University of South Australia

VISITOR SERVICE QUALITY REPORT:

ABC Botanic Gardens

KEY STATISTICS

83% respondents are likely to recommend the Gardens to others

90% respondents are satisfied*
*measured range from slightly satisfied to very satisfied

75% respondents visited between 9am-noon

83% respondents are likely to visit the Gardens again

88% respondents drove in a personal car

50% respondents visited with family / friends

Top 3 Activities

View Plants
70% respondents

Walk / Exercise
53% respondents

Visit Cafe
41% respondents

Top VSQ Benchmark Performance Attributes

▲0.4 — Has built amenities that are clean and well presented

▲0.2 — Has directional signs that meet my needs

▲0.2 — Showcases a wide diversity of plants

Weak VSQ Benchmark Performance Attributes

▬ 0.0 — Has individual plants adequately labelled

▬ -0.0 — Provide opportunities to learn about plants
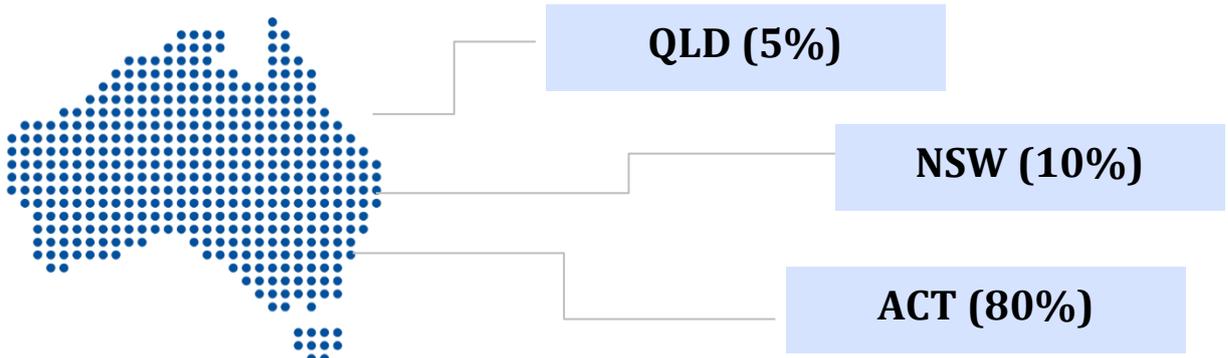
▼ -0.1 — Makes me feel safe when visiting
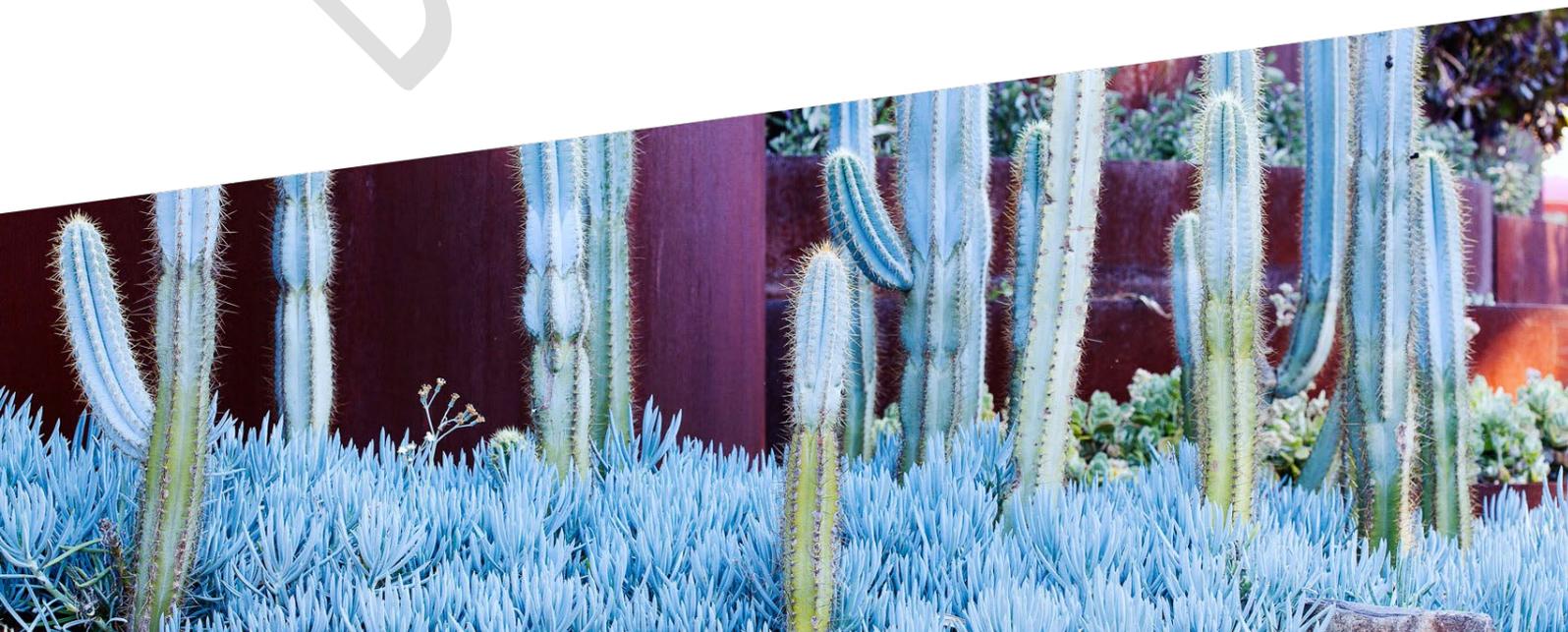
*Detailed view of Garden's Performance vs. Expectation and comparison to CERM-PI Benchmark can be found on Pages 7-9

Where your visitors live:

QLD (5%)

NSW (10%)

ACT (80%)

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Introduction and Methodology

INTRODUCTION

This report outlines the results and areas for consideration deriving from the Visitor Service Quality survey conducted ABC Garden by University of South Australia's CERM Performance Indicators research group. This report uses two separate sets of performance indicators (PIs), providing you with feedback to use as part of your own base-line management information. Your own results are displayed in conjunction to the benchmarks (medians) derived from the cohort of participating botanic gardens of Australia and New Zealand. The medians have been displayed based on the whole cohort of botanic gardens. From this information you can consider ways to maximise strengths and develop strategies to correct any apparent deficiencies in the Garden's performance as suggested by your performance indicators.

This report comprises six (6) main sections:

Visitor Relations and Satisfaction

The first section of the report presents respondents' overall level of satisfaction with the Gardens, as well as the level of likelihood they would recommend the Gardens and visit again.

Visitor Service Quality (VSQ) Indicators

The CERM PI VSQ model, tailored to botanic gardens, incorporates two main dimensions of service quality: 18 items that focus on facility and provision aspects of the Garden along with aspects of staffing in at the Gardens.

Benefit indicators

Another major focus of the CERM PI indicators is the benefits the end user or visitor receives from their visit to the Garden. This section presents respondents' rating of importance and achievement of 9 benefit attributes.

Usage and Awareness of Gardens

The fourth section reports the key activities visitors participate in at the Garden, along with main motivators to visit the Gardens

Visitor demographics

Demographics of respondents will enable the Gardens to have an in-depth view of who their visitors are, looking at age, gender, and usage preferences of the visitors.

Additional Questions (Garden-specific)

The final section of the survey presents the additional comments / questions as requested specifically by the Gardens.

METHODOLOGY

Data for this report was collected using online and paper questionnaires under the guidance of the appropriate protocols issued by CERM PI®, University of South Australia.

Visitors to the garden were asked to complete the survey via online and/or paper methods. The time chosen to administer the questionnaire was decided in conjunction with the garden management team to produce a representative sample of visitors for this report. The survey measured: visitor satisfaction with facilities/operations and staff, and perceived benefits from visiting the garden. Visitors' level of satisfaction & advocacy and questions relating to their usage and their demographics were also included.

Analysis

The questionnaire was developed to provide garden staff and management with diagnostic value in the area of visitor profiles and service quality management. Garden staff have an in-depth understanding of the wider environmental context in which the botanic garden operates and are best placed to interpret the results provided in this report. The study should not be treated in isolation but be used as part of the total information on which management decisions are based.

Note: Percentage totals may not equal (+ or -) 100% due to rounding.

Confidentiality

1. Visitor Satisfaction and Relation

VISITOR SATISFACTION						
0%	**0%**	**5%**	**5%**	**10%**	**50%**	**30%**
😣	🙁	😐	😐	😐	🙂	😃
Very dissatified	Dissatified	Somewhat dissatified	Neutral	Somewhat satisfied	Satisfied	Very satisfied

- **90%** of all of respondents indicated they were somewhat to very satisfied with the Gardens service overall, which is lower than the CERM PI Botanic Gardens 2021 Benchmark (6.4)

- **83%** of all respondents indicated either "Maybe", "Likely" or "Very Likely" to recommend Garden Name to other, which is lower than the CERM PI Botanic Gardens 2021 Benchmark (6.4)

- **83%** of all respondents indicated they were either "Maybe", "Likely" or "Very Likely" to visit the Garden again

LIKELY TO RECOMMEND THE GARDENS
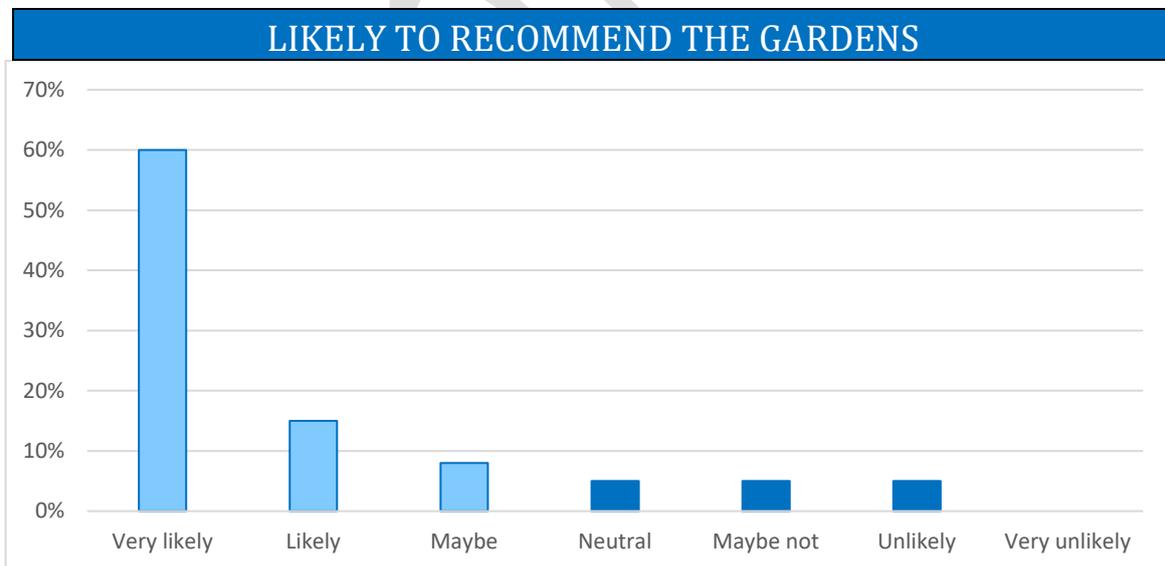
LIKELY TO VISIT AGAIN	
Very Likely	50%
Likely	20%
Maybe	3%
Neutral	5%
Maybe not	3%
Unlikely	2%
Very unlikely	0%

2. Visitor Service Quality

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of visitor service quality (VSQ). **The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree').**

Expectations refer to the extent to which visitors believe a particular service attribute should be provided at the Garden. High expectations tend to represent higher priority VSQ attributes. Low expectations may indicate visitors have limited interest or need for this VSQ attribute.

The expectations and the performance means are used to calculate the **Visitor Service Quality Gap** (Performance Gap) for each VSQ attribute; the extent to which performance does not correspond to expectations.

The **performance** mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by visitors to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the Garden (e.g. shared use of public parking facilities).

The **Visitor Service Quality Score** (VSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other feedback such as overall satisfaction with the Garden and willingness to recommend the Garden.

SUMMARY

- Respondents rated **"Showcass a wide diversity of plants"** and **"Is peaceful and tranquil"** highest on expectations

- Respondents also rated **"Is peaceful and tranquil"** and **"makes me feel safe"** when visiting

- ABC Garden's best performing attributes compared to the CEMP-PI VSQ Benchmarks were **"clean amenities"** and **"directional signage"**

- ABC achieved an overall service quality score of **102%** which is marginally lower than the CERM PI 2021 Benchmark (105%)

SERVICE QUALITY: EXPECTATION, PERFORMANCE AND BENCHMARK COMPARISON

VSQ ATTRIBUTES	Expectations	Performance	Performance Gap	VSQ Benchmark		Benchmark Gap
The Garden should...						
Is easily accessible	4.8	4.8	0.0	-0.1	▬	0.0
Is peaceful and tranquil	**5.3**	5.4	0.1	0.0	▲	0.1
Has a pleasing physical layout	5.2	5.3	0.1	0.0	▲	0.1
Showcases a wide diversity of plants	**5.3**	5.4	0.1	-0.1	▲	0.2
Displays plants that appear healthy	5.1	5.2	0.1	0.0	▲	0.1
Displays special collections of plants	5.0	5.2	0.2	0.0	▲	0.2
Has built amenities that are clean and well presented	5.1	5.3	0.2	-0.2	▲	0.4
Has food and drink outlets that provide value for money	4.5	4.4	-0.1	-0.2	▲	0.1
Has directional signs that meet my needs	4.9	5.0	0.1	-0.2	▲	0.3
Has individual plants adequately labelled	4.8	4.7	-0.1	-0.1	▬	0.0
Has accurate, current information available	4.8	4.9	0.1	-0.1	▲	0.2
Offers a broad range of experiences	5.0	5.1	0.1	-0.1	▬	0.0
Provide opportunities to learn about plants	4.9	4.9	0.0	0.0	▬	0.0
Has signs that are informative and interesting	4.9	4.9	0.0	-0.2	▲	0.2
Has staff that are friendly responsive in their dealings with visitors	5.1	5.3	0.2	0.0	▲	0.2
Has staff and volunteers that are experienced and knowledgeable	5.0	5.1	0.1	0.0	▬	0.1
Presents well as a key tourist attraction	5.1	5.3	0.2	0.0	▲	0.2
Makes me feel safe when visiting	**5.3**	5.4	0.1	0.0	▲	0.1
Visitor Service Quality Score				**102 %**		

▲   ▬   ▼

* The Overall Service Quality result is calculated by dividing the combined averaged performance scores by the combined averaged expectations *100

3. Visitor Benefit Analysis

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of benefits. **The scale used for this section ranged from 1 ('not at all') to 5 ('very high').**

The **importance** mean measures the relative importance of particular benefit as a reason for attending this Garden.

The **importance and achievement** means are used to calculate the **'VSQ Benefits gap'** for each attribute – that is, the extent to which achievement does not correspond with the importance rating. A positive gap indicates the visitors' needs are being met, while a negative gap suggests they are not.

The **achievement** mean indicates the extent to which the benefits were achieved as a visitor of the Garden.

Use of benefits: Understanding the benefits achieved by your Garden, visitors will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your Garden.

BENEFIT ATTRIBUTES: PERCEIVED IMPORTANCE AND ACHIEVEMENT BENCHMARK COMPARISON						
BENEFITS ATTRIBUTES	Importance	Achieved	VSQ Benefits Gaps	VSQ Benchmarks		VSQ Benefits Gaps
Improved health and well-being	4.4	4.4	0.0	0.0	▲	0.0
Relaxation	4.5	4.5	0.0	-0.1	▬	0.0
Escaping the pressures of daily life	4.4	4.5	0.1	-0.1	▬	0.0
Improved physical fitness	4.1	4.1	0.0	0.0	▬	0.0
Learning about the plants and the natural environment	4.3	4.3	0.0	0.0	▬	0.0
Enjoying the aesthetics of plants and gardens	4.5	4.5	0.0	0.0	▬	0.0
Enjoying time with family/friends	4.3	4.4	0.1	0.0	▲	0.1
Meeting people and socialising	3.7	3.9	0.2	0.0	▲	0.2
Connecting with plants and the natural environment	4.4	4.5	0.1	0.0	▲	0.1

▲   ▬   ▼

SUMMARY

- Respondents rated **"Relaxation"** and **"Enjoying the aesthetics of plants and gardens"** highest on expectations

- Respondents also rated "**Relaxation"** and **"Connecting with plants and the natural environment"** highest on performance

- ABC's best performing attributes compared to the CEMP-PI VSQ Benchmarks were **"Meeting people and socialising"** and **"Enjoying time with family /friends"**
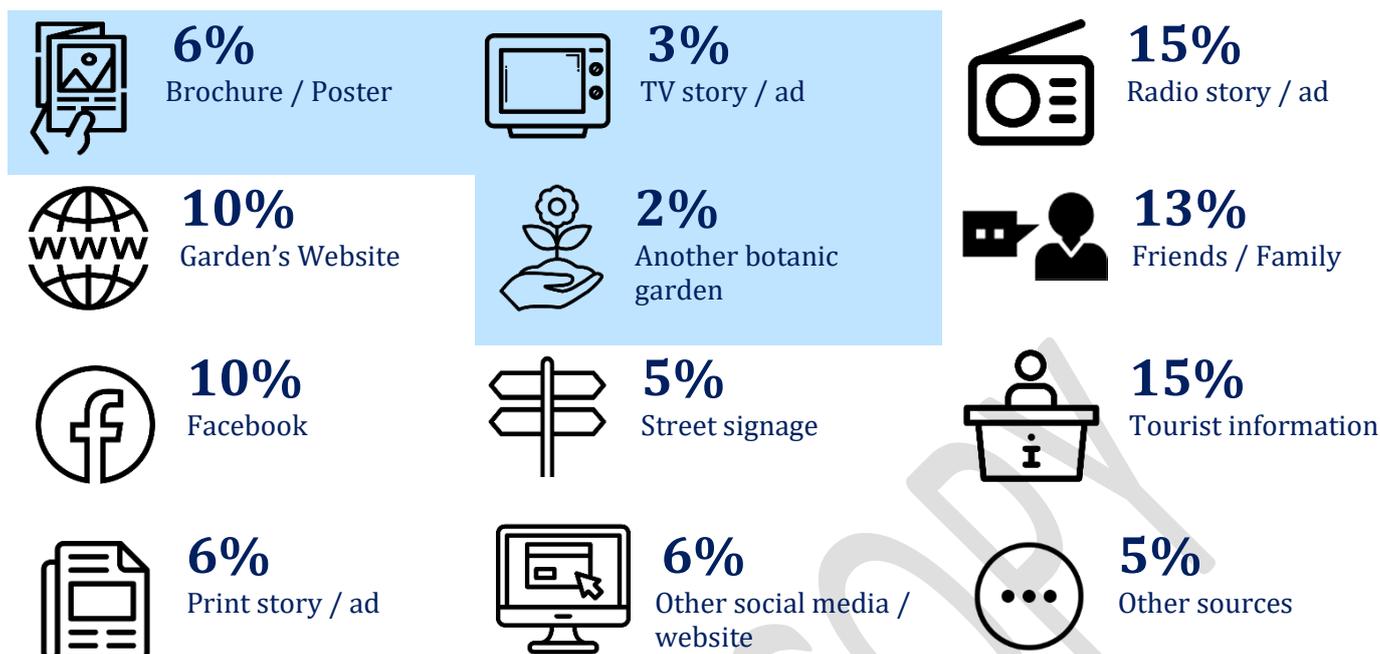
4. Usage and Awareness of the Gardens

- **51%** of all respondents indicated **"Viewing plants"** as their main activity at the Garden

- **33%** of all respondents indicated **"Family outing"** as their main activity at the Garden

- **33%** of respondents spent **"between one to two hours"** at the Garden

- **77%** of respondents cited **"Street signage"** as the main information source that motivated their visit

- **"Radio story / ad"** and **"Tourist information"** were other top information sources that motivated respondents to visit

MAIN ACTIVITY UNDERTAKEN AT THE GARDENS			
	FIRST (%)	SECOND (%)	THIRD (%)
View plants	51	22	10
Guided walk/tour	2	1	-
Gain ideas and information about plants	5	2	-
Relax / Read	12	5	2
Family outing	14	-	-
Picnic	-	-	-
Meet people	5	1	-
Visit information centre	2	5	4
Visit nursery	5	5	2
Birdwatching	8	8	3
Walk / Exercise	15	7	6
Visit a specific display / exhibit	-	-	
Attend an event *	8	6	5
Visit cafe	12	8	5
Other	-	-	-

Note: Total for activity rank can be less than 100%, representing the percentage of respondents (n = 612) that picked an activity in each rank.

INFORMATION SOURCES THAT MOTIVATED YOUR VISIT

6% Brochure / Poster

3% TV story / ad

15% Radio story / ad

10% Garden's Website

2% Another botanic garden

13% Friends / Family

10% Facebook

5% Street signage

15% Tourist information

6% Print story / ad

6% Other social media / website

5% Other sources

MAIN ROLE / PURPOSE OF THE GARDEN TO YOU

	FIRST (%)	SECOND (%)	THIRD (%)
Education	20	10	-
Research	20	12	-
Provide a place of wellbeing / relaxation	5	-	20
Display of plants / place to view plants	5	-	13
A place to engage with nature	5	10	5
A place for socialising	15	5	15
Conservation / Biodiversity	20	12	-
Recreation	20	-	-
Other	-	-	-

*Others included: xyz | More |

TIME SPENT AT THE GARDENS TODAY

Less than 1 hour	30%
One to two hours	10%
Two to three hours	10%
Over three hours	10%

DID YOU CONSIDER YOURSELF A TOURIST TODAY

Yes	10%
No	90%

5. Visitor Demographic

- **44%** of all respondents attended the Gardens **with family and/or friends**

- **86%** of all respondents travelled to the Gardens in a **private car**

- **44%** of all respondents visited the Gardens **2-5 times over past 12 months**

- **32%** of all respondents visited between **9am and noon**

VISITING STATE / COUNTRY

INTERNATIONAL
(8%)

QLD
(20%)

NT
(20%)

NSW
(20%)

WA
(20%)

SA
(12%)

ACT
(8%)

VIC
(8%)
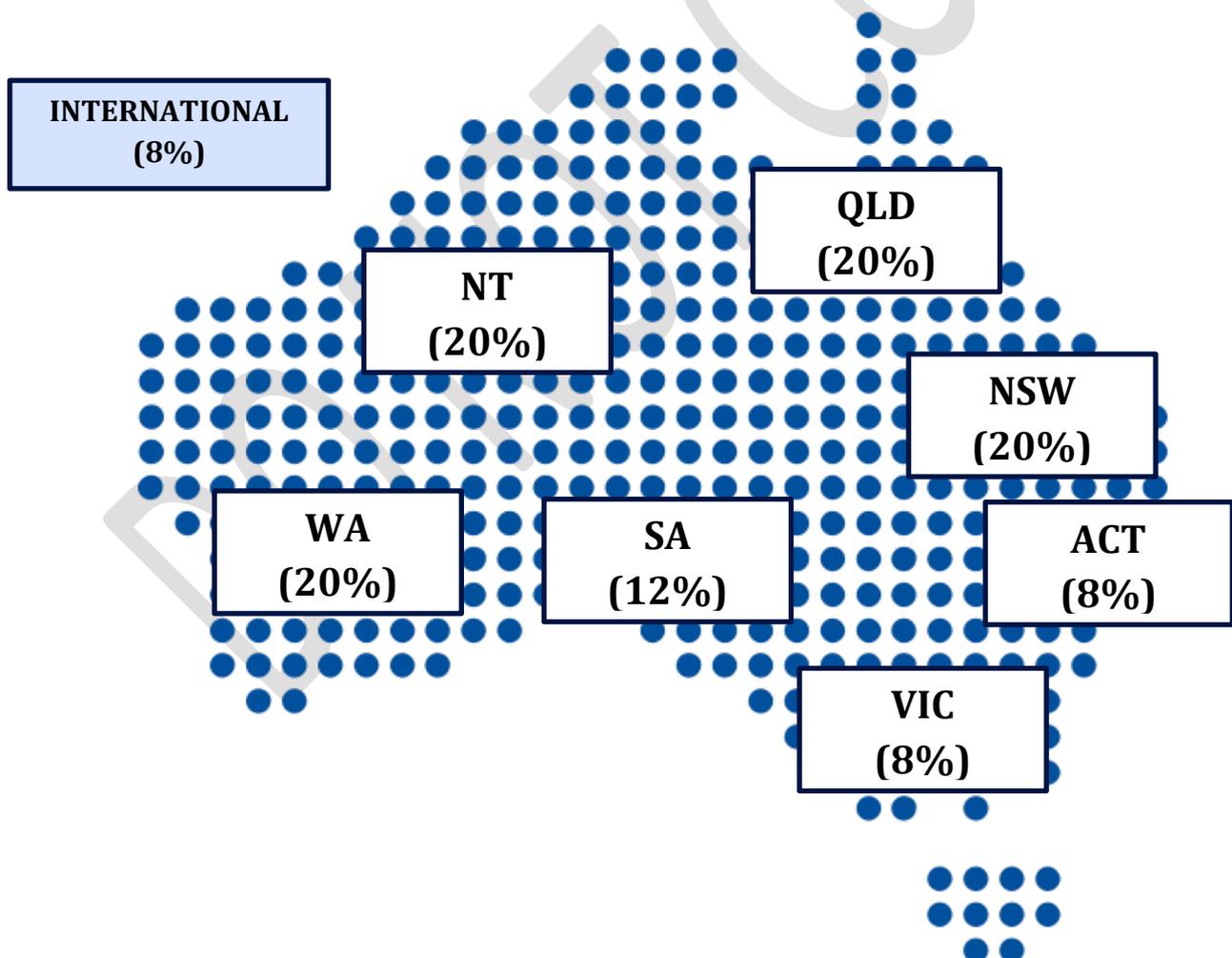
*International includes: 4444 (2%)

ATTEND ALONE OR AS A GROUP	
Alone	50%
With Others (Family and/or Friends)	50%

ATTENDANCE AS GROUP INCLUDES...	
Children under 5 years	20%
Children 5-15 years	50%
Both (Under 5 & 5-15 years)	
No Children	30%

DO YOU HAVE ANY DISABILITY THAT LIMITS ACCESS ARIOUND GARDENS	
No	90%
Yes	10%

MEMBER OF "FRIENDS OF THE GARDENS" OR SIMILAR ORGANISATION	
No	85%
Yes	15%

MODE OF TRANSPORT FOR YOU VISIT	
Private car / motorbike	60%
Walk	20%
Bicycle	10%
Tour bus	
Public transport	10%
Other (e.g. wheelchair)	

TIME OF ARRIVAL	
Before 9am	
Between 9am and noon	50%
Between noon and 3pm	50%
After 3pm	

GENDER OF RESPONDENTS	
Male	-
Female	20%
Gender diverse	80%
	-

AGE OF RESPONDENTS	
16-19 years	-
20-29 years	10%
30-39 years	10%
40-49 years	5%
50-59 years	10%
60-69 years	15%
70+ years	50%
Prefer not to say	

DO YOU LIVE IN AUSTRALIA	
Yes	80%
No	20%

NUMBER OF VISITS OVER PAST 12 MONTHS	
1 visit	10%
2-5 visits	30%
6-12 visits	40%
13 visits or more	20%

6. Additional Questions (Garden-specific)

HOW DID COVID-19 INFLUENCE YOUR DECISION TO VISIT THE GARDENS TODAY?	
Feel safer outdoors / Reluctant to visit indoor venues	18%
Feel the Gardens ensured COVID safety	23%
The venue I planned to visit was closed / sold out	1%
Staying in / Visiting Canberra and attractions	9%
I was reluctant to visit	0%
I did not consider COVID-19 when deciding to visit	49%
Others	1%

"WHAT CAN THE GARDENS OFFER TO IMPROVE THE QUALITY OF YOUR VISIT?"	
Introductory walk around Gardens for adults	13%
Introductory small bus tour around Gardens for adults	7%
Walk focusing on specific aspects of Gardens (e.g. wattle walk)	15%
Walk for families with Children (4-10 years)	6%
Small bus tour for families with Children (4-10 years)	4%
Activities for families involving plants	9%
Roving guides that help explain key sites	12%
Better access for people with mobility needs	3%
Behind the scenes tours / home gardening talks	11%
Professionally led fitness programs	4%
Others	3%

Note: Total for suggested improvements at the Gardens can be less than or more than 100%, representing the percentage of respondents (n = 325) that answered the question or picked more than one suggested improvement

How can the results be used?

Each year CERM PI service quality reports are conducted for many Botanic Gardens of Australia and New Zealand.   Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the Gardens.
- Promote key results to Visitors and thank them for their contribution.
- Incorporate the information into management plans, KPIs and contracts where relevant.

Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.

Examples of CERM PI industry collaborators

ACT Property Group

Aligned Leisure

ANU Botanical Gardens

Aquatics & Recreation Victoria (ARV)

Belgravia Leisure

Botanic Gardens of Australia & New Zealand

Brisbane Botanic Gardens

Christchurch City Council

City of Blue Mountains

City of Brisbane

City of Maribyrnong

City of Monash

City of Sydney

Dunedin Botanic Garden

Department of Environment and Water SA

Mackay Botanical Gardens

North Coast Regional Botanical Gardens

City of Prospect

Public Library Services SA

Royal Tasmanian Botanic Gardens

Tennis Australia

Town of Port Hedland

Wagga Wagga Botanic Gardens

Western Leisure Services

Whitehorse City Council

YMCA Boroondara

YMCA South Australia

YMCA Victoria

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