



## **Savannah Way Traveler Survey Report - *copies available* -**

In 2007, a survey of travelers along the Savannah Way was delivered under a project managed by Gulf Savannah Development (GSD). The report summarizing the results of the survey is now available. The Savannah Way is recognised as one of Australia's premier adventure drive touring routes, stretching from Cairns to Broome, via the Gulf Savannah. The report is valuable reading for anyone with a stake in the tourism industry.

For example, the survey showed that:

- 55% of survey respondents were aged less than 60, and 51% were still in the workforce or in education
- 88% were Australian with 32% from Queensland and 27% from Victoria
- 12% were from overseas
- natural beauty was the most common reason given for deciding to travel the Savannah Way (86%) – fishing was down the list at 56%
- 94% said they would recommend the trip to others.

A full copy of the report is available from GSD:

- over 50 pages of information on who uses the Savannah Way, what attracts them and what they liked or disliked
- includes comments on the 'best' and 'worst' experiences
- includes areas nominated for improvement by travelers
- includes demographic information on travelers on the Savannah Way.

Please order your copy from GSD: 40311631 or Freecall 1800 630 119 or email us at [info@gulf-savannah.com.au](mailto:info@gulf-savannah.com.au). Free to GSD members: \$15 per copy for non-members. Thanks also to the Visitor Information Centres along the route who distributed the survey and to AusIndustry who helped fund the survey.