



TNQ TOURISM FACTSHEET 10

Service quality, Jan-Sep 2008

OBJECTIVES

This report profiles the views of Tropical North Queensland (TNQ) visitors on aspects of the region's service quality. This factsheet forms part of a series of visitor profiles based on a survey undertaken at the Cairns airport. This research is funded by the Marine and Tropical Sciences Research Facility and James Cook University.

METHODOLOGY

The data presented in this factsheet draws on over 1,100 domestic and international visitor surveys collected between January and September 2008 at both the international and domestic terminals at the Cairns airport.

LIMITATIONS

The data in this factsheet is based on those visitors exiting the region via air. It does not report on visitors who exit the region via other transport modes.



Photographs courtesy of "Cairns-on-a-CD", website:
www.cairnsonacd.com.au

TNQ VISITOR PROFILE

Gender

- Males (44.5%) & females (55.5%)

Origin

- Australia (39.4%), UK/Ireland (20.3%), North America (14.1%), China (6.8%), Europe (6.0%), New Zealand (3.9%), Germany (3.7%), Asia (2.7%) & Scandinavia (2.4%)

Age

- Under 20yrs (8.3%), 20-29yrs (31.0%), 30-39yrs (14.2%), 40-49yrs (14.0%), 50-59yrs (17.4%), 60-65yrs (8.1%) & over 65yrs (7.1%)

Occupation

- Professional (23.9%), student (15.9%), retired/semi-retired (13.4%), self employed (9.2%), management (8.4%), office/clerical (6.8%) & public service (4.8%)

Travel Party

- Couple (43.0%), friends (17.2%), alone (13.4%), family with children (10.8%), tour group (7.6%) & relatives (7.3%)

Accommodation

- Hotel/motel (33.4%), holiday apartment/unit (20.3%), backpacker hostel (18.4%) & resort (17.2%)

Length of Stay

- Overall (7.32 nights); Domestic visitors (7.75 nights); International visitors (7.15 nights)

Information about TNQ

- Friends/family (42.1%), internet (31.3%), guide book (26.7%), travel agent (21.4%), been before (20.2%), TV (8.0%), information centre (4.6%), ads in print (3.9%) & ads on TV/radio (2.5%)

Previous Visits to TNQ

- First time (69.6%), repeat visitor (30.4%)
- Domestic repeat visitor (56.6%), international repeat visitor (13.8%)

MOTIVATIONS

Table 1 reveals the overall motivations for travel to the region (given as a mean value where 1=not at all important and 5=very important).

Table 1: Comparing motivations (overall sample mean with domestic and international visitors)

Motivations for travel	Mean		
	Overall	Dom	Int'l
Visit GBR	4.29	3.83	4.57
Rest & relax	4.15	4.39	4.00
Climate	4.00	4.11	3.93
Experience the environment	3.95	3.89	4.00
Visit the Wet Tropics	3.95	3.81	4.06
See Australian wildlife	3.84	3.31	4.16
Snorkelling and diving	3.82	3.39	4.07
Walk in the rainforest	3.70	3.66	3.75
Visit the beaches	3.63	3.58	3.65
Visit a world heritage area	3.60	3.54	3.66

BUDGET & SATISFACTION

Visitors were asked to indicate the overall budget for their travel party for this trip (i.e. airfares, accommodation, tours and so on).

Overall average budget: \$5,723
1.94 adults
0.28 children

Domestic average budget: \$3,370
1.96 adults
0.22 children

International average budget: \$7,430
1.94 adults
0.32 children

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 mean satisfaction: 8.35
Domestic mean satisfaction: 8.25
International mean satisfaction: 8.40

SERVICE QUALITY

Respondents were asked to reflect on their level of satisfaction with a number of aspects of their visit to the region, on a scale of 1 (not at all satisfactory) to 5 (very satisfactory). Results are illustrated in Table 2.

Table 2: Satisfaction with service quality

Service quality aspects	Mean		
	Overall	Dom	Int'l
Friendly accommodation staff	4.17	4.11	4.20
Accomm – value for money	3.90	3.96	3.86
Accomm service standard	3.98	3.94	4.01
Tour guides were informative	4.19	3.99	4.31
Tours – value for money	3.90	3.70	4.02
Tour service standards	3.97	3.88	4.02
Tours were on-time	4.16	4.05	4.22
Attractions – value for money	3.86	3.64	4.00
Restaurant staff were efficient	3.72	3.83	3.65
Restaurant – value for money	3.41	3.48	3.37
Restaurant menu selections	3.67	3.65	3.68
Shopping was good	3.49	3.39	3.56
Variety of shopping	3.34	3.31	3.37
Shop closing times	3.31	3.33	3.31
Public transport was accessible	3.56	3.43	3.63
On-time public transport	3.55	3.39	3.63
Visitor information was accurate	3.88	3.86	3.89
Visitor info was accessible	3.96	3.39	3.97
Felt safe/secure moving around	4.25	4.19	4.28



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