale from 0-10, how likely are you to recommend the Granite Belt region to other people for a destination to visit?

- Extremely unlikely Neutral Extremely likely
- 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐

Block 3 - Demographic Questions

Demographic questions

Here are a few questions about you (just one person per group), so we can compare the group of people we survey with what we know about all visitors to this region. Note that 'prefer not to say' is an option for all these questions.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

What is your age group?

- ☐ 18-34
- ☐ 35-54
- ☐ 55-74
- ☐ 75 and over
- ☐ Prefer not to say

What is the highest level of education you have completed?

☐

- ☐ Primary
- ☐ Secondary
- ☐ Certification or trade training
- ☐ Undergraduate
- ☐ Postgraduate
- ☐ Other (please specify)
- ☐ Prefer not to say

What is your annual household income before tax?

- ☐ Less than \$20,000
- ☐ \$20,000 - \$50,000
- ☐ \$50,000- \$100,000
- ☐ \$100,000 - \$150,000
- ☐ \$150,000 - \$200,000
- ☐ Over \$200,000
- ☐ Prefer not to say

Block 4

Finally, thinking about your experience at the Granite Belt Region, do you have any comments that you wish to pass onto tourism authorities?

**We thank you for your time spent participating in this survey.
Your response has been recorded anonymously.**

You are invited to participate in a prize draw to win one of five \$50 shopping cards to be drawn each month from July to November 2020. Would you like to enter our prize to win one of five \$50 gift vouchers?

Yes

☐ No

Please enter your details below (email OR phone number):

Note: These details will be recorded separately and are not linked to your previous responses to this survey.

These details will be destroyed after the prize draws are completed.

<input type="checkbox"/>	Email address	<input type="checkbox"/>	Phone number
	<input type="text"/>		<input type="text"/>

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Appendix 1B. The Granite Belt Visitor Surveys – Postcard



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Are you a visitor in the Granite Belt region?

Please help us by
completing a quick survey.

Researchers from The University of Queensland Business School and School of Economics are undertaking a study to understand visitor travel activities and experiences. This will assist with management of Granite Belt tourism.

Win one of five \$50 shopping cards to be drawn each month.



Granite Belt Visitor Study

The survey is anonymous. You may choose to go into a prize draw to **win one of five \$50 shopping cards** to be drawn each month.

To start the survey, scan the QR code or visit: bit.ly/3gwickU



Contact Dr Sally Driml for more information:
s.driml@uq.edu.au



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE





THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Win one of three \$50 shopping cards!

Granite Belt Visitor Study

Participate today:
bit.ly/granite-belt



Appendix 2. Local tourism and event businesses survey support

23 local tourism and event businesses agreed to support the administration of the postcards (containing the link to the online visitor survey). The businesses include visitor centres, attractions (museum, theme park - Maze and Girraween national park), accommodation, food services, retail, wineries, and event organisers (The GB Art and Trail 2020). The researchers would like to thank all these businesses.

Table 11: Local tourism and event businesses that supported survey postcard administration

Business
Ballandean estate wines
Market in the Mountains
Hidden creek winery cafe vineyard
Ravenscroft wines
31 the rocks
Granite belt motel
Granite belt retreat & brewery
Grovely house B&B
Lynrose place
Top of the Town Tourist Park
Girraween environmental lodge
Country style caravan park
R and R On the Ravine
Ridgemill estate- cabins
Stannum lodge motor inn
Blue topaz caravan park
Stanthorpe cheese and jersey girl's café
Jamworks gourmet foods – cafe & larder
Truffle discovery centre Stanthorpe
The granite belt maze
Ballandean estate wines
Girraween national park
Pyramids road wines
Savina lane
Connor house
Happy apple caravan park
Sancerre estate
Apple and grape motel
Stanthorpe museum
GB art and trail events
Stanthorpe visitor centre

Appendix 3. Descriptive statistics – Respondent profiles

Table 12: Origin by postcode

Origin indicated by postcode	Number of responses	Percentage
No response	76	27%
Southeast Queensland (Brisbane, Gold Coast, Sunshine Coast, Ipswich)	165	60%
Other Queensland	24	9%
New South Wales	11	4%
Victoria	1	<1%
South Australia	2	1%
Total	279	100%

Table 13: Number of people travelling together

15 years and older	# of responses	%	Children under 15	# of responses	%
1	19	7%	1	23	6.4
2	154	56%	2	20	6.0
3	30	11%	3	10	3.7
4	37	13%	4	1	0.5
5	3	1%	5	1	0.5
6	9	3%	6	1	50.0
7	2	1%	9	1	33.0
8	10	4%	No responses	222	33.0
9	2	1%	Total	279	100.0
10	2	1%			
12	3	1%			
15	1	0%			
17	1	0%			
20	2	1%			
22	1	0%			
26	1	0%			
No responses	2	1%			
Total	279	100.0			

Other locations* where respondents stayed (Table 2 ext)

Amiens (3), Amosfield, Applethorpe, Broadwater, Cannon Creek, Cottonvale (2), Glen Alpin, Elbow valley (3), Eukey, Eureck, Fletcher, Fox bar falls, Girraween eco lodge (8), Glen Alpin (6), Glen Aplin- camping (National Park was full), Jennings Rest area over border from Wallangarra, Killarney, Liston, Mt Tully, Queen Mary Falls, Ridgemill Estate at Severnlea (2), Severnlea (6), Sommerville Valley Tourist Park (2), The Summit, Thorpdale, Thulimbah (2), Warwick (3), Wyberba.

Other forms of accommodation** (Table 2 ext)

Aloomba farm, cabin in a caravan park (2) or camping ground, Family, Family's home (3), Friends house, HipCamp – Farmstay Weekender owned by self, Winery accommodation (2), With relatives (3), Holiday cottage, Private residence (2).

Table 14: Overnight visitors - Number of activity days and responses

Number of days on which the activity as undertaken	# of responses	%
Wineries (N= 134)		
1	69	51%
2	41	31%
3	12	9%
4	7	5%
5	2	1%
6	1	1%
7	1	1%
8	1	1%
National parks and other outdoor / nature (including Aloomba farm, breweries, markets, Suttons and Jamworks) (N= 140)		
1 (including 0.5)	74	53%
2	28	20%
3	24	17%
4	10	7%
5	1	1%
6	1	1%
7	1	1%
8	1	1%
Other tourist or local attractions (N =132)		
1 (including 0.5)	82	62%
2	27	20%
3	15	11%
4	5	4%
5	1	1%
8	1	1%
10	1	1%
Sports or active outdoor (including active climbing, cycling, walking, hiking at Sundown park) (N= 103)		
1	13	13%
2	5	5%

3	3	3%
4	3	3%
5	1	1%
7	1	1%
8	1	1%
Arts, heritage or festivals/events (including art gallery) (N= 58)		
1 (including 0.5)	48	83%
2	6	10%
3	3	5%
5	1	2%
Others (including birdwatching, eating out on the restaurants and cafes, rifle shooting) (N=2)		
1	1	50%
6	1	50%

Table 15: Number of days on which the activity as undertaken

Number of days on which the activity as undertaken	# of responses	%
Wineries (Total N = 165)		
1 (including 0.5)	69	42%
2 (including 1.5)	41	25%
3	12	7%
4	7	4%
5	2	1%
6	1	1%
7	1	1%
8	1	1%
National parks and other outdoor / nature (Total N = 164)		
0	24	15%
0.5	1	1%
1	73	45%
2	28	17%
3	24	15%
4	10	6%
5	1	1%
6	1	1%
7	1	1%
8	1	1%
Other tourist or local attractions (including Aloomba farm, breweries, markets, Suttons and Jamworks) (Total N =151)		
0	19	13%
0.5	5	3%
1	77	51%
2	27	18%

3	15	10%
4	5	3%
5	1	1%
8	1	1%
10	1	1%
Sports or active outdoor (including active climbing, cycling, walking, hiking at Sundown Park) (Total N= 103)		
0	76	74%
1	13	13%
2	5	5%
3	3	3%
4	3	3%
5	1	1%
7	1	1%
8	1	1%
Arts, heritage or festivals/events (including art gallery) (Total N= 117)		
0	59	50%
0.5	4	3%
1	44	38%
2	6	5%
3	3	3%
5	1	1%
Others (including birdwatching, eating out in the restaurants and cafes, rifle shooting) (Total N=26)		
0	24	92%
1	1	4%
6	1	4%

Note: '0' days = respondents did not visit or were not involved in these activities

Appendix 4A. Normality Test - Destination attributes and sub-attributes

Table 16: Normality Test - Destination attributes and sub-attributes

Destination attributes and sub-attributes	N	Normal Parameters ^{a,b}		Most Extreme Differences			Test Statistic	Asymp. Sig. (2-tailed)
		Mean	Std. Deviation	Absolute	Positive	Negative		
General environment and accessibility								
Safety and security (I)	162	4.38	0.959	0.366	0.258	-0.366	0.366	.000 ^c
Cleanliness (I)	167	4.57	0.707	0.418	0.271	-0.418	0.418	.000 ^c
Peaceful and restful atmosphere (I)	165	4.70	0.587	0.463	0.306	-0.463	0.463	.000 ^c
Friendliness of local people/residents	170	4.51	0.673	0.375	0.231	-0.375	0.375	.000 ^c
Level of accessibility (I)	157	4.11	1.029	0.259	0.193	-0.259	0.259	.000 ^c
Good infrastructure (I)	166	4.10	0.885	0.242	0.155	-0.242	0.242	.000 ^c
Availability of amenities (I)	170	4.38	0.753	0.331	0.204	-0.331	0.331	.000 ^c
Availability of local parking (I)	163	4.18	1.000	0.279	0.205	-0.279	0.279	.000 ^c
Availability of visitor information (I)	162	4.10	1.043	0.280	0.195	-0.280	0.280	.000 ^c
Helpfulness of welcome centre (I)	121	4.11	1.160	0.325	0.221	-0.325	0.325	.000 ^c
Safety and security (P)	156	4.75	0.503	0.472	0.310	-0.472	0.472	.000 ^c
Cleanliness (P)	158	4.68	0.530	0.440	0.275	-0.440	0.440	.000 ^c
Peaceful and restful atmosphere (P)	158	4.84	0.383	0.508	0.340	-0.508	0.508	.000 ^c
Friendliness of local people/residents (P)	156	4.72	0.542	0.461	0.302	-0.461	0.461	.000 ^c
Level of accessibility (P)	145	4.52	0.678	0.369	0.238	-0.369	0.369	.000 ^c
Good infrastructure (P)	150	4.35	0.751	0.301	0.192	-0.301	0.301	.000 ^c
Availability of amenities (P)	155	4.46	0.732	0.355	0.232	-0.355	0.355	.000 ^c
Availability of local parking (P)	151	4.63	0.618	0.415	0.274	-0.415	0.415	.000 ^c
Availability of visitor information (P)	139	4.55	0.693	0.387	0.260	-0.387	0.387	.000 ^c
Helpfulness of welcome centre (P)	95	4.55	0.796	0.410	0.285	-0.410	0.410	.000 ^c
Wineries								
Variety of cellar doors (I)	123	3.94	1.140	0.238	0.177	-0.238	0.238	.000 ^c
Variety of wine tastings (I)	125	4.11	1.094	0.255	0.209	-0.255	0.255	.000 ^c
Cleanliness of premises (I)	131	4.36	0.953	0.322	0.251	-0.322	0.322	.000 ^c
Quality of wines (I)	128	4.46	0.886	0.346	0.272	-0.346	0.346	.000 ^c
Friendliness of service (I)	130	4.59	0.869	0.411	0.319	-0.411	0.411	.000 ^c
Staff knowledge (I)	130	4.52	0.882	0.398	0.294	-0.398	0.398	.000 ^c
Price of wines (I)	128	4.18	1.023	0.289	0.211	-0.289	0.289	.000 ^c
Variety of cellar doors (P)	112	4.44	0.898	0.377	0.266	-0.377	0.377	.000 ^c
Variety of wine tastings (P)	112	4.46	0.869	0.369	0.265	-0.369	0.369	.000 ^c
Cleanliness of premises (P)	119	4.65	0.646	0.422	0.292	-0.422	0.422	.000 ^c
Quality of wines (P)	116	4.37	0.829	0.319	0.224	-0.319	0.319	.000 ^c

Friendliness of service (P)	115	4.69	0.598	0.430	0.300	-0.430	0.430	.000 ^c
Staff knowledge (P)	116	4.62	0.706	0.429	0.296	-0.429	0.429	.000 ^c
Price of wines (P)	117	3.98	0.919	0.208	0.157	-0.208	0.208	.000 ^c

National Park

Types of national parks (I)	132	4.30	0.947	0.325	0.228	-0.325	0.325	.000 ^c
Cleanliness (I)	130	4.40	0.877	0.338	0.247	-0.338	0.338	.000 ^c
Availability of facilities, amenities and parking (I)	134	4.54	0.801	0.405	0.282	-0.405	0.405	.000 ^c
Availability of visitor information (I)	132	4.44	0.803	0.341	0.243	-0.341	0.341	.000 ^c
Walking trails (I)	134	4.71	0.670	0.452	0.332	-0.452	0.452	.000 ^c
Types of national parks (P)	120	4.67	0.640	0.449	0.301	-0.449	0.449	.000 ^c
Cleanliness (P)	118	4.69	0.580	0.443	0.294	-0.443	0.443	.000 ^c
Availability of facilities, amenities and parking (P)	121	4.50	0.709	0.386	0.242	-0.386	0.386	.000 ^c
Availability of visitor information (P)	118	4.36	0.834	0.345	0.223	-0.345	0.345	.000 ^c
Walking trails (P)	123	4.76	0.480	0.477	0.312	-0.477	0.477	.000 ^c

Other activities and events

Variety of outdoor recreations (I)	125	4.02	1.118	0.257	0.191	-0.257	0.257	.000 ^c
Variety of spa/massage/healing options (I)	75	2.55	1.328	0.171	0.171	-0.140	0.171	.000 ^c
Variety of evening entertainment (I)	96	2.98	1.314	0.156	0.137	-0.156	0.156	.000 ^c
Variety of special events/festivals (I)	100	3.17	1.295	0.178	0.152	-0.178	0.178	.000 ^c
Variety of markets (I)	116	3.36	1.240	0.197	0.115	-0.197	0.197	.000 ^c
Variety of cultural/heritage sites (I)	119	3.78	1.222	0.243	0.159	-0.243	0.243	.000 ^c
Price for activities or attractions or events (I)	122	3.84	1.053	0.231	0.138	-0.231	0.231	.000 ^c
Variety of outdoor recreations (P)	110	4.41	0.708	0.325	0.202	-0.325	0.325	.000 ^c
Variety of spa/massage/healing options (P)	30	3.53	1.432	0.247	0.153	-0.247	0.247	.000 ^c
Variety of evening entertainment (P)	54	3.72	1.188	0.211	0.154	-0.211	0.211	.000 ^c
Variety of special events/festivals (P)	54	3.69	1.195	0.216	0.180	-0.216	0.216	.000 ^c
Variety of markets (P)	82	3.70	1.151	0.189	0.166	-0.189	0.189	.000 ^c
Variety of cultural/heritage sites (P)	93	4.19	0.824	0.255	0.173	-0.255	0.255	.000 ^c
Price for activities or attractions or events (P)	101	4.31	0.869	0.302	0.213	-0.302	0.302	.000 ^c

Accommodation

Different types of accommodation (I)	134	4.31	0.843	0.295	0.205	-0.295	0.295	.000 ^c
Cleanliness of premises (I)	144	4.77	0.512	0.478	0.327	-0.478	0.478	.000 ^c
Facilities (I)	145	4.59	0.595	0.401	0.247	-0.401	0.401	.000 ^c
Services (I)	145	4.43	0.752	0.349	0.223	-0.349	0.349	.000 ^c
Price (I)	145	4.61	0.647	0.421	0.275	-0.421	0.421	.000 ^c
Staff knowledge (I)	137	4.43	0.715	0.342	0.213	-0.342	0.342	.000 ^c

Different types of accommodation (P)	127	4.51	0.628	0.364	0.219	-0.364	0.364	.000 ^c
Cleanliness of premises (P)	136	4.68	0.593	0.446	0.297	-0.446	0.446	.000 ^c
Facilities (P)	137	4.51	0.666	0.367	0.231	-0.367	0.367	.000 ^c
Services (P)	132	4.52	0.693	0.379	0.242	-0.379	0.379	.000 ^c
Price (P)	135	4.39	0.802	0.331	0.224	-0.331	0.331	.000 ^c
Staff knowledge (P)	122	4.61	0.699	0.418	0.287	-0.418	0.418	.000 ^c

Dining

Diversity of cuisine and beverages (I)	146	4.15	0.964	0.256	0.189	-0.256	0.256	.000 ^c
Food and beverage quality (I)	149	4.50	0.777	0.359	0.258	-0.359	0.359	.000 ^c
Services in the restaurant / café (I)	148	4.47	0.751	0.340	0.241	-0.340	0.340	.000 ^c
Price of food and beverage (I)	148	4.32	0.801	0.273	0.200	-0.273	0.273	.000 ^c
Staff knowledge (I)	139	4.27	0.897	0.282	0.207	-0.282	0.282	.000 ^c
Diversity of cuisine and beverages (P)	130	3.95	1.044	0.221	0.156	-0.221	0.221	.000 ^c
Food and beverage quality (P)	139	4.27	0.786	0.271	0.187	-0.271	0.271	.000 ^c
Services in the restaurant / café (P)	136	4.28	0.814	0.290	0.188	-0.290	0.290	.000 ^c
Price of food and beverage (P)	136	4.27	0.745	0.255	0.223	-0.255	0.255	.000 ^c
Staff knowledge (P)	125	4.30	0.743	0.274	0.211	-0.274	0.274	.000 ^c

a. Test distribution is Normal; b. Calculated from data; c. Lilliefors Significance Correction.

Table 17: Kolmogorov-Smirnov and Shapiro-Wilk tests - Destination attributes and sub-attributes

Destination attributes and sub-attributes	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
General environment and accessibility						
Safety and security (I)	0.366	162	0.000	0.688	162	0.000
Cleanliness (I)	0.418	167	0.000	0.639	167	0.000
Peaceful and restful atmosphere (I)	0.463	165	0.000	0.548	165	0.000
Friendliness of local people/residents	0.375	170	0.000	0.697	170	0.000
Level of accessibility (I)	0.259	157	0.000	0.795	157	0.000
Good infrastructure (I)	0.242	166	0.000	0.827	166	0.000
Availability of amenities (I)	0.331	170	0.000	0.750	170	0.000
Availability of local parking (I)	0.279	163	0.000	0.778	163	0.000
Availability of visitor information (I)	0.280	162	0.000	0.798	162	0.000
Helpfulness of welcome centre (I)	0.325	121	0.000	0.759	121	0.000
Safety and security (P)	0.472	156	0.000	0.534	156	0.000
Cleanliness (P)	0.440	158	0.000	0.603	158	0.000
Peaceful and restful atmosphere (P)	0.508	158	0.000	0.440	158	0.000
Friendliness of local people/residents (P)	0.461	156	0.000	0.557	156	0.000
Level of accessibility (P)	0.369	145	0.000	0.694	145	0.000
Good infrastructure (P)	0.301	150	0.000	0.767	150	0.000
Availability of amenities (P)	0.355	155	0.000	0.713	155	0.000

Availability of local parking (P)	0.415	151	0.000	0.621	151	0.000
Availability of visitor information (P)	0.387	139	0.000	0.656	139	0.000
Helpfulness of welcome centre (P)	0.410	95	0.000	0.624	95	0.000

Wineries

Variety of cellar doors (I)	0.238	123	0.000	0.823	123	0.000
Variety of wine tastings (I)	0.255	125	0.000	0.763	125	0.000
Cleanliness of premises (I)	0.322	131	0.000	0.680	131	0.000
Quality of wines (I)	0.346	128	0.000	0.622	128	0.000
Friendliness of service (I)	0.411	130	0.000	0.512	130	0.000
Staff knowledge (I)	0.398	130	0.000	0.592	130	0.000
Price of wines (I)	0.289	128	0.000	0.769	128	0.000
Variety of cellar doors (P)	0.377	112	0.000	0.669	112	0.000
Variety of wine tastings (P)	0.369	112	0.000	0.665	112	0.000
Cleanliness of premises (P)	0.422	119	0.000	0.583	119	0.000
Quality of wines (P)	0.319	116	0.000	0.735	116	0.000
Friendliness of service (P)	0.430	115	0.000	0.546	115	0.000
Staff knowledge (P)	0.429	116	0.000	0.589	116	0.000
Price of wines (P)	0.208	117	0.000	0.850	117	0.000

National Park

Types of national parks (I)	0.325	132	0.000	0.743	132	0.000
Cleanliness (I)	0.338	130	0.000	0.693	130	0.000
Availability of facilities, amenities and parking (I)	0.405	134	0.000	0.631	134	0.000
Availability of visitor information (I)	0.341	132	0.000	0.693	132	0.000
Walking trails (I)	0.452	134	0.000	0.484	134	0.000
Types of national parks (P)	0.449	120	0.000	0.574	120	0.000
Cleanliness (P)	0.443	118	0.000	0.580	118	0.000
Availability of facilities, amenities and parking (P)	0.386	121	0.000	0.682	121	0.000
Availability of visitor information (P)	0.345	118	0.000	0.738	118	0.000
Walking trails (P)	0.477	123	0.000	0.525	123	0.000

Other activities and events

Variety of outdoor recreations (I)	0.257	125	0.000	0.801	125	0.000
Variety of spa/massage/healing options (I)	0.171	75	0.000	0.874	75	0.000
Variety of evening entertainment (I)	0.156	96	0.000	0.905	96	0.000
Variety of special events/festivals (I)	0.178	100	0.000	0.898	100	0.000
Variety of markets (I)	0.197	116	0.000	0.894	116	0.000
Variety of cultural/heritage sites (I)	0.243	119	0.000	0.839	119	0.000
Price for activities or attractions or events (I)	0.231	122	0.000	0.846	122	0.000
Variety of outdoor recreations (P)	0.325	110	0.000	0.750	110	0.000
Variety of spa/massage/healing options (P)	0.247	30	0.000	0.842	30	0.000
Variety of evening entertainment (P)	0.211	54	0.000	0.865	54	0.000
Variety of special events/festivals (P)	0.216	54	0.000	0.864	54	0.000
Variety of markets (P)	0.189	82	0.000	0.871	82	0.000

Variety of cultural/heritage sites (P)	0.255	93	0.000	0.810	93	0.000
Price for activities or attractions or events (P)	0.302	101	0.000	0.759	101	0.000

Accommodation

Different types of accommodation (I)	0.295	134	0.000	0.764	134	0.000
Cleanliness of premises (I)	0.478	144	0.000	0.496	144	0.000
Facilities (I)	0.401	145	0.000	0.662	145	0.000
Services (I)	0.349	145	0.000	0.730	145	0.000
Price (I)	0.421	145	0.000	0.629	145	0.000
Staff knowledge (I)	0.342	137	0.000	0.737	137	0.000
Different types of accommodation (P)	0.364	127	0.000	0.706	127	0.000
Cleanliness of premises (P)	0.446	136	0.000	0.579	136	0.000
Facilities (P)	0.367	137	0.000	0.704	137	0.000
Services (P)	0.379	132	0.000	0.694	132	0.000
Price (P)	0.331	135	0.000	0.734	135	0.000
Staff knowledge (P)	0.418	122	0.000	0.607	122	0.000

Dining

Diversity of cuisine and beverages (I)	0.256	146	0.000	0.796	146	0.000
Food and beverage quality (I)	0.359	149	0.000	0.658	149	0.000
Services in the restaurant / café (I)	0.340	148	0.000	0.677	148	0.000
Price of food and beverage (I)	0.273	148	0.000	0.736	148	0.000
Staff knowledge (I)	0.282	139	0.000	0.763	139	0.000
Diversity of cuisine and beverages (P)	0.221	130	0.000	0.844	130	0.000
Food and beverage quality (P)	0.271	139	0.000	0.789	139	0.000
Services in the restaurant / café (P)	0.290	136	0.000	0.784	136	0.000
Price of food and beverage (P)	0.255	136	0.000	0.779	136	0.000
Staff knowledge (P)	0.274	125	0.000	0.777	125	0.000

a. Lilliefors Significance Correction

Appendix 4B. Importance-performance attributes

Wilcoxon Signed-Ranks (non-parametric significant) test

Are there any sub attributes where there are significant differences between Importance and Performance?

The results of Wilcoxon Signed-Ranks test indicated that there are significant differences between importance and performance for some of the sub-attributes. As shown in the Table 9, the mean ranks of perceived performance scores were significantly higher (favourable) than perceived importance. They were confirmed for almost all **General environment and accessibility** sub attributes (except for availability of amenities). It means, respondents were generally satisfied with the general facilities, services as well as accessibilities at the Granite Belt destination. Similarly, for **Wineries** and **National Park** sub attributes, variety of cellar doors, wine tastings, national park, walking trails and cleanliness of premises or areas were perceived as exceeding the respondents' expectations.

Conversely, for **Accommodation** and **Dining** sub attributes, price of accommodation as well as food and beverage diversity, quality and services in the restaurant or café could have been improved. The results also showed that the price of food and beverage (DN4) could be improved although there was no significant difference found between perceived importance and satisfaction with this sub attribute. There were no significant differences between importance and performance scores found for **Other general activities, attraction, or event** sub attributes

Table 18: Current strategies: Importance-performance by destination attributes and sub-attributes

Codes	Sub-attributes	Importance	Performance	Strategy	P-I*
GA1	Safety and security	4.38	4.75	K	0.4****
GA2	Cleanliness	4.57	4.68	K	0.1**
GA3	Peaceful and restful atmosphere	4.70	4.84	K	0.1***
GA4	Friendliness of local people/residents	4.51	4.72	K	0.2****
GA5	Level of accessibility	4.11	4.52	P, K	0.4****
GA6	Good infrastructure	4.10	4.35	K	0.2***
GA7	Availability of amenities	4.38	4.46	P, K	0.1
GA8	Availability of local parking	4.18	4.63	P	0.5****
GA9	Availability of visitor information	4.10	4.55	P, K	0.4****
GA10	Helpfulness of welcome centre	4.11	4.55	P	0.4***
WN1	Variety of cellar doors	3.94	4.44	K	0.5****
WN2	Variety of wine tastings	4.11	4.46	K	0.3***
WN3	Cleanliness of premises	4.36	4.65	K	0.3***
WN4	Quality of wines	4.46	4.37	C	-0.1**
WN5	Friendliness of service	4.59	4.69	K	0.1
WN6	Staff knowledge	4.52	4.62	K	0.1
WN7	Price of wines	4.18	3.98	L, C	-0.2**
NP1	Types of national parks	4.30	4.67	K	0.4****
NP2	Cleanliness	4.40	4.69	K	0.3***
NP3	Availability of facilities, amenities and parking	4.54	4.50	K	0.0
NP4	Availability of visitor information	4.44	4.36	C	-0.1
NP5	Walking trails	4.71	4.76	K	0.1
AT1	Variety of outdoor recreations	4.02	4.41	L	0.4

AT2	Variety of spa/massage/healing options	2.55	3.53	L	1.0
AT3	Variety of evening entertainment	2.98	3.72	L	0.7
AT4	Variety of special events/festivals	3.17	3.69	L	0.5
AT5	Variety of markets	3.36	3.70	L	0.3
AT6	Variety of cultural/heritage sites	3.78	4.19	L	0.4
AT7	Price for activities or attractions or events	3.84	4.31	L	0.5
AC1	Different types of accommodation	4.31	4.51	K	0.2***
AC2	Cleanliness of premises	4.77	4.68	K	-0.1
AC3	Facilities	4.59	4.51	K	-0.1
AC4	Services	4.43	4.52	K	0.1
AC5	Price	4.61	4.39	C	-0.2***
AC6	Staff knowledge	4.43	4.61	K	0.2**
DN1	Diversity of cuisine and beverages	4.15	3.95	C	-0.2**
DN2	Food and beverage quality	4.50	4.27	C	-0.2****
DN3	Services in the restaurant / café	4.47	4.28	C	-0.2****
DN4	Price of food and beverage	4.32	4.27	C	-0.1
DN5	Staff knowledge	4.27	4.30	K	0.0

Note: GA = General environment and accessibility, WN= Wineries, NP= National Park, AT= Other activity, attraction and event attributes, AC = Accommodation, DN= Dining ; C =Concentrate Here, K=Keep Up the Good Work, L = Low Priority, P=Possible Overkill; Scale 1 = Not important at all / Very dissatisfied, 5 = Very important/ Very satisfied; Mean (P=4.6; I= 4.2); Median (P=4.5; I=4.4).*Asymp. Sig. (2-tailed) of Wilcoxon Signed-Ranks test: **** $p \leq 0.001$, *** $p \leq 0.01$, ** $p \leq 0.05$

Table 19: General environment and accessibility

Descriptive Statistics	N	Mean	Std. Deviation	Minimum	Maximum
Safety and security (I)	162	4.38	0.959	1	5
Cleanliness (I)	167	4.57	0.707	2	5
Peaceful and restful atmosphere (I)	165	4.70	0.587	3	5
Friendliness of local people/residents	170	4.51	0.673	3	5
Level of accessibility (I)	157	4.11	1.029	1	5
Good infrastructure (I)	166	4.10	0.885	1	5
Availability of amenities (I)	170	4.38	0.753	2	5
Availability of local parking (I)	163	4.18	1.000	1	5
Availability of visitor information (I)	162	4.10	1.043	1	5
Helpfulness of welcome centre (I)	121	4.11	1.160	1	5
Safety and security (P)	156	4.75	0.503	3	5
Cleanliness (P)	158	4.68	0.530	3	5
Peaceful and restful atmosphere (P)	158	4.84	0.383	3	5
Friendliness of local people/residents (P)	156	4.72	0.542	3	5
Level of accessibility (P)	145	4.52	0.678	2	5
Good infrastructure (P)	150	4.35	0.751	2	5
Availability of amenities (P)	155	4.46	0.732	2	5

Availability of local parking (P)	151	4.63	0.618	2	5
Availability of visitor information (P)	139	4.55	0.693	1	5
Helpfulness of welcome centre (P)	95	4.55	0.796	1	5

Wilcoxon Signed Ranks Test		Z	Asymp. Sig. (2-tailed)
GA1	Safety and security (P) - Safety and security (I)	-4.784 ^b	0.000
GA2	Cleanliness (P) - Cleanliness (I)	-2.004 ^b	0.045
GA3	Peaceful and restful atmosphere (P) - Peaceful and restful atmosphere (I)	-3.093 ^b	0.002
GA4	Friendliness of local people/residents (P) - Friendliness of local people/residents	-3.662 ^b	0.000
GA5	Level of accessibility (P) - Level of accessibility (I)	-4.161 ^b	0.000
GA6	Good infrastructure (P) - Good infrastructure (I)	-3.066 ^b	0.002
GA7	Availability of amenities (P) - Availability of amenities (I)	-1.502 ^b	0.133
GA8	Availability of local parking (P) - Availability of local parking (I)	-5.844 ^b	0.000
GA9	Availability of visitor information (P) - Availability of visitor information (I)	-4.733 ^b	0.000
GA10	Helpfulness of welcome centre (P) - Helpfulness of welcome centre (I)	-2.924 ^b	0.003

b. Based on negative ranks

Ranks		Responses (N)	Mean Rank	Sum of Ranks
Safety and security (P) - Safety and security (I)	Negative Ranks	9 ^a	15.00	135.00
	Positive Ranks	39 ^b	26.69	1041.00
	Ties	99 ^c		
	Total	147		
Cleanliness (P) - Cleanliness (I)	Negative Ranks	18 ^d	23.50	423.00
	Positive Ranks	31 ^e	25.87	802.00
	Ties	103 ^f		
	Total	152		
Peaceful and restful atmosphere (P) - Peaceful and restful atmosphere (I)	Negative Ranks	11 ^g	18.86	207.50
	Positive Ranks	30 ^h	21.78	653.50
	Ties	109 ⁱ		
	Total	150		
Friendliness of local people/residents (P) - Friendliness of local people/residents	Negative Ranks	13 ^j	26.65	346.50
	Positive Ranks	41 ^k	27.77	1138.50
	Ties	99 ^l		
	Total	153		
Level of accessibility (P) - Level of accessibility (I)	Negative Ranks	14 ^m	32.71	458.00
	Positive Ranks	51 ⁿ	33.08	1687.00
	Ties	74 ^o		
	Total	139		
	Negative Ranks	23 ^p	41.65	958.00

Good infrastructure (P) - Good infrastructure (I)	Positive Ranks	55 ^q	38.60	2123.00
	Ties	70 ^r		
	Total	148		
Availability of amenities (P) - Availability of amenities (I)	Negative Ranks	27 ^s	37.17	1003.50
	Positive Ranks	43 ^t	34.45	1481.50
	Ties	84 ^u		
	Total	154		
Availability of local parking (P) - Availability of local parking (I)	Negative Ranks	8 ^v	24.56	196.50
	Positive Ranks	56 ^w	33.63	1883.50
	Ties	84 ^x		
	Total	148		
Availability of visitor information (P) - Availability of visitor information (I)	Negative Ranks	11 ^y	25.91	285.00
	Positive Ranks	48 ^z	30.94	1485.00
	Ties	77 ^{aa}		
	Total	136		
Helpfulness of welcome centre (P) - Helpfulness of welcome centre (I)	Negative Ranks	9 ^{ab}	13.78	124.00
	Positive Ranks	24 ^{ac}	18.21	437.00
	Ties	59 ^{ad}		
	Total	92		

a. Safety and security (P) < Safety and security (I)

b. Safety and security (P) > Safety and security (I)

c. Safety and security (P) = Safety and security (I)

d. Cleanliness (P) < Cleanliness (I)

e. Cleanliness (P) > Cleanliness (I)

f. Cleanliness (P) = Cleanliness (I)

g. Peaceful and restful atmosphere (P) < Peaceful and restful atmosphere (I)

h. Peaceful and restful atmosphere (P) > Peaceful and restful atmosphere (I)

i. Peaceful and restful atmosphere (P) = Peaceful and restful atmosphere (I)

j. Friendliness of local people/residents (P) < Friendliness of local people/residents

k. Friendliness of local people/residents (P) > Friendliness of local people/residents

l. Friendliness of local people/residents (P) = Friendliness of local people/residents

m. Level of accessibility (P) < Level of accessibility (I)

n. Level of accessibility (P) > Level of accessibility (I)

o. Level of accessibility (P) = Level of accessibility (I)

p. Good infrastructure (P) < Good infrastructure (I)

q. Good infrastructure (P) > Good infrastructure (I)

r. Good infrastructure (P) = Good infrastructure (I)

s. Availability of amenities (P) < Availability of amenities (I)

t. Availability of amenities (P) > Availability of amenities (I)

u. Availability of amenities (P) = Availability of amenities (I)

v. Availability of local parking (P) < Availability of local parking (I)

w. Availability of local parking (P) > Availability of local parking (I)

x. Availability of local parking (P) = Availability of local parking (I)

y. Availability of visitor information (P) < Availability of visitor information (I)

- z. Availability of visitor information (P) > Availability of visitor information (I)
 aa. Availability of visitor information (P) = Availability of visitor information (I)
 ab. Helpfulness of welcome centre (P) < Helpfulness of welcome centre (I)
 ac. Helpfulness of welcome centre (P) > Helpfulness of welcome centre (I)
 ad. Helpfulness of welcome centre (P) = Helpfulness of welcome centre (I)

Table 20: Wineries

Descriptive Statistics	N	Mean	Std. Deviation	Minimum	Maximum
Variety of cellar doors (I)	123	3.94	1.140	1	5
Variety of wine tastings (I)	125	4.11	1.094	1	5
Cleanliness of premises (I)	131	4.36	0.953	1	5
Quality of wines (I)	128	4.46	0.886	1	5
Friendliness of service (I)	130	4.59	0.869	1	5
Staff knowledge (I)	130	4.52	0.882	1	5
Price of wines (I)	128	4.18	1.023	1	5
Variety of cellar doors (P)	112	4.44	0.898	1	5
Variety of wine tastings (P)	112	4.46	0.869	1	5
Cleanliness of premises (P)	119	4.65	0.646	1	5
Quality of wines (P)	116	4.37	0.829	1	5
Friendliness of service (P)	115	4.69	0.598	1	5
Staff knowledge (P)	116	4.62	0.706	1	5
Price of wines (P)	117	3.98	0.919	1	5

Wilcoxon Signed Ranks Test		Z	Asymp. Sig. (2-tailed)
WN1	Variety of cellar doors (P) - Variety of cellar doors (I)	-3.632 ^b	0.000
WN2	Variety of wine tastings (P) - Variety of wine tastings (I)	-2.817 ^b	0.005
WN3	Cleanliness of premises (P) - Cleanliness of premises (I)	-3.031 ^b	0.002
WN4	Quality of wines (P) - Quality of wines (I)	-2.048 ^c	0.041
WN5	Friendliness of service (P) - Friendliness of service (I)	-.033 ^b	0.974
WN6	Staff knowledge (P) - Staff knowledge (I)	-.273 ^b	0.785
WN7	Price of wines (P) - Price of wines (I)	-1.942 ^c	0.052

b. Based on negative ranks.

c. Based on positive ranks.

Ranks	Responses (N)	Mean Rank	Sum of Ranks
Variety of cellar doors (P) - Variety of cellar doors (I)	Negative Ranks	19 ^a	492.50
	Positive Ranks	44 ^b	1523.50
	Ties	45 ^c	
	Total	108	

Variety of wine tastings (P) - Variety of wine tastings (I)	Negative Ranks	20 ^d	21.40	428.00
	Positive Ranks	34 ^e	31.09	1057.00
	Ties	56 ^f		
	Total	110		
Cleanliness of premises (P) - Cleanliness of premises (I)	Negative Ranks	13 ^g	18.50	240.50
	Positive Ranks	30 ^h	23.52	705.50
	Ties	75 ⁱ		
	Total	118		
Quality of wines (P) - Quality of wines (I)	Negative Ranks	31 ^j	27.00	837.00
	Positive Ranks	19 ^k	23.05	438.00
	Ties	65 ^l		
	Total	115		
Friendliness of service (P) - Friendliness of service (I)	Negative Ranks	19 ^m	18.39	349.50
	Positive Ranks	18 ⁿ	19.64	353.50
	Ties	77 ^o		
	Total	114		
Staff knowledge (P) - Staff knowledge (I)	Negative Ranks	22 ^p	21.50	473.00
	Positive Ranks	22 ^q	23.50	517.00
	Ties	70 ^r		
	Total	114		
Price of wines (P) - Price of wines (I)	Negative Ranks	43 ^s	35.35	1520.00
	Positive Ranks	26 ^t	34.42	895.00
	Ties	46 ^u		
	Total	115		

- a. Variety of cellar doors (P) < Variety of cellar doors (I)
- b. Variety of cellar doors (P) > Variety of cellar doors (I)
- c. Variety of cellar doors (P) = Variety of cellar doors (I)
- d. Variety of wine tastings (P) < Variety of wine tastings (I)
- e. Variety of wine tastings (P) > Variety of wine tastings (I)
- f. Variety of wine tastings (P) = Variety of wine tastings (I)
- g. Cleanliness of premises (P) < Cleanliness of premises (I)
- h. Cleanliness of premises (P) > Cleanliness of premises (I)
- i. Cleanliness of premises (P) = Cleanliness of premises (I)
- j. Quality of wines (P) < Quality of wines (I)
- k. Quality of wines (P) > Quality of wines (I)
- l. Quality of wines (P) = Quality of wines (I)
- m. Friendliness of service (P) < Friendliness of service (I)
- n. Friendliness of service (P) > Friendliness of service (I)
- o. Friendliness of service (P) = Friendliness of service (I)
- p. Staff knowledge (P) < Staff knowledge (I)
- q. Staff knowledge (P) > Staff knowledge (I)
- r. Staff knowledge (P) = Staff knowledge (I)
- s. Price of wines (P) < Price of wines (I)
- t. Price of wines (P) > Price of wines (I)
- u. Price of wines (P) = Price of wines (I)

Table 21: National Parks

Descriptive Statistics	N	Mean	Std. Deviation	Minimum	Maximum
Types of national parks (I)	132	4.30	0.947	1	5
Cleanliness (I)	130	4.40	0.877	1	5
Availability of facilities, amenities and parking (I)	134	4.54	0.801	1	5
Availability of visitor information (I)	132	4.44	0.803	1	5
Walking trails (I)	134	4.71	0.670	1	5
Types of national parks (P)	120	4.67	0.640	2	5
Cleanliness (P)	118	4.69	0.580	2	5
Availability of facilities, amenities and parking (P)	121	4.50	0.709	3	5
Availability of visitor information (P)	118	4.36	0.834	2	5
Walking trails (P)	123	4.76	0.480	3	5

Wilcoxon Signed Ranks Test	Z	Asymp. Sig. (2-tailed)
Types of national parks (P) - Types of national parks (I)	-3.779 ^b	0.000
Cleanliness (P) - Cleanliness (I)	-2.916 ^b	0.004
Availability of facilities, amenities and parking (P) - Availability of facilities, amenities and parking (I)	-.494 ^c	0.621
Availability of visitor information (P) - Availability of visitor information (I)	-1.270 ^c	0.204
Walking trails (P) - Walking trails (I)	-.182 ^b	0.856

Ranks		Responses (N)	Mean Rank	Sum of Ranks
Types of national parks (P) - Types of national parks (I)	Negative Ranks	12 ^a	24.25	291.00
	Positive Ranks	40 ^b	27.18	1087.00
	Ties	65 ^c		
	Total	117		
Cleanliness (P) - Cleanliness (I)	Negative Ranks	12 ^d	17.04	204.50
	Positive Ranks	28 ^e	21.98	615.50
	Ties	74 ^f		
	Total	114		
Availability of facilities, amenities and parking (P) - Availability of facilities, amenities and parking (I)	Negative Ranks	28 ^g	23.52	658.50
	Positive Ranks	21 ^h	26.98	566.50
	Ties	69 ⁱ		
	Total	118		
Availability of visitor information (P) - Availability of visitor information (I)	Negative Ranks	30 ^j	27.40	822.00
	Positive Ranks	22 ^k	25.27	556.00
	Ties	63 ^l		
	Total	115		
Walking trails (P) - Walking trails (I)	Negative Ranks	16 ^m	15.94	255.00
	Positive Ranks	16 ⁿ	17.06	273.00
	Ties	87 ^o		
	Total	119		

a. Types of national parks (P) < Types of national parks (I)

b. Types of national parks (P) > Types of national parks (I)

c. Types of national parks (P) = Types of national parks (I)

d. Cleanliness (P) < Cleanliness (I)

e. Cleanliness (P) > Cleanliness (I)

f. Cleanliness (P) = Cleanliness (I)

g. Availability of facilities, amenities and parking (P) < Availability of facilities, amenities and parking (I)

h. Availability of facilities, amenities and parking (P) > Availability of facilities, amenities and parking (I)

i. Availability of facilities, amenities and parking (P) = Availability of facilities, amenities and parking (I)

j. Availability of visitor information (P) < Availability of visitor information (I)

k. Availability of visitor information (P) > Availability of visitor information (I)

l. Availability of visitor information (P) = Availability of visitor information (I)

m. Walking trails (P) < Walking trails (I)

n. Walking trails (P) > Walking trails (I)

o. Walking trails (P) = Walking trails (I)

Table 22: Other activities, attractions, and events

Descriptive Statistics	N	Mean	Std. Deviation	Minimum	Maximum
Variety of outdoor recreations (I)	125	4.02	1.118	1	5
Variety of spa/massage/healing options (I)	75	2.55	1.328	1	5
Variety of evening entertainment (I)	96	2.98	1.314	1	5
Variety of special events/festivals (I)	100	3.17	1.295	1	5
Variety of markets (I)	116	3.36	1.240	1	5
Variety of cultural/heritage sites (I)	119	3.78	1.222	1	5
Price for activities or attractions or events (I)	122	3.84	1.053	1	5
Variety of outdoor recreations (P)	110	4.41	0.708	2	5
Variety of spa/massage/healing options (P)	30	3.53	1.432	1	5
Variety of evening entertainment (P)	54	3.72	1.188	1	5
Variety of special events/festivals (P)	54	3.69	1.195	1	5
Variety of markets (P)	82	3.70	1.151	1	5
Variety of cultural/heritage sites (P)	93	4.19	0.824	2	5
Price for activities or attractions or events (P)	101	4.31	0.869	1	5

Wilcoxon Signed Ranks Test	Z	Asymp. Sig. (2-tailed)
Variety of outdoor recreations (P) - Variety of outdoor recreations (I)	-2.062 ^b	0.039
Variety of spa/massage/healing options (P) - Variety of spa/massage/healing options (I)	-.547 ^c	0.584
Variety of evening entertainment (P) - Variety of evening entertainment (I)	-.191 ^c	0.849
Variety of special events/festivals (P) - Variety of special events/festivals (I)	-.528 ^c	0.597
Variety of special events/festivals (P) - Variety of markets (I)	-1.067 ^c	0.286
Variety of markets (P) - Variety of markets (I)	-.797 ^c	0.425
Variety of cultural/heritage sites (P) - Variety of cultural/heritage sites (I)	-.216 ^b	0.829
Price for activities or attractions or events (P) - Price for activities or attractions or events (I)	-1.902 ^b	0.057

Ranks		Responses (N)	Mean Rank	Sum of Ranks
Variety of outdoor recreations (P) - Variety of outdoor recreations (I)	Negative Ranks	16 ^a	20.44	327.00
	Positive Ranks	28 ^b	23.68	663.00
	Ties	62 ^c		
	Total	106		
Variety of spa/massage/healing options (P) - Variety of spa/massage/healing options (I)	Negative Ranks	9 ^d	7.72	69.50
	Positive Ranks	6 ^e	8.42	50.50
	Ties	10 ^f		
	Total	25		
Variety of evening entertainment (P) - Variety of evening entertainment (I)	Negative Ranks	16 ^g	17.13	274.00
	Positive Ranks	16 ^h	15.88	254.00
	Ties	18 ⁱ		
	Total	50		
Variety of special events/festivals (P) - Variety of special events/festivals (I)	Negative Ranks	18 ^j	17.19	309.50
	Positive Ranks	15 ^k	16.77	251.50
	Ties	19 ^l		
	Total	52		
Variety of special events/festivals (P) - Variety of markets (I)	Negative Ranks	18 ^m	17.75	319.50
	Positive Ranks	14 ⁿ	14.89	208.50
	Ties	18 ^o		
	Total	50		
Variety of markets (P) - Variety of markets (I)	Negative Ranks	28 ^p	25.61	717.00
	Positive Ranks	22 ^q	25.36	558.00
	Ties	30 ^r		
	Total	80		
Variety of cultural/heritage sites (P) - Variety of cultural/heritage sites (I)	Negative Ranks	19 ^s	19.74	375.00
	Positive Ranks	20 ^t	20.25	405.00
	Ties	52 ^u		
	Total	91		
Price for activities or attractions or events (P) - Price for activities or attractions or events (I)	Negative Ranks	19 ^v	31.37	596.00
	Positive Ranks	38 ^w	27.82	1057.00
	Ties	42 ^x		
	Total	99		

a. Variety of outdoor recreations (P) < Variety of outdoor recreations (I)

b. Variety of outdoor recreations (P) > Variety of outdoor recreations (I)

c. Variety of outdoor recreations (P) = Variety of outdoor recreations (I)

d. Variety of spa/massage/healing options (P) < Variety of spa/massage/healing options (I)

e. Variety of spa/massage/healing options (P) > Variety of spa/massage/healing options (I)

f. Variety of spa/massage/healing options (P) = Variety of spa/massage/healing options (I)

g. Variety of evening entertainment (P) < Variety of evening entertainment (I)

- h. Variety of evening entertainment (P) > Variety of evening entertainment (I)
- i. Variety of evening entertainment (P) = Variety of evening entertainment (I)
- j. Variety of special events/festivals (P) < Variety of special events/festivals (I)
- k. Variety of special events/festivals (P) > Variety of special events/festivals (I)
- l. Variety of special events/festivals (P) = Variety of special events/festivals (I)
- m. Variety of special events/festivals (P) < Variety of markets (I)
- n. Variety of special events/festivals (P) > Variety of markets (I)
- o. Variety of special events/festivals (P) = Variety of markets (I)
- p. Variety of markets (P) < Variety of markets (I)
- q. Variety of markets (P) > Variety of markets (I)
- r. Variety of markets (P) = Variety of markets (I)
- s. Variety of cultural/heritage sites (P) < Variety of cultural/heritage sites (I)
- t. Variety of cultural/heritage sites (P) > Variety of cultural/heritage sites (I)
- u. Variety of cultural/heritage sites (P) = Variety of cultural/heritage sites (I)
- v. Price for activities or attractions or events (P) < Price for activities or attractions or events (I)
- w. Price for activities or attractions or events (P) > Price for activities or attractions or events (I)
- x. Price for activities or attractions or events (P) = Price for activities or attractions or events (I)

Table 23: Accommodation

Descriptive Statistics	N	Mean	Std. Deviation	Minimum	Maximum
Different types of accommodation (I)	134	4.31	0.843	1	5
Cleanliness of premises (I)	144	4.77	0.512	2	5
Facilities (I)	145	4.59	0.595	3	5
Services (I)	145	4.43	0.752	2	5
Price (I)	145	4.61	0.647	2	5
Staff knowledge (I)	137	4.43	0.715	2	5
Different types of accommodation (P)	127	4.51	0.628	3	5
Cleanliness of premises (P)	136	4.68	0.593	2	5
Facilities (P)	137	4.51	0.666	2	5
Services (P)	132	4.52	0.693	2	5
Price (P)	135	4.39	0.802	1	5
Staff knowledge (P)	122	4.61	0.699	1	5

Wilcoxon Signed Ranks Test	Z	Asymp. Sig. (2-tailed)
Different types of accommodation (P) - Different types of accommodation (I)	-2.596 ^b	0.009
Cleanliness of premises (P) - Cleanliness of premises (I)	-1.733 ^c	0.083
Facilities (P) - Facilities (I)	-1.855 ^c	0.064
Services (P) - Services (I)	-.018 ^b	0.985
Price (P) - Price (I)	-2.709 ^c	0.007
Staff knowledge (P) - Staff knowledge (I)	-1.950 ^b	0.051

b. Based on negative ranks.

c. Based on positive ranks.

Ranks		Responses (N)	Mean Rank	Sum of Ranks
Different types of accommodation (P) - Different types of accommodation (I)	Negative Ranks	16 ^a	25.19	403.00
	Positive Ranks	35 ^b	26.37	923.00
	Ties	71 ^c		
	Total	122		
Cleanliness of premises (P) - Cleanliness of premises (I)	Negative Ranks	19 ^d	14.45	274.50
	Positive Ranks	9 ^e	14.61	131.50
	Ties	103 ^f		
	Total	131		
Facilities (P) - Facilities (I)	Negative Ranks	24 ^g	19.31	463.50
	Positive Ranks	13 ^h	18.42	239.50
	Ties	96 ⁱ		
	Total	133		
Services (P) - Services (I)	Negative Ranks	23 ^j	22.43	516.00
	Positive Ranks	22 ^k	23.59	519.00
	Ties	84 ^l		
	Total	129		
Price (P) - Price (I)	Negative Ranks	40 ^m	29.74	1189.50
	Positive Ranks	18 ⁿ	28.97	521.50
	Ties	74 ^o		
	Total	132		
Staff knowledge (P) - Staff knowledge (I)	Negative Ranks	16 ^p	24.56	393.00
	Positive Ranks	31 ^q	23.71	735.00
	Ties	73 ^r		
	Total	120		

a. Different types of accommodation (P) < Different types of accommodation (I)

b. Different types of accommodation (P) > Different types of accommodation (I)

c. Different types of accommodation (P) = Different types of accommodation (I)

d. Cleanliness of premises (P) < Cleanliness of premises (I)

e. Cleanliness of premises (P) > Cleanliness of premises (I)

f. Cleanliness of premises (P) = Cleanliness of premises (I)

g. Facilities (P) < Facilities (I)

h. Facilities (P) > Facilities (I)

i. Facilities (P) = Facilities (I)

j. Services (P) < Services (I)

k. Services (P) > Services (I)

l. Services (P) = Services (I)

- m. Price (P) < Price (I)
 - n. Price (P) > Price (I)
 - o. Price (P) = Price (I)
 - p. Staff knowledge (P) < Staff knowledge (I)
 - q. Staff knowledge (P) > Staff knowledge (I)
 - r. Staff knowledge (P) = Staff knowledge (I)
-

Table 24: Dining

Descriptive Statistics	N	Mean	Std. Deviation	Minimum	Maximum
Diversity of cuisine and beverages (I)	146	4.15	0.964	1	5
Food and beverage quality (I)	149	4.50	0.777	1	5
Services in the restaurant / café (I)	148	4.47	0.751	1	5
Price of food and beverage (I)	148	4.32	0.801	1	5
Staff knowledge (I)	139	4.27	0.897	1	5
Diversity of cuisine and beverages (P)	130	3.95	1.044	1	5
Food and beverage quality (P)	139	4.27	0.786	2	5
Services in the restaurant / café (P)	136	4.28	0.814	2	5
Price of food and beverage (P)	136	4.27	0.745	2	5
Staff knowledge (P)	125	4.30	0.743	2	5

Wilcoxon Signed Ranks Test	Z	Asymp. Sig. (2-tailed)
Diversity of cuisine and beverages (P) - Diversity of cuisine and beverages (I)	-2.463 ^b	0.014
Food and beverage quality (P) - Food and beverage quality (I)	-3.928 ^b	0.000
Services in the restaurant / café (P) - Services in the restaurant / café (I)	-3.478 ^b	0.001
Price of food and beverage (P) - Price of food and beverage (I)	-1.290 ^b	0.197
Staff knowledge (P) - Staff knowledge (I)	-.871 ^b	0.384
Based on positive ranks.		

Ranks		Responses (N)	Mean Rank	Sum of Ranks
Diversity of cuisine and beverages (P) - Diversity of cuisine and beverages (I)	Negative Ranks	45 ^a	38.69	1741.00
	Positive Ranks	27 ^b	32.85	887.00
	Ties	55 ^c		
	Total	127		
Food and beverage quality (P) - Food and beverage quality (I)	Negative Ranks	45 ^d	32.53	1464.00
	Positive Ranks	16 ^e	26.69	427.00
	Ties	74 ^f		
	Total	135		
Services in the restaurant / café (P) - Services in the restaurant / café (I)	Negative Ranks	43 ^g	33.64	1446.50
	Positive Ranks	19 ^h	26.66	506.50
	Ties	71 ⁱ		
	Total	133		
Price of food and beverage (P) - Price of food and beverage (I)	Negative Ranks	37 ^j	31.01	1147.50
	Positive Ranks	25 ^k	32.22	805.50
	Ties	71 ^l		
	Total	133		
Staff knowledge (P) - Staff knowledge (I)	Negative Ranks	34 ^m	29.21	993.00
	Positive Ranks	25 ⁿ	31.08	777.00
	Ties	63 ^o		
	Total	122		

a. Diversity of cuisine and beverages (P) < Diversity of cuisine and beverages (I)

b. Diversity of cuisine and beverages (P) > Diversity of cuisine and beverages (I)

c. Diversity of cuisine and beverages (P) = Diversity of cuisine and beverages (I)

d. Food and beverage quality (P) < Food and beverage quality (I)

e. Food and beverage quality (P) > Food and beverage quality (I)

f. Food and beverage quality (P) = Food and beverage quality (I)

g. Services in the restaurant / café (P) < Services in the restaurant / café (I)

h. Services in the restaurant / café (P) > Services in the restaurant / café (I)

i. Services in the restaurant / café (P) = Services in the restaurant / café (I)

j. Price of food and beverage (P) < Price of food and beverage (I)

k. Price of food and beverage (P) > Price of food and beverage (I)

l. Price of food and beverage (P) = Price of food and beverage (I)

m. Staff knowledge (P) < Staff knowledge (I)

n. Staff knowledge (P) > Staff knowledge (I)

o. Staff knowledge (P) = Staff knowledge (I)

Table 25: Gender and destination attribute preference

Destination attributes		Mean ranks (Female vs Male)	Sig. ^{a,b}
General accessibility and environment			
GA2	Cleanliness (I)	F > M	0.024
GA3	Peaceful and restful atmosphere (I)	F > M	0.039
GA7	Availability of amenities (I)	F > M	0.046
GA9	Availability of visitor information	F > M	0.013
GA10	Helpfulness of welcome centre (I)	F > M	0.026
Wineries			
WN3	Cleanliness of premises (I)	F > M	0.000
WN5	Friendliness of service (I)	F > M	0.012
National Parks			
NP2	Cleanliness (I)	F > M	0.033
NP3	Availability of facilities, amenities, and parking (I)	F > M	0.008
NP4	Availability of visitor information (I)	F > M	0.002
Other activities/events/attractions			
AT2	Variety of spa/massage/healing options (P)	F > M	0.027
AT4	Variety of special events/festivals (P)	F > M	0.045
AT7	Price for activities or attractions or events (P)	F > M	0.006
Accommodation			
AC1	Different types of accommodation (I)	F > M	0.022
AC2	Cleanliness of premises (I)	F > M	0.032
AC3	Facilities (I)	F > M	0.018
AC5	Price (I)	F > M	0.002
AC6	Staff knowledge (I)	F > M	0.013

Note: a. The significance level is .050; b. Asymptotic significance is displayed; P= Performance, I = Importance

Table 26: Age group and destination attribute preference

General accessibility and environment		Mean ranks (age groups)	Sig. ^{a,b}
GA9	Availability of visitor information (I)	75 and over > 55-74 > 35-54 > 18-34	0.033
GA10	Helpfulness of welcome centre (I)	76 and over > 55-74 > 35-54 > 18-34	0.003

Note: a. The significance level is .050; b. Asymptotic significance is displayed; I = Importance

In terms of level of highest education, respondents who possessed postgraduate degrees tended to place higher importance on types of national parks (NP1) and walking trails (NP5) than other respondents. They were also more satisfied in experiencing a variety of outdoor recreation (AT1) than other respondents. Conversely, they were the least satisfied with availability of local parking (GA8) and food and beverage quality (DN2) (Table 12).

Table 27: Education and destination attribute preference

Destination attributes		Mean ranks (Level of highest education)	Sig. ^{a,b}
General accessibility and environment			
GA6	Friendliness of local people/residents (I)	Certification or trade training > Secondary > Postgraduate > Undergraduate	0.018
GA8	Availability of local parking (P)	Secondary > Certification or trade training > Undergraduate > Postgraduate	0.043
National Parks			
NP1	Types of national parks (I)	Postgraduate > Certification or trade training > Undergraduate > Secondary	0.021
NP4	Availability of visitor information (I)	Certification or trade training > Postgraduate > Secondary > Undergraduate	0.026
NP5	Walking trails (I)	Postgraduate > Undergraduate > Certification or trade training > Secondary	0.020
Other activities/events/attractions			
AT1	Variety of outdoor recreations (P)	Postgraduate > Secondary > Undergraduate > Certification or trade training	0.043
Dining			
DN1	Diversity of cuisine and beverages (P)	Certification or trade training > Undergraduate > Postgraduate > Secondary	0.006
DN2	Food and beverage quality (P)	Certification or trade training > Undergraduate > Secondary > Postgraduate	0.023

a. The significance level is .050. b. Asymptotic significance is displayed; P=Performance, I=Importance

Based on the total household income level, high-earning respondents (over \$200,000) were found to be the least satisfied with different types of accommodation (AC1) and staff knowledge during their dining experience (DN6). While low-middle earning respondents highlighted the importance of level of accessibility, (GA6), availability of visitor information (GA9) and helpfulness of welcome centre (GA10) (Table 13).

Table 28: Income and destination attribute preference

Destination attributes		Mean ranks (Level of total household income)	Sig. ^{a,b}
General accessibility and environment			
GA6	Level of accessibility (I)	Less than \$20,000 > \$20,001 - \$50,000 > \$50,001- \$100,000 > \$150,001 - \$200,000 > Over \$200,000 > \$100,001 - \$150,000	0.044
GA9	Availability of visitor information (I)	\$50,001- \$100,000 > \$20,001 - \$50,000 > Over \$200,000 > \$100,001 - \$150,000 > \$150,001 - \$200,000	0.039
GA10	Helpfulness of welcome centre (I)	Less than \$20,000 > \$20,001 - \$50,000 > \$50,001- \$100,000 > \$150,001 - \$200,000 > \$100,001 - \$150,000 Over \$200,000	0.014
Accommodation			
AC1	Different types of accommodation (P)	\$50,001- \$100,000 > \$20,001 - \$50,000 > Over \$200,000 > \$100,001 - \$150,000 > \$150,001 - \$200,000	0.022
Dining			
DN6	Staff knowledge (P)	\$150,001 - \$200,000 > \$50,001- \$100,000 > \$20,001 - \$50,000 > \$100,001 - \$150,000 > Less than \$20,000 > Over \$200,000	0.022

a. The significance level is .050. b. Asymptotic significance is displayed; P=Performance, I=Importance

Based on reasons to visit, those on business purpose were more satisfied with their experiences in relation to general environment - peaceful and restful atmosphere (GA3) and wineries – varieties of wine tastings (WN2) and friendliness of service (WN5).

Table 29: Reason for visit and destination attribute preference

Destination attributes		Mean ranks (reasons to visit)	Sig. ^{a,b}
General accessibility and environment			
GA3	Peaceful and restful atmosphere (P)	Business > holiday > visiting friends and relatives	0.003
Wineries			
WN2	Variety of wine tastings (I)	Holiday> Visiting friends and relatives > Business	0.044
WN4	Quality of wines (I)	Visiting friends and relatives > Holiday > Business	0.008
WN1	Variety of cellar doors (P)	Holiday> Business > Visiting friends and relatives	0.018
WN2	Variety of wine tastings (P)	Business > holiday > visiting friends and relatives	0.002
WN5	Friendliness of service (P)	Business > holiday > visiting friends and relatives	0.046
Other activities/events/attractions			
AT4	Variety of special events/festivals (I)	Visiting friends and relatives > Holiday > Business	0.035
Accommodation			
AC1	Different types of accommodation (I)	Holiday> Visiting friends and relatives > Business	0.028

a. The significance level is .050. b. Asymptotic significance is displayed; P=Performance, I=Importance

Significant differences were also found for those on holidays or visiting friends and relatives. Those on holidays perceived it more important to have available variety for wine tasting (WN2) and different types of accommodation (AC1) than those on business or VFR purposes. Conversely those who are visiting friends and relatives perceived variety of special events/ festivals (AT4) and quality of wines (QN4) to be more important than those who were on holiday or business.

Table 30: First time or repeat visitors and destination attribute preference

Destination attributes		Mean ranks (first timer vs repeat visitors)	Sig. ^{a,b}
Wineries			
WN5	Friendliness of service (P)	First time > Repeat	0.046
Accommodation			
AC1	Different types of accommodation (I)	First time > Repeat	0.007

a. The significance level is .050. b. Asymptotic significance is displayed; P=Performance, I=Importance

Appendix 5A. Profiles of respondents to open-ended questions

Table 31: Sociodemographic profile and travel characteristics of respondents who responded with open-ended comments

	Profiles (N= 152)	Frequency (N)	Percentage (%)
Gender	Female	115	78%
	Male	33	22%
	Total	148	
Age groups	18-34	17	11%
	35-54	60	41%
	55-74	67	45%
	75 and over	4	3%
	Total	148	
Highest educational level	Secondary	18	12%
	Certification or trade training	27	18%
	Undergraduate	45	30%
	Postgraduate	52	35%
	Prefer not to say	4	3%
	Other	3	2%
	Total	149	
Annual household income	Less than \$20,000	2	1%
	\$20,000 - \$50,000	8	6%
	\$50,000 - \$100,000	37	26%
	\$100,000 - \$150,000	34	24%
	\$150,000 - \$200,000	19	13%
	Over \$200,000	41	29%
	Total	141	
First-time or repeated visitors	Repeated visitors	98	64%
	First time visitors	54	36%
	Total	152	
Intention to revisit the Granite Belt destination in 12 months	1	62	59%
	1 - 2	11	10%
	2	14	13%
	2-3	1	1%
	3	2	2%
	4-5	2	2%
	6	6	6%
	8	2	2%
	Dozens	1	1%
	More than 40 visits!	1	1%
	Not sure	2	2%
	Planning to move here in the future	1	1%
	Total	105	
Word-of-mouth (Willingness to recommend the Granite Belt	3	1	1%
	4	2	1%

destination as a tourism			
destination to other people) (0 =	5	5	3%
Extremely unlikely - 10 =	7	11	7%
Extremely likely)	8	27	18%
	9	36	24%
	10	67	45%
	Total	149	
Types of customers	Detractor	8	5%
	Passive	38	26%
	Promoter	103	69%
	Total	149	

Appendix 5B. Open-ended comments (Themes)

Note that 6 negative comments that named individual businesses are not included in these tables. This is a very small proportion of the many comments received.

Memorable experiences

Main themes	Comments
National Parks	Beautiful scenery, coming up the range. Girraween too
	Our holiday was wonderful and relaxing. From the farm where we were staying to the tracks through Girraween, local fresh produce and beautiful wines, the Granite Belt was the perfect holiday during these uncertain and stressful times. In particular Girraween was stunning. It was like nothing we had ever seen before. The tracks and facilities were well maintained and there was plenty of information and guidance on signage. A must-see part of Queensland!
	There wasn't anything unexpected. I loved where we stayed and the National Park
	Amazing national parks
	The number and quality of the wineries exceeded expectations. We came for the national park and it was excellent, a definite return trip in the planning. But the wineries we experienced (we visited 3) meant we will be encouraging friends to visit too!
	Girraween National Park was great for families. Heavenly Chocolate.
	National park walks were excellent. Peace and quiet.
	Girraween National Park trails were amazing. The Food was delicious also - I particularly loved all of the home made finds!
	Wildlife in the area
	Girraween National Park trails were amazing. The Food was delicious also - I particularly loved all of the home made finds!
	Wildlife in the area
	The wonderful range of flowering plants in Girraween NP
	Lunch at the Barrelroom, Ballandean Wines
	Girraween national park pyramid walk and symphony hills winery
	Climbing to the top of the pyramid at girraween national park
	Walk in the Brown falls
	The hikes within Girraween National Park were well signed. The bathroom facilities were exceptionally clean for a public area, very surprised at this. It was good to actually see the rangers around Girraween National Park, most other NP I have visited, you never see the rangers. The hikes & the views from the top of the summits were well-worth the walk.
	National parks are exceptional - walking trails are well maintained and scenery is like nothing else in Queensland
	Wildflowers in National Park

Girraween National Park was incredible

The outstanding natural beauty

The scenery in the area.

Beauty of Girraween NP

I was pleased to have good views of a pair of yellow tufted honeyeaters at Girraween NP

Seeing all the wildlife, the number of insect and bird species encountered was immense. I loved how the eastern greys weren't phased by the bush walkers, so you could observe them as much as they could observe you. The pure size of girraween national park that can be seen from Mount Norman is amazing, I am so glad it was marked a national park and not a quarry. The area is breath taking. I really liked Dr Robert's story at the waterhole. I really appreciate what he did to conserve the wombat and lyre bird populations. We did not see any lyre birds, but we did see cubed poo, so the wombats do exist within the park.

We had hoped it would be peaceful, with an abundance of nature & wildlife. The trip exceed our expectations. It was fascinating to see the extent of the bushfires in the national parks, we weren't expecting to see this.

How beautiful it is. Girraween National Park is spectacular. Stanthorpe is a great little town.

The stars are incredible on a clear night!

Visited 6 wineries. Each was very different and had unique approaches to their style and service. Very impressed with the diversity, price and quality of the wines.

Wineries were great - mt caser, golden grove and the pyramids wine maker, Jim, was amazing. Impressed by the quality of wines and the b&b in old caves road was perfect. Great place. We'll be back to walk girraween!

Excellent cottage accommodation and friendly hosts. Wine by the fireplace in the guests lounge.

A greater number of wineries in the area since our last visit about 10 years ago.

Great winery's, brewery's and markets. Wonderful countryside and natural features.

great wine tour (maxi tours)- super caravan park (top of town) great walks in Girraween

Meeting Adrian Tobin at Tobin wines for a 2 hour conversation was very fascinating

Tobin Estates - a genuine world standard cellar door

The Filippo's Wine Tour was excellent. The lunch at the Culinary tafe college was exceptional, with delicious food and wines to accompany the meals. The service everywhere we went, from the bakery to accommodation, was friendly and helpful. Loved our stay so much we have booked our next visit in a few weeks.

Lots of variety and heaps to do. Really enjoyed dining at the wineries.

We went on a wine tour and it was much more than we ever expected. Business owners were beyond welcoming, our tour guide was full of knowledge and as a result we thoroughly enjoyed the day. Otherwise, it was a constantly pleasant surprise talking to people (locals/business owners) who were all exceptionally lovely and welcoming.

Wineries

Other attractions

To fill in a bit of time, we visited the Stanthorpe Maze and had a really enjoyable time. Quirky signs, funny jokes, tricky quizzes all made this place very entertaining. I'm sorry we didn't have more time here.

The high standard of cuisine at St Jude's

Amiens way memorial

The Wallangarra railway station. A random last minute decision to have breakfast and it was really great!! Well priced and interesting. A good little historical gem. Also the Washpool, that was also a last minute stop in and really loved the products there.

Watching my young daughter explore Donnellys Castle...

Loved visiting the Christmas Farm wasn't planning on going but so thankful we did.

Diversity of agricultural enterprises and the beauty of Girraween.

the Japanese Restaurant in Stanthorpe

After reading the Granite Belt magazine I noticed an article on the Stanthorpe Regional Art Gallery advertising an exhibition of exquisite gowns and metal sculpture. My husband and I visited the exhibition - it was awesome. In fact, I felt that it was the best attraction and it wasn't a planned!

We loved the roaring fire in our cabin each night.

We loved our breakfast basket filled with local goodies.

Loved Whiskey Gully Wines - the gentleman was lovey, entertaining and we wished we could have spent more time there.

Christmas Tree Cottage was fabulous planning on returning there before Christmas

Suttons, Cheese Factory, Brinx Deli

Pet Friendly accommodation could be a little more widely advertised and helpful when booking

We missed the Jam Factory disappointing as was not open on Monday

Amiens Legacy Centre was slotted into the tour at the last minute due to inability to visit of another "attraction" as their covid-19 plan for groups was not in place yet. Armistice Way / Amiens Legacy Centre was an unknown to all tour participants however the story / experience was commented on by all participants as memorable. The soldier settlement history should be more publicised - the Granite Belt region is more than just wineries!

Roger Wills who opened up the Amiens Legacy Centre for us out of normal hours and provided information was terrific - we wished we had more time there to explore.

1. Beauty of Girraween National Park . . . flowers (wattle) ; running water; clean well constructed tracks
2. Iron Bridge - interesting to know history; made us aware of people who tour to view bridges; Iron Pot Creek
3. Donnelly's Castle and Cave - surprised that this had been allowed to become run down - fantastic place.
4. Amien' s Legacy Centre . . . only just opened . . . enjoyed reading the history BUT who is going to go back to the Information Centre to pick up the brochure !
5. Accommodation at Girraween Environmental Centre - Kangaroos, Trails etc

The hot chocolate place outside Girraween

Seems a little trite, but I was struck by the frequency, of drivers in Stanthorpe, who would stop to let you cross pedestrian crossings. Even if you were only approaching the crossing. The current exhibition at the Stanthorpe Art Gallery was simply stunning. Friendly and helpful staff (possibly volunteers), too.

Always love Jamworks

Mary Poppins House - Allora

Glengallen House

Barrel Door Restaurant- brilliant

Pringle Cottage Museum

Quality and diversity of food at various restaurants/cafes.

Found a local Japanese restaurant

Quality markets

The variety of unique vendors from wines to food producers, all really accessible with operators who are happy to see you.

Absolutely lovely experience at Grovely House

We met the wine maker at Golden Grove, which was special and memorable.

I always love what the council art exhibition has on. And this time we did a lot of the op-shops and retro shops.

Arts and craft trail weekend and excellent art gallery exhibition.

Viewing the Sunset with a glass(bottle 😊😊) of red from the top of the hill at 31 The Rocks.

I was very excited by old wallangara Road. It was a beautiful birding hotspot - it could use a parking space. It felt dangerous parking on the side of the road even though it wasn't very trafficked. The Granite Belt could do more to promote its birds.

The exhibition at the library -art gallery was great. The pool opened too late on a Sunday for me to get a swim in

Opening of a new restaurant/cafe 'The Little Larder'. Great dining experience.

Visit to Wallangarra Station Cafe for lunch... one side QLD & one side NSW. Lovely historic station, great food & good service.

The natural beauty of the region and traditional main Street character of Stanthorpe

Called in at Sams Fruit Stall at Cottonvale Got the freshest local produce and as Sam could tell us all about them. He would cut and let us taste all the stone fruits before we bought. He should be on a tourist trail esp early in the year for stone fruits. Loved this place.

The Stanthorpe cheese factory was excellent- didn't expect the level of quality cheese here. We took a track to Donnelly's Castle and found the place to be very interesting (this was unplanned - saw a road sign and followed it). The area had a lot of weeds which I thought could have been cleaned up. The Art Gallery had a spectacular exhibition on so we were very lucky to spend quite some time viewing the excellent art work. A Japanese restaurant we went to on Friday night in Stanthorpe produced fresh and beautiful Japanese food which was very unexpected too.

We loved the Granite Belt Maze and we stumbled upon it accidentally because we got lost. It was fun for both adults and children.

Donnelly's Castle

Walking art trail in Stanthorpe - picked up map by accident and enjoyed finding all the murals, sculptures etc in the town that we wouldn't otherwise have known existed.

Quality of food at Varias Restaurant in Stanthorpe and St Jude's in Ballandean were higher than expected.

Stanthorpe Art Prize exhibition at the art gallery was fabulous.

Granite belt maze was surprisingly fun and spent much more time there than anticipated. Overall we just love the area and keep coming back.

Stanthorpe Museum was one of the best, cleanest, helpful volunteers ever been to, with diverse exhibits.

Art trail in town

Variety of stalls at market. Quality of liqueurs at distillery.

Stanthorpe Cheese Factory was delightful! Thoroughly enjoyed the cheese tasting which was very well organised & run & the delicious lunch we had & the cheeses we purchased to savour later!!!! We stopped at roadside fruit & veg stall in Applethorpe to stock up on fruit & veg for the coming week & the owner was very helpful & friendly & the new season apples were delicious!!!

I liked the outdoor artwork around the city centre.

Essen restaurant was fantastic

Going to the Maze with our Child and discovering the Christmas tree farm.

**Friendliness
and
helpfulness
of local staff**

The cheese factory was not what we expected. The food, service was brilliant.

Staff at jam works were extremely friendly and helpful. They prepared a 2 day breakfast hamper and a wonderful curry dinner with desert for our wedding anniversary as the place we stayed at did not cater for meals

I found every place we went to we were given exceptional friendly warm and welcoming service.

At the Granite Belt Brewery and retreat where we stayed we were given early access to our rooms which we appreciated and all the staff were also friendly warm and welcoming.

Lots of wildflowers in the park. Lovely hosts at my B'n'B

The people are very very friendly, and very willing to help. Very peaceful small towns, and plenty of fun things to do. Even better with good company :)

We had an absolutely lovely evening with the best/sharpest customer service at the college of wine tourism. They should offer short courses for winery/cafe operators who need to get a little bit sharper with their operations if the granite belt is to become a known wine region.

Friendliness of locals, amazing

The man at the information centre was extremely helpful, knew answers to every question. The staff at the granite belt brewery were extremely accommodating.

Attractions or activities that respondents would like to see when they are in the region

Main themes	Comments
Varieties of activities / events and attractions (including local / indigenous heritage)	Music festival similar to Gympie Muster
	We would like to make it for the snow festival one year and also try more wineries. We are also looking forward to trying and hikes at Girraween that we may not have experienced yet.
	More cellar doors for competition
	Didn't get a chance to go to the cheese farm or cherry farm. Will definitely return to visit these
	More acknowledgment and celebration of the indigenous culture.
	Farm tours, art and craft studios and markets
	A visit or tour to an apple orchard would be an added attraction seeing as Stanthorpe is known for its famous apples.
	Live music in the pubs. More info on opportunities to view local arts practitioners.
	Looking forward to brass monkey season in 2021.
	I would like to see some more attractions and premises promoted other than the big "few".
	Local indigenous heritage.
	The granite belt art trail
	I will return for a longer holiday, and to experience all the other offerings in the area apart from the National Park.
	Cooking classes
	More information about indigenous heritage of the region
Varieties of food services, shops, and markets	Greater choice of restaurants for evening meals showcasing the local produce
	During our wine tour, it became evident that Stanthorpe struggles during summer, off peak tourism season. Yet the region has produced, fleece production (alpacas and sheep), beautiful scenery, history, so much going for it. While I accept that Covid is hampering things at the moment, it would be great to see more local production of gourmet foods, preserves, fibres etc.
	Would like to see more cafes, restaurants and wineries open to cater for mid-week visitors.
	Would like to have other local products available for purchase - eg. olives, cheese and fruits.
	A Wine Centre / restaurant open for lunch where a range of wines from the area are available.
	markets on weekends so that the Tourists could attend and give more support to the locals
	Food trucks!

Markets with more local, handmade items.

There are many empty shops around - it would be fabulous for the council to 'rent' these out (for nothing - or pepper corn tent) to local artists, wood tuners, CWA, even smaller wineries to encourage tourists into the town and fill those empty shops. This has been done successfully in various towns around the world to rejuvenate empty city centres and it works. We also planned on going to the Stanthorpe markets, thinking there would be dozens of stalls - but there were about 6 only!

More farmers markets

The variety of cafes used to be much greater. Also on a long weekend with many visitors a number of premises were not open more than Saturday.

more art and craft shops open

More antiques and small shops

More diverse dining options, bike trails, guided park tours

Business operations (hours)

Wineries hopefully next time. As we were there on a Monday and Tuesday there were little to none open

Most restaurants and many wineries were closed. Many shops were closed.

Restaurants and cafes were all closed Mondays and Tuesdays leaving us dissatisfied as we were there for a long week end. Maybe they need to close mid-week or rotate opening at least Friday sat sun mon. Need to update their thinking.

The variety of cafes used to be much greater. Also, on a long weekend with many visitors a number of premises were not open more than Saturday.

I would like to see the truffle place, but they have only so limited opening times. so didn't make it this time

I would like the pool to open up before midday on a Sunday. What is going on? Early morning is best for UV protection. I would like to see more bird watching tours offered.

Accessibility: Infrastructure, information, transportation, and technology

Shuttle bus for vineyards

Wi-fi in guest accommodation

We were visitors Monday, Tuesday Wednesday departing Thursday . . . discovered that "tourism" is really a "long weekend" experience in the Granite Belt! COVID may have also limited our experience . . . only dined for Morning Teas where you could attend spontaneously without booking - Jamworks and Suttons.

It would be interesting to know a little more about "fruit growing" - Why so much netting? Pollination? Markets?

Storm King Dam was a disappointment - no information.

A greater mountain bike trail network. MT Marley is a good start

May be some guided 4WD tours into Sundown National Park.

I prefer loop walks to out and back ones so that would be my only suggestion for the national park. A two-day loop to the southern peaks would be very attractive.

Attractions or activities that respondents would like to see or be involved in to make their stay longer in the region

Choices of activities	<p>I'm mostly here because there's some rock climbing so I would be interested in more climbing areas.</p> <p>Kids activities</p> <p>We will come back and stay longer to explore more of the national park. And then hopefully COVID won't be affecting the wineries and events</p> <p>Guided walks around national parks for beginners</p> <p>More outdoor activities re walking and bike trails. Longer ones.</p> <p>Guided activities - more Indigenous interpretation</p> <p>Guided walks, heritage site tours</p> <p>We mostly come to visit family, but I do really love the local stuff that you don't find anywhere else. Maybe an open-house weekend like in Brisbane? With lots of history about the house and its people.</p> <p>Day guided tours into the National Parks.</p> <p>Perhaps arts-based workshops i.e.: Fibre arts.</p> <p>For 1 day or a weekend.</p> <p>More experiential activities to see how foods are produced</p> <p>Hiking</p> <p>Mountain Bike tracks, more information about water restrictions and camping in the national park.</p> <p>A return to precovid festivals and events.</p> <p>Music and dinner events in vineyards.</p> <p>Progressive meals around an area.</p> <p>And more farm tours. Loved the organic one in last year's Apple and Grape Festival</p> <p>More mountain biking.</p> <p>Pick your own produce, markets, tours for scenery rather than just wine, evening tours, outdoor movie theatre</p> <p>Treetop walk, walking trails that connect, tour guides so don't get lost and learn about local area.</p>
Food and wine	<p>More restaurant experiences.</p> <p>More dining options, more boutiques/ boutique restaurants</p> <p>Better food outlets. Current selection underwhelming</p> <p>I usually spend 2 or 3 nights in the area and visit several wineries, and purchase cartons of wine; eat at local venues and purchase produce and preserves.</p> <p>More lunch venues</p> <p>More wineries and restaurants.</p> <p>More diverse dining options</p>

	<p>Bigger selection of wine flights/ vertical tastings</p> <p>More / better restaurants</p>
Accessibility - Transportation/ infrastructure/ services / business operations	<p>Shuttle bus for vineyards</p> <p>More places open other than week ends.</p> <p>More shops open and tourist sites open throughout the week</p> <p>Restaurants, cafes, and wineries open for lunch mid-week.</p> <p>Coronavirus impact - having some roads closed makes the decision to stay in certain areas of the granite belt difficult as the drive to get to your location is longer/roadblocks etc. This added an extra hour each way to our drive to the region. More shade at the rest areas in the National Park Day-use area: There are minimal trees and it gets extremely hot during the day - would be impossible to stay as long as we did if it were the middle of summer</p> <p>Better wifi access.</p> <p>Mountain bike trails</p> <p>The walking tracks</p>
Events/ Festivals	<p>Grape Harvest. A longer time just to relax.</p> <p>car show</p> <p>Perhaps some more festivals e.g., wine or food festival</p> <p>Another seasonal festival, in addition to Apple and Grape?</p> <p>What about some classical music events</p> <p>Festivals or like; different time of the year climatically to visit Girraween again</p> <p>Music/arts festivals like Jumpers & Jazz in Warwick</p> <p>more festivals, and music events.</p> <p>Food & wine festivals, music festivals, cultural events</p>
Other Attractions	<p>Maybe speciality stores - woodwork / furniture or few more galleries</p> <p>More markets</p> <p>Crafts/ art and food markets.</p> <p>Markets</p> <p>Dog friendly places. Also, dog friendly walking tracks/ areas. We know we can't take them to the National parks but making something like the Brisbane Valley Rail trail would encourage many tourists & allow dog lovers to bring their pooches.</p> <p>More arts and crafts and local markets</p> <p>live music</p>

Comments to tourism authorities

Main themes	Comments
Business Collaborations and supports	<p>Need to find a way to get local businesses to work together to support each other and benefit the whole region. It currently feels very fragmented with every business only looking out for themselves</p> <p>Need to update the places that have closed and provide funds to help places look more enticing - eg. Vincenzo and the cheese factory near Ballandean.</p>
Marketing and Promotion	<p>Advertise more. Stanthorpe is a great town to visit with lots of natural attractions supported by a friendly local community. Water security will help secure the future of Stanthorpe tourism.</p> <p>Keep promoting the wineries and winemakers - they are hidden treasures, and we thought the wine would not be the quality that it was. You need to promote how far it has come.</p> <p>Maybe due to the drought (so extreme water restrictions) there were little promotion of the area. Most people are aware of the vineyards but perhaps not much else. Girraween has Beauty with wildflowers starting to open in masses now plus the creek/ river is a great swimming area and the camping looks very adequate. So more promotion beyond wine - cheese factory wasn't known to the new owners of the accommodation even!</p>
Updated information through different channels	<p>Overall, it was a fantastic experience. Although we understand this is a difficult time, it would have been helpful to have an online list where local businesses could list their opening times. We very much wanted to support local, but sometimes showed up to businesses when they were closed. Then once we were made aware of their opening times, we couldn't fit them into a schedule. However, this is one minor detail, everything else was great!</p> <p>Websites of attractions and local shops to specify Days Open and Opening times.</p> <p>Hard to find restaurant for lunch without booking ahead, should make sure guests know to book before coming. Understand there is now restrictions due to Covid 19</p> <p>Advertising of companies that aren't open on Mondays.</p> <p>Ensure that some food outlets in the area are open every day of the week. eg When Jamworks are closed another venue is open and so on. Mondays could be an important day for at least one food business should stay open as sometime those guests that stay for a weekend may return home on Monday....</p> <p>Really enjoyed our 3 days in the area.</p> <p>Found planning the stay a little difficult as many facilities are only open on weekends.</p> <p>Websites were not always up to date.</p> <p>Cafes or restaurants from casual dining or coffee difficult to find.</p> <p>Granite Belt internet site needs to be more accurate, particularly Food outlet choices very limited accommodation availability. Food outlet choices very limited.</p> <p>The Granite Belt Region is unique. Don't try to change and become too commercialised. Maybe a little more detailed maps of the areas off the beaten track.</p>

I love this region for its diversity, environment and being close to nature. Love seeing the night sky.

The walking track signs at Girraween are very confusing. Lots of people did not understand them and were walking aimlessly. I was unaware I needed to bring along my own drinking water. I was disappointed that the info station had no people in it to ask questions. Happy there were brochures though.

Wayfinding is poor - particularly from the toilet block area at Girraween to the start of the Spinx & Turtle Rock trail. Maps are too bunched together with no clear direction as to which way to travel. There is also a swimming hole that is completely unsigned and relied on locals passing the information on to us. Wayfinding and interpretation in the area could be significantly enhanced.

Better signage for the Maze when travelling out of Stanthorpe. Need a central point/website for local restaurants/cafe was difficult to find which ones were open for breakfast particularly.

Please convince businesses and attractions to not engage in false advertising: remove billboards for businesses etc that are permanently closed; encourage businesses to open at the times they say they are; have consistent opening and closing times; treat visitors to the region with courtesy by matter their behaviour to their advertising.

Our motel host gave us a printout with information about most if not all of the attractions and tourist friendly venues in the area. It was very helpful but a bit more detail on some of the categories would take it up to the next level. For instance, a breakdown of days and opening hours over the long Easter weekend.

Update the Strangebirds wineries brochure as we based our choice of wineries to visit on this and found the wineries saying they no longer had those varieties, and the brochure was out of date.

Few more information signs around strategic areas

The national park was extremely busy on the Anzac long weekend and parking was very limited. We were also surprised that for such a busy weekend the information centre was closed.

A website with easy to access information regarding events, accommodation, wineries, food outlets, shopping, hiking etc. So far we have had to look at multiple different sites to get this information which makes trip planning hard. Or the sites only have a small list of these places making it hard to find new places to visit each time we go, which makes going more often less appealing.

Keep brochures up to date, information is the latest e.g. add new murals to art trail leaflet in Stanthorpe town centre. Train visitor information centre volunteers to ensure active and current knowledge. Ensure that street signs for attractions are visible.

Opening times and days. We were caught out a few times with things closed or lunch services finishing at 2pm etc.

Water security will help secure the future of Stanthorpe tourism.

Please repair those gorgeous back roads

Others

Appreciating that the staff at the (Stanthorpe) tourist information centre are most likely volunteers, the lovely lady that assisted me was a little too insistent on steering me towards activities / tourist destinations that she seemed to favour, rather than listening to the types of things that I was interested in doing, seeing and experiencing. When I travel, often my first port of call for local information is in the motel's guest information 'folder', in the motel room.

Get locals on board as ambassadors. Anytime a visitor gets a beaming smile and asked where they have come from
And ask is there anything they would like to know or do they need any help
This creates a memorable experience that is likely to be passed on as word of mouth recommendation
There has been an emphasis on visiting in winter for Christmas in July,
But really it is our place to go in summer when too hot elsewhere. Love coming here then.

The condition of the roads are atrocious, lots of potholes & road works. We were also a little concerned about the lack of safety notices or some form of guide rope system on the Pyramid walk/climb in the Girraween national park. Some people were trying to take little children up there. It certainly could do with a guide rope system or step structure with the amount of people trying to walk up it. I was also a little disappointed with the number of wineries closed, perhaps it's the whole Covid thing! But we absolutely loved our stay, such beautiful nature etc.

Need more parking around quart pot creek.

Beautiful region with improving infrastructure. The national parks and wineries are a definite attraction.

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