



Australian Government

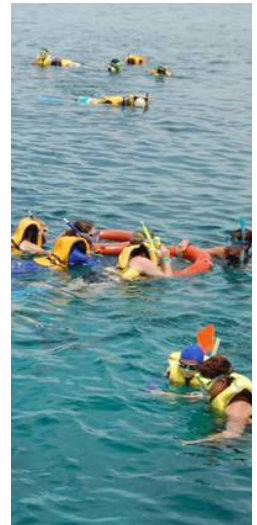
Department of the Environment, Water, Heritage and the Arts

Great Barrier Reef Tourism Fact Sheet - Trends in tourism

Marine tourism is one of the most valuable industries operating within the Great Barrier Reef Marine Park. Marine and Tropical Sciences Research Facility funded researchers from James Cook University are conducting a series of visitor surveys to monitor changes and trends in reef tourism in the region. They have a number of years of data and are able to examine changes over both the long and short term.

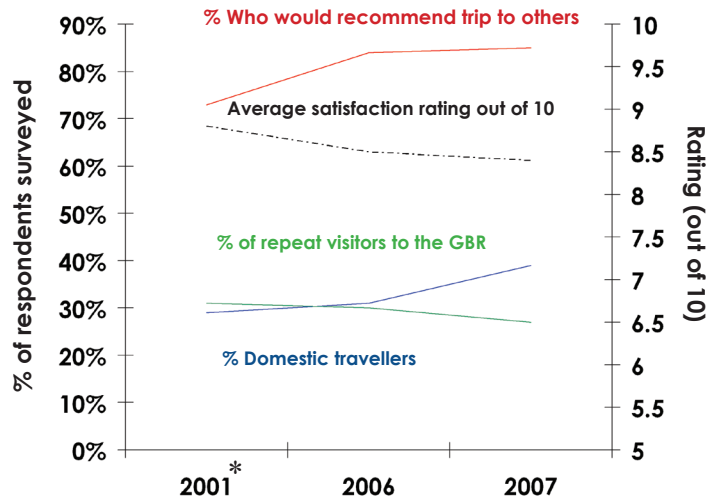
What the surveys are telling us:

- The proportion of visitors participating in in-water activities such as snorkeling and scuba diving has increased
- Visiting the Great Barrier Reef was a more important motivation for international visitors than domestic travellers
- Over 70% of visitors to the region visited the Great Barrier Reef
- The most important reason for people **not** visiting the Great Barrier Reef was "not enough time"





Long term trends in visitors to the Great Barrier Reef between 2001 and 2007



Long term trends (2001 - 2007)

- The proportion of domestic visitors to the reef has increased
- The ratio of repeat visitors to the GBR has decreased
- The proportion of visitors who would recommend the GBR has increased
- Evidence suggests the decline in satisfaction levels between 2001 and 2006/07 is due to poor weather experiences in recent years

Short term trends (2006-2007)

- An average of 90% of people would recommend the GBR to friends and family
- More domestic travellers visit in the winter months
- Other trends such as satisfaction levels remain high with an average of 8.6 and the number of repeat visitors remain constant

*from Moscardo, Saltzer, Galletly, Burke and Hildebrandt (2003) Changing patterns of reef tourism. CRC Reef Research Centre Technical Report No 49. CRC Reef Research Centre, Townsville



Photo credits: C Davies, B Prideaux & A Penny



For more information please go to:
http://www.rrrc.org.au/mtsr/theme_4/project_4_8_6.html

