



## TNQ TOURISM FACTSHEET 13

*Visitation by families with children, 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 12.8% of visitors to the Wet Tropics rainforests were families with children.

### 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.



### FAMILIES WITH CHILDREN

*The following data shows the percentage of all families with children who visited TNQ rainforest sites.*

#### Gender

- 46.7% all families with children were males, 53.3% were females.

#### Origin

- Domestic visitors (63.7%), international visitors (36.3%).
- Australia (63.7%), the United Kingdom/Ireland (12.7%), Europe (7.8%), Germany (5.9%), New Zealand (4.9%), Asia (2.9%), Scandinavia (1.0%) and North America (1.0%).

#### Age

- Under 20 years (7.8%), 20-29 years (9.8%), 30-39 years (27.5%), 40-49 years (30.4%), 50-59 years (18.6%), 60-65 years (3.9%) and over 65 years (2.0%).

#### Occupation

- Professional (40.8%), self-employed (12.6%), management (8.7%), student (8.7%), public servant (4.9%), semi-retired/retired (3.9%), domestic duties (3.9%), retail (2.9%), office/clerical (2.9%), manual/factory (1.9%), tradesperson (1.9%) and service industry (1.0%).

#### Accommodation

- Holiday apartment/unit (42.2%), resort (26.5%), hotel/motel (8.8%), caravan park (8.8%), camping (6.9%), friends/relatives (5.9%) and Bed 'n' Breakfast (1.0%).

#### Length of Stay (average)

- Overall visitor rate of 8.95 nights compared with overall 'family with children' visitor rate of 8.40 nights.
- Domestic 'family with children' rate of 9.27 nights, international 'family with children' rate of 7.08 nights.

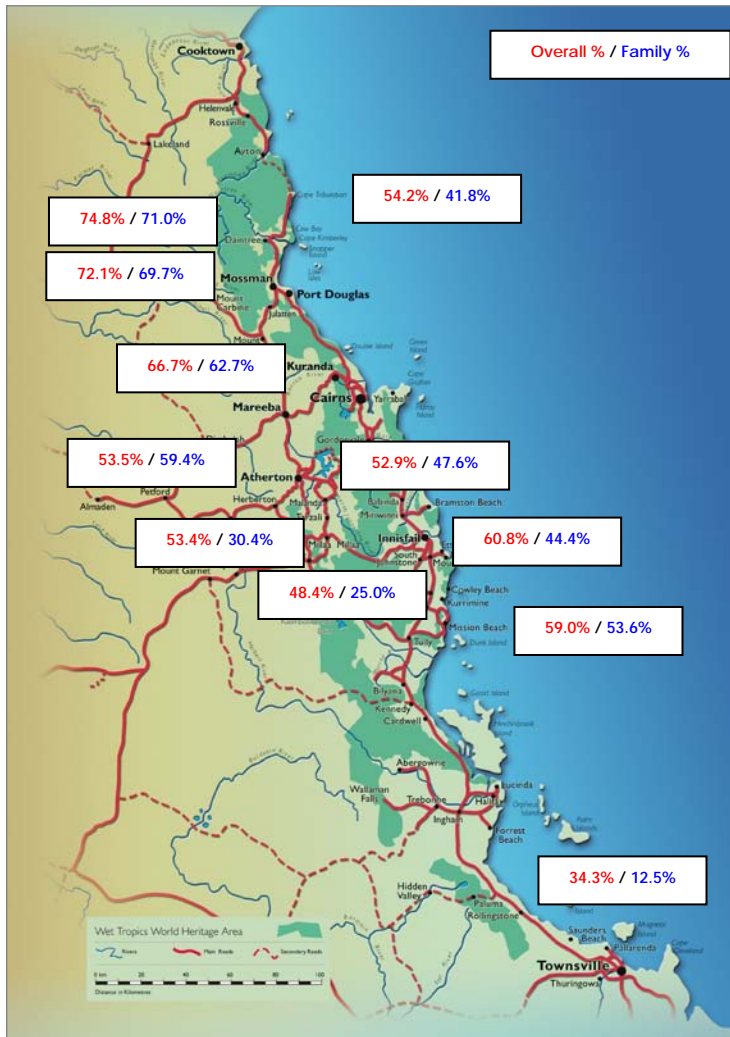
#### Information about TNQ (multiple answers possible)

- Friends/family (38.8%), have been before (29.1%), internet (23.3%), guide book (21.4%), travel agent (11.7%), TV documentary (8.7%), visitors' information centre (5.8%), ads in print (2.9%) and ads on TV/radio (1.9%).

## Where are visitors going?

Figure 1 illustrates visitor dispersal patterns at sites within the Wet Tropics region. In particular, it provides a comparison between the overall sample (data in red) and the 'family with children' sample (data in blue). Families with children are more likely to visit Atherton.

**Figure 1:** Rainforest sites visited by families with children (data in blue), compared with the overall sample (data in red).



## Some trends and markets

More than half (60.6%) of families with children considered a visit to the Wet Tropics rainforests in TNQ 'important', whilst almost one-third (30.0%) considered a visit 'very important'.

Based on visitor origin, some clear markets emerged in relation to repeat visitors. Based on the number of *Asian* visitors surveyed, 42.9% were families with children. Similarly for *Scandinavians* surveyed, 25.0% were families with children.

In terms of occupation, 23.5% of all visitors engaged in *domestic duties* were travelling as families with children, along with 33.3% of visitors who indicated that they were employed in *manual/factory* work.

From all surveyed visitors staying in a *holiday apartment/unit*, 23.9% were families with children.

The most popular activities engaged in while in the rainforests for families with children included walking (84.5%), viewing scenery (70.9%) and filming/photography (65.0%).

## 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 families with children, the overall budget was \$7,140. Visitors 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 of 8.50. For families with children, satisfaction rated 8.43. Domestic families with children indicated a mean score of 8.58, compared with 8.16 by international families.

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

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