



## TNQ TOURISM FACTSHEET 15

*International visitors, July 2008 – June 2009*

### OBJECTIVES

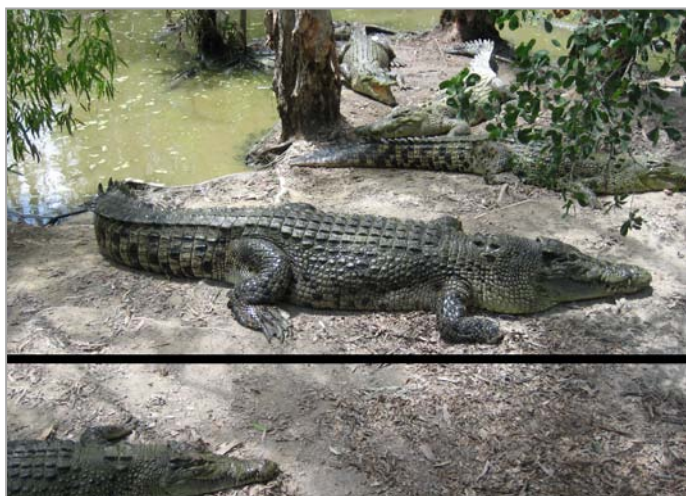
This factsheet profiles repeat visitors to Tropical North Queensland (TNQ) who visit the Wet Tropics rainforests. It forms part of a series of factsheets that profiles visitors to TNQ funded by the Australian Government's Marine and Tropical Sciences Research Facility (MTSRF) and James Cook University.

### 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 37.8% of visitors to the Wet Tropics rainforests were international 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.



### INTERNATIONAL VISITORS

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

#### Gender

- The international visitor sample consisted of 50.5% males and 49.5% females.

#### Age

- Under 20 years (3.3%), 20-29 years (31.0%), 30-39 years (16.7%), 40-49 years (14.7%), 50-59 years (21.0%), 60-65 years (7.0%) and over 65 years (6.3%).

#### Occupation

- Professional (25.2%), student (13.9%), self-employed (13.6%), management (11.9%), retired/semi-retired (10.9%), public servant (6.6%), office/clerical (4.0%), service industry (3.3%), retail (2.6%) and tradesperson (2.0%).

#### 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

- Hotel/motel (23.3%), holiday apartment/unit (18.3%), resort (15.6%), backpackers' hostel (13.3%), caravan park/cabin (12.3%), camping (11.0%) and staying with friends/relatives (4.7%).

#### Length of Stay (average)

- Overall visitors rate of 8.95 nights compared with international visitors rate of 9.61 nights.

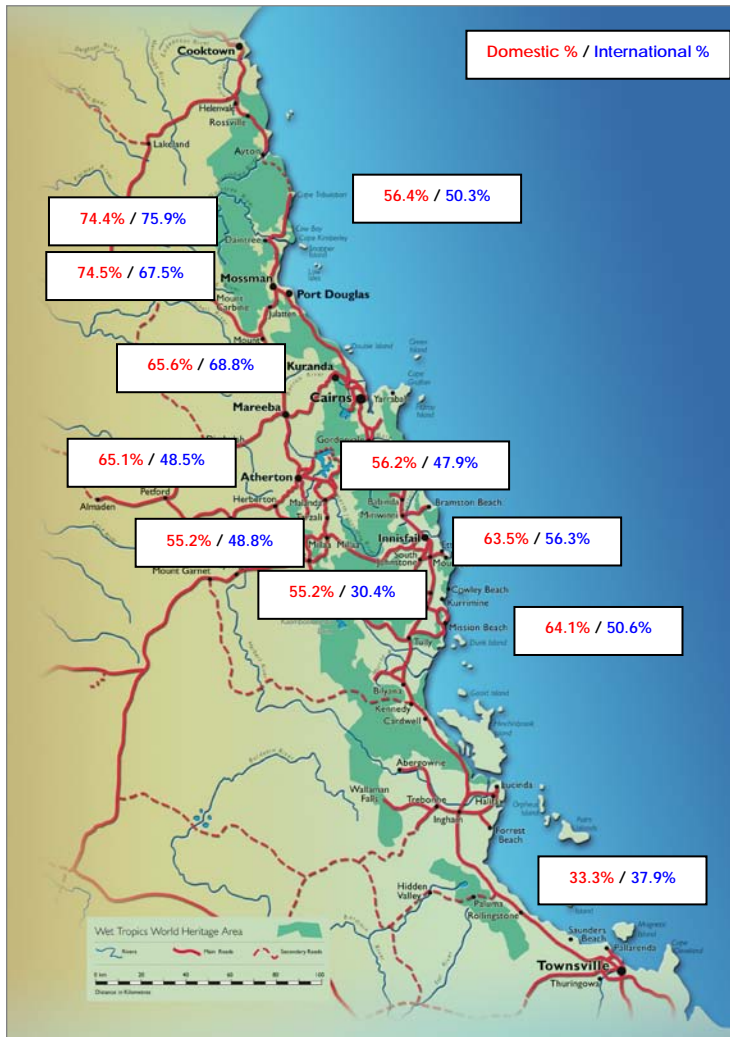
#### Information about TNQ (multiple answers possible)

- Friends/family (47.7%), guide book (44.4%), internet (35.4%), travel agent (14.9%), information centre (11.3%), TV documentary (9.9%), have been before (9.3%), ads in print (6.6%), visitor information centres (0.7%) and ads on TV/radio (0.7%)

## 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

More than half (53.1%) of international visitors considered a visit to the Wet Tropics rainforests in TNQ as 'important', whereas just under one-third (32.5%) of international visitors considered a visit 'very important'.

Based on visitors' occupations, some clear markets emerged in relation to international visitors. Of all surveyed visitors that were *students*, 73.7% were international visitors.

Of those surveyed visitors *camping*, 66.0% were international visitors. Moreover, of all surveyed visitors staying at *backpackers' hostels*, 65.6% were also international visitors.

Interestingly, of all surveyed visitors travelling *alone* in the region, 45.7% were international visitors.

The most popular activities international visitors engaged in while in the Wet Tropics rainforests included walking (87.4%), viewing scenery (72.2%) and filming/photography (64.2%).

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

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

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