Visitor Monitoring Data Australia and New Zealand

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Partner Agencies - Parks Forum

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Thank you to the participating park and protected area agencies

Overview

- 10 years of performance measurement

- Australian and New Zealand parks and protected areas

- Annual Agency Statistics Survey – 7 surveys

- Great Parks Benchmark Network Survey (GPBN Survey) – 3 surveys 2007, 2010, 2013

- Environmental, cultural, social, economic and management measures

- Operational, governance and administrative data
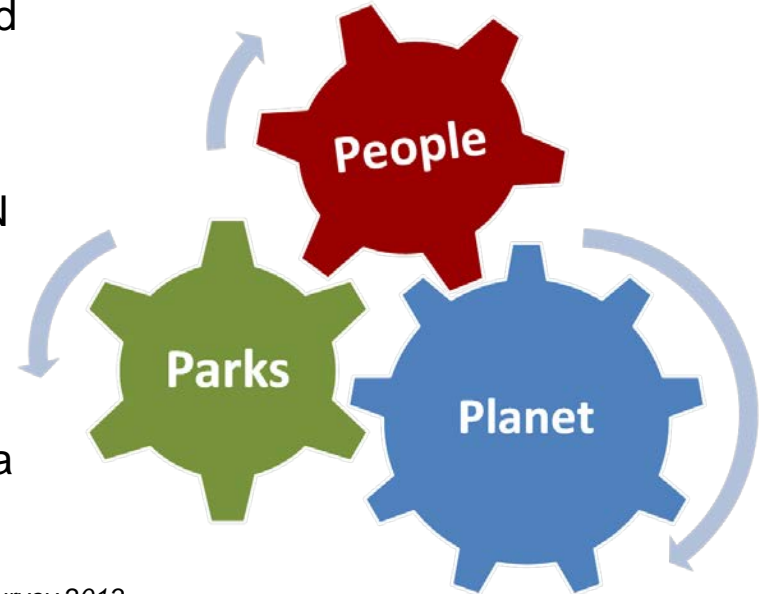
Tonge, J., Moore, S.A. and Rodger, K. (2013) *Great Parks Network Benchmark Survey 2013. Report for the Parks Forum.* Murdoch University, Murdoch, Western Australia
http://researchrepository.murdoch.edu.au/22121/

Visitor Monitoring

Ranger presentation of cultural values at Kakadu National Park

Visitor Monitoring Data of the annual Agency Statistics Survey included

• Total visit numbers to parks and protected areas

• Method used to collect or calculate visit numbers

• Individual agency data presented for comparisons

• Data collated and presented as federal, state, regional and city groupings

Visitor Monitoring – Summary Results

Yellow River Sunset Tour – Kakadu National Park

- On line survey

- Data collected for 2014/15 financial year

- 95 parks and protected agencies contacted

- 70 agencies responded (74%)

- 11 agencies record visitor data (16%)

- Over 120 million visits recorded

- No consistent methods utilised

Visitor Monitoring – Protected Areas

Cycling event – WA Great Bike Ride

- 6 agencies responsible for PAs and World Heritage sites participated

- 5 agencies reported visit numbers

- Over 118 million visits

- A range of methods are utilised

  - People/vehicle counters

  - Ticket sales

  - Annual phone survey

  - National annual survey (DOC, NZ)

Visitor Monitoring – Data

State and federal agency 2014/15 data

Agency Name	Number of Parks	Parks (Ha)	Visitation
Department of Conservation DOC (annual survey)	14	8,500,000	2,200,000
Department of Parks and Wildlife WA (5 sources – tickets, entry fee, counters – pedestrian, vehicle, vehicle classifier)	3,000	28,543,064	16,700,000
Tas Parks and Wildlife Service (counters –people , vehicle, monitoring)	817	2,912,000	927,000
Parks and Wildlife Commission NT	87	4,737,089	2.900.000
Parks Victoria (biennial phone survey, supplemented vehicle counts)	2,861	4,106,000	*96,000,000

Visitor Monitoring – Other Park Types

WACA – Into Cricket

- Other Parks (city, region, district)
- 26 agencies responsible for city, regional and other park types participated
- Only 4 agencies reported visit numbers
- Over 2.2 million visits
- A range of methods are utilised
    - People/vehicle counters
    - Manual survey
    - Booking forms
    - Annual phone survey
    - Infrared beam counter

Social Benchmark Data - Visitors

- 25 national, state and local government agencies took part on GPNB 2013

- 12% increase in the number of responding agencies that were undertaking regular independent surveys of visitor satisfaction

- Staff experience the main source of information for visitor information and satisfaction

- Research contributed to benchmarking the measurement of visitor satisfaction

Social Benchmarks with 'Yes' Responses - Visitors	2010 (%)	2013 (%)	UE* (%)
Sufficient information exists to inform planning and management of visitor use	87	88	
Visitor facilities are being maintained to mandated standards	91	92	—
Regular independent surveys of visitor satisfaction undertaken	64	76	
Sufficient management ensuring visitor use does not negatively impact on park values	91	96	4

* UE = Unable to estimate

Summary

Successful visitor monitoring requires

• Articulating the purpose

• Communicating the ways the data can be used by park agencies, PAs, NGOs and government

• Promoting its capacity to improve the management and resourcing of parks

• Ensuring consistency and quality

Kakadu National Park – Australia
http://www.environment.gov.au/topics/national-parks/kakadu-national-park

Summary

Future Considerations

• Primary purpose e.g. tourists or all users

• Budget

•Quality of data

•Frequency of data collection - 1, 3 or 5 years?

• Presentation of data e.g. classification/park type, organisation, state, country?

Valley of the Giants– Western Australia

Summary

Future Considerations

• Relationship to other measures or surveys

    • park size or location e.g. city, regional

    • visitor satisfaction

    • IUCN Green List

• Best practice examples of visitor monitoring methods are needed

Sculpture by the Sea, Cottesloe Beach– Western Australia