



**Marine and Tropical Sciences Research Facility (MTRSF)
November 2008 Milestone Report**

Project 4.8.6 – Analysis of recreational and tourism use and impact on the GBR for managing sustainable tourism.

Project Leader: Prof Bruce Prideaux, James Cook University.

Summary

This report provides a review of activities undertaken between June and November 2008, and include the annual report on visitor trends and drivers, and reports on plans for completion of activities for Objective d.

The main aims during this time were to continue with data collection through visitor surveys, extend the research to the Southern GBR region, improve the usefulness of the data using feedback from key stakeholders, and raise the research profile through newsletters and conference presentations.

For reference: Milestone extracted from Project Schedule

Date November 2008

Reef Tourism: Seasonality Effects in Reef Tourism

- Plan for completion of activities for objective (d) including completion of remaining surveys, data collated on visitor usage of other Australian and international reef tourist attractions for comparison to data from GBR.
- Summary of any communication activities undertaken to date, including minutes of meetings/workshops if applicable

Project Results

Description of the results achieved for this milestone

Data collection has continued with no incidents. Reporting to industry occurs on a monthly basis, resulting increased support and recognition by industry partners.

Additional meetings and communications have taken place with GBRMPA.

Problems and opportunities

No problems

Other issues

One operator from Townsville has closed down. Data from Townsville will now be aggregated into the GBR sample to ensure de-identification of operator results.

Communications, major activities or events

During milestone reporting period

One technical report has been submitted on seasonality issues. Two refereed journal papers are in press; one Tourism in Marine Environments, and one in Current Issues in Tourism.

Conferences attended (and presented at) include Coast to Coast in Darwin, and Ecotourism Australia.

Reporting format operators have been changed to allow more immediate feedback of results. The response has been very positive with four emails of recognition and support being received.

A steering committee meeting was held in October with RRRC representatives present.

An interview with Le Monde was held in August.

An industry night was held in October.

During next milestone reporting period

Further input from stakeholders will be sought out through a steering committee meeting in 2009, to reporting requirements.

Conference papers have been submitted and successfully reviewed for CAUTHE 2009.

Forecast variations to planned milestones

None.