_____

Visitor monitoring breakout session – Dr Susan Moore
_____

Facilitators:

Kate Hassal	CALM
Dr Louise Horneman	University of Queensland
Dr Amanda Smith	Murdoch University
Matt Wardell	Murdoch University/CALM
Dr Susan Moore	Murdoch University
Dr David Newsome	Murdoch University

Participants of the workshop were divided into 6 groups (each with 7 - 8 members)
Each group was asked to address a task in relation to one of the following areas:

1. Visitor impact monitoring: State-level
2. Visitor impact monitoring: regional/district level
3. Visitor impact monitoring: park/site level
4. Visitor use monitoring: State-level
5. Visitor use monitoring: regional/district level
6. Visitor use monitoring: park/site level

Groups were then asked to answer 4 questions as part of completing their task:

1. What would you use visitor impact/visitor use information for?
2. What would you measure?
3. How would you measure the 'things' identified in question 2 ?
4. What would you need to do to implement what you've identified in questions 1 – 3

1. VISITOR IMPACT MONITORING: STATE LEVEL

Task: Develop a State-level approach to visitor impact monitoring for recreation sites

What would you use visitor impact information for?	What would you measure?	How would you measure the 'things' identified in question 2?	What would you need to implement what you've identified in questions 1 -3?
Is it appropriate to have a state level approach To determine the broad visitor trends to inform management decisions/practices whole of the State To determine the allocation of resources throughout the State to deal with problem areas Managing BLIPS – e.g. Olympics, etc To develop a Statewide approach tailored for regions	Quantity of visitors Seasonality Biophysical impacts Amanda's theories initiated throughout the State to build a picture of impact trends throughout the State Changes in visitor trends and behaviour recorded and analysed.	RATIS – onsite programmes (e.g. Yanchep National Park web) Visitor numbers – VISTAT Liaise with other agencies Past experience, i.e. history Technological advances – Pocket PCs More research	Decentralization of Landscape Architects or specialist staff More money More resources Regional, State plans (rolling up)

2. VISITOR IMPACT MONITORING: REGIONAL/DISTRICT LEVEL			
Task: Develop a regional/district level approach to visitor impact monitoring for recreation sites			
What would you use visitor impact information for?	**What would you measure?**	**How would you measure the 'things' identified in question 2?**	**What would you need to implement what you've identified in questions 1 - 3?**
To plan for recreational development For use in the planning process – zoning For the management of individual sites. i.e. closing sites, signage etc. For planning and developing an education/interpretation programme, e.g. aimed at particular activities and/or user groups To prevent 'over use' and to ensure lands and waters are managed sustainably	Areas impacted (size) Noise and nuisance behaviour Soil compaction and soil profile Loss of vegetation cover (trampling) Water quality downstream Land mines (sic.) Soil erosion Species composition Litter (including car bodies) Vandalism – tree damage, coral damage, etc. Informal trails Blowouts (sandy areas) Weed invasion Wildlife Dieback	Area impacted" measure area by sight (measuring tape and compass) Compaction – penotrometer Noise and nuisance: (number of complaints) Land mines (count) Soil erosion: difficult – root erosion, depth of gullies No. of informal trails: count, length, width and depth Blow outs – sand: measure area (aerial photo, tape measure)	Three major components – Data collection Data storage How to feedback into management Start a pilot study Identify priorities (objectives) Review of literature and case studies Ease of data collection Have appropriate hardware and software Comprehensive training programme Corporate support

3. VISITOR IMPACT MONITORING: PARK / SITE LEVEL			
Task: Develop a park/site level approach to visitor impact monitoring for recreation sites			
What would you use visitor impact information for?	**What would you measure?**	**How would you measure the 'things' identified in question 2?**	**What would you need to implement what you've identified in questions 1 - 3?**
Decision making for management Maintaining regime Satisfaction of visitors and visitor experience Levels of use Determine ecological damage Resource allocation – budget, staffing, maintenance, redevelopment Need to change or build additional	Number of visitors Creep Soil compaction/erosion Change from original Waste/rubbish Use/misuse of facilities Vegetation damage Visitor expectations of facilities Frequency of return visits Change in visitor types Social trails (desire lines) Edge impacts	As built survey, observation, monitoring system Survey, site conditions, movement of facilities Visitor profile Infrastructure Nature conservation	Confirm objectives with managers Assess available resources Design monitoring system Cost of IT Implement and train Storage – RATIS – CALM Library Report regularly Determine changes required Incorporate in works programme

4. VISITOR USE MONITORING: STATE LEVEL			
Task: Develop a State-level approach to visitor use monitoring			
What would you use visitor impact information for?	**What would you measure?**	**How would you measure the 'things' identified in question 2?**	**What would you need to implement what you've identified in questions 1 - 3?**
How they're moving – recreation sites/range of facilities Seasonal usage patterns/preference for site size (ROS), allocation of staff Funding application Performance measure for agency Methods of marketing and promotion Input into planning – recreation plan, interpretation/communication plan Predicting usage – relationship to overseas/interstate trends Equitable comparisons between states	Where did you stay last night, tonight tomorrow? main roads traffic data – traffic flow NVS, IVS – people's movements, overnight stays, Why people are not coming Gross visitor numbers to varying site sizes numbers satisfaction expectation spending activities origin origin – where people come from and why aren't people coming methodology and reliability – other states	Survey – personal interview, personal intercept mail back survey, phone calls, mailing lists Traffic classifiers, visitor fee receipts Traffic classifiers, etc. and surveys Survey, random, phone survey, internet spamming Survey Survey Literature search/reference groups/lobbying/interagency information sharing	Design surveys Write plans for collecting visitor numbers Install/implement methods of data collection Establish interagency /interstate /international contacts Storage/database Pilot Provide coordination across State

5. VISITOR USE MONITORING: REGIONAL/DISRTICT LEVEL

Task: Develop a regional/district level approach to visitor use monitoring

What would you use visitor impact information for?	What would you measure?	How would you measure the 'things' identified in question 2?	What would you need to implement what you've identified in questions 1 - 3?
Budget (reports/funding) Site design (planning of roads, etc) Priorities (works programming) Marketing / interpretation Resource allocation Visitor needs and wants Visitor safety (VRM assessment)	Visitor numbers - budget - site design - visitor safety - interpretation - visitor needs and wants - marketing Types, numbers of vehicles - budget - site design - visitor safety Types of experiences - budget - site design - visitor safety - interpretation/marketing - visitor needs and wants Type of visitor - site design - marketing/interpretation - visitor needs and wants Visitor usage patterns - site design - marketing/interpretation - visitor safety	Survey response form - visitor numbers - usage patterns - types of visitors - types of experiences - expectations/satisfaction Observation - visitor numbers - usage patterns - types/numbers vehicles Traffic counters - numbers - vehicles type and numbers - usage patterns Camping fees/ticket sales - visitor numbers - usage patterns - types of visitors - types/number of vehicles	Visitor monitoring district plan - data collection (e.g. surveys that can be adapted to district) - analysis (specialist staff) - ongoing monitoring and review - resourcing of plan is critical to future planning and budgets

6. VISITOR USE MONITORING: PARK/SITE LEVEL

Task: Develop a park/site level approach to visitor use monitoring

What would you use visitor impact information for?	What would you measure?	How would you measure the 'things' identified in question 2?	What would you need to implement what you've identified in questions 1 - 3?
Communications (interpretation, marketing and promotion Resource protection and management Setting priorities Meeting visitor expectations Management planning Staff and staff management Budgets and funding Asset types (ROI)	Visitor and travel characteristics - age - gender - numbers - length of stay - origins - behaviour Level of expenditure (directly) Visitor activity and movements (inc. temporal and when) Feedback - information on return visits - have expectations been met? Site conditions (any change) Compliance	Written and oral surveys Traffic counters Observation - personal - technical Environmental conditions of key sites	Involve stakeholders and park staff Tailoring the surveys (generic) to specific parks Select representative sites to monitor Identify in park management plan the VISTAT plan (visitor monitoring) Matching resources to the priority areas Frequency of monitoring and seasonality – program design for manipulation