

Pines Customer Satisfaction Survey Results



Thank you to the 600+ members and visitors who completed our recent Customer Satisfaction Survey.

The feedback we received is so valuable in helping us to continue to deliver exceptional service and facilities. Here's some of the highlights and areas for us to focus our attention:

Respondents

619

completed the survey



UP FROM
296
last season

62%

were PARC members

Who visits Pines

43%

Of respondents visited Pines for the first time this season, up from 17% in the last season survey. It is wonderful to see new groups, families and individuals in our community engaging with and utilising the facility.

63%

Of respondents selected lap swimming as one of their main reasons for attending

46%

Of respondents usually attend with children, with 17% using the toddler pool

63%

Of respondents indicated they held a visit pass for Pines over the 22/23 season.

64%

Of those who visited Pines this season, 64% have used the kiosk, up 34% from last season

67%

Of respondents were below 40 years of age, indicating a younger demographic with last year seeing 31% aged 40 or below

63%

Of respondents indicated that they use PARC normally and then use PINES over the season, which is up 25% from last year. This was a big focus for us to be able to show our members the benefit of both facilities.

Your Comments

"Love the Pines swimming pool. Really hits the nostalgia button."

"More shading options."

"The staff are always friendly and helpful."

"The Free Family Fridays are a wonderful community event, thank you for providing them"

"I love the water temperature, the lap lane availability and that it's no frills. "

Satisfaction

8.04 /10 Overall satisfaction with Pines

8.10 /10 Knowledge and helpfulness of Pines staff

8.14 /10 Likelihood to visit again next season

8.13 /10 Overall experience

8.23 /10 Likelihood to recommend Pines

Areas for attention and consideration



Presentation and maintenance of the facility including the changerooms and kiosk area



We also want to investigate ways we can improve entry to the facility



Sharing the history of Pines. The heritage of Pines is beautiful, and we want to do a better job of engaging our community in this history and past experiences of summers spent by the pool.

THANK YOU!

Thank you for taking the time to provide feedback, we really value your input. See you at Pines next season!



PENINSULA LEISURE