



Indicator Report Card

Experiential Experience with Wildlife

The data for this indicator is collected by TOMM through the Visitor Exit Survey

Indicator Summary	Status	Management Action	Progress on Action								
<p>Optimal Condition: The KI visitor experience is distinctly different from other coastal destinations in Australia.</p> <p>Indicator: Proportion of visitors who believe they had an intimate experience with wildlife in a natural area.</p> <p>Acceptable Range: 70 to 100% were very satisfied.</p>	<table border="1"> <caption>Line Graph Data: % of visitors</caption> <thead> <tr> <th>Year</th> <th>% of visitors</th> </tr> </thead> <tbody> <tr> <td>2003/2004</td> <td>78%</td> </tr> <tr> <td>2004/2005</td> <td>82%</td> </tr> <tr> <td>2005/2006</td> <td>80%</td> </tr> </tbody> </table>	Year	% of visitors	2003/2004	78%	2004/2005	82%	2005/2006	80%	<ul style="list-style-type: none"> - Continue to ensure realistic expectations relating to the viewing of wildlife 	<ul style="list-style-type: none"> - Action plan being determined - Completed - Currently being implemented <input checked="" type="checkbox"/> Monitoring - No Action <p style="text-align: center;">Status</p> <p style="text-align: center; color: green; font-size: 2em;">✓</p>
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2003/2004	78%										
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Further Information: Please refer to the Latest TOMM Visitor Exit Survey Report available at www.tomm.info for more detail on visitor activities, expectation and satisfaction.

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