



Australian Government
Director of National Parks



New Visitor Survey Program in Kakadu

12 – 26 May 2008

Parks Australia is keen to make the visitor experience in Kakadu as rewarding as we can. To make sure we continually improve our services, we are introducing regular visitor surveys.

With assistance from the Centre for Tourism and Leisure Management (University of South Australia) and Tourism NT, we'll be surveying over the next three years in February, May, August, and November.

The first survey for 2008 will be carried out between 12 and 26 May. Each survey will run for up to two weeks. The information we gather will assist with future planning and management of Kakadu, and will help us to monitor any emerging tourism trends.

We will be asking visitors a series of questions to cover key areas including:

- visitor profiles – who they are, where they're from, how they're travelling, how long they're staying and where
- what pre-visit information they accessed before they arrived and where they got it from
- what activities they've done or plan to do while in Kakadu
- what sites they've visited or plan to visit
- what their expectations are and how satisfied they are with a range of park provided services including signs, amenities, visitor information, walking tracks and roads etc.

The survey should only take about 10 minutes to complete, and it can either be handed straight back to the person who has asked the visitor to complete one, or, if visitors prefer to fill them in later, there will be drop off points across the park at:

- Bowali Visitor Centre
- Warradjan Aboriginal Cultural Centre
- all managed campgrounds via Campground Managers at Merl, Mardugal, Muirella Park and Gunlom
- all commercial accommodation providers in Kakadu including Mary River Roadhouse

We are keen to get the views of a cross-section of visitors, so we need tour operators to help. If our survey team approaches you, we would be grateful if you would distribute the surveys among your clients. Your clients may wish to complete the surveys at another time; in this case, would you please collect the completed surveys and forward them to Kakadu, either to the address on the front of the survey or to any of the nominated drop off points.

We will provide tour operators and commercial accommodation providers in Kakadu with a snapshot report within a few months of each survey period and a more comprehensive report at the end of the year.

Thank you in advance for your help. We look forward to sharing with you the outcomes of this first survey.

For further information, please contact Natasha Smith, Tourism Services Officer on (08) 8938 1176 or by e-mail natasha.smith@environment.gov.au.