

# 2009-10 Munda Biddi Trail User Survey Results

A report for the Munda Biddi Trail Foundation and Department of Environment and Conservation for submission to Lotterywest

by

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# Executive Summary

## Background

This report presents the results of a survey of Munda Biddi Trail users conducted over the course of 2009 and 2010. At the time of this survey, the mountain bike trail extended 491km south from the Town of Mundaring along the Darling Range to the town of Nannup. Once fully completed, the trail will wind its way for 1000 km through national parks and state forest in the south-west of Western Australia before reaching the City of Albany on the southern coast. The Department of Environment and Conservation (DEC) is designing and planning the trail in consultation with the Munda Biddi Trail Foundation, the Department of Sport and Recreation, the Western Australian Mountain Bike Association and other representatives of the cycling community. The survey was funded by Lotterywest and facilitated by DEC in collaboration with the Munda Biddi Trail Foundation.

## Objectives

The main objective of the survey was to obtain an indication of types of trail users (market segments), their frequency and patterns of use, satisfaction levels and expenditure levels and patterns for future planning, management, maintenance, sponsorship and marketing purposes.

## Summary Results

### Rider Characteristics

A total of 591 Munda Biddi Trail users completed a questionnaire either while on the trail (n=151), or using an online version (n=440).

Most respondents were males (77%) from Western Australia (89%), the majority of which come from the Perth metropolitan area, between the ages of 35 and 54 years (53%) with a tertiary level education (62%), travelling with friends (42%) or family (26.5%), in groups with no children under 17 years of age (83%).

Respondents identified themselves as mainly cross-country style mountain bikers (68%) and rated their level of riding experience as regular (50%) or expert (21%). Most respondents were aware of the Munda Biddi Trail Foundation (89%) with some indicating they were current or past members.

### Trail Use

Respondents originally found out about the trail mainly by word of mouth (47%) or through local knowledge (21%).

They had used the trail either once in the last 12 months (47%) or 2 to 5 times (30%) with an average of five times. Most do not use other mountain biking trails (63%). Spring and autumn are the peak seasons of Munda Biddi Trail use while summer is the low season.

Day riders cover an average distance of 42 km for those riding less than two hours up to 71 km for those riding from four to a day. Overnight riders, on average, cover a distance of 193 km.

The majority of respondents travel to the trail by car (70%). Forty-eight per cent indicated they went on an overnight ride.

Sixty per cent of respondents rated their last experience as better or much better than expected (60%) while 6% rated it as worse than expected.

Those on overnight rides mainly used on-trail campsites (93%). Those riding for more than one night often used trail campsites in combination with other accommodation types including off-trail campsites (28%) and a hotel or motel (16%). Twenty-one per cent of respondents used on-trail campsites exclusively during their trip.

Survey trail users were generally satisfied with their experience. Day-trippers rated 'useful directional signs along the trail' as the most important aspect of their ride and were most satisfied with 'able to enjoy nature along the trail'. Day-trippers expectations were not met in regards to 'access to drinking water', 'useful visitor guides/maps for the trail', 'useful direction signs along the trail' and 'good scenery and viewpoints' with

'access to drinking water' requiring management attention. For overnight riders, 'useful directional signs along the trail' was the most important aspect of their ride and they were most satisfied with 'clean, well presented campsites' followed by 'able to enjoy nature along the trail'. Overnighters expectations were not met for 'useful directional signs along the trail', 'pre-visit information about the trail was easy to obtain', 'access to drinking water' and 'useful visitor guides/maps'. Despite this, overall responses fell within the 'keep up the good work' quadrant. A number of aspects also exceeded their expectations such as 'clean, well presented camping facilities' and 'clean, well presented toilet facilities'.

#### Mean daily expenditure per person

Trip type	n	Mean total expenditure per person per day
Day-trip ride	172	\$40.36
Overnight ride	150	\$74.51
<i>Total sample mean</i>	322	<i>\$56.27</i>

Mean daily expenditure per person for overnight riders was higher due to accommodation costs and significantly greater expenditure on equipment.

### Implications

This survey report provides a snap shot of Munda Bididi trail users in 2010 and 2011. Repeating the survey at regular intervals (e.g. 2 to 5 year intervals) would provide important longitudinal information regarding types of trail users, their frequency and patterns of use, satisfaction levels and expenditure levels and patterns for future planning, management, maintenance, sponsorship and marketing purposes.

Generally, trail users were satisfied with their experience, however, aspects that require further management attention were 'useful directional signs along the trail', 'useful visitor guides/maps for the trail' and 'access to drinking water'.

Based on the survey results, the Munda Bididi Trail appears to be mainly used by professional male adults between the ages of 35 and 54 years. This indicates a potential to implement marketing strategies and broaden the user profile to include females and families with children as a means of increasing use of the trail, increasing the total annual expenditure by trail users and providing access to the associated health benefits to a larger portion of the community.

The expenditure figures provide an approximate estimate of mean daily expenditure per person based on a sample snap shot. In order to estimate a total annual expenditure figure, accurate estimates for numbers of trail users per year are required. This would ideally include separate estimates for day use rider numbers and overnight rider numbers per year. Repeating the expenditure survey over time will enhance the reliability of expenditure estimates through accumulated data. This type of survey will provide an indication of what Munda Bididi Trail users spend in relation to use of the trail.

A broader regional survey of all tourists and visitors in Munda Bididi Trail 'gateway towns' that included an expenditure component could provide an estimate for the direct contribution of the Munda Bididi trail to the region and the state.

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# Introduction

This report presents the results of a survey of Munda Biddi Trail users conducted over the course of 2009 and 2010. The Munda Biddi Trail has been designed for all mountain bike enthusiasts and recreational cyclists who are seeking a safe and enjoyable bush cycling experience. Munda Biddi means 'path through the forest' in the local Nyoongar Aboriginal language. The northern trailhead is located in the Perth Hills at Mundaring, approximately 35 km east of the City of Perth Central Business District, in the south-west of Western Australia (Figure 1). At the time of this survey, construction of the Munda Biddi Trail was at the half way mark. The trail currently extends along the Darling Range 491km south to the town of Nannup. Construction is currently continuing on the Trail between Nannup and the town of Manjimup to the southeast (Figure 1). As sections are completed, they are opened for public use. Once fully completed, the trail will wind its way for 1000 km through national parks and state forest in the south-west of WA before reaching the City of Albany on the southern coast. The Department of Environment and Conservation (DEC) is designing and planning the trail in consultation with the Munda Biddi Trail Foundation, the Department of Sport and Recreation, the Western Australian Mountain Bike Association and other representatives of the cycling community.

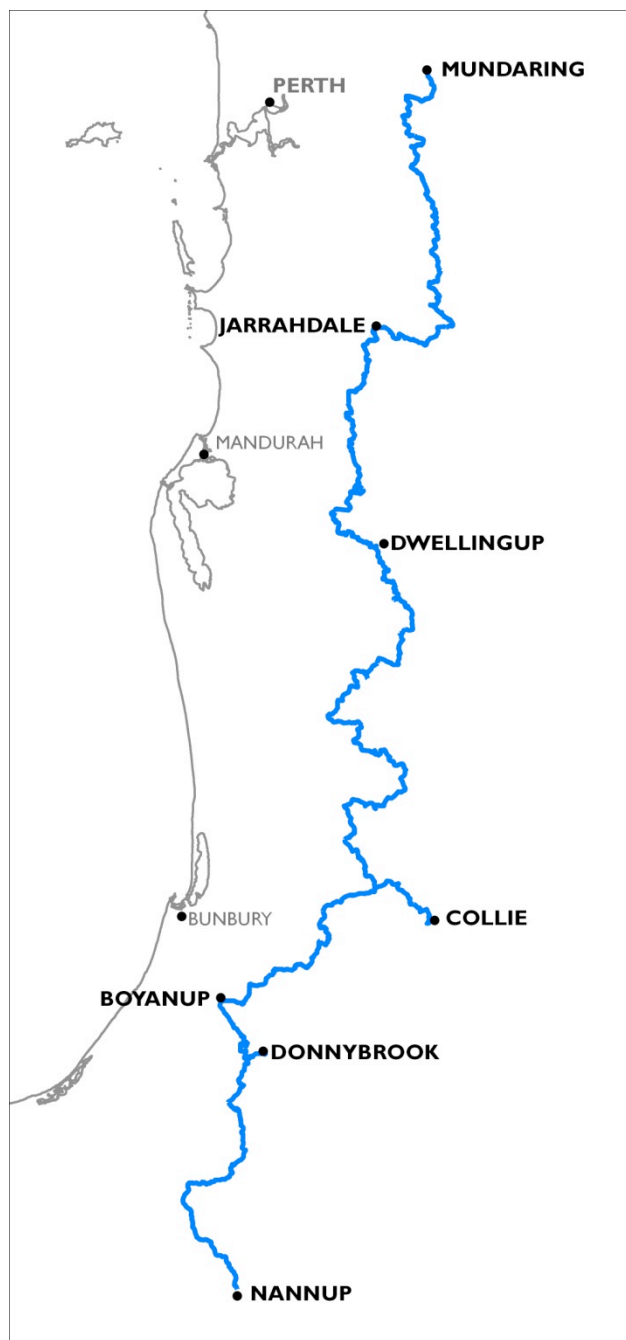


Figure 1: Map of Munda Biddi Trail

## Objectives

The main objective of the survey was to obtain an indication of the types of trail users (market segments), their frequency and patterns of use, satisfaction levels, and expenditure levels and patterns, for future planning, management, maintenance, sponsorship and marketing purposes.

## Method

The method used for this project was adapted from that used for the Bibbulmun Track in 2008 (Colmar Brunton, 2008)<sup>1</sup>. The Bibbulmun Track is a hiking trail extending 1000 km from Mundaring to Albany, which upon completion, the Munda Biddi Trail will run approximately parallel. This report presents the findings from a user survey distributed in spring of 2009 until spring of 2010 as a paper questionnaire to users on the trail in combination with an online questionnaire to target trail users not captured in the on-site survey exercise. The two surveys contain the same format and questions.

## Survey Design and Distribution

The survey was comprised of a series of multiple choice and open-ended questions. Questions addressed market segments (types of trail users), their frequency/patterns of use, satisfaction levels and expenditure patterns. Appendix 1 contains examples of the online and on-site questionnaire.

### On-site survey

Munda Biddi Trail users completed the on-site survey during their current visit. A self-complete written questionnaire format was used enabling surveys to be left at campsites as well as handed directly to cyclists on the trail. Volunteers were used to distribute surveys at key locations to people, 18 years and over, who were cycling on the Munda Biddi Trail. Sampling was conducted on randomly selected days, stratified by weekdays, weekends and holidays. Those who did not wish to complete the on-site survey during their trip were provided with details to complete an online survey within a four week time period post-visit.

### Online survey

The Munda Biddi Trail online survey was designed and published using the provider, SurveyMonkey.com, a professional online survey tool based in the USA. To maximise the response, the online survey was promoted via websites at Department of Environment and Conservation (DEC), the Munda Biddi Trail Foundation, Department of Sport and Recreation, Outdoors WA list server, Perth Mountain Bike Club, Bicycle Transport Alliance (BTA), Cycling WA, Curtin FM Radio and Tourism Western Australia (TWA).

Munda Biddi Trail users who had visited the trail no more than four weeks previously completed the online questionnaire. To ensure this, a qualifying question was included in the survey to this effect. This time period was set to assist with accurate recall of the trail experience by Munda Biddi Trail users.

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<sup>1</sup> Colmar Brunton (2008) *2008 Bibbulmun Track User Research Report*, Department of Environment and Conservation, Perth, Australia and Bibbulmun Track Foundation, Perth, Australia.



## Results

A total of 591 questionnaires were completed by Munda Biddi Trail users. Of the two survey distribution methods, 440 responses were returned through the online survey tool (74.5%) while 151 responses were obtained via paper forms left at campsites and distributed to riders along the trail. The 591 returned questionnaires commonly included unanswered questions where respondents either were unwilling to, or simply did not, provide information. As a result, the response rate varies from question to question in the survey. This is a common phenomenon as these types of voluntary surveys rely on the willingness of participants to supply information for each question in turn. Consequently, the results are presented in terms of the number of responses to each particular question (referred to as 'Total Responses') rather than the total sample size of 591.

## Survey Respondent Characteristics

Table 1 demonstrates that most respondents were tertiary educated (62%), male (77%) and live in Western Australia (89%), the majority of which live in the Perth metropolitan area. More than half of respondents were between the ages of 35 and 54 years old (53.5%) with a smaller but considerable number between 25 and 34 years of age (22%).

**Table 1: Munda Biddi Trail survey respondent demographic characteristics**

Gender	n	%	Age group	n	%
Male	307	76.8%	18-24	25	6.3%
Female	86	21.5%	25-34	88	22.3%
<i>Total responses</i>	<i>393</i>	<i>100%</i>	35-44	116	29.4%
<b>Place of residence</b>			45-54	95	24.1%
WA	348	88.8%	55-64	46	11.6%
Interstate	24	6.1%	65 or older	17	4.3%
Overseas	20	5.1%	<i>Total responses</i>	<i>387</i>	<i>100%</i>
<i>Total responses</i>	<i>392</i>	<i>100%</i>			
<b>Outdoor recreation club member</b>			<b>Education</b>		
No	160	64.8%	Primary/some secondary	13	3.3%
Yes	87	35.2%	Secondary	54	13.7%
<i>Total responses</i>	<i>247</i>	<i>100%</i>	Vocational/technical	82	20.9%
			Tertiary/university	244	62.1%
			<i>Total responses</i>	<i>393</i>	<i>100%</i>

Interstate and international visitors were of equally small proportions based on survey response, as were riders below the age of 25 and over the age of 64 years (Table 1). Almost two thirds of respondents indicated they did not belong to an outdoor recreation club.

## Mountain biking experience and style

The self rated level of experience of survey respondents (based on options provided) indicated about half considered themselves to be 'regular cyclists' (49.9%) while most of the remaining respondents considered they were expert (21%) or occasional (20%) cyclists (Table 2). In addition, most respondents indicated they were generally cross-country style mountain bike riders (68%), while about a quarter indicated they were touring type riders (Table 3).

**Table 2: Self-rated level of mountain bike riding experience**

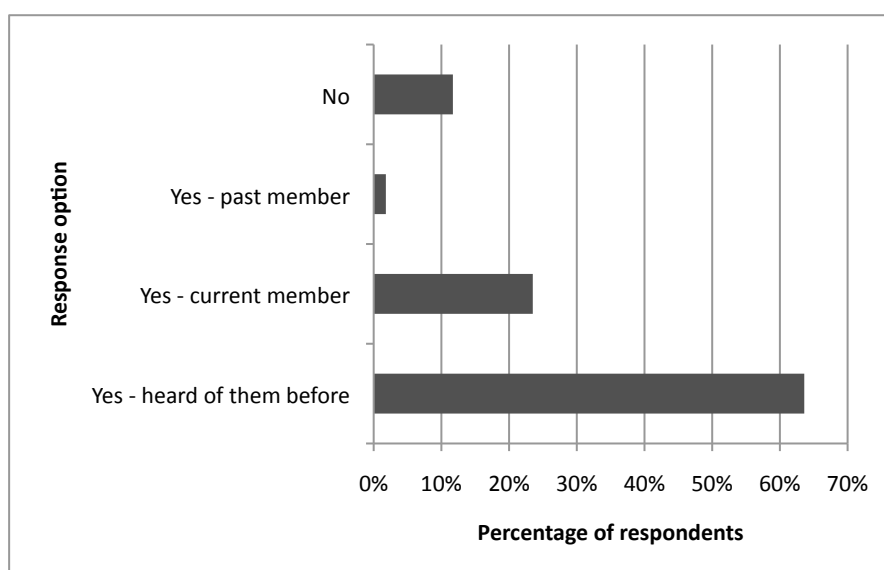
MBT experience level	n	%
Novice cyclist and families	33	8.0%
Occasional cyclist	82	19.8%
Regular cyclist	207	49.9%
Expert cyclist	87	21.0%
<i>Total responses</i>	<i>409</i>	<i>100.0%</i>

**Table 3: Style of mountain bike rider**

Style of MBT rider	n	%
Cross-country rider	279	67.6%
Touring rider	99	24.0%
Free-rider	17	4.1%
Downhill rider	9	2.2%
<i>Total responses</i>	<i>404</i>	<i>100.0%</i>

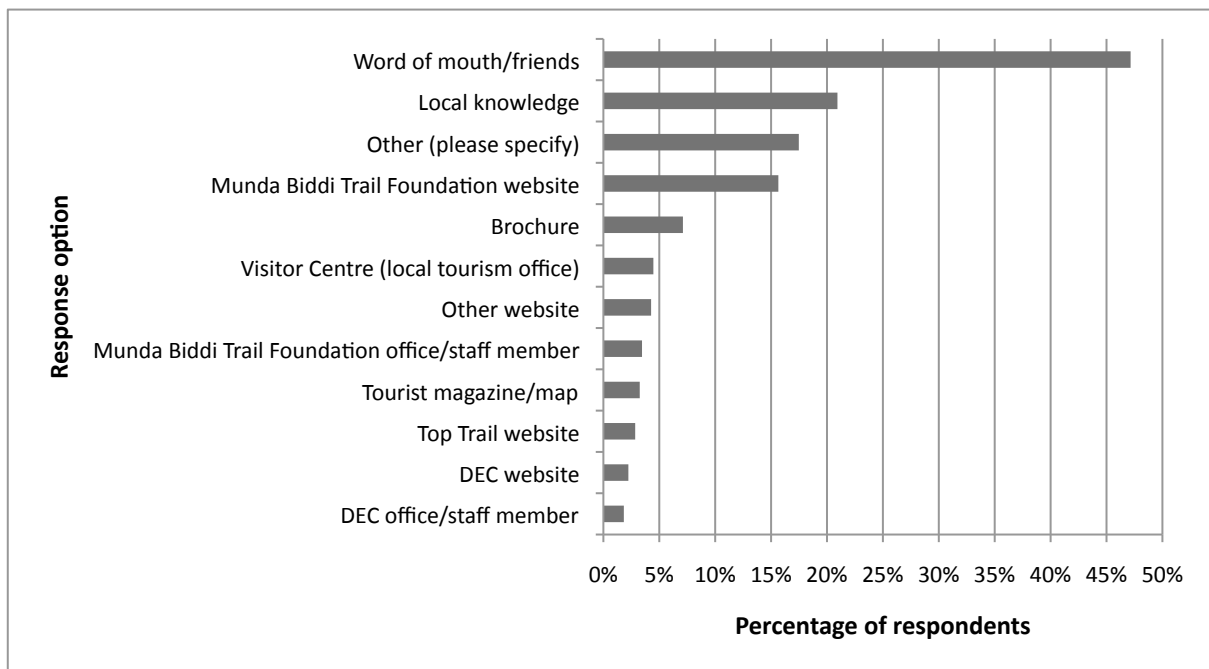
## Awareness of Munda Biddi Foundation and trail

Most respondents were aware of the Munda Biddi Trail Foundation (88%), with some indicating they were current or past members. Only 11% of survey respondents had not heard of the Foundation (Figure 2).



**Figure 2: Response to: "Have you heard of the Munda Biddi Trail Foundation previously?" (n=494)**

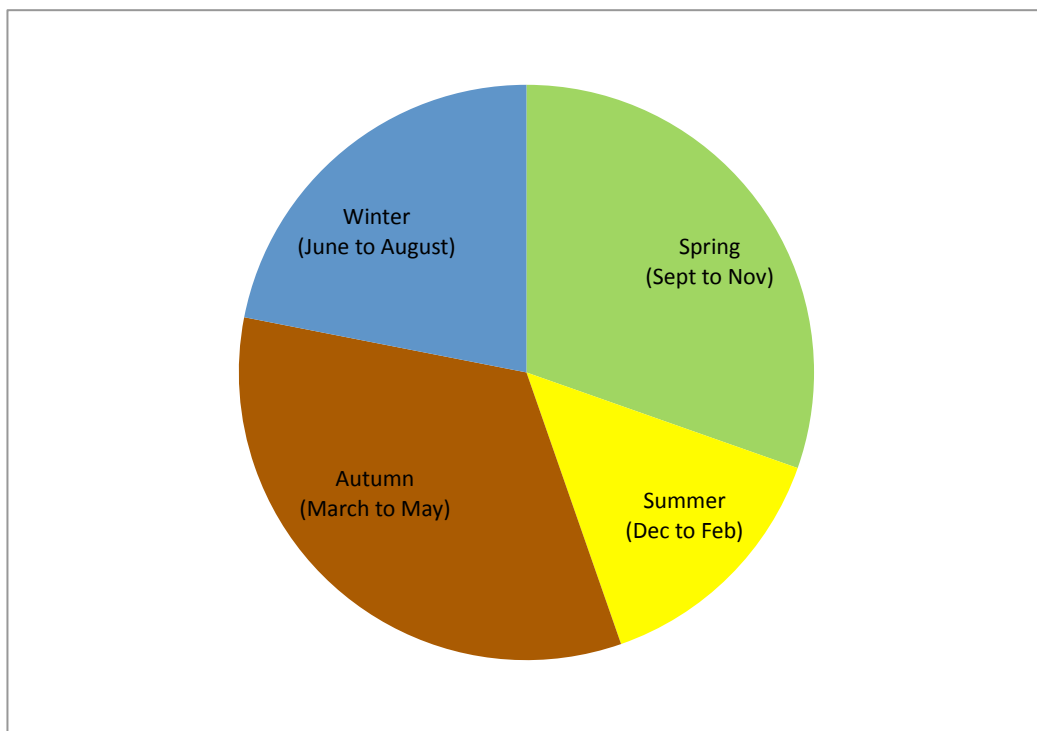
Figure 3 shows that respondents most commonly found out about the trail by word of mouth (47%) or through local knowledge (21%). Others indicated they knew about the trail through the Munda Biddi Trail Foundation website (16%). Department of Environment and Conservation staff was the least common avenue for finding out about the trail. A number of respondents indicated more than one source of discovery.



**Figure 3: Response to "How did you first find out about Munda Biddi Trail?" (n=491)**

### Usual season of Munda Biddi Trail use

Most respondents indicated use during more than one season of the year, mainly during autumn (33%) or spring (30%) presumably when the weather is mild (Figure 4). Summer is the low season of use (14%) most probably due to high daytime temperatures, dry and dusty conditions and associated environmental risks including bushfires. Winter was indicated as a season of visitation by 20% of respondents (Figure 4). These results indicate annual use of the trail is seasonally bi-modal. That is, it consists of two peak seasons, separated by a winter 'shoulder' season and a summer 'off-peak' season (Figure 4).



**Figure 4: Usual season of Munda Biddi Trail use (n=406)**

## Munda Biddi Trail use in the last 12 months

Respondents were requested to indicate the number of times they had used the Munda Biddi Trail in the last 12 months, including their most recent ride (Figure 5). The average response was five visits in the past 12 months including the most recent ride (n=355). Forty seven per cent of respondents indicated their most recent Munda Biddi ride was the only use of the trail in the past 12 months while about 30% indicated they had used the trail two to five times in the past 12 months. Most respondents (87%) indicated they had used the trail 10 times or less in the past 12 months.

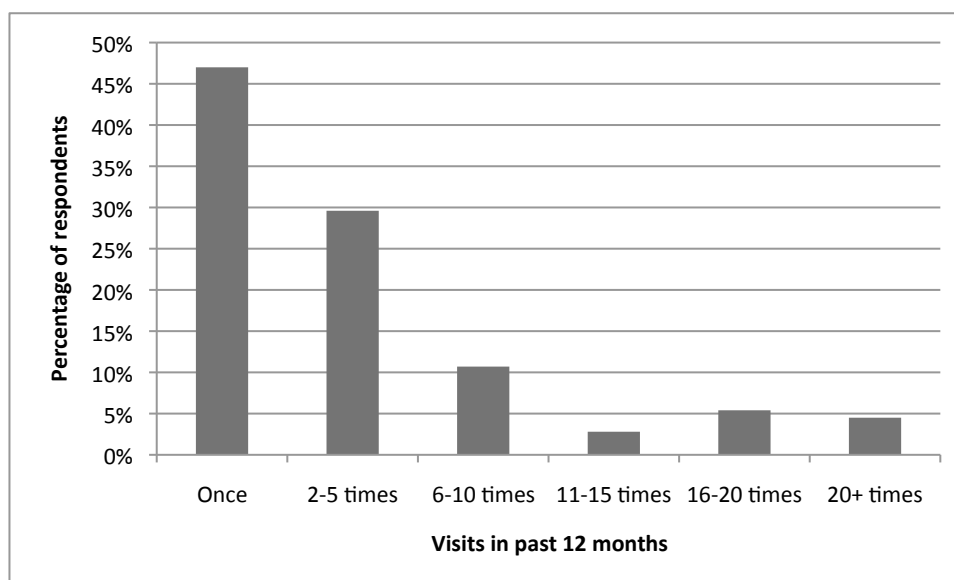


Figure 5: Number of visits to the Munda Biddi Trail in the past 12 months (n=355)

## Use of other trails

Almost two thirds of respondents indicated they did not currently ride in other locations or on trails in addition to the Munda Biddi trail (Table 4).

Table 4: Response to "Do you currently ride in other locations besides the Munda Biddi Trail?"

Use other trails?	n	%
No	258	62.9%
Yes	152	37.1%
<i>Total response</i>	<i>410</i>	<i>100.0%</i>

## Most Recent Munda Biddi Trail Experience

Respondents were asked to complete a series of questions about their most recent Munda Biddi Trail experience on the condition that it was within the last four weeks of the user survey date.

### Travel group type

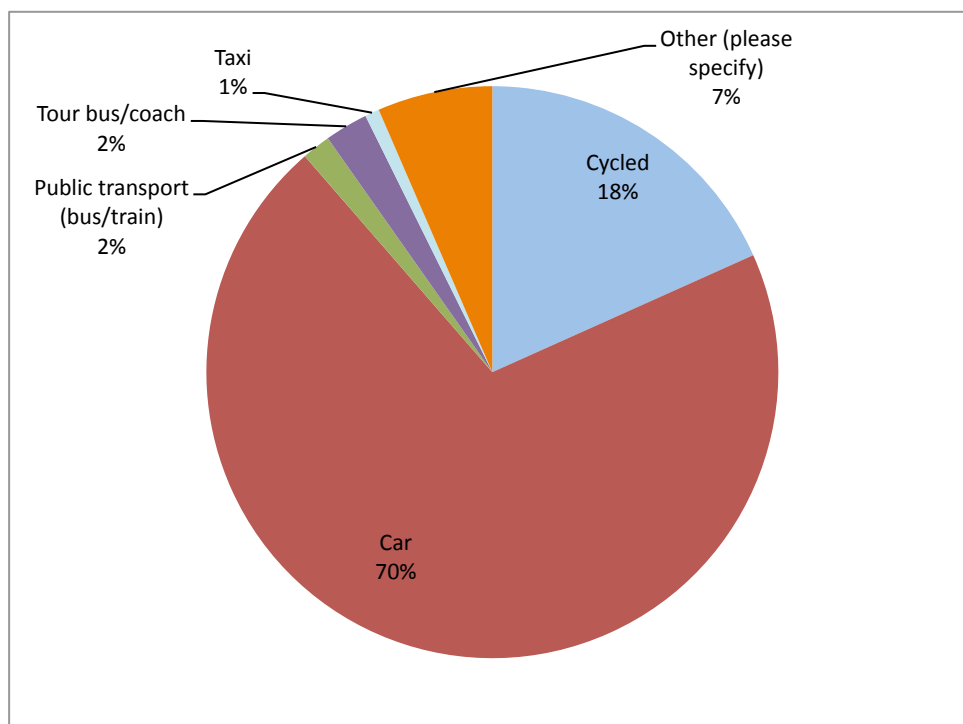
The majority of respondents were cycling with family and friends (68%) while slightly less than a quarter were cycling alone (22%) (Table 5). The high proportion of respondents riding with friends is not unusual considering the high proportion of male respondents (Table 1). The vast majority of respondents were cycling with groups of adults (18 years and over). However, 15% of respondents indicated their group included children between 5 and 17 years of age. A very small proportion (2%) indicated travelling in groups with children 4 years and under (Table 5).

**Table 5: Respondent travel group type and age profile**

Travel group type	n	%
Friends	163	41.5%
Family	104	26.5%
Alone	88	22.4%
Club/organisation	25	6.4%
School/university group	14	3.6%
Tour group	8	2.0%
Other	8	2.0%
Respondent group age make up	n	%
Adults	385	99%
Children (aged 5 to 17)"	57	15%
Children (aged 4 and under)"	7	2%

### Transport to trail

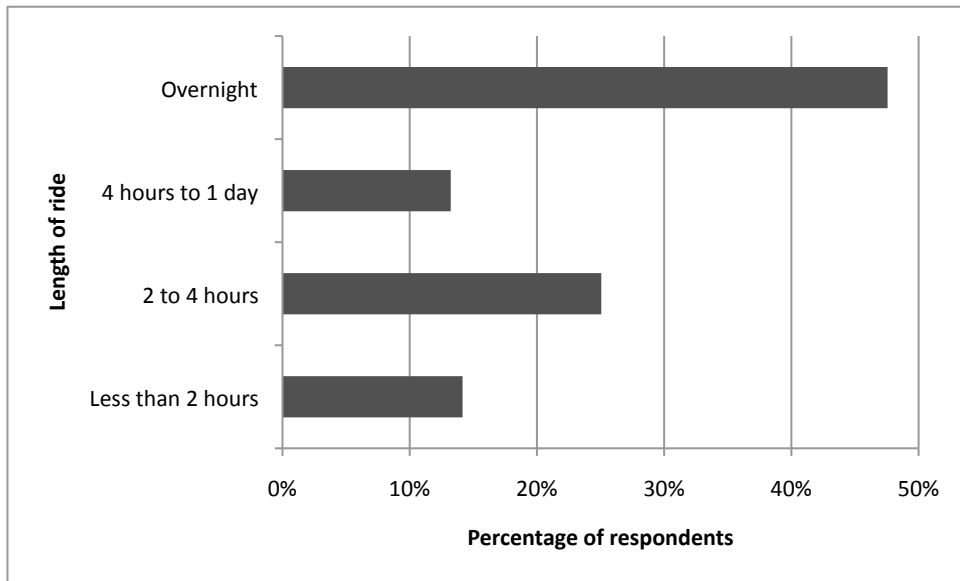
Most respondents indicated they travelled to the trail using a car (70%) as transport while a smaller proportion indicated they had cycled to the trail (18%). Other forms of transport as a means of trail access were negligible in terms of use (Figure 6).



**Figure 6: Proportion of respondents using various forms of transport to access the Munda Biddi trail (n=492)**

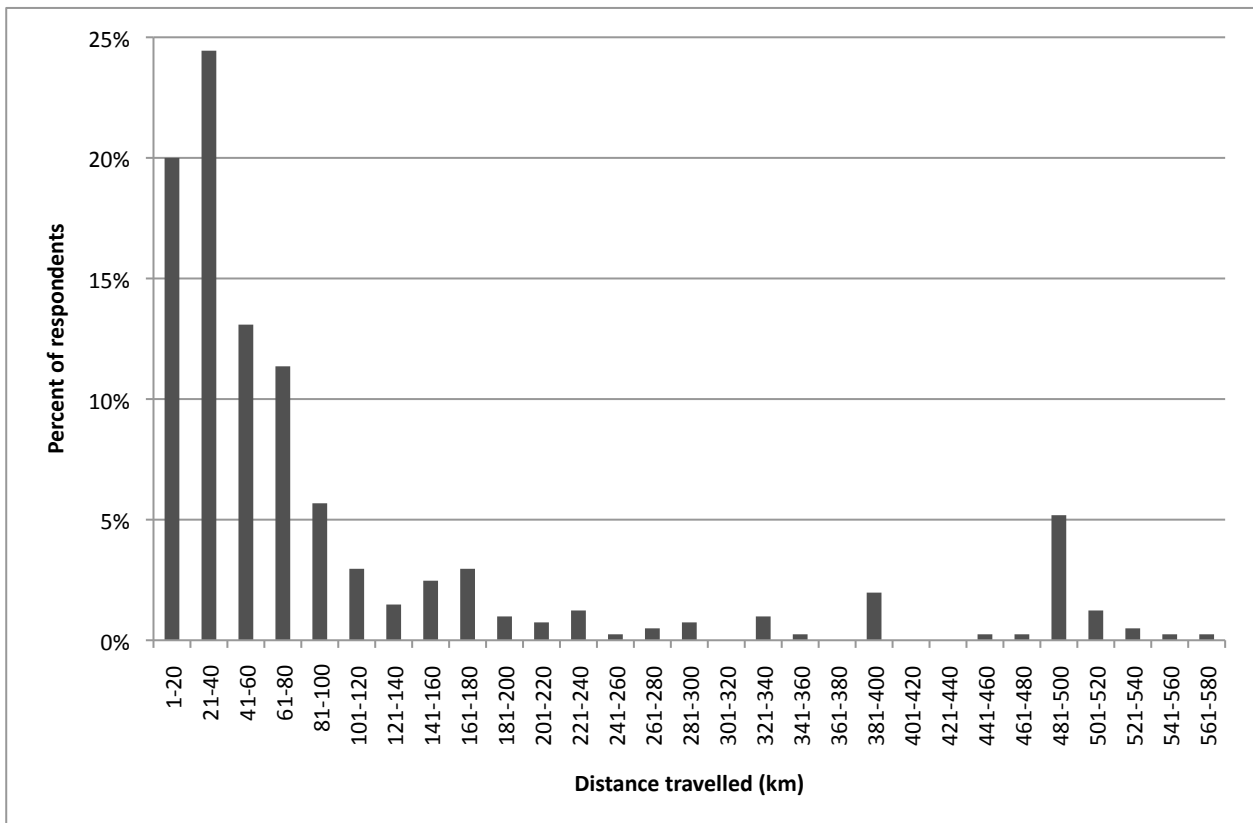
## Type and length of trail ride; time and distance

Figure 7 illustrates the high proportion of respondents indicating they were on an overnight ride<sup>2</sup> on their most recent trip (48%) compared with those on day rides or less than full day rides. About a quarter of respondents indicated they went on a '2 to 4 hour' ride while 13% indicated '4 hours to one day' or 'less than 2 hours' riding on the most recent trip.



**Figure 7: Length of trip along Munda Biddi trail (time) (n=431)**

The distance covered on the trail, as indicated by survey respondents (Figure 8), is mainly 60 km or less. Of the 433 responses, 74% had ridden 100 km or less while 81% had ridden 160 km or less. The average distance ridden for all respondents on their most recent trail ride was 112 km though this includes longer overnight and much shorter day-trip rides.



**Figure 8: Length of ride along Munda Biddi Trail (distance km) (n=405)**

<sup>2</sup> Overnight relates to a user riding for one or more nights on the Munda Biddi Trail.

Categorising the average distance ridden and average hours per day of riding by overall length of the ride provides a slightly clearer view of trail use (Table 6). A full day ride, whether it included an overnight stay or not, consisted of a similar average of about 5.5 hours riding per day.

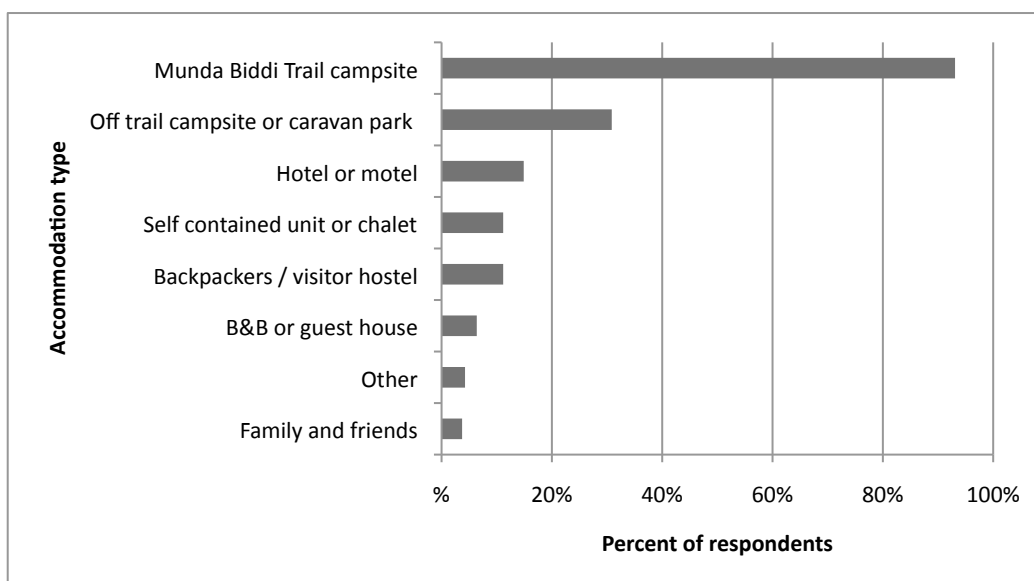
**Table 6: Average distance ridden along trail and hours per day by length of ride**

Length of ride	n	Average km ridden	Average hours per day	Average days on trail
Less than 2 hours	56	16.9	1.7	-
2 to 4 hours	107	30.3	3.0	-
4 hours to 1 day	51	50.6	5.3	1
Overnight	191	193.1	5.6	4.8
<i>Total response</i>	<i>405</i>	<i>107.8</i>	<i>4.4</i>	<i>2.74</i>

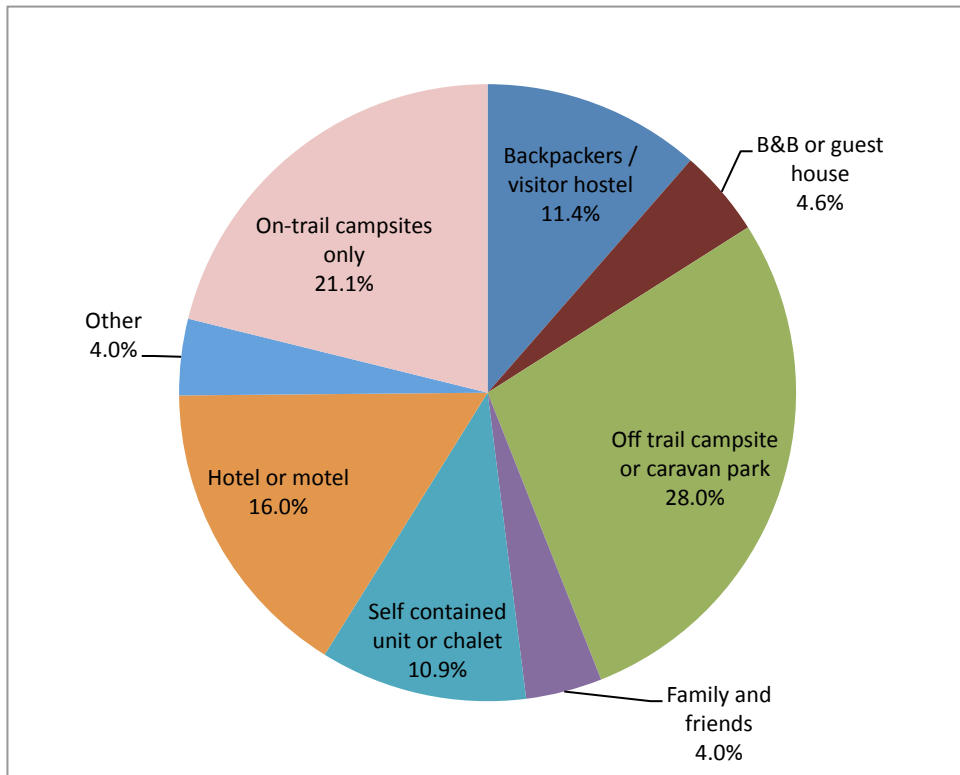
As the Munda Biddi Trail is extended in length toward completion, it is possible that the increased length of trail could result in an increased use of the trail and increased average length of ride for overnight riders in terms of distance and days on the trail. Extending the trail will allow overnight riders to travel longer distances. Extension of the trail will also make it more accessible to more people as it comes within proximity of more population centres in the south-west and south coastal areas of WA. Improved accessibility through closer geographical proximity of the trail will likely result in increased trail user numbers. Increased use by day-trip riders and overnight riders will potentially increase the value of the trail in terms of total average annual trail user expenditure. This could be demonstrated through ongoing, comprehensive monitoring of trail use and expenditure.

### Accommodation used and length of stay

Accommodation use relates only to overnight users of the trail, which may be one or more nights stayed on the trail. The overall average length of stay for overnight rider respondents on their most recent trip was 3.8 nights (n=191). Figure 9 illustrates that survey respondents on overnight rides used various accommodation types during their trip, although most used the on-trail campsites (93%). Most respondents used a combination of on-trail campsites and other accommodation types during their most recent trip (Figure 10). For example, 28% of those who used an on-trail campsites also used an off-trail campsite or caravan park during their most recent trip, while 16% of on-trail campsite users also stayed in a hotel or motel. Twenty one percent of overnight rider respondents indicating use of on-trail campsites did not use any other type of accommodation during their most recent trip (Figure 10).



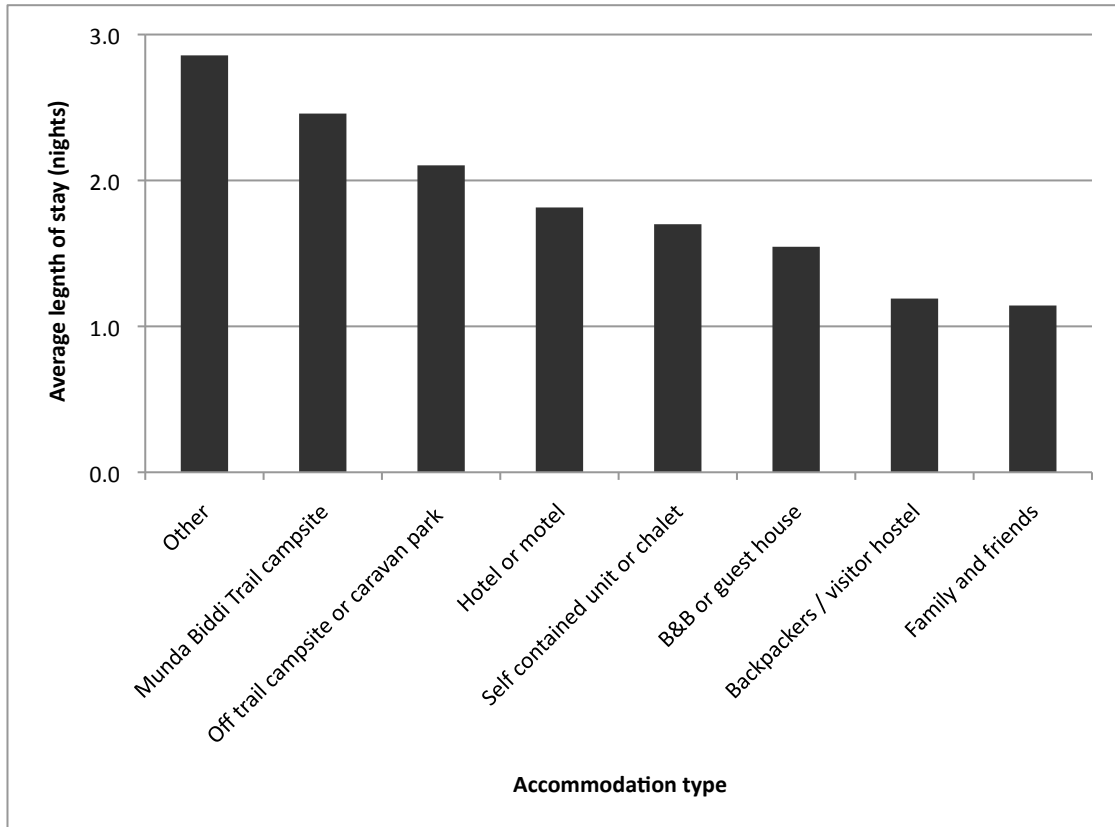
**Figure 9: Types of accommodation used by Munda Biddi Trail overnight riders (n=188)**



**Figure 10: Accommodation used in combination with on-trail campsites during overnight trips (n=175).**

Figure 11 illustrates the average length of stay at each type of accommodation used as indicated by respondents. The 'Other' category of accommodation was associated with the highest average number of nights and consisted of responses stating 'bush' or 'camping'. During the most recent trip, the average number of nights spent at the on-trail campsites (most common type of accommodation) was 2.5 nights while backpackers/visitor hostels and family and friends had the shortest average length of stay of just over one night (Figure 11).

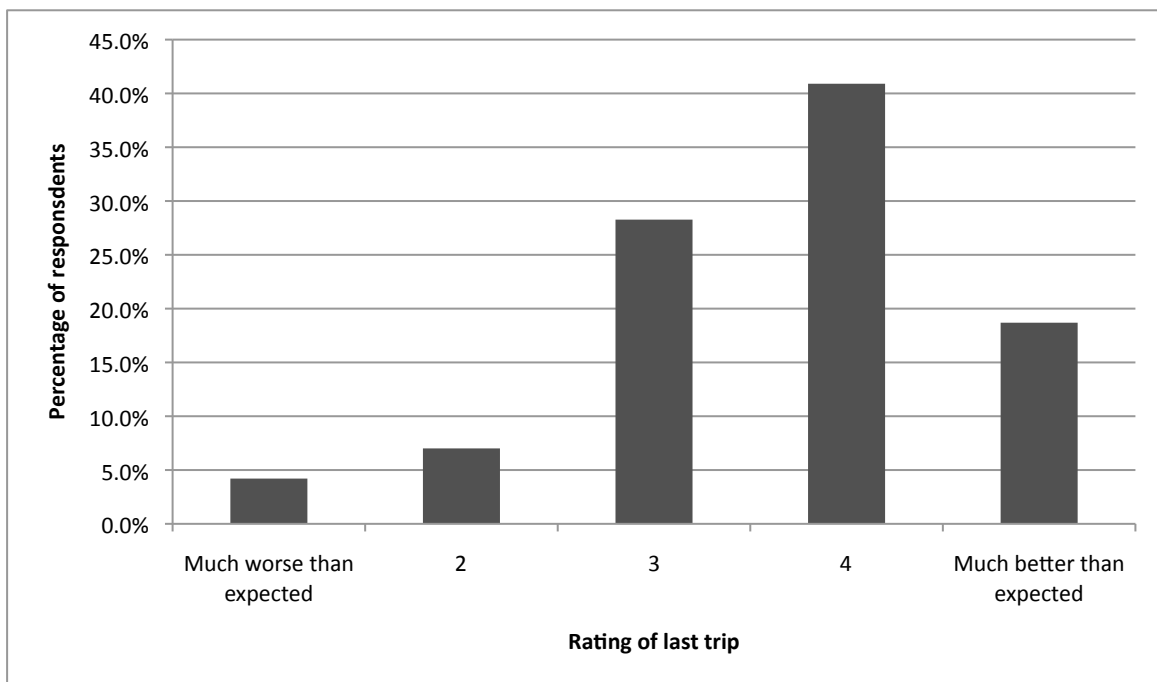




**Figure 11: Average length of stay (nights) for each type of accommodation used by Munda Biddi Trail overnight riders (n=188).**

### Most recent trip rating, importance and satisfaction

More than half of the respondents indicated their most recent trip was better or much better than expected (60%). Only a small proportion of respondents rated their most recent trip negatively (Figure 12). The sample mean rating for the trip overall was 3.6 (better than expected).



**Figure 12: Overall rating of most recent trip on Munda Biddi Trail (n=428)**

The trip rating is a relative measure and likely to be influenced by a combination of pre-trip expectations and whether the subsequent quality of experience falls short, meets or exceeds those expectations. For example, a 'better than expected' rating could mean that pre-trip expectations were low and/or the actual experience quality of the trip was high. While the rating is influenced by the quality and appropriateness of facilities and infrastructure provided, factors beyond the control of trail managers, such as weather conditions, can also affect the rating.

## Munda Bididi Trail experience and satisfaction

Respondents were asked to rate both the importance and subsequent satisfaction for twelve separate aspects that related to their visit to the Munda Bididi Trail. It should be noted that the sample size (n) values varied for each aspect, as some respondents did not provide a response for every aspect or indicated that they had 'no experience' with the aspect.

The aspect with the highest mean importance for day-trippers and overnighters was 'useful directional signs along the trail' followed by 'good scenery and viewpoints' for day-trippers and 'access to drinking water' for overnighters (Table 7 and Table 8). The aspect with the lowest importance was 'access to toilet facilities' for day-trippers and 'some technical difficulty/challenge along the trail' for overnighters. This was followed by 'clean, well presented toilet facilities' for day-trippers and 'an undulating route/mixture of ups and downs' for overnighters (Table 7 and Table 8). For day-trippers, 'access to toilet facilities' had a mean importance below three and 'clean, well presented toilet facilities' also had a low ranking, which indicates that toilet facilities are of minimal importance to the day-trip experience (Table 7). This is likely due to the prominence of male riders on the trail where, for short trips at least, the presence of a toilet is of less pertinence. For overnight users, no aspect had an importance below three indicating that all of the aspects listed were of some importance to the visitor's experience (Table 8).

**Table 7: Mean scores for importance and satisfaction and gap analysis of individual aspects for day-trippers**

Day-trippers Aspect	Importance	Satisfaction	Gap value	p value	Significance ( $p < 0.05$ )	n
Able to enjoy nature along the trail	3.99	4.09	0.10	0.126		208
Rides going through a variety of visual terrain/settings	4.01	3.89	-0.12	0.072		204
An undulating route/mixture of ups and downs	3.80	3.87	0.07	0.381		208
Good scenery and viewpoints	4.03	3.81	-0.22	0.003	S(-)	206
Useful direction signs along the trail	4.30	3.69	-0.61	0.000	S(-)	207
Trail includes a variety of trail surfaces and widths	3.67	3.65	-0.02	0.755		209
Pre-visit information about the trail was easy to obtain	3.44	3.57	0.13	0.147		207
Some technical difficulty/challenge along the trail	3.62	3.50	-0.12	0.308		206
Useful visitor guides/maps for the trail	3.81	3.50	-0.31	0.001	S(-)	202
Clean, well presented toilet facilities	3.15	3.04	-0.11	0.391		201
Access to toilet facilities	2.90	3.02	0.12	0.296		207
Access to drinking water	3.72	2.70	-1.02	0.000	S(-)	201

S = positive significance

S(-) = negative significance

**Table 8: Mean scores for importance and satisfaction and gap analysis of individual aspects for overnighters**

Overnighters Aspects	Importance	Satisfaction	Gap value	p value	Significance ( $p < 0.05$ )	n
Clean, well presented camping facilities (paper form only)	4.05	4.46	0.41	0.000	S	104
Able to enjoy nature along the trail	4.06	4.19	0.13	0.058		192
Useful visitor guides/maps for the trail	4.37	4.17	-0.20	0.002	S(-)	193
Access to drinking water	4.48	4.15	-0.33	0.000	S(-)	190
Clean, well presented toilet facilities	3.58	4.11	0.53	0.000	S	193
Access to toilet facilities	3.40	4.08	0.68	0.000	S	190
Rides going through a variety of visual terrain/settings	3.89	4.08	0.19	0.014	S	193
Good scenery and viewpoints	3.97	4.03	0.06	0.364		191
An undulating route/mixture of ups and downs	3.39	3.95	0.56	0.000	S	194
Trail includes a variety of trail surfaces and widths	3.42	3.93	0.51	0.000	S	192
Pre-visit information about the trail was easy to obtain	4.08	3.93	-0.15	0.047	S(-)	190
Useful direction signs along the trail	4.65	3.83	-0.82	0.000	S(-)	192
Some technical difficulty/challenge along the trail	3.24	3.81	0.57	0.000	S	191

S = positive significance

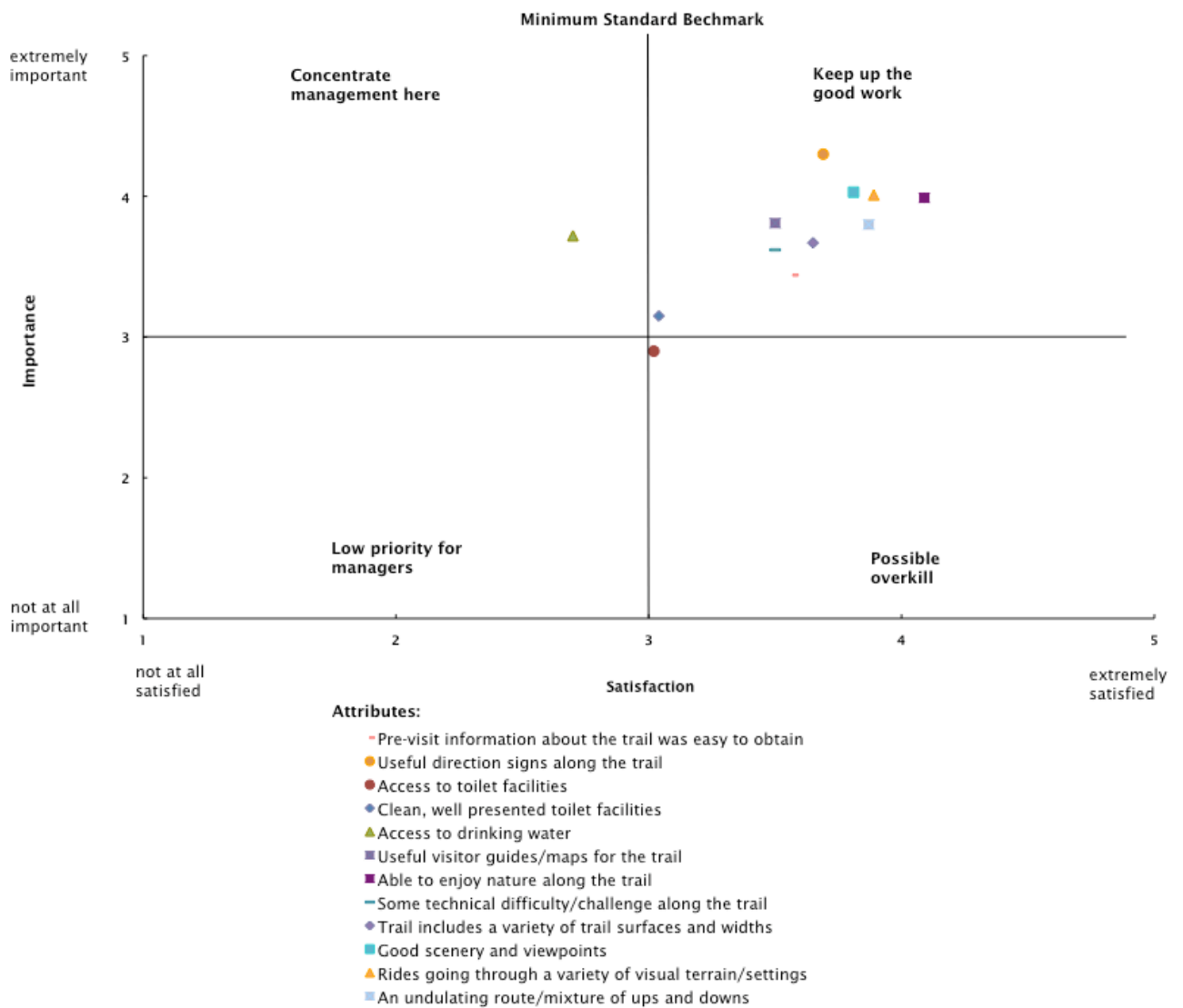
S(-) = negative significance

For satisfaction, the aspect with the highest mean satisfaction for day-trippers was 'able to enjoy nature along the trail' followed by 'rides going through a variety of visual terrain/settings' (Table 7). For overnighters, highest mean satisfaction was 'clean, well presented camping facilities', although this was only asked in the paper survey that was mainly distributed at campsites, followed by 'able to enjoy nature along the trail' (Table 8). The aspect with the lowest satisfaction for day-trippers was 'access to drinking water' followed by 'access to toilet facilities' (Table 7). For overnighters, the lowest satisfaction was 'some technical difficulty/challenge along the trail' followed by 'useful direction signs along the trail' (Table 8). For day-trippers 'access to drinking water' fell below three indicating that management attention is required to this aspect (Table 7). For overnighters, satisfaction levels for all aspects did not fall below three, indicating again that most overnight visitors were somewhat satisfied or better (Table 8).

Tables 8 and 9 below display the gap analysis of difference between the means of importance and satisfaction for the aspects. Positive gaps indicate satisfaction is higher than importance and negative gaps indicate satisfaction is lower than importance. The gap analysis indicates that for day-trippers 'access to drinking water', 'useful visitor guides/maps for the trail' 'useful direction signs along the trail' and 'good scenery and viewpoints' had a negative gap value that was statistically significant, indicating that respondents' expectations were not met (Table 7). The negative gap value for 'access to drinking water' was also reflected in Figure 13 where 'access to drinking water' was located within the 'concentrate management here' quadrant indicating that additional management action is required for this aspect.

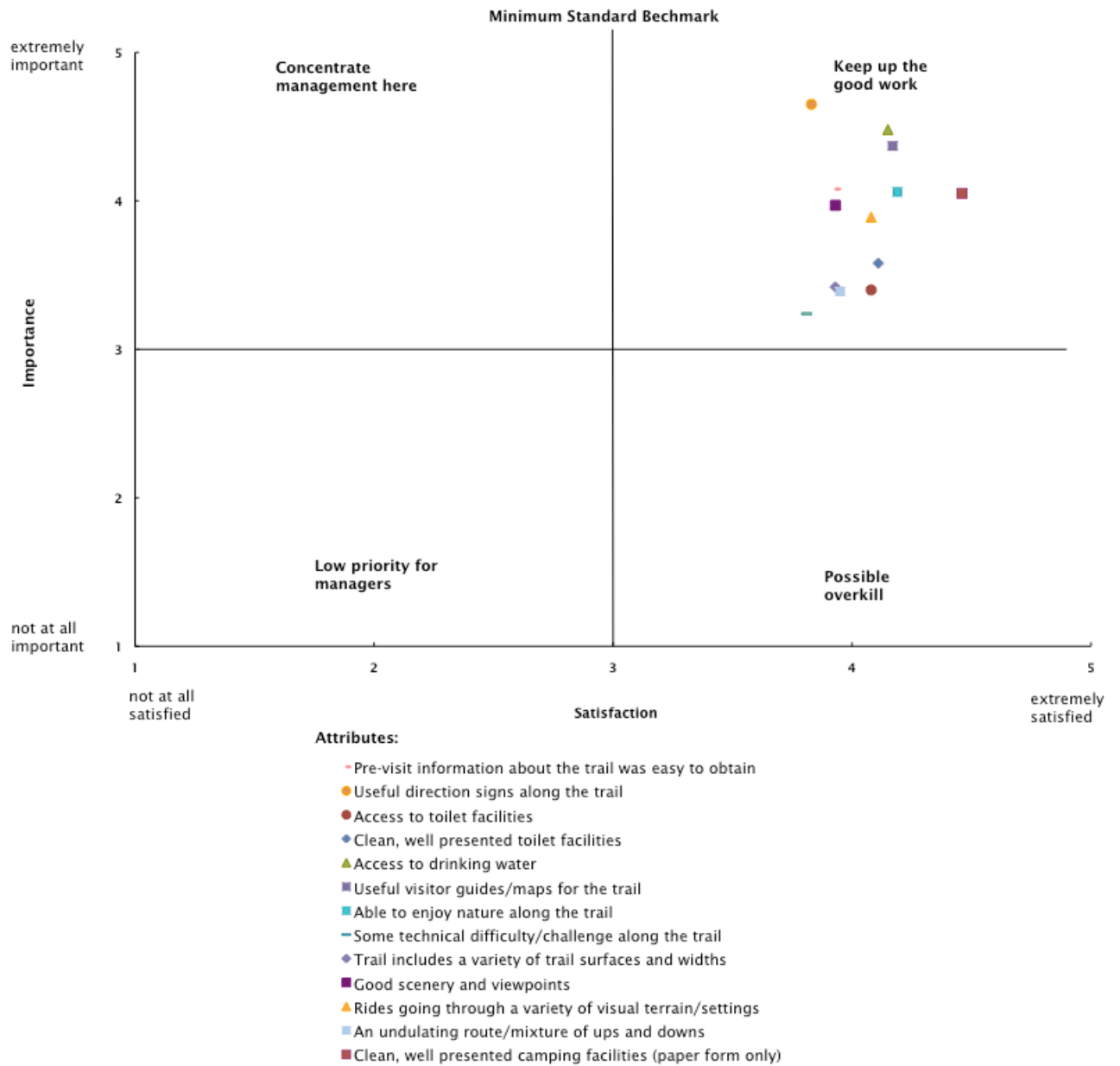
For overnighters, 'useful direction signs along the trail', 'pre-visit information about the trail was easy to obtain', 'access to drinking water' and 'useful visitor guides/maps for the trail' had a negative gap value that was statistically significant, indicating that respondents expectations were not met (Table 8). However, while these aspects should have management attention given to them, overall Figure 14 shows that all aspects fell within the 'keep up the good work' quadrant. Expectations for overnighters were exceeded for 'clean, well presented camping facilities', 'clean, well presented toilet facilities', 'access to toilet facilities', 'rides going through a variety of visual terrain/settings', 'an undulating route/mixture of ups and downs', 'trail includes a variety of trail surfaces and widths' and 'some technical difficulty/challenge along the trail' (Table 8).

### Importance-Satisfaction of Features of the Trail - Day Users



**Figure 13: Importance-satisfaction analysis against the scale centre points for day-trippers**

### Importance-Satisfaction of Features of the Trail - Overnighter Users



**Figure 14: Importance-satisfaction analysis against the scale centre points overnighters**

## Munda Biddi Trail User Expenditure

### Average daily expenditure per person

Table 10 indicates the average daily expenditure per person of all respondents using the Munda Biddi Trail was \$56.27. However, when categorized by overnight and day-trip respondents, it is apparent that respondents on overnight trips (\$74.51) spent considerably more per person per day than those on day-trips (\$40.36). This was mainly because of the requirement to pay for accommodation as well as a comparatively higher expenditure on equipment and food.

**Table 9: Total Mean Trip Expenditure Per Person Per Day: Day-trip vs Overnight**

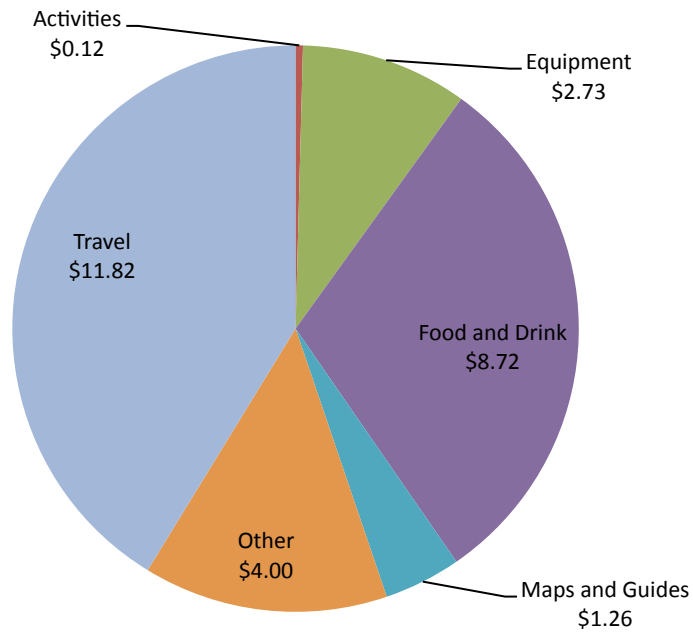
Trip type	n	Mean total expenditure per person per day
Day-trip ride	172	\$40.36
Overnight ride	150	\$74.51
<i>Total sample mean</i>	322	\$56.27

*Day-trip = combined '<2hrs' '2-4 hrs' and '4hrs-1 day' trip categories.*

### Expenditure patterns

Figure 15 demonstrates the differences in expenditure patterns of overnight trip respondents versus those on day-trips. Those on overnight trips spent proportionally more on equipment and (obviously) accommodation than day-trippers. The expenditure on travel to the trail and food and drink are a proportionally greater fraction of total daily expenditure per person for day-trippers as compared with those on overnight rides.

### Day-trip Mean Expenditure Pattern



### Overnight Mean Expenditure Pattern

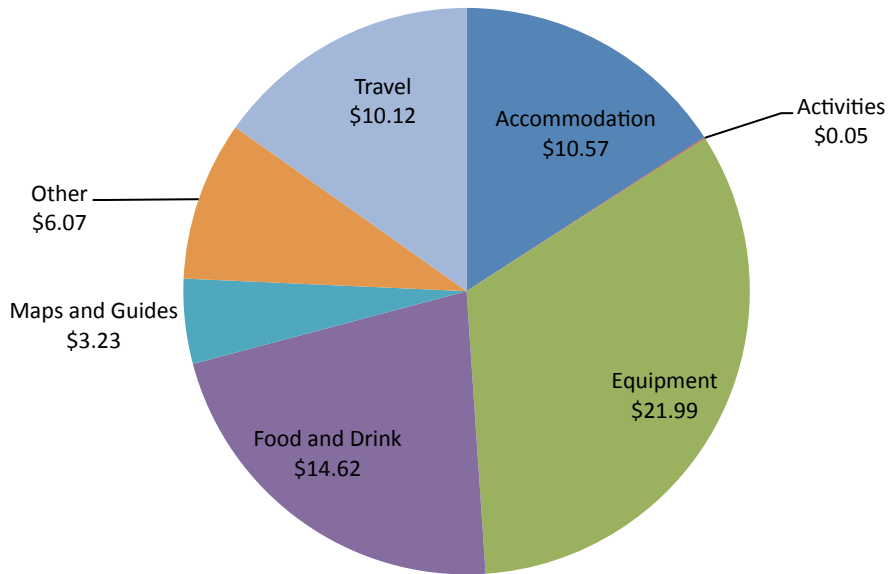


Figure 15: Expenditure patterns of day-trip (n=172) and overnight riders (n=150) on the Munda Bididi Trail

## Implications

This survey report provides a snap shot of Munda Bididi trail users in 2009 and 2010. Repeating the survey at regular intervals (e.g. 2 to 5 year intervals) would provide important longitudinal information regarding levels of trail use, types of trail users, their frequency and patterns of use, satisfaction levels and expenditure levels and patterns for future planning, management, maintenance, sponsorship and marketing purposes.

The survey results indicate that users were generally satisfied with their experience. For day-trippers and overnigheters, 'useful directional signs along the trail', 'useful visitor guides/maps for the trail' and 'access to drinking water' were aspects where expectations were not met and would require further management attention, while enjoying nature was one of the highest satisfiers.

Based on the survey results, the Munda Bididi Trail appears to be mainly used by professional male adults between the ages of 35 and 54 years. This indicates a potential to implement marketing strategies and broaden the user profile to include females and families with children as a means of increasing use of the trail, increasing the total annual expenditure by trail users and providing access to the associated health benefits to a larger portion of the community.

The expenditure figures provide an approximate estimate of mean daily expenditure per person based on a sample snap shot. In order to estimate a total annual expenditure figure, accurate estimates for numbers of trail users per year are required. This would ideally include separate estimates for day use rider numbers and overnight rider numbers per year. Repeating the expenditure survey over time will enhance the reliability of expenditure estimates through accumulated data. This type of survey will provide an indication of what Munda Bididi Trail users spend in relation to use of the trail.

A broader regional survey of all tourists and visitors in Munda Bididi Trail 'gateway towns' that included an expenditure component could provide an estimate for the direct contribution of the Munda Bididi trail to the region and the state.



# Appendix 1: Survey Questionnaires

## Online survey

### Munda Biddi Trail Survey

#### 1. Tell us about your Munda Biddi trail experience!

Dear trail user,

The Munda Biddi Trail is a cycle trail managed by the Department of Environment and Conservation (DEC) in partnership with the Munda Biddi Trail Foundation.

The survey aims to obtain your views about your visit within the last four weeks to the Munda Biddi Trail. Your feedback will help us manage this trail better. PLEASE ONLY CONTINUE THIS SURVEY IF YOU HAVE VISITED THE MUNDA BIDDI TRAIL IN THE LAST FOUR WEEKS.

The survey will only take a few minutes to complete and is representative of only the person completing the form, so please answer for yourself only.

Your answers are confidential and will be analysed independently.

Your feedback is important to us. Thank you for sharing your thoughts and ideas.

#### \* 1. Have you visited the Munda Biddi Trail in the LAST FOUR WEEKS?

- No (Thank you for your time. The survey is complete.)
- Yes (please continue survey)

#### 2. Your Munda Biddi Trail experience

Please tell us about your last visit (within the last four weeks) to the Munda Biddi Trail, how you heard about the trail and how you accessed the trail (please answer for yourself only).

#### \* 2. What was the date of your last visit to the Munda Biddi Trail?

Date of last visit      DD   MM   YYYY  
                                  □ / □ / □

#### \* 3. Have you heard of the Munda Biddi Trail Foundation previously?

- Yes - heard of them before
- Yes - current member
- Yes - used to be a member
- No

## Munda Biddi Trail Survey

### \* 4. How did you first find out about the Munda Biddi Trail?

- |  |   |
|--|---|
| <input type="checkbox"/> Word of mouth/friends                 | <input type="checkbox"/> Munda Biddi Trail Foundation office/staff member |
| <input type="checkbox"/> Visitor Centre (local tourism office) | <input type="checkbox"/> Top Trail website                                |
| <input type="checkbox"/> Local knowledge                       | <input type="checkbox"/> Other website                                    |
| <input type="checkbox"/> DEC office/staff member               | <input type="checkbox"/> Brochure   |
| <input type="checkbox"/> DEC website                           | <input type="checkbox"/> Tourist magazine/map                             |
| <input type="checkbox"/> Munda Biddi Trail Foundation website  |   |
| <input type="checkbox"/> Other (please specify)                |   |
- 

### \* 5. What form of transport did you use to arrive at the Munda Biddi Trail for your last trip?

- |  |                                      |
|--|--------------------------------------|
| <input type="radio"/> Cycled                       | <input type="radio"/> Tour bus/coach |
| <input type="radio"/> Car                          | <input type="radio"/> Taxi           |
| <input type="radio"/> Public transport (bus/train) |                                      |
| <input type="radio"/> Other (please specify)       |                                      |
- 

## 3.

Please tell us about the details of your last visit (within the last four weeks) to the Munda Biddi Trail.

### \* 6. Please indicate if your last trip was an

- out and back ride, or
- an end-to-end ride

### \* 7. How long did you ride on the Munda Biddi Trail during your last trip?

- Less than 2 hours
- 2 to 4 hours
- 4 hours to 1 day
- Overnight (please specify number of nights)

## Munda Biddi Trail Survey

**\* 8. How many kilometres did you cover in total during your last trip on the Munda Biddi Trail?**

**\* 9. On average, how many hours per day did you ride during your last trip on the Munda Biddi Trail?**

**\* 10. For your last trip, how would you rate your ride on the Munda Biddi Trail overall?**

	Much worse than expected	2	3	4	Much better than expected
Overall experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\* 11. Including your last trip, how often have you used the Munda Biddi Trail in the last 12 months?**

Number of individual TRIPS (if first time = 1):

Total number of HALF DAYS (e.g. <4 hours) spent on the trail over last 12 months:

Total number of FULL DAYS (e.g. >4 hours) spent on the trail over last 12 months:

**\* 12. What season(s) do you usually ride on the Munda Biddi Trail? (please tick all that apply)**

- Spring (September to November)
- Summer (December to February)
- Autumn (March to May)
- Winter (June to August)

**4.**

We would like to know more about your experiences of the features of the Munda Biddi Trail.

## Munda Biddi Trail Survey

**\* 13. As a visitor to the Munda Biddi Trail, how IMPORTANT is each of the following aspects of the trail to the quality of your experience in general?**

	Not at all important	Not very important	Somewhat important	Very important	Extremely important
Pre-visit information about the trail was easy to obtain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useful direction signs along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to toilet facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean, well presented toilet facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to drinking water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useful visitor guides/maps for the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Able to enjoy nature along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some technical difficulty/challenge along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail includes a variety of trail surfaces and widths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good scenery and viewpoints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rides going through a variety of visual terrain/settings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An undulating route/mixture of ups and downs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Munda Biddi Trail Survey

### \* 14. How SATISFIED were you with your experience regarding each of the following aspects during your last trip to the Munda Biddi Trail?

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied	Extremely satisfied	No experience
Pre-visit information about the trail was easy to obtain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useful direction signs along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to toilet facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean, well presented toilet facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to drinking water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useful visitor guides/maps for the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Able to enjoy nature along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some technical difficulty/challenge along the trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail includes a variety of trail surfaces and widths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good scenery and viewpoints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rides going through a variety of visual terrain/settings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An undulating route/mixture of ups and downs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 5.

We would like to know information about where else you mountain bike ride.

### 15. Do you currently ride in other locations/trails besides the Munda Biddi Trail?

- No (please go to next question)
- Yes (please answer below)

If yes, what are the name/s of the locations/trails you usually ride:

### 16. What style of mountain bike rider are you generally?

- Cross-country rider (e.g. trail riding focus using standard mountain bikes)
- Touring rider (e.g. riding over long distances, usually including overnight stay, variety of terrains)
- Downhill rider (e.g. focus on descending as fast as possible downhill, technically demanding)
- Free-rider (e.g. focus on extreme technical challenge, high risk in unconventional or extreme terrain)

## Munda Bididi Trail Survey

### 17. What is your mountain biking experience level generally?

- Novice cyclist and families (e.g. low risk trails, shallow climbs and descents, smooth trails)
- Occasional cyclist (e.g. minimal experience of easy trails with some loose surfaces, reasonably fit)
- Regular cyclist (e.g. experience of moderate trails, ride on trails with limited technical trail features)
- Expert cyclist (e.g. extensive experience on highly technical trails, rode on trails with extensive technical features)

### 18. What are the three main outdoor recreation activities you generally participate in? (1 = recreation activity done most)

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

## 6.

We would like to know about where you stayed and what you spent on your most recent trip to the Munda Bididi Trail. This helps us calculate a value of the trail to it's users.

### \* 19. During your most recent trip to the Munda Bididi Trail, please indicate where you stayed by completing the number of nights stayed (e.g. 5) for each type of accommodation where applicable? (If you did not stay overnight please indicate below and go to next question)

Did not stay overnight (please indicate by typing '1')	<input type="text"/>
Munda Bididi Trail campsite (number of nights)	<input type="text"/>
Backpackers/visitor hostel (number of nights)	<input type="text"/>
Bed and breakfast/guest house (number of nights)	<input type="text"/>
Other campsite/caravan park off the trail (number of nights)	<input type="text"/>
Family and friends (number of nights)	<input type="text"/>
Self-contained accommodation/chalets/units (number of nights)	<input type="text"/>
Hotel/motel/motor inn (number of nights)	<input type="text"/>

## Munda Biddi Trail Survey

**\* 20. During your most recent trip to the Munda Biddi Trail in the last four weeks, would you mind telling us how much you spent to access and use the trail? (\$Australian - type in amount only e.g. 50 (no \$) to nearest dollar value). (If money was not spent for a particular category please leave blank).**

Travel (fuel, car hire etc.) to and from the Munda Biddi Trail	<input type="text"/>
Accommodation	<input type="text"/>
Food and drinks	<input type="text"/>
Activities (sightseeing trips, tours, lessons, etc.)	<input type="text"/>
Equipment (purchased or hired for this trip)	<input type="text"/>
Maps, guides and other publications (purchased for this trip)	<input type="text"/>
Other (clothing, merchandise, souvenirs, etc. purchased for this trip)	<input type="text"/>

**\* 21. Please indicate if the above figures are**

- per night, or  
 for the total length of your most recent trip

**\* 22. Including yourself, how many people do these figures cover?**

**23. What was the start and finish point for your ride on the Munda Biddi Trail during your last trip? (Please refer to the access point list in the drop down boxes below)**

	Start point	Finish/turn around point
Access Point List	<input type="text"/>	<input type="text"/>
If different to the above (please specify start and finish point)		
<input type="text"/>		

**7.**

Please tell us some information about yourself

**\* 24. Where is your usual place of residence?**

Australia (please provide State and postcode)	<input type="text"/>
Overseas (please indicate which country)	<input type="text"/>

## Munda Bididi Trail Survey

**\* 25. Your gender?**

- Male  
 Female

**\* 26. Your age group**

- 18-24  
 25-34  
 35-44  
 45-54  
 55-64  
 65 or older

**\* 27. Which best describes the travel group you visited the Munda Bididi Trail with during your most recent trip?**

- By yourself  
 With friends  
 With family/partner  
 Other (please specify)
- With school/university group  
 With a club/organisation  
 Tour group

**\* 28. Including yourself, how many people in your personal (i.e. family) group were adults and how many were children during your last trip to the Munda Bididi Trail?**

- Number of adults
- Number of children (aged 4 and under)
- Number of children (aged 5 to 17)

**\* 29. What is the highest level of education you have completed?**

- Primary/some secondary  
 Secondary  
 Vocational/technical  
 Tertiary/university



## Munda Biddi Trail Survey

### 30. Are you a member of any outdoor recreation clubs?

No

Yes (please answer below)

If yes, what are name/s of the outdoor recreation clubs in which you are a member?

8.

Thank you very much for taking the time to complete this survey.

## Paper survey

**Q16. During this trip to the Munda Biddi Trail, where are you staying and for how long?** (If you did not stay overnight please go to Q16)

Type of accommodation	Length of stay (number of nights)	Type of accommodation	Length of stay (number of nights)
<input type="checkbox"/> 1 Munda Biddi Trail campsite	_____	<input type="checkbox"/> 5 Family and friends	_____
<input type="checkbox"/> 2 Backpackers/visitor hostel	_____	<input type="checkbox"/> 6 Hotel/motel/motor inn	_____
<input type="checkbox"/> 3 Bed and breakfast/guest house	_____	<input type="checkbox"/> 7 Self-contained accommodation/chalets/units	_____
<input type="checkbox"/> 4 Other campsite/caravan park off the trail	_____	<input type="checkbox"/> 8 Other (please specify) _____	_____

**Q17. During this trip to the Munda Biddi Trail, would you mind telling us how much you have spent or are intending to spend?** (If you have not yet completed your trip please provide estimates)

Travel (fuel, car hire etc.) to and from the Munda Biddi Trail	\$ _____
Accommodation	\$ _____
Food and drinks	\$ _____
Activities (sightseeing trips, tours, lessons, etc.)	\$ _____
Equipment (purchased or hired for this trip)	\$ _____
Maps, guides and other publications (purchased for this trip)	\$ _____
Other (clothing, merchandise, souvenirs, etc. purchased for this trip)	\$ _____

Please indicate if the figures are *per night*  or for the *total length of this trip*   
Including yourself, how many people do these figures cover \_\_\_\_\_

**Q18. Where is your usual place of residence?**

1 Australia State \_\_\_\_\_ Postcode \_\_\_\_\_ 2 Overseas \_\_\_\_\_ (Please state which country)

**Q19. Your gender** (Please answer for yourself only)

1 Male 2 Female

**Q20. Your age group** (Please answer for yourself only)

18-24 1    25-34 2    35-44 3    45-54 4    55-64 5    65 or older 6

**Q21. Which best describes you and your travel group?** (Please tick one box only)

1 By yourself 5 With a club/organisation  
2 With friends 6 Tour group  
3 With family/partner 7 Other (please specify) \_\_\_\_\_  
4 With school/university group

**Q22. Including yourself, how many people in your personal (i.e. family) group were adults and how many were children?**

Number of adults \_\_\_\_\_ Number of children (aged 4 and under) \_\_\_\_\_ Number of children (aged 5-17) \_\_\_\_\_

**Q23. What is the highest level of education you have completed?** (Please tick one box only)

1 Primary/some secondary 2 Secondary 3 Vocational/technical 4 Tertiary/university

Thank you very much for taking the time to complete this survey. Have a safe journey.

## Tell us about your Munda Biddi Trail experience!

Your feedback is important to us



Dear trail user,

Thank you for visiting the Munda Biddi Trail, a trail managed by the Department of Environment and Conservation (DEC) in partnership with the Munda Biddi Trail Foundation.

This survey aims to obtain your views about your visit today. Your feedback will help us manage this trail better.

This survey will only take a few minutes to complete and is representative of only the person completing the form, so **please answer for yourself only**. Once completed, please return the survey to the person that handed out the survey.

Your answers are confidential and will be analysed independently.

Thank you for sharing your thoughts and ideas.

Office use only:

2009/10

Site code: \_\_\_\_\_ Session: am/mid/pm

Form No.

1



Department of Environment and Conservation



www.mundabiddi.org.au

www.dec.wa.gov.au

Date of visit \_\_\_\_/\_\_\_\_/\_\_\_\_

**Please tell us about your experience while visiting the Munda Biddi Trail**

Please tick relevant box(es) and answer for yourself only.

**Q1. Have you heard of the Munda Biddi Trail Foundation previously? (Please tick one box only)**

- <sub>1</sub> Yes – heard of them before                      <sub>3</sub> Yes – used to be a member  
<sub>2</sub> Yes – current member                              <sub>4</sub> No

**Q2. How did you first find out about the Munda Biddi Trail? (Please tick all that apply)**

- <sub>1</sub> Word of mouth/friends                              <sub>7</sub> Munda Biddi Trail Foundation office/staff member  
<sub>2</sub> Visitor centre (local tourism office)              <sub>8</sub> Top Trail website  
<sub>3</sub> Local knowledge                                      <sub>9</sub> Other website  
<sub>4</sub> DEC office/staff member                          <sub>10</sub> Brochure  
<sub>5</sub> DEC website    <sub>11</sub> Tourist magazine/map  
<sub>6</sub> Munda Biddi Trail Foundation website        <sub>12</sub> Other (please specify) \_\_\_\_\_

**Q3. What form of transport did you use to arrive at the Munda Biddi Trail for this trip? (Please tick one box only)**

- <sub>1</sub> Cycled    <sub>4</sub> Tour bus/coach  
<sub>2</sub> Car    <sub>5</sub> Taxi  
<sub>3</sub> Public transport (bus/train)                      <sub>6</sub> Other (please specify) \_\_\_\_\_

**Q4. What was the start and finish point for your ride on the Munda Biddi Trail during this trip? (Please specify below from attached access point list)**

Start point: \_\_\_\_\_ Finish/turn-around point: \_\_\_\_\_

Please indicate if this trip was an *out and back ride*  or an *end-to-end ride*

**Q5. How long do you intend to/have you ridden on the Munda Biddi Trail during this trip? (Please tick one box only)**

- <sub>1</sub> Less than 2 hours                                      <sub>3</sub> 4 hours to 1 day  
<sub>2</sub> 2 to 4 hours    <sub>4</sub> Overnight (please specify number of nights) \_\_\_\_\_

**Q6. How many kilometres do you think you will cover in total during this trip on the Munda Biddi Trail? (Please specify below)**

Number of kilometres: \_\_\_\_\_

**Q7. On average, how many hours per day do you think you will ride during this trip on the Munda Biddi Trail? (Please specify below)**

Number of hours ridden per day: \_\_\_\_\_

**Q8. How would you rate your ride on the Munda Biddi Trail overall? (Please circle one number only)**

Much worse than expected                                      Much better than expected  
 1    2    3    4    5

**Q9. Including this trip, how often have you used the Munda Biddi Trail in the last 12 months? (Please specify below)**

Number of individual TRIPS (if first time = 1): \_\_\_\_\_ Total number of HALF DAYS (e.g. <4 hours) spent on the trail over last 12 months: \_\_\_\_\_ Total number of FULL DAYS (e.g. >8 hours) spent on the trail over last 12 months: \_\_\_\_\_

**Q10. What season(s) do you usually ride on the Munda Biddi Trail? (Please tick all that apply)**

- <sub>1</sub> Spring (September to November)              <sub>3</sub> Autumn (March to May)  
<sub>2</sub> Summer (December to February)              <sub>4</sub> Winter (June to August)

**Q11. Your experiences of the features of the Munda Biddi Trail? (Please complete both A and B)**

Aspect	(A) As a visitor to the Munda Biddi Trail, how IMPORTANT is each aspect to the quality of your visit? <i>Please circle one number per aspect</i>					(B) How SATISFIED were you with your experience regarding each aspect during this visit to the Munda Biddi Trail? <i>Please circle one number per aspect</i>					
	Not at all important	Not very important	Somewhat important	Very important	Extremely important	Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied	Extremely satisfied	No experience
Pre-visit information about the trail was easy to obtain	1	2	3	4	5	1	2	3	4	5	*
Useful directional signs along the trail	1	2	3	4	5	1	2	3	4	5	*
Access to toilet facilities	1	2	3	4	5	1	2	3	4	5	*
Clean, well presented toilet facilities	1	2	3	4	5	1	2	3	4	5	*
Clean, well-presented camping facilities	1	2	3	4	5	1	2	3	4	5	*
Access to drinking water	1	2	3	4	5	1	2	3	4	5	*
Useful visitor guides/maps for the trail	1	2	3	4	5	1	2	3	4	5	*
Able to enjoy nature along the trail	1	2	3	4	5	1	2	3	4	5	*
Some technical difficulty/challenge along the trail	1	2	3	4	5	1	2	3	4	5	*
Trail includes a variety of trail surfaces and widths	1	2	3	4	5	1	2	3	4	5	*
Good scenery and viewpoints	1	2	3	4	5	1	2	3	4	5	*
Rides going through a variety of visual terrain/settings	1	2	3	4	5	1	2	3	4	5	*
An undulating route/mixture of ups and downs	1	2	3	4	5	1	2	3	4	5	*

*If you have no experience of the aspect, please still tell us how important it is to you, then circle the "No experience" in (B).*

**Q12. Do you currently ride in other locations/trails besides the Munda Biddi Trail? (Please tick one box only)**

- <sub>1</sub> No (go to question 13)                              <sub>2</sub> Yes (please answer below)  
 What are the name/s of the locations/trails you usually ride:  
 \_\_\_\_\_  
 \_\_\_\_\_

**Q13. What style of mountain bike rider are you generally? (Please tick one box only)**

- <sub>1</sub> Cross-country rider (e.g. trail riding focus using standard mountain bikes)                              <sub>3</sub> Downhill rider (e.g. focus on descending as fast as possible downhill, technically demanding)  
<sub>2</sub> Touring rider (e.g. riding over long distances, usually including overnight stay, variety of terrains)              <sub>4</sub> Free-rider (e.g. focus on extreme technical challenge, high risk in unconventional or extreme terrain)

**Q14. What is your mountain biking experience level generally? (Please tick one box only)**

- <sub>1</sub> Novice cyclist and families (e.g. low risk trails, shallow climbs and descents, smooth trails)              <sub>3</sub> Regular cyclist (e.g. experience of moderate trails, ride on trails with limited technical trail features)  
<sub>2</sub> Occasional cyclist (e.g. minimal experience of easy trails with some loose surfaces, reasonably fit)              <sub>4</sub> Expert cyclist (e.g. extensive experience on highly technical trails, rode on trails with extensive technical features)

**Q15. What are the three main outdoor recreation activities you generally participate in? (1 = recreation activity done most)**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 Please turn over to the other side ➤