

VISITOR SURVEY

Visitor feedback (good or bad) is vital to assist in continually improving the visitor experience offered on Norfolk Island. For many years, Norfolk Island Tourism staff have distributed visitor surveys cards at the airport and the Visitor Information Centre to capture this data.

Over the past two years, through consultation with the Tourism Advisory Committee, and with suggested revisions from Chris Nobbs (former member of the Australian Market and Social Research Society), the Survey Card has been updated and printed for distribution.

Additionally, we are excited to announce that the survey is now available digitally on the Norfolk Island Tourism website via the link <https://www.norfolkisland.com.au/visitor-info/visitor-survey> or by simply scanning the custom QR code. New posters are now on display at the airport and Visitor Information Centre.

Advantages of the online survey:

- Ease of access for visitors (on and off island)
- Offers an up-to-date paperless opportunity
- Reduces risk of COVID-19 transmission (from paper and shared pens)
- Less workload for Tourism staff (not having to enter data manually)
- Potential to increase the survey response rate

Collated data from the visitor survey sometimes includes feedback remarking on a specific business or person. This confidential feedback is forwarded to those concerned to allow them the opportunity to improve from negative feedback, or to praise them for positive feedback.



If your business venue or website would like to display the QR code link to the online visitor survey, email rose.evans@nirc.gov.nf to obtain a copy of the poster or QR code logo.

Rose Evans

TEAM LEADER TOURISM & HERITAGE

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