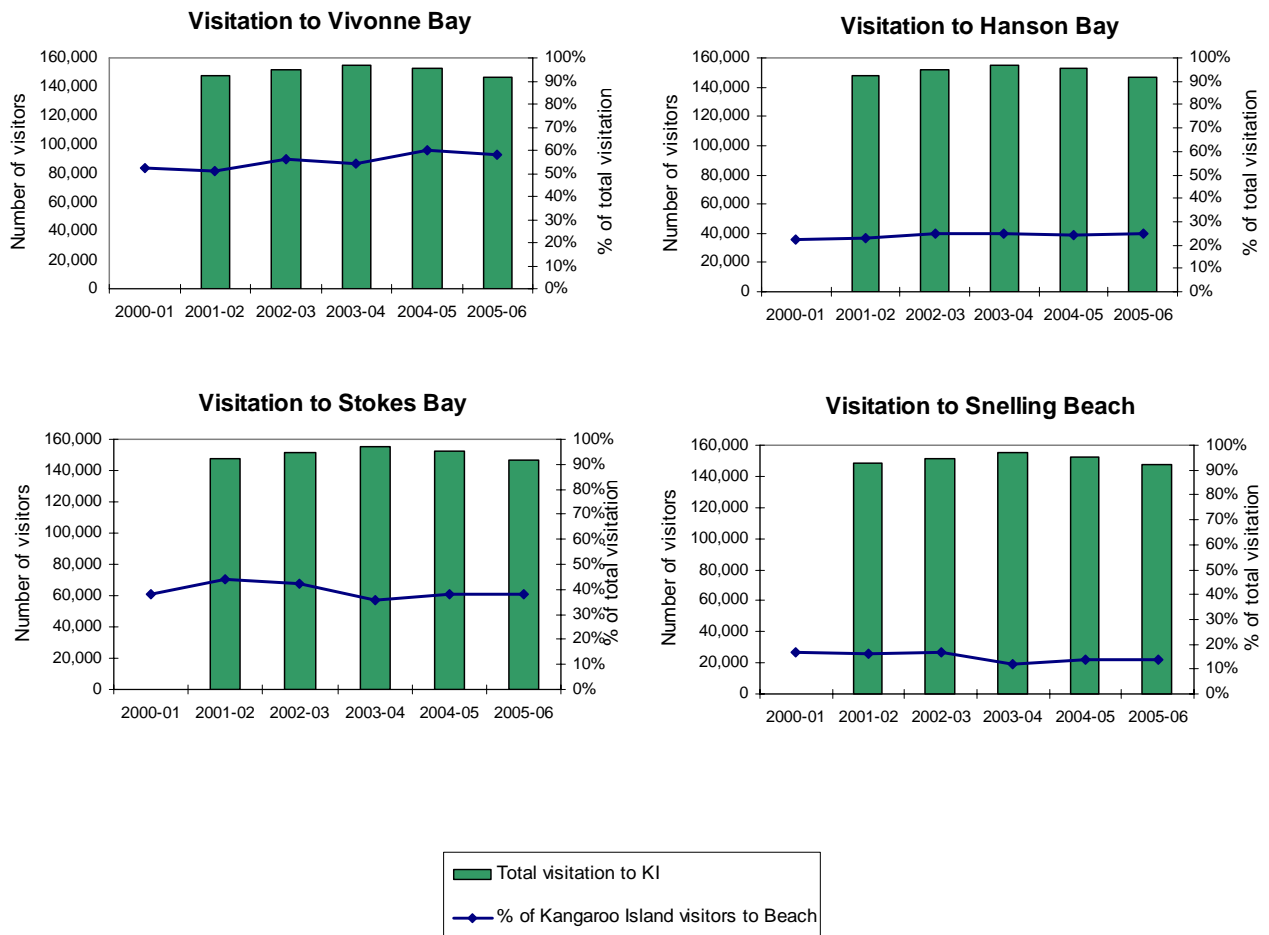


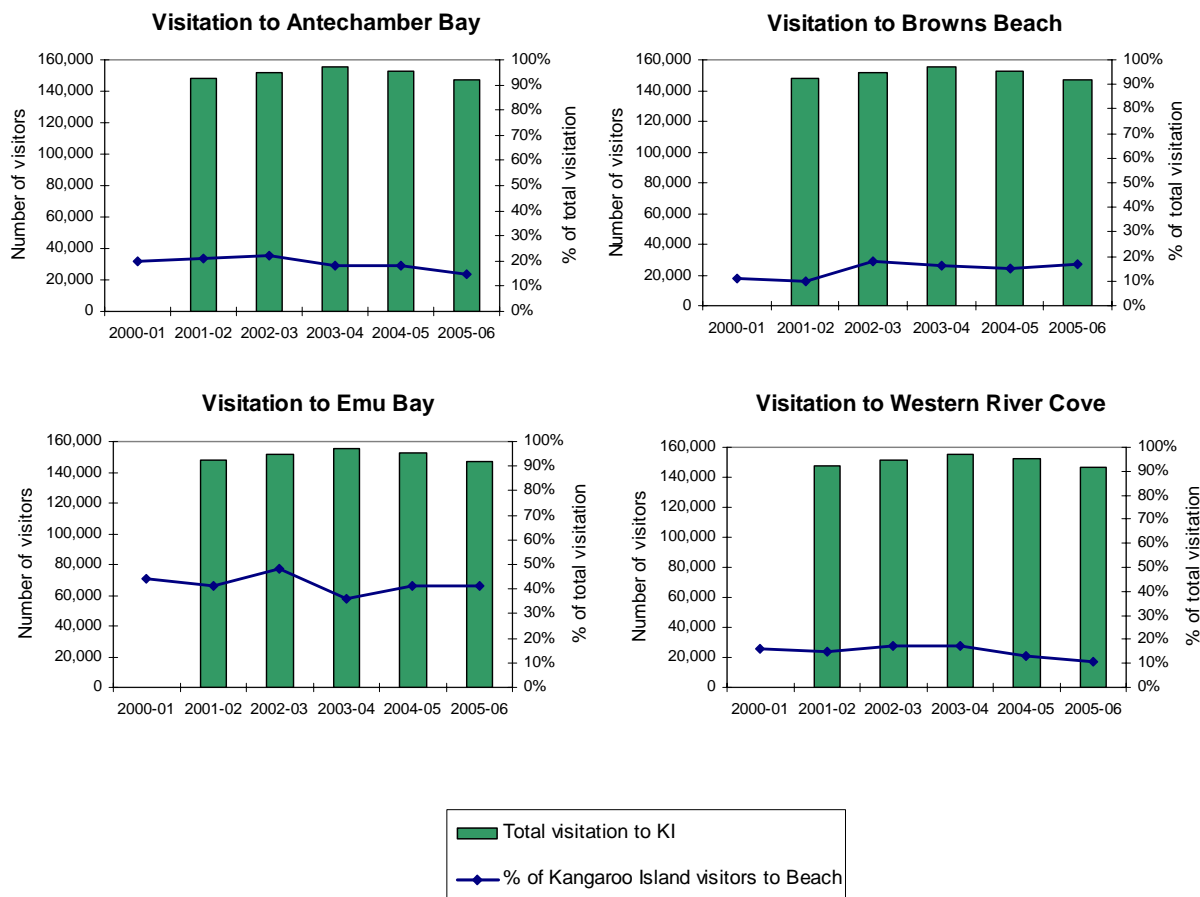
# Visitation to beaches of Kangaroo Island

TOMM has been collecting data on visitation to site-specific areas on Kangaroo Island since 2000. This information is collected through the TOMM visitor exit survey, completed by visitors at the airport and on the ferry. Visitor Numbers have been collected since 2001. Although data collection methods have been reviewed over the three year period, these figures give a good indication in the trends relating to the places visitors choose to go to on Kangaroo Island.

The number of visitors to Kangaroo Island has been presented with the exception of 2000-2001. In addition the percentage of visitors that travelled to these sites has been collected and is presented. The data that is presented shows that the visitation to most of these particular beaches has remained stable over the five years. With the exception of Emu Bay, Stokes Bay and Browns Beach showing some change in trend. Anecdotal evidence suggests that over the past ten years there has been a significant increase in the use of these beach areas, however there has not been collection of data to accurately demonstrate this increase.

The three most visited beaches out of the eight measured are Vivonne Bay, Emu Bay and Stokes Bay with 58%, 41% and 38% of visitors to Kangaroo Island choosing to visit these beaches. Western River Cove had the lowest visitation rate in 2005-2006 with only 11% of visitors followed closely by Snelling Beach Antechamber Bay and Browns Beach.





This data is an important tool for the tourism industry, agency and our community, and can be used in conjunction with data such as Hooded Plover numbers, average climate data and number of development application approvals to assess the impact of these activities on the regions beaches. This information will allow the health of these areas to be reported on, and eventually lead to a situation where this data can be used to predict impacts and develop preventative strategies to ensure the long-term health of Kangaroo Islands beach areas.

The trends that TOMM creates can be used to predict change and help people to test and discuss new ideas in an informed and rational manner. This information will allow managers to make more informed decisions in relation to the management of tourism, the provision of services and management of coastal areas on Kangaroo Island.

For more information relating to the TOMM process and other publications relating to TOMM research please visit [www.tomm.info](http://www.tomm.info). As part of the ongoing commitment to improving data collection and reporting techniques your feedback is appreciated. If you have any suggestions on other information that would be useful in this format, please email us at [info@tomm.info](mailto:info@tomm.info).

### SUMMARY OF DATA LIMITATIONS AND COLLECTION TECHNIQUES

These figures have been calculated using information collected by the TOMM model. TOMM has been regularly completing Visitor Exit Surveys since 2000. The Visitor Exit Survey is a self-completion survey. Timing of data collection using these methods has changed over the years.

#### Disclaimer

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