

# 3

## METHODS OF VISITOR DATA COLLECTION

Methods chosen for data collection should be based on the variables you are measuring and the data you require.

No one method is perfect - the best approaches include the use of more than one method to reinforce, verify or double-sample.

Basic & established methods of estimating visitor use levels:

METHOD	EXAMPLES
Self-Counting	Voluntary registration Self-issued permits Mandatory permits
Direct Counting	Observational techniques - External (as visitors arrive or leave - e.g. trailheads, car parks). May observe through use of cameras, video or human observers. Internal (from specific locations based within the park - e.g. trail segment or destination). May be static observations or roaming (e.g. during park staff patrols). Surveys Visitor Diaries
Indirect Counting	Pressure plates, automatic trail counters, electronic vehicle counters. Indirect Estimation - predicting visitor use from predictor variables e.g. weather, water course levels, trailhead or vehicle counts.

Emerging methods of visitor monitoring and/or measurement:

METHOD	EXAMPLES
Public Participation Geographic Information Systems	VGI - volunteered geographic information or a form of crowd sourced data that allows capture of specific user information on their individual/group recreation participation practices.
GPS Mapping	Track the movement of volunteer visitor samples, capturing actual and not just reported information on what people are doing, where and when, in the park.
VGI/ Mobile Apps	Location based online sharing apps • Strava, Ride with GPS, Map My Ride/Walk/Run/Hike
Aerial Surveying	Unmanned aerial vehicle remote monitoring. • Drones/remotely piloted aircraft (RPA)/unmanned aerial vehicle (UAV)