



TNQ TOURISM FACTSHEET 2

Visitors who visited the Wet Tropics rainforest, Jan-Dec 2007

OBJECTIVES

This report profiles Tropical North Queensland (TNQ) visitors who visited the Wet Tropics rainforest. This factsheet forms part of a series of visitor profiles to TNQ. This research is funded by the Marine and Tropical Sciences Research Facility and James Cook University.

METHODOLOGY

The data presented in this factsheet draws on over 1,400 domestic and international visitor surveys collected over a 12-month period (2007) at the Cairns Domestic airport. These results revealed that **77.6%** of visitors to TNQ visited the Wet Tropics rainforest, which is higher than visitors to the Great Barrier Reef (70.9%).

LIMITATIONS

The data in this factsheet was collected through an English only survey at the airport, and therefore only captures visitors exiting the region via air. It does not report on visitors who exit the region via other transport modes. The data is also unable to report on the time spent in the Wet Tropics rainforest.



Photographs courtesy of "Cairns-on-a-CD", website:
www.cairnsonacd.com.au

RAINFOREST VISITORS

The following data shows the percentage of all visitors to TNQ who visited the rainforest.

Example: male rainforest visitors ÷ total males visitors = %

Gender

- 76.1% of all males & 78.7% of all females are rainforest visitors

Origin

- Domestic (68.8%), international (83.4%)
- North American (91.6%), Europe (83.5%), UK/Ireland (81.1%), New Zealand (91%), Scandinavia (80.9%) & Asia (78.1%)

Age

- Under 20yrs (72.2%), 20-29yrs (76%), 30-39yrs (72%), 40-49yrs (75%), 50-59yrs (77.5%), 60-65yrs (87.4%) & over 65yrs (86%)

Occupation

- Domestic duties (86.1%), retired/semi-retired (83.8%), retail (80.8%), student (79.7%), professional (78.5%), public service (76.9%), self employed (74.4%), management (72.4%), office/clerical (71.3%) service industry (66.7%) & tradesperson (64.3%)

Travel Party

- Family with children (86.7%), tour group (85.1%), relatives (85.8%), couple (80.2%), friends (74.5%) & alone (61.9%)

Accommodation

- Camping (91.3%), holiday apartment (86.2%), caravan park (85%), resort (81.6%), hotel/motel (78.8%) & backpacker hostel (74.7%)

Length of Stay

- Overall (8.41 nights); Domestic visitors (10.01 nights); International visitors (7.57 nights)

Information about TNQ

- Visitor information centre (95.1%), travel agent (86.5%), TV documentary (85.5%), ads in print (84.6%), guide book (82.8%), internet (82.6%), friends/family (80.7%) & been before (65%)

Previous Visits to TNQ

- First time (84%), repeat visitor (64.3%)
- Domestic repeat visitor (60.7%), international repeat visitor (76.6%)

RAINFOREST VISITATION PATTERNS

Table 1 provides a comparison between domestic and international visitors and their rainforest visitation patterns in TNQ.

Table 1: Rainforest locations visited by domestic and international visitors

Rainforest locations	Domestic visitors (%)	International visitors (%)
Kuranda	47.1	57.0
Daintree	37.2	37.2
Mossman George	34.1	31.3
Cape Tribulation	27.6	32.7
Atherton Tablelands	27.8	16.5
Mission Beach region	8.8	11.8
Innisfail region	10.7	6.6
Paluma	1.4	3.1

VISITORS WHO DID NOT VISIT THE RAINFOREST

The key reasons given by the 22.4% (n=323) of visitors that chose not to visit the Wet Tropic rainforest included: lack of time (15.4%), uninterested (2.5%), high expense (1.9%) and limited information (1.2%).

RAINFOREST VISITORS TRAVEL MOTIVATIONS

Table 2 reveals the overall motivations for travel to the region for visitors who visited the Wet Tropic rainforest (this is given as a mean value where 1=not at all important and 5=very important). The main motivation for visiting TNQ was to visit the Great Barrier Reef (GBR).

Table 2: Motivations for travel to the region (comparing overall mean of rainforest visitors and overall sample mean)

Motivations for travel	Mean	
	Rainforest Visitors	Overall Sample
Visit the GBR	4.39	4.26
Visit the rainforest	4.26	4.00
Experience the natural environment	4.01	3.90
See Australian wildlife	3.99	3.82
Rest & relax	3.88	3.89
Climate	3.75	3.70
Snorkelling & diving	3.61	3.55
Visit beaches	3.56	3.51
Price matched my budget	3.43	3.39

RAINFOREST WALKING ACTIVITIES

Rainforest visitors were asked to reflect on their level of interest in a number of rainforest walking activities (on a scale of 1 to 4, where 4 is very interested):

- short rainforest walk (up to 1hr; mean=3.40)
- up to 1 day guided walk (mean=2.37)
- up to 1 day unguided walk (mean=2.13)
- guided overnight walk (mean=1.98)
- unguided overnight walk (mean=1.62)

BUDGET & SATISFACTION

Visitors were asked to indicate the overall budget for their travel party for this trip (i.e. airfares, accommodation, tours and so on).

The overall average for all travellers was \$3,750 for 1.83 adults and 0.2 children. The averages for Wet Tropics rainforest visitors were:

Overall average budget:

(Wet Tropics rainforest visitor) **\$4,013**
1.87 adults
0.21 children

Domestic average budget:

(Wet Tropics rainforest visitor) **\$3,604**
1.93 adults
0.32 children

International average budget:

(Wet Tropics rainforest visitor) **\$4,267**
1.84 adults
0.15 children

Visitors were asked to rate the overall quality of their visit to the region on a scale of 1 (not at all satisfactory) to 10 (highly satisfactory).

The overall average for all travellers was 8.46.

The averages for Wet Tropics rainforest visitors were:

Overall mean satisfaction: 8.56
Domestic mean satisfaction: 8.43
International mean satisfaction: 8.63

For further information about this project please contact:

Project Manager: Dr. Karen McNamara
(Karen.McNamara@jcu.edu.au) 07 4042 1762
Project Leader: Prof Bruce Prideaux
(Bruce.Prideaux@jcu.edu.au) 07 4042 1039

Report prepared by Kayla Blakeney

This data was extracted from the 2007 Exit Survey First Annual Report which provides more information and can be found at: www.rrrc.com.au/publications/tourist_exitsurvey.html