



## TNQ TOURISM FACTSHEET 14

*Domestic 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 62.2% of visitors to the Wet Tropics rainforests were domestic visitors.

### 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.



### DOMESTIC VISITORS

*The following data shows the percentage of all domestic visitors who visited TNQ rainforest sites.*

#### Gender

- The domestic visitor sample consisted of 47.3% males and 52.7% females.

#### Age

- Under 20 years (2.8%), 20-29 years (21.7%), 30-39 years (21.9%), 40-49 years (15.4%), 50-59 years (19.5%), 60-65 years (10.5%) and over 65 years (8.1%).

#### Occupation

- Professional (27.6%), retired/semi-retired (14.7%), self-employed (12.1%), management (7.1%), public servant (6.7%), office/clerical (6.2%), tradesperson (5.4%), retail (4.2%), service (4.2%), student (3.0%) and manual/factory worker (1.2%).

#### Travel party

- Couple (56.5%), family with children (13.1%), relatives (10.5%), friends (9.7%), tour group (6.5%) and travelling alone (3.8%).

#### Accommodation

- Resort (35.5%), holiday apartment/unit (25.4%), hotel/motel (16.9%), caravan park/cabin (7.0%), friends/relatives (5.8%), backpackers' hostel (4.3%) and camping (3.5%).

#### Length of Stay (average)

- Overall visitor rate of 8.95 nights compared with overall domestic visitor rate of 8.51 nights.

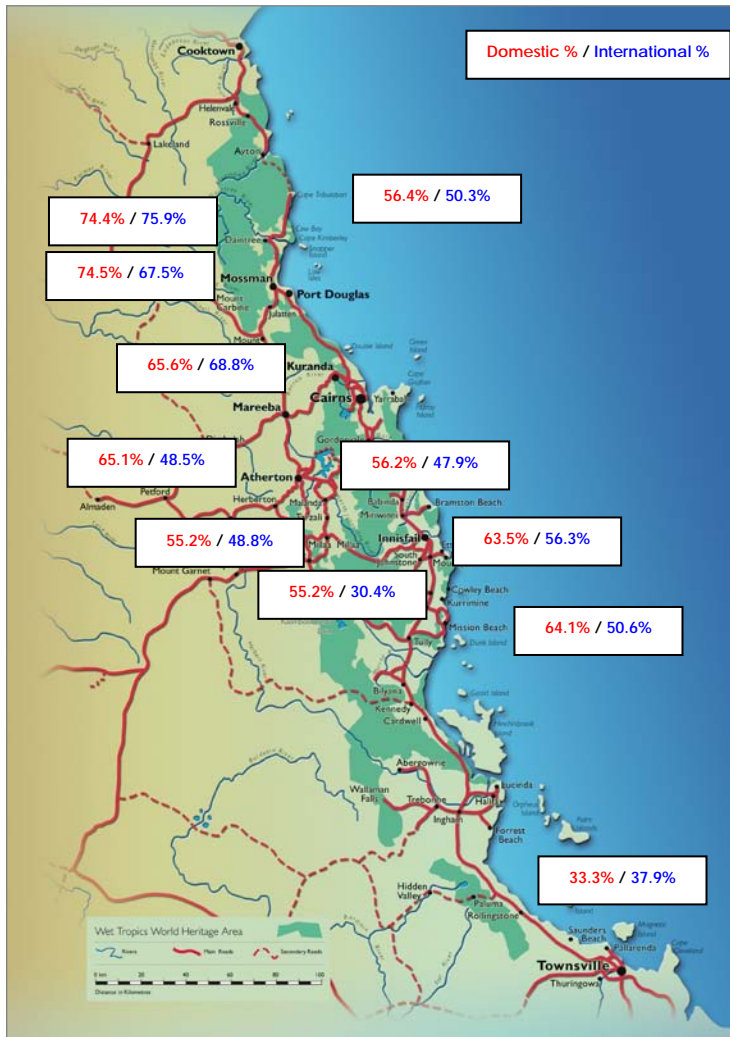
#### Information about TNQ (multiple answers possible)

- Friends/family (42.5%), guide book (40.7%), internet (32.5%), have been before (28.6%), TV documentary (13.1%), travel agent (10.1%), ads in print (6.7%), visitor information centre (6.7%) and ads on TV/radio (4.2%).

## Where are visitors going?

Figure 1 illustrates that domestic visitors were more inclined to visit the majority of rainforest destinations in the Wet Tropics region (data in red), with the exception of two destinations to which international visitors were more inclined to travel (Kuranda and Paluma) (data in blue).

**Figure 1:** Rainforest sites visited by domestic visitors (data in red), compared with international visitors (data in blue).



## Some trends and markets

Almost half (48.2%) of domestic visitors considered a visit to the Wet Tropics rainforests in TNQ 'important', whilst just over one-third (36.2%) considered a visit 'very important'.

Based on visitors' occupations, some clear markets emerged in relation to domestic visitors. Of all surveyed visitors engaged in *domestic duties*, 100% were domestic visitors. Likewise for surveyed visitors working in *manual/factory* professions, 100% were domestic visitors.

Interestingly, of those surveyed visitors staying at a *resort*, 78.5% were domestic visitors.

Moreover, of all surveyed visitors *travelling with relatives* around the region, 80.0% were domestic visitors.

The most popular activities engaged in by domestic visitors while in TNQ included walking (84.7%), viewing scenery (69.2%) and filming/photography (62.1%).

## 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 domestic visitors, the budget was \$3,951 (\$5,818 for their international counterparts). 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 domestic visitors, satisfaction rated 8.57, compared with international visitors who indicated a satisfaction rating of 8.39.

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

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