



# Indicator Report Card

## Economic

### Average Length of Stay

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> The majority of visitors to KI stay longer than 3 nights.</p> <p><b>Indicator:</b> The annual average number of nights stayed on KI.</p> <p><b>Acceptable Range:</b> 3 to 5 nights</p>	<table border="1" data-bbox="506 1062 1287 1117"> <thead> <tr> <th></th> <th>2000/2001</th> <th>2001/2002</th> <th>2002/2003</th> <th>2003/2004</th> <th>2004/2005</th> <th>2005/2006</th> </tr> </thead> <tbody> <tr> <td>Mean Number of Nights</td> <td>4</td> <td>4.1</td> <td>4.3</td> <td>4.6</td> <td>4.2</td> <td>3.9</td> </tr> </tbody> </table>		2000/2001	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	Mean Number of Nights	4	4.1	4.3	4.6	4.2	3.9	<ul style="list-style-type: none"> <li>- TKI to workshop with International in-bound operators to reinforce message that Kangaroo Island is a longer stay destination.</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> <p style="text-align: center;"><b>Status</b></p> <div style="text-align: center;"> </div>
	2000/2001	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006											
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**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.

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