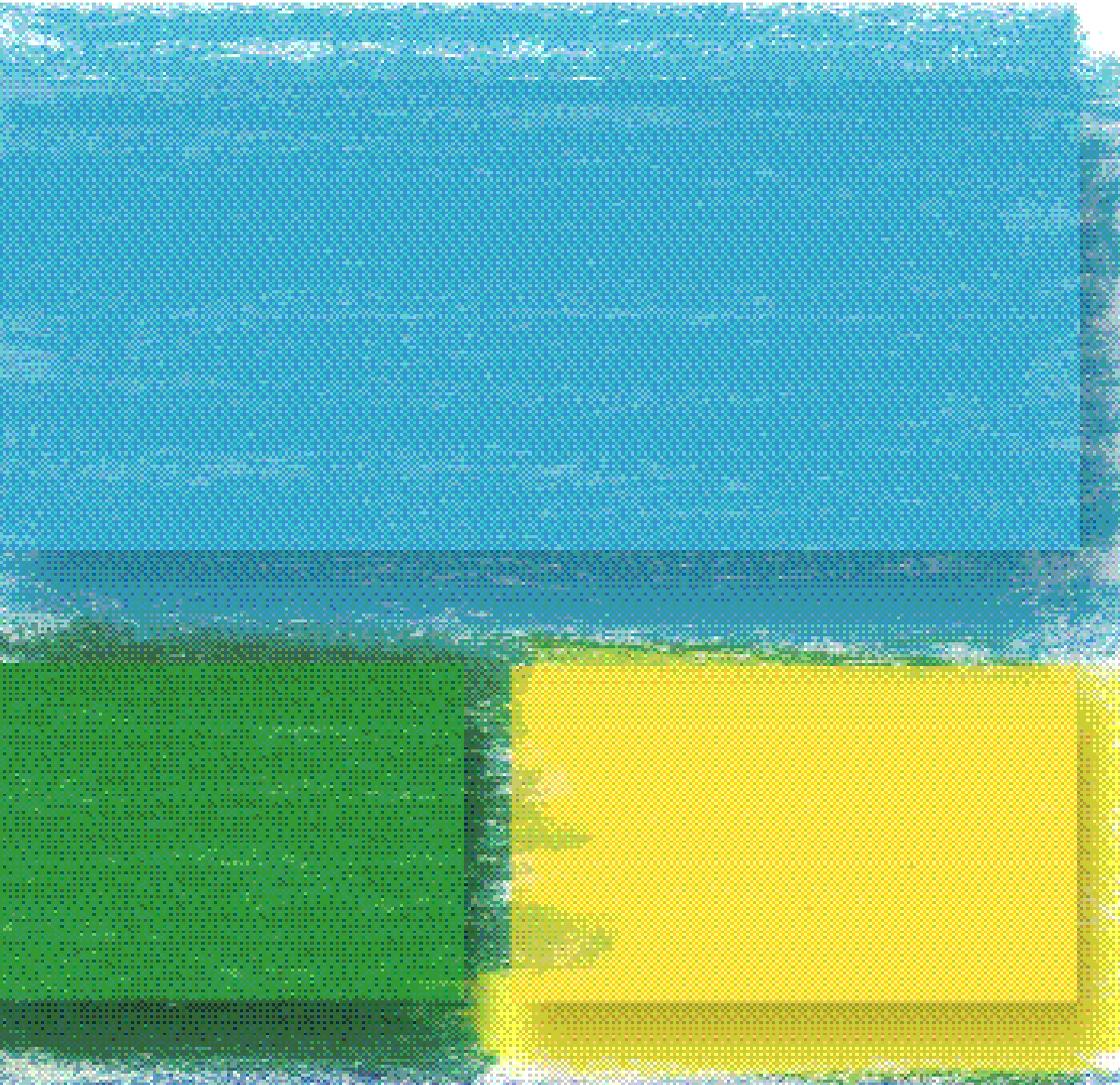


**Beverley Sparks**

# **VISITOR SATISFACTION SURVEY ON THE GOLD COAST**





# **Visitor Satisfaction Survey on the Gold Coast**

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# Visitor Satisfaction Survey on the Gold Coast

Gold Coast Tourism Visioning Project 2.3

Beverley Sparks



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# Executive Summary

A survey of visitors to the Gold Coast was conducted by the Centre for Tourism and Hotel Management Research (Griffith University), in conjunction with the Cooperative Research Council for Sustainable Tourism. The project is part of the broader 'Gold Coast Tourism Visioning Project', which seeks to provide research for long-term sustainability of tourism on the Gold Coast.

Section One of this report describes the demographic composition of the Gold Coast sample, including information pertaining to different aspects of their holiday such as length of time stayed and purpose of visit.

The sample comprised 285 males and 575 females (n=881). The demographic information collected for this survey suggests that the sample primarily visited the Gold Coast for a holiday of less than 8 nights (modal response 5–7 nights). For many (90%), this was a repeat visit to the Gold Coast. The sample was more heavily weighted toward female visitors.

In general, the sample was educated and professional. The sample included responses from all regions other than the Northern Territory, with most respondents originating from New South Wales or Victoria. The sample comprised a range of age groups with 36–45 years being the most dominant. A cross-section of Gold Coast suburbs were chosen for accommodation by respondents. The primary mode of travel to and from the Gold Coast for this sample was the aeroplane, followed by private car.

Section Two presents the satisfaction data with regards to each tourism object (that is, restaurants, shopping, theme parks, accommodation and beaches). The results presented in this section detail the level of satisfaction with each individual tourism object based on five dimensions: value for money, accessibility, service, physical environment and communication style used by industry staff in each object.

For restaurants and cafes the most popular areas for eating out for this sample were Surfers Paradise (48%), Broadbeach (34%), and Coolangatta (15%). More than 90% of participants were somewhat satisfied to very satisfied with all dimensions concerning the Gold Coast restaurant/cafes, excepting the value dimension, whereby

approximately 80% indicated a similar level of satisfaction. Ten percent indicated a level of dissatisfaction with the value dimension.

A total of 791 respondents indicated they had visited one or more shopping outlets during their stay on the Gold Coast. The most frequently visited shopping centres were located in Broadbeach (53%), Surfers Paradise (34%), and Southport/Labrador (20%).

Approximately 90% of participants indicated they were somewhat to very satisfied with all dimensions of their shopping experience on the Gold Coast, excepting the value dimension. Again, ten percent indicated they were dissatisfied with the value for money dimension with regards to shopping.

A total of 634 respondents indicated that they had visited one or more theme parks or wildlife sanctuaries during their visit to the Gold Coast. Of these respondents, 62% reported visiting Seaworld, 62% visited Movieworld, 42% visited Dreamworld, 36% visited Wet & Wild, and 14% visited Currumbin Bird Sanctuary. The majority of respondents were either satisfied or very satisfied with all dimensions of theme parks/wildlife excepting value for money. Approximately 20% of participants were dissatisfied with the value for money of theme parks and wildlife venues on the Gold Coast. The physical/environmental aspects as well as staff communication were the strongest area of satisfaction for theme parks.

The most frequently cited type of accommodation chosen by visitors to the Gold Coast in this sample was a high-rise apartment (31.7%), followed by low-rise apartments (17.7%) and 5-star hotels (15.3%). Approximately 12% of participants chose a 4-star hotel or timeshare properties as their accommodation. More than 65% indicated they were satisfied to very satisfied with all five dimensions regarding accommodation on the Gold Coast. Approximately five to eight percent expressed some dissatisfaction with the value, service and communication within the accommodation element.

A total of 645 respondents indicated they had visited a Gold Coast beach during their stay. The most frequently reported beach was Surfers Paradise (249), followed by Broadbeach/Kurrawa (134), Coolangatta (128), and Main Beach (103). More than 70% indicated they were satisfied to very satisfied with all five dimensions with the beaches on the Gold Coast.

Approximately 40% of the variance in overall satisfaction with the Gold Coast as a tourist destination was explained by overall satisfaction with the five tourism objects. In particular, the objects that

made a significant contribution to respondents' overall satisfaction in order of importance were accommodation, restaurants, beaches and shopping.

Section Three details the results pertaining to participation and satisfaction with a range of activities visitors may have engaged in during their stay. This section also reports on the memorable aspects of the visitors' stay. Also, the satisfaction and the level of importance that respondents attach to different aspects of their holiday are reported.

Participation and satisfaction with a range of activities or services was assessed. Results indicated high levels of participation in a range of activities including swimming (n=694), getting a suntan (n=550), meeting local people (n=531) and sampling local food/wine (n=511). The service receiving the highest rate of extreme satisfaction was limousine services, with 65% of respondents participating in this service reporting they were very satisfied. Other activities/services where a large number of respondents reported a high level of satisfaction (approximately 60%) included participating in water sports other than surfing or swimming, visiting a National Park, and visiting the hinterland area.

Respondents indicated that one of the most memorable aspects of their holiday was related to *visiting a theme park*, followed by the *overall Gold Coast lifestyle*, then the *beach experience*. Typical comments regarding participants' positive experiences of the theme parks included: "*No other state has the theme parks, which are a highlight for the children*", "*Taking our 3 year old to Movie World. He loved it*".

Participants were also asked to record things they would like to see changed on the Gold Coast that would improve their satisfaction with their holiday. A change in accommodation was the most frequent response from participants, followed by changes to roads and transport on the Gold Coast.

For each tourism object, respondents were asked to indicate their overall satisfaction with each object, as well as how important each object was to them as a component of their entire holiday. For all objects except accommodation, the level of satisfaction experienced by participants exceeded the level of importance they placed on the object.

Section Four reports on whether respondents are more likely to return to the Gold Coast or recommend the Gold Coast as a tourist destination to others.

One-third of participants expressed they were very likely to return to the Gold Coast for a holiday within the next 12 months, followed by 17% who suggested it was likely they would return. In comparison, approximately one third chose somewhat unlikely to very unlikely with regards to the likelihood of return within the next 12 months. Eight percent of participants remained neutral on the subject.

The majority of participants indicated they were either likely or very likely to recommend the Gold Coast as a holiday destination to other potential visitors (75%), with a very strong response (43%) suggesting they are very likely to recommend the Gold Coast. Fourteen percent indicated they were somewhat likely to make a recommendation. Less than four percent suggested they were somewhat to very unlikely to recommend the Gold Coast as a tourist destination, whilst eight percent remained neutral on the subject.

The majority of participants (59%) suggested that their opinion of the Gold Coast as a holiday destination remained unchanged compared to when they first arrived for their holiday. Approximately 35% indicated a positive improvement in their opinion, in contrast to approximately seven percent who suggested deterioration in opinion.

The questionnaire also asked whether promotional material (advertising) seen prior to a visit to the Gold Coast actually matched the visitors' experience of the Gold Coast. Of the 615 respondents who reported seeing materials, 47% felt it matched up, 42% felt it somewhat matched up, and 11% felt it did not match up.

# 1. Introduction

A survey of visitors to the Gold Coast was conducted by the Centre for Tourism and Hotel Management Research (Griffith University), in conjunction with the Cooperative Research Council for Sustainable Tourism. The project is part of the broader 'Gold Coast Visioning Project', which seeks to provide research for long-term sustainability of tourism on the Gold Coast. The objective of the survey was to obtain detailed information about tourist satisfaction with the Gold Coast as a destination. The survey questionnaire (see Appendix 1) was designed in conjunction with a Gold Coast Visioning Steering Committee nominated working party.

## 1.1 Aims

- To develop an in-depth understanding of consumer satisfaction with the Gold Coast tourism experience.
- To test the value of dimensions (e.g., aspects of the service experience such as communication style of service personnel) and objects (e.g., those tourism products like accommodation and beaches that make up a destination's overall tourism offering) as measures of the Gold Coast tourism system.
- To investigate differential effects of customer satisfaction levels. For instance, to see whether satisfaction levels vary between different age groups or other market segments.

## 1.2 General Information Collected

This project aimed to clearly identify how customers perceive existing tourism products (referred to as objects) on the Gold Coast, and as such, the project provides input into marketing the destination in the future. Importantly, the research provides a snapshot of tourist perceptions of the Gold Coast as a tourist destination. The tourism product is multi-faceted, comprising many different elements. As a result, the satisfaction of visitors to a destination can be impacted by a range of tourism experiences, which may derive from many sources (e.g., accommodation, use of natural attractions, restaurants and so forth). Similarly, when using any one tourism product there are many

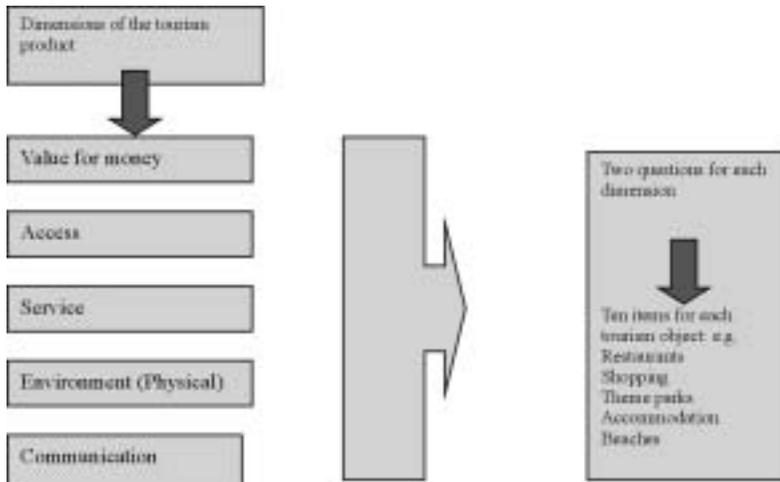
aspects that influence satisfaction. For instance, the treatment provided by service personnel, the physical environment, or the ease with which a visitor can access the product. Thus, the research project took an approach, which investigated both satisfaction with tourism objects as well as dimensions of tourism experience.

## **1.3 Tourism Dimensions**

Based upon a review of existing satisfaction literature it was decided to focus on measuring tourist satisfaction with five key dimensions for a range of tourism objects (products). Figure 1 provides an overview of these. Each dimension was measured using two items (questions) that were deemed to be indicators<sup>1</sup> of the dimension under consideration. Value for money was measured using visitors' perceived value of a product and assessment of the prices paid for that product. Access was designed to measure views on how accessible a tourism object was, as well as its hours of operations. Service was measured using two questions which sought information on visitors' perceptions of overall service levels and consistency of service delivery. The physical environment dimension sought information about the actual physical set-up (or environment) of the tourism object, as well as the visitors' perceived level of safety. Finally, communication was primarily concerned with seeking feedback on visitors' assessment of service personnel's communication style and helpfulness. This final dimension may overlap somewhat in the service dimension, but here the emphasis is on personability and empathy, whereas the service dimension emphasises reliability and consistency.

---

<sup>1</sup> This was determined through previous research conducted and pilot testing procedures.



**Figure 1**

Model of Dimensions used for Measuring Satisfaction with each Tourism Object

## 1.4 Tourism Objects

Because the tourism product is made up of a range of objects such as accommodation, restaurants, shops, amusement parks, and beaches, each of these was included in the survey. The decision about which objects to include was made following pilot testing of the questionnaire and consultation with some members of the Steering Committee. Thus, Sections A to E of the final questionnaire comprised ten questions measuring the five dimensions for each tourism object. These sections also sought to determine overall satisfaction, and perceived importance of, each tourism object. The questionnaire also measured visitor satisfaction with a range of activities and services not covered in the five specific tourism objects. In addition, details of the likelihood of returning or recommending the Gold Coast were collected.

## 1.5 Data Collection

### 1.5.1 Questionnaire

As discussed, the self-administered questionnaire (see Appendix 1) consisted of a range of items segregated into nine sections, and was designed to collect information about satisfaction with restaurants, shopping, theme parks, accommodation, beaches, and activities and services in the Gold Coast region. In addition, demographic details, recommendation and return intentions were collected. Each questionnaire was packaged with a letter of instructions (see Appendix 2), a reply paid envelope and coupon for optional entry in a prize draw.

To enter the draw, participants were required to complete a special coupon (including their contact details), which they returned in a sealed, pocket-size envelope along with the completed questionnaire. Respondents were assured of the confidentiality of their responses, by highlighting that (a) all individual responses would only be viewed by researchers from Griffith University, (b) that responses would be destroyed upon entry of the questionnaire data into the university's computer system, and, (c) the pocket-size envelopes would be disassociated from the completed questionnaires by Griffith University staff and no names would be kept.

### 1.5.2 Sample

The population of interest was any *domestic* (Australian resident) tourist who had spent at least two nights on the Gold Coast at the time of contact. Wherever possible, tourists were sought as they completed their stay on the Gold Coast. This approach was taken in order to optimise 'top of mind' experiences with the tourism product.

### 1.5.3 Data Collection Process

Questionnaires (3,500) were distributed through three channels: accommodation properties, visitor information centres and the Coolangatta (Gold Coast) airport departure lounges. A letter of instruction for the distribution for accommodation properties and visitor information centres is included in Appendix 3. True response

rates cannot be estimated precisely as it is not accurately known whether all accommodation properties and visitor information centres assisting with questionnaire distribution actually handed out all copies. However, as an estimate, it is reasonable to expect that around 75% (2,625) were distributed to possible respondents. The questionnaires were distributed between 24 September and 5 November 1999. As a result, the period covered a time when school holidays were scheduled. The closing date for data used in this report was end of business on 9 November 1999. This date was selected due to the need to draw the incentive prize.

A total of 881 valid<sup>2</sup> questionnaires were obtained and form the basis of the data reported herein. This represents a response rate of approximately 33%, which is quite reasonable for this type of survey. The profile of respondents is detailed in the results section.

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<sup>2</sup> An additional 24 questionnaires were received, however, these were from international tourists and excluded from the analysis reported here.

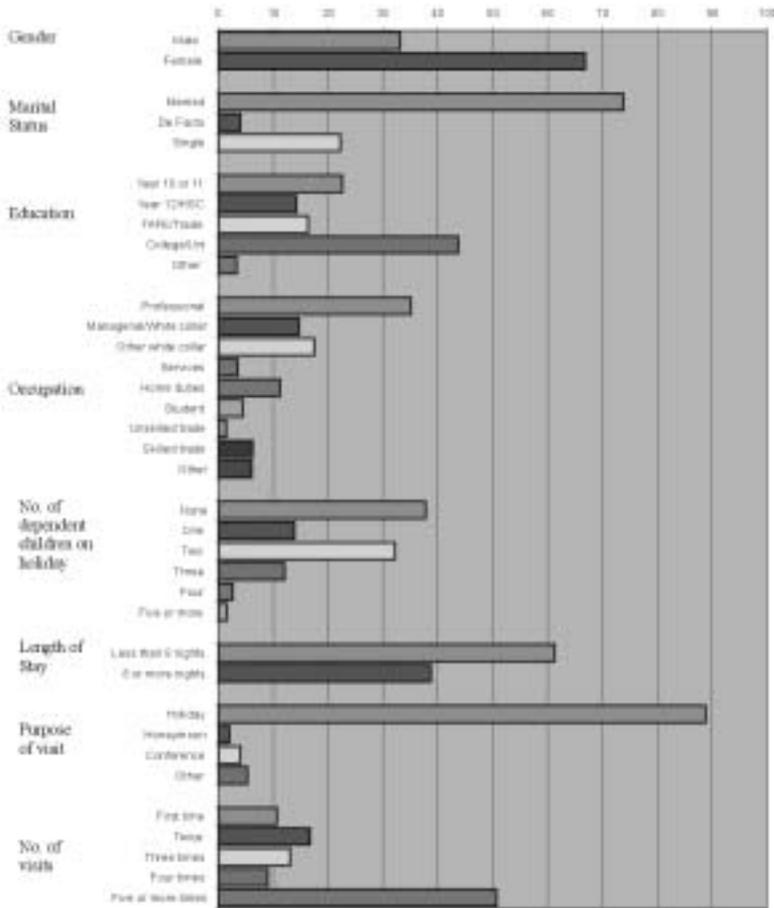


## **2. Results**

This section of the report describes the results of the questionnaire. It is divided into four sections. Section I outlines the demographic composition of the sample, including information pertaining to different aspects of their holiday such as length of time stayed and purpose of visit. Section II presents the satisfaction data with regards to each tourism object. The possibility that satisfaction levels differ according to a number of demographic variables is also explored. Section III details the results pertaining to satisfaction with a range of activities visitors may have engaged in during their stay. This section also reports on the memorable aspects of the visitors' stay. Also reported are the levels of satisfaction and the importance that respondents attach to different aspects of their holiday. Finally, Section IV reports on whether respondents are likely to return to the Gold Coast, recommend the Gold Coast as a tourist destination to others, and so on.

### **2.1 Sample Description**

Figure 2 provides an outline of the demographic composition of the sample. The sample comprised 285 males and 575 females, with 21 respondents not specifying their sex (n=881). Participants varied on level of education and occupation, with most respondents indicating a high level of educational background and professional status. The majority of participants cited a holiday as the main purpose of their visit to the Gold Coast, with 61% reporting a stay of less than eight nights (in comparison to 39% staying eight or more nights). Almost half of all respondents reported having visited the Gold Coast five or more times in the past. Indeed only 10% of respondents were first time visitors to the Gold Coast. A high proportion of respondents indicated they were married and approximately 60% indicated they had bought one or more children on the holiday.

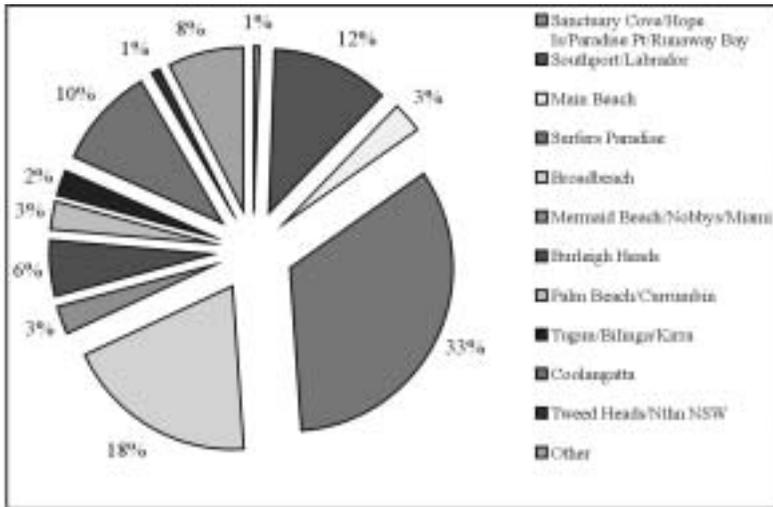


**Figure 2**  
Demographic Profile of Respondents

### 2.1.1 Location of Accommodation

Section D of the questionnaire asked respondents to specify the location of their accommodation whilst staying on the Gold Coast. These responses were then coded into the main areas of the Gold Coast. Inspection of Figure 3 suggests that Surfers Paradise was the most frequently nominated location of accommodation (33%),

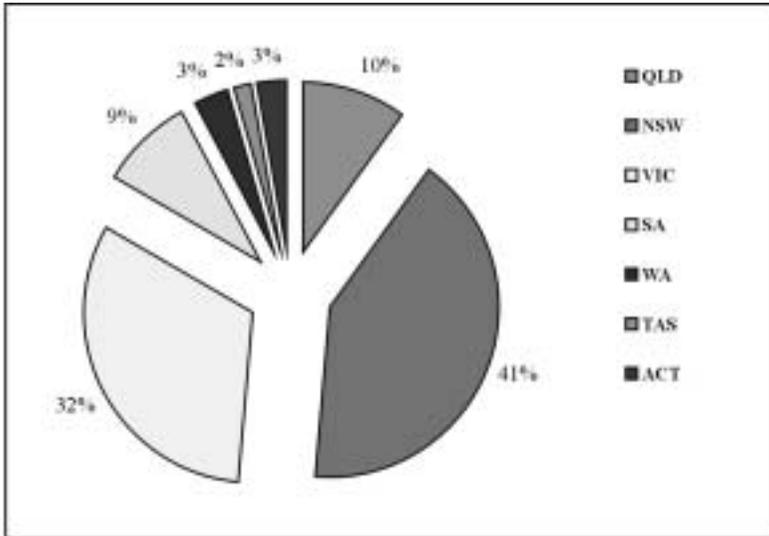
followed by Broadbeach (18%), Southport/Labrador (12%) and Coolangatta (10%).



**Figure 3**  
Location of Accommodation on the Gold Coast

### 2.1.2 State of Residence

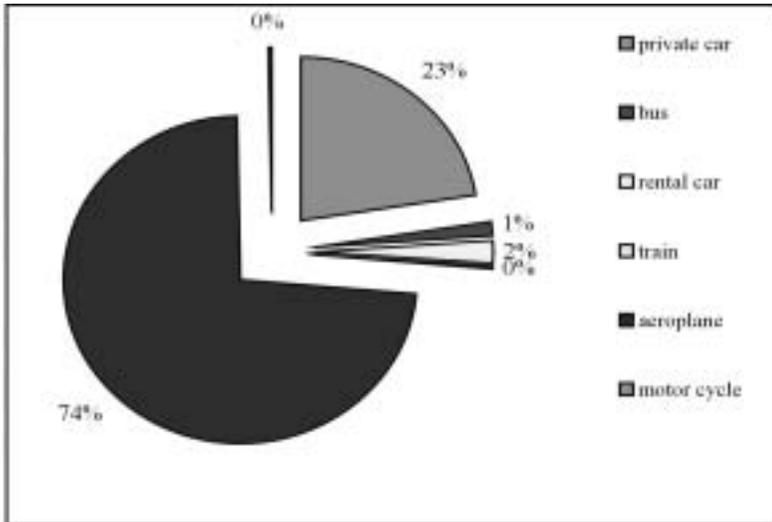
Figure 4 demonstrates that the majority of participants were New South Wales residents (41%), followed by Victoria as the second most common state of residence (32%). Queensland and South Australia each comprise approximately 10% of the sample. No Northern Territory residents participated in the study.



**Figure 4**  
State of Residence

### 2.1.3 Method of Transport

For this sample, the most frequently reported method of transport to the Gold Coast was aeroplane (74%), followed by private car (23%) (see Figure 5). The high percentage of tourists using air transport is partly a result of the questionnaire distribution process, which used Coolangatta Airport as one of its key sites for questionnaire distribution.



**Figure 5**  
Method of Transport to the Gold Coast

### 2.1.4 Age

Participants varied in age group, with the majority (approximately 40%) falling in the 36-45 year age bracket (see Table 1). The mean age for the sample was 41.22.

**Table 1**  
Age of Participants

| Age group   | Persons | Percent |
|-------------|---------|---------|
| <=25 years  | 103     | 11.7    |
| 26-35 years | 131     | 14.9    |
| 36-45 years | 346     | 39.3    |
| 46-55 years | 181     | 20.5    |
| >55 years   | 120     | 13.6    |
| Total       | 881     | 100     |

## **2.1.5 Summary**

The demographic information collected for this survey suggests that the sample primarily visited the Gold Coast for a holiday of less than 8 nights (modal response 5–7 nights). For many (90%), this was a repeat visit to the Gold Coast. The sample was more heavily weighted toward female visitors. In general, the sample was educated and professional. The sample included responses from all regions other than the Northern Territory, with most respondents originating from New South Wales or Victoria. The sample comprised a range of age groups with 36–45 years being the most dominant. Respondents chose a cross-section of mainly beachside Gold Coast suburbs for accommodation. The primary mode of travel to and from the Gold Coast for this sample was the aeroplane, followed by private car.

The next section presents the results of visitor satisfaction with specific tourism objects.

## **2.2 Satisfaction with Tourism Objects**

In this section, the level of satisfaction experienced within each tourism object (restaurants, shops, theme parks, accommodation, and beaches) is explored. Graphs are presented to detail the level of satisfaction with each individual tourism object based on five dimensions: value for money, accessibility, service, physical environment, and communication style used by industry staff.

The five dimensions were each measured using two questions per tourism object. Table 2 illustrates the types of questions asked for each dimension (note: in this example the questions used are those for restaurant and cafes – see Appendix 1 for the full questionnaire used in this study). For example, one question regarding satisfaction with the value for money dimension within the restaurants/cafes object asked the respondent to report how satisfied they were with the prices they had to pay for meals on the Gold Coast. For each dimension, the ratings on the two questions were summed together to make a new score, which was deemed to represent the particular construct under consideration.

The three responses that indicated a level of dissatisfaction (very dissatisfied, dissatisfied and somewhat dissatisfied) were collapsed into one category for the following analyses, due to the small number

of participants selecting each of these response alternatives. However, each level of satisfaction is reported in full (somewhat satisfied, satisfied, very satisfied). Tables showing the full breakdown across the seven response options are also included in Appendix 4.

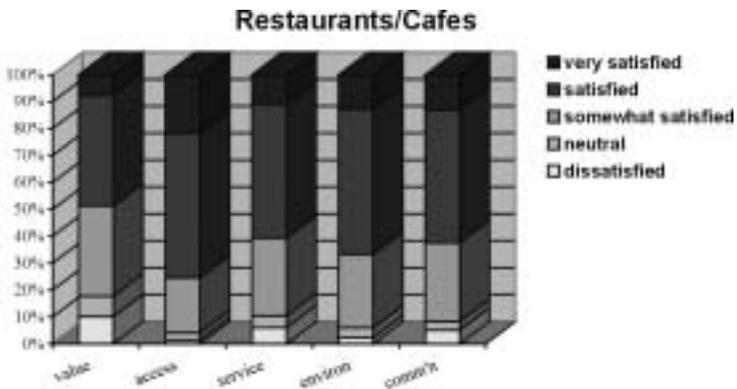
**Table 2**  
Sample Items used to Create Dimension Scales

| Sample item   | Dimension            |
|---|----------------------|
| <p><b>How satisfied were you with:</b><br/>The value for money of Gold Coast restaurants and cafes?</p>   | Value for money      |
|    |                      |
| <p>The prices you had to pay when eating out at Gold Coast restaurants and cafes?<br/>The accessibility of Gold Coast restaurant and cafes?</p>                         | Accessibility        |
|    |                      |
| <p>The hours of opening of Gold Coast restaurants and cafes?<br/>The level of service at Gold Coast restaurants and cafes?</p>  | Service              |
|    |                      |
| <p>The consistency of the service in Gold Coast restaurants and cafes?<br/>The physical set-up of Gold Coast restaurants and cafes?</p>                                 | Physical environment |
|    |                      |
| <p>The level of personal safety you experienced at Gold Coast restaurants and cafes?<br/>The communication style used by staff at Gold Coast restaurants and cafes?</p> | Communication        |
|    |                      |
| <p>The willingness of Gold Coast restaurants and cafes service personnel to help you?</p>   |                      |

## 2.2.1 Restaurant and Café Satisfaction

The first section of the questionnaire sought details on the satisfaction with any a la carte, sit down restaurants or cafes used during the visitors stay. As noted in Figure 6, 812 respondents indicated they dined at Gold Coast restaurants or cafes whilst on holidays. The most popular areas for eating out for this sample were Surfers Paradise (48%), Broadbeach (34%), and Coolangatta (15%).

Inspection of Figure 6 suggests that more than 90% of participants were somewhat satisfied to very satisfied with all dimensions concerning the Gold Coast restaurant/cafes, excepting the value dimension, whereby approximately 80% indicated a similar level of satisfaction. The strongest feelings of satisfaction were for accessibility of Gold Coast restaurants, which includes an assessment of access and hours of opening. Ten percent indicated a level of dissatisfaction with the value dimension.



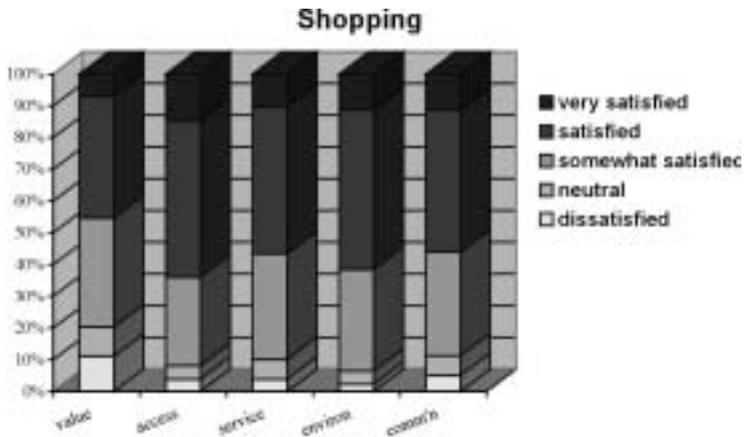
**Figure 6.**

Level of Satisfaction with Restaurants and Cafes (n=812)

## 2.2.2 Shopping Satisfaction

In this section of the questionnaire, respondents were asked about their experiences with retail outlets at the Gold Coast. A total of 791 respondents indicated they had visited one or more shopping outlets

during their stay on the Gold Coast. The most frequently visited shopping centres were located in Broadbeach (53%), Surfers Paradise (34%), and Southport/Labrador (20%). Again, as illustrated in Figure 7, approximately 90% of participants indicated they were somewhat to very satisfied with all dimensions of their shopping experience on the Gold Coast, excepting the value dimension. Almost 10% indicated they were dissatisfied with the value for money dimension with regards to shopping. Strongest indications of satisfaction were the accessibility and physical environment of the Gold Coast shopping outlets.

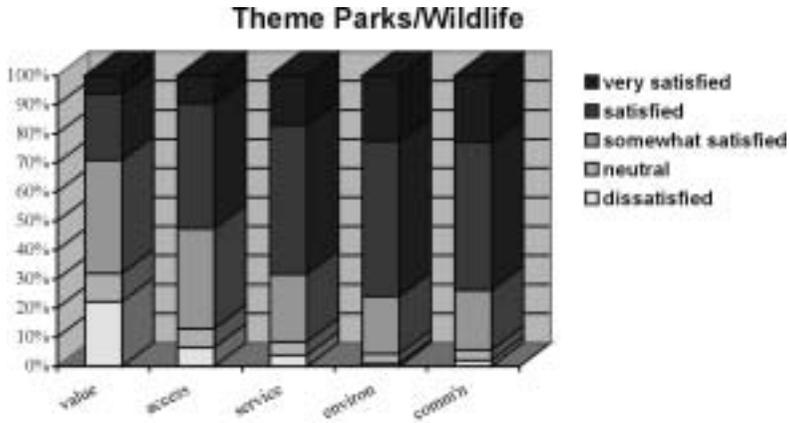


**Figure 7**  
Level of Satisfaction with Shopping (n=791)

### 2.2.3 Theme Parks/Wildlife Satisfaction

In this section respondents were asked about their experiences with wildlife/amusement parks during their stay. A total of 634 respondents indicated that they had visited one or more theme parks or wildlife sanctuaries during their visit to the Gold Coast. Of these respondents, 62% reported visiting Seaworld, 62% visited Movieworld, 42% visited Dreamworld, 36% visited Wet & Wild, and 14% visited Currumbin Bird Sanctuary.

Figure 8 suggests that the majority of respondents were either satisfied or very satisfied with all dimensions of theme parks/wildlife, excepting value for money. Approximately 20% of participants were dissatisfied with the value for money of theme parks and wildlife venues on the Gold Coast. The physical/environmental aspects, as well as staff communication, were the strongest areas of satisfaction for theme parks.



**Figure 8**  
Level of Satisfaction with Wildlife and Amusement Parks (n=631)

## 2.2.4 Accommodation Satisfaction

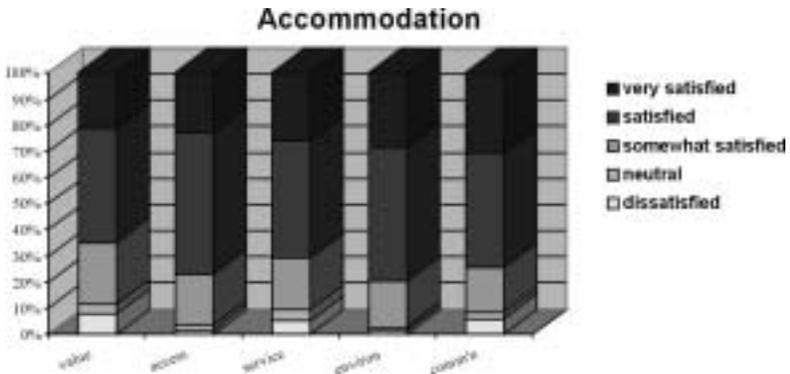
In this section, respondents were asked about any paid accommodation experience during their visit to the Gold Coast. A total of 755 respondents completed this section. The most frequently cited type of accommodation chosen by visitors to the Gold Coast in this sample was a high-rise apartment (31.7%), followed by low-rise apartments (17.7%) and 5-star hotels (15.3%). Approximately 12% of participants chose a 4-star hotel or timeshare properties as their accommodation. A small number of respondents stayed at accommodation such as caravan parks or backpacker hostels.

**Table 3**

Accommodation Type chosen by Visitors to the Gold Coast

| Accommodation type   | Persons | Percent |
|----------------------|---------|---------|
| High rise apartment  | 277     | 31.7    |
| Low rise apartment   | 155     | 17.7    |
| 5-star hotel         | 134     | 15.3    |
| 4-star hotel         | 104     | 11.9    |
| Timeshare property   | 98      | 11.2    |
| Friends/family       | 38      | 4.3     |
| Camping/caravan park | 34      | 3.9     |
| Other                | 17      | 1.9     |
| Budget hotel/motel   | 16      | 1.8     |
| Hostel/backpackers   | 1       | .1      |
| Total                | 874     | 100     |

More than 60% of the people responding to this section indicated they were satisfied to very satisfied with all five dimensions regarding accommodation on the Gold Coast. Approximately five to eight percent expressed some dissatisfaction with the value, service and communication within the accommodation element.

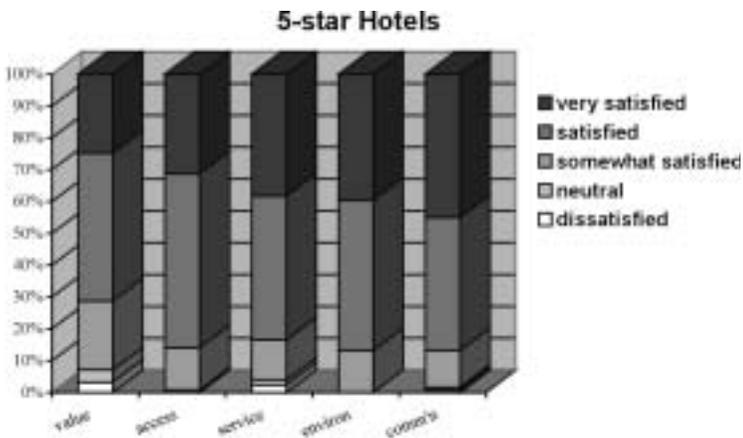
**Figure 9**

Level of Satisfaction with Accommodation (n=755)

The following series of graphs illustrates respondents' satisfaction with the five dimensions according to the type of accommodation (apartment, 4-star or 5-star hotel, timeshare) they stayed in during their stay. (Note: these analyses are also shown in table form for all accommodation types in Appendix 5).

## 2.2.5 5-star Hotel Satisfaction

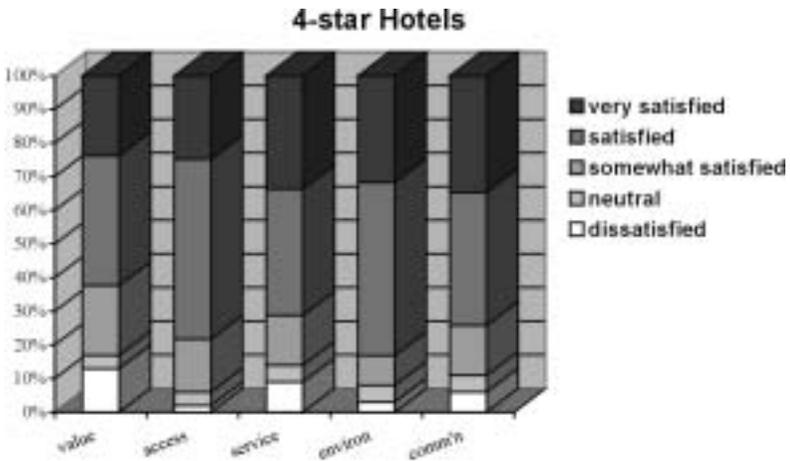
Figure 10 demonstrates the high level of satisfaction reported by respondents staying in 5-star hotels on the Gold Coast. Over 70% were satisfied to very satisfied with the value for money dimension within the 5-star hotels. Furthermore, over 85% expressed a similar level of satisfaction with the other four dimensions. The large proportion of respondents who endorsed the ‘very satisfied’ response alternative is interesting to note. Specifically, between 30–45% were very satisfied with accessibility, the service, the physical set-up, and the communication style used in the 5-star hotels, and 25% were very satisfied with the value for money dimension. Indeed, when compared to other forms of accommodation, the respondents who stayed at 5-star accommodation rated their satisfaction with value higher than others. Similarly, the satisfaction with the accessibility and physical environment was 100%.



**Figure 10**  
Level of Satisfaction with 5-star Hotels (n=129)

## 2.2.6 4-star Hotel Satisfaction

A high level of satisfaction was reported for 4-star hotels on the Gold Coast. Between 60–80% reported being satisfied to very satisfied with all dimensions of the 4-star hotels. Thirteen percent reported being dissatisfied with the value for money of 4-star hotels, and nine percent were dissatisfied with the service received. Thus, dissatisfaction with these dimensions, whilst low overall, was higher amongst respondents staying in 4-star hotels than among those staying in 5-star accommodation.

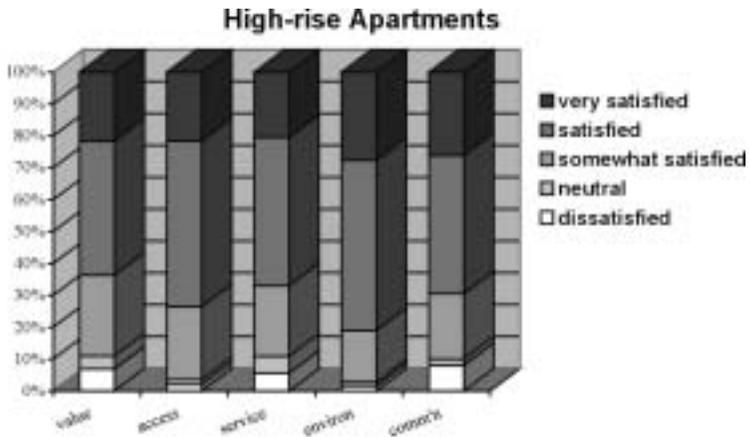


**Figure 11**

Level of Satisfaction with 4-star Hotels (n=101)

## 2.2.7 High-Rise Apartment Satisfaction

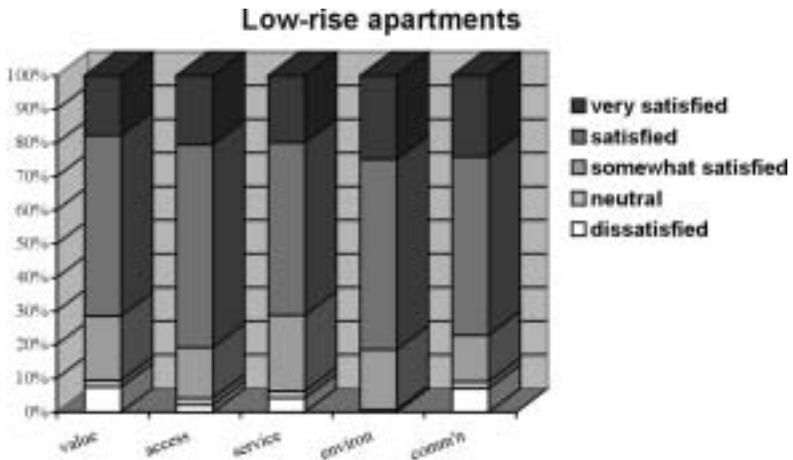
A high level of satisfaction was also reported for the high-rise apartments, as illustrated in Figure 12. Almost all respondents reported being somewhat to very satisfied with the accessibility and physical set-up of Gold Coast high-rise apartments. Five to eight percent were dissatisfied with the value for money, service and communication style experienced in the high-rise apartments whilst staying on the Gold Coast.



**Figure 12**  
Level of Satisfaction with High-rise Apartments (n=246)

### 2.2.8 Low-Rise Apartment Satisfaction

Between 70–80% of respondents staying in low-rise apartments during their Gold Coast stay were either satisfied or very satisfied with all five dimensions for this object. A small percentage (4–7%) was dissatisfied with the value for money, service and communication style used in the low-rise apartments on the Gold Coast. In comparison to high-rises, those respondents staying at low-rise accommodation properties expressed slightly more satisfaction with service and the physical environment of their accommodation.

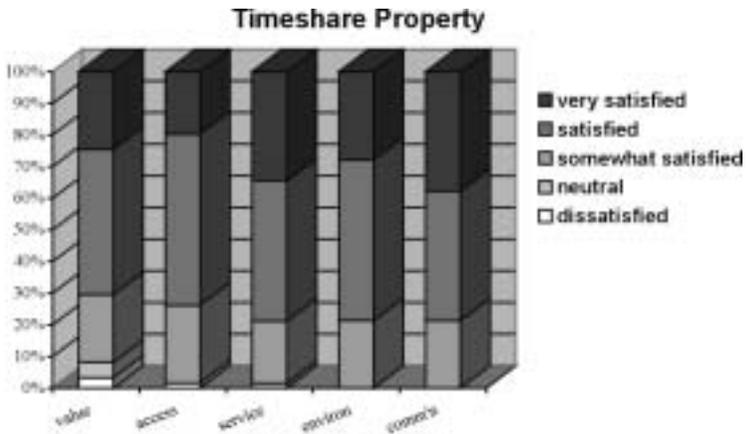


**Figure 13**

Level of Satisfaction with Low-rise Apartments (n=147)

## 2.2.9 Timeshare Property Satisfaction

Almost all respondents indicated they were somewhat to very satisfied with the accessibility, service, environment and communication within timeshare properties on the Gold Coast. More specifically, 20–40% reported being very satisfied with all dimensions of timeshare accommodation on the Gold Coast. Indeed, apart from value for money and accessibility, no respondents indicated any dissatisfaction (although in some cases they experienced neither satisfaction nor dissatisfaction).

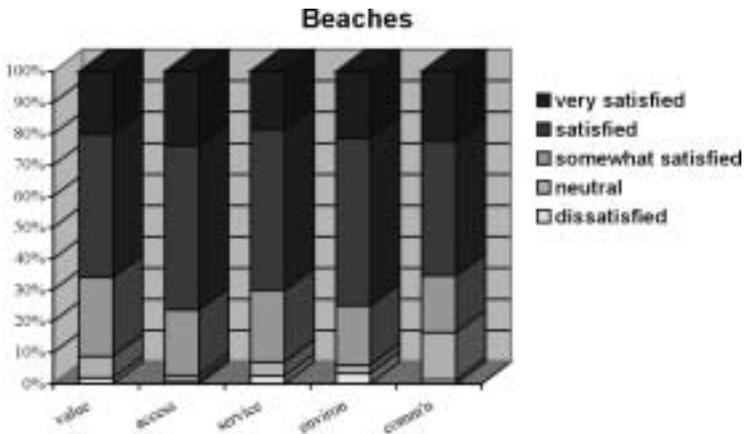


**Figure 14**  
Level of Satisfaction with Timeshare Properties (n=61)

Overall, compared to other forms of accommodation, those respondents who stayed at a timeshare resort were most highly satisfied with the accessibility, physical environment, service, and communication dimensions. In addition, respondents staying at a timeshare resort reported the second strongest levels of satisfaction for accessibility and value. One hundred percent of timeshare visitors were satisfied with the physical environment and communication style used by staff at their resorts. Similarly, all visitors to a 5-star hotel were satisfied with the accessibility and physical environment.

### 2.2.10 Gold Coast Beaches Satisfaction

In this section, respondents were asked about their satisfaction with Gold Coast beaches during their stay. A total of 645 respondents indicated they had visited a Gold Coast beach during their stay. The most frequently reported beach was Surfers Paradise (249), followed by Broadbeach/Kurrawa (134), Coolangatta (128), and Main Beach (103). More than 70% indicated they were satisfied to very satisfied with all five dimensions with the beaches on the Gold Coast. Approximately 18–25% of participants, however, expressed they were only somewhat satisfied with each of the five dimensions for Gold Coast beaches.



**Figure 15**  
Level of Satisfaction with Beaches (n=640)

### 2.2.11 Differences in Assessment of Tourism Objects by Selected Demographics

Using a statistical procedure (see Appendix 6), the researcher was able to determine whether any statistically significant differences existed in satisfaction levels according to demographic variables such as gender, age, marital status, and the type of weather experienced whilst staying on the Gold Coast. No significant differences were found for age and marital status on the level of satisfaction experienced within each tourism object.

#### Gender Differences

Gender differences were observed for satisfaction levels with beaches, cafes/restaurants, shopping and theme parks, with females indicating a greater level of satisfaction for these four tourism objects (see Appendix 6). Gender differences for satisfaction with accommodation approached statistical significance with a similar trend (i.e., females reporting higher satisfaction).



**Higher satisfaction ratings for:**

beaches  
cafes/restaurants  
shopping  
theme parks

## Weather

Similarly, significant differences were observed in satisfaction levels according to the type of weather experienced by participants (see Appendix 6). The analysis suggested that those who reported good weather during their Gold Coast stay were significantly more satisfied with all five tourism objects.



**Higher levels of satisfaction:**

accommodation  
beaches  
restaurants  
shopping  
theme parks



**Lower levels of satisfaction:**

accommodation  
beaches  
restaurants  
shopping  
theme parks

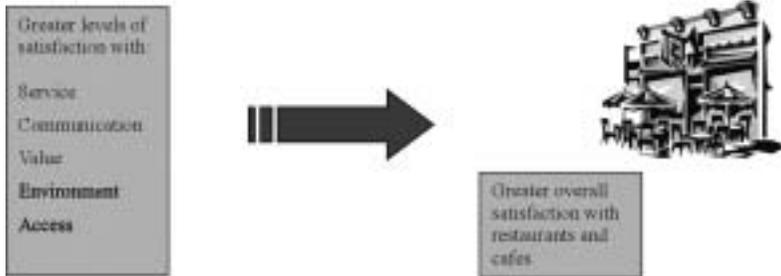
### 2.2.12 Predicting Satisfaction with the Tourism Objects

Using a statistical procedure (see Appendix 7), we attempted to identify which dimensions best predicted satisfaction with each object (i.e., accommodation, beaches, etc.). The five dimensions used to predict overall satisfaction with each object were value, accessibility,

service, physical environment, and communication. All dimensions together predicted between approximately 60–75% of the variability in satisfaction levels of each object (see Appendix 7).

### Restaurants and Cafés

For restaurants and cafes, the best predictors of overall satisfaction were, in order of importance, service, communication, value, environment and accessibility.



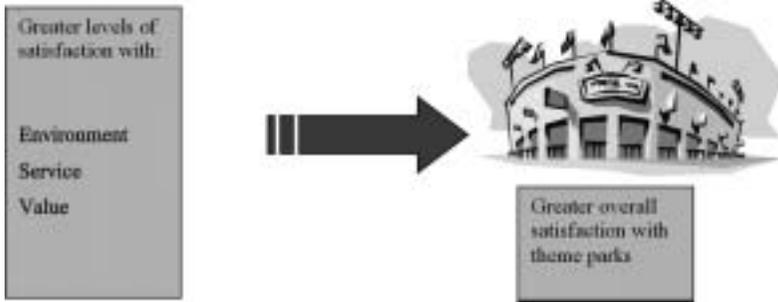
### Shopping

In order of importance, satisfaction with the shopping element was best predicted by communication, value, environment, service and accessibility.



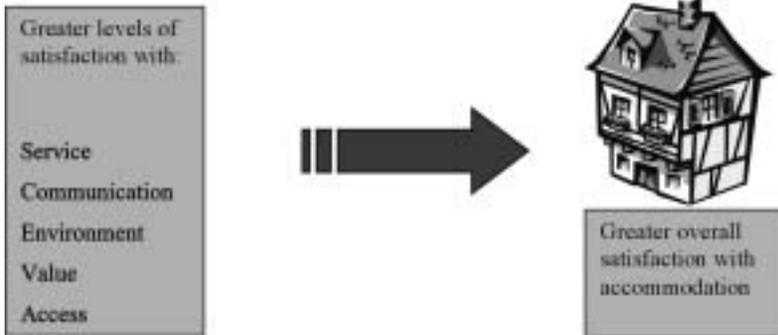
### Theme Parks

In order of importance, theme park/wildlife satisfaction was best predicted by environment, service and value. Satisfaction with this object was not reliably related to communication or accessibility.



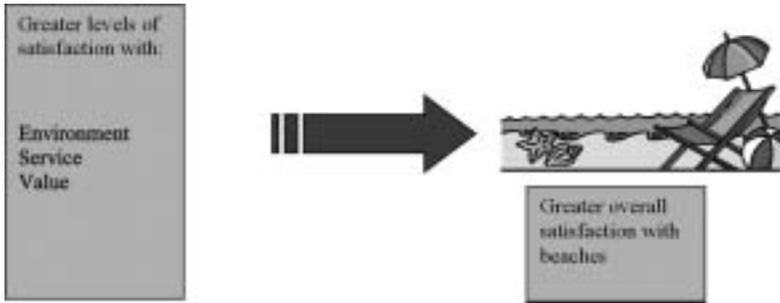
### Accommodation

For the accommodation element, the best predictors of satisfaction were, in order, service, communication, environment, value, and accessibility.



### Beaches

Finally, the environment, service and value dimensions, respectively, were the best predictors of satisfaction with Gold Coast beaches. Satisfaction with beaches was not related to the respondents' ratings of access and communication.



### 2.2.13 Does Satisfaction with Objects/Dimensions Predict Overall Satisfaction with The Gold Coast?

In order to predict the level of overall satisfaction with the Gold Coast as a tourist destination, statistical procedures were conducted using as predictors the respondents' satisfaction with (a) the tourism objects (e.g., restaurants, theme parks, etc.), and (b) the dimensions (e.g., service, value, etc.). Table 18 and 20 in Appendix 8 suggests that both variables listed above (i.e., a & b), were able to account for a significant amount of participants' overall satisfaction with their Gold Coast visit. Specifically, approximately 40% of the variance in overall satisfaction with the Gold Coast as a tourist destination was explained by overall satisfaction with the five tourism objects. In particular, the objects that made a significant contribution to respondents' overall satisfaction were, in order of importance, accommodation, restaurants, beaches and shopping. Further, 26% of the variability in overall satisfaction was explained by participants' overall satisfaction with the five dimensions collapsed across the tourism objects. The dimensions that made a significant contribution to this prediction were, in order, the physical environment, value for money, and communication style.

Thus, it seems that overall satisfaction is more closely related to tourists' ratings of the five objects than their ratings of the five dimensions, although both are of value in understanding tourists' reactions to the Gold Coast.



## 2.3 Satisfaction and Importance

In this section we report on the data pertaining to satisfaction with a range of additional activities and services not included in the previous section. We also report on the most memorable aspects of visitors' tourist experiences. In addition, we report on suggested improvements to the Gold Coast holiday experience. Finally, the relationship between participants' satisfaction levels and the importance they attach to each tourism object is explored.

### 2.3.1 Activities and Services

Section F of the questionnaire sought information on respondents' satisfaction with a range of activities and services not previously covered in Sections A to E. Only participants who participated in the activities or used a service listed in the questionnaire were required to indicate a level of satisfaction. As a result, the number of respondents varied from a low of 88 (visiting art galleries) to a high of 694

(swimming). The five most frequently reported participation in activities and services are listed in Table 4.

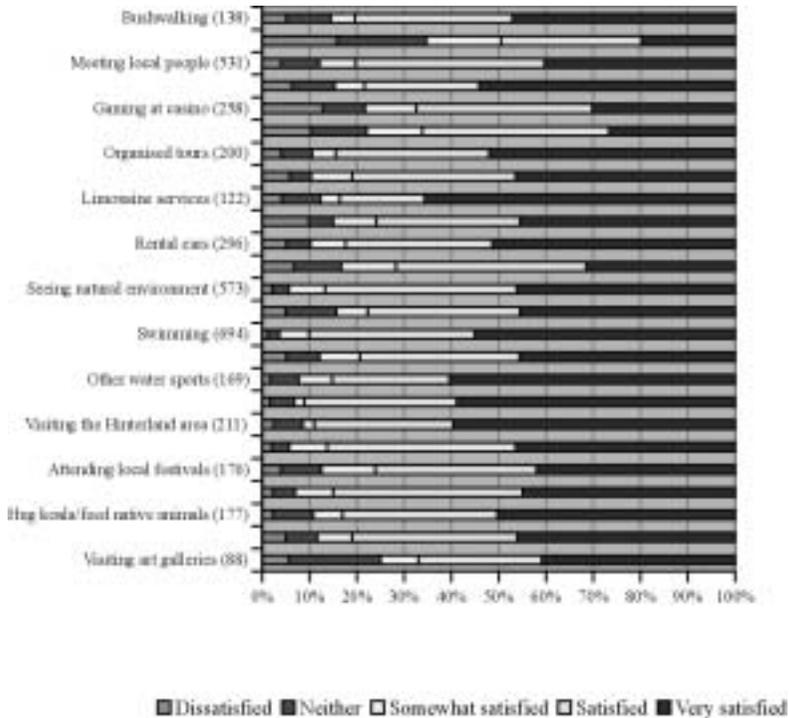
**Table 4**

Most frequently reported activities and services

| Activity/Service              | Number of participants |
|-------------------------------|------------------------|
| Swimming                      | 694                    |
| Seeing natural environment    | 573                    |
| Getting a suntan              | 550                    |
| Meeting local people          | 531                    |
| Sampling local food/beer/wine | 511                    |

More than 60% of participants who participated in activities or used a service indicated that they were either somewhat satisfied, satisfied, or very satisfied with all activities listed (see Figure 16: satisfaction with activities and services available on the Gold Coast). Indeed, less than 10% of participants indicated dissatisfaction with most activities, excepting fishing and playing gaming machines and tables at the casino (where approximately 12–15% were dissatisfied).

The service receiving the highest rate of extreme satisfaction was limousine services, with 65% of respondents participating in this service reporting they were very satisfied. Other activities/services where a large number of respondents reported a high level of satisfaction (approximately 60%) included participating in water sports other than surfing or swimming, visiting a National Park, and visiting the hinterland area.



[Note: numbers in parentheses indicate number of respondents participating in each activity]

**Figure 16**  
Satisfaction with Activities and Services Available on the Gold Coast

### 2.3.2 Memorable Aspects of Stay

Participants were asked to report the most memorable aspect of their visit to the Gold Coast. The ranges of responses were coded into the 11 broader categories listed in *Table 5*. A total of 797 respondents listed at least one memorable aspect, generating a total of 1210 comments. The most popular response categories, in order, were:

- theme parks experience,
- overall Gold Coast lifestyle, and
- beach experience.

Typical comments regarding participants' positive experiences of the theme parks included: *"No other state has the theme parks, which are a highlight for the children"*, *"Taking our three-year old to Movie World. He loved it"*.

Comments that denoted the lifestyle as the most memorable aspect included: *"Being on holiday away from pressures of society was enjoyable in itself"*, *"Great holiday atmosphere...Great place to visit; will be back for a longer holiday"*.

Some respondents chose specific events or occasions to describe the most memorable aspect of their stay, such as: *"The show on here: Inneuvre. I thought it was very good"*, *"My son going in the water with the dolphins at Seaworld"*.

**Table 5**  
Most Memorable Aspect of Gold Coast Visit and Example Quotes

| Aspect   | No. of comments made for this category | Percent of comments in this category |
|--|--|--------------------------------------|
| Theme parks <ul style="list-style-type: none"> <li>• <i>"Our visit to Sea World, it was wonderful"</i></li> <li>• <i>"The children's enjoyment of the Looney Tunes section of Movie World"</i></li> <li>• <i>"The "Worlds" (theme parks); the children really enjoyed these"</i></li> </ul>              | 274                                    | 22.6                                 |
| Ambience/lifestyle/atmosphere <ul style="list-style-type: none"> <li>• <i>"The holiday atmosphere, I felt relaxed everywhere I went"</i></li> <li>• <i>"The anonymity - ability to relax away from phones"</i></li> <li>• <i>"Relaxing - not having to work... Set own timetable"</i></li> </ul>         | 207                                    | 17.1                                 |
| Beach <ul style="list-style-type: none"> <li>• <i>"Having a morning swim"</i></li> <li>• <i>"The walks along the beach - day and night"</i></li> <li>• <i>"The beaches and the warmth of the water"</i></li> </ul>   | 142                                    | 11.7                                 |
| Tours/shows/clubs/other venues and events <ul style="list-style-type: none"> <li>• <i>"Eco-tourism at South Stradbroke"</i></li> <li>• <i>"Visiting the hinterland and national parks"</i></li> <li>• <i>"The excitement of the Indy week, so much to see and do - a great value holiday"</i></li> </ul> | 117                                    | 9.7                                  |
| Accommodation <ul style="list-style-type: none"> <li>• <i>"View of the beach from our apartment"</i></li> <li>• <i>"Staying at a great resort with helpful staff and lots of activities"</i></li> <li>• <i>"Position and quality of accommodation"</i></li> </ul>  | 114                                    | 9.4                                  |

*Visitor Satisfaction Survey on the Gold Coast*

|  |             |            |
|--|-------------|------------|
| Positive social experience <ul style="list-style-type: none"> <li>• <i>“Catching up with family members &amp; all having a lovely holiday together”</i></li> <li>• <i>“Seeing people at the resorts that you met the year before”</i></li> <li>• <i>“Great family experience; reminded me of family holidays with my parents years ago”</i></li> </ul> | 87          | 7.2        |
| Weather <ul style="list-style-type: none"> <li>• <i>“Climate and tropical setting”</i></li> <li>• <i>“Sun, cool breeze”</i></li> <li>• <i>“Last six days weather-wise”</i></li> </ul>  | 81          | 6.7        |
| Positive emotional experience <ul style="list-style-type: none"> <li>• <i>“Visit to Binna Burra where we honeymooned 20 years ago”</i></li> <li>• <i>“Catching a fish off my grandparents jetty”</i></li> <li>• <i>“Finding our great-grandfather’s land at Cudgen”</i></li> </ul>   | 74          | 6.1        |
| Food/restaurants/wine <ul style="list-style-type: none"> <li>• <i>“Dining at the Paragon Restaurant (birthday dinner) and Pizza Hut Kirra Beach”</i></li> <li>• <i>“Inexpensive meals available at clubs”</i></li> <li>• <i>“Going out to dinner each night”</i></li> </ul>  | 59          | 4.9        |
| Shopping <ul style="list-style-type: none"> <li>• <i>“Shopping at Pacific Fair and Carrara Markets”</i></li> <li>• <i>“The great changes over last 10 years in the shopping hours”</i></li> <li>• <i>“Exploring shopping centres”</i></li> </ul>   | 31          | 2.6        |
| Other <ul style="list-style-type: none"> <li>• <i>“Getting lost in Broadbeach on the last day”</i></li> <li>• <i>“Purchasing a rental property”</i></li> <li>• <i>“Special package available for honeymooners”</i></li> </ul>  | 24          | 2.0        |
| <b>Total</b>   | <b>1210</b> | <b>100</b> |

Note. Based on a multi-response item whereby respondents could indicate more than one memorable aspect.

### **2.3.3 Possible Improvements to Holiday Experience**

Participants were also asked to record things they would like to see changed on the Gold Coast that would improve their satisfaction with their holiday. A total of 488 respondents listed at least one memorable aspect, generating a total of 564 comments. The wide ranges of responses were coded into 11 broader categories. Table 6 lists the most frequent response categories for this item. Changes in accommodation were the most frequent response from participants, followed by changes to roads and transport on the Gold Coast.

Comments that typified comments regarding accommodation included: *“Accommodation with clearly defined adult and child areas, e.g., pool, spa, dining”*, *“Longer reception hours at apartments”*, *“Better quality beds at the resort!”*.

Comments that pertained to changes in roads/traffic conditions and transport included: *“Don’t tie up the city for so long setting up for the Indy race”*, and *“Public bus service - drivers drive too fast and overfill the buses”*. Other more uncontrollable aspects that participants would like to have changed were the weather, the duration of their stay, and the spending money available to them, for example, *“Weather was warm but showers in last week were disappointing”*, *“More time. Fun parks need more than one day at each to get around and experience everything”*, *“More time to just relax”*, *“To bring more cash”*.

**Table 6**

Aspects that Participants Would Like to See Changed in Order to Increase Satisfaction Levels Plus Example Quotes

| Aspect   | No. of comments made for this category | Percent of comments in this category |
|--|--|--------------------------------------|
| Accommodation <ul style="list-style-type: none"> <li><i>“To stay in a smaller and quieter apartment building”</i></li> <li><i>“Closer accommodation to the beach with a better ocean view”</i></li> </ul>  | 96                                     | 17.0                                 |
| Traffic/roads/transport/signage <ul style="list-style-type: none"> <li><i>“The Queensland drivers”</i></li> <li><i>“Inconsistencies in bus fare charges and friendlier bus drivers”</i></li> </ul>   | 87                                     | 15.4                                 |
| Weather <ul style="list-style-type: none"> <li><i>“We should have gone later in the year, e.g., November, for hotter weather”</i></li> <li><i>“Weather a bit hotter so we could swim”</i></li> </ul>   | 79                                     | 14.0                                 |
| Stay longer/more money <ul style="list-style-type: none"> <li><i>“Stay longer, allow time to surf, walk to beach more, explore further afield. Have more cash to do this”</i></li> <li><i>“For the holiday to have been longer”</i></li> </ul>     | 68                                     | 12.1                                 |
| Social/PR/service <ul style="list-style-type: none"> <li><i>“Less promotional activities of companies trying to sell real estate!”</i></li> <li><i>“Better communication from central booking office with regards to accommodation”</i></li> </ul> | 49                                     | 8.7                                  |

| Aspect  | No. of comments made for this category | Percent of comments in this category |
|---|--|--------------------------------------|
| Theme parks <ul style="list-style-type: none"> <li>• <i>"Lines at the theme parks are too slow when waiting to get in"</i></li> <li>• <i>"The theme park food quality is very low, prices extreme for quality and value for money. This was an observation of a few people I spoke to"</i></li> </ul> | 36                                     | 6.4                                  |
| Shopping <ul style="list-style-type: none"> <li>• <i>"More boutiques, less souvenir shops, especially in Surfers"</i></li> <li>• <i>"Would like shops to open earlier"</i></li> </ul>   | 35                                     | 6.2                                  |
| Environment <ul style="list-style-type: none"> <li>• <i>"More eco-tourism (and) national park stuff to balance the glamour. I get sick of it after 3-4 days"</i></li> <li>• <i>"Beachfront development: don't wish to see Red Rooster or McDonalds signs on the beachfront"</i></li> </ul>            | 34                                     | 6.0                                  |
| Restaurants <ul style="list-style-type: none"> <li>• <i>"Expand no smoking in restaurants"</i></li> <li>• <i>"Service at restaurants could be improved"</i></li> </ul>  | 33                                     | 5.9                                  |
| Beaches <ul style="list-style-type: none"> <li>• <i>"No. of people allowed to sleep on the beach"</i></li> <li>• <i>"Better surf conditions"</i></li> </ul>   | 10                                     | 1.8                                  |
| Other <ul style="list-style-type: none"> <li>• <i>"Using a different car hire company"</i></li> <li>• <i>"Fewer marine stingers!"</i></li> </ul>  | 37                                     | 6.6                                  |
| <b>Total</b>  | <b>564</b>                             | <b>100</b>                           |

Note. Based on a multi-response item whereby respondents could indicate more than one memorable aspect.

### 2.3.4 Choosing the Gold Coast Over the Sunshine Coast as a Destination

Participants were also questioned on whether they considered visiting the Sunshine Coast as an alternative to the Gold Coast. Seventy-four percent of respondents reported that they had not considered the Sunshine Coast, 9% had considered the Sunshine Coast but chose the Gold Coast and 17% indicated that they had already visited the Sunshine Coast previously or were planning to visit in the near future, thus influencing their decision to visit the Gold Coast.

Secondly, respondents were asked to list the reason why they chose the Gold Coast over the Sunshine Coast as their destination. A total of 269 respondents gave a reason for choosing the Gold Coast. Table 7 lists the three categories that explain why respondents chose the Gold Coast, in order of most frequent response. The majority of

respondents (70%) providing a reason for choosing the Gold Coast over the Sunshine Coast listed positive qualities of the Gold Coast as their main reason.

**Table 7**

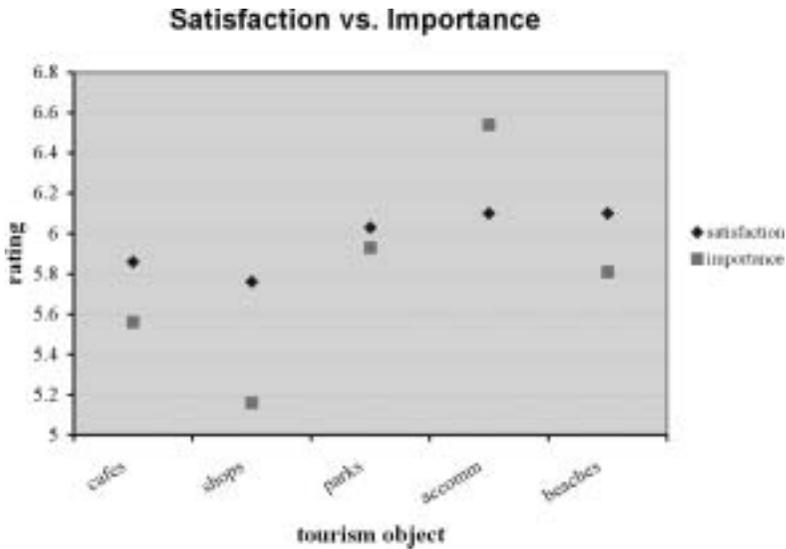
Reason for Choosing Gold Coast over Sunshine Coast as a Destination

| Reason   | Persons    | Percent choosing this response |
|--|------------|--------------------------------|
| Viewed the Gold Coast more positively (e.g., better value, entertainment, accommodation, other facilities) | 188        | 69.9                           |
| Chose Gold Coast by default (e.g., family, conference, free accommodation, closer to home)                 | 64         | 23.8                           |
| Viewed the Sunshine Coast more negatively (e.g., nicer environment, other destination had no appeal)       | 17         | 6.3                            |
| <b>Total</b>   | <b>269</b> | <b>100</b>                     |

### 2.3.5 Importance versus Satisfaction of Tourism Objects

The dissatisfied level of satisfaction did not vary much, with satisfaction with beaches highest and satisfaction with shopping lowest. In contrast, importance levels varied widely: participants attached greatest import to accommodation and least import to shopping. For each tourism object, respondents were asked to indicate their overall satisfaction with each object, as well as how important each object was to them as a component of their entire holiday. Figure 17 plots the difference in mean levels of satisfaction and importance assigned to each tourism object. The figure suggests that for all objects except accommodation, the level of satisfaction experienced by participants exceeded the level of importance they placed on the object.

Using a statistical procedure (see Appendix 9), the differences between importance and satisfaction ratings were found to be significant for each tourism object apart from theme parks/wildlife. In particular, respondents' rating of satisfaction with the restaurants/cafes, shopping and beaches were statistically greater than their ratings of how important those objects were as components of their entire stay. In contrast, respondents' rating of the importance of accommodation with regards to their entire stay outweighed their satisfaction with their accommodation.



**Figure 17**  
Level of Satisfaction versus Level of Importance Assigned to Each Object (n=803)

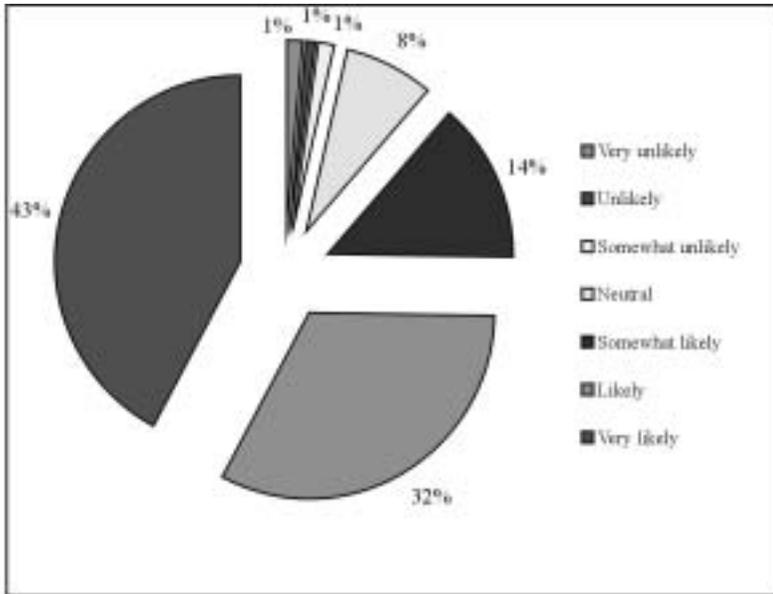
## 2.4 Recommending and/or Returning to the Gold Coast

The following section explores the likelihood of visitors recommending the Gold Coast as a tourist destination, based on their holiday experience, as well as their likelihood of returning for a holiday in the near future.

### 2.4.1 Recommending the Gold Coast as a Tourist Destination to Others

The researcher was interested in determining whether visitors to the Gold Coast were likely to engage in positive word-of-mouth by recommending the Gold Coast as a tourist destination. The majority of participants (75%) indicated they were either likely or very likely to recommend the Gold Coast as a holiday destination to other potential

visitors, with a large proportion (43%) suggesting they are very likely to recommend the Gold Coast. Fourteen percent indicated they were somewhat likely to make a recommendation. Less than 4% suggested they were unlikely to recommend the Gold Coast as a tourist destination, whilst 8% remained neutral on the subject.



**Figure 18**

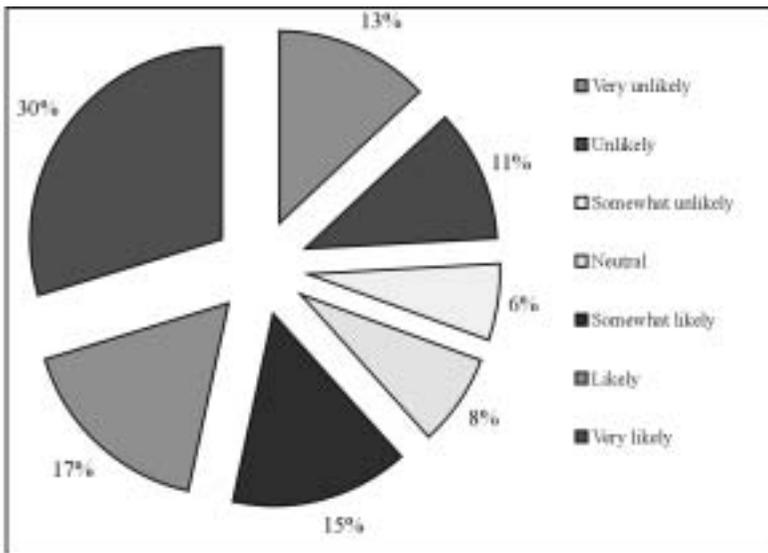
Likelihood of Recommending the Gold Coast as a Tourist Destination to Others

Using a statistical procedure (see Appendix 10), we attempted to predict the likelihood of respondents recommending the Gold Coast as a holiday based on their satisfaction levels with the tourism objects and dimensions. Overall satisfaction with the five objects accounted for 33% of the variability in likelihood to recommend the Gold Coast. Individually, all tourism objects apart from theme parks made a large contribution to this likelihood, with accommodation and shopping being the strongest predictors. Satisfaction with dimensions across objects accounted for 25% of the variability on respondents' likelihood to recommend the Gold Coast. Only the value for money

dimension and the communication dimension made significant contributions to this likelihood, with the physical environment dimension and accessibility dimensions failing to add to the prediction. In other words, the more highly the respondents rated the Gold Coast accommodation, shopping, value for money and communication, the more likely they were to recommend it as a holiday destination.

## 2.4.2 Likelihood of Returning to the Gold Coast within 12 Months

We were also interested to find out whether people intended returning to the Gold Coast within the next year. One third of participants expressed they were very likely to return to the Gold Coast for a holiday within the next 12 months, followed by 17 % who suggested it was likely they would return. In comparison, approximately one third chose somewhat unlikely to very unlikely with regards to the likelihood of return within the next 12 months. Eight percent of participants remained neutral on the subject.

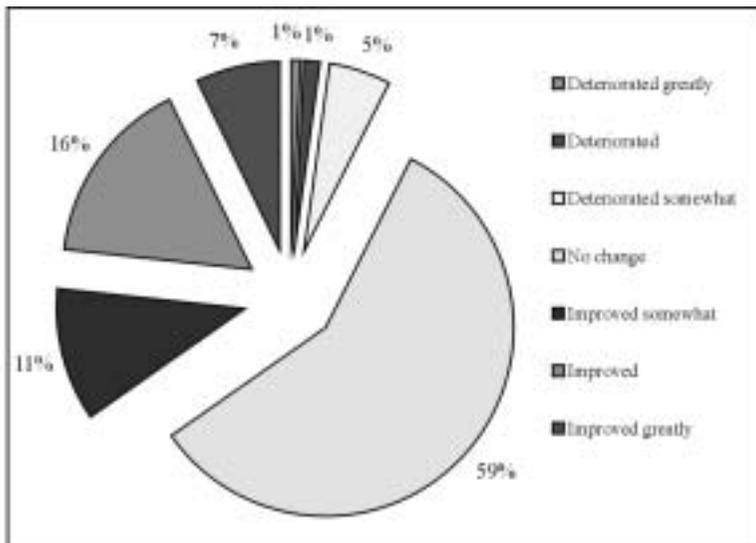


**Figure 19**  
Likelihood of Return to the Gold Coast within the next 12 Months

Again, a statistical procedure was conducted to predict the likelihood of returning to the Gold Coast within 12 months based on satisfaction with the tourism objects and dimensions. These variables were unable to predict respondents' likelihood of return, suggesting that factors other than those tested are responsible for respondents' decision to return for a holiday in the near future.

### 2.4.3 Opinion of Gold Coast in Comparison to First Impression

Sometimes there can be a discrepancy between a visitor's expectations about a destination and the actual experience. As a result, we were interested to determine how visitors' opinions may have varied once they experienced the tourism product. The majority of participants (59%) suggested that their opinion of the Gold Coast as a holiday destination remained unchanged compared to when they first arrived for their holiday. Approximately 35% indicated a positive improvement in their opinion, in contrast to approximately seven percent who suggested a deterioration in opinion (see Figure 20).



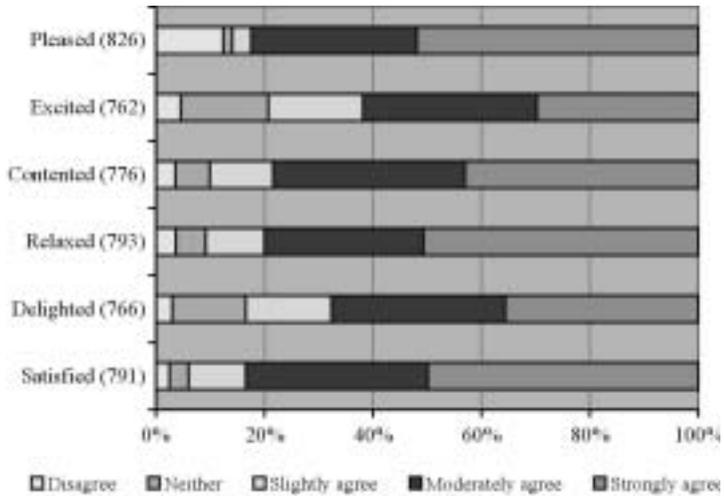
**Figure 20**  
Change in Opinion of the Gold Coast Compared to Opinion at Arrival

## **2.4.4 Match Between Promotional Material and Experience**

The questionnaire also asked whether promotional material (advertising) seen prior to a visit to the Gold Coast actually matched the visitors' experience of the Gold Coast. Of the 615 respondents who reported seeing materials, 47% felt it matched up, 42% felt it somewhat matched up, and 11% felt it did not match up. These findings suggest that the Gold Coast is being marketed to tourists in a realistic way.

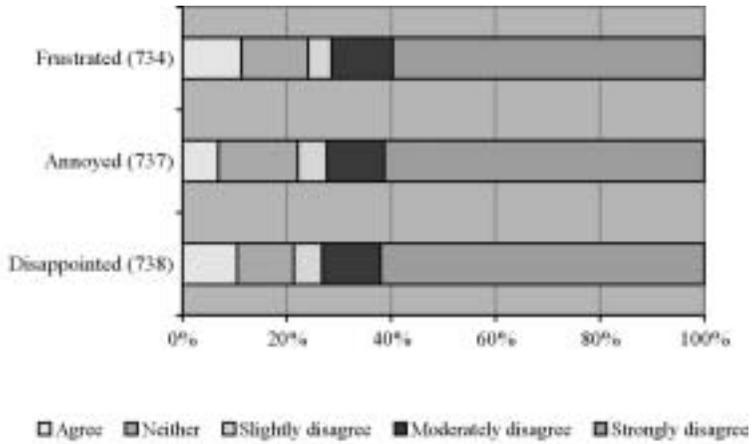
## **2.4.5 Visitors' Emotional Responses to the Gold Coast**

Figure 21 details a list of positive emotions that participants may have experienced in varying degrees during their visit to the Gold Coast. Respondents were asked to rate six positive emotions according to how strongly they agree or disagree to experiencing each adjective on a seven-point scale. The variation in number of respondents on each item may be due to the order effects in which the items were presented (i.e., 'pleased' was the first item listed, and respondents may have chosen to answer only the first item). Approximately 50% strongly agreed that they felt pleased, relaxed, and satisfied with their stay on the Gold Coast, with a further 30% indicating they moderately agree with those statements. Less than 5% disagreed that they experienced any of the above positive emotions excepting 'pleased', whereby approximately 15% disagreed with the statement.



**Figure 21**  
Rate of Positive Emotions Expressed by Visitors to the Gold Coast

Respondents were also asked to rate their experience of three negative emotions during their stay on the Gold Coast. The majority of participants (60%) strongly disagreed that they felt frustrated, annoyed, or disappointed with their visit to the Gold Coast. Ten percent agreed that they experienced frustration and/or disappointment during their stay, and 10–15% neither agreed nor disagreed with the negative statements.



**Figure 22**  
Rate of Negative Emotions Expressed by Visitors to the Gold Coast

## **3. Conclusions**

This study sought to collect a range of information about visitor satisfaction with the Gold Coast region as a tourist destination. As such, it provides vital baseline data for the ongoing monitoring of the quality of Gold Coast tourism services, from the tourists' perspective. The overall satisfaction with the Gold Coast as a tourist destination was high, with a large proportion of visitors indicating that they would recommend the destination to others. This section briefly comments on each of the tourist objects investigated and makes some suggestions for future research.

### **3.1 Restaurants and Cafes**

In general, respondents were satisfied with the quality of Gold Coast restaurants and cafes. In particular, the accessibility was highly satisfying. Although dissatisfaction was minimal the three areas receiving most poor ratings were: value for money, service and communication style of staff. While all the dimensions were shown to be significant predictors of satisfaction with restaurants and cafes, most increases in satisfaction are likely to arise through attention to service and staff communication. Here the focus is on moving people from satisfied to very satisfied. Thus excelling in service delivery.

### **3.2 Shopping**

Overall, respondents were satisfied with the shopping experience on the Gold Coast. Accessibility of shopping outlets was rated highly. Most dissatisfaction appears to arise with value for money and communication style of staff, although the percentages are quite low. Once again, all dimensions contribute to overall satisfaction with shopping on the Gold Coast. In particular, attention to issues of staff communication and value for money are likely to increase satisfaction with shopping outlets.

### **3.3 Theme Parks and Wildlife**

The strongest levels of satisfaction for theme parks were associated with the park's physical environment and communication style of staff. Theme parks were a memorable experience for visitors to the Gold Coast and it appears the maintenance and evolution of this sector is important for the longer-term attractiveness of the destination. Three dimensions (the physical environment, service and value for money) were shown to be important predictors of overall satisfaction with theme parks. In particular, increases in satisfaction with the environment and value for money are likely to result in enhancing overall satisfaction with theme parks.

### **3.4 Accommodation**

The accommodation sector of the Gold Coast was rated positively. Strong ratings of satisfaction were noted for all dimensions. The communication style of staff stood out as especially positive, although some visitors also experienced dissatisfaction with this dimension. Accommodation was especially important as a component of the overall holiday experience. Interestingly, this object showed the biggest "gap" between levels of satisfaction achieved and importance. As a result, it is recommended that accommodation proprietors continue to work on customer satisfaction. All of the dimensions were important predictors of overall satisfaction with accommodation. However, the physical environment, service and value for money made the most unique contribution to achieved satisfaction levels.

### **3.5 Beaches**

The Gold Coast beaches were positively evaluated by visitors, as demonstrated by strong levels of satisfaction for all dimensions. Three of the dimensions were significant predictors of overall satisfaction with beaches: the environment; service; and value. The most important of these is the environment, which included the conditions experienced at the beaches, as well as the physical environment. As satisfaction with this dimension increases so does overall satisfaction with the Gold Coast beaches.

### **3.6 Overall Satisfaction with the Gold Coast**

As part of their satisfaction with the overall experience of the Gold Coast, participants rated accommodation as the most important object. Similarly, the results of the statistical analysis supported that any increases in levels of satisfaction with accommodation would result in overall satisfaction with the Gold Coast as a destination increasing. Other tourism objects to contribute to overall satisfaction with the Gold Coast included the beaches and restaurants.

Based on qualitative remarks made by participants, the three most memorable aspects of a visit to the Gold Coast were the theme parks, the lifestyle offered and the beaches. The theme parks offered many a chance to watch family members enjoy themselves, whereas the lifestyle and beach provided a sense of peace and relaxation. The Gold Coast appears as a highly satisfying tourist destination with a good range of tourist activities and services on offer. Swimming, seeing the natural environment and getting a suntan were common activities among respondents. Respondents viewed visits to the hinterland and national parks very positively.

In general, the impression of the Gold Coast that visitors held after arriving either improved or remained as previously held, thus showing a good match between expectations and perceptions. Similarly, visitors felt the marketing material for the Gold Coast matched what they had experienced on their visit. Some 60% of visitors indicated they would return to the Gold Coast within the next 12 months and almost 90% indicated a likelihood of recommending the destination to others.

### **3.7 Other**

Weather seems to directly influence how visitors perceive satisfaction with various objects. Not surprisingly poor weather led to lower levels of satisfaction. As a result, it is an area where some attention may be possible. For instance, it may be possible to devise a ‘Guide to Enjoying the Gold Coast in Wet Weather’.

### 3.8 Further Research

Although the information received from the participants is generally favourable, there are some areas where further investigation may be warranted:

1. This study provides important baseline data, which needs to be replicated periodically for full value to be realised. Thus, it is recommended replicating this study using the same questionnaire and method on a biannual basis in order to monitor and track satisfaction. Such an approach will make possible the monitoring of improvements and deficiencies in service quality, as reflected in visitor satisfaction measures.
2. The value for money at some of the tourism objects resulted in expressions of dissatisfaction. Some attention to increasing *perceptions* of value for money may be useful. Further, some additional research into how perceptions of value are formed may be warranted.
3. Some concerns over the public transport system were expressed in open-ended questions. For instance, some respondents mentioned concerns over consistency of fares and friendliness of drivers. Further research into satisfaction with the transport system may be helpful, as the information received was primarily qualitative.

In conclusion, this study has found a high level of satisfaction with the Gold Coast as a tourist destination. Nevertheless, the maintenance of service quality at current levels (no matter how good they are) is not enough in an increasingly competitive environment where benchmarks are constantly rising. Similarly, tourists are becoming more critical and demanding, always seeking higher standards and better value for their money. Thus, studies such as this need to be complemented by audits of procedures adopted by organisations to improve the quality of service and by reference to industry best practice in these areas.

# Appendix 1: Gold Coast Tourism Satisfaction Questionnaire



# 1999 Gold Coast Tourism Satisfaction Questionnaire

**THANK YOU FOR AGREEING TO COMPLETE THIS QUESTIONNAIRE. PLEASE READ THE FOLLOWING INSTRUCTIONS BEFORE COMPLETING THE QUESTIONNAIRE:**

This questionnaire seeks to obtain information about your holiday experience while on the Gold Coast. The questionnaire is being conducted by Griffith University and the Cooperative Research Council (CRC) for Sustainable Tourism. Your answers are entirely *confidential and anonymous* – please do not write your name on the questionnaire. Most questions can be answered by circling the number that corresponds to your satisfaction with a particular aspect of your tourist experience. For example, if you were satisfied with the hours of opening of restaurants and cafes, you would circle number '6':

| How satisfied were you with:                                 | Very Dissatisfied | Dissatisfied | Somewhat Dissatisfied | Neither Satisfied nor Dissatisfied | Somewhat Satisfied | Satisfied | Very Satisfied |
|--|-------------------|--------------|-----------------------|------------------------------------|--------------------|-----------|----------------|
| 1. the hours of opening of Gold Coast restaurants and cafes? | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |

### Section A. Restaurants And Cafes

Did you eat out at any a la carte, sit down restaurants or cafes during your visit to the Gold Coast? If you did not, please go directly to Section B. If you did, please answer the following questions.

| How satisfied were you with:   | Very Dissatisfied | Dissatisfied | Somewhat Dissatisfied | Neither Satisfied nor Dissatisfied | Somewhat Satisfied | Satisfied | Very Satisfied |
|--|-------------------|--------------|-----------------------|------------------------------------|--------------------|-----------|----------------|
| 1. the value for money of Gold Coast restaurants and cafes?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 2. the accessibility of Gold Coast restaurants and cafes?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 3. the level of service at Gold Coast restaurants and cafes?   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 4. the physical set-up of Gold Coast restaurants and cafes?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 5. the communication style used by staff at Gold Coast restaurants and cafes?                          | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 6. the prices you had to pay when eating out at Gold Coast restaurants and cafes?                      | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 7. the hours of opening of Gold Coast restaurants and cafes?   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 8. the consistency of the service in Gold Coast restaurants and cafes?                                 | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 9. the level of personal safety you experienced at Gold Coast restaurants and cafes?                   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 10. the willingness of Gold Coast restaurant and cafe service personnel to help you?                   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 11. your overall experience of Gold Coast restaurants and cafes?                                       | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
|  | Very Unimportant  | Unimportant  | Somewhat Unimportant  | Neutral                            | Somewhat Important | Important | Very Important |
| 12. How important to you were restaurants and cafes as a component of your overall holiday experience? | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |

13. Where were the restaurants and cafes that you used most during your holiday? (For example, Surfers Paradise, Main

Beach, Broadbeach, Coolangatta, Burleigh Heads etc.) Please list up to three locations below:

---

## Section B. Shopping

Did you shop at any retail outlets during your visit to the Gold Coast? If you did not, please go directly to Section C. If you did, please answer the following questions ...

| How satisfied were you with:   | Very Dissatisfied | Dissatisfied | Somewhat Dissatisfied | Neither Satisfied nor Dissatisfied | Somewhat Satisfied | Satisfied | Very Satisfied |
|--|-------------------|--------------|-----------------------|------------------------------------|--------------------|-----------|----------------|
| 14. the value for money of Gold Coast shopping?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 15. the accessibility of Gold Coast shops?   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 16. the level of service at Gold Coast shops?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 17. the physical set-up of Gold Coast shops?   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 18. the communication style used by staff at Gold Coast shops?                           | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 19. the prices you had to pay when shopping on the Gold Coast?                           | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 20. the hours of opening of Gold Coast shops?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 21. the consistency of the service in Gold Coast shops?                                  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 22. the level of personal safety you experienced at Gold Coast shops?                    | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 23. the willingness of Gold Coast retail service personnel to help you?                  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 24. your overall experience of Gold Coast shopping?                                      | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
|  | Very Unimportant  | Unimportant  | Somewhat Unimportant  | Neutral                            | Somewhat Important | Important | Very Important |
| 25. How important to you was shopping as a component of your overall holiday experience? | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |

26. Which shopping centres or areas did you shop at most during your holiday? Please record your answer below:

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**Section C. Wildlife And Amusement Parks**

Did you visit any wildlife and/or amusement parks (e.g., Currumbin Bird Sanctuary, Sea World) during your visit to the Gold Coast? If you did not, please go directly to Section D. If you did, please answer the following questions ...

| <b>How satisfied were you with:</b>   | <b>Very Dissatisfied</b> | <b>Dissatisfied</b> | <b>Somewhat Dissatisfied</b> | <b>Neither Satisfied nor Dissatisfied</b> | <b>Somewhat Satisfied</b> | <b>Satisfied</b> | <b>Very Satisfied</b> |
|---|--------------------------|---------------------|------------------------------|---|---------------------------|------------------|-----------------------|
| 27. the value for money of Gold Coast wildlife and amusement parks?   | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 28. the accessibility of Gold Coast wildlife and amusement parks?   | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 29. the level of service at Gold Coast wildlife and amusement parks?  | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 30. the physical set-up of Gold Coast wildlife and amusement parks?   | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 31. the communication style used by staff at Gold Coast wildlife and amusement parks?                         | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 32. the prices you had to pay at wildlife and amusement parks on the Gold Coast?                              | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 33. the hours of opening of Gold Coast wildlife and amusement parks?  | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 34. the consistency of the service in Gold Coast wildlife and amusement parks?                                | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 35. the level of personal safety you experienced at Gold Coast wildlife and amusement parks?                  | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 36. the willingness of Gold Coast wildlife and amusement park service personnel to help you?                  | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
| 37. your overall experience of Gold Coast wildlife and amusement parks?                                       | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |
|   | <b>Very Unimportant</b>  | <b>Unimportant</b>  | <b>Somewhat Unimportant</b>  | <b>Neutral</b>                            | <b>Somewhat Important</b> | <b>Important</b> | <b>Very Important</b> |
| 38. How important to you were wildlife and amusement parks as a component of your overall holiday experience? | 1                        | 2                   | 3                            | 4   | 5                         | 6                | 7                     |

39. Which wildlife and/or amusement park(s) did you visit during your holiday? Please record your answer below:

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## Section D. Accommodation

Did you pay for accommodation during your visit to the Gold Coast? If you did not, please go directly to Section E. If you did, please answer the following questions ...

| How satisfied were you with:  | Very Dissatisfied | Dissatisfied | Somewhat Dissatisfied | Neither Satisfied nor Dissatisfied | Somewhat Satisfied | Satisfied | Very Satisfied |
|---|-------------------|--------------|-----------------------|------------------------------------|--------------------|-----------|----------------|
| 40. the value for money of Gold Coast accommodation?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 41. the accessibility of Gold Coast accommodation?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 42. the level of service at Gold Coast accommodation?   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 43. the physical set-up of Gold Coast accommodation?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 44. the communication style used by staff at Gold Coast accommodation?                        | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 45. the prices you had to pay for accommodation on the Gold Coast?                            | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 46. the hours of operation of Gold Coast accommodation?                                       | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 47. the consistency of the service in Gold Coast accommodation?                               | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 48. the level of personal safety you experienced at Gold Coast accommodation?                 | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 49. the willingness of Gold Coast accommodation service personnel to help you?                | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 50. your overall experience of Gold Coast accommodation?                                      | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
|   | Very Unimportant  | Unimportant  | Somewhat Unimportant  | Neutral                            | Somewhat Important | Important | Very Important |
| 51. How important to you was accommodation as a component of your overall holiday experience? | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |

52. In what area of the Gold Coast was your accommodation located? Please record your answer below:

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## Section E. Beaches

Did you visit any beaches during your visit to the Gold Coast? If you did not, please go directly to Section F. If you did, please answer the following questions ...

| How satisfied were you with:  | Very Dissatisfied | Dissatisfied | Somewhat Dissatisfied | Neither Satisfied nor Dissatisfied | Somewhat Satisfied | Satisfied | Very Satisfied |
|---|-------------------|--------------|-----------------------|------------------------------------|--------------------|-----------|----------------|
| 53. the value for money of the Gold Coast as a beach destination?                                   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 54. the accessibility of Gold Coast beaches?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 55. the level of service (e.g., lifeguarding, information) at Gold Coast beaches?                   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 56. the physical environment of Gold Coast beaches?   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 57. the communication style used by lifeguards or other officials at Gold Coast beaches?            | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 58. the price you had to pay to facilitate a visit to the beach on the Gold Coast?                  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 59. the hours that Gold Coast beaches are patrolled by surf lifeguards?                             | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 60. the consistency of conditions at Gold Coast beaches?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 61. the level of personal safety you experienced at Gold Coast beaches?                             | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 62. the willingness of Gold Coast lifeguards or other officials to help you?                        | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
| 63. your overall experience of Gold Coast beaches?  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |
|   | Very Unimportant  | Unimportant  | Somewhat Unimportant  | Neutral                            | Somewhat Important | Important | Very Important |
| 64. How important to you were Gold Coast beaches as a component of your overall holiday experience? | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              |

65. Which beach(es) did you visit during your holiday? Please record your answer below:

- \_\_\_\_\_

**Section F. Activities/Services**

Please indicate your level of satisfaction with each of the following activities as you experienced them during your visit to the Gold Coast. If you did not participate in the activity, please indicate so by circling the number 8.

| How satisfied were you with                                    | Very Dissatisfied | Dissatisfied | Somewhat Dissatisfied | Neither Satisfied nor Dissatisfied | Somewhat Satisfied | Satisfied | Very Satisfied | Did not participate in |
|--|-------------------|--------------|-----------------------|------------------------------------|--------------------|-----------|----------------|------------------------|
| 66. Handmaking   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 67. Fishing  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 68. Meeting local people                                       | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 69. Clothing   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 70. Playing poker machines or gaming tables at a casino        | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 71. Playing poker machines at other venues (e.g., clubs, pubs) | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 72. Organised tours  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 73. Taxi services  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 74. Limousine services   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 75. Public buses   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 76. Rental cars  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 77. Getting a suntan   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 78. Seeing the natural environment                             | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 79. Canal cruising   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 80. Swimming   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 81. Surfing  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 82. Other water sports   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 83. Visiting a National Park                                   | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 84. Visiting the Hinterland area                               | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 85. Sampling locally produced food / beer / wine               | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 86. Attending local festivals                                  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 87. Going to pubs / bars / night clubs                         | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 88. Hugging a koala and/or feeding native                      | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 89. Eating exotic local foods                                  | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |
| 90. Visiting art galleries                                     | 1                 | 2            | 3                     | 4                                  | 5                  | 6         | 7              | 8                      |

## Section G. Overall Experience Ratings

Overall, how do you *feel* about your Gold Coast holiday experience?

| Are you:                               | Strongly Disagree | Moderately Disagree | Slightly Disagree | Neither Agree nor Disagree | Slightly Agree | Moderately Agree | Strongly Agree |
|--|-------------------|---------------------|-------------------|----------------------------|----------------|------------------|----------------|
| 91. pleased?                           | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 92. frustrated?                        | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 93. excited?                           | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 94. annoyed?                           | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 95. contented?                         | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 96. disappointed?                      | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 97. relaxed?                           | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 98. delighted?                         | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 99. satisfied?                         | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |
| 100. other (please describe):<br>_____ | 1                 | 2                   | 3                 | 4                          | 5              | 6                | 7              |

### Section H. General Information

**101.** How did you get to the Gold Coast?

- <sub>1</sub> private car   
 <sub>3</sub> rental car   
 <sub>5</sub> aeroplane   
 <sub>7</sub> other (please specify): \_\_\_\_\_  
<sub>2</sub> bus   
 <sub>4</sub> train   
 <sub>6</sub> motor cycle   
 \_\_\_\_\_

**102.** How long is/was your stay at the Gold Coast?

- <sub>1</sub> 2 nights   
 <sub>3</sub> 5 – 7 nights   
 <sub>5</sub> 15 days – 1 month  
<sub>2</sub> 3 – 4 nights   
 <sub>4</sub> 8 – 14 nights   
 <sub>6</sub> longer than 1 month

**103.** Where did you stay?

- <sub>1</sub> high rise apartment   
 <sub>2</sub> 5 star hotel  
<sub>3</sub> camping or caravan park   
 <sub>4</sub> hostel/backpackers  
<sub>5</sub> low rise apartment   
 <sub>6</sub> 4 star hotel  
<sub>7</sub> with friend(s) or family   
 <sub>8</sub> timeshare facility  
<sub>9</sub> budget hotel/motel   
 <sub>10</sub> other (please specify): \_\_\_\_\_

**104.** What was the main purpose for your visit to the Gold Coast?

- <sub>1</sub> holiday   
 <sub>2</sub> honeymoon   
 <sub>3</sub> conference  
<sub>4</sub> other (please specify): \_\_\_\_\_

**105.** How was the weather (generally) during your stay on the Gold Coast?

- <sub>1</sub> sunny   
 <sub>2</sub> mainly fine   
 <sub>3</sub> overcast   
 <sub>4</sub> showery   
 <sub>5</sub> rainy

**106.** If you saw promotional material advertising the Gold Coast before your visit, did your experience match the advertising?

- <sub>1</sub> yes      <sub>2</sub> somewhat      <sub>3</sub> no  
<sub>4</sub> did not see any promotional or advertising material

**107.** Did other tourists cause you concern in any way?

- <sub>1</sub> no    <sub>2</sub> somewhat  
<sub>3</sub> yes If 'somewhat' or 'yes', in what way?: \_\_\_\_\_

**108**      What would you say is the most memorable aspect of your Gold Coast visit?

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**109**      Thinking back over your holiday, were there any things that you would like changed that would improve your satisfaction?

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**110**      Did you consider visiting the Sunshine Coast rather coming to the Gold Coast for this visit? If so, why did you choose the Gold Coast rather than the Sunshine Coast?

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|   | Deteriorated Greatly | Deteriorated | Deteriorated Somewhat | No Change | Improved Somewhat  | Improved  | Improved Greatly |
|---|----------------------|--------------|-----------------------|-----------|--------------------|-----------|------------------|
| 111. Compared to when you first arrived, how has your opinion of the Gold Coast as a holiday destination changed? | 1                    | 2            | 3                     | 4         | 5                  | 6         | 7                |
|   | Very Dissatisfied    | Dissatisfied | Somewhat Dissatisfied | Neutral   | Somewhat Satisfied | Satisfied | Very Satisfied   |
| 112. Overall, how satisfied are you with your stay at the Gold Coast?   | 1                    | 2            | 3                     | 4         | 5                  | 6         | 7                |
|   | Very Unlikely        | Unlikely     | Somewhat Unlikely     | Neutral   | Somewhat Likely    | Likely    | Very Likely      |
| 113. How likely are you to return to the Gold Coast for a holiday within the next 12 months?                      | 1                    | 2            | 3                     | 4         | 5                  | 6         | 7                |
|   | Very Unlikely        | Unlikely     | Somewhat Unlikely     | Neutral   | Somewhat Likely    | Likely    | Very Likely      |
| 114. How likely are you to recommend the Gold Coast as a tourist destination to others?                           | 1                    | 2            | 3                     | 4         | 5                  | 6         | 7                |

## Section I. About Yourself

**Finally, we would like to ask you some questions about yourself.**

(This is just to see if the answers given to the above questions are different for different groups of people.)

**115** Including this current visit, how many times have you visited the Gold Coast?

- <sub>1</sub> once (first visit)    <sub>2</sub> twice    <sub>3</sub> three times  
<sub>4</sub> four times    <sub>5</sub> five times or more

**116** Are you:    <sub>1</sub> female    <sub>2</sub> male

**117** Are you:    <sub>1</sub> married    <sub>2</sub> de facto    <sub>3</sub> single

**118** How many dependent children did you bring with you on this holiday? <sub>6</sub> none    <sub>1</sub> 1    <sub>2</sub> 2    <sub>3</sub> 3    <sub>4</sub> 4    <sub>5</sub> 5 or more

**119** How old are you? \_\_\_\_ years

**120** Which of the following best describes the highest level of education you have already completed? (*Please tick one only*)

- <sub>1</sub> Year 10 or Year 11    <sub>2</sub> Year 12 / HSC  
<sub>3</sub> TAFE or Trade qualification    <sub>4</sub> College / University  
<sub>5</sub> Other (*please specify*) \_\_\_\_\_





## Appendix 2: Letter of Instructions to Participants

1999 Gold Coast Tourism Satisfaction Questionnaire  
September – October 1999  
Dear Visitor to the Gold Coast

### How satisfied were you with your Gold Coast experience?

As someone visiting, or who has just visited, the Gold Coast, we are seeking your help in completing the enclosed questionnaire. We are interested in *Your* views concerning your trip to the Gold Coast, and anticipate that it will take you around 10 minutes to complete the questionnaire.

Simply by sharing your views on your Gold Coast visit, you can *Win A Fabulous First Prize Of One Week's Holiday At An Interval International Affiliated Resort!!* These resorts are located throughout Australia and New Zealand in areas such as the Gold Coast, Coffs Harbour and Port Macquarie (NSW), Rosebud (Vic), Port Sorell (Tas), and Mt Maunganui, Taupo and Queenstown (NZ). Second prize is a **\$250 Myer/Grace Bros Shopping Voucher**. (Please see the prize coupon for further details and conditions of entry.)

- To enter the prize draw, all you need to do is:
- Fill in the questionnaire
- To go into the prize draw, fill in your details on the enclosed prize coupon
- Place the prize coupon in the *Small* envelope and seal
- Place the *Small* envelope and the questionnaire into the 'reply paid' envelope
- Pop the 'reply paid' envelope in the post!

All information gathered is completely confidential, and will be analysed and reported in an aggregated format. You will remain completely anonymous at all times (we ask that you do not write your

name or any other identifying information on the questionnaire). Questionnaires will be separated from the small sealed envelopes containing the prize coupon information by university staff, so you will not be associated with the questionnaire in any way. Names will not be kept other than the two prize winners (for purpose of prize disbursement only). Names will not be provided to any other parties. If you wish to complete the questionnaire, but do not wish to enter the prize draw, please just return the questionnaire.

Many thanks for your (anticipated) participation in this project!

Dr Beverley Sparks  
Associate Professor in Hotel Management

# Appendix 3: Letter of Introduction to Distributors

1999 Gold Coast Tourism Satisfaction Questionnaire  
September 1999

Dear Sir or Madam

Re: 1999 Gold Coast Tourism Satisfaction Survey

Thank you for agreeing to facilitate the above survey by distributing questionnaires to potential respondents. By gathering information about *domestic* tourists' satisfaction levels with different aspects of their holiday, the survey aims to compile information, which may assist in maintaining and enhancing a quality holiday experience for Gold Coast visitors. The project, supported by Griffith University and the Gold Coast Tourism Bureau, is funded by the *Cooperative Research Centre for Sustainable Tourism, Gold Coast City Council*, and industry.

As we require responses from **domestic tourists** towards the end of their stay, we ask that you distribute one survey package to each applicable unit/room on the day before your guests are scheduled to depart. Each survey package comprises one A4 envelope containing:

- the questionnaire,
- an introductory letter, including a tear-off coupon to enter the prize draw,
- a small envelope to seal their prize coupon in, and
- a 'reply paid' envelope to return the completed questionnaire and prize coupon.

The introductory letter will encourage each guest to complete the questionnaire, and place it, together with their prize draw coupon, in the reply paid envelope provided. Should guests leave the reply paid envelope containing the questionnaire with your staff, we would

appreciate your assistance in arranging for its postage back to the University.

Should you have any queries regarding any component of the survey, please do not hesitate to contact my senior research assistant, Tess Collie (phone 55 948 298). Many thanks again for your kind assistance with this research project.

Yours faithfully

Dr Beverley Sparks  
Associate Professor in Hotel Management

## Appendix 4: Satisfaction with Tourism Objects and Their Dimensions

In order to calculate the levels of satisfaction using the summated variables (value, accessibility, service, environment and communication style), the following cut-offs were applied:

- 1: very dissatisfied
- 1.5-2: highly dissatisfied
- 2.5-3.5: moderately dissatisfied
- 4: neutral
- 4.5-5.5 moderately satisfied
- 6-6.5: highly satisfied
- 7: 100% satisfied

That is, in order to be categorised as 100% satisfied for a particular object dimension, respondents must have circled a '7' for both items pertaining to that dimension.

**Table 8**

Percentage of Respondents Reporting Various Levels of Satisfaction with Restaurant and Cafe Dimensions

|                  | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
|------------------|-------------------|--------------|-----------------------|---------|--------------------|-----------|----------------|
| 1. value         | 0.5               | 1.8          | 7.8                   | 7.6     | 33.5               | 41.1      | 7.6            |
| 2. accessibility | 0.1               | 0.1          | 1.3                   | 2.6     | 20.5               | 53.8      | 21.6           |
| 3. service       | 0.5               | 0.9          | 4.5                   | 4.4     | 28.9               | 49.8      | 10.9           |
| 4. environment   | 0.2               | 0.2          | 1.8                   | 3.7     | 27.2               | 54.0      | 12.7           |
| 5. comm'n style  | 0.5               | 1.2          | 3.2                   | 3.2     | 29.3               | 49.4      | 13.1           |

**Table 9**

Percentage of Respondents Reporting Various Levels of Satisfaction with Shopping Dimensions

|                  | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
|------------------|-------------------|--------------|-----------------------|---------|--------------------|-----------|----------------|
| 1. value         | 0.8               | 1.7          | 8.6                   | 9.2     | 34.2               | 38.3      | 7.0            |
| 2. accessibility | 0.3               | 0.4          | 3.2                   | 4.3     | 27.8               | 49.2      | 14.8           |
| 3. service       | 0.1               | 0.7          | 3.2                   | 6.2     | 33.3               | 46.3      | 10.3           |
| 4. environment   | 0.3               | 0.2          | 1.8                   | 4.2     | 32.0               | 50.4      | 11.3           |
| 5. comm.'n style | 0.3               | 0.5          | 4.3                   | 6.2     | 32.6               | 44.8      | 11.3           |

**Table 10**

Percentage of Respondents Reporting Various Levels of Satisfaction with Theme Park/Wildlife Dimensions

|                  | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
|------------------|-------------------|--------------|-----------------------|---------|--------------------|-----------|----------------|
| 1. value         | 1.9               | 3.5          | 16.8                  | 9.7     | 39.1               | 22.9      | 6.2            |
| 2. accessibility | 0.2               | 1.1          | 5.1                   | 6.5     | 34.4               | 43.2      | 9.5            |
| 3. service       | 0.5               | 0.3          | 3.1                   | 4.6     | 23.3               | 51.3      | 17.0           |
| 4. environment   | 0.2               | 0            | 0.9                   | 3.2     | 19.7               | 53.5      | 22.5           |
| 5. comm.'n style | 0.3               | 0.2          | 1.6                   | 3.5     | 20.6               | 51.2      | 22.9           |

**Table 11**

Percentage of Respondents Reporting Various Levels of Satisfaction with Accommodation Dimensions

|                  | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
|------------------|-------------------|--------------|-----------------------|---------|--------------------|-----------|----------------|
| 1. value         | 0.5               | 1.2          | 6.0                   | 3.7     | 23.8               | 43.7      | 21.1           |
| 2. accessibility | 0.4               | 0.1          | 1.2                   | 1.9     | 19.2               | 54.5      | 22.7           |
| 3. service       | 0.4               | 1.2          | 3.5                   | 4.0     | 19.8               | 45.0      | 26.0           |
| 4. environment   | 0.4               | 0.3          | 0.8                   | 1.2     | 17.7               | 51.2      | 28.4           |
| 5. comm.'n style | 1.1               | 0.7          | 4.2                   | 2.5     | 17.1               | 44.0      | 30.5           |

**Table 12**

Percentage of Respondents Reporting Various Levels of Satisfaction with Beaches Dimensions

|                  | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
|------------------|-------------------|--------------|-----------------------|---------|--------------------|-----------|----------------|
| 1. value         | 0                 | 0            | 1.9                   | 6.9     | 25.3               | 45.9      | 20.0           |
| 2. accessibility | 0                 | 0            | 1.1                   | 1.6     | 21.0               | 52.7      | 23.8           |
| 3. service       | 0.2               | 0            | 2.2                   | 4.4     | 23.0               | 51.7      | 18.5           |
| 4. environment   | 0.2               | 0.3          | 2.9                   | 2.7     | 19.0               | 53.8      | 21.3           |
| 5. comm.'n style | 0.3               | 0            | 1.0                   | 15.1    | 18.2               | 43.0      | 22.5           |

# Appendix 5: Satisfaction with Accommodation Types

**Table 13**

Percentage of Respondents Reporting Various Levels of Satisfaction with Accommodation Dimensions According to Type of Accommodation Used

|                         | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
|-------------------------|-------------------|--------------|-----------------------|---------|--------------------|-----------|----------------|
| <b>1. value</b>         |                   |              |                       |         |                    |           |                |
| high rise apartment     | 0                 | 1.2          | 5.7                   | 4.1     | 25.3               | 42.0      | 21.6           |
| 5-star hotel            | 0                 | 0.8          | 2.4                   | 3.9     | 21.7               | 46.5      | 24.8           |
| low rise apt            | 0                 | 0.7          | 6.8                   | 2.0     | 19.1               | 53.8      | 17.7           |
| 4-star hotel            | 3.0               | 3.0          | 7.0                   | 4.0     | 20.8               | 38.6      | 23.8           |
| timeshare property      | 0                 | 0            | 3.3                   | 4.9     | 21.4               | 45.9      | 24.6           |
| <b>2. accessibility</b> |                   |              |                       |         |                    |           |                |
| high rise apartment     | 0.4               | 0.4          | 1.2                   | 1.6     | 22.9               | 51.9      | 21.6           |
| 5-star hotel            | 0                 | 0            | 0                     | 0.8     | 13.3               | 54.7      | 31.3           |
| low rise apt            | 0                 | 0            | 2.1                   | 2.1     | 15.1               | 60.3      | 20.5           |
| 4-star hotel            | 2.0               | 0            | 0                     | 4.0     | 15.8               | 53.5      | 24.8           |
| timeshare property      | 0                 | 0            | 1.6                   | 0       | 24.6               | 54.1      | 19.7           |
| <b>3. service</b>       |                   |              |                       |         |                    |           |                |
| high rise apartment     | 0.8               | 1.2          | 3.6                   | 5.3     | 22.1               | 46.5      | 20.4           |
| 5-star hotel            | 0                 | 0            | 2.4                   | 1.6     | 12.6               | 45.3      | 38.3           |
| low rise apt            | 0                 | 1.4          | 2.7                   | 2.1     | 11.0               | 50.0      | 32.9           |
| 4-star hotel            | 1.0               | 1.0          | 7.0                   | 5.0     | 14.9               | 37.6      | 33.7           |
| timeshare property      | 0                 | 0            | 0                     | 1.6     | 19.6               | 44.3      | 34.4           |
| <b>4. environment</b>   |                   |              |                       |         |                    |           |                |
| high rise apartment     | 0.4               | 0.4          | 0.8                   | 1.2     | 16.2               | 53.3      | 27.6           |
| 5-star hotel            | 0                 | 0            | 0                     | 0       | 13.2               | 47.3      | 39.5           |
| low rise apt            | 0                 | 0            | .7                    | 0       | 13.9               | 56.6      | 24.8           |
| 4-star hotel            | 1.0               | 1.0          | 1.0                   | 5.0     | 8.9                | 51.5      | 31.7           |
| timeshare property      | 0                 | 0            | 0                     | 0       | 21.4               | 50.8      | 27.9           |

Appendix 5

|                         | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
|-------------------------|-------------------|--------------|-----------------------|---------|--------------------|-----------|----------------|
| <b>5. comm.'n style</b> |                   |              |                       |         |                    |           |                |
| high rise apartment     | 1.6               | 1.2          | 5.2                   | 2.0     | 20.5               | 43.3      | 26.1           |
| 5-star hotel            | 0                 | 0            | 0.8                   | 0.8     | 11.6               | 41.9      | 45.0           |
| Low rise apt            | 0.7               | 0.7          | 5.6                   | 2.1     | 13.8               | 53.1      | 24.1           |
| 4-star hotel            | 2.0               | 0            | 4.0                   | 5.0     | 14.9               | 39.6      | 34.7           |
| timeshare property      | 0                 | 0            | 0                     | 0       | 21.3               | 41.0      | 37.7           |

## Appendix 6: Differences in Satisfaction Level According to Gender and Weather

A series of one-way **Anovas** were run on the levels of satisfaction to determine any differences according to gender, age, marital status, and the type of weather experienced whilst staying on the Gold Coast. The alpha level of significance was adjusted to .01 because five planned comparisons were run on each independent variable.

**Table 14**

Satisfaction Levels with Tourism Objects According to Gender

| Object                      | N   | Mean | SD   | df            | F             | sig         |
|-----------------------------|-----|------|------|---------------|---------------|-------------|
| <b>Accommodation</b>        |     |      |      | <b>1, 730</b> | <b>4.838</b>  | <b>.028</b> |
| Female                      | 480 | 6.15 | 1.05 |               |               |             |
| Male                        | 252 | 5.97 | 1.02 |               |               |             |
| <b>Beaches</b>              |     |      |      | <b>1, 622</b> | <b>15.626</b> | <b>.000</b> |
| Female                      | 428 | 6.21 | .93  |               |               |             |
| Male                        | 196 | 5.87 | 1.10 |               |               |             |
| <b>Cafes/Restaurants</b>    |     |      |      | <b>1, 780</b> | <b>13.379</b> | <b>.000</b> |
| Female                      | 521 | 5.95 | .95  |               |               |             |
| Male                        | 261 | 5.68 | 1.04 |               |               |             |
| <b>Shopping</b>             |     |      |      | <b>1, 767</b> | <b>16.881</b> | <b>.000</b> |
| Female                      | 522 | 5.88 | .95  |               |               |             |
| Male                        | 247 | 5.55 | 1.16 |               |               |             |
| <b>Theme parks/wildlife</b> |     |      |      | <b>1, 611</b> | <b>9.659</b>  | <b>.002</b> |
| Female                      | 408 | 6.12 | .98  |               |               |             |
| Male                        | 205 | 5.85 | 1.05 |               |               |             |

**Table 15**

Satisfaction Levels with Tourism Objects According to Weather whilst Visiting Gold Coast

| Object                      | N   | Mean | SD   | df           | F             | sig         |
|-----------------------------|-----|------|------|--------------|---------------|-------------|
| <b>Accommodation</b>        |     |      |      | <b>1,745</b> | <b>6.846</b>  | <b>.009</b> |
| Good weather                | 580 | 6.15 | 1.00 |              |               |             |
| Bad weather                 | 167 | 5.91 | 1.18 |              |               |             |
| <b>Beaches</b>              |     |      |      | <b>1,633</b> | <b>20.873</b> | <b>.000</b> |
| Good weather                | 479 | 6.20 | .90  |              |               |             |
| Bad weather                 | 156 | 5.79 | 1.22 |              |               |             |
| <b>Cafes/Restaurants</b>    |     |      |      | <b>1,796</b> | <b>13.751</b> | <b>.000</b> |
| Good weather                | 607 | 5.93 | .95  |              |               |             |
| Bad weather                 | 191 | 5.62 | 1.10 |              |               |             |
| <b>Shopping</b>             |     |      |      | <b>1,782</b> | <b>9.615</b>  | <b>.002</b> |
| Good weather                | 597 | 5.83 | 1.02 |              |               |             |
| Bad weather                 | 187 | 5.56 | 1.10 |              |               |             |
| <b>Theme parks/wildlife</b> |     |      |      | <b>1,623</b> | <b>21.063</b> | <b>.000</b> |
| Good weather                | 474 | 6.13 | .89  |              |               |             |
| Bad weather                 | 151 | 5.71 | 1.25 |              |               |             |

## Appendix 7: Predicting Satisfaction with the Tourism Objects

A series of multiple regression analyses were conducted in an attempt to predict satisfaction with each tourism object. Correlation matrices were inspected to determine whether multicollinearity existed amongst predictor variables. Whilst the majority of correlation coefficients were relatively high, none exceeded the .90 cut-off point for multicollinearity. Further inspection of tolerance values confirmed that the correlations were not problematic as all fell above the 0.10 cut-off value for excessive overlap.

Inspection of beta coefficients and t-values indicated the weighting of each dimension in the prediction of overall satisfaction with each object (see Table 17).

The majority of dimensions contributed significantly to the prediction of overall satisfaction with each object.

When inspecting the information in the regression tables, the three key bits of information are the  $R^2$ , the beta coefficient and the t-statistic. The  $R^2$  provides information about how well the regression model fits the data. The  $R^2$  tells us how much of the variance is explained. For instance, in Table 16, the five dimensions explain 72% of the variance in response to overall satisfaction with restaurants and cafes. An  $R^2$  of 1 would be perfect predictive capacity. In the second part of the information for this regression, Table 17 shows the beta coefficient ( $\beta$ ), which tells us how overall satisfaction with an object will change as a result of change in the various dimensions.

The beta coefficient informs us of the relative importance of each variable in predicting satisfaction. The  $t$  statistic informs us about the significance of the effect.

**Table 16**

Satisfaction with Each of the Five Dimensions as Predictors of Overall Satisfaction with Each Tourism Object

| Object               | n   | Adj. R <sup>2</sup> | Shared variance | F       | sig  | df     |
|----------------------|-----|---------------------|-----------------|---------|------|--------|
| Restaurants/cafes    | 803 | .72                 | .62             | 404.137 | .000 | 5, 797 |
| Shopping             | 787 | .67                 | .58             | 321.652 | .000 | 5, 781 |
| Theme parks/wildlife | 626 | .59                 | .50             | 182.178 | .000 | 5, 620 |
| Accommodation        | 749 | .76                 | .70             | 473.607 | .000 | 5, 743 |
| Beaches              | 624 | .63                 | .50             | 211.333 | .000 | 5, 618 |

Note. Shared variance is calculated by subtracting the total unique variance of each individual factor from the Adjusted R<sup>2</sup>

**Table 17**

Weighting of Dimensions in the Prediction of Overall Satisfaction with Tourism Objects

| Object                      | Mean | SD   | $\beta$ | t    | part sq | sig  |
|-----------------------------|------|------|---------|------|---------|------|
| <b>Restaurants/cafes</b>    |      |      |         |      |         |      |
| value                       | 5.35 | 1.20 | .217    | 9.39 | .031    | .000 |
| accessibility               | 6.05 | .83  | .093    | 3.71 | .005    | .000 |
| service                     | 5.64 | 1.04 | .285    | 8.51 | .026    | .000 |
| environment                 | 5.84 | .87  | .149    | 5.35 | .010    | .000 |
| communication               | 5.72 | 1.03 | .273    | 8.04 | .023    | .000 |
| <b>Shopping</b>             |      |      |         |      |         |      |
| value                       | 5.25 | 1.20 | .247    | 9.55 | .038    | .000 |
| accessibility               | 5.77 | .99  | .090    | 3.22 | .004    | .001 |
| service                     | 5.59 | .98  | .099    | 2.26 | .002    | .024 |
| environment                 | 5.74 | .90  | .128    | 3.82 | .006    | .000 |
| communication               | 5.59 | 1.01 | .402    | 9.48 | .038    | .000 |
| <b>Theme parks/wildlife</b> |      |      |         |      |         |      |
| value                       | 4.80 | 1.41 | .225    | 7.02 | .032    | .000 |
| accessibility               | 5.50 | 1.06 | .056    | 1.59 | .002    | .112 |
| service                     | 5.81 | .98  | .246    | 4.85 | .015    | .000 |
| environment                 | 6.05 | .82  | .318    | 7.60 | .038    | .000 |
| communication               | 5.98 | .90  | .067    | 1.36 | .001    | .175 |
| <b>Accommodation</b>        |      |      |         |      |         |      |
| value                       | 5.71 | 1.18 | .167    | 6.75 | .015    | .000 |
| accessibility               | 6.07 | .85  | .106    | 3.50 | .004    | .000 |
| service                     | 5.90 | 1.13 | .280    | 6.91 | .015    | .000 |
| environment                 | 6.14 | .85  | .221    | 7.40 | .018    | .000 |
| communication               | 5.96 | 1.15 | .232    | 6.12 | .012    | .000 |

| <b>Beaches</b> |      |      |       |       |      |      |
|----------------|------|------|-------|-------|------|------|
| value          | 5.86 | .94  | .085  | 2.59  | .004 | .010 |
| accessibility  | 6.10 | .78  | .072  | 1.73  | .002 | .083 |
| service        | 5.91 | .91  | .288  | 7.25  | .031 | .000 |
| environment    | 6.00 | .91  | .492  | 12.63 | .095 | .000 |
| communication  | 5.75 | 1.07 | -.065 | -1.91 | .002 | .057 |

Note. Part squared is the semi-partial correlation, and indicates unique variance contributed by each variable to the overall explanation.



# Appendix 8: Predicting Overall Satisfaction with the Gold Coast

**Table 18**

Prediction of Overall Satisfaction with Gold Coast According to Satisfaction with Objects

| Predictor variable          | n   | Adj. R <sup>2</sup> | Shared variance | F      | sig  | df     |
|-----------------------------|-----|---------------------|-----------------|--------|------|--------|
| Overall object satisfaction | 848 | .37                 | .23             | 54.054 | .000 | 5, 453 |

Note. Shared variance is calculated by subtracting the total unique variance of each individual factor from the Adjusted R<sup>2</sup>

**Table 19**

Weighting of Various Tourism Objects in the Prediction of Overall Satisfaction with the Gold Coast

| Predictor                  | Mean | SD   | $\beta$ | t    | part sq | sig  |
|----------------------------|------|------|---------|------|---------|------|
| Overall satisfaction with: |      |      |         |      |         |      |
| Restaurants/cafes          | 5.86 | 1.00 | .159    | 3.50 | .017    | .001 |
| Shopping                   | 5.76 | 1.04 | .113    | 2.50 | .009    | .013 |
| Theme parks/wildlife       | 6.03 | 1.00 | .066    | 1.60 | .003    | .111 |
| Accommodation              | 6.10 | 1.05 | .357    | 8.29 | .095    | .000 |
| Beaches                    | 6.10 | 1.01 | .147    | 3.59 | .018    | .000 |

Note. Part squared is the semi-partial correlation, and indicates unique variance contributed by each variable to the overall explanation.

**Table 20**

Prediction of Overall Satisfaction with Gold Coast According to Satisfaction with Dimensions

| Predictor variable                    | n   | Adj. R <sup>2</sup> | Shared variance | F      | sig  | df     |
|---------------------------------------|-----|---------------------|-----------------|--------|------|--------|
| Dimension satisfaction across objects | 848 | .26                 | .22             | 72.979 | .000 | 4, 843 |

Note. Shared variance is calculated by subtracting the total unique variance of each individual factor from the Adjusted R<sup>2</sup>

**Table 21**

Weighting of Various Dimensions in the Prediction of Overall Satisfaction with the Gold Coast

| Predictor     | Mean | SD  | $\beta$ | t    | part sq | sig  |
|---------------|------|-----|---------|------|---------|------|
| Value         | 5.42 | .88 | .177    | 4.06 | .014    | .000 |
| Accessibility | 5.91 | .69 | .024    | .47  | .000    | .638 |
| Environment   | 5.95 | .68 | .224    | 3.94 | .014    | .000 |
| Communication | 5.80 | .78 | .141    | 2.72 | .007    | .007 |

Note. Part squared is the semi-partial correlation, and indicates unique variance contributed by each variable to the overall explanation.

# Appendix 9: Discrepancies between Respondents' Satisfaction and Importance Ratings for each Tourism Object

**Table 22**

Mean Difference between Overall Satisfaction and Importance for Each Tourism Object

| <b>Object</b>               | <b>n</b>   | <b>Mean</b> | <b>SD</b> | <b>t</b>       | <b>df</b>  | <b>sig</b>  |
|-----------------------------|------------|-------------|-----------|----------------|------------|-------------|
| <b>Restaurants/cafes</b>    | <b>801</b> |             |           | <b>5.731</b>   | <b>800</b> | <b>.000</b> |
| Overall satisfaction        |            | 5.86        | .98       |                |            |             |
| Importance                  |            | 5.58        | 1.26      |                |            |             |
| <b>Shopping</b>             | <b>774</b> |             |           | <b>11.455</b>  | <b>773</b> | <b>.000</b> |
| Overall satisfaction        |            | 5.76        | 1.05      |                |            |             |
| Importance                  |            | 5.19        | 1.30      |                |            |             |
| <b>Theme parks/wildlife</b> | <b>616</b> |             |           | <b>1.493</b>   | <b>615</b> | <b>.136</b> |
| Overall satisfaction        |            | 6.02        | 1.01      |                |            |             |
| Importance                  |            | 5.95        | 1.14      |                |            |             |
| <b>Accommodation</b>        | <b>735</b> |             |           | <b>-11.400</b> | <b>734</b> | <b>.000</b> |
| Overall satisfaction        |            | 6.09        | 1.05      |                |            |             |
| Importance                  |            | 6.54        | .80       |                |            |             |
| <b>Beaches</b>              | <b>626</b> |             |           | <b>5.098</b>   | <b>625</b> | <b>.000</b> |
| Overall satisfaction        |            | 6.10        | 1.01      |                |            |             |
| Importance                  |            | 5.84        | 1.21      |                |            |             |

Note. Paired-samples t-test used in analysis



# Appendix 10: Likelihood of Respondents Recommending the Gold Coast as a Holiday Destination

A series of multiple regression analyses were conducted in order to predict the likelihood that participants would recommend the Gold Coast as a tourism destination to other potential tourists using both satisfaction with objects and dimensions as the predictor variables. Inspection of the correlation matrix indicated an unacceptably high association between the service dimension and the communication style dimension ( $r = .90$ ). The service dimension was thus removed from the analysis to avoid problems with multicollinearity, as the tolerance value for this variable exceeded the recommended cut-off of .10.

**Table 23**

Prediction of Likelihood to Recommend the Gold Coast According to Satisfaction with Objects and Dimensions

| Predictor variable                       | n   | Adj. R <sup>2</sup> | Shared variance | F      | sig  | df     |
|--|-----|---------------------|-----------------|--------|------|--------|
| 1. Overall object satisfaction           | 846 | .33                 | .22             | 46.833 | .000 | 5, 453 |
| 2. Dimension satisfaction across objects | 846 | .25                 | .21             | 72.756 | .000 | 4, 841 |

Note. Shared variance is calculated by subtracting the total unique variance of each individual factor from the Adjusted R<sup>2</sup>

**Table 24**

Strength of Objects and Dimensions in the Prediction of Likelihood of Recommending the Gold Coast

| Object                                      | n   | Mean | SD   | $\beta$ | t     | part sq | sig  |
|---|-----|------|------|---------|-------|---------|------|
| <b>1. Overall satisfaction with objects</b> |     |      |      |         |       |         |      |
| Restaurants/cafes                           | 803 | 5.86 | 1.00 | .148    | 3.162 | .015    | .002 |
| Shopping                                    | 788 | 5.76 | 1.04 | .213    | 4.601 | .030    | .000 |
| Theme parks/wildlife                        | 626 | 6.03 | 1.00 | .072    | 1.710 | .005    | .088 |
| Accommodation                               | 750 | 6.10 | 1.05 | .221    | 5.003 | .035    | .000 |
| Beaches                                     | 638 | 6.10 | 1.01 | .176    | 4.183 | .024    | .000 |

| Object  | n   | Mean | SD  | $\beta$ | t     | part sq | sig  |
|---|-----|------|-----|---------|-------|---------|------|
| <b>2. Overall satisfaction with dimensions across objects</b> |     |      |     |         |       |         |      |
| value   | 846 | 5.41 | .88 | .236    | 5.402 | .026    | .000 |
| accessibility   | 846 | 5.92 | .69 | .020    | .394  | .000    | .694 |
| environment   | 846 | 5.95 | .68 | .098    | 1.717 | .003    | .086 |
| communication   | 846 | 5.80 | .78 | .211    | 4.035 | .014    | .000 |

# Contributor

## *Dr Beverley Sparks*

Beverley Sparks is a Professor at Griffith University's School of Tourism and Hotel Management, which is based on Queensland's Gold Coast in Australia. Beverley holds a Bachelor of Arts degree, a Graduate Diploma of Tourism and Hospitality Management and a Doctor of Philosophy in Management specialising in service marketing within the hospitality industry. Her research interests include service quality, customer satisfaction and service recovery. The majority of her research has focused upon customer-service provider interactions in the hospitality industry. She has received several grants to support her work in the customer satisfaction area. She has publications in international hospitality and marketing journals including Psychology and Marketing, Advances in Consumer Research, Hospitality Research Journal, Journal of Hospitality and Leisure Management, and the International Journal of Hospitality Management. Beverley is also active in presenting seminars and conference papers both nationally and internationally. Contact: [B.Sparks@mailbox.gu.edu.au](mailto:B.Sparks@mailbox.gu.edu.au)





# The Gold Coast Tourism Visioning Project

## Cooperative Research Centre for Sustainable Tourism

The Gold Coast Tourism Visioning project articulates a set of core values and principles that underpin a preferred future for the sustainable prosperity of Australia's leading tourism destination in the medium to longer term (10 to 20 years). It challenges destination Gold Coast to move from a past ad hoc approach to tourism to one that integrates economic, social and environmental dimensions to evolve new patterns of managing and growing tourism in a more systematic and dynamic way in this new century. Tourism is a key component of the inevitable transition to sustainable development strategies in advanced western democracies such as Australia.

Through this Gold Coast Tourism Visioning project, the local tourism industry has an opportunity to confirm itself as part of the solution, rather than as a contributor, to the economic, social and environmental challenges of the future.

With the assistance and support of numerous public and private sector organisations and individuals, a team of interdisciplinary researchers built the knowledge foundation for the leading-edge Gold Coast Tourism Visioning Project. The project has created a more strategic perspective towards tourism policy, planning, development and marketing involving the process of visioning – a technique combining the setting of a 'vision' and 'planning'.

It had its origins in the late 1990s, when a number of Gold Coast tourism's key stakeholders recognised that the relationships between business, government and community, which had enabled the Gold Coast to flourish in the past, were changing and the destination was confronted by a new range of challenges. Many of these challenges are shared with maturing destinations the world over.



The tourism visioning project has provided a vehicle for advocating long-term change in the overall approach to tourism by all stakeholders concerned with the creation of a sustainable, prosperous tourism industry for the Gold Coast. Cooperation and collaboration at all levels between various stakeholder groups must override fragmentation, confrontation, internal competition and a lack of an agreed common long-term focus. A new vision for tourism is required in what has been – and can continue to be – Australia's most successful tourism destination.

*If the Gold Coast is to continue to provide us and our visitors with the lifestyle experience for which we are known, then we must aim high, plan long and settle for nothing but sustainable excellence in all facets of OUR GOLD COAST.*

*The vision is in our hands, but can we see it?*

Grant. R. Bowie, Chair, Gold Coast Tourism Bureau, 2002



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