PANEL 1:

EVIDENCE-BASED POLICY ADVICE THROUGH GIS TRACKING OF TOURISTS – THE TOURISM TRACER PROJECT

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Evidence-based policy advice through GIS tracking

Dr. Anne Hardy

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Tourism Tracer: What we do

Tourism Tracer’s specialties:

1. We design visitor tracking research using adaptable technology
2. We use integrated GIS and survey technology, resulting in incredibly accurate movement & demographic data
3. We have pioneered new modes of analysis and visualization, including on our Tourism Tracer Dashboards.

See dashboard at www.tourismtracer.com
How data can affect policy: Itineraries
Freycinet National Park Case Study

Average time at lookout: 13 mins

47% of phones then continued on to edge of beach

23% of phones were then recorded on beach itself
Car Park: 292,000 p/a
Peak time 11am-2.30pm
average stay 1.89hrs
average stay during peak: 2.3 hrs
Overnight stays before visiting Freycinet National Park