

RAPS One Page Snapshot - Gippsland

Regional Awareness and Perceptions Survey 2007



This fact sheet provides a summary of the latest results for the Regional Awareness and Perceptions Survey (RAPS) for the Gippsland region for 2007. Approximately 1,000 people aged 18 years and over from Victoria, New South Wales, Queensland, South Australia and Tasmania were interviewed about their awareness and perceptions of Victoria's regions in relation to short breaks and holidays.

UNPROMPTED AWARENESS

It is not surprising that when respondents were asked which destinations in Victoria come to mind when thinking about short break and holiday destinations Melbourne ranked first (29.0%) followed by The Great Ocean Road (20.8%) and Ballarat (11.2%).

Lakes Entrance mentioned by 7.7% of respondents ranked 5, 4.4% of respondents mentioned Gippsland (ranked 11), and 2.8% mentioned Wilsons Promontory (ranked 21).

Top 20 Destinations

Destinations 2007	%	Rank
Melbourne	29.0	1
(The) Great Ocean Road	20.8	2
Ballarat	11.2	3
Phillip Island	8.5	4
Lakes Entrance	7.7	5
(The) Grampians	6.8	6
Mornington Peninsula	5.3	7
Bright	5.2	8
Geelong	5.1	9
Bendigo	5.0	10
Gippsland	4.4	11
Dandenongs (Dandenong Ranges/ Mt. Dandenong)	3.8	12
Lorne	3.4	13
Warrnambool	3.4	14
Mildura	3.2	15
Echuca/ Moama	3.2	16
Daylesford	3.1	17
Yarra Valley	3.0	18
Mt. Buller	2.9	19
Apollo Bay	2.9	20

The Gippsland region (incorporating all destinations) was mentioned by 14.9% of respondents and was the third most popular region mentioned behind Great Ocean Road (35.2%) and Victoria's High Country (15.6%).

Victorian respondents were more likely to mention the Gippsland region (28.2%) compared to Interstate respondents (9.8%). In the intrastate market Gippsland ranked second behind Great Ocean Road (38%) and ahead of Victoria's High Country (23.5%).

KEY UNPROMPTED ASSOCIATIONS

Respondents were asked which places in Victoria, excluding Melbourne they associated with a series of attributes. Gippsland destinations were most frequently mentioned in association with recreation and sport (13.9%), family destination (9.1%) and natural attractions (9.1%).

PROMPTED AWARENESS

If respondents did not mention a Gippsland destination at question one (unprompted awareness) or question two (unprompted associations) they were asked if they were aware of Gippsland. Prompted awareness of Gippsland was 42.9%.

TOTAL AWARENESS

Total awareness of Gippsland was 76.1%. This was made up of 14.9% unprompted awareness, 18.3% mentioning Gippsland destinations once prompted by an association (eg. recreation and sport) and 42.9% once prompted by the region name.

Total awareness of Gippsland by Victorian's was 90.9%.

TOP OF MIND ASSOCIATIONS

When respondents who were aware of Gippsland were asked "In terms of short breaks and holidays, what experiences and attractions do you associate with the Gippsland region?" respondents most often mentioned fishing (16.9%), natural attractions (16.0%), bushwalking (9.8%) and boating (9.1%).

Quotes:

"Fishing and boating and all the outdoor activities in Wilson's Promontory such as bushwalking and other activities."

Female, 70+, Tasmania

"Fishing, great walking, beautiful beaches, very scenic, not very crowded."

Female, 45-49, Melbourne

"Apart from fishing, bushwalking, I don't really know a whole lot about it."

Male, 25-29, Vic Regional

"The most wonderful fishing area in Victoria, Wilson's Promontory - most spectacular scenery."

Male, 70+ Melbourne