

INVESTIGATING POTENTIAL TOURISM YIELD FROM VISITOR INFORMATION CENTRES



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SUSTAINABLE
TOURISM



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SUMMARY

This report presents the findings of a study into the role played by Visitor Information Centres (VICs) in enhancing tourism yield within regional Australia. It has drawn upon both qualitative and quantitative data collected in New South Wales and Victoria to examine a number of issues. In all, sixteen in-depth interviews were conducted in both states with VIC coordinators, paid staff and volunteers. At the same time, visitors were intercepted at the VICs, resulting in 782 responses. The key findings from the study follow:

- Survey results indicate that VICs have a clear clientele with 43% of visitors being adult couples, with a secondary market of family groups (21.5%). Results also indicate that the main age group for these visitors was evenly distributed from 35-54 years.
- Survey data indicates that 64% of visitors to the VIC regions are repeat visitors. Of these visitors, 58% have visited between 1-4 times and 42% have visited 5 times or more. Statistics further indicated that 26% of these repeat visitors have visited the VICs before. This is significant in terms of the opportunities VICs have to develop customer management strategies over time.
- Results show that the highest rated service attributes were the friendliness of staff and staff knowledge. As a consequence of the high levels of satisfaction and information provision, 68% of respondents stated that they would return to the region.
- Results indicate that information provided by the VIC influenced 18% of visitors to extend their visit in the region, varying from a few hours to 14 nights or more. Literature suggests that extended length of stay has a positive impact on tourism yield.
- Respondents indicating their intention to stay longer rated satisfaction with the availability of local merchandise more highly. This information suggests an avenue for further marketing of local produce.
- Respondents indicated that the information they gained from the VICs influenced them to participate in more activities. This is a significant indicator that the VICs are successful in promoting regional products to customers.
- Following access to staff knowledge and information from the VIC, 35% of respondents were encouraged to visit neighbouring regions. This provides an opportunity for the VICs to work collaboratively with other regional areas to further improve tourism yield.

The key recommendations arising from this study are:

- To train VIC staff and volunteers in promoting further, the VIC regional products, activities and attractions. As this study has demonstrated, VICs play an important role in enhancing the regional tourism experience through the knowledge and service by VIC staff and volunteers.
- To promote regional products through the display and sale of these products within the VIC.
- To increase the service quality of VICs to maximise visitor needs for personal service
- To develop a tool to assist in monitoring the performance of VICs and to allow for improvements in potential tourism yield.

The findings from this research indicate that VICs are important in promoting tourism and increasing tourist spend, particularly within regional Australia. While it is difficult to quantify the actual level of increased expenditure, it is clear that VICs have a pivotal role to play in maintaining and developing tourism products and the travel experience.

Chapter 1

INTRODUCTION

The issue of increasing tourism yield has been identified by a number of government tourism bodies as a priority (see for example, Tourism Victoria's Strategic Plan 2002-2006). Tourism export earnings are expected to increase by an annual rate of just over 5 per cent from \$19 billion in 2005 to \$27 billion in 2012 (Hockey 2002). In particular, the Australian Government has increasingly perceived the need to enhance the economic viability of regional Australia through both domestic and international tourism. However, the trend of, at least, 30% of Australians not taking their holidays has impacted significantly on domestic tourism (Hockey 2002). Visitor Information Centres (VICs) within these regional areas are a prime medium through which to enhance destination awareness and increase tourism yield.

This report provides:

- An overview of the literature as it relates to VICs increasing yield and their role in raising awareness of tourism destinations.
- Details of the data collection methods and the preliminary findings from the research.
- Recommendations for increasing the tourism yield from VICs.

Chapter 2

REVIEW OF LITERATURE

Visitor Information Centres

The role of VICs within the tourism industry is increasingly perceived as both integral to travel patterns and strategic in tourism planning. Fallon and Kriwoken (2002) in their comprehensive study of the Strahan Visitor Information Centre (Tasmania), suggest that the place of the VIC in tourism has been raised because of the complexity of government and community needs.

The key aim of VICs, however, is to provide knowledge to visitors, although there is little standardisation of the ways and means of providing this information (Lee 1998). Further to this, various writers such as Moscardo (1993; 1998; 1999), Pearce (1991) and Wylde (1996) suggest that there are other key functions of VICs. These include marketing an area and then promoting access to this area; enhancing the visitor experience through the provision of information on the area; controlling and filtering the number of visitors to reduce visitor pressures on resources, and providing an actual substitute for the visitor experience. For example, many VICs have displays and interpretive centres associated with them that become an attraction in their own right.

The role of the VIC is significant in that, if done well, it can help increase visitor stay and visitor expenditure in the region (Tierney 1993). In undertaking this role of providing tourist information, two main determinants will increase the yield from the visitor information – effective communication skills and the capacity to handle large numbers of visitors (Hansen & Eringa 1998). Figures for VIC visitation vary; Tonge, Myott and Enright (1995) estimated that the total number of enquiries handled by VICs throughout Victoria was over 2 million per year. A report by Symonds Travers Morgan (1997) for Tourism New South Wales found that most VICs receive fewer than 5,000 ‘walk-in’ visitors and telephone enquiries per month. As illustrated by these sources, recent data in relation to visitor figures is neither available nor necessarily accurate (e.g. use of door counters to calculate visitor numbers) and this issue requires some attention.

Studies have investigated tourist preferences in relation to VIC attributes and services. Perdue (1995), for example, measured the importance of VIC attributes such as access to the VIC, the building and grounds facilities, site characteristics and the services offered. Using regression analysis, Perdue found that ease of access and distance from the interstate border, were the most important attributes. However, caution must be taken when comparing conclusions drawn from State Welcome Centres in the United States with comparisons made regarding Australian Visitor Information Centres. Australia covers the same area of land mass as the United States yet has less than 10% of the population and only 6 states and 2 territories, thus restricting the effectiveness of VIC concentration along interstate borders. Away from Australia’s eastern states this is due to the tyranny of distance between state borders and attractions/population focal points within each state. The creation of service centres at various points along America’s highways for food, fuel, and accommodation has created a new mindset towards service expectations. Travellers in the United States now expect this highway service culture and are used to it ‘at the exit ramp’. These expectations have created Welcome Centres in the United States that incorporate amenities such as fast food and fuel services into the Welcome Centre ‘exit ramp’. This type of multi-dimensional servicing and ‘exit ramp’ culture, however, is not as ingrained within the Australian travelling mindset.

Further to this, Fallon and Kriwoken (2002) provide a list of recommendations that would contribute to VIC excellence. They suggest that understanding the audience, for staff, is one of the most important elements. In so doing, the VIC will meet the visitor, management and community needs. These authors also argue that staff at VICs should provide personal experiences when disseminating information so that the VIC experience is ‘real, intimate and friendly’ (p.108). Fallon and Kriwoken argue that if VICs have good signage, are placed in locations near attractions and, ideally provide distinct and innovative designs to the public, they have the opportunity to enhance the tourist experience.

Visitor Information Centres and Tourism Yield

The issue of yield is somewhat fraught and the measurement of yield is even more so (Dwyer & Forsyth 1997). The debate over yield, its meaning and measurement is ongoing. However, it is a well researched area and, within the tourism industry, has received some attention, particularly in tourism accommodation. Definitions of tourism yield abound and vary according to the sector being measured. Yeoman and Watson (1997) suggest that yield management is a 'human activity system' and that there are three main components to this – forecasting, people and strategy. Dwyer and Forsyth (1997, p.225) investigate the concept of yield when looking for a suitable measure on the impact of tourism growth, 'the net economic gain from tourism takes account of the benefits and costs of tourism activity'. Noone and Griffin (1997), for example state that yield management within the hotel environment aims to achieve maximum occupancy and average room rate. In discussing the definition of yield management in this context, Jauncey, Mitchell and Slamet (1995) suggest that the ability to manipulate rates is dependent on accurate predictions of future patterns of demand – this involves modelling the rate and volume of predicted reservations over time, based on historical data. This difficulty is also present within the tourism environment. In the context of tourism generally, Dwyer and Forsyth (1997, p.225) argue for a macro approach which includes 'consideration not only of the level of tourist expenditure and the direct costs of providing tourist services, but other factors such as employment and foreign exchange effects, environmental externalities....'. This definition, while useful for the larger tourism environment, is too encompassing for use within the context of micro tourism components such as VICs.

A report by Tourism Tasmania (2001) entitled *Yield management for small to medium-sized attraction and tour operators*, argues that this concept 'centres on increasing profitability rather than focusing exclusively on increasing visitor numbers' (p.4). For the purposes of that study, yield was measured in terms of average net profit per visitor per year. Some factors that influence yield, according to this report, are those of the pricing, booking and marketing strategy, business costs, added value services, visitor numbers and seasonal demand. Yield management in VICs, is perhaps best explored by Tierney (1993). What Tierney concentrates on are two key measurements: length of tourist stay and tourist expenditure. In acknowledging the difficulties of capturing data from visitors to a VIC, Tierney used diary entry data to obtain information on visitor stay and expenditure. Tierney found that over 41% of respondents stated they visited new areas as a result of the VIC services; his results also found that the Colorado welcome centres (similar to VICs) 'have a significant impact on travel decision making, which in turn influences tourist length of stay and expenditures' (p.32).

More recent information - and in this case, more geographically relevant information - comes from the Symonds Travers Morgan 1997 report on the economic contribution of VICs in New South Wales. This study found that 13% of the respondents stayed additional nights because of VIC information while 21% undertook additional tours and 56% visited additional attractions. The overall additional economic contribution of VIC activity to New South Wales was estimated at over \$57,000,000. However, in providing this estimate, the authors used a multiplier of 4.35 and the figures should therefore be treated with caution. While these estimates must be treated with caution, a study by the Nova Scotia Tourism Partnership Council (2001) found that visitors at VICs spend 11% more if informed by trained professionals in the VICs than those not 'counselled'. The report goes on to say: 'Additionally, 36% of those counselled, visited a part of the province they would not have otherwise visited' (p. 1).

It would appear from previous research, therefore, that VICs do increase tourism yield, although the difficulties in measuring this increase have not yet been explored. One of the means for increasing tourism yield within VICs is through the use of visitor information. The key issues for investigation, therefore, are those of the ways to measure yield and how VICs actually can increase yield.

Chapter 3

METHOD

This study was informed by exploratory research undertaken by the Country Victoria Tourism Council (CVTC) that has attempted to gain baseline data on visitor numbers throughout the state. The data gathered through this mechanism highlighted the need to investigate the impact of the VICs on tourist decision-making and the potential opportunities for increasing tourism yield. This study has been conducted to determine a practical model for tourism services to increase yield. It is hoped that the creation of a culture focused on increasing yield in service organisations will then grow from the use of this model.

This study collected quantitative data from eight VICs in Victoria. Researchers spent two days surveying on-site on a Friday/Saturday or Sunday/Monday at each of the eight centres. In conjunction with this data collection, interviews were conducted with VIC staff and co-ordinators as well as specific observations of VIC use. For the purposes of this report, only the findings from the quantitative survey are reported.

Instrument Design and Data Collection

The instrument used in this study was designed in conjunction with the CVTC and is based on previous research into visitor satisfaction and behaviour. The key issues to be obtained from this questionnaire were demographic information, details on the planned trip, perceptions of the VIC and VIC staff, the potential influence of the VIC on visitor behaviour and the potential for repeat visitation to the area. The design phase for the questionnaire was assisted by industry and academic input.

Although the design of the questionnaire was important, the implementation issues were equally so. In particular, the research team addressed two key issues:

1. The difficulty in obtaining information from visitors who were keen to proceed with their holiday; and
2. The difficulty in obtaining information relating to recent influences on behaviour.

Initially, the method of data collection was to be a two-phased process that involved an intercept interview to obtain telephone contact details to be followed up with a telephone interview when the visitors returned home from their holiday. This method was designed to overcome the first difficulty outlined previously. It was decided, however, that the delay in the second contact would influence the reliability of recalling the correct information. The reliability of visitors being able to determine what influenced their spending and travel behaviour, was also questioned. As a consequence, this proposed method was abandoned for the use of intercept interviews with a two-page questionnaire immediately following the tourists' visit to the VIC. Interviewing the subjects as they left the VIC provided access to 'top of mind' information about the influence that the VIC had on intended behaviour in the region. However, it was recognised that this was 'intended' rather than 'actual' behaviour as the behaviour had not yet taken place. Further to this, the Tyrrell and Johnston (2003) study into expenditure changes from visiting a Rhode Island Welcome Centre found that differences in on-site (intercept interviews) and follow up (telephone interviews) survey sample expenditure change predictions were not significantly statistically different. The questionnaire was refined to take two minutes of the visitor's time so that the experience was not intrusive on the VIC visit.

Chapter 4

RESULTS

Results from the Quantitative Data

Table 1 provides details of the data collection and the response rates at each VIC. The coordinators of each VIC were asked to estimate their daily visitor count. As illustrated in Table 1, these estimates vary substantially. There also appeared to be large variations between manually counted estimates and the estimates obtained from door counters. Estimates from door counters appeared to be much higher, perhaps suggesting that each entry and exit may have been part of the count. Various formulae for determining visitor numbers with door counters were used, with most centres dividing the door count number in half. This still does not account for or differentiate multiple entry and exit by a single person, and/or staff and non-visitors. In total, 782 responses were collected representing an average response rate of 26%. Not reflected in this response rate is only one member of each travelling group was surveyed, as quite commonly, especially couples, the entire party were keen to answer the survey.

Table 1: Daily visitors and respondents at VICs

Visitor Information Centres	Daily Visitors (estimate)	Respondents to Questionnaire
Apollo Bay	200	33
Bairnsdale	70	15
Bendigo	300	96
Bright	200	68
Canberra	N/A	149
Halls Gap	300	97
Healesville	50	37
Lismore	N/A	204
Mildura	400	49
Warrnambool (Victoria - pilot)	160	34
TOTAL		782

The method of estimating the daily visitation varied substantially across VICs with the majority of organisations using a combination of methods.

Most of the data were obtained during the months of July-August 2003 and, being winter, this may have impacted on the number of visitors to the VIC and the region. However, in total, sufficient data were collected to provide an overview of tourist behaviour and the perceptions of the use and impact of the VICs.

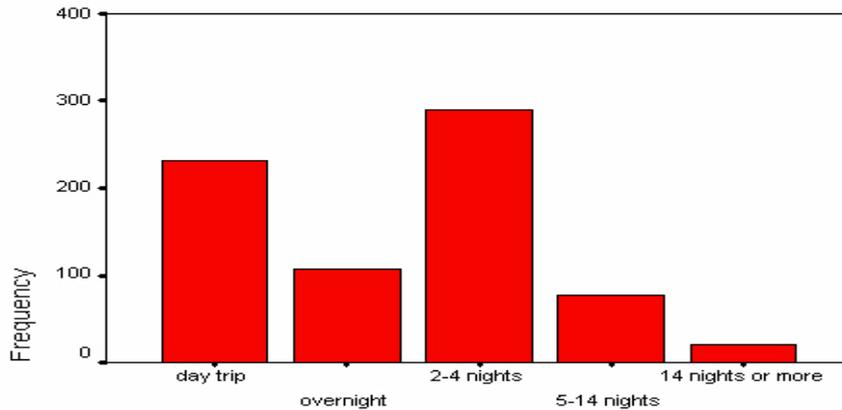
The findings from the data collected are presented in the next section and provide an overview of the demographics of the respondents, their planned tourist activity, their perceptions of the VIC, the likely impact of the VIC on their stay and the likelihood of repeat visitation to the area.

Visitor Profile and Travel Patterns

A number of variables were tested in surveying visitors to the VICs. Of those who responded to the questionnaire, 93% were from outside the VIC region. The gender mix was evenly spread with 48% male and 50% female visitors (some data were missing here). The main age group for these visitors was in the 35-54 age group (42%) and most visitors tended to travel in either a family group (25%) or as a couple (41%). Most groups comprised between two and four people.

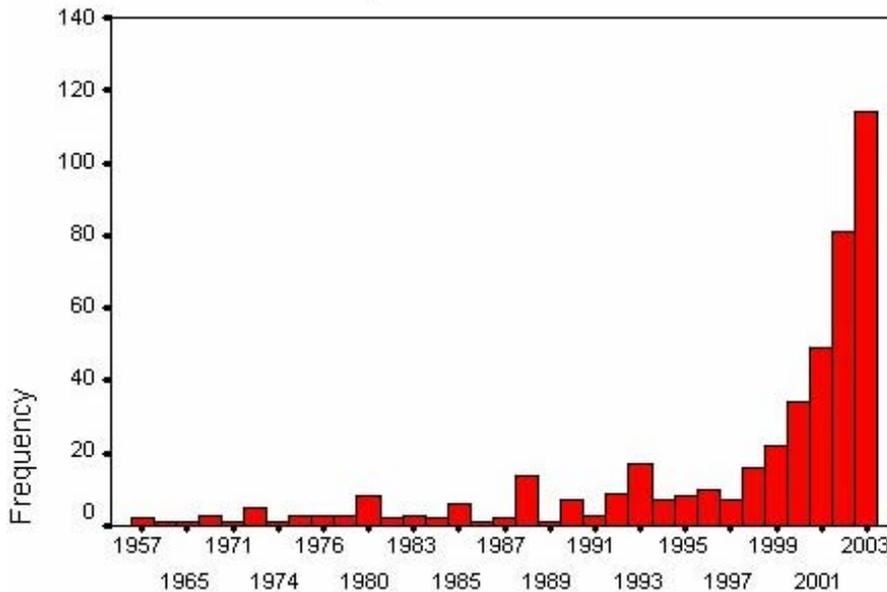
With regard to the travel patterns of the respondents, most (44%) planned to spend between two and four days in the region, although a quarter of the respondents were on day trips. Figure 1 provides an indication of the respondents length of stay within the VIC region.

Figure 1: Duration of stay in the region



What is interesting, however, is that the majority of the respondents (64%) had visited the region previously – over 60% in the last three years and had returned to explore the area more fully. Figure 2 illustrates the visiting patterns here.

Figure 2: Most recent visit to the region



On their last visit, only 25% stated that they had attended the VIC. Many aspects of the respondents’ visit had not been planned. The role of the VIC in providing information for their trip was obviously perceived to be very important. Table 2 provides a summary of the type of planning that was undertaken by the visitors prior to their visit to the region.

Table 2: Visitor planning prior to VIC visit (percentage)

Type	Not planned (%)	Some plans (%)	Definite plans (%)
Accommodation	48.9	4.4	46.7
Attractions	58.0	31.0	11.0
Tours	90.6	6.2	3.1
Restaurants	87.3	9.1	3.6

As illustrated by Table 2, visitors to the regions surveyed had planned very little of their trips; with the exclusion of accommodation, very little planning had occurred and, it would appear, the VICs were expected to provide information for further planning. These findings suggest that there is significant opportunity for VICs to increase visitor stay and spend through the provision of appropriate ‘upselling’ information, particularly in relation to tours and attractions.

The surveyed visitors were also asked to rate the characteristics of the VICs. Respondents were asked to rate certain characteristics on a scale of 1, meaning poor, to 5, meaning very good. Table 3 provides the mean and standard deviation of the ratings of the various characteristics.

Table 3: Ratings of VIC characteristics by visitors (on a scale of 1-5)

Characteristic	N	Mean	Standard Deviation
Friendliness of staff	705	4.7	.6
Staff knowledge	694	4.7	.7
Brochures: range and ease of finding	688	4.5	.7
Interactive displays: e.g. touch screens?	531	5.3	1.2
Merchandise	385	5.6	1.4
Local products on display and for sale	616	4.84	1.31
Other	48	3.48	1.54

The characteristics with which respondents were most satisfied were the friendliness of the staff, the staff knowledge and the interactive displays. In determining the type of information that the visitors required, the most frequent responses were to find maps, and information about restaurants, accommodation and activities within the area. Just over, 76% of respondents stated that they were successful in obtaining the information they were seeking, suggesting a very satisfactory level of service for this group of VICs.

Increasing Tourism Yield

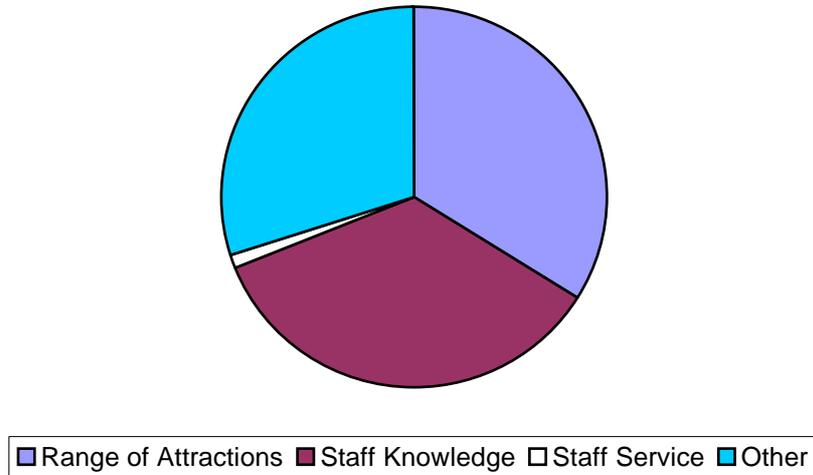
In examining the issue of whether VICs increase tourism yield, the key measures are increased stay and increased spend (Tierney 1993). The current study found that, of those people who obtained information from the VICs, 18% stated that the information from the VIC had influenced them to stay longer. Visitors were asked ‘If more time was spent in the area, how much more?’ and, of those who responded to this question in the affirmative, 45% stated they would stay an extra one to two days. Interestingly, almost 17% stated they would stay between two and 14 nights extra. A third of the respondents confirmed that the information from the VIC had influenced them to engage in more activities within the VIC region. These results are shown in Table 4.

Table 4: Extra time visitors would stay in the region as a result of VIC information

	Extra Time	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Couple Hours	24	3.1	22.4	22.4
	1/2 Day	8	1.0	7.5	29.9
	1 Day	31	4.0	29.0	58.9
	Overnight	18	2.3	16.8	75.7
	2-4 nights	8	1.0	7.5	83.2
	5-14 nights	10	1.3	9.3	92.5
	14 nights or more	8	1.0	7.5	100.0
	Total	107	13.7	100.0	
Missing	System	675	86.3		
TOTAL		782	100.0		

In examining the VIC characteristics that influenced the respondents most in increasing their stay, almost 70% stated that it was the staff knowledge (34%) and the range of attractions (35%) that influenced them. Using independent t-tests, those indicating they would stay longer rated their satisfaction with the availability of local merchandise more highly. Figure 3 presents this information.

Figure 3: VIC influences on extra stay



As a consequence of the VIC information, 63% stated that they would return to the VIC region and over 30% stated they would stay between two and 14 nights. Although this figure appears high, almost half those surveyed had visited the region previously and had returned to the VIC to obtain further information about the region. This then points to the importance of the VIC as a recognised source of tourist information, even for visitors who have previously visited the region. Further analysis of this data used t-tests. This analysis compared those who would spend more time in the region because of their visit to the VIC with others in terms of their rating of VIC characteristics. Statistically significant differences were only found on the sale and availability of merchandise. In other words, those respondents who stated they would stay longer rated the sale and availability of the merchandise higher. Similarly, the sale of merchandise was the only characteristic where there was a statistically significant difference for those respondents undertaking more activities than they had planned. This finding for the importance of merchandise and local product has also been found in a STCRC funded study of the role of food and wine in regional tourism (Sparks, Roberts, Deery, Davies & Brown in press). This study investigated the role of food and wine in regional tourism areas within three states of Australia – Victoria, Queensland and South Australia.

Finally, Chi-square analysis was used on the level of planning undertaken and respondents' intention to spend more time in the area, engage in more activities or return to the area. Chi-square was used to determine whether there were differences between the various groups within the study. For example, the analysis investigated whether there were differences between those who had planned their trips and those who had not. The analysis found that those who had not planned accommodation were more likely to wish to stay longer and undertake more activities. No other statistically significant differences were found.

Chapter 5

IMPLICATIONS, RECOMMENDATIONS AND CONCLUSION

The key implication from the results of this study is that VICs have the opportunity to increase tourism yield through increased visitor expenditure and increased length of stay. In line with Tierney's (1993) findings, VICs can increase tourism yield through the use of very targeted information for visitors. One of the key findings from this research is the value placed on the information from VICs. In particular, the respondents to this survey were repeat visitors as well as newcomers to the region, and used the VIC to provide appropriate information, even though they had previously visited the region. The use of the VIC in this way is important and highlights the role that VICs can play as a source for information for a range of visitor behaviour. For those first-time visitors to the region, the VIC acts as a means to understand and explore the region.

Equally important, is the display and sale of local products and merchandise to 'entice' visitors to explore the region. The purchase of local regional products has been found to be an important component of a tourist experience. Sparks et al. (in press), in preliminary findings on the role that wine and food play in enhancing regional tourism, found that the purchase of local, regional food and wine products are important in creating memorable experiences. These products are often shared on special occasions such as dinners and parties, and the experience of the purchase is also shared. In order to increase the yield of tourism through VICs, greater attention should be paid to the promotion and sale of local products that are unique to the region.

The issue of customer service is also important in increasing tourism yield. In both the literature and the findings from this study, it is the knowledge and friendliness of staff that is important. It is through these attributes that the potential for increasing visitor activities, visitor expenditure and repeat visitation can be promoted.

The key recommendations arising from this study are:

- To train VIC staff and volunteers to in promoting further, theVIC regional products, activities and attractions. As this study has demonstrated, VICs play an important role in enhancing the regional tourism experience through the knowledge and service by VIC staff and volunteers.
- To promote regional products through the display and sale of these products within the VIC.
- To increase the service quality of VICs to maximise visitor needs for personal service
- To develop a tool to assist in monitoring the performance of VICs and to allow for improvements in potential tourism yield.

Finally, the need for further research in this area is important. In particular, it is important to test the methodology by surveying visitors after they return from their visit. In so doing it will be possible to assess the accuracy of the estimated extended stay and expenditure and also the role of VICs in increasing tourism yield.

APPENDIX A: VISITOR INFORMATION CENTRE QUESTIONNAIRE

Interviewer Name: _____ Date: _____

1. Male Female
2. Are you a visitor to *the Region*?
- Yes
 No, **If No Go to NEXT PAGE 'Local Resident'**

3. What is the postcode or country where you normally live?

Postcode _____
 Country _____

4. What age group are you in?
- Under 25 45-54
 25-34 55-64
 35-44 65+

5. How would you best describe your travel group?
- Travelling alone
 Adult Couple (in a relationship sense)
 Family Group – parents and children
 Friends/relatives travelling together with children
 Friends/relatives travelling together without children
 Business associates travelling together with family
 Business associates travelling without family
 School uni/college/sporting group or club
 Other _____

How many people are in your group?

6. When did you arrive in *the Region*?

Day _____
 Date _____

7. How long do you plan to spend in *the Region*?
- day trip
 overnight
 2 – 4 nights
 5 – 14 nights
 14 nights or more

8.a. Is this your 1st visit to *the Region*?

Yes **go to 11**
 No **go to 8.b.**

8.b. How many times have you visited?

1 - 4 times 5 times or more

9. When was your last visit? (most recent)

Month _____ Year ____

10.a. Did you come to THIS Centre then?

Yes **go to 10.b.**
 No **go to 11**

b. Did **THAT** visit to the Centre encourage you to

	No	Some Extent	Great Extent
Make this trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stay longer on this trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do more activities on this trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Is *the Region*
- the only destination for this trip?
 one of a number of destinations?
 just passing through – not a destination?

12. Which of the following aspects of your visit to Healesville were planned before you left home?

	Not Planned	Some Planned	Definite Plans
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. How would you rate the following characteristics of the VIC on a scale of 1 (poor) to 5 (very good) or NA if not observed?

- Staff Knowledge
 Friendliness of staff
 Interactive Displays: Touch Screens
 Brochures: Range and Ease of Finding
 Information Merchandise (Souvenirs, etc.): Range and Type
 Local products displayed & for sale: Range
 Other: _____

Enter a number from 1 to 5: 1-Poor, 2-Fair, 3-Average, 4-Good, 5-Very Good, NA-Not Observed

(Interviewer: continue to next page)

14. What information did you **specifically** hope to find at the Centre? (write in response)

Were you successful?
 Yes No

15. Do you think the information that you gained from the **CENTRE MIGHT** influence:

a. the amount of time you planned to spend here?

- More
- Same
- Less

How much time? If More or Less

b. the activities you will do here?

- More
- Same
- Less
- Different

What activities? If More or Different

if 'Same' for 15a and 15b go to 17

16. What at the **CENTRE** prompted you to change your plans? (tick one only)

- Range of Attractions
- Staff Knowledge
- Staff Service
- Other *Please Specify Below:*

17. Do you think the information that you gained from the VIC **MIGHT** influence the likelihood you would return to *the Region* in the future?

- Yes **go to 18**
- No **go to 19**
- Unsure **go to 19**

18. How long would you like to stay in *the Region* on your next trip?

19. Did you find information at this CENTRE that will **ENCOURAGE** you to visit another region outside *the Region*?

- Yes **go to 20**
- No **Survey Finished**

20. Which Regions? (specify):

<<<< End of Survey >>>>

LOCAL RESIDENT SECTION

1. What information did you hope to find at the Centre? (specify)

Were you successful?

- Yes
- No

2. Who did you get the VIC information for?

- My Local Family and/or Myself
- Family or Friends who are visiting this region
- Business associates who are visiting this region
- School uni/college/sporting group or club visiting this region
- Other

<<<< End of Survey >>>>

Thank you very much for taking the time to answer this survey.
Please enjoy your stay in the Region

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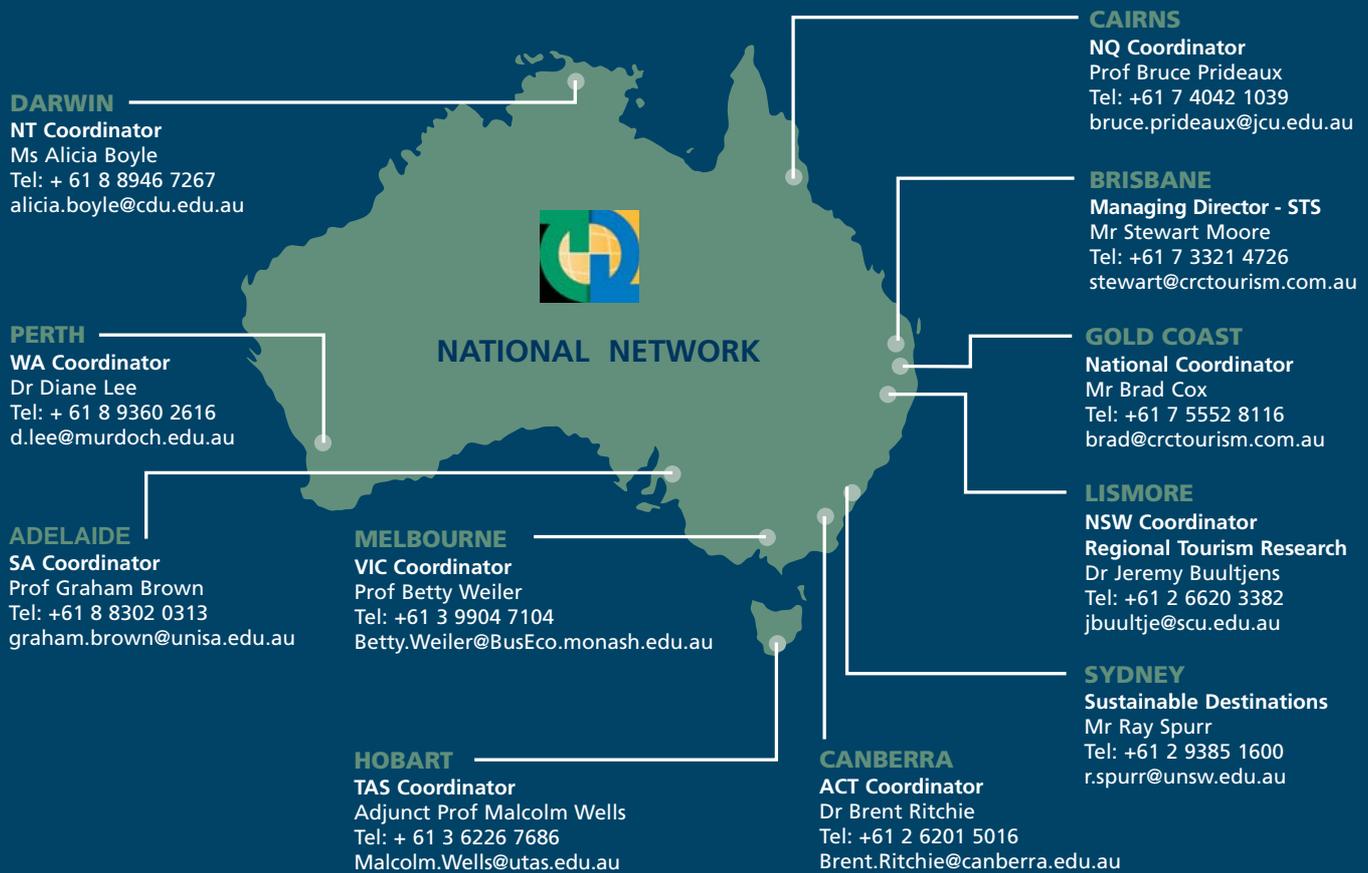
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