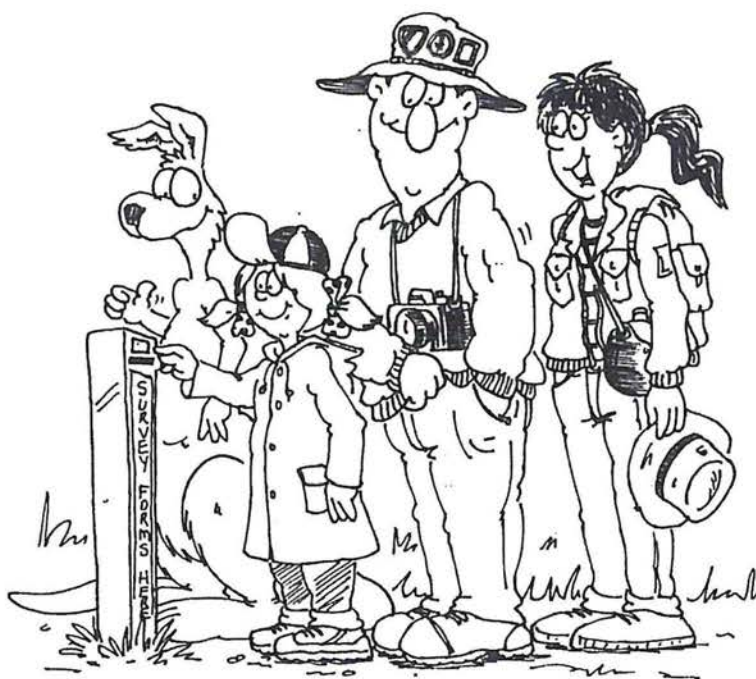


Department of Conservation and Land Management
VISITOR SURVEY PROGRAM
2000

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



**A REPORT ON THE FINDINGS FROM THE
VISITOR FEEDBACK FORM**

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INTRODUCTION

This report presents the overall results of CALM's visitor survey program conducted at a range of national parks and other recreation areas (known as survey sites) during 2000. Visitors were chosen on a random basis, and asked to complete the feedback form and return to CALM using the reply paid address provided on the form or hand back to CALM staff. See Appendix I for a copy of the form.

The objectives of the survey were:

- To determine visitors' overall level of satisfaction with their visit.
- To determine how the visitors felt about the condition and management of the site and facilities, the activities in which they participated and their overall experience whilst visiting one of the survey sites. All these factors contribute to the visitors' level of satisfaction.
- To find out the main purpose of their visit.
- To gain feedback on how the recreation site could be improved to better meet the needs of visitors.
- To gather information on the demographic characteristics of visitors.

The survey form was distributed at 19 survey sites during the year, with a total of 790 forms completed from these recreation areas. This report highlights the most significant findings across all survey sites. For further information specific to each survey site, refer to individual survey site reports.

SURVEY METHODOLOGY

A broad range of CALM managed sites have been selected to conduct the survey on an annual basis so as to generate some general trends in visitor information over time.

A recreation opportunity spectrum (ROS) framework was used to select a range of survey sites across the state. Firstly, the number of survey sites within each CALM Region was determined, according to the number of visits and recreation sites managed within each Region (see *Methodology for Selection of Survey Sites* in Appendix II).

Each survey site was then categorised into one of three ROS classes; primitive, intermediate or developed. The sites were categorised into one of these classes according to four key ROS classification factors; access, visitation, on-site modification and management. The ROS Classification Factors are listed in Appendix II.

The ROS Classification Matrix 2000 in Appendix II shows the 19 sites selected to conduct the survey during 2000, along with their allocated ROS class.

The aim is to conduct the survey twice each year at all selected sites, during two of the four allocated survey periods, being:

- December-January
- March-April
- June-July
- September-October

The two periods chosen should differentiate between a peak and non peak period of visitation. This being the first year this revised survey program has been implemented, some survey sites only conducted the survey once, rather than twice during the year.

Appendix III shows the allocated survey periods for each survey site and the total number of surveys completed at each site during the year.

SURVEY FINDINGS

About the visitor's trip

Respondents were asked the main purpose for their visit to each of the survey sites. The five major responses (in ascending order) given for each survey site were as follows:

1. Sightseeing

Cape Range National Park
Cape Le Grand National Park
Diamond Tree
Fitzgerald River National Park
Gloucester National Park
Kalbarri National Park
Karijini National Park
Leeuwin Naturaliste National Park
Nambung National Park
Purnululu National Park

2. Camping

Warren National Park
Wellington Forest National Park
Blackwood District recreation sites
Lane Poole Reserve

3. Socialise with friends & family/picnic

John Forrest National Park
Yanchep National Park

4. See wildlife/experience nature

Penguin Island
Dryandra Woodland

5. Dog exercise

Kalgoorlie Arboretum

As shown, sightseeing was the main purpose given by visitors to most sites surveyed. Respondents at some sites stated more specifically their reason for sightseeing such as to see the Bungles at Purnululu National Park, and the Pinnacles at Nambung National Park as opposed to sightseeing in a general sense.

The most common responses for visitors' main purpose of visit to each survey site is shown in Appendix IV.

Visitors were asked to identify what activities they had engaged in during their visit, with the most common responses (in descending order) being:

1. walking
2. swimming (includes surfing, canoeing and snorkeling)
3. camping
4. fishing

The most common activity listed for each survey site was as follows:

• Walking

Cape Le Grand National Park
Dryandra Woodland
Fitzgerald River National Park
John Forrest National Park
Kalbarri National Park
Kalgoorlie Arboretum
Karijini National Park
Lane Poole Reserve
Nambung National Park
Purnululu National Park
Warren National Park
Wellington Forest National Park
Yanchep National Park

• Tree climb

Gloucester Tree
Diamond Tree

• Swimming/snorkelling

Cape Range National Park

• Camping

Blackwood District recreation sites

• Caving

Leeuwin Naturaliste National Park

• Penguin viewing

Penguin Island

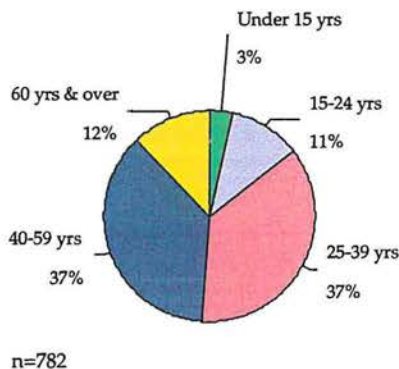
See Appendix V for the complete list of common responses given by visitors regarding the activities undertaken at each survey site.

About the visitors

To gain an understanding of the type of visitors to each site, respondents were asked questions about their origin, age bracket, gender, party composition and their number of previous visits.

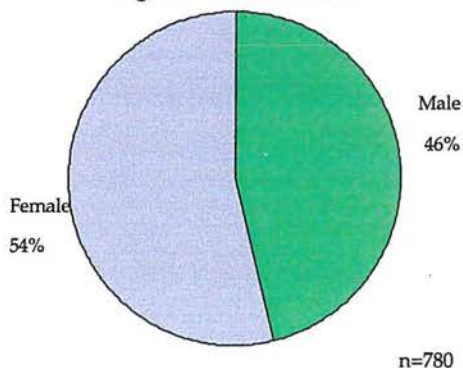
Figure 1 shows the highest proportion of respondents were evenly spread between the 25-39 and 40-59 year age brackets.

Figure 1: Age Groups of Visitors



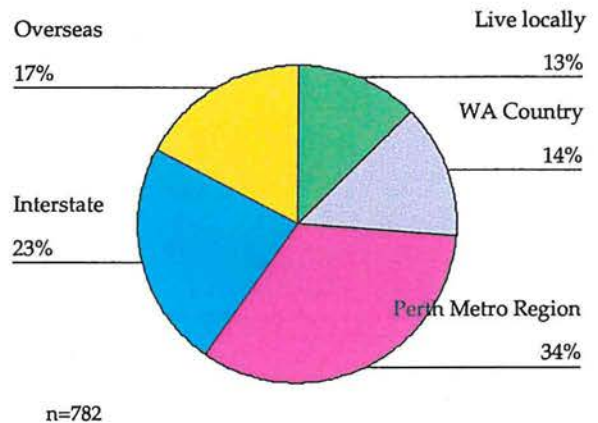
The gender breakdown of visitors show slightly more female than male respondents, as shown in Figure 2.

Figure 2: Sex of Visitors



The survey results also showed more than half the respondents (60%) were visiting the survey sites from within Western Australia, and the highest proportion of respondents had traveled from the Perth metropolitan area (see Figure 3).

Figure 3: Origin of Visitors



Appendix VI provides the percentage breakdown of visitors' origin for each survey site as compared with the average for all sites surveyed. Some of the notable figures are:

Visitors from Western Australia:

- Nearly all respondents at Lane Poole Reserve were from the Perth metropolitan area (94%).
- 92% of all respondents at Kalgoorlie Arboretum were local people.
- Along with Lane Poole and Kalgoorlie Arboretum, Wellington and John Forrest National Parks also showed more than 90% of respondents were intrastate visitors.
- More than half the sites had less than 10% of respondents visiting from the local area (that is, being in close proximity to the survey site).

Visitors from interstate:

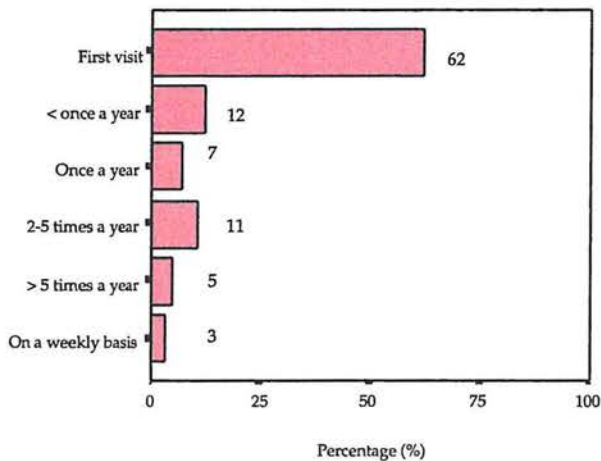
- The highest proportion of interstate respondents were visiting Purnululu (61%) and Cape Le Grand National Parks (49%).
- Of all interstate travelers, the highest proportion were from New South Wales and Victoria.

Visitors from overseas:

- Overseas visitors were most prominent at Nambung (58%), Karijini (30%) and Gloucester National Parks (30%).
- The following survey sites had visitors from at least five different overseas countries; Diamond Tree, Karijini National Park, Leeuwin Naturaliste National Park, Nambung National Park and Penguin Island.
- Of all overseas respondents, the highest proportion were visiting from the UK, followed by Switzerland.

More than half the respondents were first time visitors to the sites surveyed (62%) – see Figure 4. The majority of respondents visiting on a weekly basis had completed the survey at Kalgoorlie Arboretum, with the remaining few generally being tour operators at other survey sites.

Figure 4: Number of Visits



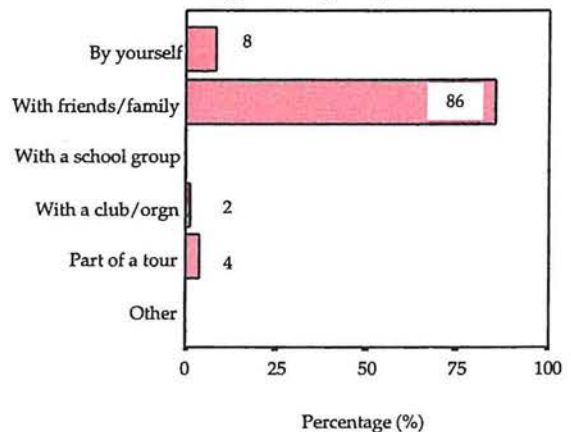
Along with Kalgoorlie Arboretum, other sites where more than half the respondents were not first-time visitors included Lane Poole Reserve, John Forrest National Park, Yanchep National Park and Wellington National Park. See Appendix VII for the complete list of survey sites and their associated percentage breakdown of respondents' number of visits to each survey site.

The cross-tabulation between the number of visits and origin of respondents in Appendix VIII shows:

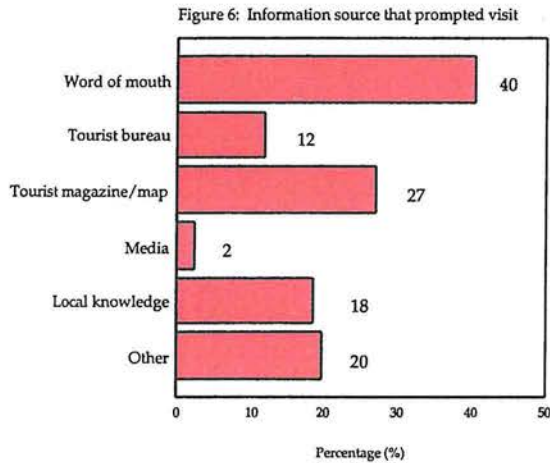
- 68% of all the local respondents visited the survey sites at least 2-5 times each year.
- 90% of all overseas respondents were first-time visitors.
- 89% of all interstate travelers were also first-time visitors.

The majority of respondents were visiting each of the survey sites with friends and/or family (86%). This was the highest response by a considerable margin for all the sites surveyed, with the exception of Kalgoorlie Arboretum, where 46% of respondents were visiting on their own (walking their dog). See Figure 5 for the results.

Figure 5: Party Composition of Visitors



Respondents were asked how they first found out about the recreation area they were visiting, with 40% hearing through word of mouth, and 27% reading a tourist magazine or map. These were the two biggest responses from the combined results for all survey sites (see Figure 6) but the results did vary between sites.



Note: Percentage exceeds 100% due to multiple responses.

For the percentage breakdown of how respondents learnt of each survey site, see Appendix IX. Some of the main findings were as follows:

- At least half the survey respondents found out about the following sites through word of mouth; Blackwood District recreation sites, Kalbarri National Park, Kalgoorlie Arboretum, Karijini National Park, Lane Poole Reserve, Purnululu National Park and Wellington National Park.
- Over 40% of visitors learnt about Cape Le Grand, Fitzgerald River and Leeuwin Naturaliste National Parks when reading a tourist magazine or map.

- The two National Parks closest to Perth had the highest proportion respond that they knew of the Park due to local knowledge, being John Forrest National Park (63%) and Yanchep National Park (46%). This leads from the fact that more than 80% of respondents at these Parks live in Perth or come from the local area.
- Over 20% of respondents found out about the following parks/recreation areas through a tourist bureau; Kalbarri National Park, Cape Range National Park, Leeuwin Naturaliste National Park and Diamond Tree.

How Well Are We Doing?

Respondents were asked the extent to which they agreed/disagreed with a range of statements relating to:

- the condition and management of the site and facilities.
- how they felt about the activities in which they participated.
- their overall experience at each recreation site surveyed.

Visitors were asked to rate their response to each of these statements on a likert scale from 1 (strongly disagree) to 7 (strongly agree).

The two statements with the highest average score from respondents were:

- ❖ I thought this was an attractive natural area, and
- ❖ The rangers and other CALM staff were helpful,

both scoring at least 6.3 on the rating scale from 1 (strongly disagree) to 7 (strongly agree).

The two statements with the lowest average score from respondents were:

- ❖ Sufficient information was provided about the area, and
- ❖ Features of cultural/historic value were well preserved,

although these statements still scored reasonably well, both with an average score of 5.6 on the rating scale from 1 (strongly disagree) to 7 (strongly agree).

Enjoyment of leisure activities rated highly at Karijini National Park, Warren National Park, Dryandra Woodland, Blackwood District recreation sites, Fitzgerald River National Park and Cape Le Grand National Park.

The average scores on a rating scale from 1 (strongly disagree) to 7 (strongly agree) for each survey site along with the overall average rating for all survey sites combined are shown in Appendix X.

Survey respondents were also encouraged to provide comments for these statements relating to their visit. All comments are listed verbatim from the visitor feedback forms in the individual survey site reports.

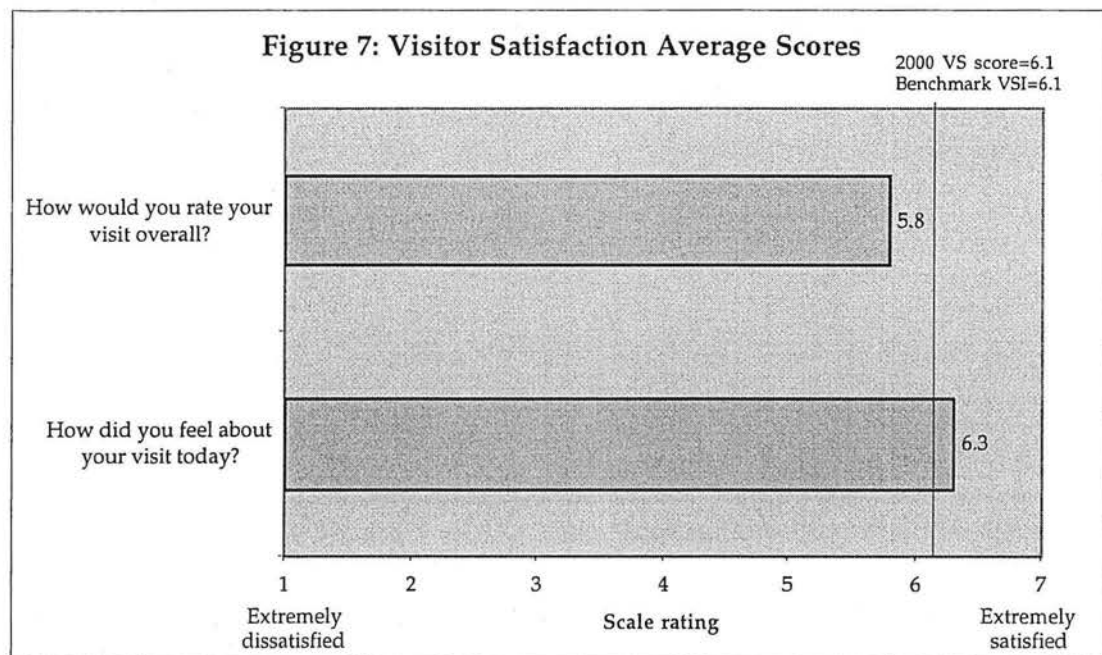
Visitor Satisfaction Index (VSI)

As part of this survey program, a benchmark Visitor Satisfaction Index (VSI) has been adopted from which to compare visitor satisfaction levels each year. Two questions are asked in the survey from which to determine visitor satisfaction levels:

- **How did you feel about your visit today?** Visitors respond on a rating scale from 1 (extremely displeased) to 7 (extremely pleased).
- **How would you rate your visit overall?** Again, visitors can respond from a rating scale from 1 (much worse than expected) to 7 (much better than expected).

It is intended to ask a second similar question regarding visitors' satisfaction with their visit to confirm their first response and allow for a more reliable measure of satisfaction.

The results from these two questions are combined to give an average score, which was 6.1 during this survey period (see Figure 7 below). This average score is then compared against the benchmark VSI, which has been set at 6.1 on this 1 to 7 rating scale. Therefore, the average visitor satisfaction score obtained from all survey sites during 2000 equals this benchmark VSI.



Visitors were also asked how their next visit could be improved or if they had any further comments. All comments are listed verbatim from the visitor survey forms in the individual survey site reports.

SUMMARY AND CONCLUSIONS

CALM's survey program was reviewed during 1999 to improve the means of determining visitors' satisfaction with their visit to CALM managed recreation areas, along with other feedback from visitors regarding their visit. This report outlines the methodology and first major findings of CALM's revised survey program.

A recreation opportunity spectrum (ROS) planning framework was used to provide a stratified means of selecting recreation sites to conduct the survey to obtain a broad range of survey sites. There were 19 sites chosen from across the state to conduct the survey twice during the year (during a peak and non peak period of visitation), with a minimum response rate of 35%. The majority of the survey sites were able to meet this criteria, giving a total of 790 completed survey forms across the 19 sites which provided the following main findings.

MAIN PURPOSE OF VISIT / ACTIVITIES UNDERTAKEN

Across all survey sites, the main purpose of visit was **sightseeing** (which also included holidays, touring and tourism). While visitors to most sites responded in this general manner, the respondents at some sites stated specifically their reason for sightseeing, such as to see the Bungles at Purnululu National Park, and the Pinnacles at Nambung National Park. Other common responses from visitors were **camping**, and **socialising with friends & family/picnicing**.

While sightseeing was the most common response given across all survey sites, responses did vary for each individual site according to the purpose and management of each site. For example, most respondents to John Forrest and Yanchep National Parks (being the two survey sites closest to Perth) were visiting these areas to have a picnic and spend time with friends and family. In contrast, survey respondents at Penguin Island and Dryandra Woodland were generally visiting to see the wildlife and experience nature, while Kalgoorlie Arboretum was predominantly utilised for dog exercise.

The main activities undertaken across all recreation sites surveyed were **walking**, followed by **swimming** (includes surfing, canoeing and snorkeling), **camping** and then **fishing**. Again, while walking was the most common response across all sites surveyed, the responses to the activities undertaken did vary dependant upon the site. Tree climbing was the most common activity at Gloucester and Diamond Tree, with swimming/snorkeling at Cape Range National Park, caving at Leeuwin Naturaliste National Park (with the surveys distributed at Contos campsite and Calgardup Cave), and penguin viewing at Penguin Island.

VISITOR CHARACTERISTICS & DEMOGRAPHICS

Most respondents were in the 25-39 and 40-59 year age brackets, with each age bracket representing 37% of the survey sample.

While more than 60% of respondents across all survey sites were travelling from within Western Australia, of which 34% were from Perth, the findings did vary for each survey site. The findings reflect the purpose for the visit to specific sites by visitors from different origins, coupled with the different facilities, services and opportunities available at each site. For example, the highest proportion of overseas respondents were visiting Nambung (58% of respondents), Karijini (30%) and Gloucester (30%) National Parks. In contrast, 92% of respondents at Kalgoorlie Arboretum were people living within the local area, and 94% of respondents visiting Lane Poole Reserve were from Perth. The highest proportion of interstate respondents were visiting Purnululu National Park (61%) and Cape Le Grand National Park (49%).

The majority of interstate travelers across all survey sites were visiting from New South Wales and Victoria. Of all overseas respondents, most were visiting from the United Kingdom, followed by Switzerland.

Between 50-75% of respondents were first time visitors to the majority of sites surveyed. This excluded Wellington National Park, Lane Poole Reserve, John Forrest National Park and Yanchep National Parks, where there was a more even spread of responses from first time visitors through to those visiting more than five times each year. As previously mentioned, the majority of survey respondents at Kalgoorlie Arboretum were people living in the local area, which reflected the high percentage of respondents visiting the Arboretum on a weekly basis (96%).

As expected, a cross-tabulation between the origin of visitors and their number of previous visits to the survey sites showed nearly all overseas and interstate respondents (at least 89%) were first time visitors to the sites surveyed, whereas only 18% of all respondents living within the local area of the site surveyed were making their first visit. Approximately half the Perth and country WA respondents were first time visitors to all survey sites.

The majority of respondents were visiting each of the survey sites with friends and/or family (86%), with the exception of Kalgoorlie Arboretum where 46% of respondents were visiting on their own (walking their dog).

Visitors were asked how they first found out about each survey site, with the most common response being 'word of mouth', accounting for 40% of responses across all sites followed by 'tourist magazine/map' (27% of responses). However, these findings did vary for each survey site. At least half the respondents surveyed found out about the Blackwood District recreation sites, Kalbarri National Park, Kalgoorlie Arboretum, Karijini National Park, Lane Poole Reserve, Purnululu National Park and Wellington National Park through 'word of mouth'. Also, more than 40% of respondents at Cape Le Grand National Park, Fitzgerald River National Park and Leeuwin Naturaliste National Park learnt of these Parks when reading a tourist magazine or map. John Forrest and Yanchep National Parks had the highest proportion of visitors respond that they knew of the Parks through local knowledge. This relates to the origin of visitors at these two Parks, with more than 80% of respondents at John Forrest and Yanchep National Park travelling from Perth or the local area.

VISITOR SATISFACTION INDEX

A range of questions were asked regarding how visitors' felt about the condition of each site and facilities, the activities in which they participated, and their overall experience at each site, to gauge how well each site is being managed. Some of the major findings were as follows:

The two statements with the highest average score from respondents were:

- ❖ I thought this was an attractive natural area, and
- ❖ The rangers and other CALM staff were helpful,

both scoring at least 6.3 on the rating scale from 1 (strongly disagree) to 7 (strongly agree).

The two statements with the lowest average score from respondents were:

- ❖ Sufficient information was provided about the area, and
- ❖ Features of cultural/historic value were well preserved,

although these statements still scored reasonably well, both with an average score of 5.6 on the rating scale from 1 (strongly disagree) to 7 (strongly agree).

As part of this survey program, a benchmark Visitor Satisfaction Index (VSI) has been adopted from which to compare visitor satisfaction levels each year. Two questions are asked in the survey from which to determine visitor satisfaction levels:

- How did you feel about your visit today?
- How would you rate your visit overall?

The results from these two questions are combined to give an average score, which was 6.1 (on the 1 to 7 rating scale from extremely dissatisfied to extremely satisfied) during this survey period. This average score is then compared against the benchmark VSI, which has been set at 6.1 on this 1 to 7 rating scale. Therefore, the average visitor satisfaction score obtained from all survey sites during 2000 equals this benchmark VSI.

This revised survey program will continue to be implemented across these survey sites to gather further feedback from visitors and allow for some trends in visitor use and behavioural patterns to be established over time. Furthermore, the survey program will aim to continue meeting the benchmark VSI each year (set at 6.1 on the 1 to 7 rating scale), to ensure sustained high levels of satisfaction from visitors when visiting some of the major recreation areas managed by the Department.

APPENDIX I

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
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	
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

☐

WA Country

☐

WA Perth Metro Region

☐

Interstate

☐

Please state which state:

Overseas

☐

Please state which country:

11 Are you visiting?

By yourself

☐

With friend(s) and/or family

☐

With a school group

☐

With a club or organisation

☐

As part of a commercial tour

☐

Other (please specify)

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

Please tick one or more.

Word of mouth

☐

Radio/newspaper

☐

Tourist bureau

☐

Local knowledge

☐

Tourist magazine/map

☐

Don't recall

☐

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:

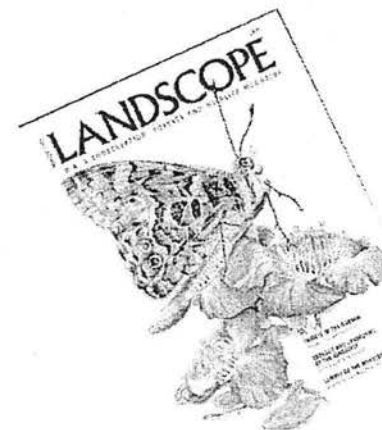
The VISTAT Coordinator

CALM

Locked Bag 104

BENTLEY DELIVERY CENTRE WA 6983

The draw will take place on 14 November 2000 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.

APPENDIX II

METHODOLOGY FOR SELECTION OF SURVEY SITES

A total of 19 national parks and other recreation sites were surveyed across the CALM managed estate during 2000.

The distribution of the survey was determined using the following parameters:

- survey sites were classified into one of the three ROS classes; primitive, intermediate or developed as shown in Appendix II, with the number of sites in each class to be approximately 10% (primitive), 30% (intermediate) and 60% (developed) of the total number of sites surveyed (19 sites). The factors used to determine the appropriate ROS class for each survey site is shown in Appendix III.
- at least one survey site in each CALM Region.
- number of visits to each Region (taken from 1998/99 VISTAT figures), see Table below.
- number of recreation sites in each Region (taken from RecData), see Table below.

Number of visits and recreation sites per CALM Region

CALM Region	No. of visits 98/99 (% of total no. of visits to all Regions)	No. of recreation sites (% of total no. of recreation sites)
Goldfields	86000 (1%)	11 (1%)
Wheatbelt	39000 (1%)	26 (3%)
Kimberley	186000 (2%)	53 (5%)
Midwest	689000 (8%)	64 (6%)
Pilbara	321000 (4%)	104 (11%)
South Coast	518000 (6%)	166 (17%)
Southern Forest	988000 (11%)	144 (15%)
Central Forest	2035000 (24%)	168 (17%)
Swan	3806000 (43%)	246 (25%)
TOTAL	8668000 visits (100%)	982 sites (100%)

Note: The figures provided in the above table were used as a general guide to determine the number of sites surveyed in each Region (as shown in the ROS Classification Matrix in Appendix II).

ROS CLASSIFICATION FACTORS

Factor	ROS Class		
	Primitive	Intermediate	Developed
ACCESS			
Distance from nearest town	Over 80kms.	50-80kms.	Less than 50kms.
Access	Foot/Bicycle/4WD /limited 2WD.	2WD gravel.	2WD bitumen/public transport/bus & caravan access.
Parking Capacity	Up to 3 cars (non designated parking area).	4-10 cars and 2 buses (designated parking area).	Over 10 cars and 2 buses.
VISITATION			
No. of recorded visits per year	Less than 20,000 visits.	Between 20,000-80,000 visits.	Over 80,000 visits.
ON-SITE MODIFICATION			
Visual Impact/Facilities	Minimal, only those for conservation purposes.	Basic facilities eg. barbecues, pit toilet, picnic tables.	Modified site with large scale developments and/or substantial facilities.
Disabled access	Unsuitable for disabled.	Site accessible with assistance to a degree.	Disabled facilities provided.
Information/interpretation	Minimal, possibly site orientation.	Site/park brochure or information, panels.	Visitor centre, organised activities, display/information shelters.
Appropriate Use	Activities requiring little or no equipment eg. birdwatching, bushwalking, swimming, fishing.	Activities requiring equipment and/or vehicle access eg. vehicle based camping.	A range of activities.
MANAGEMENT			
Management presence	Irregular, as required (approx. once a month).	Regular (daily at certain times of the year, and at other times, once a week).	All year round, daily.
Visitor management	Subtle guidance eg. tracks.	Definition of use areas by provision of facilities eg. bollards to guide vehicles.	Provision of different access routes eg. vehicle, foot, bicycle and/or parking areas for different vehicles provided.

Note: The ROS class (primitive, intermediate or developed) for each survey site was determined where the **majority** of the factors were applicable for the site.

RECREATION OPPORTUNITY SPECTRUM (ROS) CLASSIFICATION MATRIX

	ROS Class			
CALM Region	Primitive	Intermediate	Developed	TOTAL survey sites
Goldfields			<i>Kalgoorlie Aboretum</i>	1
Wheatbelt			<i>Dryandra Woodland</i>	1
Kimberley	<i>Purnululu National Park</i>			1
Midwest			<i>Nambung National Park, Kalbarri National Park</i>	2
Pilbara		<i>Karijini National Park</i>	<i>Cape Range National Park</i>	2
South Coast		<i>Fitzgerald River National Park</i>	<i>Cape Le Grand National Park</i>	2
Southern Forest		<i>Diamond Tree, Warren National Park</i>	<i>Gloucester National Park</i>	3
Central Forest		<i>Blackwood recreation sites</i>	<i>Leeuwin Naturaliste National Park, Wellington Forest National Park</i>	3
Swan			<i>Yanchep National Park, John Forrest National Park, Penguin Island, Lane Poole Reserve</i>	4
TOTAL survey sites	1	5	13	19

APPENDIX III

SURVEY SITE PERIODS AND COMPLETED SURVEYS

Survey site	Survey period(s) during 2000	Total number of completed surveys
Kalgoorlie Arboretum	Mar-Apr (p)	24
Purnululu National Park	Jun-Jul (p)	33
Nambung National Park	Mar-Apr (p)	41
Kalbarri National Park	Mar-Apr (p)	15
Karijini National Park	Mar-Apr (p) Sept-Oct (np)	81
Cape Range National Park	Mar-Apr (np) Jun-Jul (p)	57
Cape Le Grand National Park	Mar-Apr (np) Sept-Oct (p)	76
Fitzgerald River National Park	Mar-Apr (np) Sept-Oct (p)	23
Gloucester National Park	Mar-Apr (p)	20
Warren National Park	Mar-Apr (p)	36
Diamond Tree	Mar-Apr (p) Sept-Oct (np)	79
Wellington Forest National Park	Mar-Apr (p) Sept-Oct (np)	55
Blackwood District recreation sites	Mar-Apr (p)	29
Leeuwin Naturaliste National Park	Mar-Apr (p) Sept-Oct (np)	63
Lane Poole Reserve	Mar-Apr (p) Sept-Oct (np)	30
John Forrest National Park	Mar-Apr (np) Sept-Oct (p)	32
Yanchep National Park	Mar-Apr (p)	11
Penguin Island	Mar-Apr (p) Sept-Oct (np)	62
Dryandra Woodland	Sept-Oct (p)	23
TOTAL		790

(p) – peak period

(np) – non peak period

APPENDIX IV

MOST COMMON RESPONSES FOR VISITORS' MAIN PURPOSE OF VISIT
(listed in ascending order according to number of responses)

Survey site	Main purpose of visit
1. Sightseeing	
Cape Le Grand National Park	Sightseeing/holiday
Cape Range National Park	Sightseeing Camping
Diamond Tree	Sightseeing/holiday
Fitzgerald River National Park	Sightseeing/holiday Camping Walking
Gloucester National Park	Sightseeing
Kalbarri National Park	Holiday/sightseeing/visit gorges
Karijini National Park	Sightseeing Active leisure – swimming, walking, camping
Leeuwin Naturaliste National Park	Sightseeing/Holiday See caves
Nambung National Park	Sightseeing (Pinnacles)
Purnululu National Park	Sightseeing (Bungles) Holiday
2. Camping	
Blackwood District recreation sites	Camping Recreation - fishing/swimming/surfing
Lane Poole Reserve	Camping Relaxing
Warren National Park	Camping Sightseeing
Wellington Forest National Park	Camping Holiday Picnic/barbecue
3. Socialise with friends & family/picnic	
John Forrest National Park	Socialise/picnic
Yanchep National Park	Socialise/picnic Spend time with friends/family
4. See wildlife/experience nature	
Dryandra Woodland	See wildlife/experience nature Recreation
Penguin Island	See wildlife Spend time with family/friends
5. Dog exercise	
Kalgoorlie Arboretum	Dog exercise Leisure

APPENDIX V

MOST COMMON RESPONSES FOR ACTIVITIES UNDERTAKEN

(listed in ascending order according to number of responses)

Survey site	Activities undertaken
1. Walking	
Cape Le Grand National Park	Walking Swimming/snorkelling
Dryandra Woodland	Walking Birdwatching
Fitzgerald River National Park	Walking Swimming Fishing Whale watching
John Forrest National Park	Walking Picnic/barbecue
Kalbarri National Park	Walking
Kalgoorlie Arboretum	Walking dog Leisure – walking/talking/relaxing
Karijini National Park	Walking Swimming
Lane Poole Reserve	Walking Canoeing Camping
Nambung National Park	See/walking around Pinnacles
Purnululu National Park	Walking View slide show
Warren National Park	Walking Camping
Wellington Forest National Park	Walking/climbing Swimming
Yanchep National Park	Walking
2. Tree climb	
Diamond Tree	Climb Diamond Tree Walking
Gloucester National Park	Climb Gloucester Tree
3. Swimming/snorkelling	
Cape Range National Park	Swimming/snorkelling Fishing Walking
4. Camping	
Blackwood District recreation sites	Camping Swimming/snorkelling/surfing/fishing
5. Caving	
Leeuwin Naturaliste National Park	Caving Swimming/surfing
6. Penguin viewing	
Penguin Island	Penguin viewing Walking Beach/swimming

APPENDIX VI

PERCENTAGE BREAKDOWN OF VISITOR ORIGINS

Survey Site	Perth (%)	Live locally (%)	WA Country (%) Total WA (%)	Interstate (%) Most common responses	Overseas (%) Most common responses
Black Point, Red Gully, Lake Jasper	45	24	17 86	14 Vic	0
Cape Range National Park	25	5	18 48	33 Vic/NSW/Qld/SA	19 UK
Cape Le Grand National Park	21	9	13 43	49 Vic/NSW/Qld	8 NZ/Canada
Diamond Tree	21	10	21 52	27 NSW/Vic	21
Dryandra Woodland	52	14	14 80	10 Vic/NSW	10 UK
Fitzgerald River National Park	17	4	31 52	31 Vic/NSW	17 England/Austria/Ireland/USA
Gloucester National Park	25	15	10 50	20 Vic/NSW/Qld	30 UK
John Forrest National Park	63	25	6 94	3 NSW	3
Kalbarri National Park	60	0	7 67	13 Vic/Qld	20 Switzerland/Canada/UK
Kalgoorlie Arboretum	0	92	4 96	0	4 Canada
Karijini National Park	18	9	15 42	28 Vic	30 UK/ Switzerland
Lane Poole Reserve	94	0	3 97	3 NSW	0
Leeuwin Naturaliste National Park	40	5	9 54	30 Vic/NSW/Qld	16 UK/Germany/Switzerland
Nambung National Park	15	2	7 24	18 NSW	58 UK
Purnululu National Park	18	6	0 24	61 SA/NSW/Vic	15 England
Penguin Island	41	21	8 70	12	18 England
Warren National Park	28	3	25 56	22 NSW	22 UK/Switzerland
Wellington National Park	60	13	24 97	0	3 UK/Switzerland
Yanchep National Park	55	27	0 82	0	18 England
ALL SURVEY SITES	34	12	14 60	23	17

APPENDIX VII

Number of visits per year

Site code			Frequency	Percent	Valid Percent	Cumulative Percent
Kalgoorlie Arboretum	Valid	First visit	1	4.2	4.2	4.2
		On a weekly basis	23	95.8	95.8	100.0
		Total	24	100.0	100.0	
Purnululu National Park	Valid	First visit	30	90.9	90.9	90.9
		Less than once a year	3	9.1	9.1	100.0
		Total	33	100.0	100.0	
Nambung National Park	Valid	First visit	26	63.4	65.0	65.0
		Less than once a year	7	17.1	17.5	82.5
		2-5 times a year	5	12.2	12.5	95.0
		More than 5 times a year	1	2.4	2.5	97.5
		On a weekly basis	1	2.4	2.5	100.0
		Total	40	97.6	100.0	
	Missing	Total	9	2.4		
Kalbarri National Park	Valid	First visit	9	60.0	60.0	60.0
		Less than once a year	4	26.7	26.7	86.7
		Once a year	1	6.7	6.7	93.3
		2-5 times a year	1	6.7	6.7	100.0
		Total	15	100.0	100.0	
Karijini National Park	Valid	First visit	60	74.1	75.0	75.0
		Less than once a year	14	17.3	17.5	92.5
		2-5 times a year	5	6.2	6.3	98.8
		On a weekly basis	1	1.2	1.3	100.0
		Total	80	98.8	100.0	
	Missing	Total	9	1.2		
Cape Range National Park	Valid	First visit	33	57.9	57.9	57.9
		Less than once a year	9	15.8	15.8	73.7
		Once a year	10	17.5	17.5	91.2
		2-5 times a year	3	5.3	5.3	96.5
		More than 5 times a year	2	3.5	3.5	100.0
		Total	57	100.0	100.0	
Cape Le Grand National Park	Valid	First visit	57	75.0	75.0	75.0
		Less than once a year	7	9.2	9.2	84.2
		Once a year	1	1.3	1.3	85.5
		2-5 times a year	4	5.3	5.3	90.8
		More than 5 times a year	7	9.2	9.2	100.0
		Total	76	100.0	100.0	
Fitzgerald River National Park	Valid	First visit	12	52.2	52.2	52.2
		Less than once a year	2	8.7	8.7	60.9
		Once a year	5	21.7	21.7	82.6
		2-5 times a year	4	17.4	17.4	100.0
		Total	23	100.0	100.0	
Gloucester National Park	Valid	First visit	12	60.0	60.0	60.0
		Less than once a year	3	15.0	15.0	75.0
		Once a year	2	10.0	10.0	85.0
		2-5 times a year	1	5.0	5.0	90.0
		More than 5 times a year	1	5.0	5.0	95.0
		On a weekly basis	1	5.0	5.0	100.0
Warren National Park	Valid	First visit	23	63.9	63.9	63.9
		Less than once a year	3	8.3	8.3	72.2
		Once a year	2	5.6	5.6	77.8
		2-5 times a year	8	22.2	22.2	100.0
		Total	36	100.0	100.0	
Diamond Tree	Valid	First visit	55	69.6	72.4	72.4
		Less than once a year	7	8.9	9.2	81.6
		Once a year	7	8.9	9.2	90.8
		2-5 times a year	3	3.8	3.9	94.7
		More than 5 times a year	4	5.1	5.3	100.0
		Total	76	96.2	100.0	
	Missing	Total	9	3.8		
Wellington Forest National Park	Valid	First visit	24	43.6	43.6	43.6
		Less than once a year	8	14.5	14.5	58.2
		Once a year	7	12.7	12.7	70.9
		2-5 times a year	14	25.5	25.5	96.4
		More than 5 times a year	2	3.6	3.6	100.0
		Total	55	100.0	100.0	
St Johns Brook	Valid	First visit	18	62.1	62.1	62.1
		Less than once a year	4	13.8	13.8	75.9
		Once a year	2	6.9	6.9	82.8
		2-5 times a year	3	10.3	10.3	93.1
		More than 5 times a year	2	6.9	6.9	100.0
		Total	29	100.0	100.0	
Leeuwin Naturaliste National Park	Valid	First visit	43	68.3	68.3	68.3
		Less than once a year	2	3.2	3.2	71.4
		Once a year	5	7.9	7.9	79.4
		2-5 times a year	6	9.5	9.5	88.9
		More than 5 times a year	7	11.1	11.1	100.0
		Total	63	100.0	100.0	
Lane Poole Reserve	Valid	First visit	11	36.7	36.7	36.7
		Less than once a year	3	10.0	10.0	46.7
		Once a year	4	13.3	13.3	60.0
		2-5 times a year	12	40.0	40.0	100.0
		Total	30	100.0	100.0	
John Forrest National Park	Valid	First visit	9	28.1	28.1	28.1
		Less than once a year	5	15.6	15.6	43.8
		Once a year	6	18.8	18.8	62.5
		2-5 times a year	8	25.0	25.0	87.5
		More than 5 times a year	4	12.5	12.5	100.0
		Total	32	100.0	100.0	
Yanchep National Park	Valid	First visit	3	27.3	27.3	27.3
		Less than once a year	1	9.1	9.1	36.4
		Once a year	1	9.1	9.1	45.5
		2-5 times a year	3	27.3	27.3	72.7
		More than 5 times a year	3	27.3	27.3	100.0
		Total	11	100.0	100.0	
Penguin Island	Valid	First visit	45	72.6	72.6	72.6
		Less than once a year	8	12.9	12.9	85.5
		Once a year	3	4.8	4.8	90.3
		2-5 times a year	4	6.5	6.5	96.8
		More than 5 times a year	2	3.2	3.2	100.0
		Total	62	100.0	100.0	
Dryandra Woodland	Valid	First visit	14	60.9	60.9	60.9
		Less than once a year	6	26.1	26.1	87.0
		2-5 times a year	2	8.7	8.7	95.7
		More than 5 times a year	1	4.3	4.3	100.0
		Total	23	100.0	100.0	

APPENDIX VIII

Number of visits per year * Origin Crosstabulation

Count

		Origin					Total
		Live	WA	Perth Regio	Interstate	Overseas	
Number of visits per year	First visit	18	50	132	161	120	481
	Less than once a	11	18	43	14	9	95
	Once a year	2	15	35	1	3	56
	2-5 times a	20	18	41	5	2	86
	More than 5 times a	23	4	9			36
	On a weekly	24	1	1			26
Total		98	106	261	181	134	780

APPENDIX IX

PERCENTAGE BREAKDOWN OF HOW VISITORS LEARNT ABOUT EACH SURVEY SITE

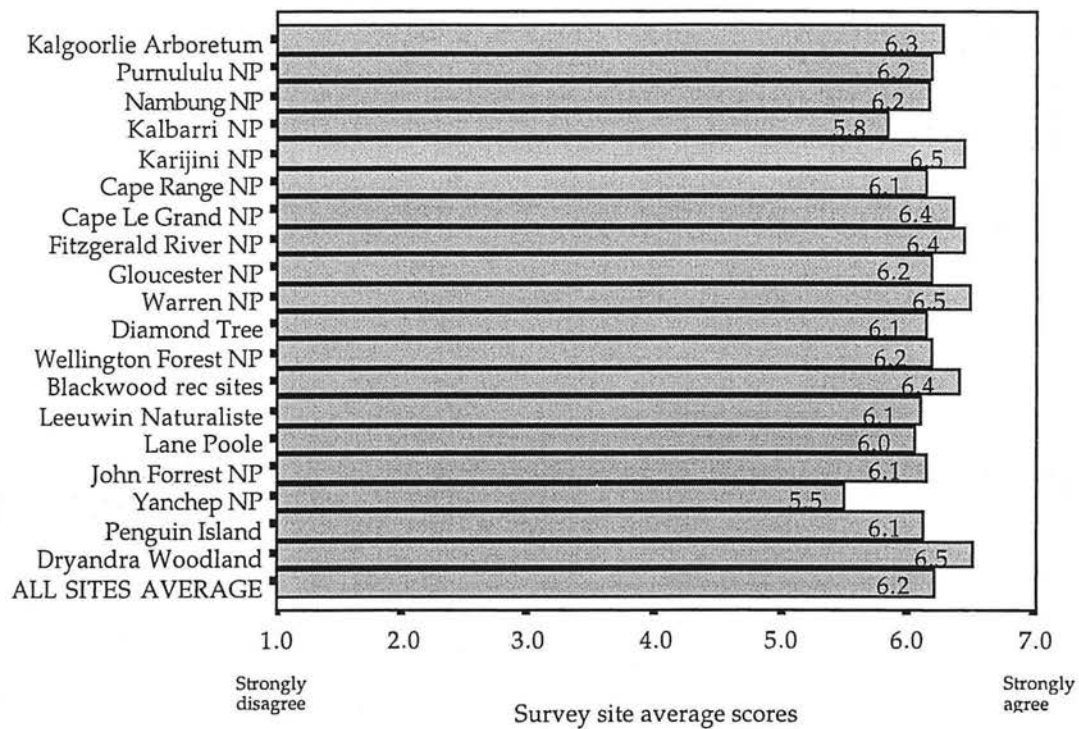
Survey Site	Word of mouth (%)	Tourist mag/ map (%)	Local knowledge (%)	Tourist bureau (%)	Media (%)	Don't recall (%)	Other (%)
Black Point, Red Gully, Lake Jasper (Blackwood District)	59	14	17	3	0	3	28
Cape Range National Park	40	35	11	21	4	2	21
Cape Le Grand National Park	33	47	17	17	7	1	18
Diamond Tree	28	33	10	20	0	9	13
Dryandra Woodland	48	13	9	0	13	0	22
Fitzgerald River National Park	17	44	13	9	4	4	35
Gloucester National Park	10	35	30	10	0	5	25
John Forrest National Park	13	6	63	0	0	6	28
Kalbarri National Park	60	20	7	27	0	0	7
Kalgoorlie Arboretum	58	0	38	0	0	4	8
Karijini National Park	49	35	15	11	0	1	27
Lane Poole Reserve	67	3	17	10	0	0	7
Leeuwin Naturaliste National Park	29	44	10	21	0	2	18
Nambung National Park	34	29	20	10	0	2	15
Purnululu National Park	60	27	3	12	6	3	24
Penguin Island	47	5	31	8	8	7	18
Warren National Park	42	22	0	14	0	6	31
Wellington National Park	49	24	29	0	0	4	18
Yanchep National Park	46	9	46	9	0	0	0
ALL SURVEY SITES	40	27	18	12	2	3	20

Note: Percentages may exceed 100% for some survey sites due to multiple responses.

APPENDIX X

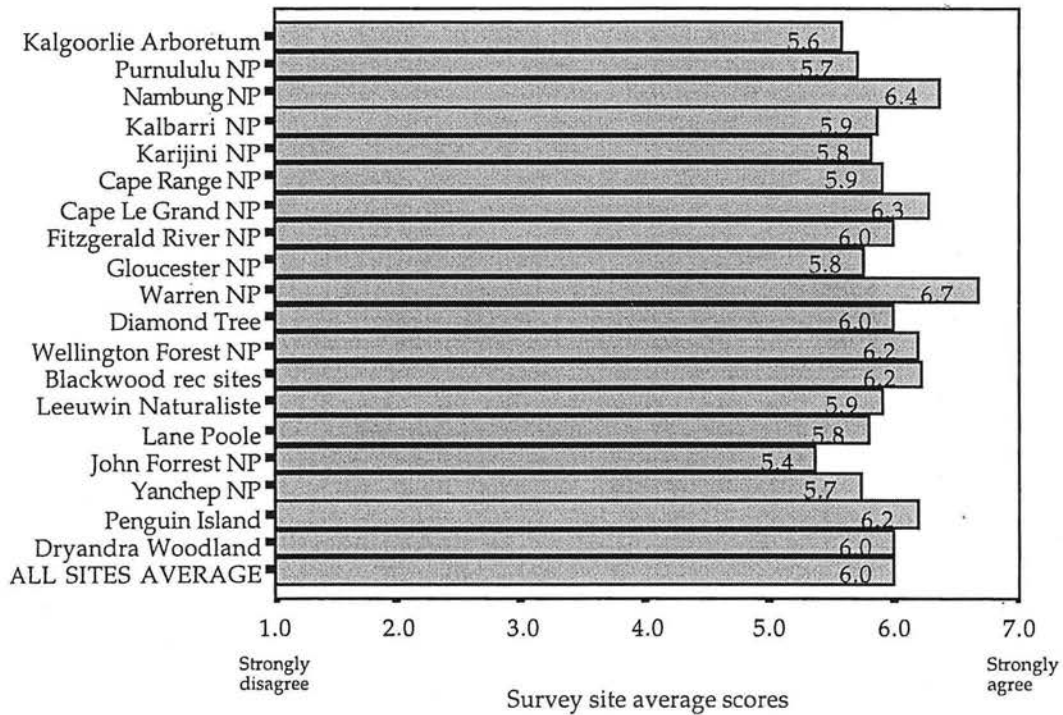
Statement 1:

I enjoyed the leisure activities I participated in



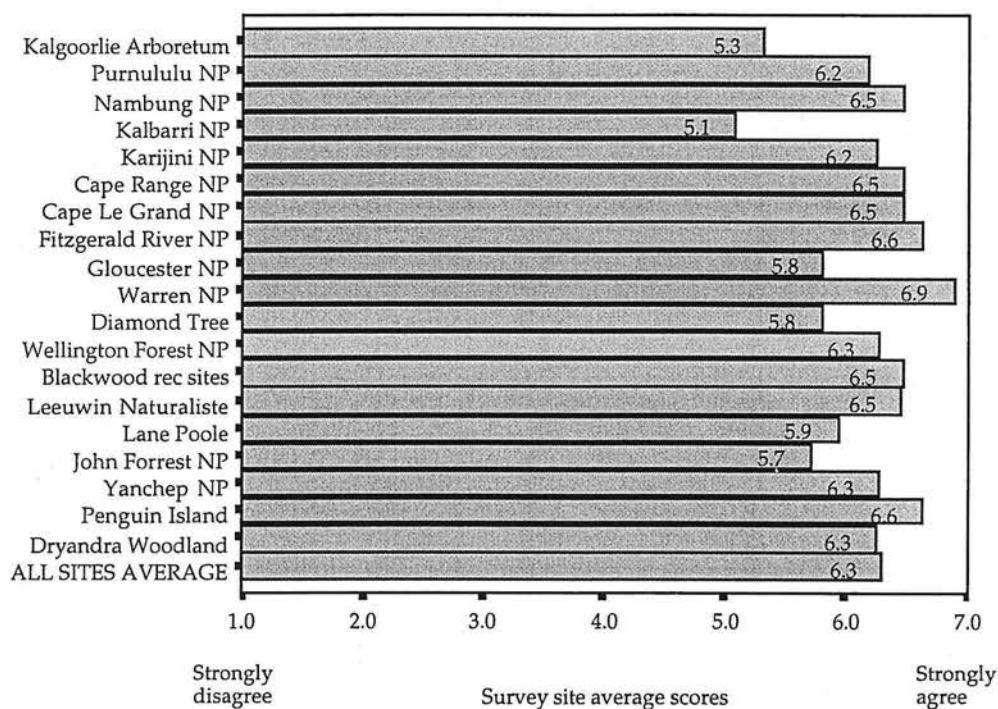
Statement 2:

The condition of the site was excellent



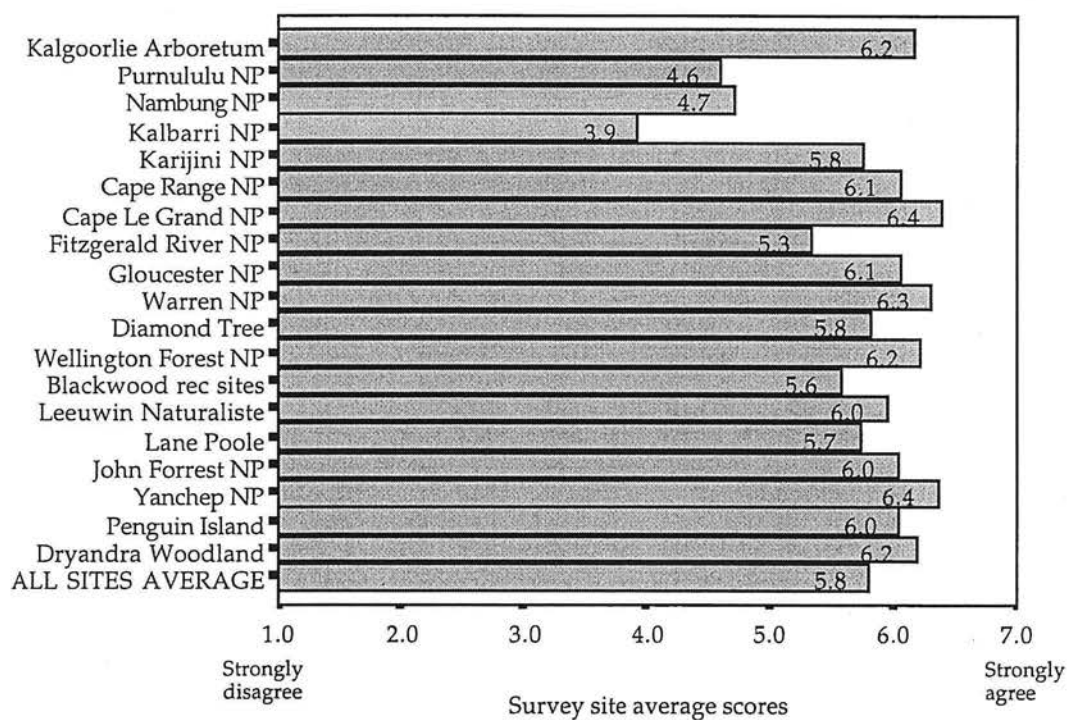
Statement 3:

The rangers and other CALM staff were helpful



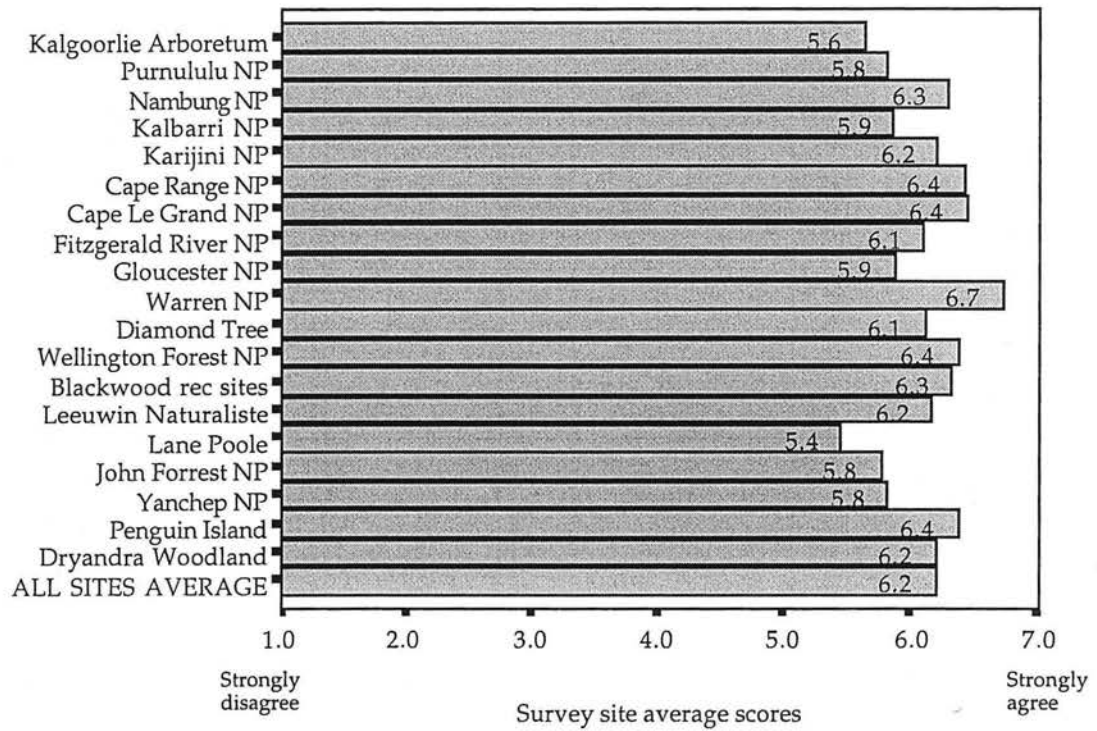
Statement 4:

Road access and conditions were reasonable



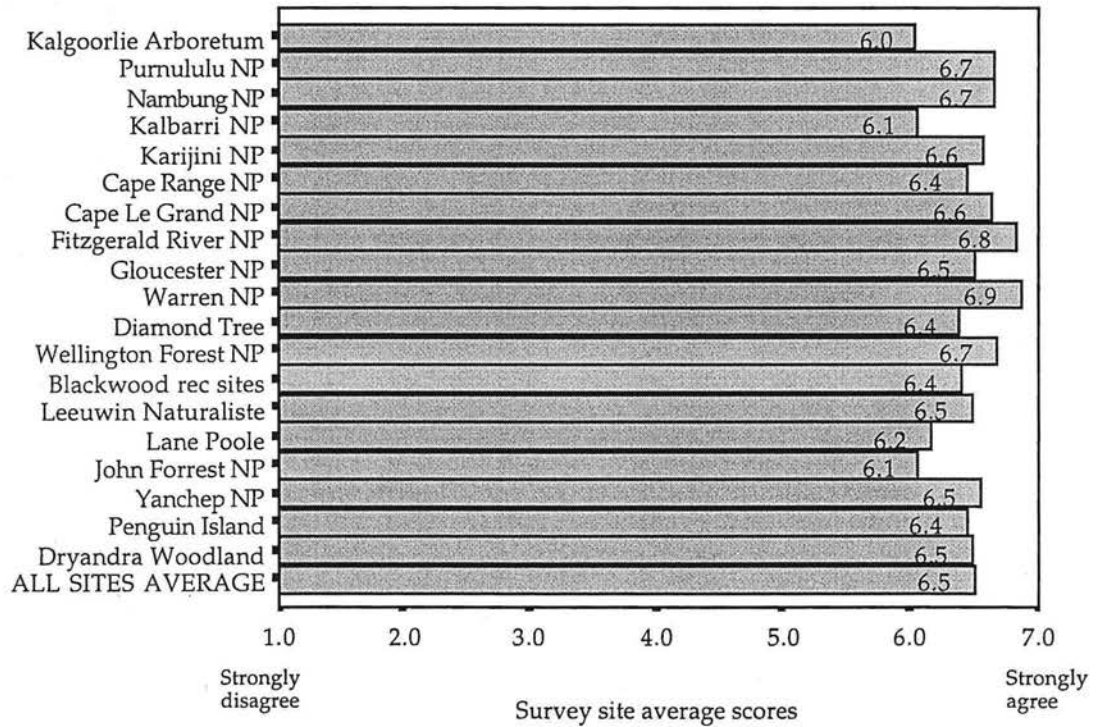
Statement 5:

The facilities were well managed (quality & cleanliness)



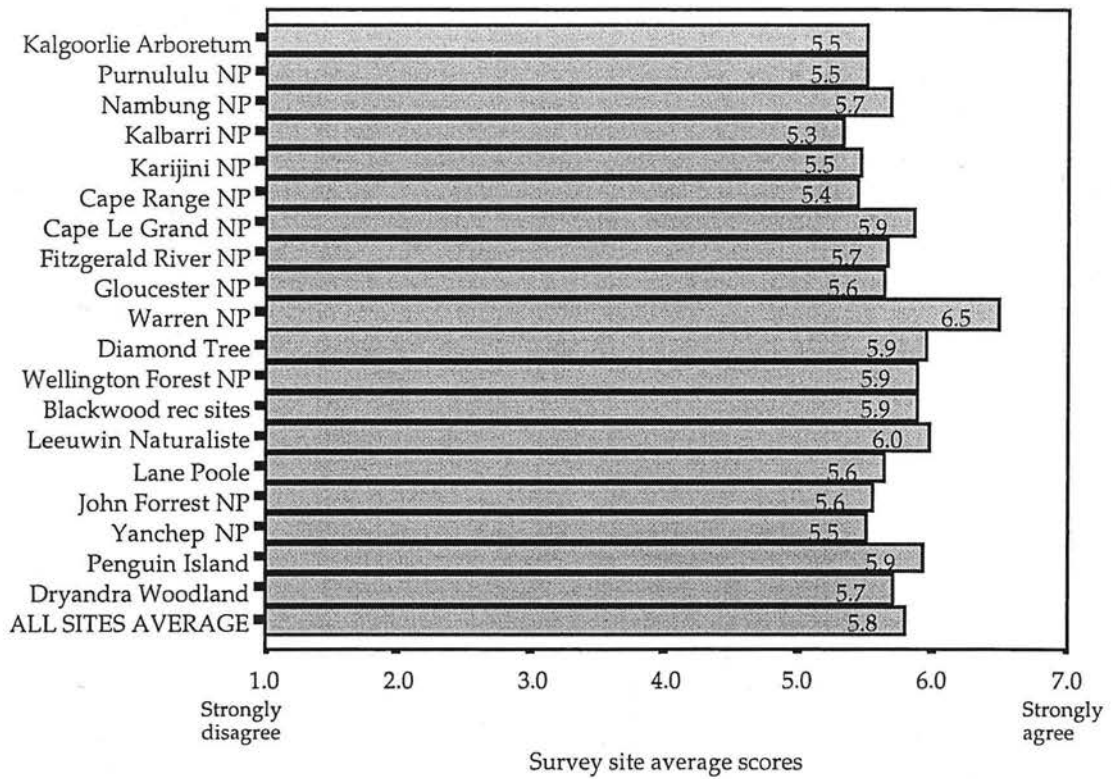
Statement 6:

I thought this was an attractive natural area



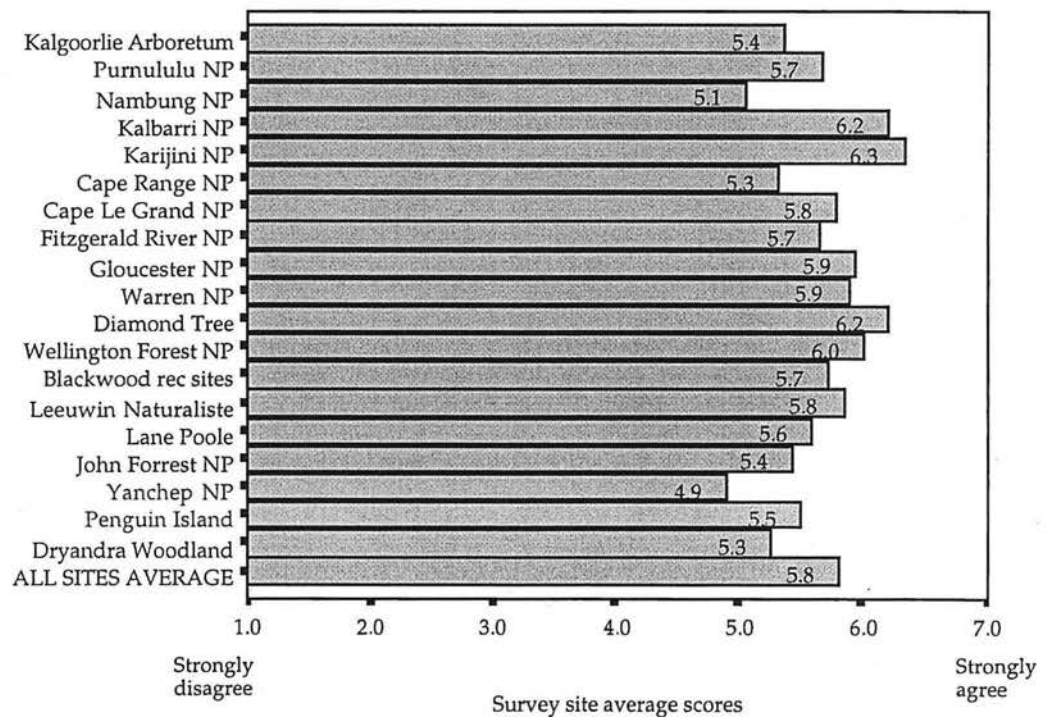
Statement 7:

The facilities provided were ideal (type, location & number)



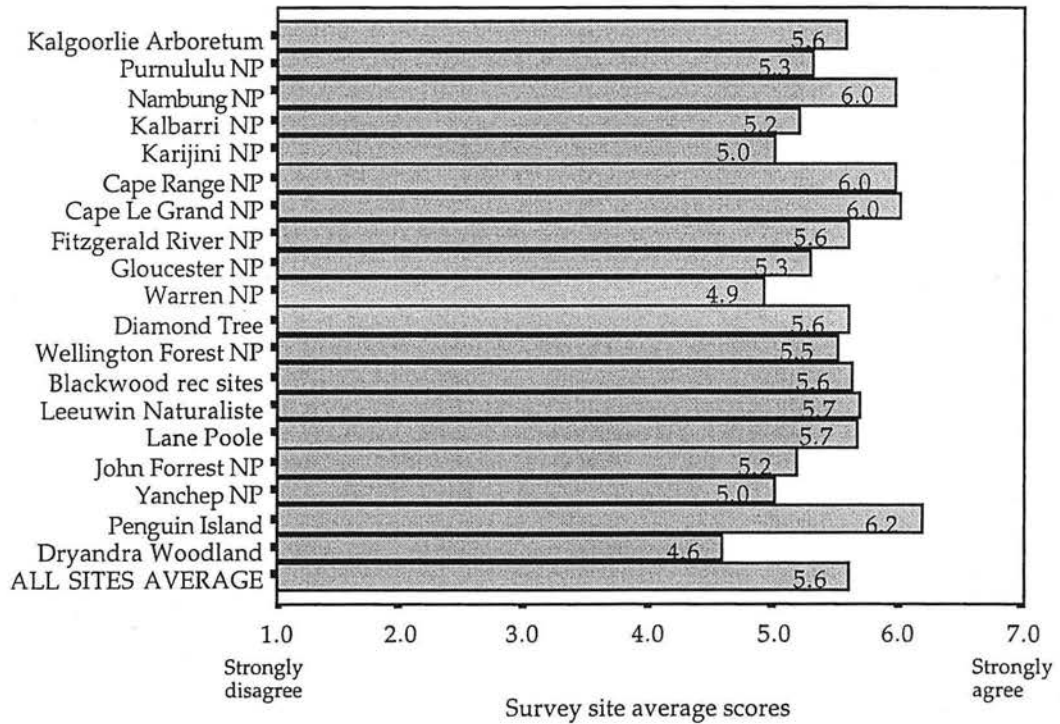
Statement 8:

This area provided a sense of adventure



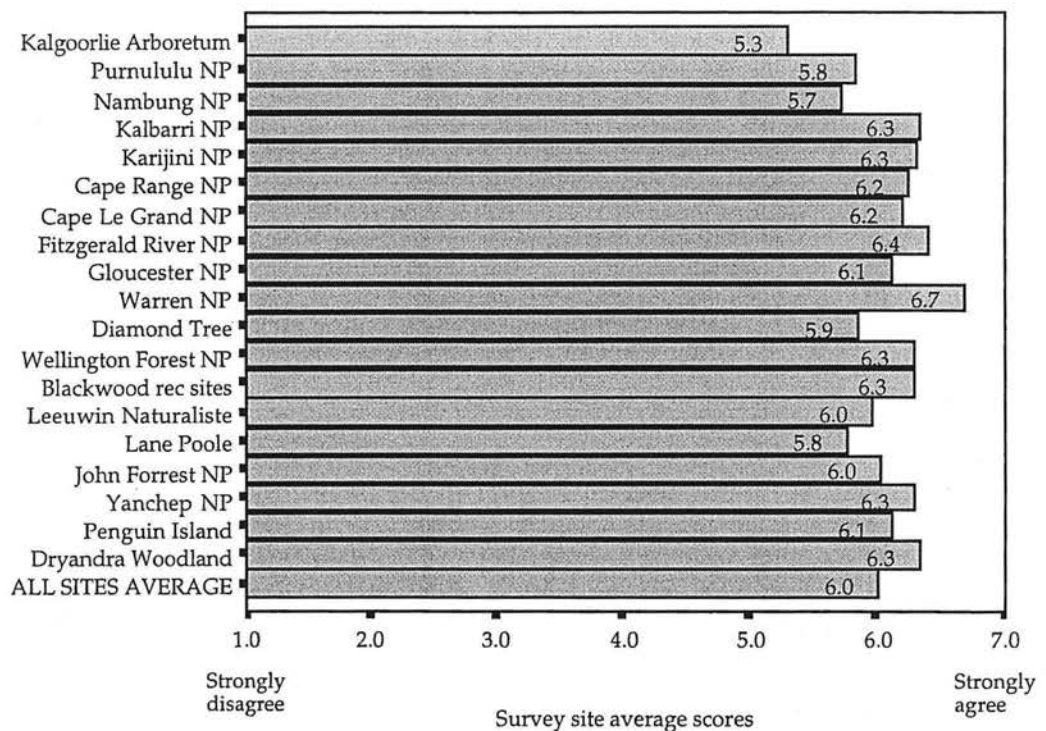
Statement 9:

Sufficient information was provided about the area (eg. signs/brochures)



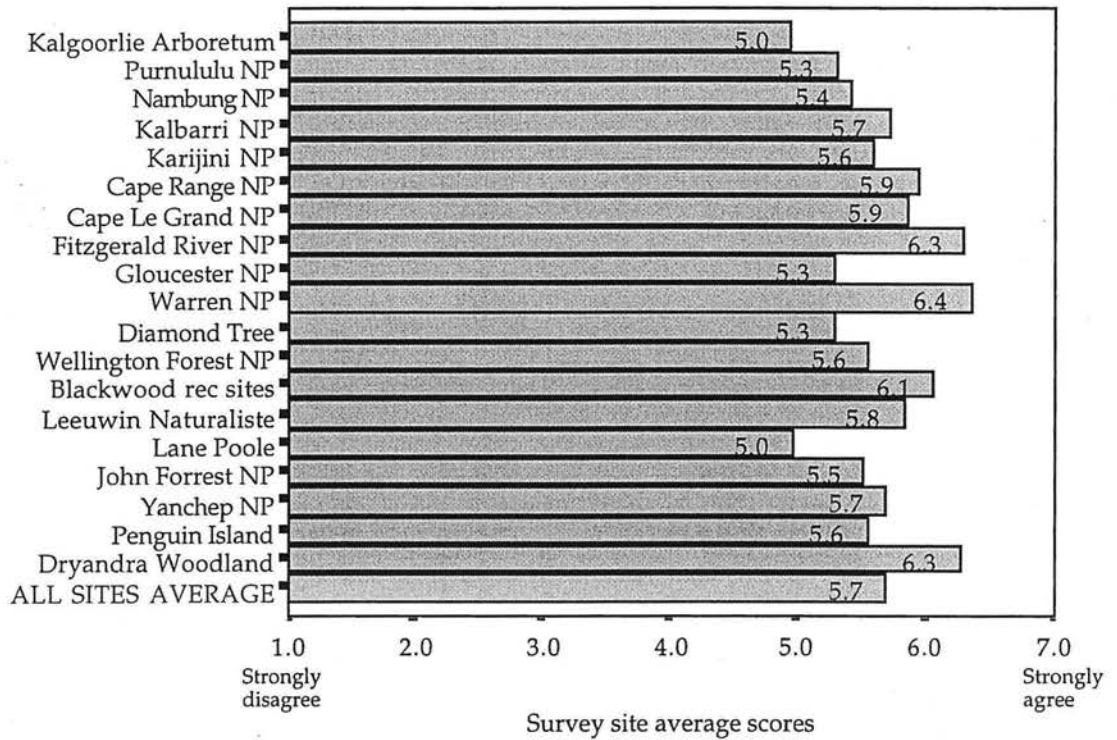
Statement 10:

Being here I felt close to nature



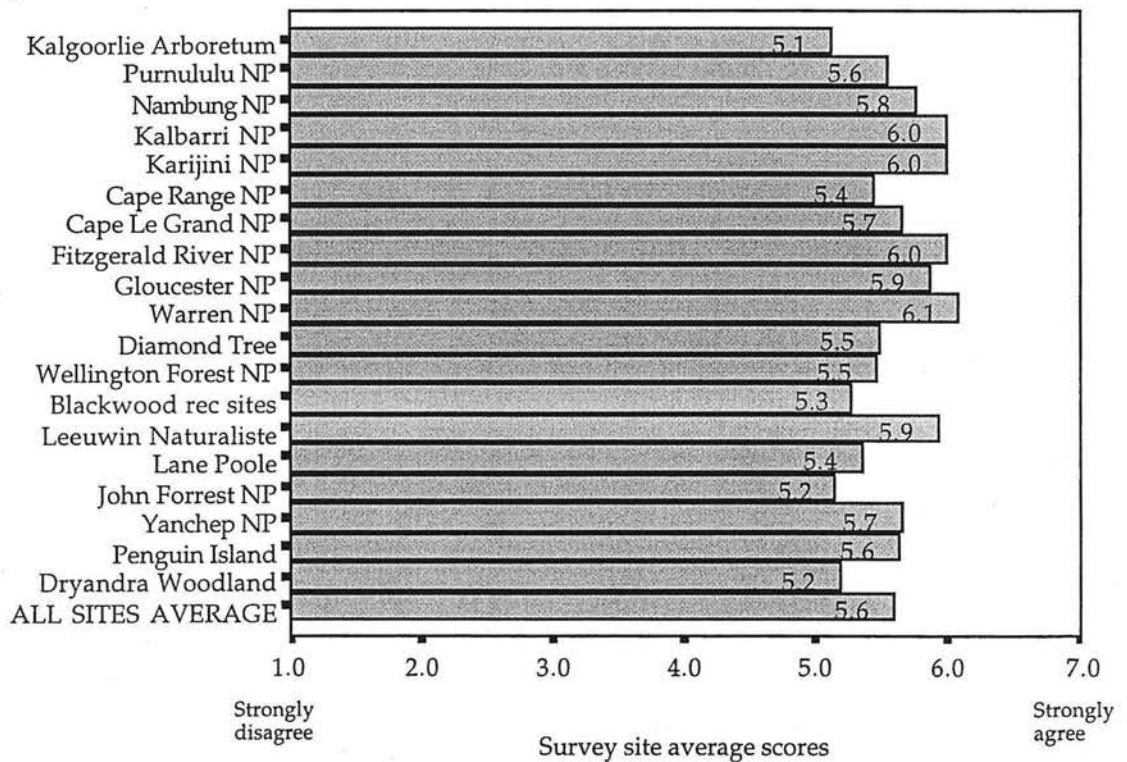
Statement 11:

Areas such as this provide solitude and isolation



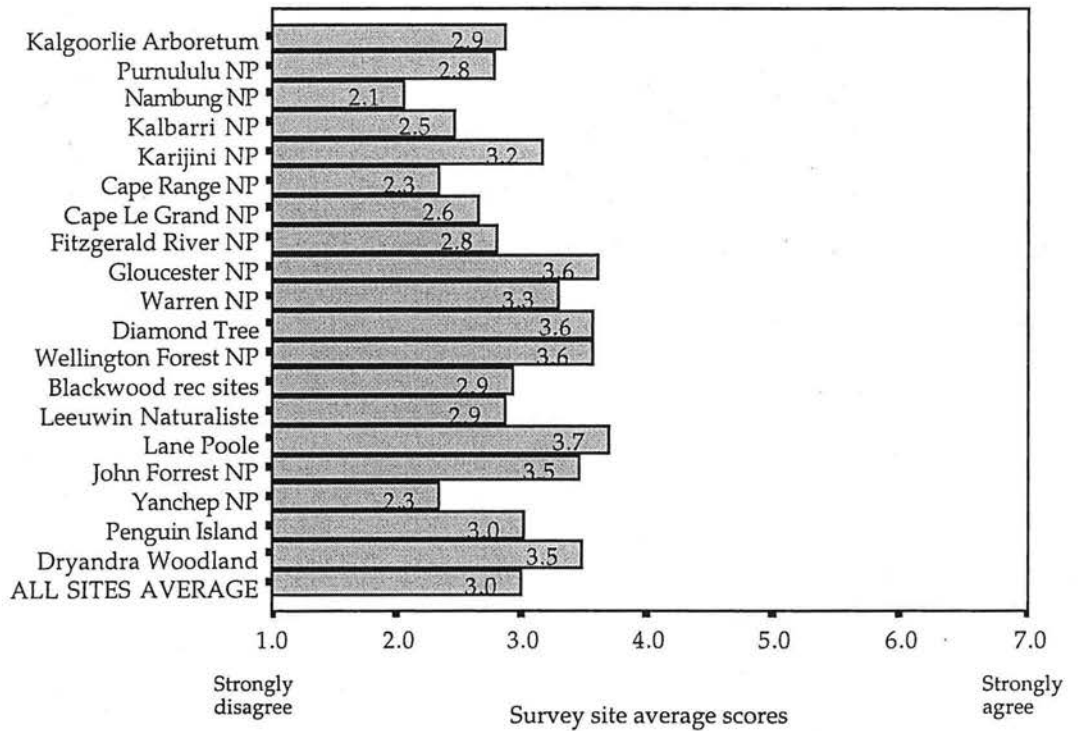
Statement 12:

Features of cultural/historic value were well preserved



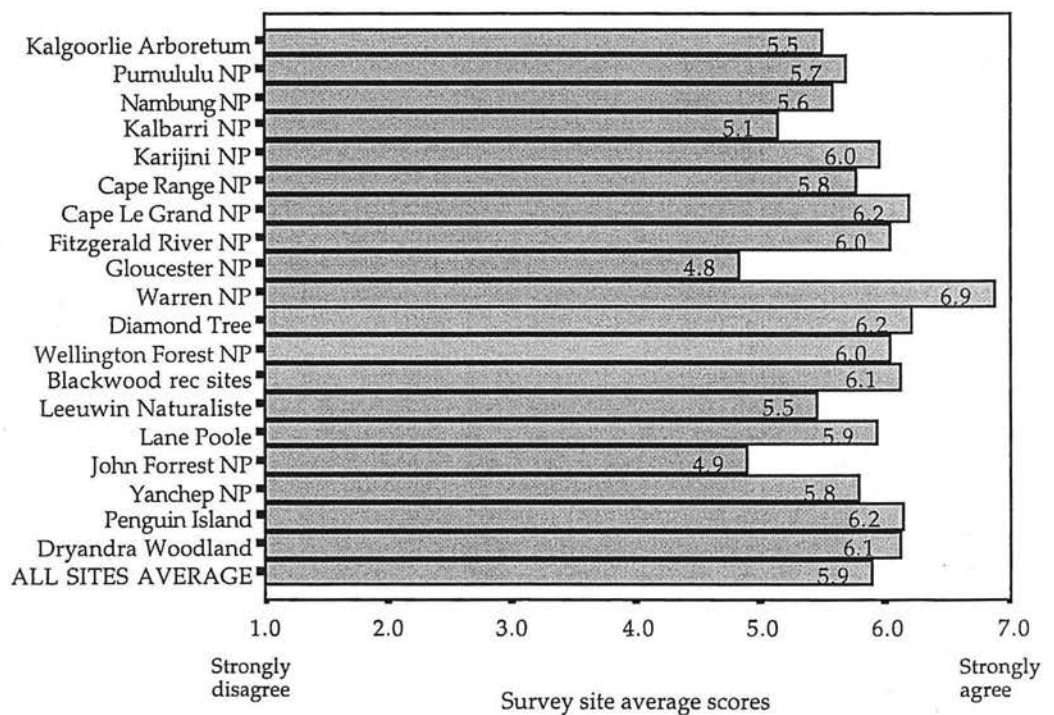
Statement 13:

I saw evidence of environmental degradation (eg. littering/vandalism)



Statement 14:

My visit provided value for money



Statement 15:

The information provided was useful

