

# Wildlife Tourism Development Research Project

## Barna Mia and the Greater Dryandra Area

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# DRYANDRA WOODLAND



1.5 KM A

DRYANDRA WOODLAND

LIONS VILLAGE



DEPARTMENT OF CONSERVATION

AND LAND MANAGEMENT







OLD MILL DAM







BARNA MIA





Welcome to "Barns Mia" of  
Devanar Woodland

Barns Mia



Crystal and Marble Island

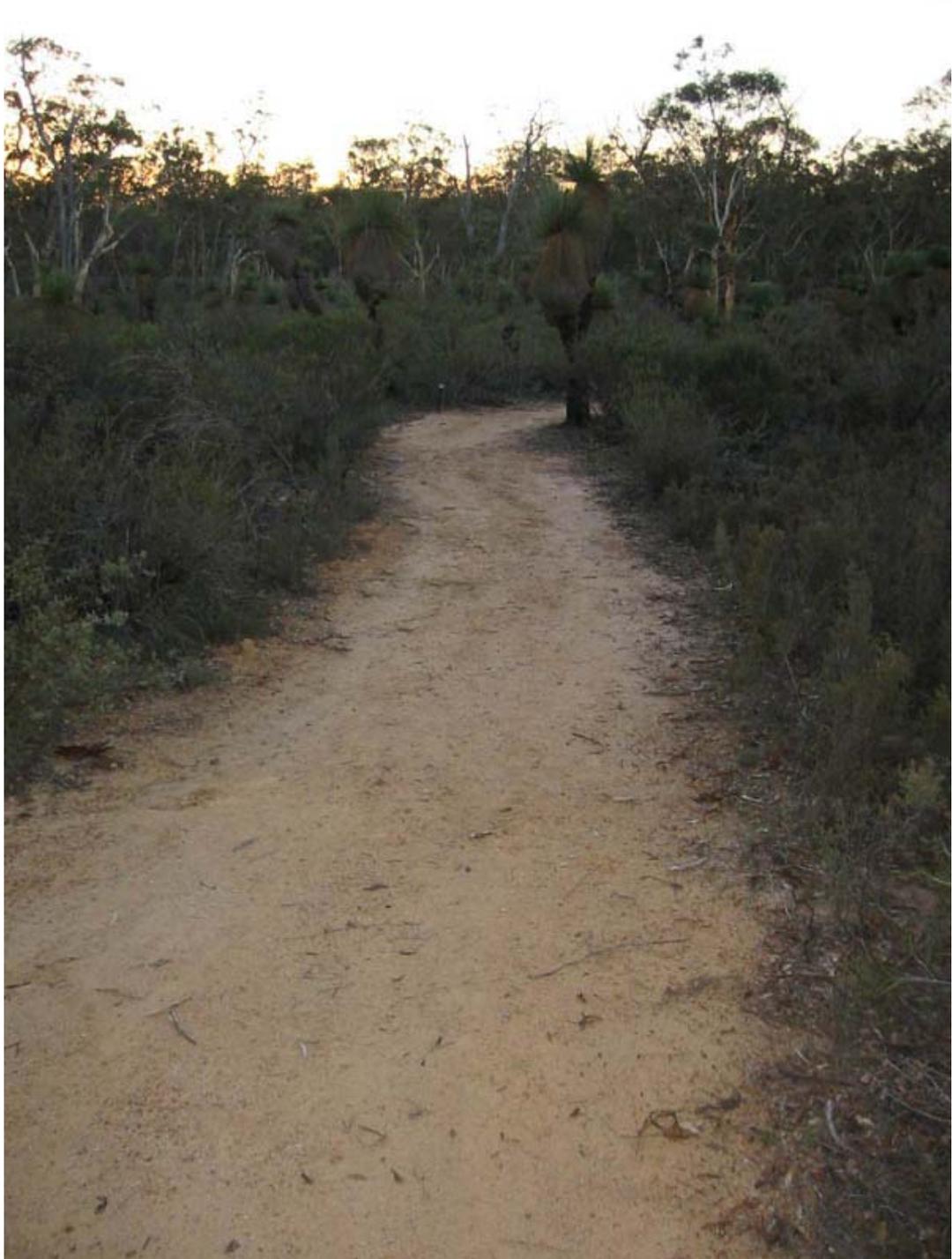


Nature in Devanar



The Long overland











# Three Aims of Barna Mia

1. Iconic (popular) Tourism Attraction
2. Value add to Dryandra Woodland
3. Contribute to regional community

# 1. Iconic (popular) Tourism Attraction

## Barna Mia Visitor Survey

Measure levels of visitor satisfaction with a strictly regulated captive wildlife tourism experience.



- Are they satisfied?
- What do they think?
- Who visits?
- Where do they stay?

# Satisfaction

## Visitors very satisfied

- Educational
- Seeing rare marsupials
- Close encounters of the furry kind
- Friendly, knowledgeable guide
- Natural habitat and behaviour
- Small group experience

**Mean Overall Satisfaction**

**3.75**

**Range = 3 – 4**

1 = very low, 4 = very high



## **2. Value Add to Dryandra Woodland**

- a) Enhance the Dryandra Woodland tourism product
- b) Attract more visitors and tourists
- c) Profitable

## 2a. Enhance Dryandra Woodland Product

- Barna Mia currently operates as isolated attraction
- Dryandra Village occupants disadvantaged by poor communication infrastructure and limited range of accommodation
- Need to integrate Barna Mia and village as part of holistic Dryandra Product – directional signs, package deals, on site ranger

## 2b. Visitors and Tourists

- Visitor and tourism data for Dryandra Woodland patchy
- Over estimation of Dryandra Woodland visitor numbers in documentation

30,000 visitors per year quoted in several documents relating to Dryandra Woodland - 5000 staying at Dryandra village

25000 day visitors

## 2b. Visitors and Tourists

Village booking data shows about 5000 people staying pa

CALM Vistats data for last decade shows a peak of 19000 VISITS pa to Dryandra Woodland

2001 had 16000 visits

2002 had 13000 visits

Past surveys suggested a greater than 50% repeat visitation rate to Dryandra Woodland

## 2c. Profitability

- Barna Mia currently operating at a significant loss – a drain on Dryandra
- Increasing night tour group size not recommended as this decreases visitor satisfaction (inversely correlated)
- Day time use possible
- Reduce operating costs
- Tickets possibly under priced

### **3. Contribute to regional Community**

- Tourism data for Dryandra region close to non-existent
- CALM Narrogin not geared for tourism related promotion and marketing
- Dryandra region not yet able to support viable tourism product.

(whole swag of community related issues inhibiting tourism development in region)

# Recommendations

- Alter ticket pricing to improve profit margins
- Better integrate operation of Dryandra Village and Barna Mia
- Allocate CALM staff time to liaise with community tourism development representative
- Modify village to cater for wider range of tourist  
(serviced cabins, shop with basic provisions)
- Install directional signs for Barna Mia visitors
- Consider multi-purpose use for Barna Mia

