

TOMM Survey Data USER GUIDE

Using visitor
insights to
support stronger
decisions for
Kangaroo Island



**TOURISM
OPTIMISATION
MANAGEMENT
MODEL**



This guide helps Kangaroo Island businesses, government agencies, community organisations and researchers understand and apply findings from the TOMM Visitor Exit Survey. The survey provides reliable insights into who visits Kangaroo Island, why they come, how they experience the Island and the value their visit creates. These insights can support business planning, product development, marketing, investment, infrastructure priorities and destination stewardship.

What is TOMM?



The Kangaroo Island Tourism Optimisation Management Model, known as TOMM, is a long-term monitoring framework developed specifically for Kangaroo Island.

TOMM helps the Island understand and manage the impacts of tourism over time. It supports informed decisions that balance visitor economy growth with community wellbeing and the protection of Kangaroo Island's natural environment.

Four Monitoring Areas



Environmental

The relationship between visitor activity, natural resources and ecological values.



Economic

Tourism's contribution to the Island's economy.



Social and cultural

How residents experience and perceive tourism.



Visitor experience

The quality of the experiences offered to visitors.

Why TOMM data matters

Tourism plays an important role in Kangaroo Island's economy, community and way of life. Reliable data helps businesses, government and community organisations understand what is changing, where opportunities exist and where further attention may be needed.

Track Change

Monitor visitor behaviour, satisfaction and travel patterns over time.

Understand the Community

Consider resident attitudes towards tourism and its impacts.

Identify Opportunities

Recognise emerging markets, seasonal opportunities and areas for product development.

Respond to Pressures

Understand visitor activity, infrastructure needs and potential environmental pressures.

Strengthen Investment

Support business cases, grant applications, planning and advocacy.

Improve Decisions

Support business cases, grant applications, planning and advocacy.

Data becomes valuable when it informs a decision.

About the Visitor Exit Suvery

What does the Visitor Exit Survey Tell Us?

The Visitor Exit Survey is conducted annually with visitors departing Kangaroo Island. It provides information about who visits, why they come, how they travel, what they experience and the contribution they make to the visitor economy.

Information collected:

- visitor origin and travel party
- reasons for visiting
- length of stay
- seasonal travel patterns
- accommodation used
- activities undertaken
- locations visited
- visitor expenditure
- satisfaction and overall experience
- likelihood to recommend Kangaroo Island
- environmental and quarantine awareness

The annual report includes economic, visitor experience and environmental indicators, along with visitor profiles and seasonal findings.

Who uses the findings?

Tourism businesses

To refine products, pricing, capacity, service and marketing.

Kangaroo Island Tourism Alliance

To guide destination marketing, industry development and advocacy.

Council and government

To inform infrastructure, services, policy and investment.

Community organisations

To understand visitor behaviour and its influence on Island life.

Researchers and planners

To monitor tourism performance and sustainability outcomes.



How to interpret the data



Five ways to use the data well

1. Look for patterns over time

A single-year result may be influenced by temporary conditions. Longer-term trends often provide a stronger basis for decisions.

2. Consider the context

Weather, transport disruptions, economic conditions, major events and changes in access can affect visitor behaviour.

3. Compare related findings

Review visitor origin, length of stay, expenditure, satisfaction and seasonal results together to build a more complete picture.

4. Check sample sizes and limitations

Results for smaller visitor groups may be less reliable. Review the survey methodology and explanatory notes before drawing conclusions.

5. Turn insights into action

Ask how each finding could inform a practical decision relating to marketing, pricing, staffing, product development, infrastructure, advocacy or investment.

Start here

Start with the decision you need to make. Before reviewing the survey, identify the question you are trying to answer. For example:

- Should we introduce a winter offer?
- Which visitor group should we target?
- Where are visitors experiencing service gaps?
- Which experiences could encourage a longer stay?
- What evidence supports our funding application?

Turning insights into action

Survey insights at a glance

What the survey measures	What it helps you understand	How the insight can be used
Visitor origin, age and travel party	Who is visiting Kangaroo Island	Businesses: Design experiences for key demographics Council/Government: Forecast infrastructure needs and market priorities Marketing bodies: Target campaigns to high-potential origin markets
Length of stay and seasonality	When visitors travel and how long they stay	Accommodation providers: Adjust pricing and capacity by season Marketing bodies: Promote longer and off-peak stays Transport providers: Align services with seasonal demand
Accommodation used	Visitor preferences and demand	Businesses: Identify packaging opportunities Council: Inform accommodation development policy Investors: Assess demand gaps for new supply
Activities and locations visited	How visitors move around the Island	Businesses: Build connected itineraries and cross-promote Park managers: Target visitor flow and environmental messaging Council: Monitor pressure on non-DEW sites
Visitor satisfaction	What is working well and where gaps exist	Tourism operators: Benchmark service quality Council: Prioritise infrastructure improvements Marketing: Highlight satisfaction drivers, manage expectations
Visitor expenditure	The value of different visitor groups	Businesses: Identify high-value visitor segments Council: Use spending data in grant applications Government: Justify investment in marketing and infrastructure
Repeat visitation and recommendations	Visitor loyalty and advocacy	Marketing bodies: Develop loyalty and referral programs Businesses: Reward repeat visitors KITA/alliances: Track advocacy trends over time
Quarantine awareness	Visitor understanding of biosecurity responsibilities	Government agencies: Monitor biosecurity education effectiveness Businesses/tourism bodies: Include 'travel responsibly' messaging Community groups: Design targeted education campaigns

TOMM data in action

TOMM insights have supported practical decisions across Kangaroo Island. These examples demonstrate how visitor and resident data can help strengthen investment proposals, guide advocacy and inform long-term destination planning.

Case Studies

Kangaroo Island Airport upgrade

The opportunity

From 2012, the South Australian Tourism Commission worked with Kangaroo Island stakeholders to develop a submission seeking government support for an airport upgrade.

How TOMM was used

TOMM data helped establish the visitor profile and demonstrate that international visitors used air services disproportionately. This evidence was combined with Tourism Research Australia data, Tourism Australia research, SATC modelling and a Kangaroo Island Council business case.

The outcome

The evidence supported demand projections for a longer runway, larger aprons and enhanced security measures. The project received \$21 million in combined Federal and State Government funding and was completed in 2018.

Key lesson

Reliable visitor data can strengthen major infrastructure business cases by demonstrating demand, market composition and regional benefit.

Community advocacy and cruise visitation

The issue

The 2023 TOMM Resident Survey found that only 15 per cent of respondents agreed that cruise ships positively affected their lifestyle.

How TOMM was used

Kangaroo Island Tourism Alliance used the findings in advocacy with the South Australian Government and the Australian Cruise Association. The aim was to better align cruise visitation with community expectations and increase its contribution to the Island.

The outcome

A cruise landing fee was introduced, with revenue returned to Kangaroo Island for infrastructure projects.

Key lesson

Resident sentiment can provide a clear evidence base for advocacy and help protect the social licence for tourism activity.

Community-led public art experiences in Penneshaw and Kingscote

The opportunity

TOMM Visitor Exit Survey data identified a need for more experiences within Kangaroo Island's townships, giving visitors additional reasons to stop, explore and spend time in local communities.

The outcome

Both projects introduced distinctive new attractions, strengthened local identity and created additional reasons for visitors to explore the townships and potentially adding to the local economy. They also demonstrated how public art and placemaking can contribute to visitor dispersal and community pride.

How TOMM was used

The Penneshaw and Kingscote progress associations used TOMM visitor insights to support the development of two community-led projects: the Kangaroo Island Sculpture Trail in Penneshaw and the silo artwork in Kingscote. The data helped demonstrate the value of accessible, place-based experiences that could strengthen each town's visitor appeal.

TOMM data in action

Case Studies

Kangaroo Island Seaview Motel redevelopment

The opportunity

The Kangaroo Island Seaview Motel commenced a major redevelopment in 2025, including 42 additional rooms and an on-site restaurant.

How TOMM was used

The owners used Visitor Exit Survey findings, particularly accommodation and service-experience indicators, to support the business case and align the redevelopment with visitor expectations and market demand.

The outcome

TOMM provided an evidence base for a significant private-sector tourism investment.

Key lesson

Businesses can use visitor data to test assumptions, demonstrate demand and shape investment decisions.

Conservation partnerships and destination planning

The issue

The 2023 Resident Survey found that 43 per cent of residents believed Kangaroo Island was achieving a balance between tourism growth and environmental protection. Only 42 per cent agreed that partnerships between conservation and tourism were improving.

How TOMM was used

These findings informed the revised Kangaroo Island Destination Management Plan, which gives greater emphasis to regenerative tourism and formal conservation partnerships.

Key lesson

TOMM data can help identify gaps between community expectations and current tourism outcomes, then guide strategic priorities. n provide a clear evidence base for advocacy and help protect the social licence for tourism activity.

Kangaroo Island Our Town

The opportunity

A local community group sought funding through the Faye Fuller Foundation's Our Town program to strengthen community wellbeing and mental health.

How TOMM was used

TOMM Resident Survey data helped the group describe the Kangaroo Island community and provide evidence of local conditions and needs.

The outcome

The application was successful, securing support for a 10-year program focused on wellbeing, mental health and community capacity building.

Key lesson

TOMM data has value beyond tourism and can support community funding applications and social planning.

TOMM data in action



What these case studies show

TOMM data can help Kangaroo Island organisations to:

- ✓ strengthen funding and investment proposals
- ✓ advocate using credible local evidence
- ✓ respond to community sentiment
- ✓ shape destination and environmental planning
- ✓ guide business expansion
- ✓ support community wellbeing initiatives

Good data does more than describe what is happening. It helps people decide what to do next.

Access the Research

[TOMM Visitor Exit Survey Report](#)

[TOMM Resident Survey Report](#)

[KI Regional Tourism Profile](#)

Need help using the data?

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