

# Tourism and Recreation in North Queensland's World Heritage Areas



## Reef Tourism: Drivers & Trends

With over 1.9 million visitors/year, the Great Barrier Reef (GBR) is a key attraction in North Queensland, but is under pressure from various natural and man-made threats.

We aim to monitor the drivers and trends of reef tourism on the GBR (socio-demographics, motivations, activities and satisfaction) through visitor surveys distributed monthly by 11 participating reef tourism operators between Port Douglas and Airlie Beach.

For further information, contact:  
Dr Ali Coghlan ([alexandra.coghlan@jcu.edu.au](mailto:alexandra.coghlan@jcu.edu.au))

## Wet Tropics Rainforests

Objective 1 aims to understand local residents' awareness, perceptions and use of the rainforests of the Wet Tropics World Heritage Area (WTWHA) through community surveys.

Objective 2 aims to develop a best practice user guide manual for tour operators in the WTWHA from tour guide surveys and focus groups.

For further information, contact:  
Ms Julie Carmody ([julie.carmody@jcu.edu.au](mailto:julie.carmody@jcu.edu.au))

## Rainforest Tourism: Wet Tropics Rainforests

We aim to monitor visitor trends and drivers, visitation patterns and locations through visitor surveys distributed monthly by tour operators, key attractions and onsite between the Daintree south to Paluma.

For further information, contact:  
Dr Fay Falco-Mammone ([fay.falco@jcu.edu.au](mailto:fay.falco@jcu.edu.au))

## Tourist Exit Survey (domestic airport)

We aim to understand profiles of reef and rainforest visitors, their visitation patterns and economic contribution to North Queensland through exit surveys conducted at the Cairns Domestic Airport (200 surveys each month).

For further information, contact:  
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