



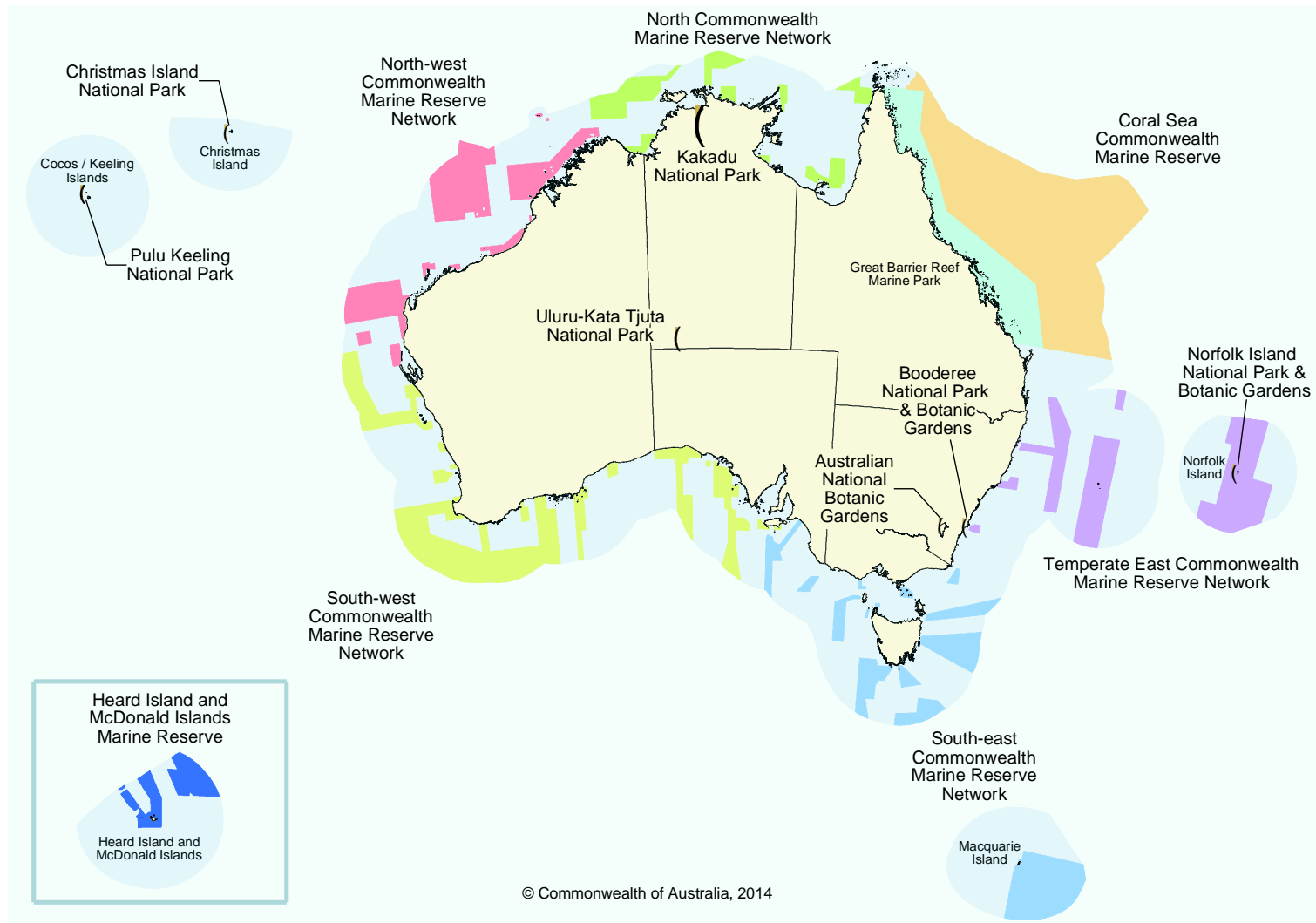
Australian Government
Parks Australia



Parks Australia | Steve Wroe



Parks Australia







Parks Australia eCommerce

We are moving transactional services online across all our parks and reserves – passes, camping, tours, permits,

Welcome to the Trade Portal

This portal makes it easier for commercial partners to purchase and manage National Park passes for visitors.

If you are an independent traveller you can purchase kakadu park passes [here](#).

Log in to your account

E-mail*

Password*

Remember to log out if this is a shared computer.

Log In

Forgot Password?

Sign Up to get access to:

- Quick online purchases
- Commercial Tour passes
- Over the counter sales
- Trade discounts
- Automatic record keeping features

Sign Up



Data focus

KNP Visitor Surveys

2015 Responses: 70

2016 Responses: 1098

Visitor Feedback

NPS 53.28

Satisfaction 91%

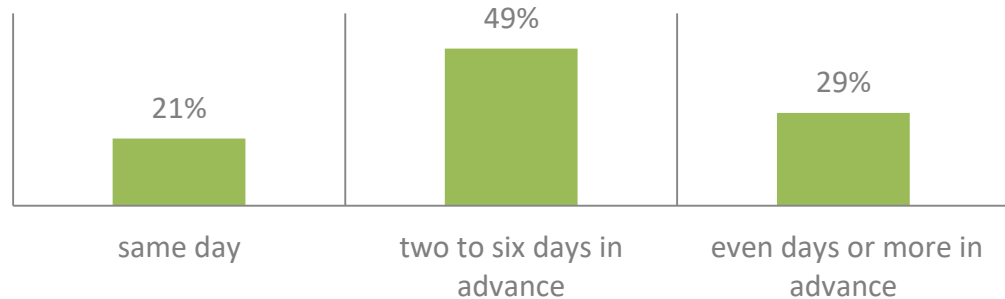
HS Ticket Sales

Up 14% YOY

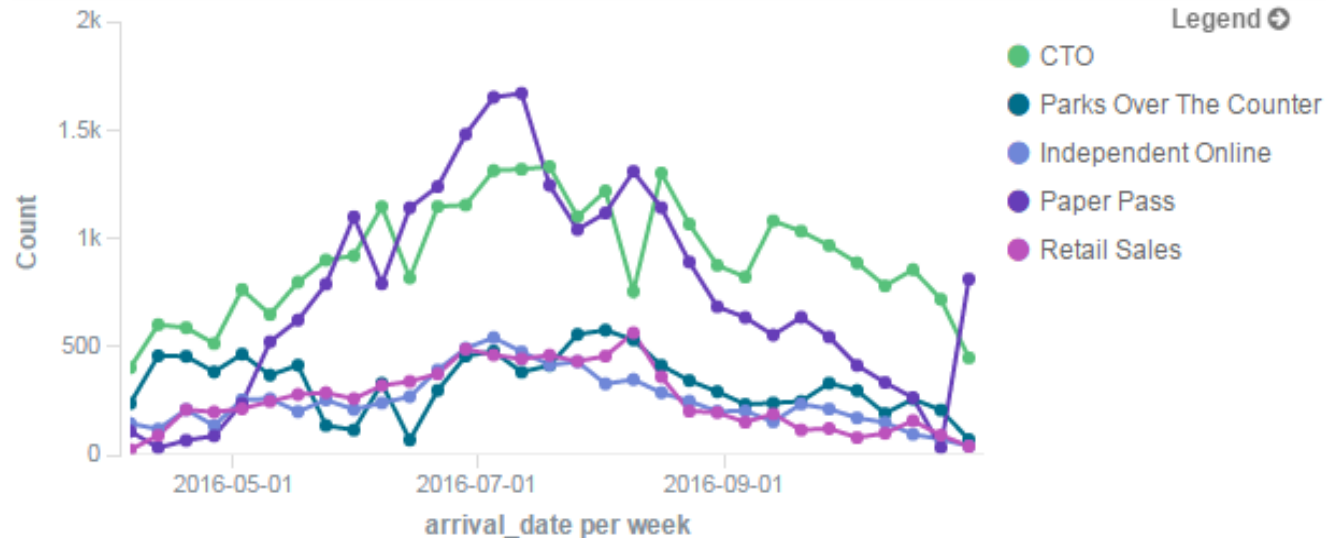
Revenue

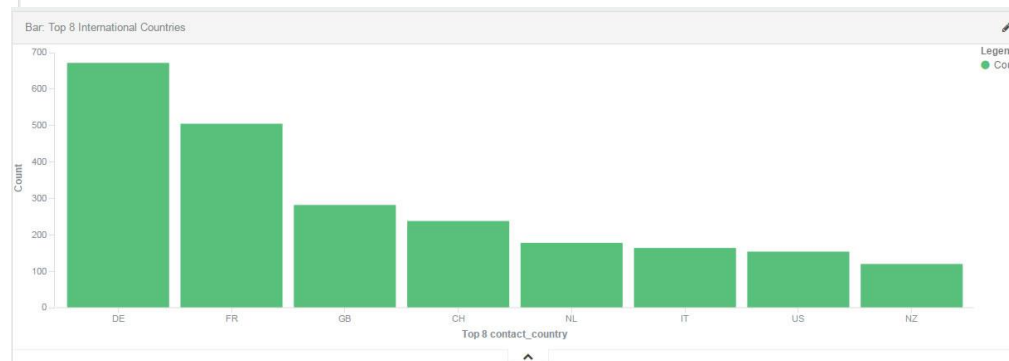
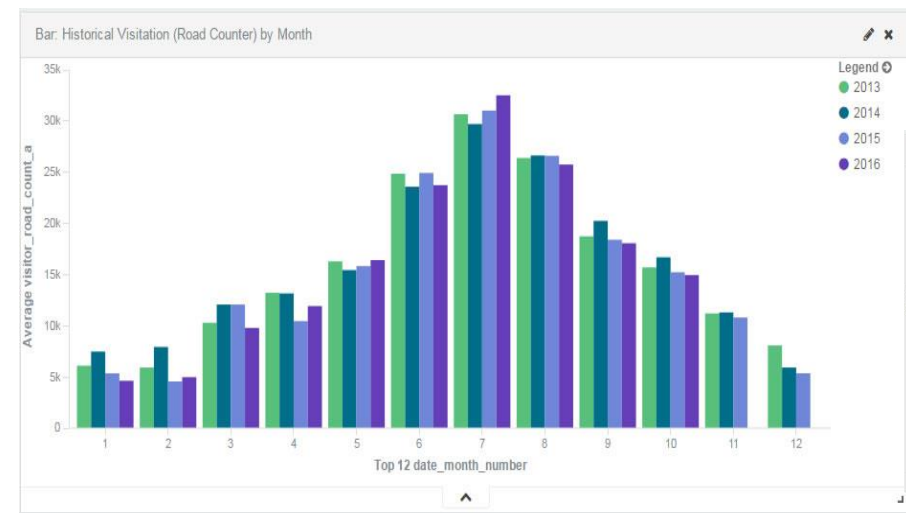
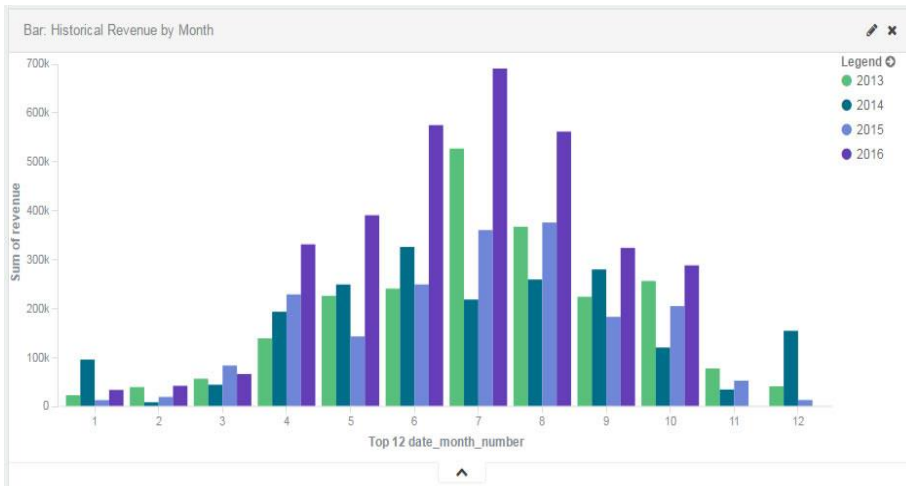
Up 77%

Purchase Lead Time



Line: Arrivals Weekly from April 2016

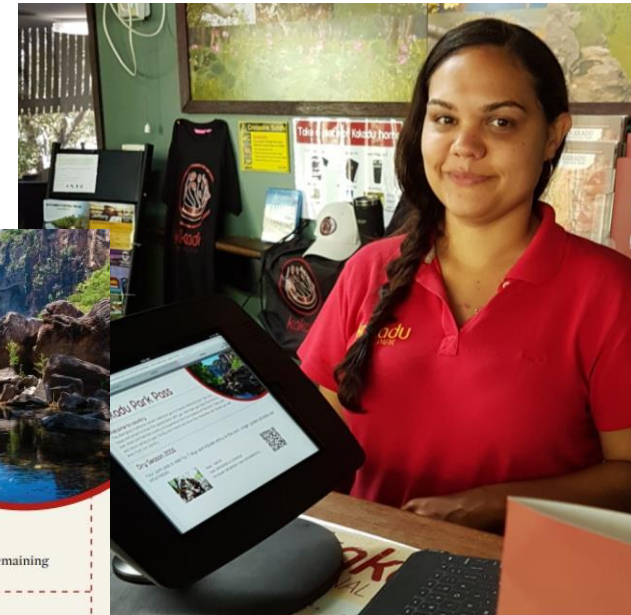
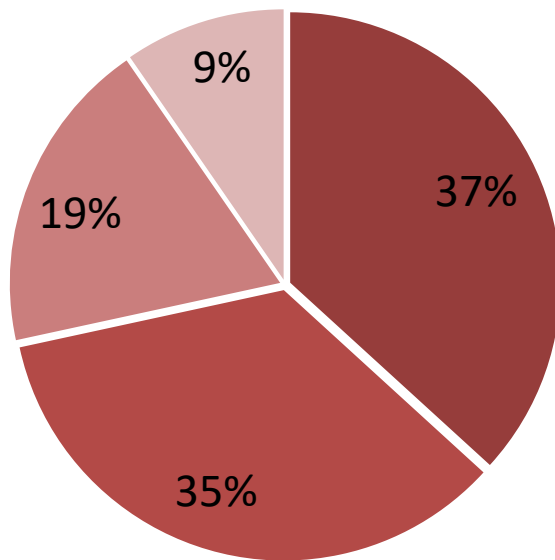




Sales and customer focus

Distribution

- Retail Partners
- Commercial Tour Operators
- Parks Australia
- Independent Online



DISCOVERY MONTH

April 2016

Connect with Kakadu



*"Come and hear our stories,
see our land. A little bit
might stay in your hearts."*

Traditional Owner, Manilkarr Clan.



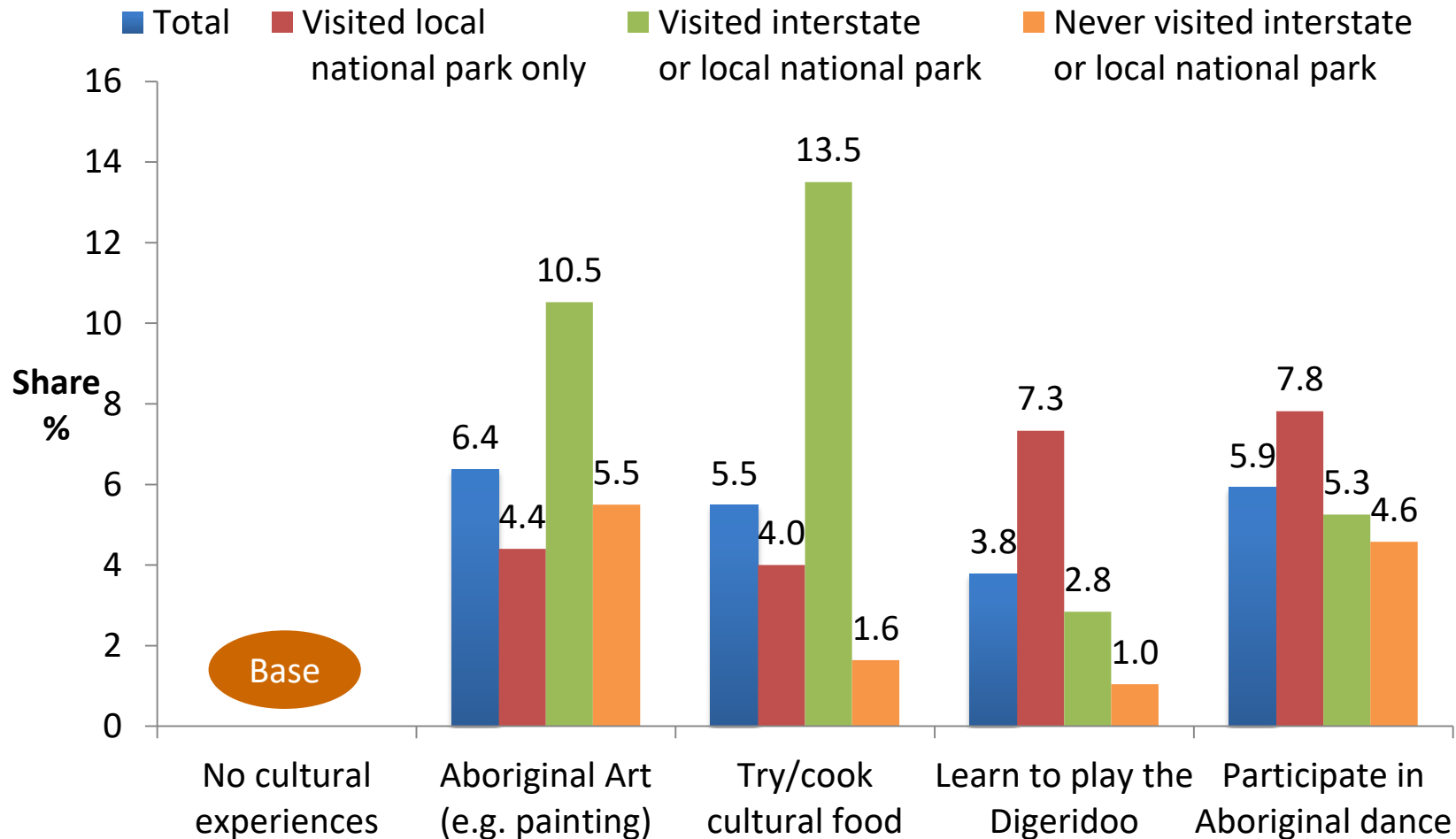
Top of mind, not top of bucket list



We tested 16 tourism product variables

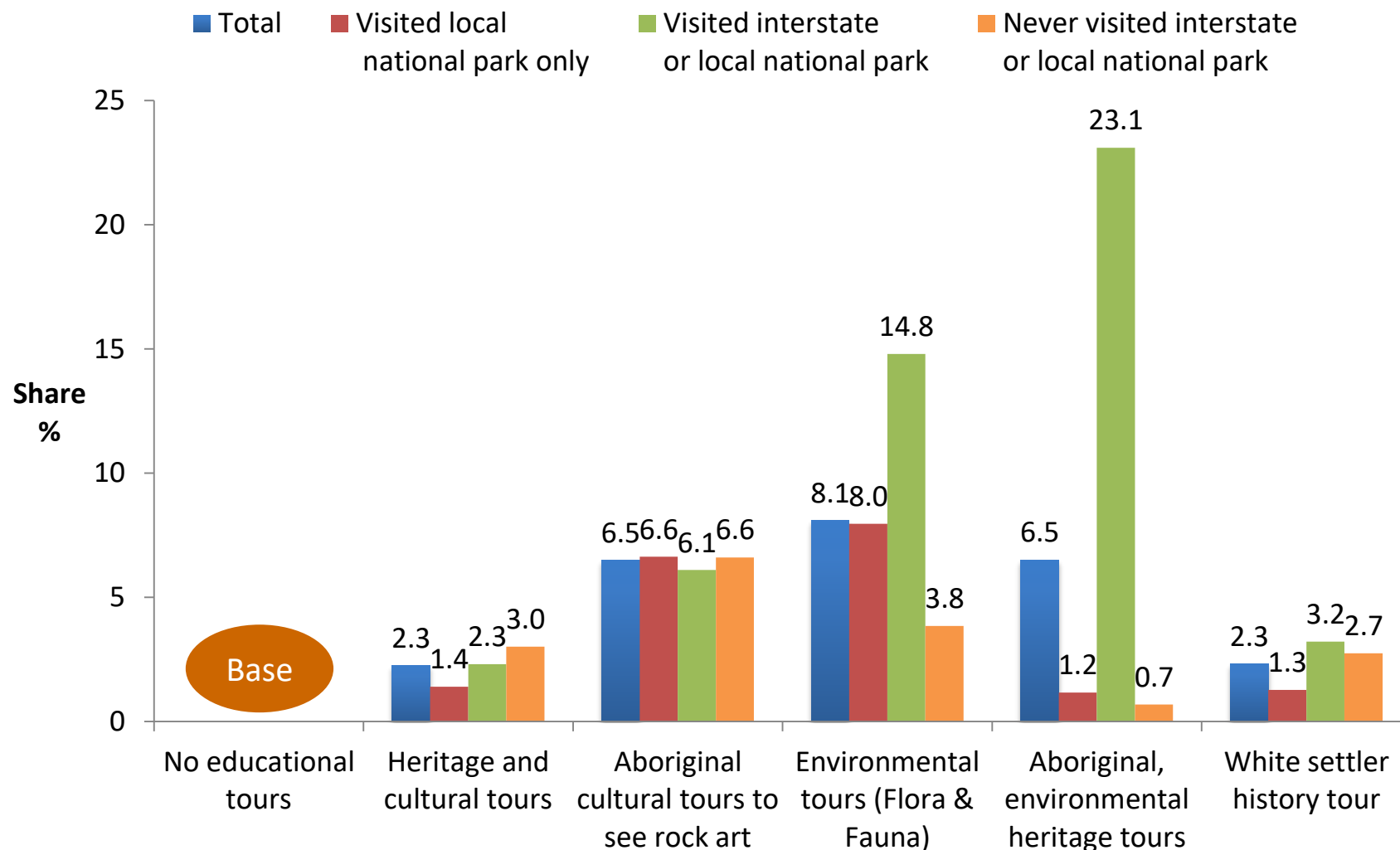
Kakadu NP Accommodation	Involvement with Kakadu rangers
Kakadu NP Amenities	Passive Kakadu experiences
Time spent in Kakadu	Active Kakadu NP experiences
Mix of packaged or independent	Educational small group Tours
Quality of the food experience	Aboriginality of the experience
Cost per person (in Kakadu)	Aboriginal cultural experiences (passive)
Who you go with	Aboriginal cultural experiences (active)
Walking experiences	Takeaway feeling

Indigenous cultural experiences

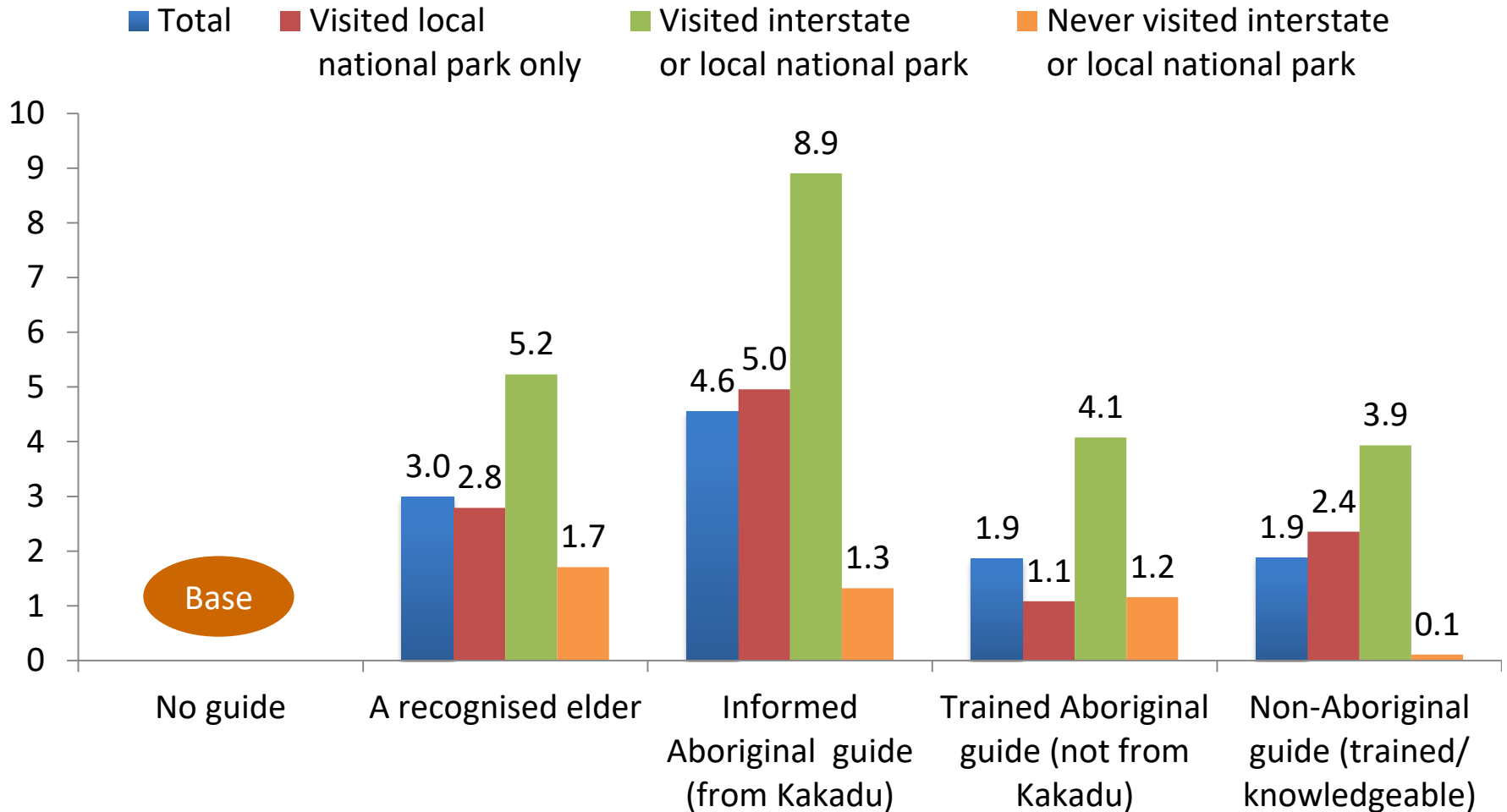


Base: Total sample: n=1018, Visited local national park only: n=385, Visited interstate and/or local national park: n=262, Never visit interstate or local national park: n=371.

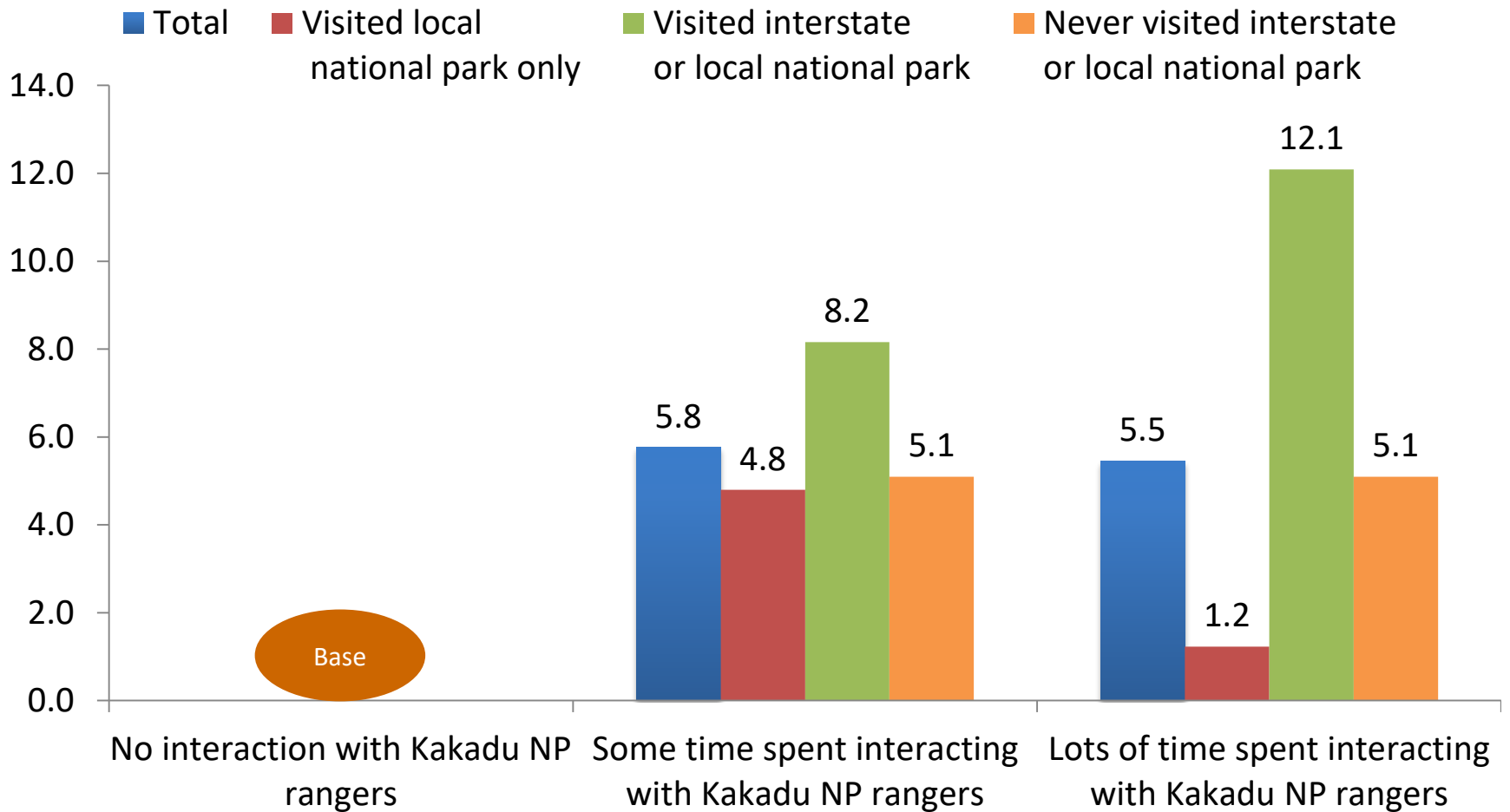
Type of touring product



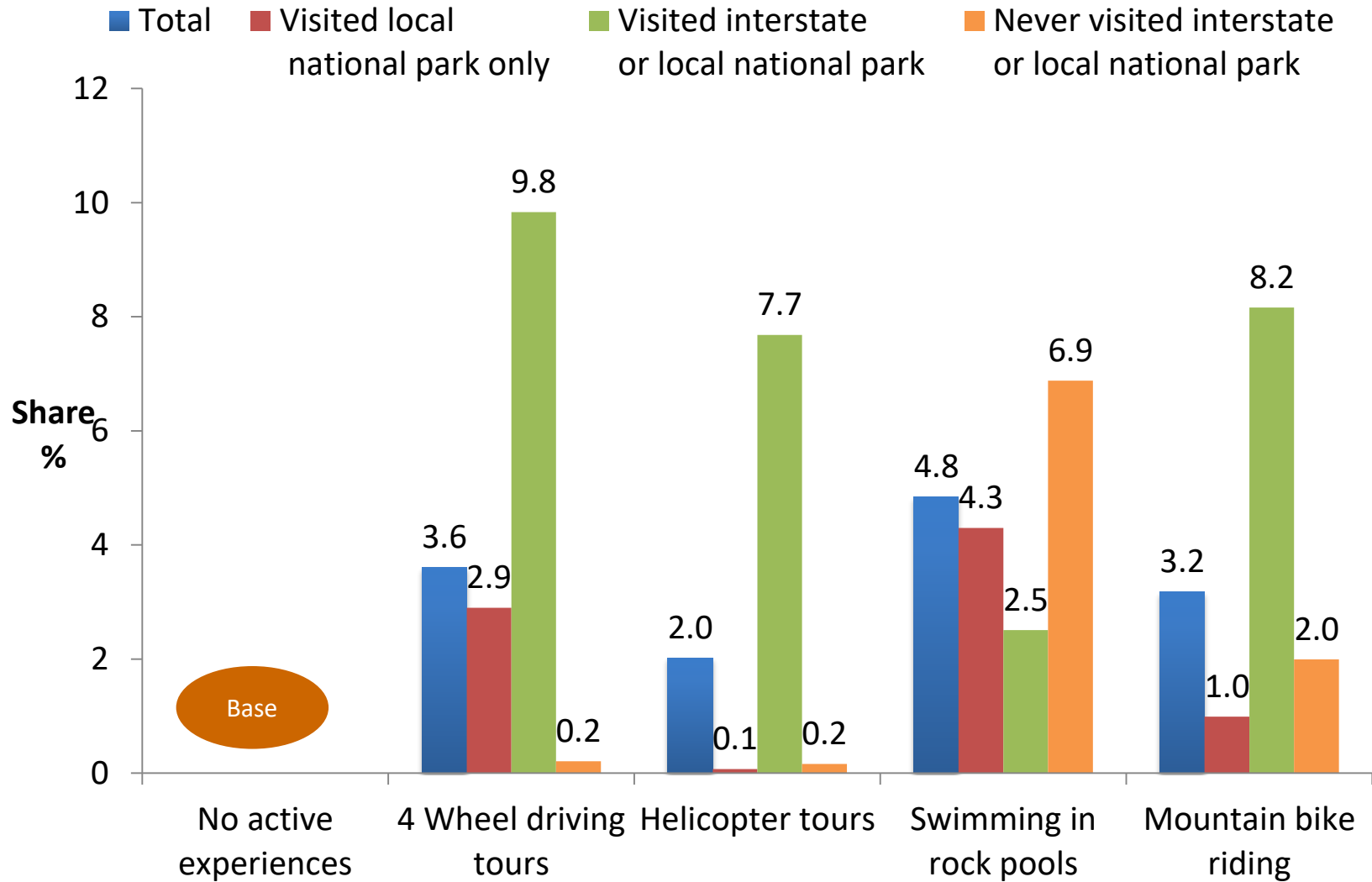
Type of guide



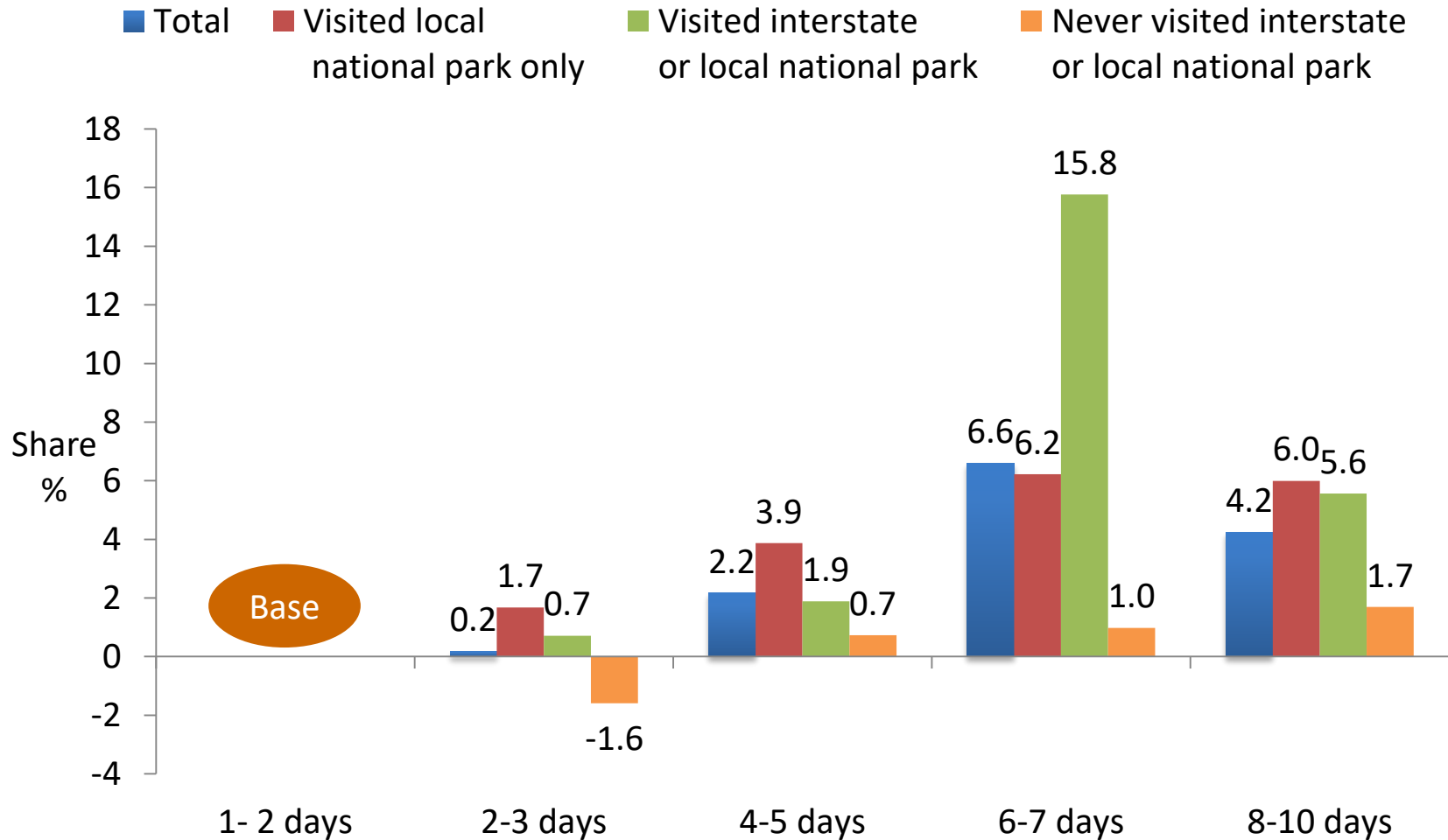
Park Rangers



Outdoor activities




Amount of time spent in Kakadu affect interest (once explained)?



Parks Australia decision tool

Field expression: None ▼

Segment: Visited interstate or local national park Change

Display Options 

Sample Size: 256.39

?	This Kakadu offer would make me go in the next 12 months	No, I am not interested
1. Kakadu NP Accommodation	Serviced camping areas	
2. Kakadu NP Amenities	Some amenities e.g. BBQ and picnic areas, showers and toilets	
3. Time spent in Kakadu	2-3 days	
4. Packaged or independent experience (some of each)	Partly packaged and partly independent	
5. Quality of the food experience	Need to provide own meals	
6. Cost per person (From when you get to Kakadu)	\$350.00	
7. Who you go with	Partner	
8. Walking experiences	Easy Social sightseeing walk 1-2 hours	
9. Involvement with Kakadu National Park rangers	No interaction with Kakadu NP rangers	

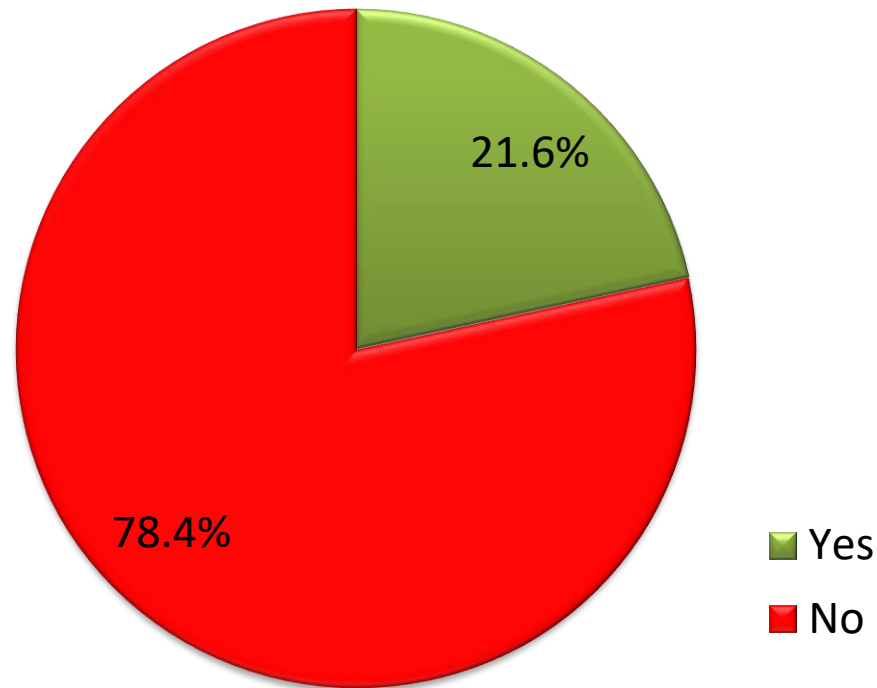
	This Kakadu offer would make me go in the next 12 months	No, I am not interested
New Point	21.56%	78.44%
Starting Point	6.42%	93.58%
Differences	15.14%	-15.14%

Current perception

Category	Type of Experience
1. Kakadu NP Accommodation	Serviced camping areas
2. Kakadu NP Amenities	Some amenities e.g. BBQ, showers and toilets
3. Time spent in Kakadu	2-3 days
4. Mix of packaged or independent experience	Partly packaged and partly independent
5. Quality of the food experience	Need to provide own meals
6. Cost per person (when you get to Kakadu)	\$350
7. Who you go with	Partner
8. Walking experiences	Easy Social sightseeing walk 1-2 hours
9. Involvement with Kakadu NP rangers	No interaction with Kakadu NP rangers
10. Passive Kakadu experiences	Water trips on the wetlands
11. Active Kakadu NP experiences	Swimming in rock pools
12. Educational small group Tours	No educational tours
13. Aboriginality of the experience	No Aboriginal guide
14. Aboriginal cultural experiences (passive)	Visit the cultural centre for Dreamtime story telling and an explanation of Aboriginal culture
15. Aboriginal cultural experiences (active)	No cultural experiences to participate in
16. Takeaway feeling	A good place to go, but a one off

What people think they'll do

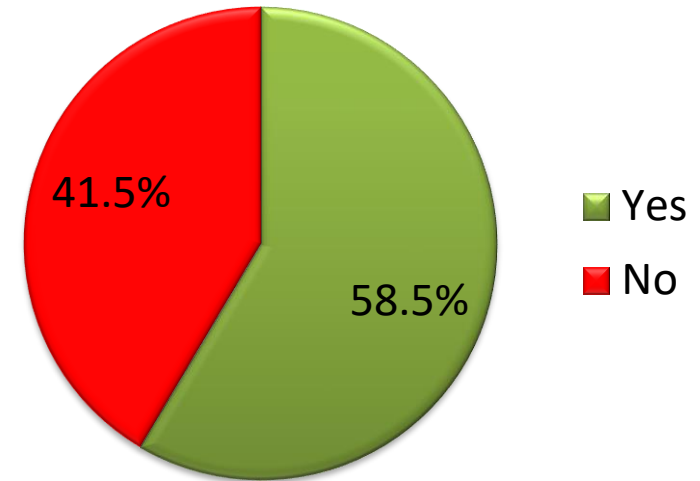
"I would visit Kakadu in the next 12 months"



Better communication of the offer

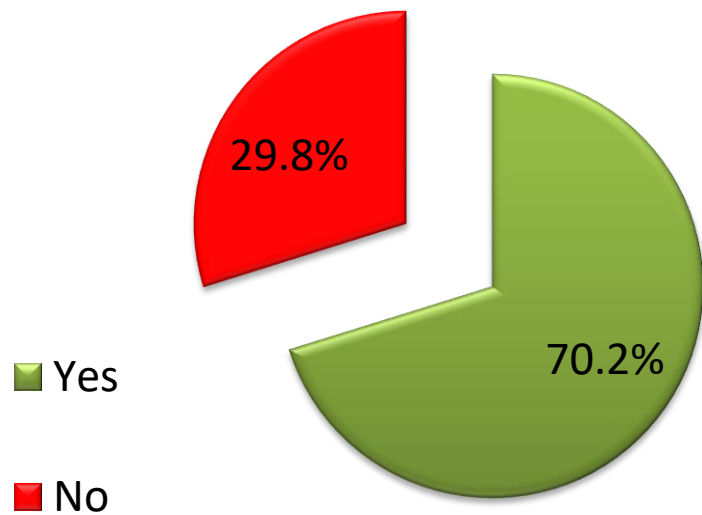
What people think	Market what we have
2-3 days	6-7 days
Partly packaged and partly independent	Independently arranged
Need to provide own meals	Family friendly restaurants
\$350	\$1,000
No interaction with Kakadu NP rangers	Some time spent interacting with Kakadu NP rangers
Water trips on the wetlands	Sightseeing tours
No educational tours	Environmental tours (Flora and endangered animals as well as crocodiles)
No Aboriginal guide	Non-Aboriginal guide (trained/knowledgeable)
Visit cultural centre for Dreamtime story telling and Aboriginal culture	Visiting some of the 3,500 sites of Aboriginal Rock art
A good place to go, but a one off	I took some great photos and videos of nature that I can keep

Would visit Kakadu



Two year plan to improve the experience

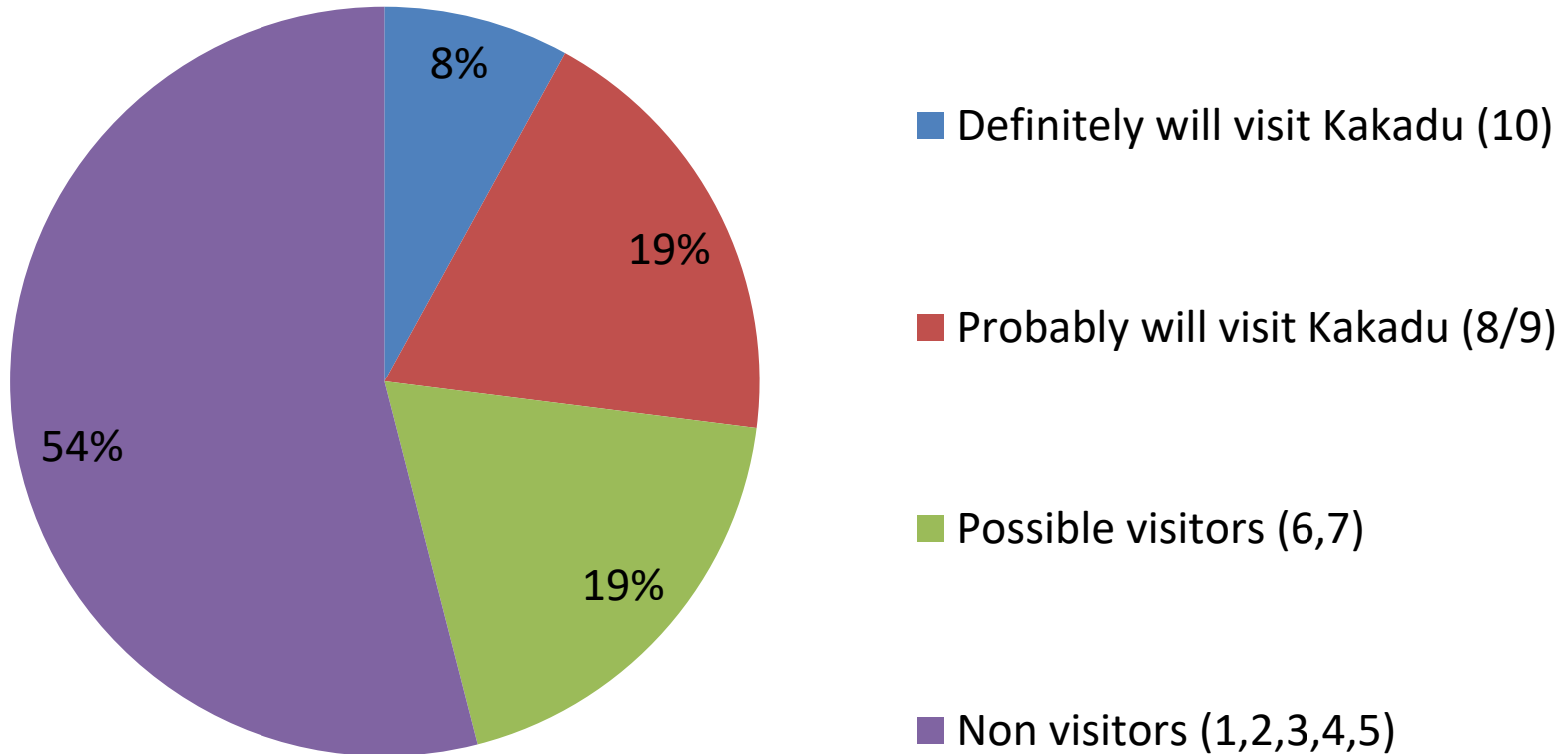
Would visit Kakadu



Market what we have	Improved experience
Serviced camping areas	Budget Cottages/Cabins
Family friendly restaurants	Takeaway foods
\$1,000.00	\$1,500.00
Some time spent interacting with Kakadu NP rangers	Lots of time spent interacting with Kakadu NP rangers
Swimming in rock pools	4 Wheel driving tours
Environmental tours (flora and fauna)	Aboriginal, environmental and heritage tours
Non-Aboriginal guide (trained/knowledgeable)	Trained Aboriginal guide (not from Kakadu)
Visiting some of the 3,500 sites of Aboriginal Rock art	Aboriginal Artist at work
No cultural experiences to participate in	Try/cook cultural food
I took some photos and videos of nature that I can keep	Provided me with a sense of self fulfilment (BRANDING)

Segmentation

The results show that there are 4 segments in terms of likely visitation.



Definite visitors - 8% of the total sample

They are more likely to...

Attitudes – agree that:

- Knowing where I can go and what I can do there (+19% vs 94%) planning: **Planning tools and information**
- Knowing there is something for everyone in the family to do there (+18% vs 79%): **Product Diversity - LOS**
- It means much more to me to visit the World heritage sites in Australia (+24% vs 64%): **Promote World Heritage status**
- I enjoy camping in national parks (+23% vs 58%): **Campsite upgrades and maintenance**
- I tend to pick national parks that have day walks (+26% vs 73%): **Invest in walking tracks**

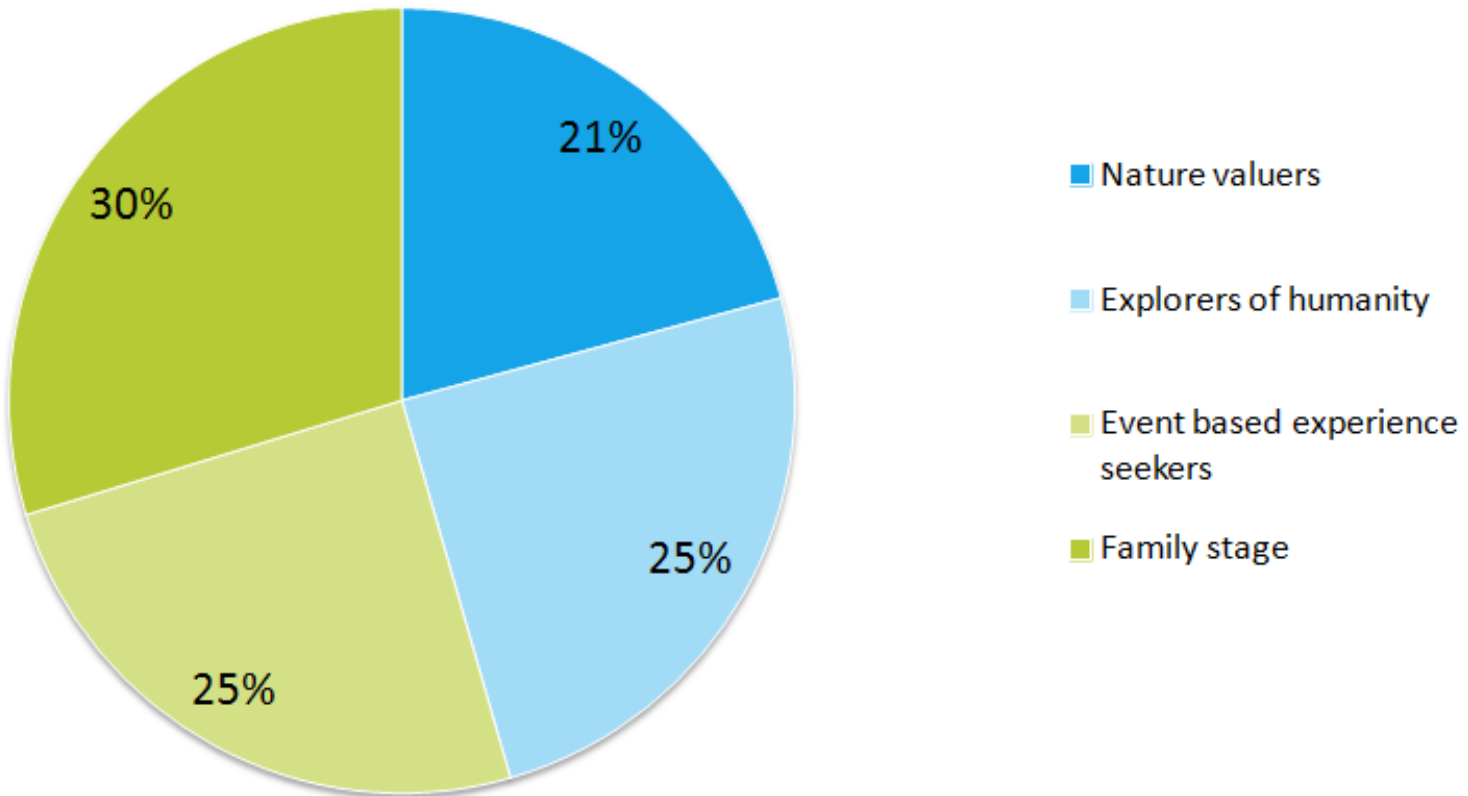
Source of Information:

- Internet sites with all the relevant travel information (+21%; vs 93%) **Invest in website revamp**
- Parks Australia website (+23% vs 77%)
- Hearing people talking about their experiences in national parks (+30% vs 88%) **Social Media Advocacy**

How does this affect Marketing and Product Development?

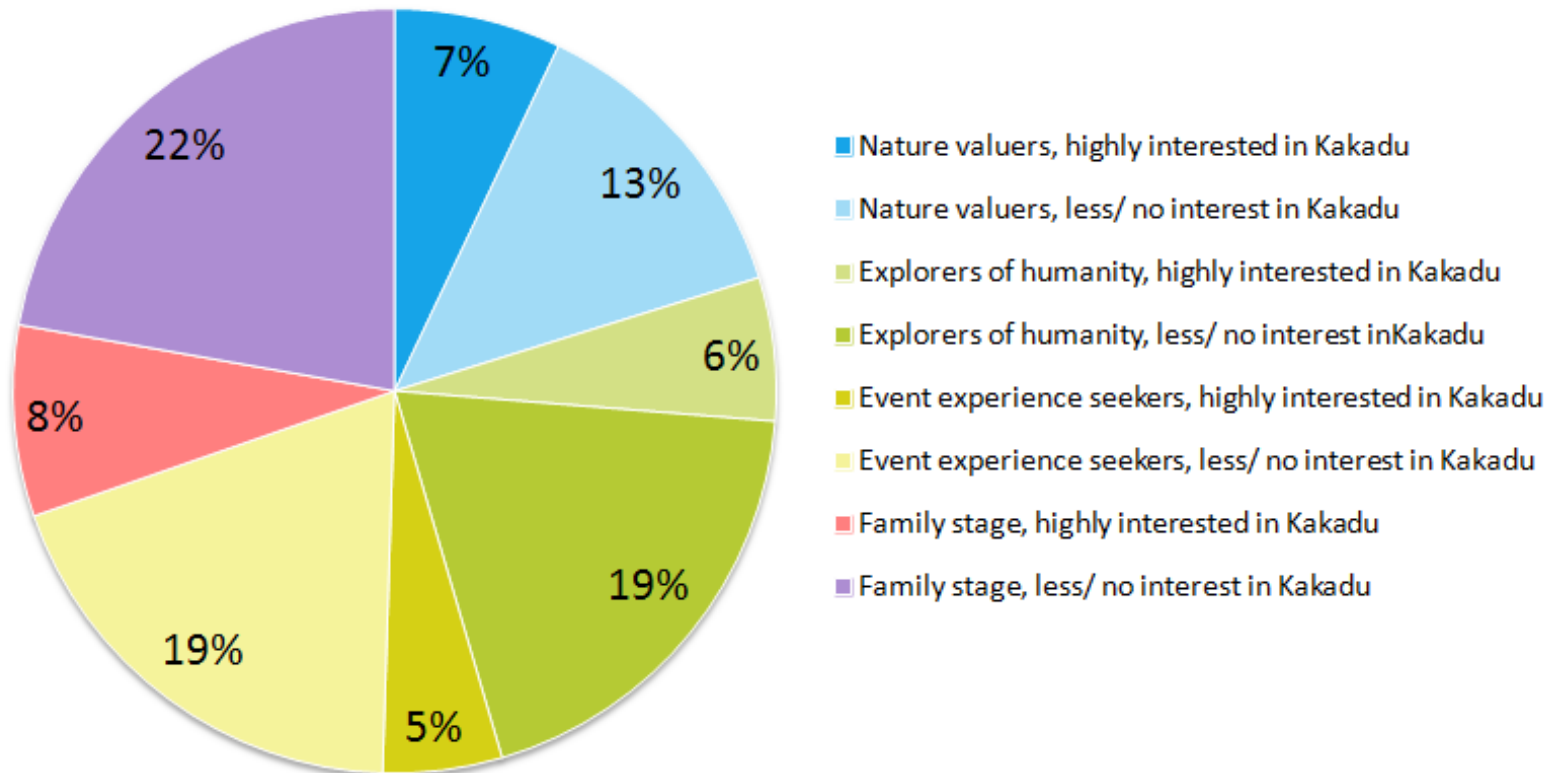
Attitudinal Segments

The factor and cluster analysis delivered four clear need states very similar to those identified in the qualitative research.



Attitudinal Segments

Segmentation based on deep seated needs combined with the behavioural preferences to visit.



Segment Profiles

Social Explorers



I'm inspired by festivals, events and seeing new cultures.

I want a cultural interaction, and like overnight walks. Actively seek to talk to park staff.

- Events and festivals will drive them to come
- Will buy indigenous art
- Want overnight hikes
- Cultural tours, led by TO
- Interp tours and information
- Want accommodation that's part of the environment
- Value spirituality
- Goal oriented – tick a box

Segment Profiles

Nature Valuers



*I like to enjoy the peace and nature.
It balances me.*

I want adventure experiences - like I'm stepping into the unknown. Places no one else I know has been.

- Inspired by beautiful images and videos & will share on social media
- Want good campsites
- Want a unique experience showing how culture and nature relate
- Want a 4WD tour so they don't miss anything (probably coming by 2WD)
- Interested in biodiversity
- Well designed viewing points

Segment Profiles

Experience Seekers



I'm seeking a fresh perspective on what matters in life.

I want memorable experiences of the 'real Australia'. I enjoy camping and day walks with a sense of adventure.

- Active, educated and well-off
- Want diversity – 90 second video showing what you can do in Kakadu
- Will stay for a week, do lots, and that justifies cost
- Need 'packages' or planning tools to tie all this together
- Want nice food and wine
- Authenticity is important - also culture-focussed

Segment Profiles

Curiosity Nurturers



I want to know there is something for everyone in the family to do.

A place that offers memorable experiences, encourages learning. It's about participating, not just observing.

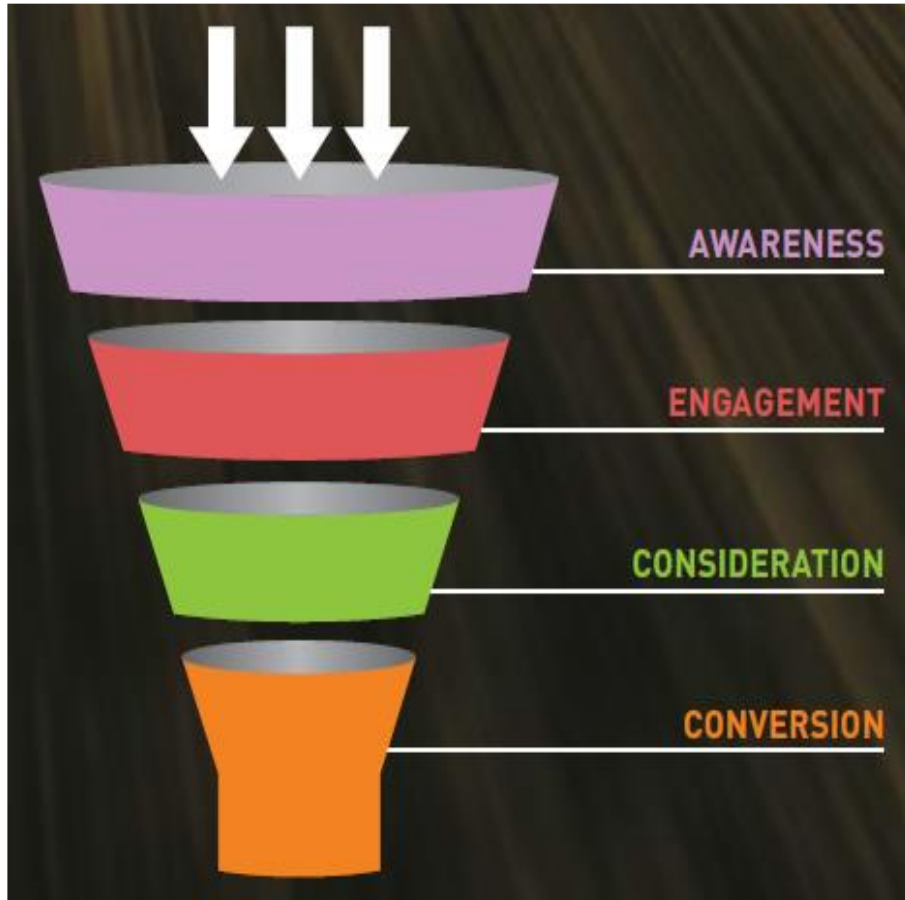
- *Value* for money is key – convey costs
- Want to plan to the maximum
- Want to create 'life memories'
- Want kids to understand Australia's culture as well as biodiversity
- Want variety to keep kids happy
- Do 'one place well', not moving all the time

Priorities

- Get the fundamentals right to encourage investment
- Invest in walks – evidenced-based investment
- Spend money on more interpretive rangers
- Capacity building - deliver on WH values
- Bring park staff on journey in 3rd party product development - EA
- Food truck and eco-lodge EOI
- Invest in campsites or outsource to third party? Einstein...
- Events as catalyst

Marketing priority

Getting top the top of the bucket list – wow and how



27% (6.6m) Australians have Kakadu on their 'one day' list

By creating wow and WH content that appeals to each target market's needs, they have a reason to come

By improving information and planning tools, they know how to come

However...until we get the product right, marketing will deliver marginal returns



Australian Government
Parks Australia



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