

TASMANIAN DRIVE JOURNEYS' SURVEY

Credit: Stu Gibson



Thank you for participating in the Tasmanian Drive Journeys' survey. We're keen to hear feedback on your self-drive touring experience. Please only complete the survey if you spent **more than two nights away** from your home town, in more than one location, while on your journey.

The survey has 18 questions and shouldn't take more than 5 - 10 minutes to complete. Thank you for taking the time to provide your feedback.

1. Which journey/s did you undertake? *Tick all that apply.

Great Eastern Drive

Southern Edge

Heartlands

Western Wilds

Northern Forage

2. After leaving home, where did you first stop on your trip? *

Name of town/place

3. Where was the last stop on your trip before you arrived home? *

Name of town/place

4. Which towns/places did you stay overnight at, and for how many nights did you stay in each town/place? *

Name of town/place

Number of nights

Location 1

Location 2

Location 3

Location 4

Location 5

Location 6

Location 7

Location 8

Location 9

Location 10

5. How many people travelled with you on your trip? *

Number of adults (18 years or older, including you)

Number of children (17 years and under)

6. How did you find out about the Tasmanian Drive Journeys? Tick all that apply *

☐ www.discovertasmania.com.au/journeys

☐ Other website

☐ Social media

☐ Word of mouth/referral from a friend or family member

☐ Newspaper or magazine advertisement

☐ Newspaper or magazine story

☐ Radio advertisement

☐ Roadside signage

☐ Other (please specify)

7. On a scale of 1 to 10, with 1 being very difficult and 10 being very easy, how easy was it for you to find the information you needed to plan your trip (before you left)? *

Very difficult										Very easy
1	2	3	4	Moderate 5	6	7	8	9	10	

8. On a scale of 1 to 10, with 1 being very difficult and 10 being very easy, how easy was it for you to find the information you needed while on your trip? *

Very difficult										Very easy
1	2	3	4	Moderate 5	6	7	8	9	10	

9. Did you use one or more of the suggested itineraries on www.discovertasmania.com.au/journeys to inform your trip, or did you create your own itinerary from scratch? *

☐ Used suggested itineraries

☐ Created my own itinerary

☐ Other (please specify)

10. If you used a suggested itinerary, was it easy to understand and follow?

Yes

No

I don't know

N/A

11. What was your favourite part of your trip? Tick one. *

Food and drink e.g. dining out, visiting farm gates or cellar doors, produce available to purchase

Paid experience or tour e.g. kayaking tour, penguin tour, lighthouse tour, museum visit

Accommodation

Nature based experience e.g. hiking, visit to a National Park

Variety of experiences on offer and availability of attractions and dining options

Friendly locals

The way the trip made me feel e.g. adventurous, more connected to people and/or places, relaxed, etc

Available facilities e.g. pull over areas, public toilets, rubbish bins

Wayfinding tools and access to relevant information

All of the above

Other (please specify)

12. In terms of your overall experience, was there anything that could have been better? Tick one. *

Food and drink e.g. dining out, visiting farm gates or cellar doors, produce available to purchase

Paid experience or tour e.g. kayaking tour, penguin tour, lighthouse tour, museum visit

Accommodation

Nature based experience e.g. hiking, visit to a National Park

Variety of experiences on offer and availability of attractions and dining options

Friendly locals

The way the trip made me feel e.g. adventurous, more connected to people and/or places, relaxed, etc

Available facilities e.g. pull over areas, public toilets, rubbish bins

Wayfinding tools and access to relevant information

All of the above

Other (please specify)

13. On a scale of 1 to 10, with 1 being very poor and 10 being excellent, overall how would you rate your journey experience? *

Very poor					Average					Excellent
1	2	3	4	5	6	7	8	9	10	

14. On a scale of 1 to 10, with 1 being extremely unlikely and 10 being extremely likely, how likely are you to undertake another Drive Journey in the future? *

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

15. On a scale of 1 to 10, with 1 being extremely unlikely and 10 being extremely likely, how likely are you to recommend one or more of the Drive Journeys to a friend, family member or colleague? *

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

16. Were there any other moments or experiences you would like to tell us about?

17. Do you work in the Tasmanian tourism industry? *

Yes

No

18. What is your postcode? *

Please send your completed survey to:

- Email: opsctd@stategrowth.tas.gov.au
- Mail: Tourism and Hospitality Supply-side Unit, Department of State Growth, GPO Box 536, Hobart TAS 7001
- In person: Drop if off at reception, 4 Salamanca Place, Hobart (Attention: THSU)