

Tourism Industry Survey Report 09/10

For 12 years Geelong Otway Tourism has engaged an independent consultant to undertake a survey of tourism operators, municipal partners and local tourism associations. Those surveys gauge the perception and satisfaction with the performance of Geelong Otway Tourism and our Local Association partners.

In the last survey operators reported that by comparison to the previous twelve months (08/09) there was little change (+ or - 2%) in the satisfaction following areas:

- Regional Marketing Activities, +1% (68%)
- Marketing effectiveness, same (58%)
- Communications with industry, same (54%)
- Visitor Information Centres, +2% (89%)
- Accommodation vacancy listings +8% (83%)

The areas that industry want improvement and greater effort from Geelong Otway Tourism include:

- Value for money
- Strategic focus
- Meeting performance targets

Our Municipal Partners listed a decline in satisfaction in the following areas:

- Overall performance fell from 70% to 60%
- Value for money fell from 100% to 80%
- Industry leadership from 100% to 60%
- Communication from 70% to 60%
- Tourism structure from 90% to 60%

Areas that saw a maintenance and improvement were:

- Customer Service 80%
- Importance of Tourism 100%
- Importance of Councils role 90% to 100%
- And Municipal Fee Formula 70% to 80%

Local Associations continued to note the high importance of tourism and councils role in tourism. A significant decline was noted in the satisfaction of the tourism structure and overall performance. Improvement was noted in GOT Customer Service and all measured improvement compared to the 06/07 survey results.

So as you can see the survey reported both some things we do well and perhaps more importantly some things we can do better.

The Board has approved the following actions after hearing back from the industry and our partners.

1. Work with Tourism Victoria to finalise and implement new State endorsed structures that better co-ordinate and support tourism at the broader regional level and at the local level.
2. Better and more frequently communicate with industry and members through forums, presentations and direct mail.
3. Change membership to provide better value by including greater initiatives in the various membership categories whilst reducing the demand on industry to fund additional marketing activity.
4. Expand our on line marketing effort through enhanced websites and direct emails to members and potential visitors.
5. Focus marketing activity on generating bookings and business to operators as well as promoting the destinations.
6. Provide greater opportunity for small business operators to be promoted and included in marketing programs with a lower entry cost.
7. Support Visitor Information Centres to undertake direct bookings through the web sites.
8. Use new technology to promote the region and operators at Visitor Information Centres.

These Board directives are as a direct result from your input into the survey and will be further detailed and included in the 11/12 Strategic Business Plan.

We thank-you for your contribution and input and we will work hard to deliver the suggested changes.