

ACT Parks & Conservation

VISITOR EXPERIENCE INSIGHTS - AUGUST 2021

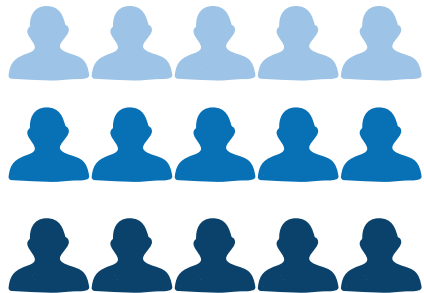


ACT
Government



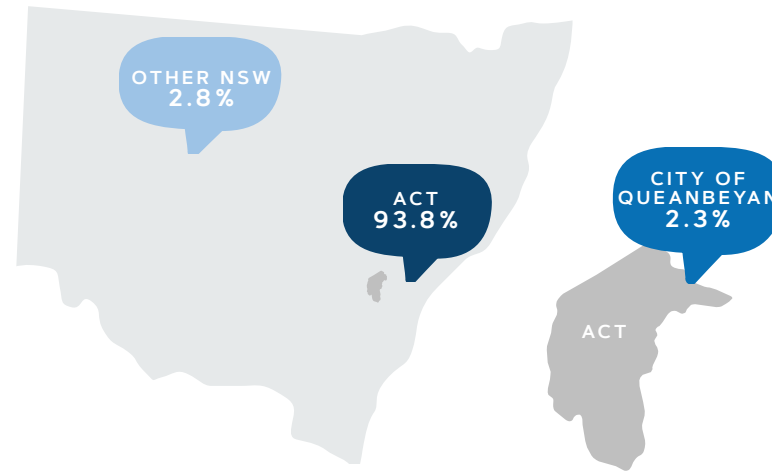
FOCUSED EVENT THINKING

SAMPLE

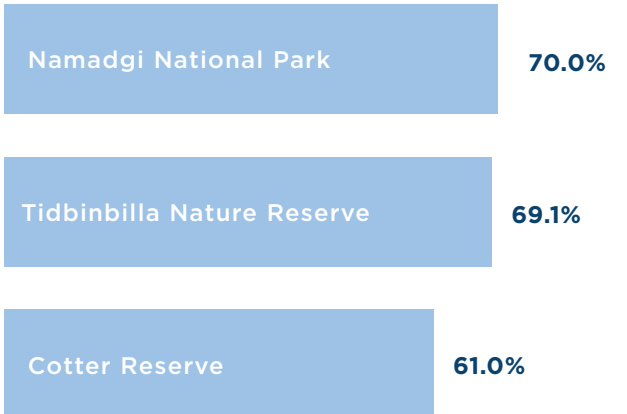


N=773

VISITOR ORIGINS



TOP 3 VISITED PARKS/RESERVES



MOST POPULAR TIMES TO VISIT PARKS/RESERVES



Spring Months

30.1%

67.2%

97.3%



Autumn Months

31.6%

65.5%

97.1%

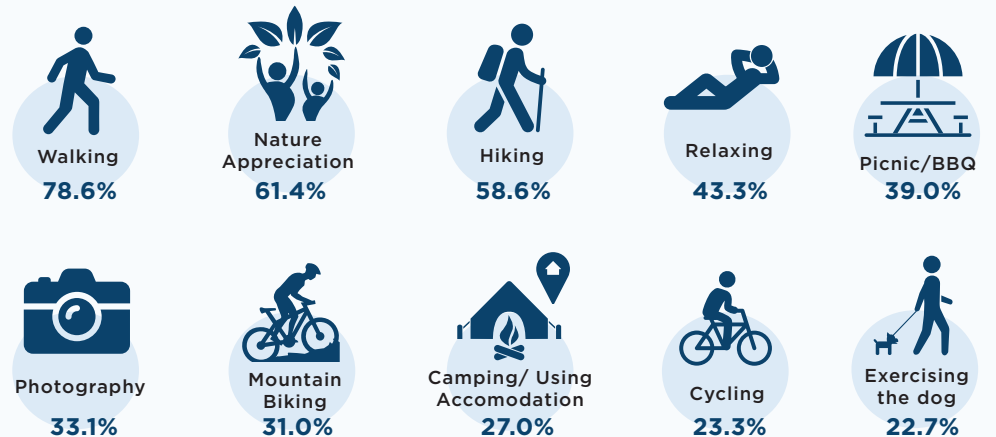


Likely



Very Likely

ACTIVITIES UNDERTAKEN BY VISITORS (TOP 10)



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FOCUSED EVENT THINKING

ADVOCACY (NPS)



VISITOR SATISFACTION



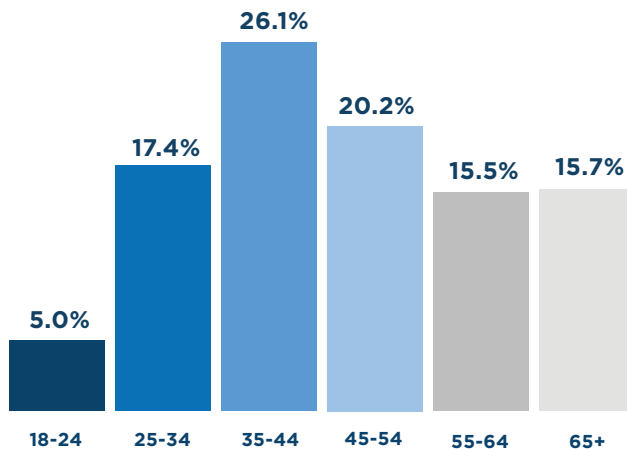
SAFETY



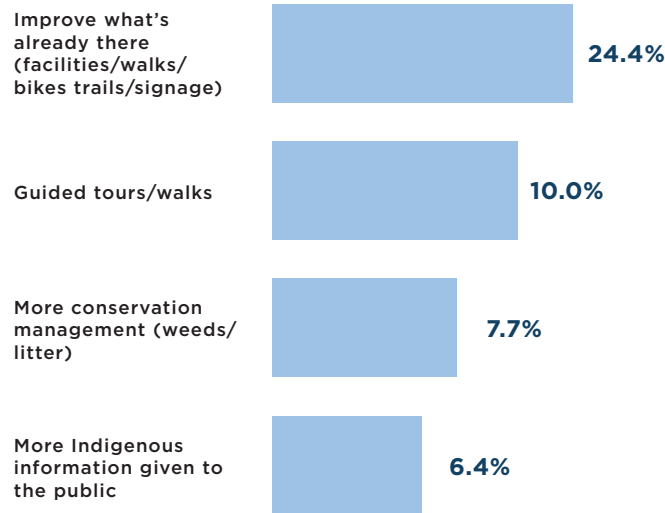
GENDER



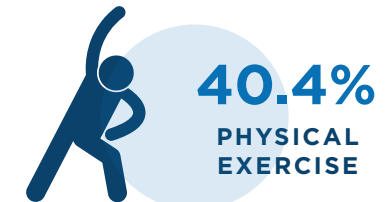
AGE



TYPES OF ACTIVITIES/EVENTS VISITORS WANT TO SEE IN THE FUTURE



MOTIVATION OF VISITORS (TOP 2)



Note: Net Promoter Score (NPS) is a loyalty and satisfaction measurement taken from asking visitors how likely they are to recommend the parks or reserves to others on a scale of 0-10. This score is calculated by subtracting the percentage of Detractors (rating 0-6) from the percentage of Promoters (rating 9-10).