

APPENDIX 1. VISITOR SURVEY 1

YOUR EXPERIENCES AT WHITEHAVEN BEACH

You can help the Great Barrier Reef Marine Park Authority and the Queensland Parks and Wildlife Service to manage, protect and conserve the Great Barrier Reef by spending 5–10 minutes of your time completing this survey. Your help is very important to us. All your answers will be confidential and your participation is voluntary.

Section 1: Visiting the Whitsundays region (Previous visits)

Please **tick the space** that best represents your answer.

1. Have you been to the Whitsundays region on a previous holiday or visit?
 - a. ☐ No If no, please go to Section 2 below.
☐ Yes → If yes, about how many times have you visited the Whitsundays (reef or island area) before today? _____ Times
 - b. When was your last trip to the Whitsundays region? _____
2. Have you ever visited Whitehaven Beach before today?
 - a. ☐ No If no, please go to Section 2.
☐ Yes → If yes, about how many times have you visited Whitehaven Beach before today? _____ Times
 - b. When was your last trip to Whitehaven Beach? _____
 - c. Compared to your last trip, have you chosen today to travel to Whitehaven Beach with a different type of boat operator?
☐ No
☐ Yes → If yes, why did you choose today to travel with a different operator?

Section 2: Today's Visit to Whitehaven Beach

Please answer questions 3 and 4 by **ticking yes or no**. If you answer yes, please **provide a brief answer**.

3. Think about your trip today, were there things that stand out as adding to your enjoyment during the time you spent on Whitehaven Beach?
☐ No
☐ Yes → The thing that added most to my enjoyment was: _____

4. Were there things during your visit whilst on Whitehaven Beach today that stand out as detracting from your enjoyment?
☐ No
☐ Yes → The thing that detracted most from my enjoyment was: _____

5. What types of experiences did you expect to have whilst visiting Whitehaven Beach? _____

6. What three words/phrases would you use to describe the Whitehaven Beach setting you visited today?

Section 3: Values of Whitehaven Beach

7. Places on the Great Barrier Reef may be important for many reasons. **Thinking about Whitehaven Beach, how important is each of the following to the value of this place?** Please circle the number that best represents your feelings.

<i>I feel Whitehaven Beach is valuable for:</i>	No value	Little value	No opinion	Some value	Extreme value
Recreational opportunities	1	2	3	4	5
Natural/ecological processes	1	2	3	4	5
Scientific research	1	2	3	4	5
Cultural heritage	1	2	3	4	5
Economic opportunities	1	2	3	4	5
Spiritual values	1	2	3	4	5
Conservation values	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Historical meaning	1	2	3	4	5

Section 4: Experiencing Whitehaven Beach

8. Some things that visitors may experience from today's trip are listed below. Please indicate **how much your visit to Whitehaven Beach provided each of these for you by circling a number for each item.**

<i>This trip allowed me to:</i>	Not at all	Slightly	Some	High	Very High
Have some excitement	1	2	3	4	5
See the beauty of Whitehaven Beach	1	2	3	4	5
Be close to friends or family	1	2	3	4	5
Meet new people	1	2	3	4	5
Experience an undeveloped environment	1	2	3	4	5
To rest and relax	1	2	3	4	5
Be with others who enjoy the things that I enjoy	1	2	3	4	5
Experience some solitude	1	2	3	4	5
Be in a natural place	1	2	3	4	5
Escape from normal routine	1	2	3	4	5
Learn about the Great Barrier Reef	1	2	3	4	5
Experience something new and different	1	2	3	4	5
Be physically active	1	2	3	4	5
Go to a place my friends haven't been	1	2	3	4	5
View outstanding scenery	1	2	3	4	5
Have fun, be entertained	1	2	3	4	5

9. Thinking about your visit to Whitehaven Beach today, what could be improved? _____

10. Please **tick the activities** that you participated in whilst on Whitehaven Beach today, and estimate the percentage (%) of time engaged in this activity during your visit. **Please ensure the percentage of time spent on activities whilst at Whitehaven Beach adds to 100%.**

Activity	Participated	Percentage of time (%)
Swimming	_____	_____
Snorkelling	_____	_____
Beach walks	_____	_____
Bush/nature walks	_____	_____
Wildlife/bird watching	_____	_____
Relax/Sunbathing	_____	_____
Fishing	_____	_____
Taking photos	_____	_____
Beach games – please name	_____	_____
Others – please list	_____	_____
		100 %

11. Please rate each of the following conditions by circling one of the numbers provided.

I felt that whilst at Whitehaven Beach:

<i>The number of visits by:</i>	Too few	About right	Too many	Didn't matter to me
Aircraft (helicopters, seaplanes)	1	2	3	4
Large motorised boats (15–35 metres)	1	2	3	4
Medium motorised boats (< 15 metres)	1	2	3	4
Small motorised boats (< 6 metres)	1	2	3	4
Yachts and other sailing boats	1	2	3	4
Other people	1	2	3	4

<i>The distance away from:</i>	Too far	About right	Too close	Didn't matter to me
Aircraft (helicopters, seaplanes)	1	2	3	4
Large motorised boats (15–35 metres)	1	2	3	4
Medium motorised boats (< 15 metres)	1	2	3	4
Small motorised boats (< 6 metres)	1	2	3	4
Yachts and other sailing boats	1	2	3	4
Other people	1	2	3	4

<i>The noise from:</i>	Too noisy	About right	Too quiet	Didn't matter to me
Aircraft (helicopters, seaplanes)	1	2	3	4
Large motorised boats (15–35 metres)	1	2	3	4
Medium motorised boats (< 15 metres)	1	2	3	4
Small motorised boats (< 6 metres)	1	2	3	4
Other people	1	2	3	4

12. Did any of the items listed above (e.g. aircraft/boats) have **an influence on your enjoyment** in either a positive or negative way, whilst on Whitehaven Beach today? (Please tick)

☐ No

☐ Yes ➔ If yes, briefly describe what influenced your enjoyment and how: _____

Section 5: Rating Your Whitehaven Beach Visit

13. How would you rate your trip to Whitehaven Beach today? (Please circle)

Very Poor 1 2 3 4 5 6 7 8 9 10 Excellent

14. Would you recommend a trip to Whitehaven Beach to friends/family? (Please tick)
- ☐ No ☐ Don't know ☐ Probably ☐ Definitely

15. Could you please tell us **how satisfied** you were with the following features of your visit?
Circle the number that best describes how you feel.

<i>How satisfied were you with:</i>	Not at all satisfied	Somewhat satisfied	No opinion	Very satisfied	Extremely satisfied
Value for money	1	2	3	4	5
Staff friendliness	1	2	3	4	5
Staff knowledge	1	2	3	4	5
Amount of education/information available	1	2	3	4	5
Quality of education/information provided	1	2	3	4	5
Range of activities provided	1	2	3	4	5

16. Do you intend to go to out to the Whitsunday reef/islands on a future holiday in this region?
(Please tick)
- ☐ No
☐ Don't know
☐ Yes → Where would you like to take your trip? _____
What type of trip would you take? _____

Section 6: General Characteristics

17. What type of group are you travelling with today (tick all that apply)
- ☐ Self
☐ With partner or spouse only
☐ With family
☐ With friends
☐ Organised group or club
☐ Business associates/colleagues
Other, please specify _____
18. Including you, how many people are in the group(s) that you ticked above? _____
19. Are you: ☐ Female ☐ Male
20. In what year were you born? _____
21. What is the highest level of education that you have completed? (Please tick)
- ☐ Primary ☐ Secondary ☐ Some University or technical ☐ University or technical degree
22. Which of the following best describes you? (Please tick)
- ☐ A local resident
☐ An Australian citizen → What state are you from? _____
☐ An international visitor to Australia → What country are you a citizen? _____

THANK YOU FOR YOUR COOPERATION