

# DEVELOPMENT OF A CONCEPT PLAN FOR A MASTERPLAN FOR THE KINGSTON AND ARTHUR'S VALE HISTORIC AREA (KAVHA)

## QUESTIONNAIRE FOR INDIVIDUAL TOURISTS

**Introduction:** As part of the development of a Site Master Plan for the Kingston and Arthur's Vale Historic Area (KAVHA), the EMA team have been engaged by the Dept. of Infrastructure & Regional Development to undertake consultations with key stakeholders, residents and tourists.

Through these consultations, views are being sought on ways to protect or enhance the natural and cultural values of KAVHA, and increase economic sustainability for both KAVHA and Norfolk Island. Findings from the consultations will feed into the development and refinement of a concept plan and Site Master Plan for KAVHA.

This questionnaire has been designed to gather additional information from **individual tourists**. Respondents do not need to provide identifying information. Unless otherwise agreed in writing, the information provided in response to these survey questions will only be released in an amalgamated form, so that individuals' responses cannot be separately identified.

This survey has 12 questions and should take around 5 minutes. Please place a tick or cross against your response.

### Question 1

How important **for you** is KAVHA as part of the overall package of tourism attractions offered by Norfolk Island?

- Very important
- Important
- Not important
- Don't know.

### Question 2

On how many days during your visit to Norfolk Island have you visited KAVHA, or do you expect to visit KAVHA?

- One day
- Two days
- Three or more days
- Not applicable.

### Question 3

Of the days visiting KAVHA you identified in the previous question, how many of these were undertaken as part of a tour group?

- One day
- Two days
- Three or more days
- Not applicable.



**Question 4**

Please rate the following KAVHA-related areas in terms of their interest to you.

	Very Important	Important	Not important	Don't know
Government House				
No 10 Quality Row - Museum				
No 9 Quality Row – Research Centre (inc convict records)				
HMS Sirius Collection				
Pier Store Museum				
Archaeological Museum				
The Gaol				
Cemetery				
Landscape setting				
Other (please specify)				

**Question 5**

Please rate the following suggestions for improvements to KAVHA-related facilities and services?

	Very Important	Important	Not important	Don't know
Improve general tourism office & information services				
General site interpretation improvements				
Improved access to convict records and history				
Include a cultural activity centre.				
Better café and restaurant options				
Better restroom facilities				
Better retail options				
On-site accommodation				
Wider range of tours				
Other (please specify)				

Please provide any additional comments below, including any suggestions for additional attractions at KAVHA.



**Question 6**

Do you have any suggestions or comments on local activities in the area that could have implications for visits to KAVHA?

**Question 7** (Note: respondents may choose to identify with more than one of the above categories)

Are you travelling:

- As a sole traveller?
- As a couple or part of a family group without children under 18?
- As part of a family group with children under 18?
- With friends or as part of a social, sporting or business activity or group?
- As part of a package tour organised through a travel agent?
- On a day visit from a cruise ship?
- Other – please specify

**Question 8**

Is your main source of income:

- Wages or salary?
- Income from self-employment?
- Superannuation?
- Pension or benefit?
- Other (please specify)

**Question 9**

How long are you staying on Norfolk Island for this visit?

- One day or less
- Two to five days
- Six to 14 days
- 15 days or more

**Question 10**

Is this your first visit to Norfolk Island?

- Yes
- No

**Question 11**

Would you recommend a visit to Norfolk Island to your family and friends?

- Yes
- No



**Question 12**

Do you have any additional comments, suggestions or feedback (please include additional information below)?

THANK YOU FOR TAKING THE TIME TO RESPOND TO THIS SURVEY.

**Please return to:**

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