

# CERM PI

Benchmarking for performance excellence



University of  
South Australia



## VISITOR SERVICE QUALITY AT **ABC BOTANIC GARDENS**

2020

## INTRODUCTION AND METHODOLOGY

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# INTRODUCTION AND METHODOLOGY

## INTRODUCTION

This report is an important step in the benchmarking of visitor service quality. It provides you with feedback to use as part of your own base-line management information. From this information you can consider ways to maximise strengths and develop strategies to correct any apparent deficiencies in the Gardens's performance as suggested by your performance indicators.

This report uses two separate sets of performance indicators (PIs).

### VISITOR SERVICE QUALITY (VSQ) INDICATORS

The CERM PI VSQ model, tailored to Botanic Gardens, includes the following process dimensions of service quality: aesthetics, hospitality services and engagement and learning.

### VISITOR BENEFITS

Benefits are desired goals or positive outcomes and include health & fitness, relaxation, learning, social, productivity and nature.

## METHODOLOGY

Data for this report was collected using the CERM PI VSQ questionnaires under the guidance of the appropriate protocols issued by CERM PI®, UniSA.

Visitors to the Garden were asked to complete self-administered questionnaires during 2020. The times chosen to administer the questionnaire were nominated by Garden staff aiming to produce a representative sample of visitors in the survey. Completed questionnaires from 300 respondents were used in the analysis.

## ANALYSIS

The questionnaire was developed to provide Garden staff 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 ABC Botanic Gardens 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 equal more/less than 100% due to rounding.

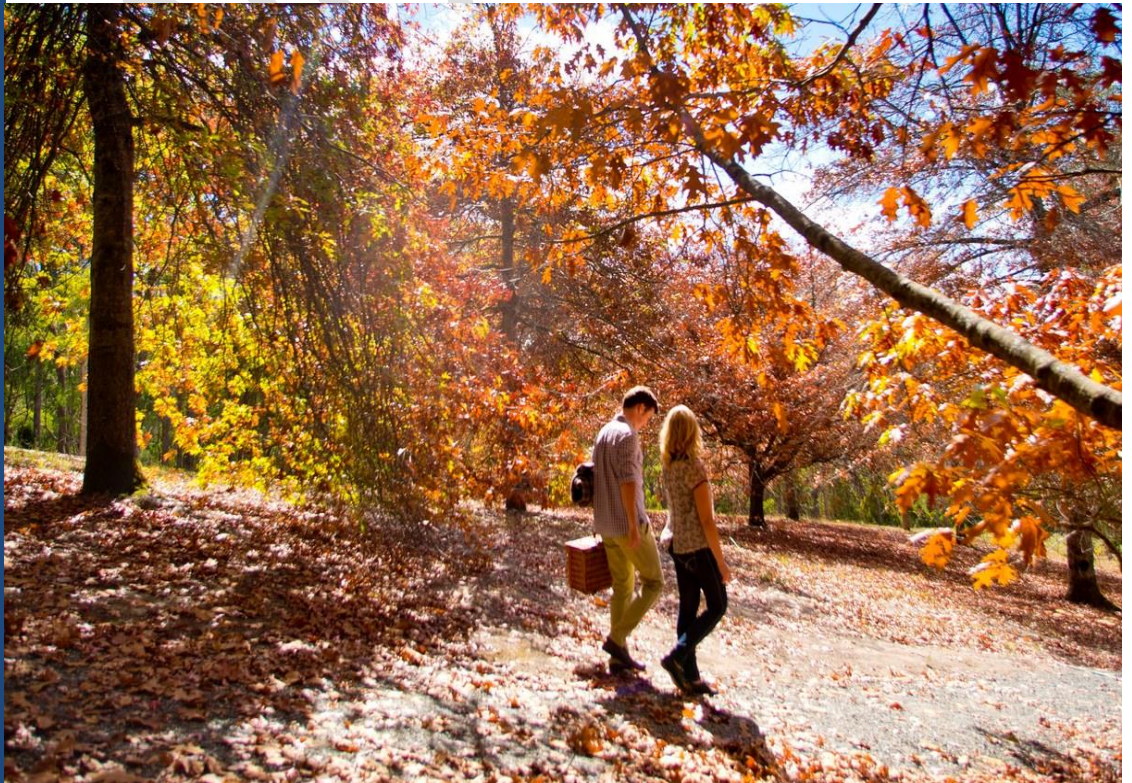
## CONFIDENTIALITY

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.



## Section 1

- Visitor relations
- Visitor service quality
- Visitor benefits



## VISITOR RELATIONS 1.1

### VISITOR SATISFACTION 1.1.1

This section of the report presents some key indicators of the Garden's relationship with visitors, including respondents' levels of satisfaction, loyalty and advocacy for the Garden.

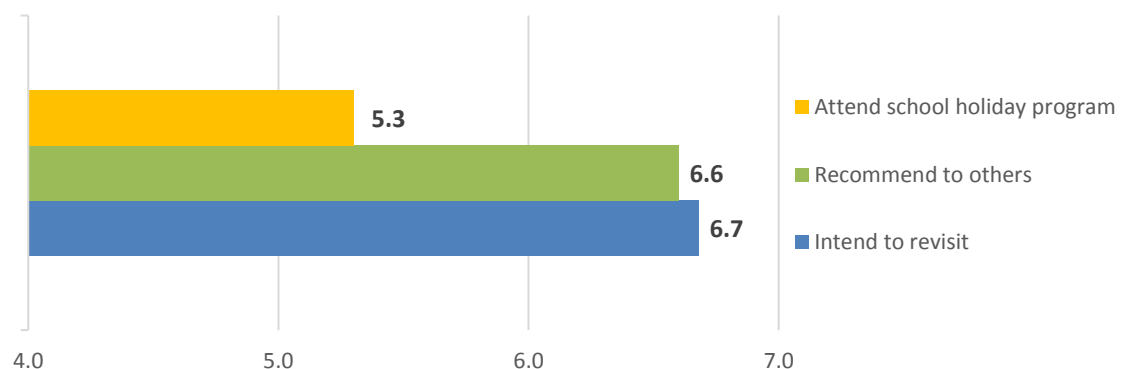
**TABLE 1: OVERALL SATISFACTION**

Scale		2020 %
1	Very dissatisfied	1
2	Dissatisfied	-
3	Neutral	4
4	Satisfied	40
5	Very satisfied	55

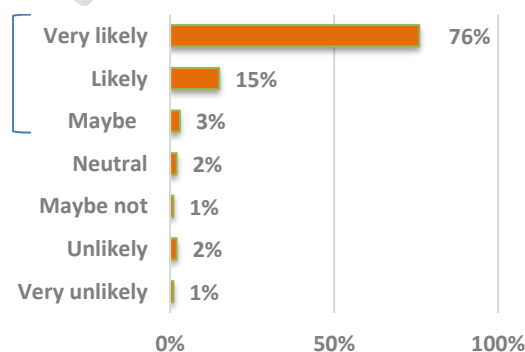
Overall, 99% of respondents were satisfied as visitors of the Garden; based on their ratings of '3' (Neutral), '4' (Satisfied) and '5' (Very satisfied) (Table 1).

### VISITOR ADVOCACY AND LOYALTY 1.1.2

**FIGURE 1: VISITOR RELATIONS**



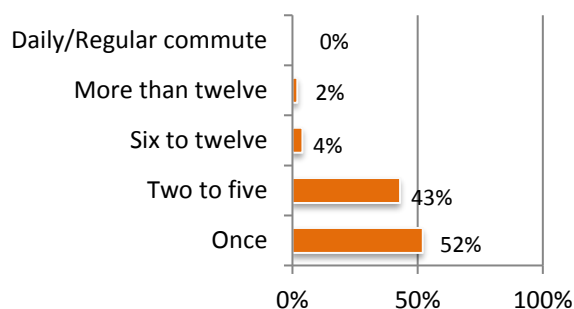
**FIGURE 2: RECOMMENDATION LEVELS**



94% of the respondents indicated that they would recommend the Garden, based on their ratings of '5' (Maybe), '6' (Likely), and '7' (Very likely) (Figure 2).

## MAIN PURPOSE OR ROLE OF THE GARDEN 1.1.3

**FIGURE 3: NUMBER OF VISITS IN THE PAST 12 MONTHS**



**TABLE 3: MAIN PURPOSE OR ROLE OF THE BOTANIC GARDENS**

Activity	First	Second	Third
	2020 %	2020 %	2020 %
Provide opportunities to learn about plants	29	13	11
Conserve plants and biodiversity	29	25	11
Provide recreational space	13	20	21
Provide a beautiful place to relax	19	20	20
Promote health and wellbeing	7	14	23
Conduct plant research	1	7	7
Provide plant displays	2	2	7
Other	0	0	0

## VISITOR SERVICE QUALITY 1.2

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 (VSQ 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 visitor feedback such as *overall satisfaction* with the Garden and *willingness to recommend* the Garden.

### VISITOR SERVICE QUALITY RESULTS 1.2.1

TABLE 4: VSQ RESULTS FOR THE GARDEN

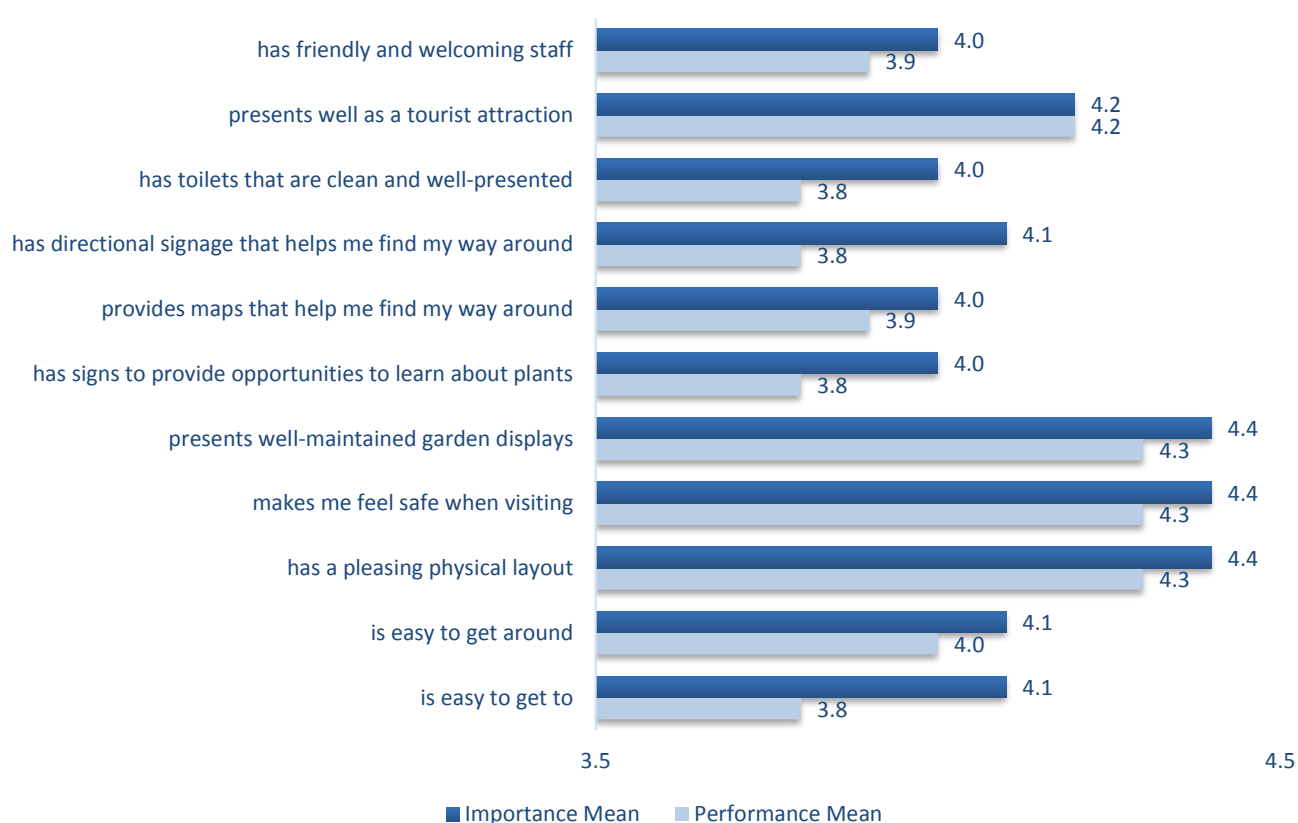
VSQ ATTRIBUTES	Expectations 2020	Performance 2020	VSQ Gap 2020
<b>The Garden...</b>			
is easy to get to	4.1	3.8	-0.3
is easy to get around	4.1	4.0	-0.1
has a pleasing physical layout	4.4	4.3	-0.1
makes me feel safe when visiting	4.4	4.3	-0.1
presents well maintained garden displays	4.4	4.3	-0.1
has signs to provide opportunities to learn about plants	4.0	3.8	-0.2
provides maps that help me find my way around	4.0	3.9	-0.1
has directional signage that helps me find my way around	4.1	3.8	-0.3
has toilets that are clean and well-presented	4.0	3.8	-0.2
presents well as a tourist attraction	4.2	4.2	0.0
has friendly and welcoming staff	4.0	3.9	-0.1
<b>Overall service quality</b>			<b>97%</b>

## VISITOR SERVICE QUALITY RESULTS CONT. 1.2.1

**FIGURE 4: RANKING OF ATTRIBUTES ACCORDING TO IMPORTANCE RATINGS**

Higher ranked expectations denote higher priority attributes for Visitors.

### The Garden...





## VISITOR BENEFIT ANALYSIS 1.3

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of nine benefits.

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

The importance and achievement means are used to calculate the 'Benefits gap' for each attribute – that is, the extent to which achievement does not correspond with the importance rating.

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.

**TABLE 5: VISITOR BENEFITS**

Benefits	Importance 2020	Achieved 2020	Benefits Gap 2020
<b>Improved health and well-being</b>	<b>4.2</b>	4.1	-0.1
Get ideas for the home garden	3.3	4.3	+1.0
Learning about plants and the natural environment	3.6	3.5	-0.1
<b>Space to meet people, connect with family and friends</b>	<b>4.1</b>	4.1	0.0
Improved physical fitness	3.7	3.6	-0.1

*The scale used for this section ranged from 1 ('not at all') to 5 ('very high').*

- ☐ Respondents rated *Improved health and well-being* (importance mean 4.2) and *Space to meet people, connect with family and friends* (importance mean 4.1) as the most important benefits. *Get ideas for the home garden* received the highest achievement ratings.

## Section 2

- Respondent usage patterns
- Demographic profile of respondents



## RESPONDENT USAGE PATTERNS 2.1

**TABLE 6: ACTIVITIES USUALLY INVOLVED IN AT THE GARDEN**

Activity	First	Second	Third
	2020 %	2020 %	2020 %
Learn about plants	13	1	-
Picnic	52	9	2
Walk/exercise	23	44	14
Guided walk/tour	-	4	2
Family outing	7	30	35
Volunteering	1	-	2
Visit specific display/exhibit	2	4	10
Meeting people (socialising)	1	-	-
Relax/read	1	8	34
Formal Workshop	-	-	1

**TABLE 7: VISITORS USUALLY ATTEND THE GARDEN**

	2020 %
Alone	2
With partner/spouse	22
With others, family and/or friends	76

**TABLE 8: VISITING GROUPS YOU USUALLY ATTEND THE GARDEN WITH**

	2020 %
Children under 5 years	24
Children 5 to 12 years	27
Children 13 to 15 years of age	6
No children	43

**TABLE 9: PLANNING OF VISIT TO GARDEN**

	2020 %
Used Botanic Gardens website	23
Didn't plan	77

**TABLE 10: FOLLOW BGSA ON SOCIAL MEDIA**

	2020 %
Yes	7
No	93

## RESPONDENT USAGE PATTERNS CONT. 2.1

**TABLE 11: LENGTH OF VISIT**

	2020 %
Less than 30 minutes	-
30 minutes to 1 hour	8
1 to 2 hours	46
2 to 4 hours	42
More than 4 hours	4

**TABLE 12: MODE OF TRANSPORT**

	2020 %
Bus public transport	-
Private / own car	96
Private coach / bus	1
Motorbike	-
Bicycle	1
Other	-

**TABLE 13: CARPARK USAGE**

	2020 %
Upper car park	21
Lower car park	79
Other	-

**TABLE 14: TRANSPORT PREFERENCE**

	2020 %
Public transport	8
Private / own car	87
Coach / bus	1
Motorbike	-
Bicycle	3
Chairlift	4
Other	-

**TABLE 15 : HOLIDAY PROGRAM WITH CHILDREN/GRANDCHILDREN**

Scale		2020 %
1	Very unlikely	9
2	Unlikely	2
3	Maybe not	2
4	Neutral	21
5	Maybe	11
6	Likely	15
7	Very likely	41

## RESPONDENT USAGE PATTERNS CONT. 2.1

**TABLE 16: WHERE DID YOU HEAR ABOUT GARDENS EDUCATION PROGRAM**

	2020 %
Botanic Gardens Website	8
Poster/flyer	78
Word of mouth	13
Print Media	1
Social Media	-
Other	-

**TABLE 17: ATTENDANCE OF EDUCATIONAL PROGRAMS AT GARDENS**

	2020 %
Master class	9
Educational tours	1
Workshops	17
Guided tours	-
School holiday program	7
None	67



## RESPONDENT USAGE PATTERNS CONT. 2.1

**TABLE 18: OTHER OPPORTUNITIES USERS WOULD LIKE TO EXPERIENCE WHEN VISITING GARDEN**

Main Activity	1 <sup>st</sup> %	2 <sup>nd</sup> %	3 <sup>rd</sup> %	4 <sup>th</sup> %	5 <sup>th</sup> %	6 <sup>th</sup> %	7 <sup>th</sup> %	8 <sup>th</sup> %	Second Activity
Peace and quiet	72	3	17	10	4	6	7	11	9
Workshops	8	11	27	22	21	20	8	17	3
Live Music	5	6	13	15	19	18	18	23	5
Guided walks	5	11	14	10	10	11	19	18	6
Art	3	13	7	8	14	8	18	14	29
Fitness activities	2	20	5	10	12	11	13	10	25
Performances	3	18	10	12	10	12	7	4	3
Food & wine events	3	17	8	11	8	14	7	4	3
Treasure hunts/geocaching	-	-	-	2	1	1	2	0	3
Other	-	-	-	-	-	-	-	-	4

**TABLE 20: WOULD YOU VISIT THE GARDEN AGAIN?**

Scale	2020 %
1 Very unlikely	1
2 Unlikely	-
3 Maybe not	-
4 Neutral	2
5 Maybe	4
6 Likely	11
7 Very likely	82

Overall, 97% of respondents would visit the Botanic Gardens website; based on their ratings of '5' (Likely) and '7' Very likely) (Table 15).

**TABLE 21: IDEAL TIME OF DAY TO VISIT THE GARDEN**

Time	2020 %
Morning	65
Middle of the day	28
Afternoon	8

## RESPONDENT USAGE PATTERNS CONT. 2.1

**TABLE 22: PREFERRED TIME TO VISIT THE GARDEN**

Time	First	Second	Third
	2020 %	2020 %	2020 %
Weekends	81	53	10
Weekdays	16	30	53
Public Holiday	4	16	37
School Holidays	0	2	0

**TABLE 23: PREFERRED SEASON TO VISIT THE GARDEN**

Time	First	Second	Third
	2020 %	2020 %	2020 %
Summer	6	7	40
Autumn	81	16	4
Winter	2	8	42
Spring	11	69	14

## DEMOGRAPHIC PROFILE OF RESPONDENTS 2.2

**TABLE 24: GENDER**

	2020 %
Male	34
Female	66
Other	-

**TABLE 25: AGE GROUP**

	2020 %
15-19 years	2
20-29 years	18
30-39 years	35
40-49 years	17
50-59 years	13
60-64 years	5
65-69 years	5
70+ years	5

**TABLE 24: RESIDENCE**

	2020 %
Yes	95
No	5

**TABLE 25: FIRST LANGUAGE**

	2020 %
Yes	35
No	65

**TABLE 19 : HOME POSTCODE**

1111	25
1112	20
1113	10
1114	5
1115	3
1116	2
1117	1
Other	34

## HOW CAN THE RESULTS BE USED?

Each year CERM PI service quality reports are conducted for many Australian and New Zealand leisure industry sectors. 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 Garden.
- 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.





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#### COLLABORATIVE RESEARCH OPPORTUNITIES

- Joint research publications and conference presentations
- Workshops and seminars – interpreting your CERM PI report

CERM PI are leaders in benchmarking for the tourism and leisure industry. Close links with industry through forums such as our industry workshops and conference presentations ensure that we provide information that is practical and current.

The CERM PI Project has numerous national and International links with community and professional sport, leisure and aquatic organisations.

#### EXAMPLES OF RECENT INDUSTRY COLLABORATORS

Aquatics and Recreation Victoria (ARV)  
Australian University Sport  
Botanic Gardens of South Australia  
Christchurch City Council  
City of Fremantle  
City of Monash  
City of Rockingham  
City of Sydney  
Dunedin City Council  
Moreland City Council  
Parks Australia  
Rectangular Stadiums Australia  
Tennis Australia  
Treasury & Economic Development Directorate (ACT)  
VenuesWest (WA)  
Warringah Aquatic Garden  
Whitehorse City Council  
YMCA Boroondara  
YMCA Victoria  
YMCA WA

**If you would like further information on the CERM PI Project, please contact the CERM PI® office**

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