



Indicator Report Card

Experiential

Overall Satisfaction

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 majority of KI visitors leave the Island highly satisfied with their experience.</p> <p>Indicator: Proportion of visitors who were very satisfied with their overall visit.</p> <p>Acceptable Range: 90 to 100% of respondents.</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>95%</td> </tr> <tr> <td>2001/2002</td> <td>96%</td> </tr> <tr> <td>2002/2003</td> <td>97%</td> </tr> <tr> <td>2003/2004</td> <td>95%</td> </tr> <tr> <td>2004/2005</td> <td>93%</td> </tr> <tr> <td>2005/2006</td> <td>97%</td> </tr> </tbody> </table>	Year	Percent of visitors	2000/2001	95%	2001/2002	96%	2002/2003	97%	2003/2004	95%	2004/2005	93%	2005/2006	97%	<p>Continue to encourage quality experiences.</p>	<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;"></p>
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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 expectation and satisfaction.

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