

# PARKS AND VISITOR SERVICES 2014-15

## BIBBULMUN TRACK USERS



### Top personal benefits

- ★ access to scenic natural areas
- ★ walking as a physically and mentally healthy activity
- ★ escaping the urban environment
- ★ connection with and increased appreciation of nature



98% recommend Track to others

97% intend to walk Track again

93% aware of Foundation or Friends

### Top societal benefits

- ★ contributing to healthy lifestyles
- ★ provision of green spaces/corridors
- ★ increased community wellbeing and pride
- ★ increased tourism in regional WA

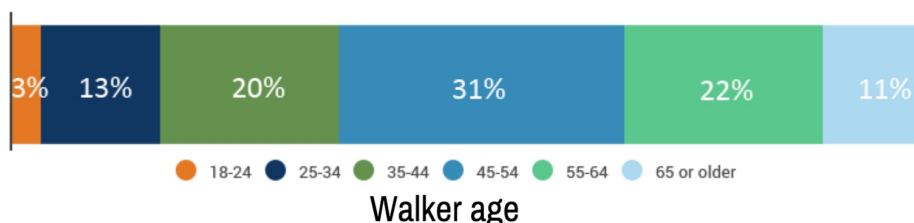
\$13.1M annual direct expenditure

302,960 visit days

5.6 days average overnight walk

110 kms average overnight walk

18 kms average 4hr to full day walk



93% Western Australian  
4% Other Australians  
3% International



Department of Parks and Wildlife

