



## MEDIA RELEASE

### Alice Springs Desert Park Visitor Survey

Visitors to the Alice Springs Desert Park are being invited to participate in a survey that will help shape aspects of the popular attraction's future direction.

Park manager Gary Fry said the survey asked respondents various questions such as what they enjoyed about their visit and what else they would like to see or experience at the park.

Mr Fry said the first 100 people to ask for a survey at the Desert Park's main entrance, from October 9 would receive free entry to the park in return for completion of the survey.

"The Alice Springs Desert Park has had tremendous success during its nine years in existence, having won seven Broga Awards," Mr Fry said.

"But of course we would like to know what improvements we can make judging from our visitors' experiences, whether they are locals, tourists, young or old, so the park can continue to grow in stature and popularity.

"One of the questions of course relates to families and what might the park do to be more popular among families.

"So it's really about meeting visitors' needs within the philosophy of the Desert Park."

Mr Fry said the park often consults with visitors and tour operators and that a children's play area near the café will be one idea acted upon very soon.

"One of the roles of the Park is to attract people to Alice Springs ensuring they remain in town longer thus contributing to the local economy" he said.

Mr Fry said it is hoped hundreds of people participate in the survey.

He said locals are still able to obtain a Territorian Pass, which gives locals up to 12 months access to the Park, all for the price of one admission fee.

Ends

**Media Note – For more information contact Gary Fry on 8951 8713**

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