



# MEDIA RELEASE

**MARTIN FERGUSON**

Minister for Resources and Energy  
Minister for Tourism

**SENATOR NICK SHERRY**

Minister for Small Business  
Minister Assisting on Deregulation and  
Public Sector Superannuation  
Minister Assisting on Tourism

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## “VERY SATISFIED” GOLDFIELDS VISITORS: SURVEY

More than half of all surveyed visitors to the Victorian Goldfields are very satisfied with their visit according to a report by Tourism Research Australia.

The *Goldfields Visitor Profile and Satisfaction Report* says 58 per cent of visitors to Bendigo and 57 per cent of visitors to Ballarat were very satisfied with their visit. This is six percentage points higher than the national benchmark.

One-third of visitors travelled either as a couple or with their family. More than half visited for holiday or leisure purposes. One-in-five visited friends and relatives.

The Minister for Tourism, Martin Ferguson AM MP, said the relatively high satisfaction levels were partly driven by the region’s ability to deliver on four key experiences.

“The Goldfields region is clearly delivering when it comes to its history and heritage, arts and culture, ‘discovering something new’ and having something for the kids,” said Minister Ferguson.

“Customer service and value for money in the Goldfields region also rate well in this survey. That’s important for families who have more leisure options than ever before and who are also increasingly discerning.”

“This report helps to pinpoint what the Goldfields region does well and makes recommendations for improvement,” said the Minister Assisting on Tourism, Senator Nick Sherry.

“Signage and parking, for example, rated poorly compared with the major attractions. Little things matter to travellers.

“The report makes a number of recommendations. Among them are ways to improve service delivery, stimulate demand and diversify tourism product,” Minister Sherry said.

All the recommendations align with implementation of the National Long-Term Tourism Strategy, a comprehensive action plan for raising the competitiveness of the Australian tourism industry.

The study was made in partnership with Goldfields Tourism, Ballarat Regional Tourism, City of Greater Bendigo and Tourism Victoria. The research was carried out in March and April 2011.

The findings are being presented to local tourism bodies in Bendigo and Ballarat this week.

The *Goldfields Visitor Profile and Satisfaction Report* is at [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

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