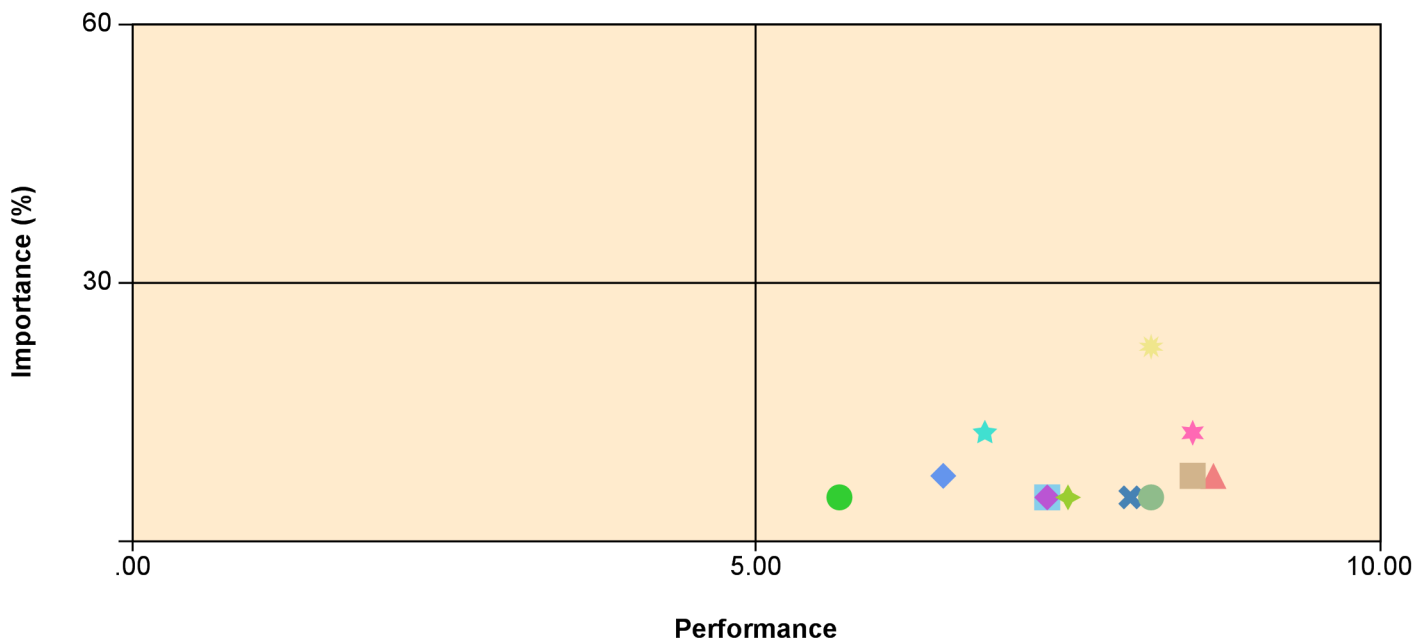


<b>BACKGROUND</b>	
<b>Venue</b>	All states,All Regions,Bendigo Tourism Attraction
<b>Number of Visits Contributing to this audit</b>	2
<b>Auditor's Market Segment</b>	TOURISM ATTRACTION

## Audit Performance Overview

PERFORMANCE	PERFORMANCE (OUT OF 10)	IMPORTANCE (PERCENTAGE)
Overall quality of planning enquiry booking	7.33	5.0
Overall quality of collateral brochures	5.67	5.0
Overall quality of collateral website	7.33	5.0
Overall quality of access / signage / parking	8.67	7.5
Overall quality of first impression	8.00	5.0
Overall quality of check-in / arrival	7.50	5.0
Overall quality of amenities	6.83	12.5
Overall quality of presentation	8.50	12.5
Overall quality of experience	8.17	22.5
Overall quality of food and beverage	8.50	7.5
Overall quality retail and souvenirs	8.17	5.0
Overall quality of departure	6.50	7.5

### Audit Report Performance Matrix



■ Overall quality of planning enquiry booking	★ Overall quality of amenities
● Overall quality of collateral brochures	★ Overall quality of presentation
◆ Overall quality of collateral website	★ Overall quality of experience
▲ Overall quality of access / signage / parking	■ Overall quality of food and beverage
× Overall quality of first impression	● Overall quality retail and souvenirs
◆ Overall quality of check-in / arrival	◆ Overall quality of departure

<b>PERFORMANCE</b>	<b>SCORE(%)</b>
Average for PLANNING ENQUIRY BOOKING	63.6%
Average for COLLATERAL BROCHURES	92.9%
Average for COLLATERAL WEBSITE	50.0%
Average for ACCESS / SIGNAGE / PARKING	100.0%
Average for FIRST IMPRESSIONS	87.5%
Average for CHECK-IN / ARRIVAL	66.7%
Average for AMENITIES	92.9%
Average for PRESENTATION	85.7%
Average for EXPERIENCE	94.4%
Average for FOOD AND BEVERAGE	96.2%
Average for RETAIL AND SOUVENIRS	77.3%
Average for DEPARTURE	60.0%
Average for SUMMARY	75.0%
Average for the whole audit	88.0%

<b>PLANNING ENQUIRY BOOKING</b>	<b>Auditor's Assessment</b>
Was the "venue" clearly identified	100.00%
Did the person identify himself/herself	50.00%
Was the person willing and helpful	100.00%
Did the person freely offer information on the venue	100.00%
Did the person encourage you to make a reservation or visit	50.00%
Did the person offer to send you materials	50.00%
Did the person refer you to their website	50.00%
Where you advised about: access	50.00%
Where you advised about: parking	50.00%
Where you advised about: weather	0.00%
Did the person leave you feeling positive about your forthcoming visit	100.00%
<b>Average for PLANNING ENQUIRY BOOKING</b>	<b>63.64%</b>
<b>COLLATERAL BROCHURES</b>	<b>Auditor's Assessment</b>
Were you satisfied with the brochure supplied	100.00%
Was the brochure received within 5 working days	50.00%
Were you able to follow the brochure layout easily	100.00%
Was the brochure design appealing	100.00%
Was the brochure accurate / up to date	100.00%
Did the brochure answer all of your questions	100.00%
Did the brochure encourage you to visit the attraction	100.00%
<b>Average for COLLATERAL BROCHURES</b>	<b>92.86%</b>
<b>COLLATERAL WEBSITE</b>	<b>Auditor's Assessment</b>
Were you satisfied with the website	50.00%
Was the website easy to locate	50.00%
Did the website download easily	50.00%
Did the website contain all the information needed	50.00%
Was the website easy to navigate	50.00%
Was the website up to date	50.00%
<b>Average for COLLATERAL WEBSITE</b>	<b>50.00%</b>
<b>ACCESS / SIGNAGE / PARKING</b>	<b>Auditor's Assessment</b>
Was adequate directional signage in place	100.00%
Were the entrances clearly visible	100.00%
Were the roads / pathways well maintained	100.00%
Was the parking adequate for the volume and type of traffic use	100.00%
Were the opening hours clearly displayed on the outside of the premises	100.00%
<b>Average for ACCESS / SIGNAGE / PARKING</b>	<b>100.00%</b>
<b>FIRST IMPRESSIONS</b>	<b>Auditor's Assessment</b>
Was the external appearance appealing	100.00%
Were the premises appropriate to its surroundings	100.00%
Was the entrance clean / tidy	100.00%
Were you acknowledge within an appropriate timeframe	50.00%
<b>Average for FIRST IMPRESSIONS</b>	<b>87.50%</b>

<b>CHECK-IN / ARRIVAL</b>	<b>Auditor's Assessment</b>
Was the attraction staffed adequately to ensure prompt ticketing	100.00%
Were the service staff well presented	50.00%
Were staff easily distinguished from their customers	50.00%
Were you greeted with: warm eye contact	50.00%
Were you greeted with: a pleasant smile	50.00%
Were you greeted with: a spoken greeting	50.00%
Was your ticketing handled with a minimum of fuss	100.00%
Did you feel welcome / relaxed	50.00%
Were you given adequate orientation / information to assist you to gain best use of the attraction	100.00%
<b>Average for CHECK-IN / ARRIVAL</b>	<b>66.67%</b>
<b>AMENITIES</b>	<b>Auditor's Assessment</b>
Were the toilets easily located	100.00%
Were there adequate toilets available	100.00%
Were disabled toilet facilities available	100.00%
Were the toilets dual flush	50.00%
Were the toilets clean	100.00%
Were the toilets well serviced	100.00%
Was the venue pram & wheelchair friendly	100.00%
<b>Average for AMENITIES</b>	<b>92.86%</b>
<b>PRESENTATION</b>	<b>Auditor's Assessment</b>
Was there sufficient directional signage	100.00%
Were "No Access" areas clearly signed	100.00%
Were all signs professionally written	50.00%
Were all areas clean	100.00%
Were all areas well presented / inviting	100.00%
Was the facility well lit / appropriately lit	100.00%
Were there sufficient clean rubbish bins	50.00%
<b>Average for PRESENTATION</b>	<b>85.71%</b>
<b>EXPERIENCE</b>	<b>Auditor's Assessment</b>
Were there sufficient staff to help you if needed	50.00%
Was there adequate interpretive signage / displays in place	100.00%
Were the interpretive signage / displays interesting	100.00%
Were the interpretive signage / displays informative	100.00%
Were the interpretive signage / displays well maintained	100.00%
Were the interpretive signage / displays accurate	100.00%
Were the interpretive signage / displays easily accessed	100.00%
Were the interpretive signage / displays professional in their appearance	100.00%
Did your experience relate to the overall theme of the attraction	100.00%
<b>Average for EXPERIENCE</b>	<b>94.44%</b>
<b>FOOD AND BEVERAGE</b>	<b>Auditor's Assessment</b>
Was the restaurant/café/kiosk pleasantly decorated	100.00%
Was the restaurant / café / kiosk: neat and tidy	100.00%

Was the restaruant / café/ kiosk: clean	100.00%
Were the staff helpful / friendly	100.00%
Was the service prompt	100.00%
Was the service efficient	100.00%
Was the menu format clear / easily understood	100.00%
Was there sufficient variety on the menu	100.00%
Was your order served promptly	100.00%
Was your food visually appealing	100.00%
Were you satisfied with the quality of food	100.00%
Were you satisfied with the quality of the beverage	50.00%
Did you feel it represented value for money	100.00%
<b>Average for FOOD AND BEVERAGE</b>	<b>96.15%</b>
<b>RETAIL AND SOUVENIRS</b>	<b>Auditor's Assesment</b>
Were the souvenirs / products neatly presented	100.00%
Was the range of souvenirs / products adequate	50.00%
Was the range of souvenirs / products appropriate to the theme of the facility	100.00%
Were the shelves well stocked	50.00%
Were all price points professionally written	100.00%
Were the service staff well presented	50.00%
Were all the staff focussing primarily on serving customers	50.00%
Was the salesperson polite / helpful	100.00%
Was your purchased processed efficiently	100.00%
Were you happy with the packaging of your purchase	100.00%
Did the salesperson thank you on completion of the sale	50.00%
<b>Average for RETAIL AND SOUVENIRS</b>	<b>77.27%</b>
<b>DEPARTURE</b>	<b>Auditor's Assesment</b>
Was your feedback encouraged	50.00%
Did a member of staff enquire about your visit	50.00%
Was anything said or done to encourage your return	50.00%
Were you offered a pleasant parting comment	50.00%
Was the exit clearly signed	100.00%
<b>Average for DEPARTURE</b>	<b>60.00%</b>
<b>SUMMARY</b>	<b>Auditor's Assesment</b>
Were your expectations met	50.00%
Did the experience represent value for money	100.00%
Would you recommend this to others	100.00%
Would you come back again	50.00%
<b>Average for SUMMARY</b>	<b>75.00%</b>
<b>Total Score for the Audit</b>	<b>Auditor's Assesment</b>
<b>Average for the whole audit</b>	<b>88.05%</b>

## **Some final Comments**

**Negative comments about this visit(s)**

**Positive comments about this visit(s)**

**How can the experience be improved**