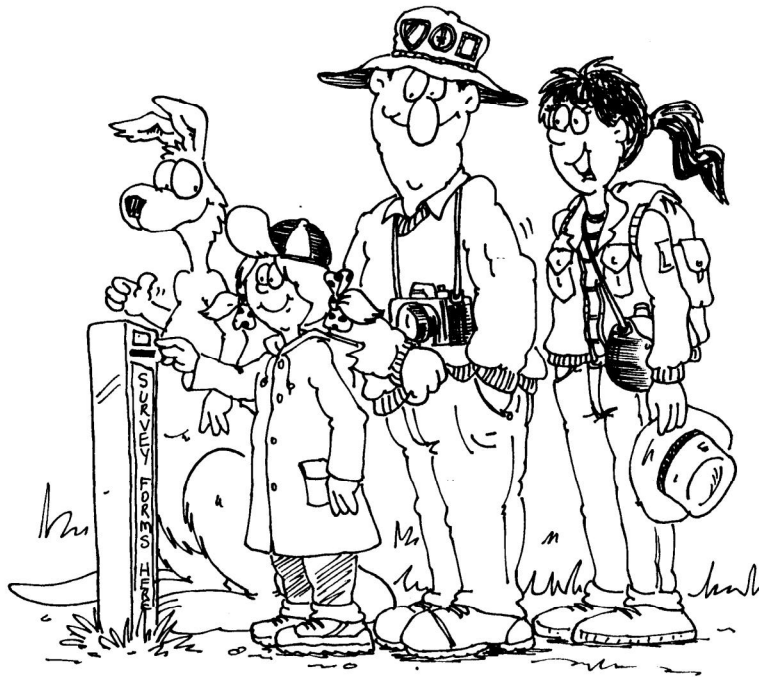

YANCHEP NATIONAL PARK VISITOR FEEDBACK PROGRAM

March - April 2002

TELL US ABOUT YOUR EXPERIENCE!
Your feedback is important to us.



Department of Conservation and Land Management

YANCHEP NATIONAL PARK Visitor Feedback Form Results

Introduction

Yanchep National Park covers 2842 hectares of bushland on the Wanneroo-Lancelin Road 50km north of Perth. The Park is one of Western Australia's most popular nature-based tourism destinations in close proximity to Perth, with more than 250 000 people visiting the Park each year. The visitation levels at the Park can be attributed to the broad range of recreational opportunities offered to meet the needs of people visiting from the local area, other parts of Western Australia, interstate and overseas.

This study aims to determine the different types of visitors (market segments) to the Park, and their attitudes towards the facilities and services provided.

The Department of Conservation and Land Management's visitor feedback form was conducted at the Park during April 2002. The objectives of the survey were:

- To determine visitors overall level of satisfaction with their visit.
- To determine how each of the specified market segments at the Park felt about the condition and management of the site and facilities, the activities in which they participated and their overall experience at the Park. All these factors contribute to the visitors' level of satisfaction.
- To find out the main purpose of their visit and what they most enjoyed at the Park.
- To gain feedback on how this site could be improved to better meet the needs of the different visitor types.
- To gather information on the demographic characteristics of visitors.

Survey Methodology

The following methodology was designed to ensure the results obtained were representative of all visitors to the Park during the survey period.

Five locations were chosen for distribution of the survey, in accordance with specific activities provided in the Park and the main recreation areas (see Table 1). The survey was conducted over 12 days during April, when visitors were asked to answer the questions listed on the Department's visitor feedback form (see Appendix 1).

Table 1: Survey locations

Survey location	Initials	Type of Visitor
Activity-based locations:		
Golf course	GC	Golfers.
Crystal Cave Car Park	CC	Visitors to Crystal Cave.
Bull Banksia Picnic Area	BB – AHT	Visitors to Boomerang and Spear Throwing Activity.
Koala Viewing Enclosure	KVE – AHT	Balga Mia Village Aboriginal Heritage Tour Groups. Visitors to see the koalas.
General recreation locations:		
Koala Viewing Enclosure	KVE	Visitors to see the koalas.
Lakeview and Yanget Picnic Areas	LY	Visitors at Lakeview and Yanget Picnic Areas, Tearooms and Yanchep Inn for a range of recreational activities. Visitors to Crystal Cave. Visitors to see koalas. Visitors to Balga Mia Village.

The survey was conducted at the above sites during a range of different one hour time periods during the day (see Table 2 below), dependant upon the finishing time of the organised activity and when visitors were present at these locations.

The survey was conducted during six specified peak and non peak visitation days. An average of 16 feedback forms were completed each day with a **total of 187 feedback forms completed** over the 12 days of surveying.

Table 2 below shows the timing and location of the survey during the specified peak periods, where a total of 98 forms were completed.

Table 2: Dates and times for peak period surveying

Date	Survey time, survey location and number of surveys completed			
	9am	11am	1pm	3pm
29 th March (Easter Friday)	GC (3)	CC (3)	BB – AHT (4)	KVE (4)
30 th March (Easter Saturday)	KVE (4)	GC (3)	KVE – AHT (5)	LY (4)
31 st March (Easter Sunday)	KVE (4)	CC (2)	KVE – AHT & BB – AHT (5)	LY (5)
1 st April (Easter Monday)	KVE (4)	LY (4)	GC (3)	KVE (5)
7 th April (Sunday)	KVE (3)	CC (4)	KVE – AHT & BB – AHT (5)	LY (4)
14 th April (Sunday)	KVE (4)	CC (5)	KVE – AHT (5)	LY (6)

The survey was administered in an opportunistic manner for the six specified non peak visitation days (as shown in Table 3) due to the small number of visitors at each survey location during this period. A total of 92 survey forms were completed by visitors during the non peak visitation days which was similar to completed forms gathered during the peak visitation days.

Table 3: Dates and times for non- peak period surveying

Date	Number of surveys completed	Survey locations			
2 nd April (Tuesday)	16	GC	CC	BB – AHT	KVE
3 rd April (Wednesday)	16	KVE	GC	KVE – AHT	LY
4 th April (Thursday)	16	KVE	CC	BB – AHT	KVE
8 th April (Monday)	12	KVE	Minimal visitation at individual survey locations, therefore survey undertaken opportunistically across the survey locations.		
9 th April (Tuesday)	16	KVE			
10 th April (Wednesday)	16	KVE			

Survey Findings

Visitor market segments

After conducting a pilot survey, the following market segments were determined from the most common types of visitors to the Park:

- **Regular golfers** – visitors from the local area
- **Coach tour groups** – visitors from Western Australia, interstate or overseas
- **Independent overseas visitors**
- **Organised groups** – such as a school, club
- **Independent interstate, WA and local visitors:**
 - purpose of visit to participate in a specific activity eg. see koalas, visit Crystal Cave
 - visiting for leisure experience eg. barbecue or picnic with family/friends, visitors curious to see the Park.

Table 4 shows nearly half the respondents were independent travellers from interstate, WA or the local area, and were visiting the Park as a general leisure experience rather than for a specific purpose.

Table 4: Number and percentage of respondents for each market segment surveyed

Market Group	Number of respondents	Percentage of respondents
Independent interstate, WA or local visitors for leisure experience	80	43
Independent overseas visitors	35	18
Independent interstate, WA or local visitors for specific activity	28	15
Coach tour groups from WA, interstate and overseas	19	10
Regular golfers	15	8
Organised group eg. school, club	10	6
TOTAL	187	100

About the Visitors' Trip

Visitors were asked the main purpose for their visit and what they most enjoyed. The following tables provide the number and percentages of each of the responses given.

Table 5: Responses for main purpose of the visit

The main purpose of the visit	No. of respondents	% of respondents
Sightseeing, holiday, tourism	77	41
Picnic or barbecue	21	11
Play golf	16	9
See koalas	14	7
Relaxing	11	6
Spent time with family/friends	12	6
Recreation	10	5
See wildlife in general	6	3
School trip, uni research	5	3
To be close to nature, enjoy the bush	4	2
Visit cave or other activities in Park	4	2
Experience Aboriginal culture	2	1
Bushwalking	2	1
No response	2	1
TOTAL	187	100

Table 6: Responses for most enjoyable experience/activity during the visit

That which was most enjoyed	No. of respondents	% of respondents
To be close to nature, enjoy the bush	68	36
See Koalas	30	16
See wildlife	20	11
Experience Aboriginal culture	12	6
Golf	10	5
Relaxing	8	4
Caving	7	4
Picnic or barbecue	5	3
Recreation	5	3
Spent time with family/friends	4	2
Bushwalking	3	2
Boating	2	1
Amount of information about the Park	1	1
No response	10	6
TOTAL	187	100

About the Visitors

Survey respondents were asked about their origin, age bracket, gender, party composition and their number of previous visits to the Park.

Figure 1 provides a breakdown of the age groups of visitors to the Park, with the 25-39 year age bracket contributing the highest proportion of visitors closely followed by the 40-59 year age bracket.

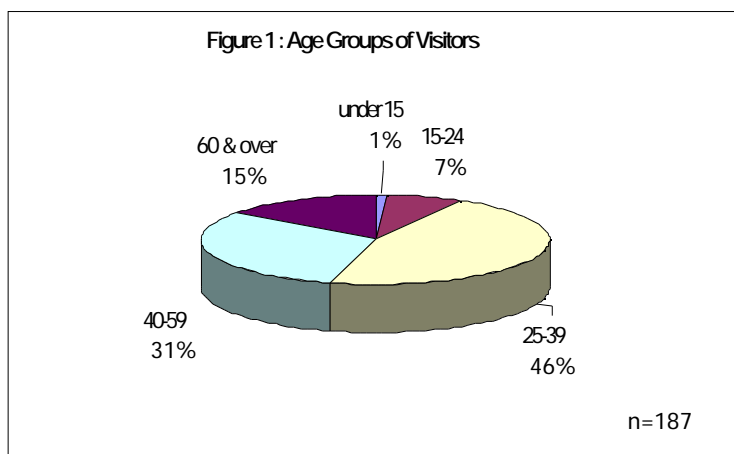


Table 7: Age group breakdown for each market segment

Market group	Age	Under 15	15-24	25-39	40-59	60 & over	Total (%)
Coach tour			2	10	6	1	19 (10%)
Independent overseas tourist			3	17	10	5	35 (19%)
Organised group		1		3	2	4	10 (5%)
Regular golfer				1	6	8	15 (8%)
Independent interstate or WA visitor for leisure experience		1	6	42	22	9	80 (43%)
Independent interstate or WA visitor for specific activity			2	12	12	2	28 (15%)
Total		2	13	85	58	29	187 (100%)

Table 7 shows the 25-39 year age bracket to be the most common age group across the majority of the market segments. The exceptions were the regular golfers, who were mostly 60 years and older, and the respondents visiting for a specific activity (from interstate and Western Australia) who were spread across the 25-39 and 40-59 age brackets. The age of respondents from the organised groups had a relatively even distribution across all age brackets.

There was a relatively even spread of survey respondents based upon gender, with 57% being female, and the remaining 43% being male respondents.

Figure 2 shows the breakdown of visitors' origin for all visitor market segments combined. The highest proportion of respondents were visiting the Park from Perth (39%), followed by the overseas visitors (28%). Table 8 and 9 show the origin of the interstate and overseas visitors.

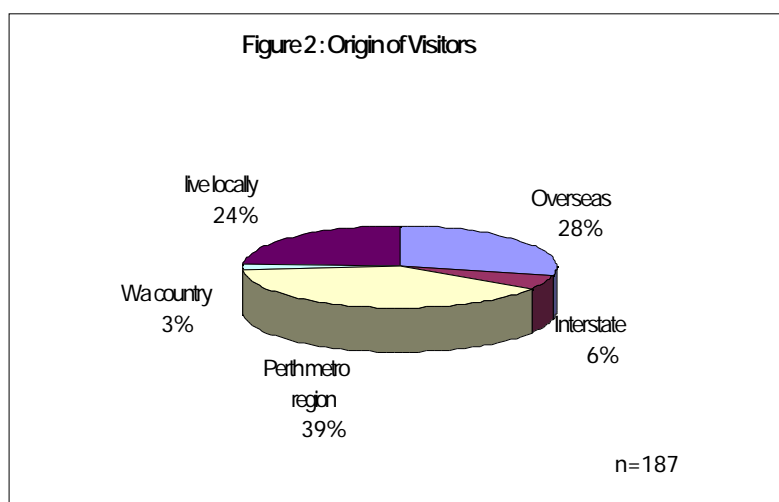


Table 8: Origin of Interstate Visitors

Origin of Interstate Visitors	No. of respondents	% of all interstate respondents	% of all respondents
Victoria	8	62	4
Queensland	2	15	1
South Australia	2	15	1
New South Wales	1	8	0
TOTAL	13	100	6

Table 9: Origin of Overseas Visitors

Origin of Overseas Visitors	No. of respondents	% of all overseas respondents	% of all respondents
United Kingdom/Ireland	27	51	14
Germany	7	13	4
Switzerland	5	9	3
Singapore	2	4	1
Indonesia	2	4	1
USA	2	4	1
Austria	2	4	1
China	1	2	.5
Canada	1	2	.5
France	1	2	.5
Italy	1	2	.5
Spain	1	2	.5
Other Asia	1	2	.5
TOTAL	53	100	28

Table 10 provides the visitors' origin according to their market segments. The majority of the visitors surveyed on a coach tour travelled from overseas (6% of the 10% coach tour market segment). Visitors on the following coach tours were surveyed during this research:

- Pinnacles Tour
- WA Trek
- Pacific Tour
- Red Back
- Safari Trek
- Aussie Tour

It was noted that there were a considerable number of overseas visitors within the coach tour market segment of asiatic origin. These visitors are not necessarily represented in the survey findings due to the language barrier.

The majority of respondents visiting the Park for a specific purpose or a general leisure experience had travelled from Perth or live in the local area (as opposed to interstate visitors).

Table 10: Visitor origin for each market segment

Market group	Origin	Live locally	WA country	Perth Metro Region	Interstate	Overseas	Total
Coach tour				2	6	11	19
Independent overseas tourist						35	35
Organised group		3		7			10
Regular golfer		7	1	7			15
Independent interstate or WA visitors for leisure experience		30	4	39	3	4	80
Independent interstate or WA visitors for specific activity		4		17	4	3	28
Total		44	5	72	13	53	187

The majority of respondents (78%) were accompanied by friends and/or family to the Park, and the breakdown according to each market segment is shown in Table 11 below; the exceptions being the regular golfers, many of which visit unaccompanied, and the organised groups who were visiting with a school, university or club.

Table 11: Market group versus 'makeup' of visitor group

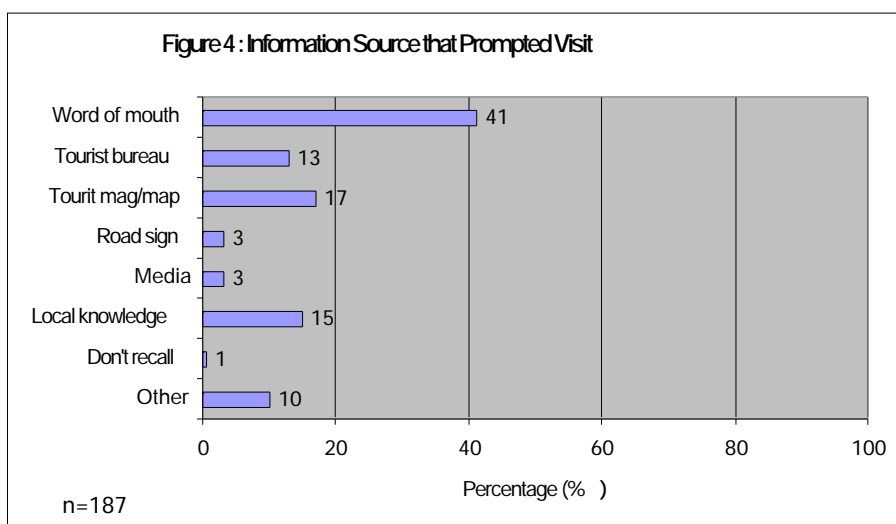
Market group	Visit with	By yourself	Friends/family	With a school/uni group	With a club/orgn	Part of a tour	Total
Coach tour						19	19
Independent overseas tourist			35				35
Organised group				4	5		9
Regular golfer		9	6				15
Independent interstate or WA visitors for leisure experience		2	77		1		80
Independent interstate or WA visitors for specific activity			27	1			28
Total		11	145	5	6	19	186

Table 12 showed the number of visits to the Park by each market segment. This shows all coach tour respondents were first time visitors, as the majority of this group had travelled from overseas. Note that the highest proportion of independent travellers from interstate or WA at the Park for a leisure experience visit 1-5 times each year, whereas it was generally the first visit for those independent travellers visiting for a specific purpose.

Table 12: Market group versus number of visits to the Park

Market group	Visit with	First Visit	Less than once a year	1-5 times a year	More than 5 times a year	On a weekly basis	Total
Coach tour		19					19
Independent overseas tourist		28	4	3			35
Organised group			2	6	1	1	10
Regular golfer		1		1	2	11	15
Independent interstate or WA visitors for leisure experience		23	12	30	14	1	80
Independent interstate or WA visitors for specific activity		15	5	7		1	28
Total		86	23	47	17	14	187

Respondents were asked how they first found out about Yanchep National Park, with word and mouth being the most favoured responses (see Figure 4 below).



Note: Percentage exceed 100% due to some multiple responses

How well are we doing?

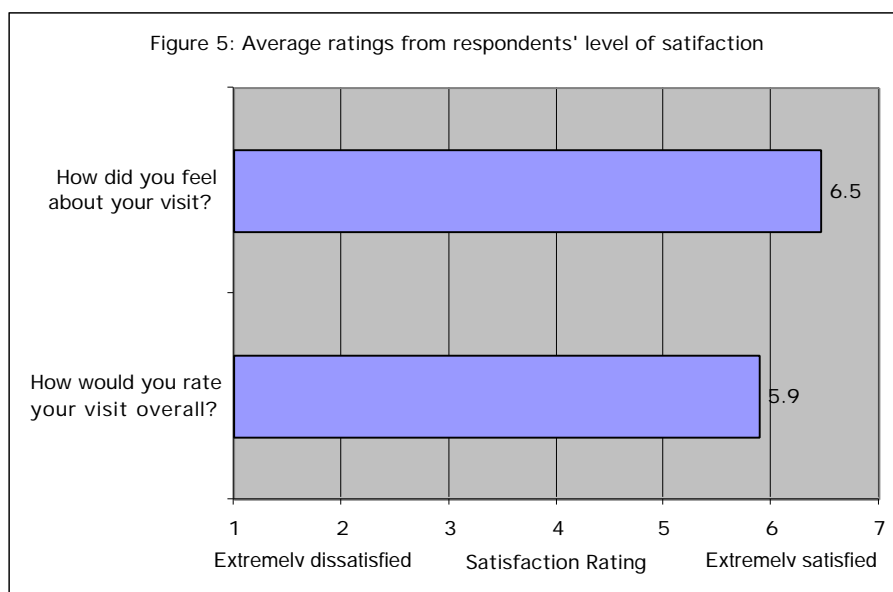
In order to gather information about the visitors' level of satisfaction, respondents were asked questions relating to the condition and management of the site and facilities, how they felt about activities in which they participated. Figure 6 shows the average ratings given by the survey respondents.

Survey respondents were also encouraged to provide comments for these statements relating to visitor satisfaction. The comments are listed verbatim from the visitor feedback forms in Table 13 below.

Table 13: Visitor responses to statements relating to their level of satisfaction

STATEMENT	COMMENTS
The condition of the site was excellent	<i>Better walkway around emu enclosure</i>
The rangers and other CALM staff were helpful	<i>Never saw Problem with one about cave ticket They take the time to explain about Eucalyptus</i>
Road access and conditions were reasonable	<i>Trees need cutting back along the road Not enough signs</i>
The facilities were well managed	<i>Yanchep Inn needs restoration Improve toilets</i>
I thought this was an attractive natural area	<i>Birds, trees, be in the bush, kangaroos, plants, animals, beautiful. Beautiful natural surroundings.</i>
The facilities provided were ideal (type, location and number)	<i>The golf course could be better Toilets are clean Tearoom open earlier</i>
This area provided a sense of adventure	<i>For children</i>
Sufficient information was provided about the area (such as signs and brochures)	<i>More information in the airport Guide book</i>
I saw evidence of environmental degradation (eg. littering, vandalism)	<i>Rubbish Littering Fairways need water systems Car windscreen broken Bush fire Trees dead Damage on the grass</i>
My visit provided value for money	<i>Have a pass Included with coach tour entry Activities are expensive</i>

In addition, visitors were asked two questions about their overall level of satisfaction with their visit on a 1 to 7 rating scale (from extremely dissatisfied to extremely satisfied). The results from respondents at Yanchep National Park show an average rating of 6.2 on this scale, which compares favourably to the benchmark visitor satisfaction rating of 6.1 set for all Parks and other recreation areas surveyed (see Figure 5).



Visitors were asked how their next visit could be improved. The list of responses were as follows (and the number of responses provided in the parentheses):

Golf

- Improve the fairway with more water (4)
- Sometimes problems with the machine: keeps money and doesn't give cards (1)
- Rubbish on the course (1)

Facilities

- More BBQ and tables (3)
- Provide toilets for people with disabilities (1)
- Improve Yanchep Inn (1)

Park fees

- Cheaper price at the entry gate (4)
- Provide price in the brochure (2)
- Entry should include a free activity (1)

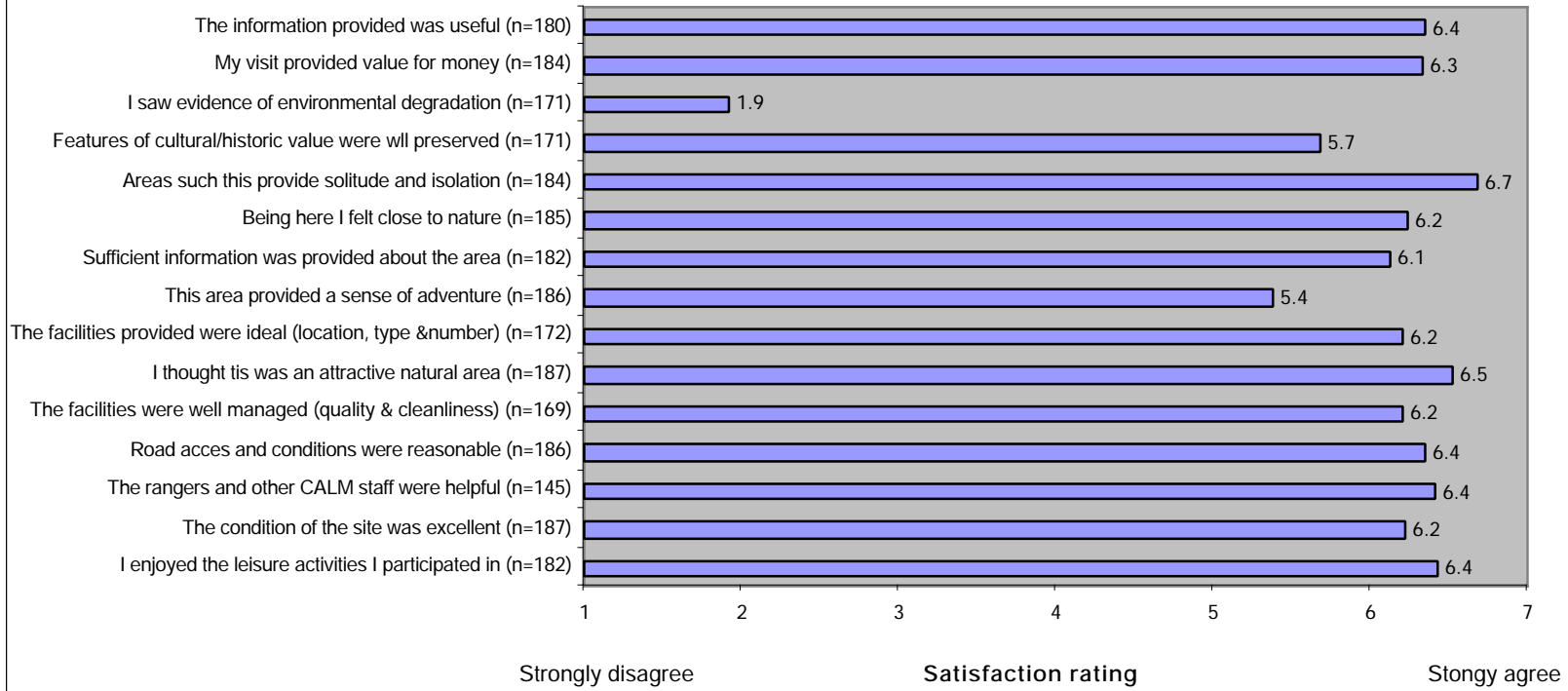
Activities

- More koalas pictures (4)
- Activities and trails for children (3)
- More regular activities such as the aboriginal experiences (1)

Information

- Trails guide (2)
- More information in Perth about the Park (1)

Figure 6: Visitor Average Ratings



TELL US ABOUT YOUR EXPERIENCE!
Your feedback is important to us.



Hello

You are visiting an area managed by the Department of Conservation and Land Management (CALM).

We would like to know how you enjoyed your visit today. We hope you can spare the time to fill out this feedback form as you will be assisting us to manage the area. You will also have the chance to win a PRIZE (see details inside).

This feedback form will only take a few minutes to complete. Please drop it in the box provided, give it to a CALM Officer or send it back to CALM using the reply paid address.

Please fill out the form just before you leave.

Thank you.



Department of Conservation and Land Management

1 What was the MAIN purpose for your visit to this area today?

Please circle one number only in each row.

2 Please tell us the extent to which you agree/disagree with the following statements.

Please mark 'not applicable' (n/a) if the statement does not apply to your visit. We would appreciate other comments you may have.

STATEMENT	Strongly disagree			Strongly agree				n/a	COMMENTS
	1	2	3	4	5	6	7		
I enjoyed the leisure activities I participated in	1	2	3	4	5	6	7		What activities did you participate in?
The condition of the site was excellent	1	2	3	4	5	6	7		
The rangers and other CALM staff were helpful	1	2	3	4	5	6	7		
Road access and conditions were reasonable	1	2	3	4	5	6	7		
The facilities were well managed (quality & cleanliness)	1	2	3	4	5	6	7		
I thought this was an attractive natural area	1	2	3	4	5	6	7		Why?

3 How did you feel about your visit today?						
Extremely displeased			Extremely pleased			
1	2	3	4	5	6	7

4 To what extent do you agree/disagree with the following statements about your visit?								
STATEMENT	Strongly disagree			Strongly agree			n/a	COMMENTS
	1	2	3	4	5	6		
The facilities provided were ideal (type, location and number)	1	2	3	4	5	6	7	Please elaborate:
This area provided a sense of adventure	1	2	3	4	5	6	7	
Sufficient information was provided about the area (such as signs and brochures)	1	2	3	4	5	6	7	
Being here I felt close to nature	1	2	3	4	5	6	7	
Areas such as this provide solitude and isolation	1	2	3	4	5	6	7	
Features of cultural/historic value were well preserved (<i>where applicable</i>)	1	2	3	4	5	6	7	
I saw evidence of environmental degradation (eg. erosion, littering, vandalism)	1	2	3	4	5	6	7	Please specify:
My visit provided value for money	1	2	3	4	5	6	7	
The information provided was useful	1	2	3	4	5	6	7	

5 How could we MOST improve your next visit?

6 How would you rate your visit overall?						
Much worse than expected			Much better than expected			
1	2	3	4	5	6	7

Please tell us a few things about yourself. It will help us to better understand our visitors.
Please tick one box and answer for yourself only.

7 To which age group do you belong?			
Under 15	<input type="checkbox"/>	40-59	<input type="checkbox"/>
15-24	<input type="checkbox"/>	60 & over	<input type="checkbox"/>
25-39	<input type="checkbox"/>		

8 Are you?			
Male	<input type="checkbox"/>	Female	<input type="checkbox"/>

9 How many times a year do you visit this park/area?			
First visit	<input type="checkbox"/>	2 - 5 times a year	<input type="checkbox"/>
Less than once a year	<input type="checkbox"/>	More than 5 times a year	<input type="checkbox"/>
Once a year	<input type="checkbox"/>	On a weekly basis	<input type="checkbox"/>

10 From where are you visiting?

Live locally	<input type="checkbox"/>
WA Country	<input type="checkbox"/>
WA Perth Metro Region	<input type="checkbox"/>
Interstate	<input type="checkbox"/> Please state which state: _____
Overseas	<input type="checkbox"/> Please state which country: _____

11 Are you visiting?

By yourself	<input type="checkbox"/>
With friend(s) and/or family	<input type="checkbox"/>
With a school group	<input type="checkbox"/>
With a club or organisation	<input type="checkbox"/>
As part of a commercial tour	<input type="checkbox"/>
Other (please specify)	_____ _____

12 How did you first find out about this park/area?

Please tick one or more.

Word of mouth	<input type="checkbox"/>	Radio/newspaper	<input type="checkbox"/>
Tourist bureau	<input type="checkbox"/>	Local knowledge	<input type="checkbox"/>
Tourist magazine/map	<input type="checkbox"/>	Don't recall	<input type="checkbox"/>
Other (please specify)	_____		

Thank you very much for taking the time to complete this survey.
Have a safe journey. date

Would you like to be in the running for a great PRIZE?

You have the chance to win one of five annual subscriptions to *LANDSCOPE*, WA's conservation, wildlife and forests magazine.

Just fill in your name and address below and put it inside the survey form, moisten to seal, drop it in the box provided, give it to a CALM Officer or send it back to:

The VISTAT Coordinator
CALM
Locked Bag 104
BENTLEY DELIVERY CENTRE WA 6983

The draw will take place on 10 December 2001 and the winners will be notified by mail.



Name _____
Address _____

Good luck in the prize draw!

Please note that your name and address will only be used for the competition and will not be linked to your feedback form.