



Winton Shire Council is proud to launch

WISE AND WELL WINTON

VISITOR SURVEY

WELCOME

Winton Shire Council is developing **Wise and Well Winton** in partnership with leading consultants who specialise in Wellness and Ageing. Wise and Well is about ensuring that Winton will be a place where true collaboration will be demonstrated, allowing our community to navigate life's transitions with grace, dignity and a strong focus on personal growth and fulfillment. As a key tourist destination, it's important that the strategy considers insights from those who are visiting our region because after all you are an extension of our community.

We would appreciate your feedback and we hope you enjoy your stay with us!

Thank you for your participation!

TELL US A BIT ABOUT YOURSELF

1. How many times have you visited Winton?

- First time
- 2-5 times
- More than 5 times

2. What is your age?

- Under 55
- 55-64
- 65-74
- 75-84
- 85 +

3. How many of you are travelling?

- Travelling alone
- Travelling as a couple
- Travelling as a family
- Other (please specify)



4. Where have you travelled from?

- Regional Queensland, and if so where;
 - Darling Downs and Southwest Queensland
 - Wide Bay, Burnett and Fraser Coast
 - Central Queensland
 - North Queensland
 - Northwest Queensland
 - Far North Queensland
 - Whitsunday
- South East Queensland
- New South Wales
- ACT
- Victoria
- Tasmania
- South Australia
- Western Australia
- Northern Territory
- New Zealand
- Other (please specify)

5. How did you hear about Winton?

- Visited before
- Word of mouth
- Online search
- Social media
- Tourism material
- Other (please specify)

6. What is the purpose of your visit to Winton?

- Tourism / sightseeing
- Business / work
- Visiting friends / family
- Other (please specify)



7. What type of accommodation are you staying in during your visit?

- Hotel / motel
- Bed and breakfast
- Caravan park / camping
- With family
- Other (please specify)

8. When did you book your accommodation for this visit?

- I booked on the same day of the visit
- Less than a week before the visit
- Within 1 month before the visit
- Within 6 months before the visit
- 1+ year ago
- I rebooked from my last visit
- Other (please specify)

9. On a scale of 1 to 5, how satisfied are you with the tourist attractions and activities available in Winton?

- 1 (Very Satisfied)
- 2 (Dissatisfied)
- 3 (Neutral)
- 4 (Satisfied)
- 5 (Very Satisfied)

Feel free to add a comment to your answer

10. On a scale of 1 to 5, how satisfied are you with the accommodation in Winton?

- 1 (Very Satisfied)
- 2 (Dissatisfied)
- 3 (Neutral)
- 4 (Satisfied)
- 5 (Very Satisfied)

Feel free to add a comment to your answer



11. Have you experienced any issues or challenges during your visit to Winton? If so, please specify.

12. Compared to other towns you've visited in Queensland, how would you rate your experience in Winton?

- Much better
- Better
- About the same
- Worse
- Much worse

Feel free to tell us more about why you chose your answer

13. When travelling, how important is it to you to have access to healthcare?

- Somewhat, but we know the risks when travelling
- Good to know it's there if needed
- Very important – I / we need to be in towns where there is access to healthcare

14. How would you rate the accessibility of healthcare services in Winton?

- Poor
- Average
- Good
- Not Applicable – haven't needed to access

15. More broadly, do you consider Winton an 'age-friendly' destination? 'Age-friendly' meaning that Winton provides services and amenity that accommodate the requirements of persons of a similar age to yourself?

- Yes
- No

Feel free to add a comment to your answer



16. In thinking about other towns you have visited, are there any others that are more age-friendly and what makes them more age-friendly?

17. What improvements would you suggest to enhance the overall visitor experience in Winton?

**THANK YOU FOR YOUR PARTICIPATION AND WE HOPE YOU
ENJOY YOUR TIME IN THE REGION.**

YOUR FEEDBACK IS GREATLY APPRECIATED.

