



## TNQ TOURISM FACTSHEET 12

Repeat visitors, July 2008 – June 2009

### OBJECTIVES

This factsheet profiles repeat visitors to Tropical North Queensland (TNQ) who visit the Wet Tropics rainforests. It forms part of a series of factsheets that profiles visitors to TNQ funded by the Australian Government's Marine and Tropical Sciences Research Facility (MTSRF) and James Cook University.

### METHODOLOGY

The data presented in this factsheet draws on 810 domestic and international visitor surveys, collected over a twelve-month period (July 2008 – June 2009) at key sites throughout the Wet Tropics region. Surveys were conducted both on site at rainforest locations or through distribution by rainforest tourism operators. Results reveal that 37.3% of visitors to the Wet Tropics rainforests are repeat visitors to the region.

### LIMITATIONS

During the reporting period, surveys were collected in English, potentially resulting in a bias towards English-speaking visitors. Results are aggregated and may not reflect specific visitor patterns at all Wet Tropics visitor sites.



### REPEAT VISITORS

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

#### Gender

- Males accounted for 52.2%; females 47.8%.

#### Origin

- Domestic visitors accounted for 85.2% (14.8% international visitors);
- Australia (85.2%), New Zealand (5.1%), the United Kingdom/Ireland (5.1%), Europe (1.7%), North America (1.3%), Germany (0.7%) and Scandinavia (0.7%).

#### Age

- Under 20 years (4.0%), 20-29 years (21.9%), 30-39 years (18.2%), 40-49 years (15.2%), 50-59 years (18.5%), 60-65 years (13.5%) and over 65 years (8.8%).

#### Occupation

- Professional (26.0%), semi-retired/retired (16.7%), self-employed (13.7%), management (8.7%), office/clerical (5.7%), retail (5.0%), public servant (5.0%), student (4.3%), service (4.0%), tradesperson (4.0%), domestic duties (3.7%) and manual/factory (0.3%).

#### Travel Party

- Couple (55.7%), family with children (12.7%), friends (12.7%), relatives (8.7%), tour group (6.7%) and travelling alone (3.7%).

#### Accommodation

- Resort (30.6%), holiday apartment/unit (28.9%), hotel/motel (16.5%), friends/relatives (8.2%), caravan park (6.5%), camping (3.8%), backpackers' hostel (3.8%) and Bed 'n' Breakfast (1.7%).

#### Length of Stay (average)

- Overall visitor rate of 8.95 nights compared with overall repeat visitor rate of 9.59 nights.
- Domestic repeat visitor rate of 9.18 nights and international repeat visitor rate of 11.95 nights.

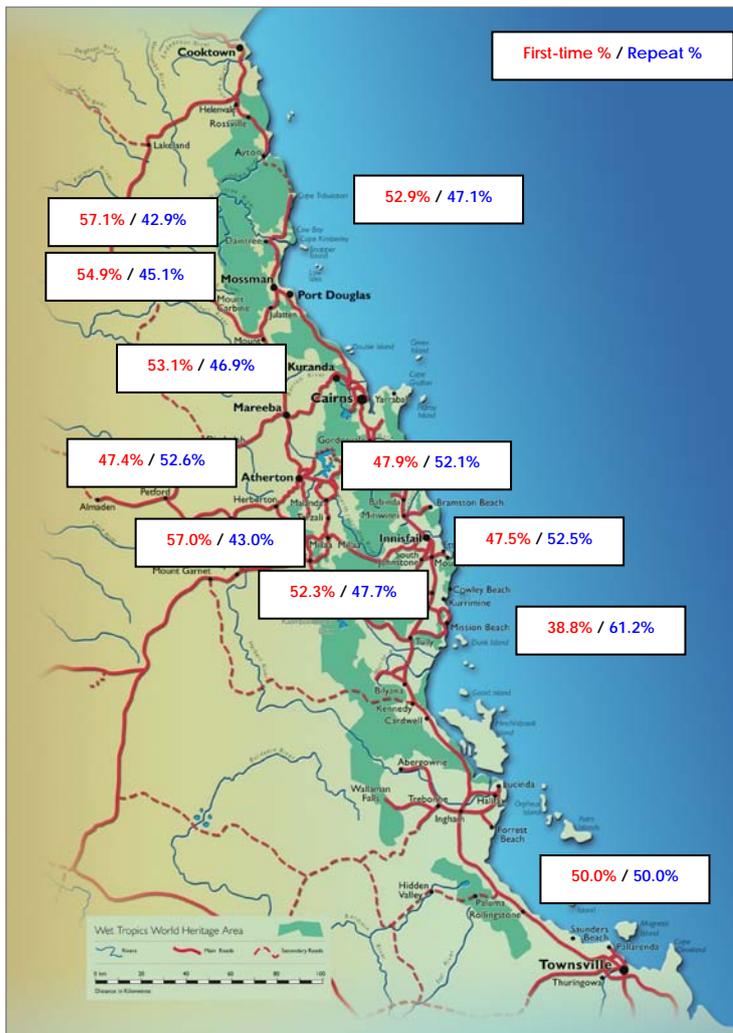
#### Information about TNQ (multiple answers possible)

- Have been before (93.0%), ads on TV/radio (43.5%), visitor information centres (37.3%), ads in print (35.2%), travel agent (29%), friends/family (26.8%), internet (26.5%), TV documentary (25.3%), guide book (24.3%).

## Where are visitors going?

As shown in Figure 1, first-time visitors more inclined to visit rainforest destinations well beyond the core of Cairns. On the other hand, repeat visitors were more inclined to visit rainforest destinations close to Cairns, such as Atherton, the Lakes district, Innisfail and Mission Beach (as outlined in blue, Figure 1).

**Figure 1:** Rainforest sites visited by first-time visitors (data in red) and repeat visitors (data in blue).



## Some trends and markets

Based on visitor origin, some clear markets emerged in relation to repeat visitors. Based on the number of New Zealanders surveyed, 55.6% were repeat visitors. Similarly for Australians surveyed, 51.1% were repeat visitors, and 50% of all Scandinavians surveyed were repeat visitors.

In terms of occupation, 64.7% of all visitors engaged in domestic duties were repeat visitors, along with 51.7% of visitors who indicated that they were employed in retail.

Interestingly, of those visitors surveyed while on a tour of the rainforest, 47.6% were repeat visitors.

Not surprisingly, from all surveyed visitors staying with friends and relatives, 57.1% were repeat visitors. Following this, 46.7% of all visitors staying in a holiday apartment were repeat visitors, as were 40.3% of all visitors staying at a resort.

The most popular activities engaged in while in the rainforest for repeat visitors included walking (83.3%), viewing scenery (69.9%) and viewing wildlife (60.0%).

## Budget and 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 budget for visitors was \$4,637. For repeat visitors, the overall budget was \$3,872 (\$5,096 for first-time visitors).

Respondents 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'). Overall, visitors indicated a satisfaction rate of 8.50. For repeat visitors, satisfaction rated 8.55 compared with first-time visitors who indicated a satisfaction of 8.48.

For further information about visitor surveys in the Wet Tropics region, contact:

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