

# ACT Parks & Conservation

VISITOR EXPERIENCE INSIGHTS - AUGUST 2021

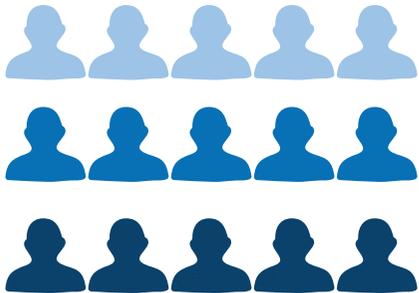


ACT  
Government



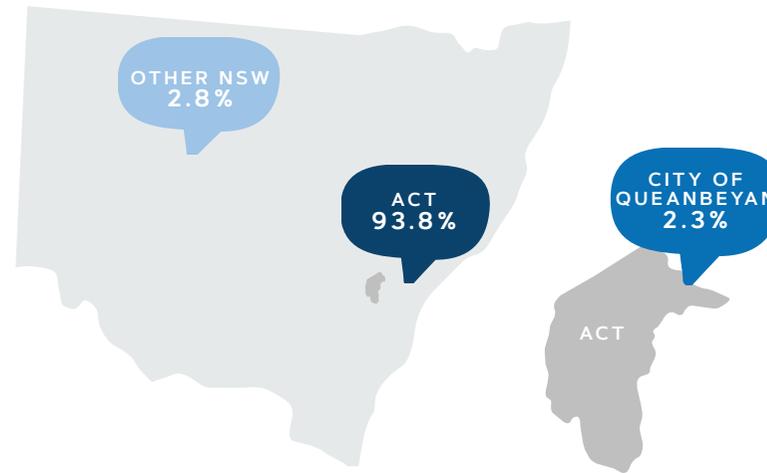
FOCUSED EVENT THINKING

## SAMPLE

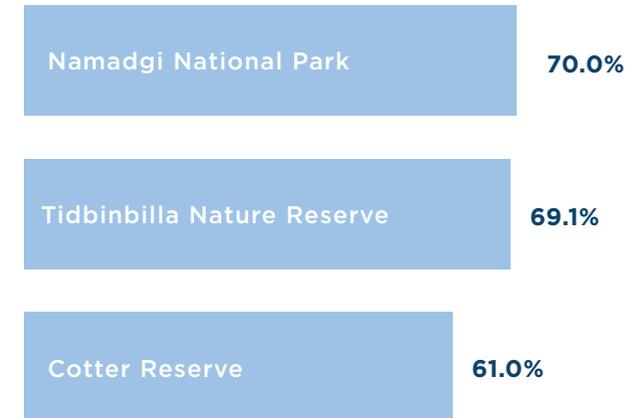


N=773

## VISITOR ORIGINS



## TOP 3 VISITED PARKS/RESERVES



## MOST POPULAR TIMES TO VISIT PARKS/RESERVES



Spring Months

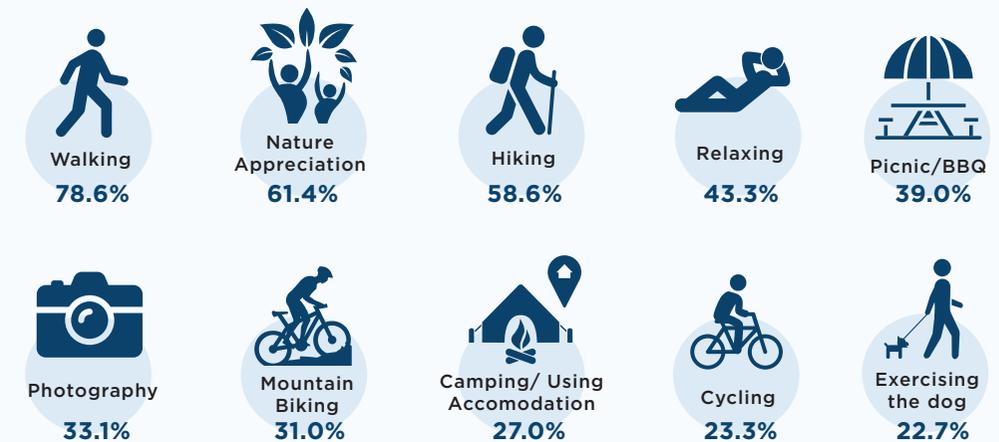


Autumn Months



■ Likely ■ Very Likely

## ACTIVITIES UNDERTAKEN BY VISITORS (TOP 10)



# ACT Parks & Conservation

VISITOR EXPERIENCE INSIGHTS - AUGUST 2021



ACT  
Government



FOCUSED EVENT THINKING

## ADVOCACY (NPS)



**+43.7**

**7 PROMOTERS  
FOR EVERY 1  
DETRACTOR**

## VISITOR SATISFACTION



**92.3%**

**SATISFIED/  
EXTREMELY SATISFIED  
WITH THEIR OVERALL  
EXPERIENCE**

## SAFETY



**80.1%**

**VISITORS WHO FELT  
VERY SAFE VISITING ACT  
PARKS/RESERVES WHEN  
COVID-19 RESTRICTIONS  
WERE IN PLACE**

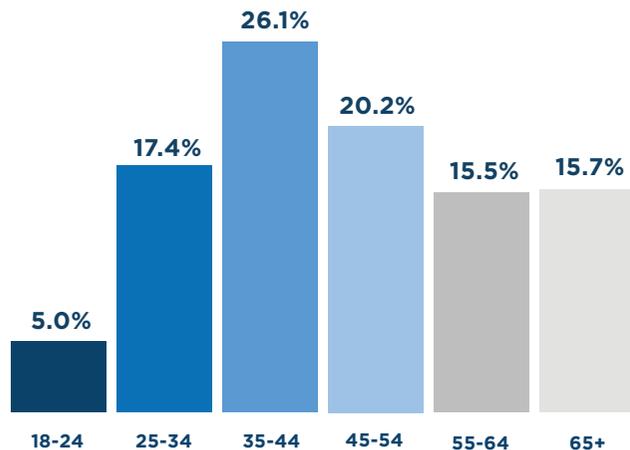
## GENDER

**46.5%**

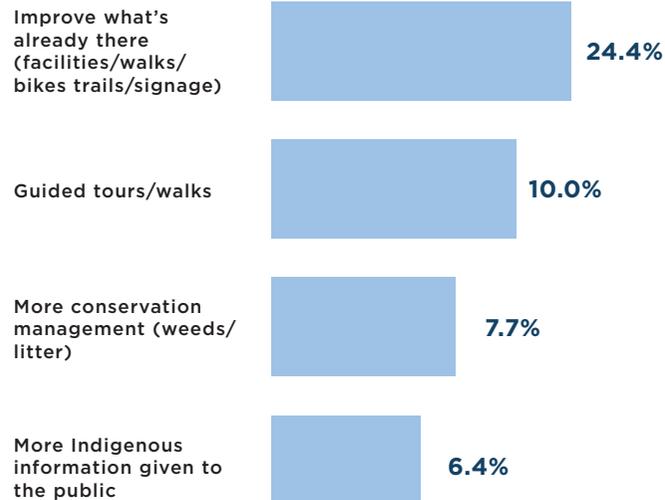


**53.5%**

## AGE



## TYPES OF ACTIVITIES/EVENTS VISITORS WANT TO SEE IN THE FUTURE



## MOTIVATION OF VISITORS (TOP 2)



**54.3%**

**SPEND TIME  
IN NATURE**



**40.4%**

**PHYSICAL  
EXERCISE**