



# Indicator Report Card

## Experiential

### Match of Marketing Material to Experience

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

| Indicator Summary  | Status   | Management Action | Progress on Action  |           |      |           |      |           |              |           |      |           |      |           |      |  |   |
|--|--|-------------------|---------------------|-----------|------|-----------|------|-----------|--------------|-----------|------|-----------|------|-----------|------|--|---|
| <p><b>Optimal Condition:</b><br/>Tourism promotion of visitor's experiences at Kangaroo Island's natural areas is realistic and truthful to that actually experienced by most visitors.</p> <p><b>Indicator:</b><br/>Proportion of visitors who believe their experience was similar to that suggested in advertisements and brochures.</p> <p><b>Acceptable Range:</b><br/>85 to 100% of total visitors to KI</p> | <table border="1"> <caption>Percent of visitors by Year</caption> <thead> <tr> <th>Year</th> <th>Percent of visitors</th> </tr> </thead> <tbody> <tr> <td>2000/2001</td> <td>~88%</td> </tr> <tr> <td>2001/2002</td> <td>~88%</td> </tr> <tr> <td>2002/2003</td> <td>Not measured</td> </tr> <tr> <td>2003/2004</td> <td>~73%</td> </tr> <tr> <td>2004/2005</td> <td>~75%</td> </tr> <tr> <td>2005/2006</td> <td>~75%</td> </tr> </tbody> </table> | Year              | Percent of visitors | 2000/2001 | ~88% | 2001/2002 | ~88% | 2002/2003 | Not measured | 2003/2004 | ~73% | 2004/2005 | ~75% | 2005/2006 | ~75% | <ul style="list-style-type: none"> <li>- Determine where expectation and satisfaction diverge</li> <li>- Ensure the use of appropriate images in marketing (e.g Agricultural images included with nature experiences, a variety of weather conditions, use 'hero shots' which reinforce KI brand values)</li> <li>- Further investigate those visitors that didn't identify a positive experience and identify why</li> <li>- Encourage journalists / authors to portray a realistic experience</li> <li>- Develop a brochure for industry conveying message on KI brand values</li> </ul> | <ul style="list-style-type: none"> <li>- Action plan being determined</li> <li>- Completed</li> <li><input checked="" type="checkbox"/> Currently being implemented</li> <li>- Monitoring</li> <li>- No Action</li> </ul> <hr/> <p style="text-align: center;"><b>Status</b></p> <p style="text-align: center; font-size: 2em; color: red;">X</p> |
| Year   | Percent of visitors  |                   |                     |           |      |           |      |           |              |           |      |           |      |           |      |  |   |
| 2000/2001  | ~88%   |                   |                     |           |      |           |      |           |              |           |      |           |      |           |      |  |   |
| 2001/2002  | ~88%   |                   |                     |           |      |           |      |           |              |           |      |           |      |           |      |  |   |
| 2002/2003  | Not measured   |                   |                     |           |      |           |      |           |              |           |      |           |      |           |      |  |   |
| 2003/2004  | ~73%   |                   |                     |           |      |           |      |           |              |           |      |           |      |           |      |  |   |
| 2004/2005  | ~75%   |                   |                     |           |      |           |      |           |              |           |      |           |      |           |      |  |   |
| 2005/2006  | ~75%   |                   |                     |           |      |           |      |           |              |           |      |           |      |           |      |  |   |

**Further Information:** Please refer to the Latest TOMM Visitor Exit Survey Report available at [www.tomm.info](http://www.tomm.info) for more detail on visitor length of stay and market profiles.

*Notes: 2000/2001, 2001/2002 - Question was 'your expectation of your trip against the actual experience you had while on KI', 2002/2003 not measured. Question now 'do you believe KI's marketing material matched the experience you had while on KI'.*

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