

# Great Ocean Walk®

**1. What is your usual place of residence?**

- If Australia, postcode \_\_\_\_\_  
 If from overseas, please specify country \_\_\_\_\_  
 \_\_\_\_\_

**2. Have you walked the Great Ocean Walk (GOW)?**

- Yes, the entire track  
 Yes, several sections  
 Yes, just one section  
 No, but do intend to  
 No

**3. How did you first hear about the Great Ocean Walk?**

- GOW Information and Map Guide  
 Great Ocean Walk Website  
 ([www.greatoceanwalk.com.au](http://www.greatoceanwalk.com.au))  
 Parks Victoria Website  
 ([www.parkweb.vic.gov.au](http://www.parkweb.vic.gov.au))  
 Tourism Publication  
 Visitor Information Centre  
 Art of Walking documentary  
 Media eg: Newspaper, Radio  
 Other (Please specify) \_\_\_\_\_  
 \_\_\_\_\_

**4. When did you start planning your trip?**

- Within the last month  
 1 – 6 months ago  
 12 months ago  
 More than 12 months ago (Please specify) \_\_\_\_\_  
 \_\_\_\_\_

**5. Have you purchased the GOW Information and Map Guide?**

- Yes       No  
 If Yes, did you find the guide useful?  
 Yes       No  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_

**6. Have you used the GOW website?**

- Yes       No  
 If Yes, did you find the website useful?  
 Yes       No  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_

**7. Were you able to easily find information on the GOW?**

- Yes       No  
 If no, what sort of information would you like to see available? \_\_\_\_\_  
 \_\_\_\_\_

**8. How would you rate the signage along the GOW? (If applicable)**

- Excellent  
 Very good  
 Good  
 Poor  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_

**9. How long are you staying on the Great Ocean Walk**

- 1 day  
 2-3 days  
 If longer please specify \_\_\_\_\_

**10. How important was the GOW in influencing your visit to Victoria / the Great Ocean Road?**

- Extremely Important  
 Quite Important  
 Important  
 Not Important

**11. Who did you (or do you intend to) walk the GOW with?**

- Alone
  - Partner
  - Friends
  - Organised group, Association or Tour Operator (Please specify below)
- \_\_\_\_\_

**12. How likely are you to take a packaged tour of the walk rather than travel independently?**

- Not at all likely
- Quite likely
- Very likely

**13. What transportation did you use (or plan to use) to access the walk? (One or more may be applicable)**

- Private car
- Tour operator
- Train
- Bus
- Taxi
- Other (please specify) \_\_\_\_\_

**14. What type of accommodation did you (or do you plan to) use while hiking the GOW?**

- Hostel
- Motel/Hotel
- Bed and Breakfast
- Lodge
- Self contained property
- Hike-in GOW campsite
- Drive-in campsite
- Camping off site from GOW
- Other (please specify) \_\_\_\_\_

**15. How did you find out about this accommodation?**

- Great Ocean Walk Website ([www.greatoceanwalk.com.au](http://www.greatoceanwalk.com.au))
  - GOW Information and Map Guide
  - GOW Information & Accommodation Brochure
  - Other (Please specify)
- \_\_\_\_\_

**16. Please estimate the amount you will spend on your GOW experience. Consider equipment, clothing, accommodation, supplies and transport:**

- Less than \$500
- \$500 - \$1,000
- \$1,000 - \$2,000
- \$2,000 - \$3,000
- More than \$3,000 (Please specify) \$ \_\_\_\_\_

**17. Which of the following best describes your age?**

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**18. Would you participate in organised walking events or activities/ in a GOW friends group?**

- Yes
- No

If Yes, what is the best way to contact you?

- E-mail \_\_\_\_\_
  - Mail \_\_\_\_\_
- \_\_\_\_\_

**19. Other comments?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please return to (free postage) :

Geelong Otway Tourism  
City of Greater Geelong  
Reply Paid 104  
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