



TNQ TOURISM FACTSHEET 9

Solo female visitors, Jan-Sep 2008

OBJECTIVES

This report profiles solo female visitors to Tropical North Queensland (TNQ). This factsheet forms part of a series on 2007 and 2008 visitor profiles to TNQ funded by the Marine and Tropical Sciences Research Facility and James Cook University.

METHODOLOGY

The data presented in this factsheet draws on over 1,100 domestic and international visitor surveys collected between January and September 2008 at both the international and domestic terminals of the Cairns airport. These results revealed that 12.4% of visitors to TNQ are solo female visitors.

LIMITATIONS

The data in this factsheet is based on those visitors exiting the region via air. It does not report on visitors who exit the region via other transport modes.



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

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

SOLO FEMALE VISITORS

The following data shows the percentage of all solo female visitors to TNQ

Example: solo female domestic visitors ÷ total domestic visitors = %

Origin

- 12.6% of all domestic visitors & 12.5% of all international visitors are solo female visitors
- Europe (30.3%), Germany (23.8%), UK/Ireland (12.6%), North America (8.3%), New Zealand (7.4%) & China (6.2%),

Age

- Under 20yrs (13.4%), 20-29yrs (18.1%), 30-39yrs (13.2%), 40-49yrs (8.9%), 50-59yrs (7.6%), 60-65yrs (6.7%) & over 65yrs (7.4%)

Education

- Diploma (14.5%), trade/TAFE (14.3%), degree (12.8%) & secondary (8.8%)

Occupation

- Service (36.8%), self employed (15.2%), student (13.3%), professional (11.8%), management (10.5%), office/clerical (9.8%), retired/semi-retired (7.8%), retail (4%) & public service (3.7%)

Accommodation

- Friends/relatives (55.6%), backpacker hostel (25.6%), hotel/motel (8.7%), resort (3.9%) & holiday apartment (2.9%)

Length of Stay (in TNQ)

- Overall solo female visitor (8.91 nights), domestic solo female visitor (7.16 nights) & international (10.41 nights)

Information about TNQ

- Been before (14.4%), guide book (13.2%), friends/family (12.5%), TV documentary (10.9%), ads on TV/radio (10.5%), travel agent (10.2%), internet (8.6%), ads in print (7.7%) & visitor centre (5.7%)

Previous Visits

- First time (11.2%), repeat visitor (14.8%)
- Domestic repeat visitors (15.3%), international repeat visitors (11.8%)

SOLO FEMALE VISITOR MOTIVATIONS

Table 1 reveals the overall motivations for travel to the region for solo female visitors (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 1: Motivations for travel to the region (comparing overall mean of solo female visitors and overall sample mean)

Motivations for travel	Mean	
	Solo Female Visitor	Overall Sample
Visit the GBR	4.21	4.29
Rest & relax	4.04	4.15
Experience the natural environment	4.03	3.95
Snorkelling & diving	3.99	3.82
Climate	3.92	4.00
Visit the Wet Tropics rainforest	3.79	3.95
Meet new people	3.68	3.14

VISITATION TO THE WET TROPICS RAINFOREST

The study found that 66.2% of solo female travellers visited the Wet Tropics Rainforest, of which 71.4% were there for the first time.

The three most popular places for solo female visitors to visit the rainforest were Kuranda (36.7%), Daintree (32.9%) and Cape Tribulation (31.6%). The top three activities the solo female visitors participated in were walking (57.9%), viewing scenery (42.1%) and general relaxation (39.5%).

The reasons given by the 33.8% of solo female travellers that did **not** visit the Wet Tropics rainforest included lack of time (19.7%), high expense (3.9%) and been before (3.9%).

VISITATION TO THE GREAT BARRIER REEF

The study found that 65.7% of solo female travellers visited the Great Barrier Reef, of which 76.6% were there for the first time.

The three most popular places that solo female visitors departed from to travel to the reef were Cairns (44.7%), Port Douglas (11.8%) and Airlie Beach (13.2%). The top three activities that solo female visitors participated in were swimming (44.7%), snorkelling (59.2%) and sailing (22.4%).

The two key reasons given by the 34.3% of solo female travellers that did **not** visit the Great Barrier Reef were lack of time (17.1%) and having been before (13.2%).

SERVICE QUALITY

Respondents were asked to reflect on their level of satisfaction with a number of aspects of their visit to the region, on a scale of 1 (not at all satisfactory) to 5 (very satisfactory). The results of solo female visitors are illustrated in Table 2.

Table 2: Satisfaction with service quality (comparing overall mean of solo female visitors and overall sample mean)

Service quality aspects	Mean	
	Sole Female Visitors	Overall
Friendly accommodation staff	4.06	4.17
Accomm – value for money	4.00	3.90
Accomm service standard	3.91	3.98
Tour guides were informative	4.02	4.19
Tours – value for money	3.82	3.90
Tour service standards	3.92	3.97
Tours were on-time	3.87	4.16
Attractions – value for money	3.69	3.86
Restaurant staff were efficient	3.69	3.72
Restaurant – value for money	3.49	3.41
Restaurant menu selections	3.68	3.67
Shopping was good	3.47	3.49
Variety of shopping	3.39	3.34
Shop closing times	3.31	3.31
Public transport was accessible	3.43	3.56
On-time public transport	3.43	3.55
Visitor information was accurate	3.79	3.88
Visitor info was accessible	3.87	3.96
Felt safe/secure moving around	4.17	4.25

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 solo female visitors were:

Overall average budget: \$2,150

Domestic average budget: \$1,520

International average budget: \$2,650