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## Rainforest Tourism First Annual Report: January - December 2007

Annual and Quarterly Patterns of Rainforest Tourism  
in the Wet Tropics World Heritage Area, North Queensland

Karen McNamara and Bruce Prideaux



**Australian Government**  
**Department of the Environment,  
Water, Heritage and the Arts**



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# Contents

List of Figures .....	ii
List of Tables .....	ii
Acronyms Used in this Report.....	iii
Acknowledgements .....	iv
<b>Introduction .....</b>	<b>1</b>
<b>Methodology .....</b>	<b>2</b>
Limitations .....	3
<b>Findings .....</b>	<b>4</b>
<b>1. Surveyed visitors’ socio-demographic characteristics .....</b>	<b>4</b>
Gender and origin of surveyed visitors .....	4
Occupation .....	6
Age of surveyed visitors .....	8
<b>2. Surveyed visitors’ travel behavior and motivations for travel .....</b>	<b>10</b>
Travel party .....	10
First visit and length of stay .....	12
Accommodation.....	13
Transport.....	15
Previous holidays and alternative destinations .....	17
Motivations .....	18
Information sources .....	22
<b>3. Surveyed visitors’ experiences in and satisfaction with Tropical North Queensland .....</b>	<b>25</b>
Rainforest locations visited and length of stay .....	25
Importance of visiting rainforests and knowledge .....	27
Rainforest activities .....	27
Rainforest experience .....	29
Budget of surveyed visitors and where they travelled during their trip .....	31
Overall satisfaction with visit to Tropical North Queensland .....	33
<b>Publications List – Year One .....</b>	<b>34</b>
<b>References .....</b>	<b>35</b>
<b>Appendix A – Survey Instrument.....</b>	<b>36</b>

## List of Figures

<b>Figure 1:</b>	Origin of visitors surveyed .....	4
<b>Figure 2:</b>	Occupation of visitors surveyed.....	6
<b>Figure 3:</b>	Age of visitors surveyed .....	8
<b>Figure 4:</b>	Travel party of visitors surveyed.....	10
<b>Figure 5:</b>	Percentage of respondents on their first visit to TNQ.....	12
<b>Figure 6:</b>	Chosen accommodation type of visitors surveyed .....	13
<b>Figure 7:</b>	Surveyed visitors' chosen mode of transport.....	15
<b>Figure 8:</b>	Surveyed visitors' motivations for visiting TNQ .....	18
<b>Figure 9:</b>	Information sources used by surveyed visitors.....	22
<b>Figure 10:</b>	Rainforest locations visited, and intent to visit, by those visitors surveyed .....	25
<b>Figure 11:</b>	Time spent at rainforest locations in the WTWHA by respondents .....	26
<b>Figure 12:</b>	Level of interest in rainforest activities of surveyed visitors.....	28
<b>Figure 13:</b>	Impressions of surveyed visitors to three attitudinal statements concerning their rainforest experience .....	29
<b>Figure 14:</b>	Locations travelled through or to during surveyed visitors' trips to TNQ .....	31
<b>Figure 15:</b>	Overall surveyed visitors' satisfaction with their trip to TNQ.....	33

## List of Tables

<b>Table 1:</b>	Survey regions in relation to WTWHA precincts.....	2
<b>Table 2:</b>	Origin of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations .....	5
<b>Table 3:</b>	Comparison of surveyed domestic and international visitors' occupations .....	7
<b>Table 4:</b>	Occupation of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.....	7
<b>Table 5:</b>	Comparison of age groups of surveyed domestic and international visitors .....	9
<b>Table 6:</b>	Age group of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.....	9
<b>Table 7:</b>	Comparison of chosen travel parties of surveyed domestic and international visitors .....	11
<b>Table 8:</b>	Travel parties of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.....	11
<b>Table 9:</b>	Comparison of accommodation types chosen by surveyed domestic and international visitors.....	14
<b>Table 10:</b>	Respondents' chosen accommodation types, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations .....	14
<b>Table 11:</b>	Comparison of surveyed domestic and international respondents' chosen modes of transport.....	16
<b>Table 12:</b>	Respondents' chosen mode of transport, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations .....	16
<b>Table 13:</b>	Most popular and recent holiday destinations for surveyed visitors .....	17
<b>Table 14:</b>	Alternative destinations considered by surveyed visitors .....	17

<b>Table 15:</b>	Comparison of surveyed domestic and international visitors' motivations for visiting TNQ.....	19
<b>Table 16:</b>	The rank for each motivation of the overall sample, domestic and international visitors.....	20
<b>Table 17:</b>	Respondents' motivations for visiting TNQ, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations .....	21
<b>Table 18:</b>	Comparison of surveyed domestic and international visitors' information sources .....	24
<b>Table 19:</b>	Information sources used by respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations .....	24
<b>Table 20:</b>	Comparison of rainforest locations visited by surveyed domestic and international visitors.....	26
<b>Table 21:</b>	Comparison of surveyed domestic and international visitors' interests in rainforest activities.....	28
<b>Table 22:</b>	Respondents' preferred rainforest activities, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations .....	28
<b>Table 23:</b>	Comparison of surveyed domestic and international visitors' interests in rainforest activities.....	30
<b>Table 24:</b>	Respondents' preferred rainforest activities, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations .....	30
<b>Table 25:</b>	Rainforest locations, both in Australia and overseas that survey respondents had also visited .....	30
<b>Table 26:</b>	Comparison of locations travelled through or to by surveyed domestic and international visitors.....	32

## Acronyms Used in this Report

<b>GBR</b> .....	Great Barrier Reef
<b>MTSRF</b> .....	Marine and Tropical Sciences Research Facility
<b>RRRC</b> .....	Reef and Rainforest Research Centre Limited
<b>TNQ</b> .....	Tropical North Queensland
<b>WTWHA</b> .....	Wet Tropics World Heritage Area

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- The Alliance for Sustainable Tourism.

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- Skyrail;
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## Introduction

In response to a need to more clearly identify the characteristics, motivations and travel patterns of tourists who visit the Wet Tropics World Heritage Area, this annual report presents a range of rainforest visitor data that can be used by management authorities for planning, for marketing purposes and by tourism industry operators.

This report is a culmination of the research conducted in 2007 on rainforest tourism in the Wet Tropics World Heritage Area (WTWHA) in Tropical North Queensland (TNQ). Research was funded through the Australian Government's Marine and Tropical Sciences Research Facility (MTRSF). Key tasks allocated to MTRSF *Project 4.9.2 Sustainable nature based tourism: planning and management on the wet tropics* are:

- To report on the sustainable use of rainforest resources by the tourism industry; and
- To monitor visitors at the site level and community perceptions.

The project was designed to identify aspects of the annual tourist usage of the Wet Tropics rainforest, including key trends, visitation patterns and visitors' motivations.

Throughout this report, data is outlined on a quarterly and annual basis. The quarters of data collection were January to March; April to June; July to September; and October to December. A total of 1,408 surveys were completed by tourists across the whole WTWHA during 2007.

The results in this report are grouped and discussed under the following three strands:

- The socio-demographic characteristics of respondents;
- The motivations and behaviours of respondents; and
- The experiences and satisfaction of respondents.

Individual quarterly data has already been released and can be accessed at the MTRSF website<sup>1</sup>. Given that fieldwork for this project began in November 2006, the first four quarterly barometers have covered the periods of November to January (Q1); February to April (Q2); May to July (Q3); and August to October (Q4). From 2008 onwards, the quarters will be aligned with the calendar year, and as such this Annual Report will analyse data from January to December 2007.

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<sup>1</sup> [http://www.rtrc.org.au/publications/tourism\\_barometers.html](http://www.rtrc.org.au/publications/tourism_barometers.html)

## Methodology

The primary method used in this research was structured surveys. In order to establish a representative and manageable distribution system, a number of methods of survey distribution were established, including distribution of surveys by employees of participating tour operators and on-site surveying (discussed further below). As listed in Table 1, the WTWHA is divided into twelve distinct precincts. For ease of distribution and analysis, these precincts have been condensed into six survey regions, representing the Northern Tropics, Cairns/Kuranda, the Tablelands, Central Coast (also known as the Cassowary Coast), and the Southern Tropics.

**Table 1:** Survey regions in relation to WTWHA precincts.

WTWHA Precincts		Survey Regions
1	Bloomfield/Windsor	Northern Tropics
2	Daintree/Cape Tribulation	
3	Douglas/Wangetti	
4	Julatten/Mareeba	
5	Kuranda/Cairns	Cairns/Kuranda
6	Russell/Mulgrave	The Tablelands
7	Tablelands	
8	Wooroonooran	
9	Koombooloomba/Kirrama	
10	Cassowary Coast	Central Coast
11	Wallaman	Southern Tropics
12	Paluma	

It has been the intention of the project to obtain a representative sample in each region. However in 2007 this was not achieved in all regions, as discussed further in the following section. In cases where a proportional number of surveys were distributed in the MTSRF region, distribution numbers were based on tourist numbers and profiles in each of the WTWHA locations as identified by Bentrupperbäumer and Reser (2002) and Bentrupperbäumer (2002a; 2002b; 2002c). Tourists visited WTWHA locations either on tour buses / coaches or as independent travelers using either private or rented vehicles. To ensure coverage of each mode of transport, surveys were distributed by tour operators, attractions and visitor information centres as well as through on-site surveying.

Operator support was sought through a number of discussions with operational managers and business directors/owners. Initially, a total of three large and one small tour operator, three tourism attractions and three visitor information centres offered their support. Tour operators distributed surveys via tour guides in the Atherton Tablelands and Daintree National Park areas. Tourist attraction and visitor information centre staff, under the guidance of operational managers, were responsible for distributing surveys to tourists visiting their attractions. This limited randomisation of the data, but was felt to be a necessary and acceptable compromise in order to ensure survey returns.

According to Bentrupperbäumer (2002b; 2002c), the two most significant WTWHA locations attracting high visitor numbers are located in the Daintree National Park. In particular,

Mossman Gorge and Murrumbidgee Boardwalk were identified as significant locations where both a large number and diversified group of tourists visited. These locations were targeted for surveying by the MTSRF research team. Later in the year, the Daintree Discovery Centre replaced the Murrumbidgee Boardwalk as the surveying site. Two trained research assistants spent one day a month surveying visitors at Mossman Gorge, and one day a month at the Daintree Discovery Centre (or at the beginning of 2007 at Murrumbidgee Boardwalk), alternating surveying days between weekdays and weekends. The survey contained a combination of questions on socio-demographics, motivations (using a Likert scale), behaviours and travel patterns (see Appendix A).

## **Limitations**

The research approach adopted in this project has a number of limitations that should be considered before generalising the results. First, seasonality was a limitation in survey collection. During the 'low tourist season' (January to March, and again in November and December), many rainforest tour operators either closed for the season or maintained smaller numbers of tours to WTWHA locations. Consequently, it was difficult to achieve a high rate of sampling during this period. Further, at the same time, the 'wet season' is a period of heavy rainfall and localised flooding which deters tourists from visiting rainforest locations, and limits access to the region itself (that is, for drive tourists) and to particular rainforest locations (such as Paluma, Daintree and Mossman Gorge). Furthermore, throughout 2007 it was difficult to collect consistent data from visitor information centres, largely due to the centres being run predominately by volunteers and subsequent time constraints.

Another limitation is the potential that other specific markets have not been captured. In the 2007 collection period the survey instrument was distributed only in English, potentially causing a strong bias towards Anglophone visitors. The 2008 survey instrument will be translated into Japanese and Chinese to include data from these important market sectors. Given the difficulty of identifying other groups of visitors by nationality no further translation of the instrument is planned at this time.

Another key limitation that is expected to be resolved in 2008 is the geographical distribution of surveys across the whole WTWHA. Based on the survey regions outlined in Table 1, two survey regions are underrepresented in this research – Central Coast and the Southern Tropics – with the latter not represented in the 2007 sample.

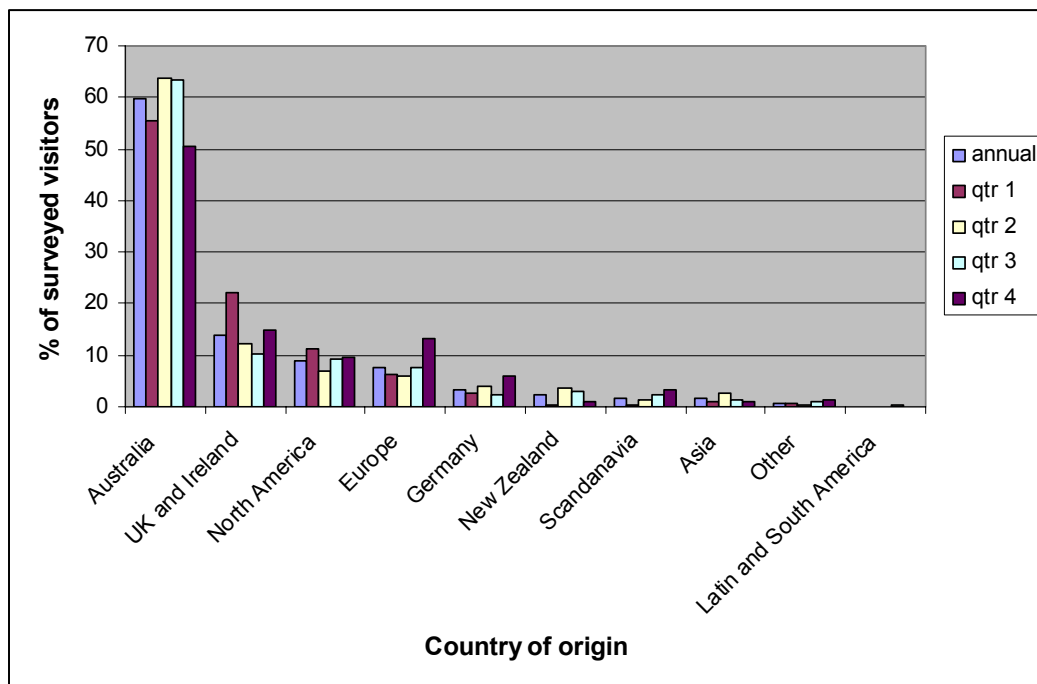
## Findings

This section presents the overall annual and quarterly findings of rainforest tourism in TNQ, based on surveys conducted on-site at Mossman Gorge and in the Daintree, and also those distributed by key rainforest tour operators, attractions and visitor information centres throughout the WTWHA.

### 1. Surveyed visitors' socio-demographic characteristics

#### Gender and origin of surveyed visitors

During 2007 more females (52.7%) than males completed the survey. This was not always consistent throughout the year: in Quarter 1 (January to March), the percentage of females who completed the survey dropped to 49.6%, whereas in Quarter 4 (October to December), this rose to 56.8%. In terms of regional variation, there was little variation between the Northern, Cairns/Kuranda and the Tablelands regions – females made up 51.9%, 52.5% and 54.1% respectively of those who completed surveys in these areas. In the Central Wet Tropics however, a surprising 74.2% of visitors who completed the survey were female. This area encompasses the Mission Beach, Tully and Innisfail regions.



**Figure 1:** Origin of visitors surveyed (as percentages of annual and quarterly samples).

In the 2007 survey, 40.2% of respondents were from overseas. This rate varied throughout the year. The percentage of international tourists completing the surveys dropped in Quarters 2 (April to June, 36.3%) and 3 (July to September, 36.6%), and increased substantially during Quarters 1 (January to March, 44.6%) and 4 (October to December, 49.5%). This indicates that international visitors tend to have high levels of visitation to the region during what is typically considered to be the 'low season' in TNQ, particularly for domestic tourists. Figure 1 shows the origin of the whole sample; both international and domestic visitors surveyed (who made up the remaining 59.8% of the sample). Following domestic visitors, the

second largest group of visitors surveyed for this research was the United Kingdom and Ireland (14%), and North America (8.9%). In referring to the IVS and NVS data, up until September 2007 there were 1,509,000 domestic visitors and 851,916 international visitors to the region.

Table 2 compares the origins of visitors and where they completed the surveys in the WTWHA. The percentage of domestic visitors remained relatively consistent in each of the key regions illustrated in Table 2, peaking only at the Tablelands and the Central Coast. Respondents from the United Kingdom and Ireland and North America were more likely to visit the Cairns/Kuranda region, while Europeans including Germans were more likely to visit the Tablelands and the Northern Tropics.

**Table 2:** Origin of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

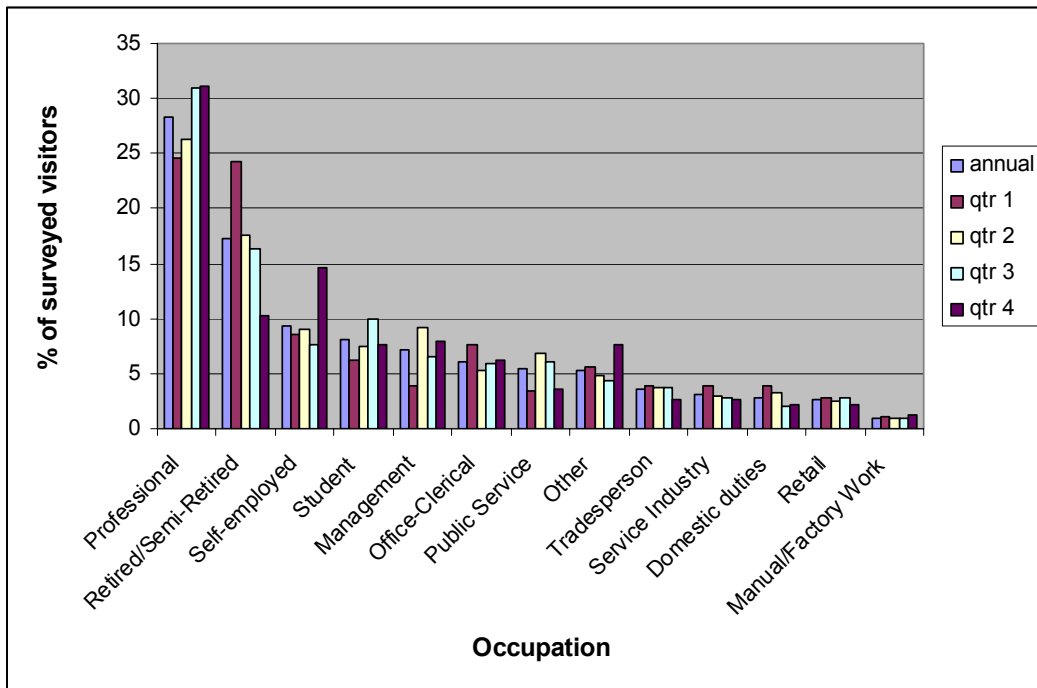
Country of origin	Northern Tropics (%)	Cairns / Kuranda (%)	Tablelands (%)	Central Coast (%)
Australia	58.9	54.5	65.6	<b>73.3</b>
United Kingdom and Ireland	13.6	<b>21.8</b>	13.0	10.0
North America	9.2	<b>11.9</b>	6.8	3.3
Europe	8.1	3.0	<b>8.3</b>	0.0
Germany	<b>3.8</b>	2.0	1.6	3.3
New Zealand	2.1	<b>4.0</b>	1.6	3.3
Scandinavia	<b>2.1</b>	0.0	1.0	0.0
Asia	1.5	0.0	1.0	<b>6.7</b>
Other	0.7	<b>1.0</b>	<b>1.0</b>	0.0
Latin and South America	<b>0.1</b>	0.0	0.0	0.0

## Occupation

Based on the overall 2007 annual sample, the most common occupation of visitors sampled was professionals (28.2%), followed by retirees/semi-retirees (17.4%) and students (8.1%). There were a number of seasonal variations in the quarterly results. While there was an increase in the percentage of professionals surveyed in Quarter 4 (October to December, 31.1%), the percentage of retirees rose during Quarter 1 (January to March, 24.3%) and students in Quarter 3 (July to September, 10.0%).

Table 3 compares the occupations of domestic and international respondents. It shows that the proportion of professionals, public servants, and students exceeds similar occupations in the sample of domestic respondents.

Table 4 illustrates the occupations of respondents at four key Wet Tropics rainforest locations. Results indicate that professionals, self-employees, students and those working in management had the largest presence in the Northern Tropics. Of note is the large percentage of retirees in the Central Coast area.



**Figure 2:** Occupation of visitors surveyed (as percentages of annual and quarterly samples).

**Table 3:** Comparison of surveyed domestic and international visitors' occupations.

Occupation	Domestic visitors (%)	International visitors (%)
Professional	28.0	<b>28.5</b>
Retired/Semi-Retired	<b>18.3</b>	15.4
Self-employed	<b>9.4</b>	9.3
Student	4.7	<b>13.3</b>
Management	<b>7.5</b>	6.6
Office-Clerical	<b>6.9</b>	5.2
Public Service	4.7	<b>6.6</b>
Other	4.3	<b>6.6</b>
Tradesperson	<b>5.2</b>	1.3
Service Industry	<b>3.5</b>	2.3
Domestic Duties	<b>3.4</b>	2.0
Retail	<b>3.2</b>	1.6
Manual/Factory Work	1.0	<b>1.1</b>

**Table 4:** Occupation of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

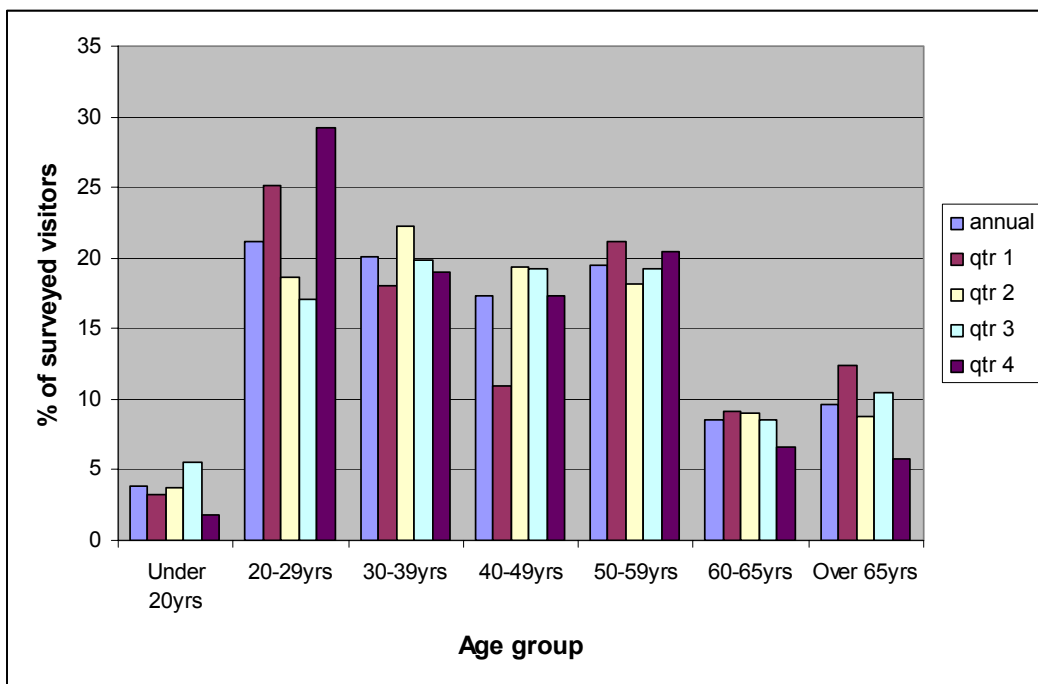
Occupation	Northern Tropics (%)	Cairns / Kuranda (%)	Tablelands (%)	Central Coast (%)
Professional	<b>29.8</b>	29.7	20.1	19.4
Retired/Semi-Retired	13.7	23.8	31.4	<b>35.5</b>
Self-employed	<b>10.4</b>	8.9	4.6	6.5
Student	<b>8.5</b>	5.9	7.2	3.2
Management	<b>8.1</b>	4.0	4.1	0.0
Office-Clerical	6.1	5.9	5.7	<b>9.7</b>
Public Service	5.3	4.0	6.2	<b>9.7</b>
Other	5.2	4.0	5.7	<b>9.7</b>
Tradesperson	3.6	3.0	<b>4.1</b>	0.0
Service Industry	3.2	2.0	<b>3.6</b>	0.0
Domestic Duties	2.4	<b>5.0</b>	3.6	3.2
Retail	2.7	3.0	2.1	<b>3.2</b>
Manual/Factory Work	0.9	1.0	<b>1.5</b>	0.0

### Age of surveyed visitors

Figure 3 presents the overall annual age of respondents, as well as data for each quarter. The combined bracket of 20-39 years constitutes over 41% of all respondents. The largest quarterly variation occurred in the 20-29 years age group. In Quarters 1 (January to March) and 4 (April to June), there was a strong increase in visitors surveyed aged between 20-29 years (25.1% and 29.2% respectively). Whereas towards the middle of the year, the 20-29 years age group declined in numbers, dropping to 18.7% in Quarter 2 (April to June) and 17.1% in Quarter 3 (July to September).

One of the aims of this research was to identify differences between the origins and ages of domestic and international visitors. As Table 5 illustrates, the main difference between the two groups is that the percentage of international visitors in under-20 years, and the 20-29 years age group was higher than for domestic visitors. In the 40-49 years and 50-59 years age groups the percentage of domestic visitors exceeded international visitors.

Table 6 examines the age groups of respondents in four key rainforest locations in TNQ. The Central Coast was popular with members of the 20-29 years, and combined 50-65 years age group. The Northern Tropics was popular with members of the 30-39 years, and under 20 years' age groups.



**Figure 3:** Age of visitors surveyed (as percentages of annual and quarterly samples).

**Table 5:** Comparison of age groups of surveyed domestic and international visitors.

Age group	Domestic visitors (%)	International visitors (%)
Under 20 yrs	3.1	<b>5.2</b>
20-29 yrs	15.9	<b>29.1</b>
30-39 yrs	<b>21.8</b>	17.8
40-49 yrs	<b>18.9</b>	14.9
50-59 yrs	<b>20.8</b>	17.3
60-65 yrs	<b>9.4</b>	7.0
Over 65 yrs	<b>10.0</b>	8.6

**Table 6:** Age group of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

Age group	Northern Tropics (%)	Cairns / Kuranda (%)	Tablelands (%)	Central Coast (%)
Under 20 yrs	<b>4.1</b>	4.0	3.6	0.0
20-29 yrs	22.7	15.0	14.5	<b>25.8</b>
30-39 yrs	<b>21.8</b>	15.0	14.0	12.9
40-49 yrs	18.6	<b>19.0</b>	10.9	6.5
50-59 yrs	17.8	24.0	25.4	<b>25.8</b>
60-65 yrs	7.8	9.0	10.4	<b>19.4</b>
Over 65 yrs	7.1	14.0	<b>21.2</b>	9.7

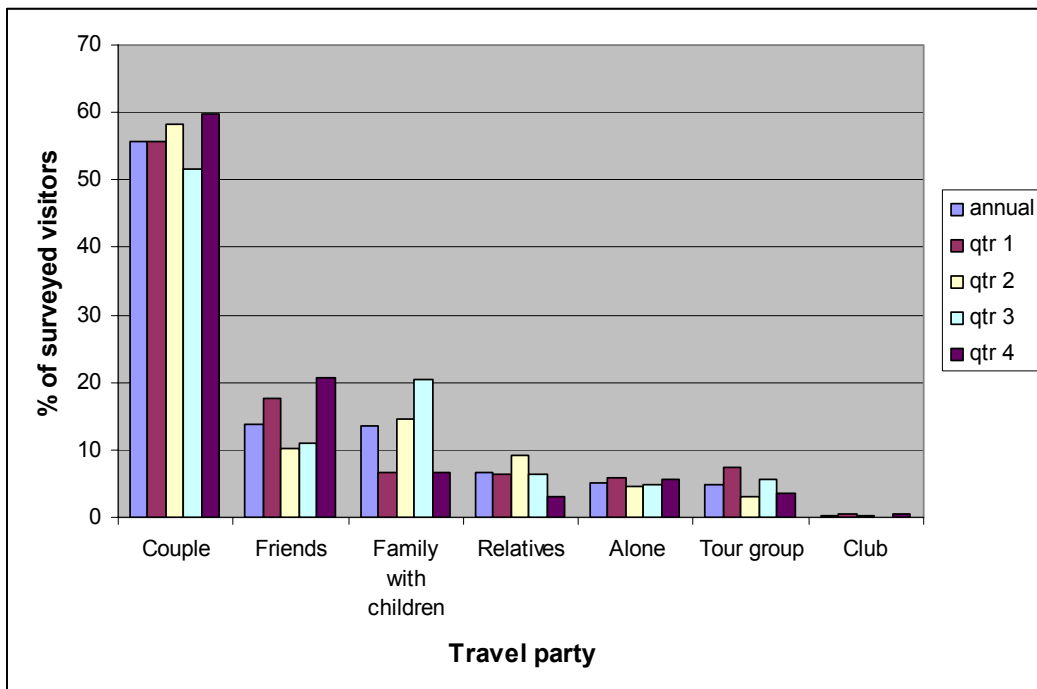
## 2. Surveyed visitors' travel behaviour and motivations for travel

### Travel party

From the surveys conducted in 2007, the majority of visitors were travelling in TNQ as a couple (55.8%); a figure which remained largely consistent throughout the year, peaking only slightly in Quarter 4 (October to December, 59.9%; see Figure 4).

Based on *travel party* domestic respondents were more likely to travel as a couple or as a family with children. International respondents were more likely to travel as a couple, with friends, or as families with children (see Table 7).

Table 8 illustrates survey regions visited based on travel party composition.



**Figure 4:** Travel party of visitors surveyed (as percentages of annual and quarterly samples).

**Table 7:** Comparison of chosen travel parties of surveyed domestic and international visitors.

Travel Party	Domestic visitors (%)	International visitors (%)
Couple	<b>60.1</b>	49.6
Friends	11.8	<b>16.6</b>
Family with children	12.7	<b>15.2</b>
Relatives	6.6	<b>6.8</b>
Alone	3.7	<b>7.1</b>
Tour group	<b>4.8</b>	4.5
Club	<b>0.2</b>	<b>0.2</b>

**Table 8:** Travel parties of respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

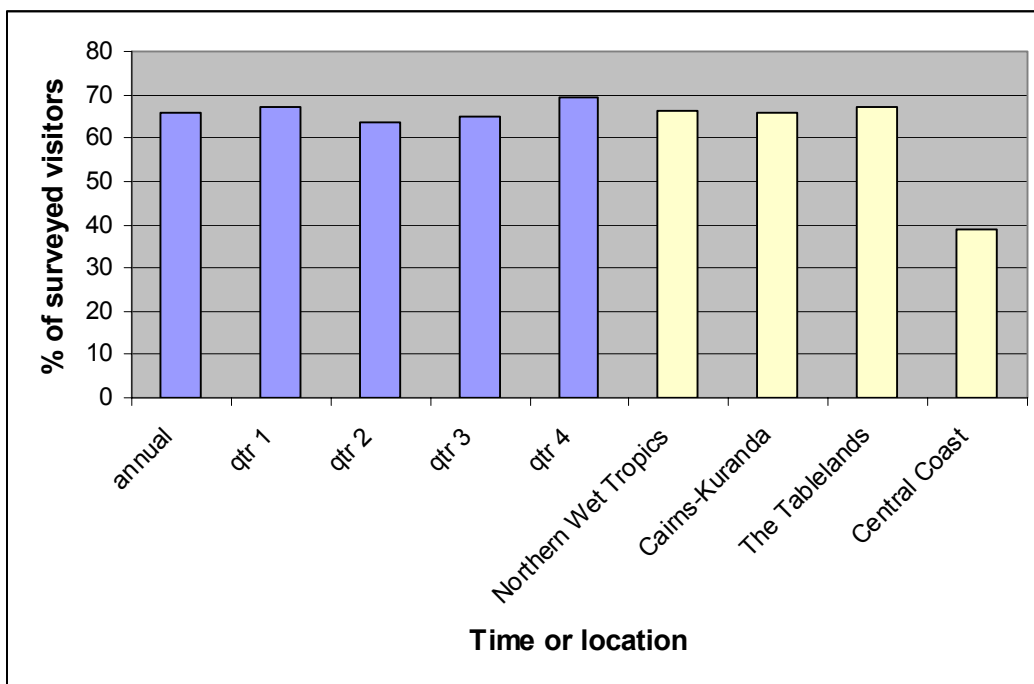
Travel party	Northern Tropics (%)	Cairns / Kuranda (%)	Tablelands (%)	Central Coast (%)
Couple	56.1	51.5	56.2	<b>58.1</b>
Friends	14.4	8.9	12.4	<b>16.1</b>
Family with children	<b>15.0</b>	12.9	6.7	9.7
Relatives	6.1	<b>10.9</b>	7.2	9.7
Alone	4.5	<b>8.9</b>	6.2	6.5
Tour group	3.7	6.9	<b>10.8</b>	0.0
Club	0.2	0.0	<b>0.5</b>	0.0

**First visit and length of stay**

Figure 5 illustrates that overall, 65.8% of respondents were first time visitors to TNQ. This figure remained relatively constant throughout the year, peaking in Quarter 4 (October to December) when 69.6% of respondents were on their first visit to the region. The Central Coast had a higher percentage of repeat visitors (61.3%).

Of the remaining 34.2% of respondents who had previously visited TNQ, 76.5% had visited the region up to three times.

During 2007 the average length of stay of respondents to this survey was 8.73 nights. While this average was consistent throughout Quarters 2 (April to June, 8.56 nights) and 4 (October to December, 8.50 nights), the average rose dramatically in Quarter 3 (July to September, 9.95 nights), and dropped off in Quarter 1 (January to March, 7.10 nights).



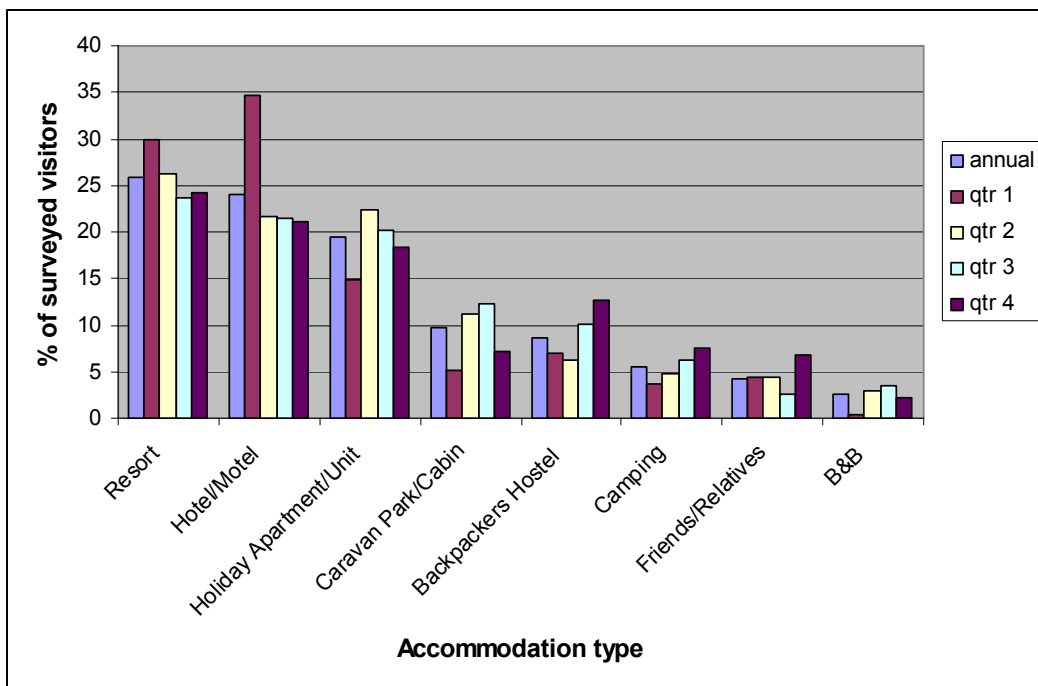
**Figure 5:** Percentage of respondents on their first visit to TNQ (as percentages of annual and quarterly samples, and rainforest location).

## Accommodation

As Figure 6 illustrates, the accommodation types used by respondents were resorts (25.8%), followed by hotels/motels (24.1%) and holiday apartments (19%). The popularity of resorts and hotels/motels peaked in Quarter 1 (January to March; 29.9% and 34.7% respectively); possibly a consequence of the Christmas and school holiday period.

Accommodation preferences based on domestic and international respondents are compared in Table 9. Results indicate a preference by international visitors for hotels/motels, backpacker hostels and caravan parks/cabins. Domestic visitors' preferences in order were resorts, hotels/motels, holiday apartments/units, caravan parks or staying with friends or relatives.

Table 10 highlights the forms of accommodation respondents to each region use. The results highlight the importance of caravan parks in the Mission Beach area.



**Figure 6:** Chosen accommodation type of visitors surveyed (as percentages of annual and quarterly samples).

**Table 9:** Comparison of accommodation types chosen by surveyed domestic and international visitors.

Accommodation type	Domestic visitors (%)	International visitors (%)
Resort	<b>33.0</b>	15.5
Hotel/Motel	21.5	<b>27.9</b>
Holiday Apartment/Unit	<b>21.2</b>	16.8
Caravan Park/Cabin	<b>10.6</b>	7.9
Backpackers Hostel	3.3	<b>16.9</b>
Camping	4.1	<b>7.6</b>
Friends/Relatives	<b>5.2</b>	2.9
Bed 'n' Breakfast	1.2	<b>4.5</b>

**Table 10:** Respondents' chosen accommodation types, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

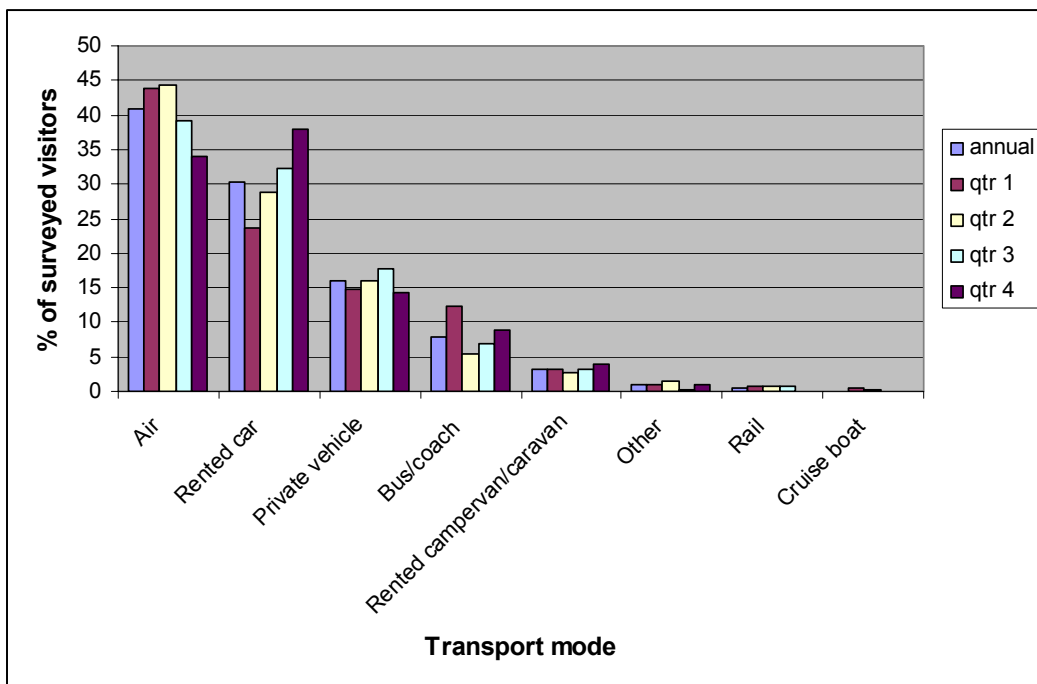
Accommodation type	Northern Tropics (%)	Cairns / Kuranda (%)	Tablelands (%)	Central Coast (%)
Resort	24.3	21.0	<b>39.7</b>	6.9
Hotel/Motel	21.4	36.0	<b>33.9</b>	13.8
Holiday Apartment/Unit	20.9	<b>23.0</b>	9.5	20.7
Caravan Park/Cabin	9.9	8.0	5.8	<b>34.5</b>
Backpackers Hostel	<b>10.0</b>	2.0	6.3	3.4
Camping	6.4	1.0	2.1	<b>10.3</b>
Friends/Relatives	4.0	<b>8.0</b>	2.6	6.9
Bed 'n' Breakfast	3.1	1.0	0.0	<b>3.4</b>

## Transport

It is clear from Figure 7 that the dominant mode of transport used by surveyed visitors to get to the region was air transport (40.9%). Other modes of transport used included rented cars (30.4%) and private vehicles (16%), yet to a much lesser extent than air travel.

In comparing international and domestic visitors surveyed, Table 11 reveals that rental cars or private vehicles were the preferred option of domestic visitors, whereas international visitors preferred buses/coaches as their mode of travelling to the region.

Table 12 below shows the mode of transport most popular to travel to the region at four key rainforest regions. For example, those who rented a car to get to the region were more prone to be surveyed at the Northern Tropics, compared to those who used a private vehicle to get to the region, which were more prone to be surveyed in the Central Coast region.



**Figure 7:** Surveyed visitors' chosen mode of transport (as percentages of annual and quarterly samples).

**Table 11:** Comparison of surveyed domestic and international respondents' chosen modes of transport.

Mode of transport	Domestic visitors (%)	International visitors (%)
Air	<b>44.1</b>	35.7
Rented car	25.9	<b>37.5</b>
Private vehicle	<b>21.8</b>	7.2
Bus/coach	5.6	<b>11.5</b>
Rented campervan/caravan	0.7	<b>6.8</b>
Other	<b>1.0</b>	0.9
Rail	<b>0.8</b>	0.2
Cruise boat	0.1	<b>0.2</b>

**Table 12:** Respondents' chosen mode of transport, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

Mode of transport	Northern Tropics (%)	Cairns / Kuranda (%)	Tablelands (%)	Central Coast (%)
Air	36.0	52.5	<b>66.0</b>	16.1
Rented car	<b>36.0</b>	16.8	9.3	16.1
Private vehicle	17.0	13.9	6.7	<b>48.4</b>
Bus/coach	6.3	9.9	<b>16.0</b>	3.2
Rented campervan/caravan	3.3	3.0	1.5	<b>9.7</b>
Other	1.0	<b>2.0</b>	0.0	0.0
Rail	0.3	2.0	0.5	<b>6.5</b>
Cruise boat	<b>0.2</b>	0.0	0.0	0.0

### **Previous holidays and alternative destinations**

Table 13 outlines the most popular destinations visited by respondents on their last holiday prior to their current trip to the region. Comparisons are then made between the destinations chosen by domestic and international visitors.

The survey also asked respondents to list up to three alternative destinations they had considered when planning this trip. The most popular destinations are shown in Table 14. Results indicate that New Zealand was the most popular international destination considered followed by Tasmania and Sydney.

**Table 13:** Most popular and recent holiday destinations for surveyed visitors (as percentages of annual and, domestic and international visitors).

<b>Destinations</b>	<b>Overall visitors (%)</b>	<b>Domestic visitors (%)</b>	<b>International visitors (%)</b>
Europe	2.6	<b>2.9</b>	2.1
France	3.0	0.6	<b>6.3</b>
Gold Coast	2.4	<b>3.6</b>	0.5
Italy	3.1	1.5	<b>5.1</b>
New Zealand	5.8	<b>7.2</b>	3.6
Sydney	2.0	<b>2.3</b>	1.6
Tasmania	3.2	<b>4.9</b>	0.5
United Kingdom	2.4	<b>2.4</b>	2.3
United States of America	1.8	1.5	<b>2.0</b>

**Table 14:** Alternative destinations considered by surveyed visitors (as percentages of annual).

<b>Destinations</b>	<b>Overall visitors (%)</b>
New Zealand	4.5
Tasmania	2.5
Sydney	2.3
Darwin	1.8
Fiji	1.8
Perth	1.6
USA	1.3
Brisbane	1.2
Thailand	1.2
Western Australia	1.2
Broome	1.1
Melbourne	1.1
Uluru	1.0

### Motivations

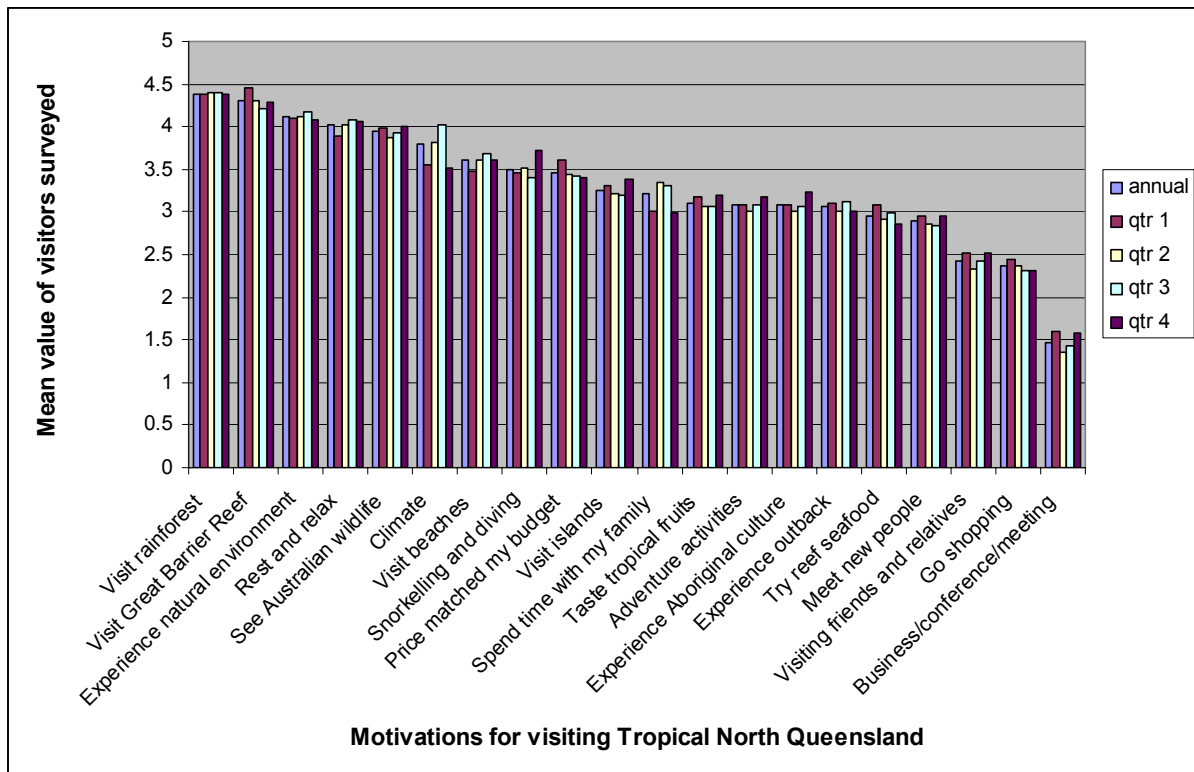
The survey asked respondents to rank a number of factors that may have attracted them to TNQ. Respondents were asked to rank each factor on a scale from 1 (not at all important) to 5 (very important). Results summarised in Figure 8 indicate that visiting the rainforest (mean = 4.38) and the Great Barrier Reef (mean = 4.31) were the most important motivations for visiting TNQ.

Other significant motivations included experiencing the natural environment (mean = 4.12), seeing wildlife (mean = 3.94), and relaxation (mean = 4.02). Of interest is the low mean for meeting new people (2.89) and visiting friends and relatives (2.43). The results indicate that the major strength of the destination lies in nature tourism activities.

A comparison of international and domestic visitors is presented in Table 15. It is apparent that international visitors rated the destinations’ natural features including the Great Barrier Reef, wildlife, beaches, islands, adventure activities, and the outback as the major motivations for visiting.

Table 16 illustrates the total rank for each motivation, followed by the overall rank by domestic and international visitors.

Table 17 highlights the motivations for travel to TNQ according to the rainforest regions where visitors completed their surveys. For example, respondents in the Tablelands rated the rainforest, and experiencing the natural environment as their major motivations while respondents in the Northern Tropics indicated that Australian wildlife and beaches were their major motivations.



**Figure 8:** Surveyed visitors’ motivations for visiting TNQ (as percentages of annual and quarterly samples).

**Table 15:** Comparison of surveyed domestic and international visitors' motivations for visiting TNQ.

Motivations	Domestic visitors (mean)	International visitors (mean)
Visit Great Barrier Reef	4.12	<b>4.58</b>
Visit rainforest	<b>4.39</b>	<b>4.39</b>
Experience natural environment	4.12	<b>4.13</b>
Rest and relax	<b>4.23</b>	3.72
See Australian wildlife	3.68	<b>4.32</b>
Climate	<b>3.88</b>	3.66
Snorkelling and diving	3.32	<b>3.77</b>
Visit beaches	3.55	<b>3.70</b>
Price matched my budget	<b>3.54</b>	3.35
Visit Islands	3.23	<b>3.29</b>
Adventure activities	2.94	<b>3.27</b>
Experience Aboriginal culture	2.83	<b>3.43</b>
Spend time with my family	<b>3.32</b>	3.04
Meet new people	2.73	<b>3.11</b>
Experience outback	2.87	<b>3.34</b>
Taste tropical fruits	<b>3.12</b>	3.08
Try reef seafood	<b>3.03</b>	2.84
Visiting friends and relatives	2.33	<b>2.55</b>
Go shopping	<b>2.36</b>	<b>2.36</b>
Business/conference/meeting	1.45	<b>1.47</b>

### Box 1: Who was motivated to visit the rainforest?

An overall profile based on socio-demographics and travel behaviour indicates that visiting the rainforest was highest amongst surveyed visitors that were:

- Female (mean = 4.41);
- From Latin and South America (mean = 5.00), and Germany (mean = 4.51);
- Aged between 40 and 49 years (mean = 4.45) and over 60 years (mean = 4.42);
- Professionals (mean = 4.42), and retired/semi-retired (mean = 4.41);
- Travelling as part of a club (mean = 4.67) or alone (mean = 4.50);
- On their first visit to TNQ (mean = 4.39); and
- Staying at a Bed 'n' Breakfast (mean = 4.59) or camping (mean = 4.55).

As for the domestic visitors, those that were most motivated to visit the rainforest were:

- Female (mean = 4.43);
- Aged between 40 and 49 years (mean = 4.50);
- Professionals (mean = 4.46);
- Travelling as part of a club (mean = 5.0) or alone (mean = 4.61);
- On their first visit to TNQ (mean = 4.40); and
- Staying at a Bed 'n' Breakfast (mean = 4.78) or camping (mean = 4.67).

For the international visitors, those that were most motivated to visit the rainforest were:

- Female (mean = 4.39);
- Aged over 65 years (mean = 4.52);
- Tradesperson (mean = 4.71);
- Travelling with relatives (mean = 4.54);
- On their first visit to TNQ (mean = 4.40); and
- Staying at a Bed 'n' Breakfast (mean = 4.52) or with friends/relatives (mean = 4.50).

**Table 16:** The rank for each motivation of the overall sample, domestic and international visitors.

<b>Rank</b>	<b>Overall sample</b>	<b>Domestic visitors surveyed</b>	<b>International visitors surveyed</b>
1	Visit rainforest	Visit rainforest	Visit Great Barrier Reef
2	Visit Great Barrier Reef	Rest and relax	Visit rainforest
3	Experience natural environment	Experience natural environment	See Australian wildlife
4	Rest and relax	Visit Great Barrier Reef	Experience natural environment
5	See Australian wildlife	Climate	Snorkelling and diving
6	Climate	See Australian wildlife	Rest and relax
7	Visit beaches	Visit beaches	Visit beaches
8	Snorkelling and diving	Price matched my budget	Climate
9	Price matched my budget	Snorkelling and diving	Experience Aboriginal culture
10	Visit Islands	Spend time with my family	Price matched my budget
11	Spend time with my family	Visit islands	Experience outback
12	Taste tropical fruits	Taste tropical fruits	Visit islands
13	Adventure activities	Try reef seafood	Adventure activities
14	Experience Aboriginal culture	Adventure activities	Meet new people
15	Experience outback	Experience outback	Taste tropical fruits
16	Try reef seafood	Experience Aboriginal culture	Spend time with family
17	Meet new people	Meet new people	Try reef seafood
18	Visiting friends and relatives	Go shopping	Visiting friends and relatives
19	Go shopping	Visiting friends and relatives	Go shopping
20	Business/conference/meeting	Business/conference/meeting	Business/conference/meeting

**Table 17:** Motivations of respondents for visiting TNQ, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

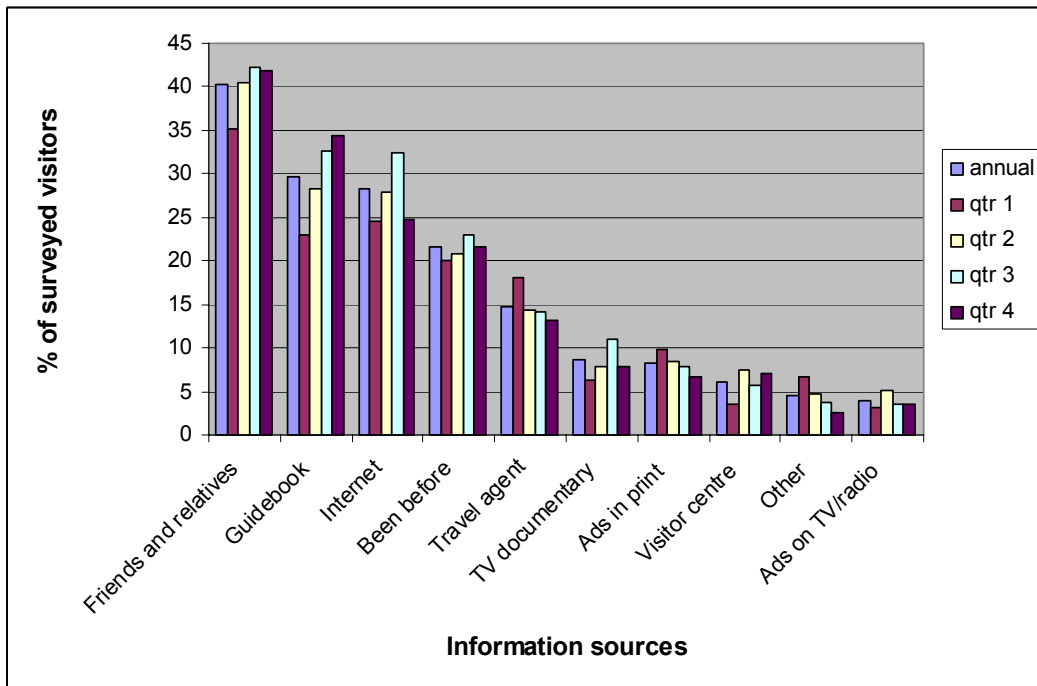
Motivations	Northern Tropics (mean)	Cairns / Kuranda (mean)	Tablelands (mean)	Central Coast (mean)
Visit Great Barrier Reef	4.28	<b>4.43</b>	4.39	4.26
Visit rainforest	4.38	4.36	<b>4.41</b>	4.37
Experience natural environment	4.13	4.03	<b>4.17</b>	3.90
Rest and relax	4.04	<b>4.18</b>	3.83	3.96
See Australian wildlife	<b>3.95</b>	3.88	3.87	4.10
Climate	<b>3.83</b>	3.81	3.54	3.59
Snorkelling and diving	3.59	3.35	3.01	<b>3.82</b>
Visit beaches	<b>3.67</b>	3.60	3.28	3.57
Price matched my budget	3.41	3.49	<b>3.74</b>	3.52
Visit Islands	3.21	3.38	3.42	<b>3.54</b>
Adventure activities	3.10	2.93	2.95	<b>3.32</b>
Experience Aboriginal culture	3.08	3.03	3.10	<b>3.24</b>
Spend time with my family	3.26	3.10	2.93	<b>3.35</b>
Meet new people	2.85	2.98	3.02	<b>3.14</b>
Experience outback	3.04	3.04	<b>3.24</b>	3.04
Taste tropical fruits	3.09	3.11	3.13	<b>3.59</b>
Try reef seafood	2.96	2.85	2.98	<b>3.04</b>
Visiting friends and relatives	2.39	2.50	2.45	<b>3.41</b>
Go shopping	2.26	<b>2.87</b>	2.60	2.62
Business/conference/meeting	1.45	1.41	1.50	<b>1.88</b>

### Information sources

The major source of information on TNQ for visitors was friends and relatives (40.2%), which maintained a relatively consistent popularity across the four quarters, only dropping slightly in Quarter 1 (January to February, 35.2%). This differed from other information sources that followed in terms of popularity – guidebook, internet, been before and travel agent – which all incurred seasonal peaks and drops.

Table 18 highlights differences in the use of information sources used by domestic and international visitors. For example, international visitors relied more heavily on guidebooks, travel agents and visitor centres for information.

Table 19 draws comparisons between information sources used by respondents based on rainforest locations. Of the total number of visitors surveyed in 2007, those that relied on friends and relatives, guidebooks and the internet were likely to have visited the Northern Tropics region. In comparison, respondents who relied on a travel agent, TV documentary and ads in print were more likely to visit the Tablelands.



**Figure 9:** Information sources used by surveyed visitors (as percentages of annual and quarterly samples).

### **Box 2: Who used their friends and relatives for information on the region?**

Interestingly, friends and relatives were used by a large number of visitors surveyed as an information source to assist in their travel in TNQ (40.2%).

So, who are the majority of these visitors who used friends and relatives for information?

- Equally male and female (40.1% and 40.5% respectively);
- Those from Germany (48.9%) and New Zealand (45.2%);
- Those aged between 20-29 years (44.6%);
- Those working in manual/factory work (71.4%) and the service industry (48.8%);
- Those travelling as a family with children (45.5%);
- Repeat visitors to TNQ (54.9%);
- Those staying with friends and relatives (56.9%); and
- Those renting a car (44.4%).

### **Box 3: Who used the internet for information on the region?**

The internet was used by a large number of visitors surveyed as an information source to assist in their travel in TNQ (28.2%).

So, who are the majority of these visitors that used the internet for information?

- Equally male and female (26.7% and 29.6% respectively);
- Those from Asia (45.5%), North America (36.3%) or Scandinavia (33.3%);
- Those aged between 40-49 years (38.0%);
- Public servants (32.9%) or those working in the service industry (32.6%);
- Those travelling as a family with children (38.2%);
- Repeat visitors (67.7%);
- Those staying at a Bed 'n' Breakfast (54.3%); and
- Those who travelled by air to get to the region (33.9%).

**Table 18:** Comparison of surveyed domestic and international visitors' information sources.

Information sources	Domestic visitors (%)	International visitors (%)
Friends and relatives	<b>41.4</b>	38.2
Guidebook	21.5	<b>41.8</b>
Internet	<b>28.8</b>	27.9
Travel agent	9.2	<b>23.2</b>
Been before	<b>29.4</b>	9.6
TV documentary	<b>11.4</b>	4.1
Other	<b>5.2</b>	3.6
Ads in print	<b>9.4</b>	6.4
Visitor centre	4.9	<b>7.7</b>
Ads on television/radio	<b>5.5</b>	1.3

**Table 19:** Information sources used by respondents, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

Information sources	Northern Tropics (%)	Cairns / Kuranda (%)	Tablelands (%)	Central Coast (%)
Friends and relatives	<b>41.7</b>	41.6	32.0	32.3
Guidebook	<b>31.4</b>	18.8	26.3	22.6
Internet	<b>28.8</b>	26.7	28.4	12.9
Travel agent	14.0	14.9	<b>20.1</b>	6.5
Been before	21.7	19.8	17.0	<b>48.4</b>
TV documentary	8.4	8.9	<b>10.3</b>	3.2
Other	3.9	<b>9.9</b>	5.7	0.0
Ads in print	7.0	5.0	<b>17.5</b>	3.2
Visitor centre	5.9	5.0	5.2	<b>16.1</b>
Ads on television/radio	3.5	4.0	5.7	<b>6.5</b>

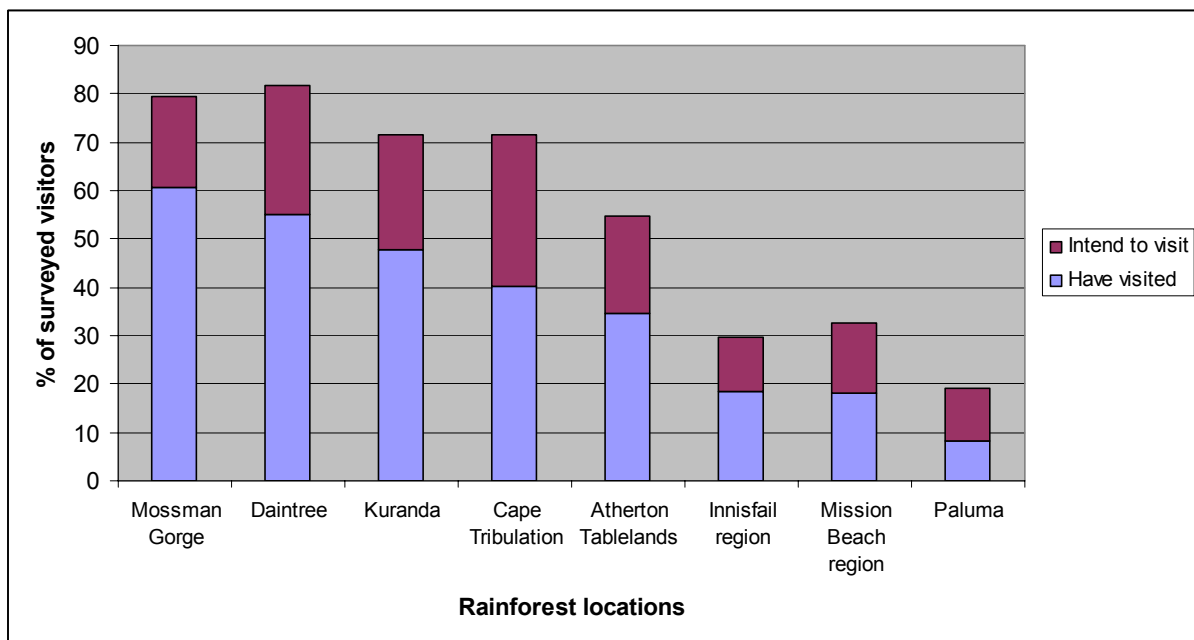
### 3. *Surveyed visitors' experiences in and satisfaction with Tropical North Queensland*

#### *Rainforest locations visited and length of stay*

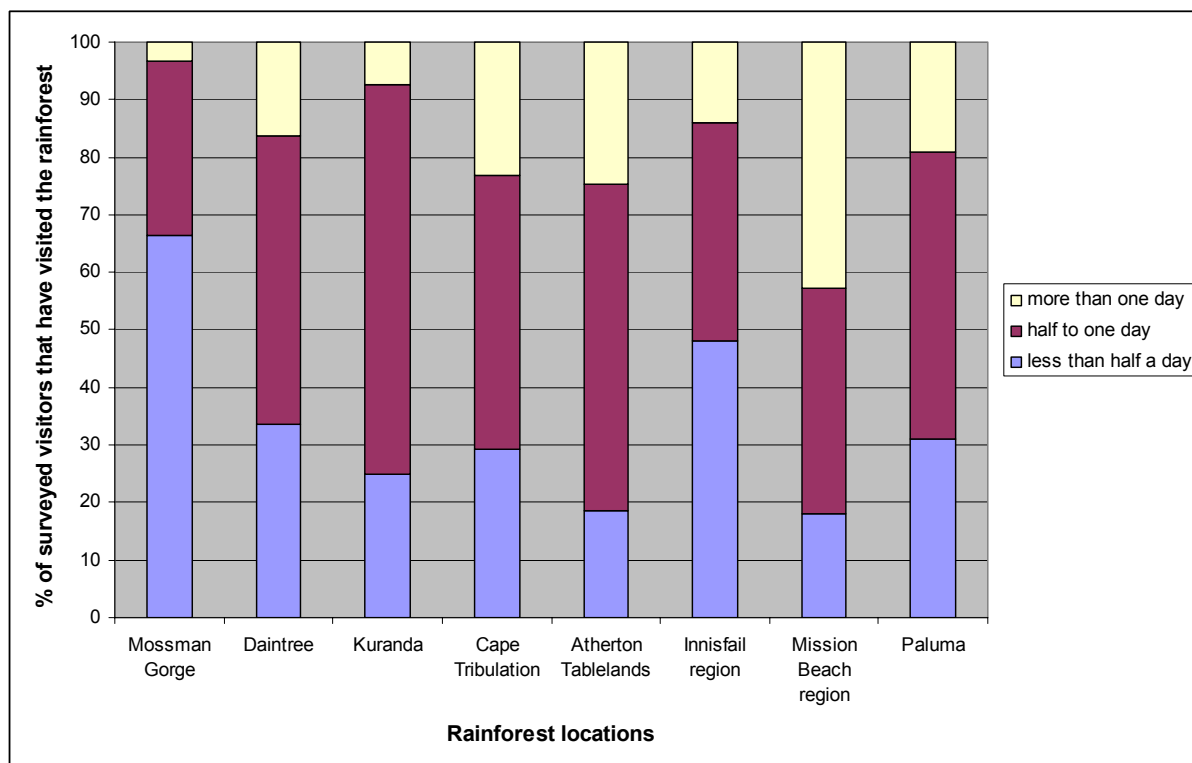
As Figure 10 shows, the key hotspots for experiencing the rainforest included Mossman Gorge (60.5%), Daintree (55.0%) and Kuranda (47.7%), and a strong level of intent to visit Cape Tribulation (31.2%).

Figure 11 illustrates the length of time respondents stayed in each of the location where they were surveyed. The table does not indicate intended length of stay in other locations. As illustrated in Figure 11, Mossman Gorge is predominately visited for less than half a day, Kuranda for half to one day, and the Mission Beach region for more than one day.

Table 20 provides a comparison of respondents based on domestic and international visitors and their rainforest visitation patterns.



**Figure 10:** Rainforest locations visited, and intent to visit, by those visitors surveyed.



**Figure 11:** Time spent at rainforest locations in the WTWHA by respondents.

**Table 20:** Comparison of rainforest locations visited by surveyed domestic and international visitors.

Rainforest locations	Domestic visitors (%)	International visitors (%)
Mossman Gorge	<b>61.0</b>	59.5
Daintree	<b>57.1</b>	51.8
Kuranda	<b>52.0</b>	40.9
Cape Tribulation	39.3	<b>41.8</b>
Atherton Tablelands	<b>41.4</b>	23.9
Innisfail region	<b>22.1</b>	12.3
Mission Beach region	<b>20.8</b>	14.5
Paluma	<b>10.4</b>	4.5

## **Importance of visiting rainforests and knowledge**

The survey posed a question on the importance of visiting the Wet Tropics rainforest in the region. Visitors could respond on a scale of 1 (not at all important) through to 5 (very important). The mean from the entire sample was 4.31. This mean remained relatively consistent throughout the year, increasing only slightly in Quarters 3 (July to September) and 4 (October to December) to 4.36 and 4.39 respectively. A similar follow-on question was also posed about the importance of visiting national parks while on holidays. The overall mean for the sample was 3.86. While substantially lower than the importance of visiting the Wet Tropics rainforest, this mean remained relatively consistent throughout the year, rising only slightly in Quarters 3 (July to September) and 4 (October to December) to 3.96 and 3.90 respectively.

Visitors were also asked if they knew that the Wet Tropics rainforest was World Heritage listed prior to their visit. Of those surveyed, 66.7% of visitors were aware before their visit. Eighty percent of domestic visitors knew that the rainforest was World Heritage listed, compared with only 46.3% of international visitors. A very high percentage of visitors (88.6%) agreed that if the Wet Tropics rainforest was not World Heritage listed, they would still have visited. In this instance, there was little variation between domestic and international visitors with 89.4% of domestic visitors, and 87.2% of international visitors agreeing that if the rainforest was not World Heritage listed they would still have visited.

## **Rainforest activities**

The survey also posed a question on visitors' level of interest in participating in a number of rainforest activities during their visit to TNQ. Figure 12 outlines the mean of these activities, where 1 equals *not all interested* and 4 equals *very interested*. According to respondents, the rainforest activity that attracted the most interest was a short rainforest walk (mean = 3.54), followed by a self-drive along a rainforest road (mean = 3.08). From Figure 12, seasonality did not greatly influence the interest in any of the rainforest activities.

International visitors were more interested than domestic visitors in participating in all of the listed rainforest activities other than a short rainforest walk, and a self drive along a rainforest road. These comparisons are listed in Table 21.

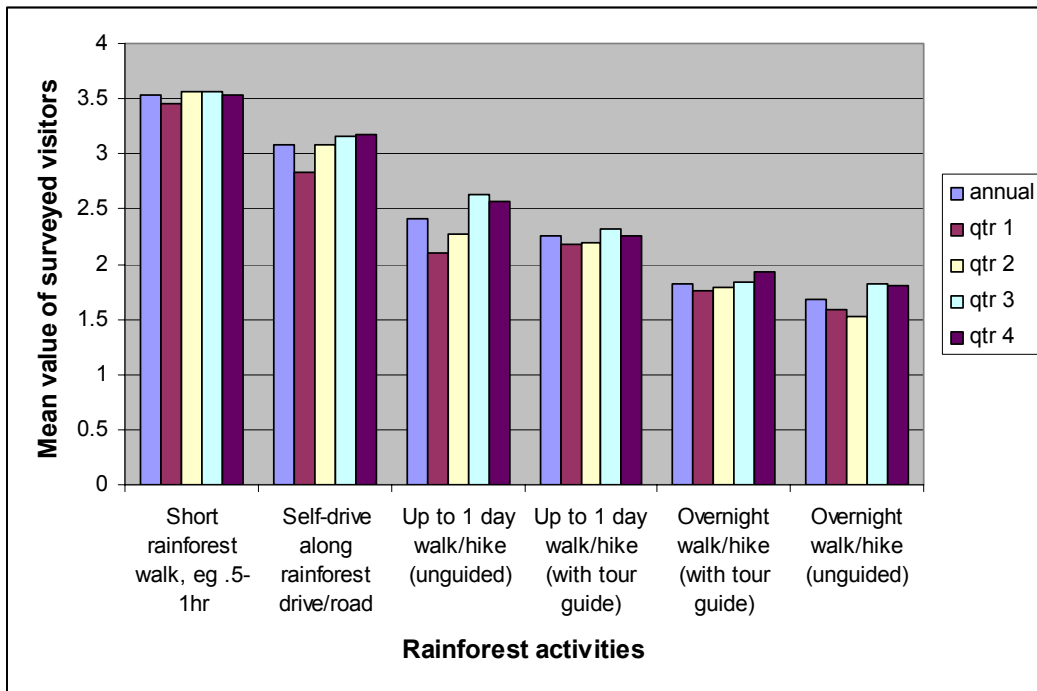
Table 22 highlights that a large number of visitors indicated they would participate in a number of rainforest activities (except for a self-drive and guided one-day hike) in the Northern Tropics.

### **Box 4: Profile of 1 day unguided hikers**

Results from the survey revealed that visitors most interested in a one-day unguided hike were males (mean = 2.50), from Latin and South America (mean = 4.0), Germany (mean = 3.02) and North America (mean = 2.80).

Those least interested in a one-day unguided hike were, surprisingly, those from New Zealand (mean = 1.96), Asia (mean = 2.15) or the United Kingdom and Ireland (mean = 2.17). Those most interested were aged between 30-39 years (mean = 2.69) or 20-29 years (mean=2.65).

From those surveyed, the most interested visitors in a one-day unguided hike through the rainforest were travelling alone (mean = 2.80) or with a club (mean = 2.50), and were camping (mean = 3.08).



**Figure 12:** Level of interest in rainforest activities of surveyed visitors (as mean values of annual and quarterly samples).

**Table 21:** Comparison of surveyed domestic and international visitors’ interests in rainforest activities.

Rainforest activities	Domestic visitors (mean)	International visitors (mean)
Short rainforest walk, e.g. ½ to 1 hour	<b>3.57</b>	3.50
Self-drive along rainforest drive/road	<b>3.22</b>	2.86
Up to 1 day walk/hike (unguided)	2.34	<b>2.52</b>
Up to 1 day walk/hike (with tour guide)	2.07	<b>2.50</b>
Overnight walk/hike (with tour guide)	1.63	<b>2.11</b>
Overnight walk/hike (unguided)	1.60	<b>1.80</b>

**Table 22:** Respondents’ preferred rainforest activities, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

Rainforest activities	Northern Tropics (mean)	Cairns / Kuranda (mean)	Tablelands (mean)	Central Coast (mean)
Short rainforest walk, e.g. ½ to 1 hour	<b>3.57</b>	3.32	3.45	3.53
Self-drive along rainforest drive/road	3.21	2.69	2.43	<b>3.57</b>
Up to 1 day walk/hike (with tour guide)	2.25	2.13	<b>2.30</b>	2.00
Up to 1 day walk/hike (unguided)	<b>2.54</b>	2.02	1.91	2.07
Overnight walk/hike (with tour guide)	<b>1.86</b>	1.74	1.69	1.71
Overnight walk/hike (unguided)	<b>1.75</b>	1.45	1.43	1.52

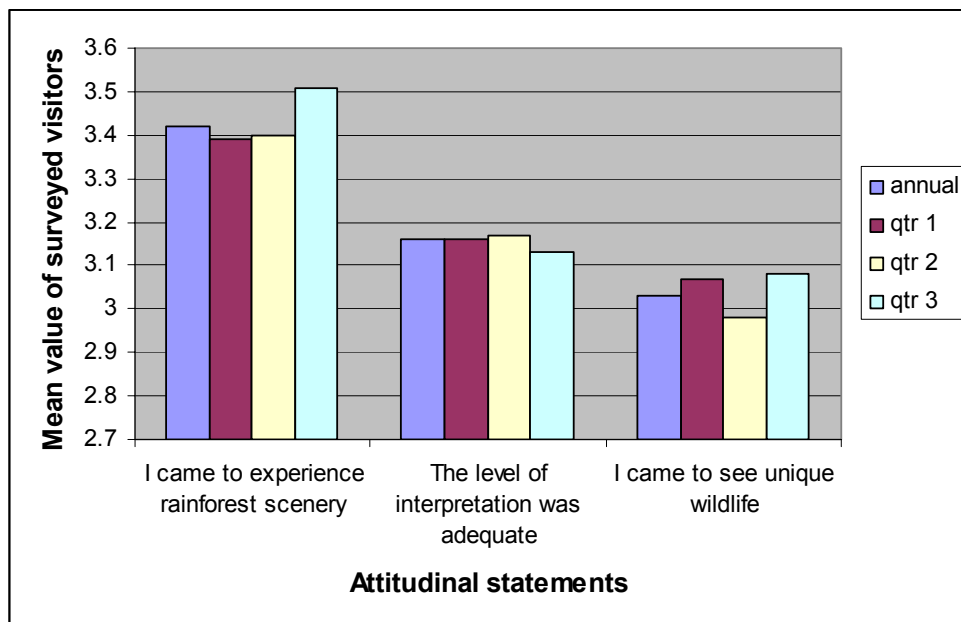
### Rainforest experience

This section explores the responses of surveyed visitors to a number of attitudinal statements about their rainforest experience, and reveals if visitors have been to other rainforests in Australia and/or internationally. Three statements were posed to visitors concerning different facets of their experience. Visitors were asked to respond to these on a scale of 1 (strongly disagree) to 4 (strongly agree). Figure 13 shows that visiting rainforest scenery was crucial for many respondents, peaking in Quarter 3 (July to September, mean = 3.51). While the statement on the level of interpretation being adequate remained constant across the three quarters, the overall mean was surprisingly quite low (mean = 3.16).

Table 23 illustrates the comparison between domestic and international visitors to three attitude statements. Domestic visitors provided only a slightly increased overall mean in relation to experiencing rainforest scenery and seeing unique wildlife.

Table 24 presents the responses to the attitudinal statements in relation to where visitors were surveyed. Those surveyed in the Cairns/Kuranda area, including Barron Gorge were more likely to agree that the level of interpretation was adequate, and that they had come to experience rainforest scenery.

The survey also asked whether visitors have visited other rainforests in Australia and internationally. Of those surveyed, 50.4% had visited rainforests in Australia, and 44.7% had visited rainforests internationally. The most popular destinations are shown in Table 25.



**Figure 13:** Impressions of surveyed visitors to three attitudinal statements concerning their rainforest experience (as mean values of annual and quarterly samples only for quarters one, two and three).

**Table 23:** Comparison of surveyed domestic and international visitors' interests in rainforest activities.

Attitudinal statements	Domestic visitors surveyed (mean)	International visitors surveyed (mean)
"I came to experience rainforest scenery"	<b>3.43</b>	3.40
"The level of interpretation was adequate"	<b>3.16</b>	<b>3.16</b>
"I came to see unique wildlife"	2.96	<b>3.11</b>

**Table 24:** Respondents' preferred rainforest activities, as a percentage of surveyed visitors at four key Wet Tropics rainforest locations.

Attitudinal statements	Northern Tropics (mean)	Cairns / Kuranda (mean)	Tablelands (mean)	Central Coast (mean)
"I came to experience rainforest scenery"	3.44	<b>3.38</b>	3.35	<b>3.38</b>
"The level of interpretation was adequate"	3.14	<b>3.27</b>	3.20	3.07
"I came to see unique wildlife"	3.03	2.97	3.03	<b>3.14</b>

**Box 4: Profile of visitors who were happy with the level of interpretation**

The results from the survey revealed that those visitors most happy with the level of interpretation were females (mean = 3.16) from the United Kingdom and Ireland (mean = 3.31), and Australia (mean = 3.16).

Those least happy with the level of interpretation were from Europe (mean = 2.96) and Germany (mean = 3.04).

From the visitors surveyed, those most happy with the level of interpretation were on a tour (mean = 3.30) or with relatives (mean = 3.27), staying at a Bed 'n' Breakfast (mean = 3.24) and on their first visit to the region (mean = 3.18).

**Table 25:** Rainforest locations, both in Australia and overseas that survey respondents had also visited (as percentages of annual).

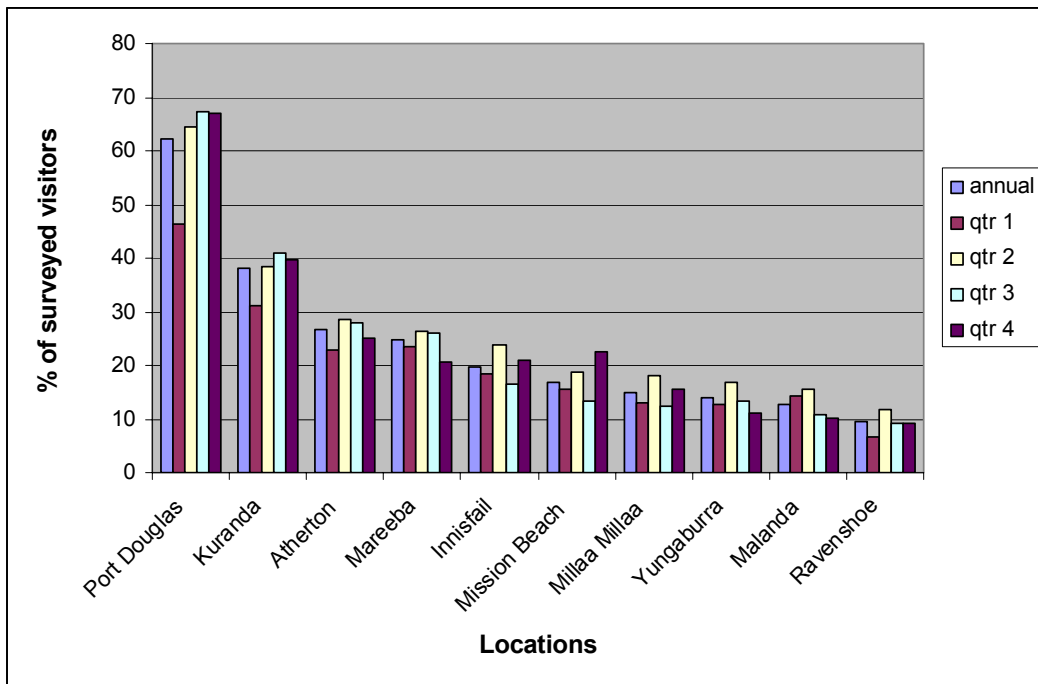
Australian rainforest locations	Overall visitors (%)	International rainforest locations	Overall visitors (%)
Tasmania	3.0	Costa Rica	0.5
New South Wales	1.8	Hawaii	0.7
Victoria	1.6	Indonesia	0.6
Gold Coast	1.4	Malaysia	1.3
Fraser Island	0.8	New Zealand	2.1
Otways	0.7	Thailand	1.6
Blue Mountains	0.6	Borneo	0.4
Queensland	0.4	Brazil	0.4
Kakadu	0.3	Canada	0.4
Northern Territory	0.3	United States of America	0.4
Western Australia	0.3		

**Budget of surveyed visitors and where they travelled during their trip**

The survey posed a question on the overall budget for respondents’ travel party for this trip (including airfares, accommodation, tours and all other expenses). The average overall budget for surveyed visitors was \$5,100 AUD. This average amount budgeted for an average of 1.98 adults and 0.29 children.

One of the final questions in the survey requested that respondents indicate whether they had travelled to a number of towns in the region during their holiday. Figure 14 shows the percentage of surveyed visitors who travelled to these locations (annually and quarterly). The most popular places included Port Douglas (62.2%), Kuranda (37.9%) and Atherton (26.7%). Interestingly, these more popular choices decreased in Quarter 1 (January to March, 46.5%, 31% and 22.9% respectively), yet maintained strong throughout the remainder of the year.

The only common place for drive-throughs or for international visitors, when compared with their domestic visitor counterpart, was Mission Beach. For all other locations listed in Table 26, domestic visitors drove through or to a variety of locations throughout TNQ at a much higher rate than international visitors.



**Figure 14:** Locations travelled through or to during surveyed visitors’ trips to TNQ (as percentages of annual and quarterly samples).

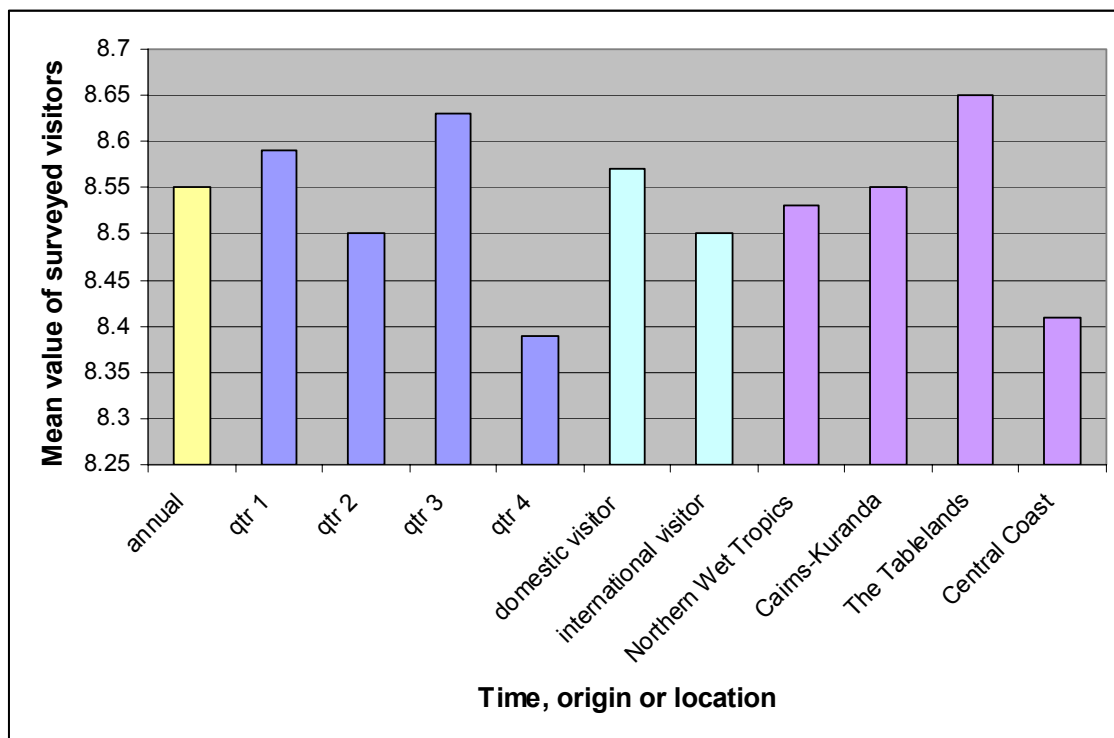
**Table 26:** Comparison of locations travelled through or to by surveyed domestic and international visitors.

<b>Locations</b>	<b>Domestic visitors (%)</b>	<b>International visitors (%)</b>
Port Douglas	<b>67.9</b>	54.3
Kuranda	<b>43.9</b>	29.1
Atherton	<b>30.4</b>	21.4
Mareeba	<b>31.0</b>	15.5
Innisfail	<b>22.3</b>	16.1
Mission Beach	16.7	<b>17.0</b>
Millaa Millaa	<b>16.3</b>	12.3
Yungaburra	<b>15.8</b>	10.5
Malanda	<b>14.9</b>	9.5
Ravenshoe	<b>11.6</b>	6.4

### Overall satisfaction with visit to Tropical North Queensland

Visitors were asked to rate the overall quality of their Wet Tropics rainforest visit using a scale of 1 (not at all satisfactory) to 10 (highly satisfactory). The overall annual mean score for 2007 was 8.55, as shown in Figure 15. This score dropped slightly in Quarter 2 (April to June, 8.5) and quite substantially in Quarter 4 (October to December; 8.39).

Furthermore, in comparing domestic and international surveyed visitors, international visitors to the region provided a lower overall annual mean (8.50) than domestic visitors (8.57). Lastly, in terms of key rainforest regions, those surveyed in the Tablelands had the highest mean value (8.65) of satisfaction on their rainforest trip.



**Figure 15:** Overall surveyed visitors' satisfaction with their trip to TNQ (as means of annual, quarterly, domestic visitor and international visitor, and rainforest location samples).

## Publication List – Year One

### Quarterly 'Tourism Barometers'

2007 Rainforest Tourism Barometers – Quarters 1, 2, 3 and 4

Available for download: [http://www.rrrc.org.au/publications/tourism\\_barometers.html](http://www.rrrc.org.au/publications/tourism_barometers.html)

### Technical Reports

Prideaux, B. and Falco-Mammone, F. (2007) *Rainforest Tourism: Establishment of a Visitor Monitoring Structure*. Unpublished report to the Marine and Tropical Sciences Research Facility. Reef and Rainforest Research Centre Limited, Cairns (17pp.).

Available for download: [http://www.rrrc.org.au/mtsrfr/theme\\_4/project\\_4\\_9\\_2.html](http://www.rrrc.org.au/mtsrfr/theme_4/project_4_9_2.html)

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These and related reports are available for download from the  
Marine and Tropical Sciences Research Facility website:

<http://www.rrrc.org.au/publications/index.html>

## References

Bentrupperbäumer, J.M. (2002a) *Lake Barrine: Site level Data Report 2001/2002*. Cairns: Rainforest CRC. Available for download:

Bentrupperbäumer, J.M. (2002b) *Marrdja Boardwalk: Site level Data Report 2001/2002*. Cairns: Rainforest CRC. Available for download:

Bentrupperbäumer, J.M. (2002c) *Mossman Gorge: Site level Data Report 2001/2002*. Cairns: Rainforest CRC. Available for download:

Bentrupperbäumer, J. and Reser, J. (2002) *Measuring and Monitoring Impacts of Visitation and Use in the Wet Tropics World Heritage Area: A Site-Based Bioregional Perspective*. Cairns: Rainforest CRC. Available for download:

# Appendix A

## Survey Instrument

**Q1. Are you:**

- Male  Female

**Q2. Where do you usually live?**

Australia (postcode) \_\_\_\_\_ Overseas (country) \_\_\_\_\_

**Q3. Please indicate your age group:**

- Under 20 yrs  20 to 29  30 to 39  40 to 49  50 to 59  
 60 to 65  Over 65 yrs

**Q4. How would you best describe your occupation: (Please choose only one)**

- Self-employed  Professional  Retail  Domestic duties  
 Management  Office/Clerical  Public Service  Manual/Factory worker  
 Service Industry  Tradesperson  Student  Retired/Semi-retired  
 Other: \_\_\_\_\_

**Q5. Which of these best describes your immediate travel party:**

- Alone  Couple (partner/spouse)  Tour group  Club  
 Friends  Family with children  Relatives

**Q6. Is this your first visit to Tropical North Queensland (TNQ)?**

- Yes  No *If No, how many times have you visited TNQ?* \_\_\_\_\_

**Q7. How many nights do you intend spending in TNQ?** \_\_\_\_\_ nights

**Q8. What is your main type of accommodation during your visit to TNQ?**

- Hotel/motel  Resort  Backpackers hostel  Holiday apartment/unit  
 Caravan park/cabin  Camping  Bed & breakfast  Friends/relatives

**Q9. What is your main type of transportation to Tropical North Queensland (TNQ)?**

- Air  Private vehicle  Rented car  Rented campervan/caravan  
 Bus/coach  Rail  Cruise boat  Other: \_\_\_\_\_

**Q10. Where did you find out about Tropical North Queensland? (Select all that apply)**

- Internet  Tourist guide books  Friends/family  Advertisements in print  
 Travel Agent  TV documentary  Visitor centres  Advertisements on TV/radio  
 Been before  Other (please specify): \_\_\_\_\_

**Q11. Please tell us where you spent your last holiday:** \_\_\_\_\_

**Q12. Please list up to 3 other destinations you considered while planning your current holiday:**

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

**Q13. Please indicate how important each of the features was in your decision to visit TNQ:**

	Not at all Important	Unimportant	Neutral	Important	Very Important
Visit the Great Barrier Reef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the rainforest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
See Australian wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience Aboriginal culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price matched my budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rest & relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkelling & diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spend time with my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tropical fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting friends & relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience the outback	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the islands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business/conference/meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reef seafood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q14. Below is a list of areas that contain Wet Tropics World Heritage rainforest locations.**

Please indicate which rainforest areas you have already visited and/or intend to visit during this trip, and in the last column, please indicate the approximate amount of time you have spent or intend to spend in each location.

WTWHA Rainforest Locations	Have Visited	Intend to Visit	Time Spent at Each Location			If more than 1 day, please specify no of days
			Less than ½ Day	Half Day to 1 Day	More than 1 day	
Kuranda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Atherton Tablelands rainforest areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Cape Tribulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Daintree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Mossman Gorge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Innisfail/Wooroonooran/Palmerston	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Mission Beach/Tully/Cardwell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Paluma (near Townsville)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____

**Q15. Before your visit to TNQ, did you realise that this rainforest was World Heritage listed?**

- Yes  No

**Q16. How important is it for you to visit the rainforests in Tropical North Queensland?**

- Not at all important  Unimportant  Neither  Important  Very important

**Q17. If the rainforests you have visited in the Tropical North Queensland region were NOT designated as World Heritage sites, would you have still visited them?**

- Yes  Unsure  No

**Q18. Have you visited other rainforests:**

- In Australia?**  Yes If Yes, where? \_\_\_\_\_  
 No
- Overseas?**  Yes If Yes, where? \_\_\_\_\_  
 No

**Q19. When you are on holidays, how important is it for you to visit national parks?**

- Not at all important  Unimportant  Neither  Important  Very important

**Q20. Thinking about this trip to the TNQ region, what is the overall budget for your travel party for this trip (including airfares, accommodation, tours, & all other expenses)?**

AU\$ \_\_\_\_\_ How many people does this amount budget for? Adults \_\_\_\_ Children \_\_\_\_

**Q21. Below is list of potential rainforest activities. Please indicate how interested you are in participating in these activities during your holidays in the region.**

Rainforest Activities	Not at all	A Little Interested	Somewhat Interested	Very Interested
Self-drive along a rainforest drive/road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short rainforest walk - e.g. ½ hour to 1 hour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Up to 1 day walk/hike – unguided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Up to 1 day walk/hike – with tour guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overnight walk/hike – unguided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overnight walk/hike – with tour guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q22. If you are using a private or rented vehicle during your trip to TNQ, please indicate which of the following locations that you have travelled through/to during this holiday:**

- Kuranda  Mareeba  Atherton  Malanda  Millaa Millaa  
 Mission Beach  Port Douglas  Innisfail  Yungaburra  Ravenshoe

**Q23. On the scale below, where 1 = Not At All Satisfactory and 10 = Highly Satisfactory, how would you rate the overall quality of your rainforest visit?**

- 1 2 3 4 5 6 7 8 9 10



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