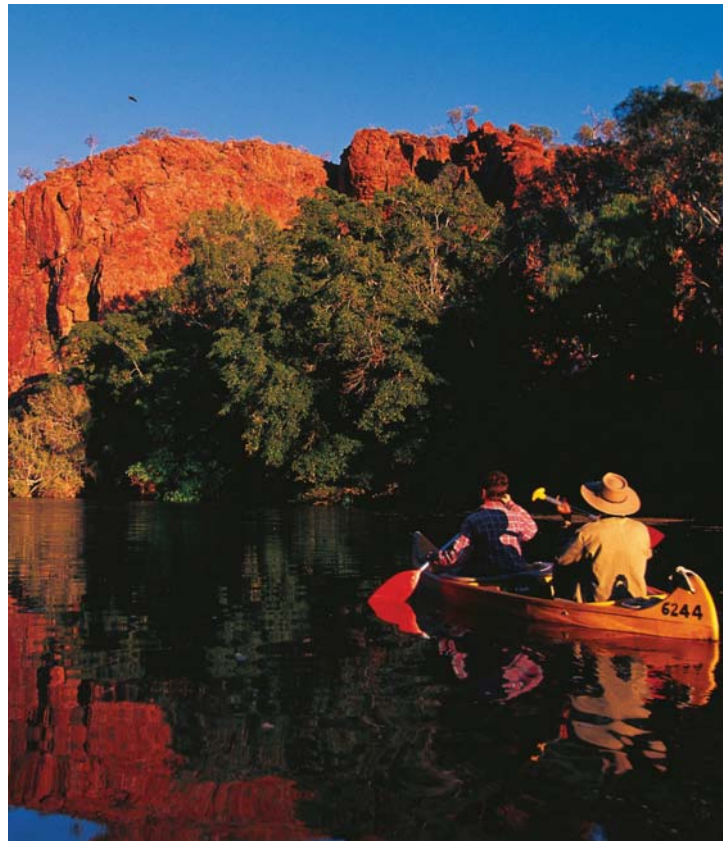


Queensland Parks and Wildlife Service Community Survey 2012

snapshot of Newspoll report summary



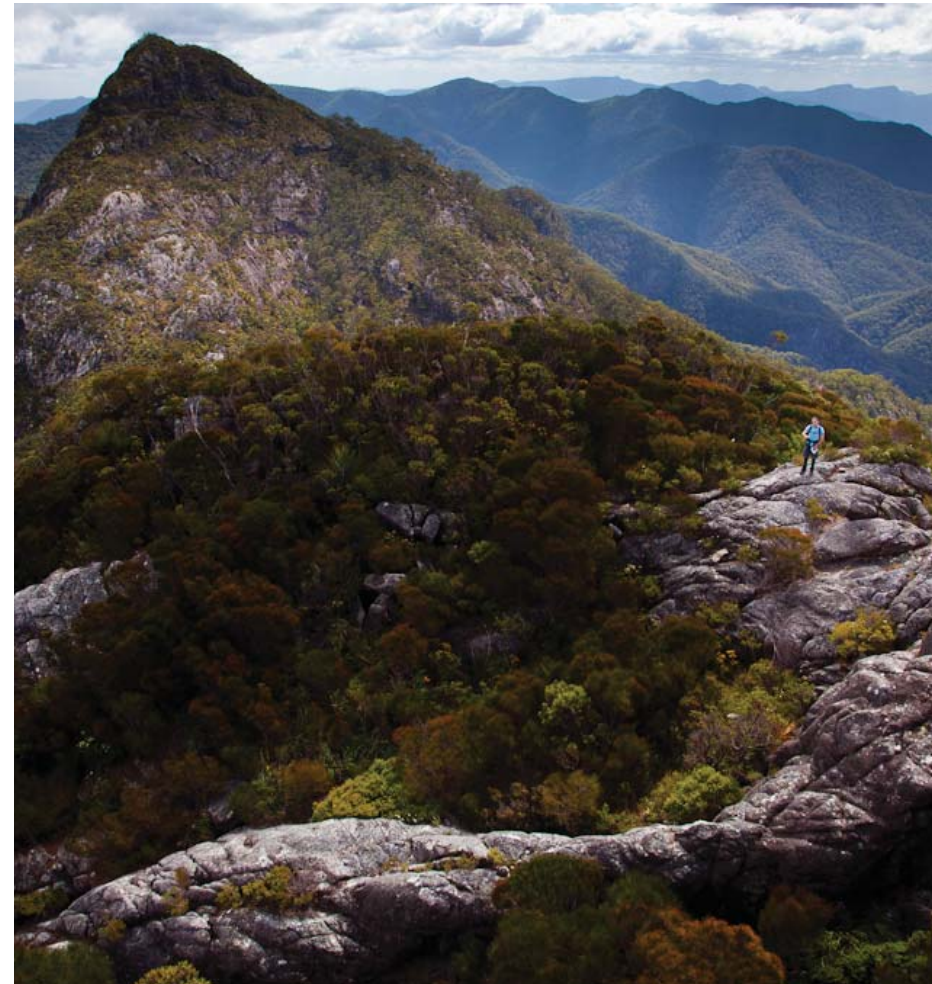


A major survey into community park visits¹ across Queensland provides Queensland Parks and Wildlife Service (QPWS) with information to guide ongoing investment in visitor facilities and services, and to assist with planning and park management.

QPWS manages the State's protected areas, forests and wildlife—over 1100 national parks, marine parks, reserves, other protected areas and state forests cover nearly 12 million hectares of land. Around 650 parks and reserves, including World Heritage areas, marine parks and state forests, are managed for public visitation.

Key findings

- It is estimated that Queensland's parks receive 51 million domestic visits per year.
- Visitation to Queensland terrestrial parks is concentrated in key parks with the top 10 and top 30 parks attracting 42% and 70% of all domestic visits respectively.
- Almost a quarter (24%) of Queenslanders had visited either a terrestrial or marine park managed by QPWS in the past four weeks.
- Two thirds (67%) of Queenslanders surveyed said they had visited either a terrestrial or marine park managed by QPWS in the past 12 months.
- Nearly half (47%) of all domestic visits to Queensland's parks were made to a marine park.
- Bushwalking (40%), swimming/snorkelling/scuba diving (23%), fishing (17%) and scenic drive/sightseeing (16%) were the most popular activities for the majority of domestic park visits.
- Across all QPWS managed areas 82% of domestic visitors were very satisfied with their park visit.



¹ Visitation estimates are for domestic visitors only and do not include international visitors.



Visits to Queensland's parks (domestic)

Annual estimated visits		Top 5 parks		Annual estimated visits	
Total	51 million	1. Moreton Bay Marine Park	12.4 million		
Adults	42 million (82%)	2. Great Barrier Reef Marine Park	8 million		
Children	9 million (18%)	3. Great Sandy Marine Park	3.7 million		
Terrestrial parks	27 million (53%)	4. Noosa National Park	2 million		
Marine parks	24 million (47%)	5. Tamborine National Park	1.7 million		



Marine parks account for nearly half of the domestic visits to Queensland's parks



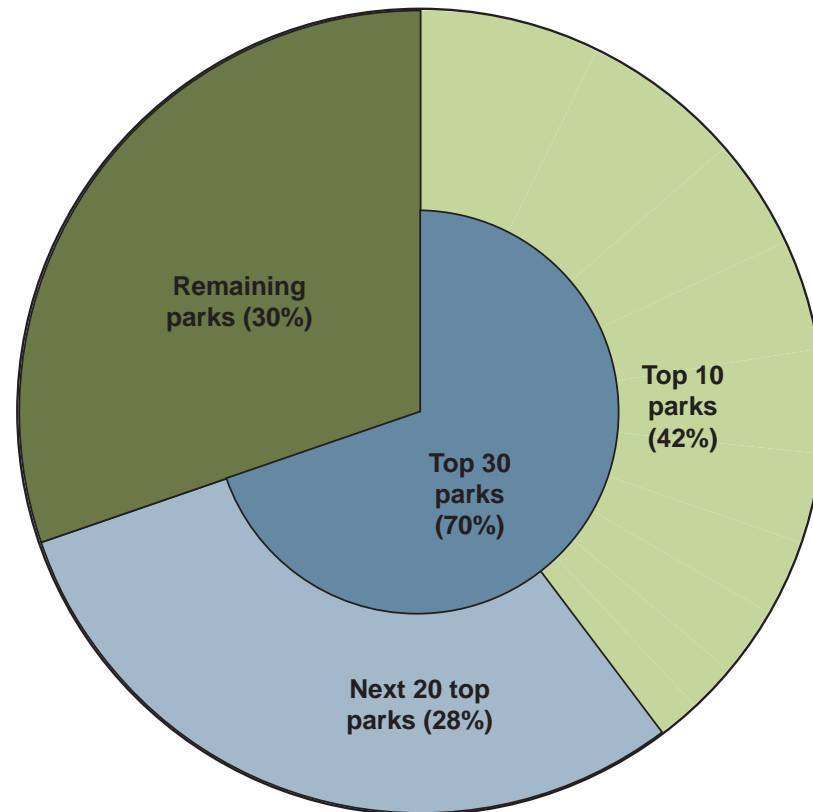
Top 10 terrestrial parks

Rank	Park	Annual estimated visits
1	Noosa National Park	2,041,000
2	Tamborine National Park	1,727,000
3	Burleigh Head National Park	1,219,000
4	Lamington National Park	1,214,000
5	Great Sandy National Park (Fraser Is, Cooloola and Inskip)	1,118,000
6	Bribie Island National Park	986,000
7	D'Aguilar National Park	812,000
8	Daintree National Park	753,000
9	Whitsunday Islands National Park	514,000
10	Daisy Hill Conservation Park	442,000

Note:

- International visitors are not included so some popular parks for overseas visitors, e.g. Barron Gorge, are not included.
- Data with a sample size of $n < 20$ has been removed from this list due to low confidence levels. Data in red has a sample size of $n < 30$ with lower confidence levels

Proportion of key terrestrial park visitation (domestic) as a percentage of total





Who visits Queensland's parks?

QPWS annual state-wide visitation estimates by park type and visitor origin in 2011–2012						
Area type x origin of visitor		Brisbane (n=1605)	Rest of Qld (n=1609)	Total Qld (n=3214)	NSW / Vic (n=2608)	Total visits (n=5822)
All QPWS managed areas (n=839, the sub sample of adults who actually visited a QPWS managed area)	Total	17,747,000 (±21%)	26,176,000 (±23%)	43,923,000 (±16%)	7,460,000 (±43%)	51,383,000 (±15%)
	Children	3,019,000 (27%)	5,110,000 (±40%)	8,129,000 (±27%)	1,402,000 (60%)	9,531,000 (±25%)
	Adults	14,728,000 (±20%)	21,066,000 (±19%)	35,794,000 (±14%)	6,058,000 (±40%)	41,852,000 (±13%)
Terrestrial parks (n=574, the sub sample of adults who actually visited a terrestrial park)	Total	7,797,000 (±27%)	15,662,000 (±27%)	23,459,000 (±20%)	3,884,000 (49%)	27,343,000 (±19%)
	Children	1,964,000 (±35%)	2,782,000 (47%)	4,476,000 (±32%)	565,000 *	5,041,000 (±30%)
	Adults	6,103,000 (±25%)	12,880,000 (±23%)	18,983,000 (±18%)	3,319,000 (±42%)	22,302,000 (±16%)
Marine parks (n=440, the sub sample of adults who actually visited a marine park)	Total	9,948,000 (±28%)	10,515,000 (±36%)	20,463,000 (±24%)	3,576,000 (±57%)	24,039,000 (±22%)
	Children	1,324,000 (32%)	2,328,000 (68%)	3,652,000 (45%)	837,000 (63%)	4,489,000 (±38%)
	Adults	8,624,000 (±27%)	8,187,000 (±27%)	16,811,000 (±19%)	2,739,000 (±56%)	9,550,000 (±18%)

An asterisk (*) indicates a sample size too small to calculate meaningful estimates. Figures in brackets (±X%) is the confidence interval associated with the data. Figures in red indicate a sample base of <30 and caution needs to be exercised in interpreting results.

Of all domestic visits made to terrestrial parks significantly more are likely to be made by:

- Males (55%) compared to females (45%)
- People aged 35–49 (34%) compared to those aged 50–64 (25%) and those aged 25–34 (2%)
- People living in white collar households (60%) compared to those in blue collar households (40%)
- People living in households with a combined annual income of \$90,000 and over (51%)



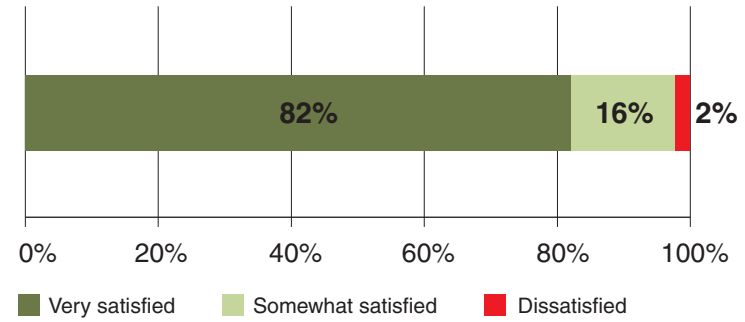
Visitor satisfaction

Domestic visitors were asked to rate their satisfaction with their last visit to each individual park that they had visited.

Key finding:

82% of domestic park visitors were very satisfied with their park visit.

All QPWS managed areas
(n=1232)

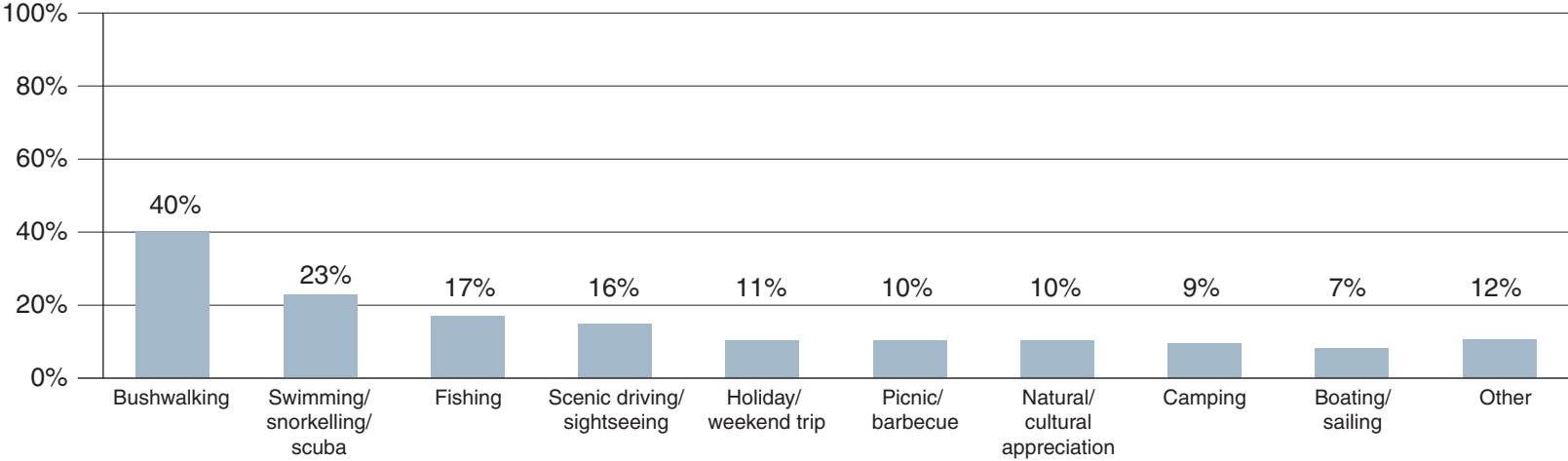




Activities in Queensland's parks

Domestic park users were asked an open-ended question about the main reason for their visit and the types of activities undertaken while in the park.

Activities in QPWS managed areas
(Base n=1035 visits)



'Other' included:
Cycling, four-wheel driving, canoeing/kayaking, commercial tour, horseriding, trail-bike riding, rockclimbing.

Key Finding:
Bushwalking (40%), swimming/snorkelling/scuba diving (23%), fishing (17%) and scenic driving/sightseeing (16%) were the most popular activities for the majority of domestic park visits.

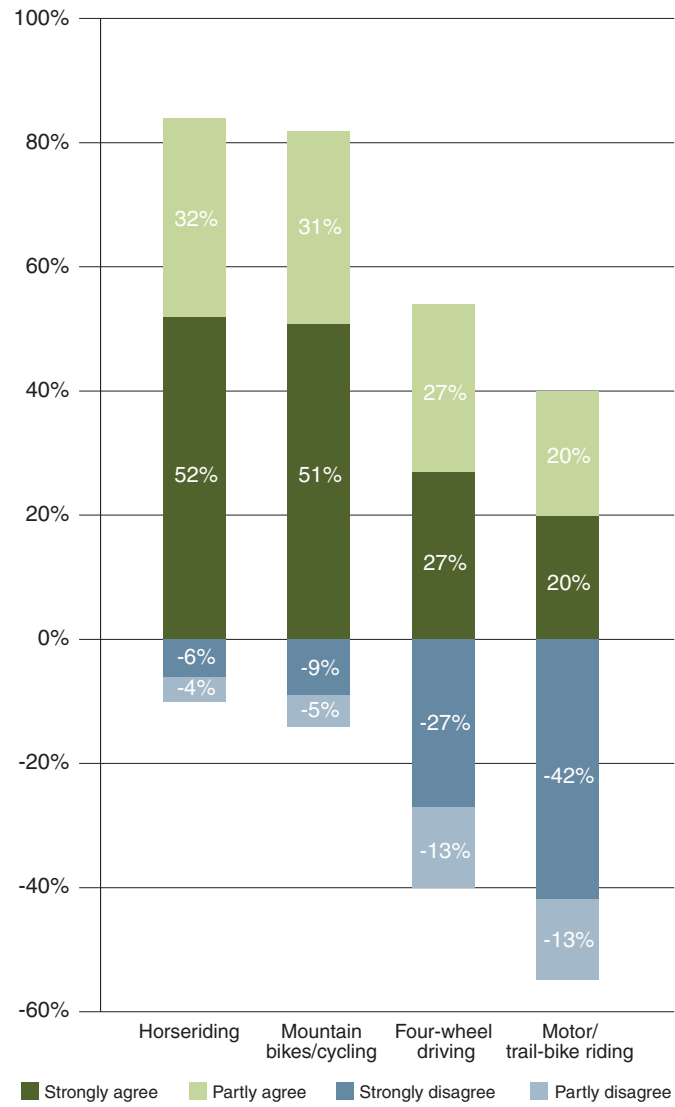


Activities—Horseriding, four-wheel driving, trail-bike riding and mountain biking

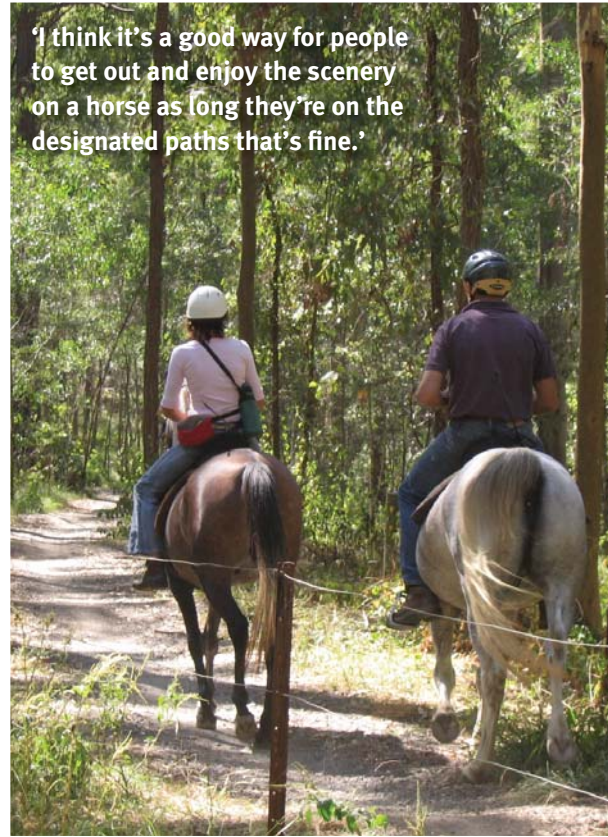
Queensland park users were asked to what extent they agreed or disagreed that these activities should be allowed on designated trails in Queensland national parks. (Base n=1003)

Encounters while in Queensland national parks

- One fifth (22%) claimed to have encountered horseriding while in a national park.
- Just over one third (35%) had encountered trail/motor bikes while in a national park.
- Just over 40% had encountered mountain biking/cycling (42%) or four-wheel driving (41%) while in a national park.
- More than one third (34%) claimed to have encountered none of these activities while in a national park.



Note:
Each result does not total 100% given 'don't know' and 'neither agree nor disagree' responses.





Activities—camping

Top 20 QPWS camping areas 2012 ¹ (domestic & international visitors)			
Rank	Location	Number of people	Camper nights*
1	Fraser Island (Great Sandy National Park)	72,785	251,239
2	Inskip Peninsula Recreation Area	63,138	208,612
3	Cooloola Recreation Area	72,286	185,972
4	Moreton Island National Park	22,227	89,683
5	Danbulla State Forest (Tinaroo)	24,878	60,647
6	Bribie Island Recreation Area	17,716	39,252
7	Capricornia Cays National Park	3137	25,411
8	Girraween National Park	8259	23,494
9	Rinyirru (Lakefield) National Park (CYPAL)	9438	18,920
10	Byfield State Forest and National Park	10,164	18,661
11	Amamoor State Forest	6610	18,075
12	Conondale National Park (Kenilworth)	8315	16,978
13	Imbil State Forest (Kenilworth)	8037	16,543
14	Burrum Coast National Park	3570	11,679
15	Lamington National Park	6695	11,663
16	Eurimbula National Park	3929	10,030
17	Whitsunday Islands National Park	5095	9939
18	Bunya Mountains National Park	4341	9569
19	Jardine River National Park and Heathlands Resources Reserve	6179	9397
20	Jimna State Forest	3846	9241
Subtotal top 20 camping areas		360,645	1,045,005
Total state-wide campers and camper nights for 2012 calendar year		449,010	1,231,583
*Camper nights = number of people x number of nights spent camping			
¹ Data sourced from QPWS ParksQ booking system			



Nearly half a million people camped in Queensland's parks in 2012

Data sources

QPWS contracted Newspoll in 2011 to undertake a residential survey of visitors to QPWS managed areas (both terrestrial and marine parks) using their National Telephone Omnibus survey to collect this data. From June 2011 to June 2012 respondents from Queensland, NSW and Victoria were asked if they had visited a park in Queensland within the last 4–8 weeks. They were then asked a short series of questions about their most recent visit to a park.

Visitation estimates: These were derived by multiplying the number of claimed visits in a four week period for adults and children x 13 [as there are 13 four week periods in a year].

The survey results exclude people living in mobile-only households. The Australian Communication and Media Authority estimated in June 2010 that 90% of Australians have a fixed telephone line at home.

Definition of terms

For the purposes of this document the following terms are used:

Sample (n): The total number of people surveyed

Park/s: Terrestrial or marine parks managed, or jointly managed, by QPWS

Terrestrial parks: Includes national parks, conservation parks, State forests (including forest reserves), resources reserves and recreation areas managed by QPWS

Marine parks: A declared State or Commonwealth marine park in Queensland managed, or jointly managed, by QPWS including: Great Barrier Reef Marine Park, Great Barrier Reef Coast Marine Park, Great Sandy Marine Park and Moreton Bay Marine Park

Great Barrier Reef Marine Park: Refers to both the Great Barrier Reef Marine Park and Great Barrier Reef Coast Marine Park

QPWS managed areas: Includes both terrestrial and marine parks managed, or jointly managed, by QPWS

Disclaimer

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Photographs

Front cover: (left) Bunya Mountains National Park, Tourism and Events Queensland (TEQ); (middle) Boodjamulla (Lawn Hill) National Park, TEQ; (right) Fitzroy Island National Park, TEQ.

Banner: Cooloola Recreation Area, Great Sandy National Park, Robert Ashdown (QPWS)

Page 1: Mount Barney National Park, Ben Blanche

Page 2: Great Barrier Reef Marine Park, TEQ

Page 5: Daintree National Park, Mark Carleton

Page 7: Daisy Hill Conservation Park, Monique Shepherd (QPWS)

Page 8: Eurimbula National Park, TEQ