Visitor Monitoring:

Case Studies and Guiding Principles

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Contents

- Overview.
- Development of case study selection criteria and guiding principles.
- Case studies selected.
- Four case study examples.

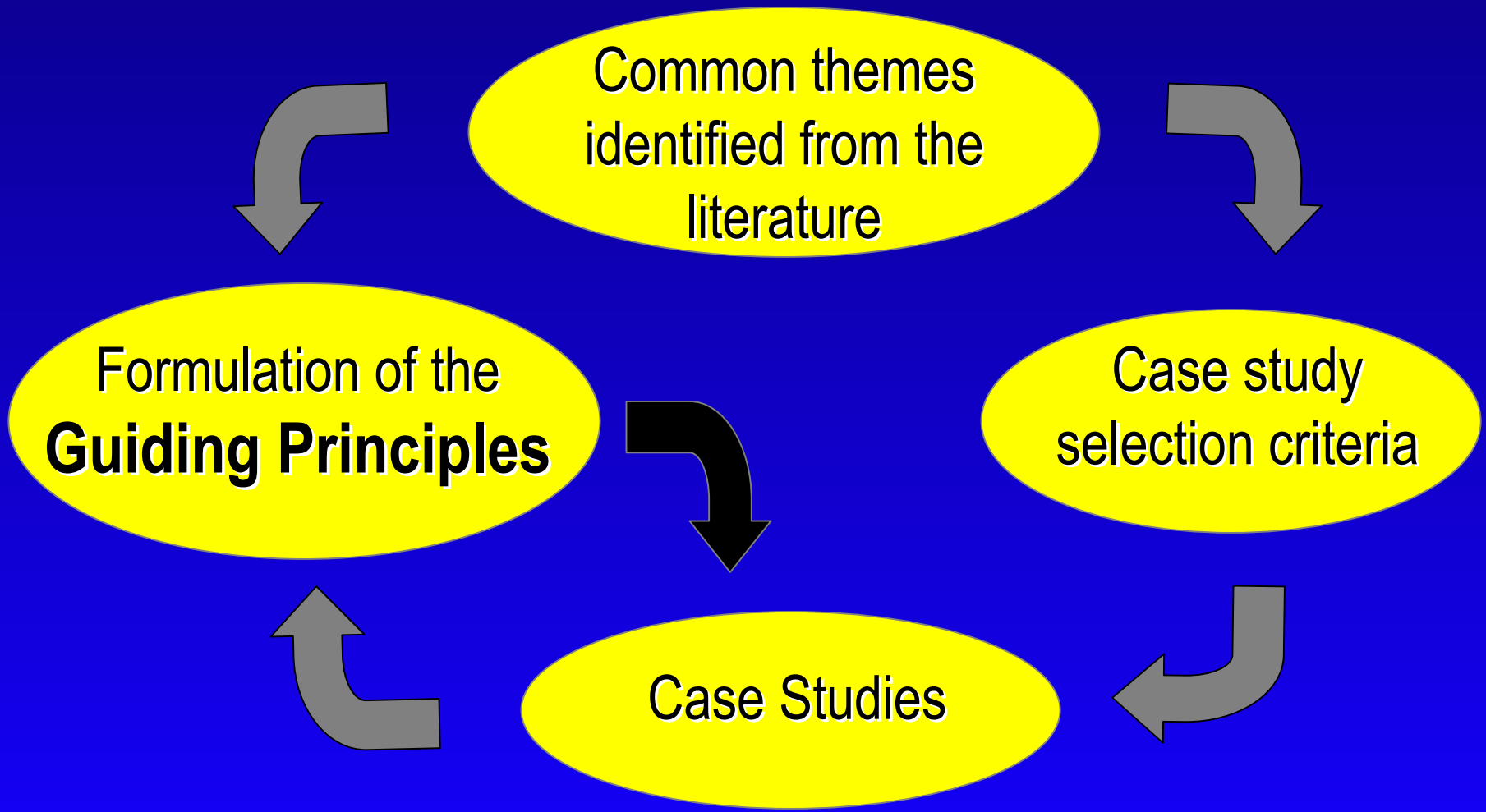
Overview - Project Aims

- Draw together current practice.
- Foster growth at all levels of management.
- Base for further information sharing and comparison between agencies.
- Encourage continued development of techniques.

Overview - Methodology

1. Form project reference group.
2. Examine national and international techniques and approaches.
3. Use the literature to draw out case study selection criteria.
4. Identify and document best practice case studies in Australia and NZ.
5. Formulate guiding principles.
6. Disseminate project outcomes.

Development of Guiding Principles



Case study selection criteria

Data collection

- Systematic collection
- Calibration and verification
- Standardised data
- Spatial and temporal data

Data storage

- Data available to all levels of management
- User-friendly database

Application

- Links between collection and application

Guiding Principles

- Guiding principles divided into four categories:
  - Visitor monitoring systems;
  - Data collection;
  - Data storage;
  - Data application.

		Case studies																			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
		VISTAT, WA	VDS. NSW	Yanchep Parkweb, WA	GBRMPA Data returns, QLD	Walker registration, Tas.	IA Parks, QLD	Mallee Region, Vic	Mt. Buffalo NP, Vic	Visitor Use estimates, Vic	Research ref. group, WA	Rolling Surveys, Tas.	Kakadu survey, NT	Visitor modelling, Vic	Wet Tropics VMS, QLD	Economic evaluation, NSW	Warren rec. plan, WA	TOMM Kangeroo Is., SA	Monitoring manual, NT	Marine report cards, WA	Permissions System, NZ
	Visitor monitoring Systems																				
1	Devlop parnterships				x						x	x	x		x			x	x		
2	Clear objectives	x	x	x	x		x			x	x	x	x	x	x	x		x	x	x	x
3	Make data Available to all levels	x	x		x	x	x					x	x					x	x		x
4	Pilot studies		x											x	x						
5	System flexibility for diverse sites		x		x		x	x				x	x		x				x		
	Data collection																				
6	Wide range of methods used	x		x		x		x		x				x	x		x		x		
7	Representitive sample			x	x	x	x			x		x	x	x		x	x	x	x		
8	Systematic and regular collection	x	x	x	x	x	x	x	x	x		x	x		x			x	x	x	x
9	Data with spatial and temporal components			x	x	x			x			x	x	x					x		
10	Regional and National Standardisation	x	x		x		x					x	x					x	x		x
11	Core and non-core survy questions		x									x	x						x		
12	Use existing/secondary data	x			x			x			x						x				
13	Counter calibration	x	x	x					x			x		x				x	x		
14	Aim for quality not quantity of data					x	x			x		x	x	x					x		
	Data Storage																				
15	Data verification	x	x	x	x	x	x		x	x		x	x	x				x	x		x
16	Spatial databases				x									x					x		x
17	User-friendly databases	x	x	x			x												x		x
18	Confidentiality of data				x																x
19	Good data presentation from database	x	x	x	x		x						x	x					x		x
20	Good data transfer techniques		x	x			x														x
	Data Application																				
21	Numerous applications	x	x	x	x		x				x	x	x		x	x				x	
22	Value add to the data collected	x			x											x	x	x	x		x
23	Understand visitor motivations and values											x	x	x		x	x	x			
24	Strong links between collection and application	x	x	x	x					x		x	x	x	x	x	x	x	x	x	x

Four Case Study Examples

- Visitor monitoring system, Wet Tropics, Qld.
- Camping permit database, Qld.
- Visitor monitoring system, NSW.
- Yanchep Parkweb, WA.

Case study 1

Visitor Monitoring System - Wet Tropics

Guiding Principle for visitor monitoring systems.

Pilot Studies

- Saves money
- Better product outcome
- Problems identified early

Case study 1

Background

- Wet Tropics WHA a core tourism icon for Tropical North Queensland.
- WTMA need to work in partnership with the QPWS and tourism industry.
- Monitoring visitor numbers, satisfaction, perceptions and biophysical impacts needed to inform management.

Case study 1

Program details

- VMS includes a number of regional and site level components.
  - Visitor survey
  - Pre-destination awareness
  - Community attitudes
  - Traffic counters
  - Biophysical monitoring
- Pilot sites used.
- Tour operator and ranger monitoring.

Case study 1

Pilot Studies

- 4 sites of differing site scenarios.
- Trials of tour operator and ranger pro forma.
- Indicator development tested.
- Visitor surveys completed to compare visitor perceptions and biophysical impact.

Case study 2

Camping Permits - Qld

Guiding Principle for data collection.

Systematic and Regular Data Collection - provides for:

- Ability to monitor changes over time
- Accurate and comparable data
- A defensible basis for management decision making

Case Study 2

Background

- All designated campsites in State Forest and NP require a permit.
- Two agencies joined.
- Increasing use but limited capacity.
- Standardised approach required for monitoring and managing visitors.

Case Study 2

Program details

- Online booking system and permit application for campsites.
- Improved access for the public.
- Provide equitable opportunities for camping at all sites.
- Visitor details recorded.
- Managers have the ability to control usage through permit allocation.

Case Study 2

Database for managers

- Self registration details entered retrospectively.
- Can produce - compliance reports, capacity inquiry, booking report, trend and strategic reports.
- Managers can control visitor use online.

Case Study 3

Visitor Data System - NSW

Guiding Principal for data storage

User-friendly databases

- Staff more inclined to use the database and therefore use the data to inform decision making
- Data input quicker and easier, reducing errors and staff time

Case Study 3

Background

- ANZECC recommendations for centralised and standardised data collection and storage.
- NSW-NPWS adopted SANPWS software and developed their own Visitor Data System.
- Parks Australia also developed software.

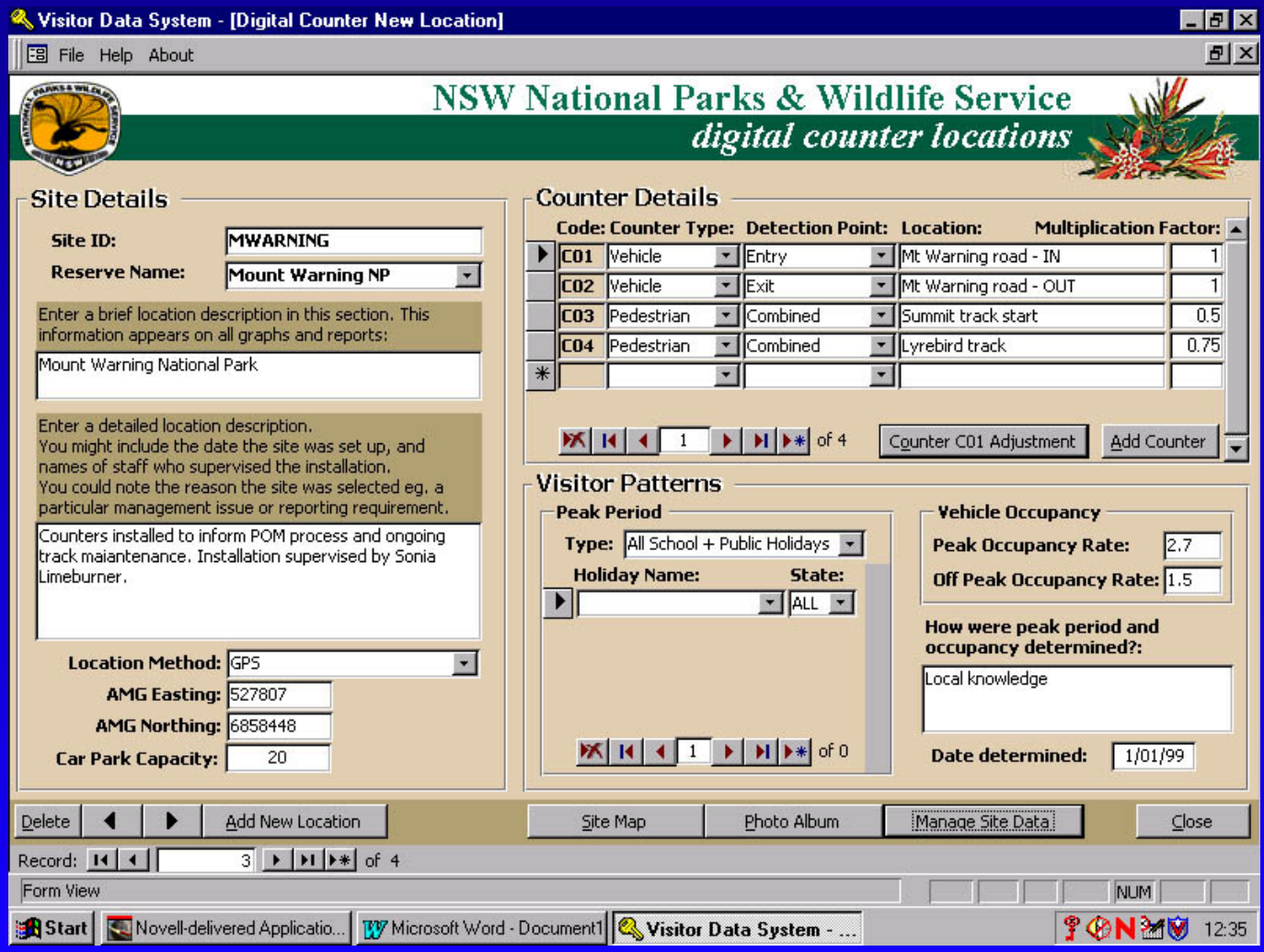
Case Study 3

Program Details

- A user-friendly database.
- 5 levels of access.
- Modules for traffic counters, visitor surveys and education programs.
- System piloted in the Northern Directorate, slowly adopted by other directorates.

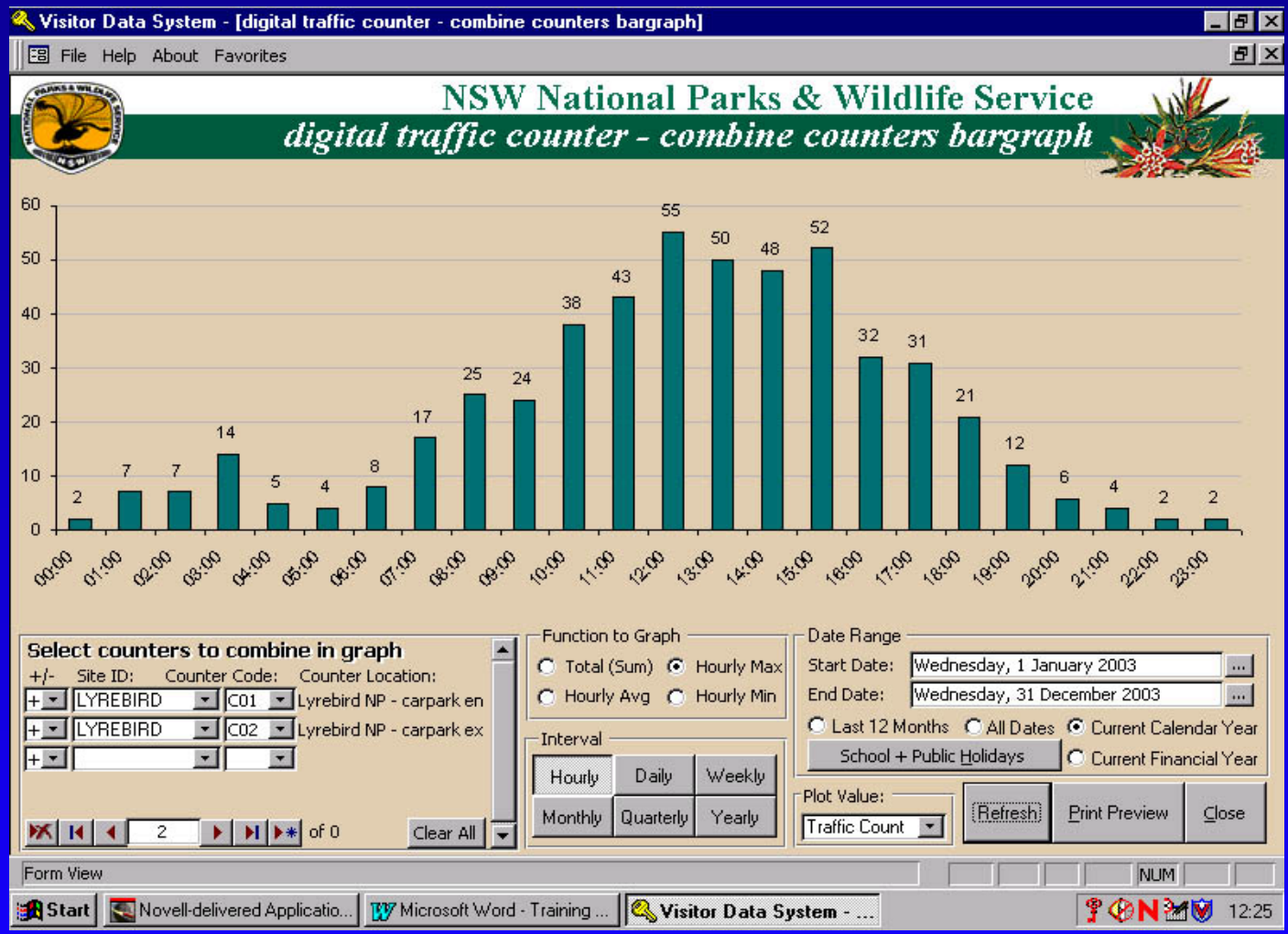
Case Study 3

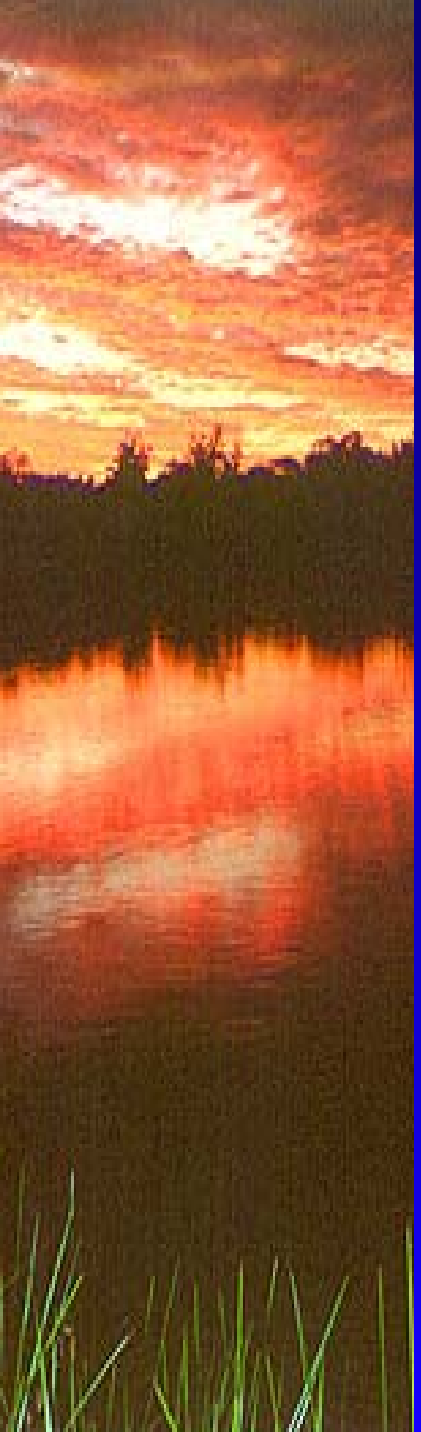
Counter location and calibration page



Case Study 3

VDS generated report





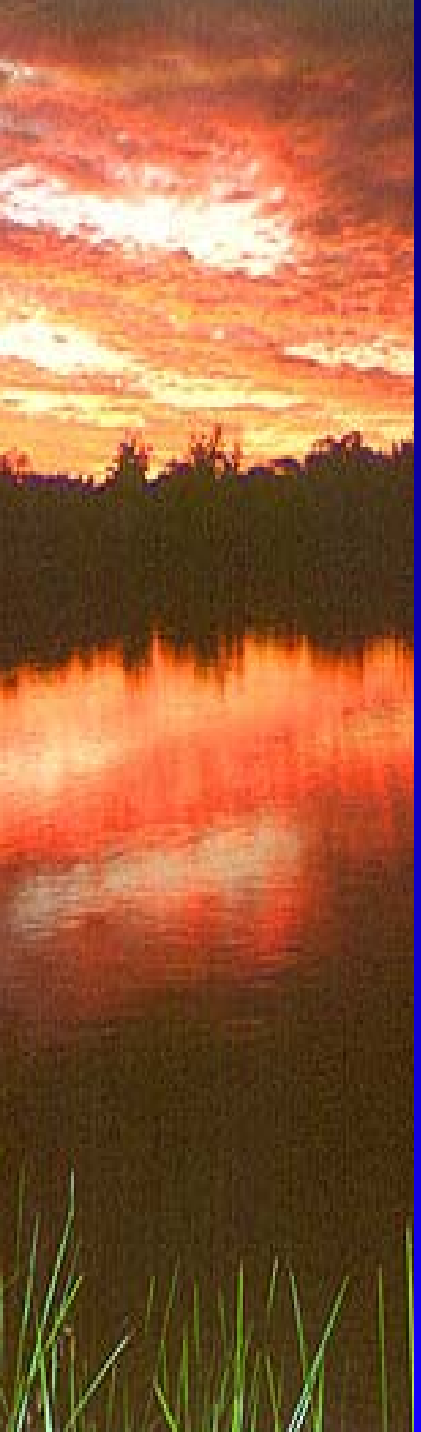
Case study 4

Yanchep Parkweb

Guiding Principle in data application.

Strong links between data application and collection

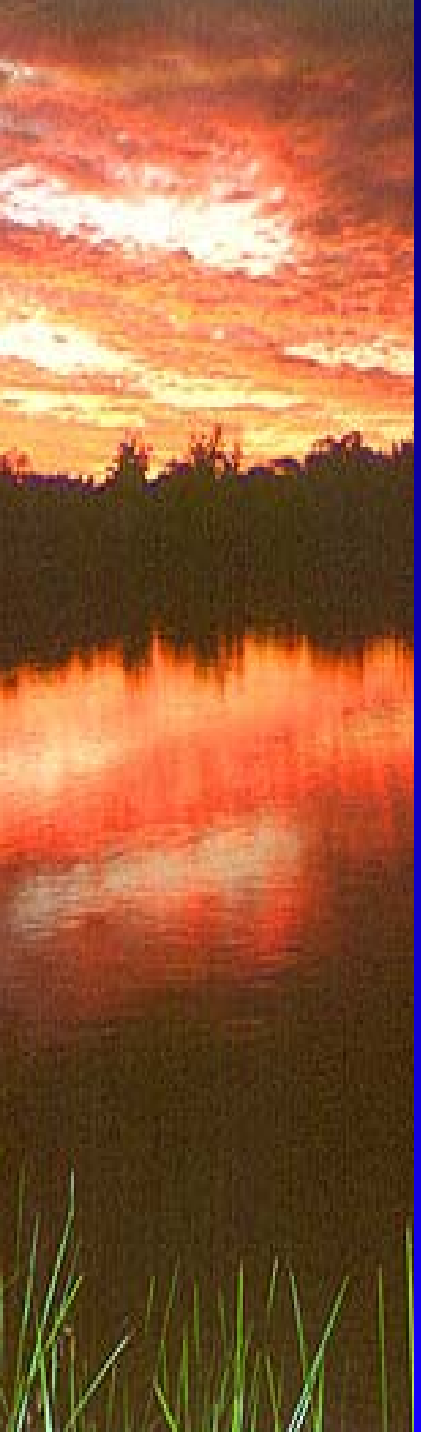
How the data are used should determine what data to collect and how they are collected.



Case study 4

Background

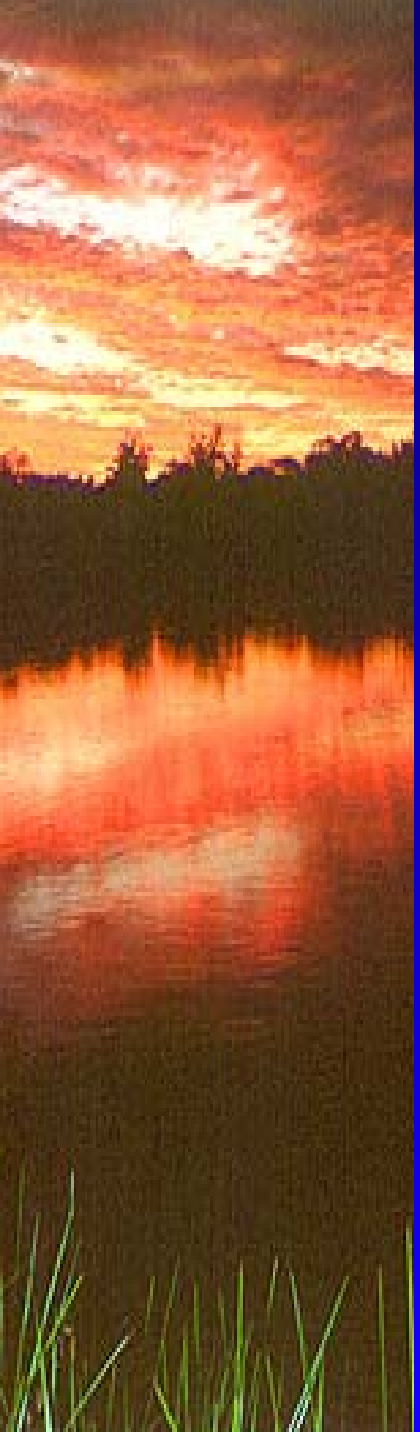
- High use developed park.
- Large variety of activities available.
- Managers must provide appropriate visitor experiences and facilities, and understand the market.
- Managers require regular visitor feedback and profiles.



Case study 4

Program details

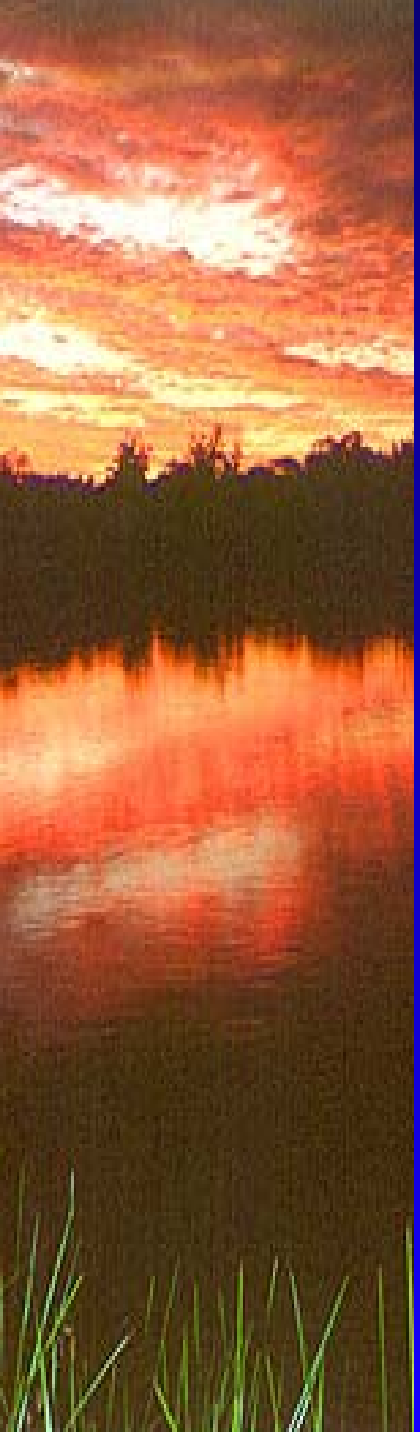
- Yanchep NP developed their own purpose built database.
- Databases for entrance station data, survey responses, activity bookings, school visits and revenue.
- Data used for operational management and planning, and rolled-up for use at corporate level.



Case study 4

Entrance Station

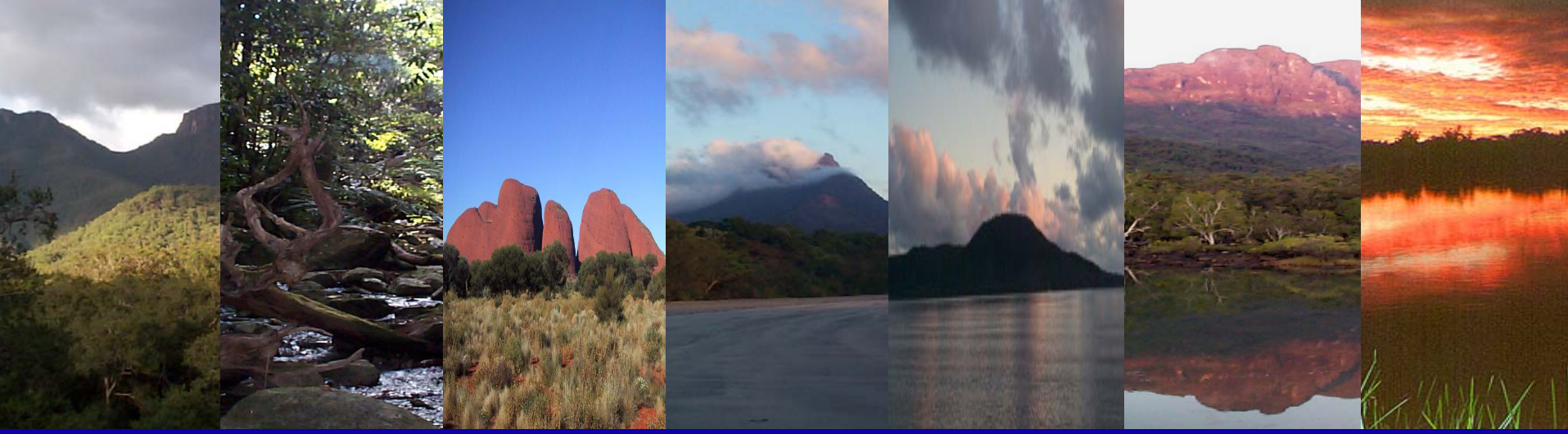
- Records number of vehicles, method of entry and vehicle type.
- All visitors surveyed.
- Monthly report by entrance station staff.



Case study 4

Bookings and revenue database

- Allows staff to plan rosters/works programs.
- Managers can identify visitor patterns and which activities are successful.
- Takings for each activity each day can be seen.



Questions and Comments

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