



The Tourism Industry Council Tasmania's **customer survey forms** are a major tool to collect feedback from visitors to accredited businesses. The TICT receives over 3,000 forms per annum and approximately 98% of the forms received contain positive comments. This indicates that visitor satisfaction is very strong. The following table lists the total number received for each quarter of 2009, including the percentage of positive feedback received.

QUARTER	TOTAL FORMS RECEIVED	TOTAL COMPLAINTS RECEIVED	% OF POSITIVE FEEDBACK RECEIVED
Jan to Mar 2009	1169	20	98.29%
Apr to Jun 2009	773	13	98.32%
Jul to Sep 2009	531	12	97.74%
Oct to Dec 2009	833	16	98.07%

The customer survey forms include written statements that provide the opportunity for visitors to rate their experience. Visitors can rate whether they agree or disagree with the following statements:

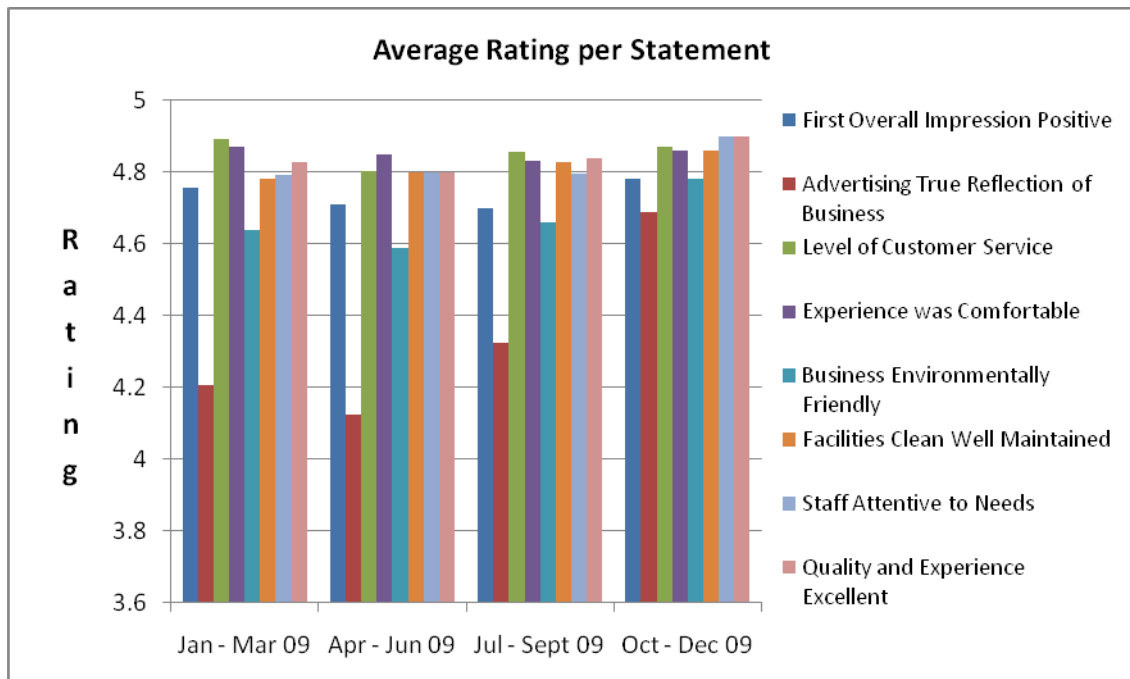
- The first overall impression of the business was positive,
- Advertising reflects the true picture of the business,
- The level of customer service was excellent,
- The experience was safe and comfortable,
- The business appeared to be environmentally friendly,
- The facilities were clean and well maintained,
- The staff were attentive to needs, and
- The quality of the business and experience were excellent.

These ratings give TICT an indication of how satisfied visitors are of an accredited operator's service.

A point system for each statement is used to determine the level of satisfaction gained from the visitor's experience. Points are awarded to the business as follows: **5pts – strongly agree to 1pt – strongly disagree, 5 pts** are to be awarded for any **N/A** responses.

Points from the statements are added and then divided by the number of forms received to determine the overall average result per statement for each quarter, giving each business an idea of how well they are delivering on service.

The following table displays results of the average ratings per statement for each quarter of 2009.



The graph clearly demonstrates that each statement is rated very high by visitors. Consistently rated high are the levels of customer service was excellent, the experience was safe and comfortable, and the quality of the business and experience were excellent.

However, in comparison the statement '**advertising reflects the true picture of the business**' is slightly down on average ratings. Some of the feedback received included comments on the experience was actually better than what was seen in the businesses advertising. This is also a reason for visitors to disagree with the statement, and is a contributing factor to the lower rating.

TICT will continue to work with industry to maintain these high standards and report results on this page soon after the end of each quarter.

TICT welcomes feedback or comments. Please contact TICT on (03) 6224 1930 or email info@tict.com.au.