



TNQ TOURISM FACTSHEET 11

Repeat visitors, Jan-Sep 2008

OBJECTIVES

This report profiles repeat visitors to Tropical North Queensland (TNQ). This factsheet forms part of a series on 2007 and 2008 visitor profiles to TNQ 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 of the Cairns airport. These results revealed that 30.4% of visitors to TNQ are repeat visitors.

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.



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REPEAT VISITORS

The following data shows the percentage of all repeat visitors to TNQ

Example: repeat male visitors ÷ total males visitors = %

Gender

- 27.0% of all males & 33.0% of females are repeat visitors

Origin

- Domestic (56.6%) & international (13.8%)
- Australia (56.6%), New Zealand (40.9%), Scandinavia (18.5%), Europe (17.6%), UK/Ireland (15.3%), Asia (16.7%), Germany (9.5%) & China (7.9%)

Age

- Under 20yrs (16.8%), 20-29yrs (21.9%), 30-39yrs (33.1%), 40-49yrs (35.4%), 50-59yrs (37.5%), 60-65yrs (38.0%) & over 65yrs (40.2%)

Occupation

- Domestic duties (50.0%), retail (44.4%), public service (38.2%), semi-retired/retired (37.5%), professional (34.6%), self employed (34.3%), management (31.6%), office/clerical (28.6%), service (23.7%), tradesperson (20.9%), manual/factory (12.5%) & student (12.2%)

Travel Party

- Alone (36.7%), family with children (36.1%), couple (34.2%), relatives (28.9%), friends (24.7%) & tour group (8.1%)

Accommodation

- Friends/relatives (71.0%), holiday apartment/unit (41.8%), resort (35.5%), caravan park (26.2%), hotel/motel (23.1%), camping (18.8%) & backpacker hostel (14.3%)

Length of Stay (average)

- Overall visitor (7.32 nights), overall repeat visitor (8.82 nights)
- Domestic repeat visitor (7.71 nights), international repeat visitor (11.88 nights)

Information about TNQ

- Been before (94.8%), ads in print (40.0%), visitors information centre (24.5%), friends/family (23.5%), ads on TV/radio (20.7%), internet (19.9%), travel agent (18.2%), TV documentary (16.3%) & guide book (13.7%)

VISITS TO THE REEF, RAINFOREST & TNQ TOWNS

Table 1 compares the visitation patterns of visitors to the reef and rainforest.

Table 1: Reef and rainforest visitation patterns

Visitor segments	Great Barrier Reef visit (%)	Wet Tropics visit (%)
Overall sample	76.9	76.7
<i>First-time</i> visitors	86.8	80.4
<i>First-time</i> domestic visitors	73.9	82.4
<i>First-time</i> international visitors	90.9	80.2
<i>Repeat</i> visitors	53.6	68.2
<i>Repeat</i> domestic visitors	46.8	65.2
<i>Repeat</i> international visitors	72.9	76.7

Table 2 illustrates visitor dispersal patterns throughout the TNQ region and compares the overall sample with first-time and repeat visitors.

Table 2: TNQ towns visited

Towns	%		
	Overall	First-time	Repeat
Port Douglas	49.1	47.8	52.1
Kuranda	43.5	43.5	43.6
Daintree	33.6	32.5	36.2
Cape Tribulation	27.1	26.8	27.9
Mareeba	20.4	16.1	30.2
Atherton	18.1	13.7	28.2
Mission Beach	16.0	14.1	20.5
Innisfail	13.5	11.3	18.5
Millaa Millaa	10.7	9.1	14.5
Malanda	10.3	9.0	13.4
Yungaburra	10.1	8.7	13.4
Cooktown	4.9	4.2	6.6
Ravenshoe	4.0	2.7	6.9
Undara	2.6	2.0	4.0

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).

ALL VISITORS:

	Repeat	First-time	Overall
Budget:	\$4,170	\$6,460	\$5,720
Adults:	1.98	1.92	1.94
Children:	0.23	0.30	0.28

REPEAT VISITORS:

	Domestic repeat	Int'l repeat
Budget:	\$3,360	\$6,500
Adults:	1.95	2.03
Children:	0.25	0.18

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 satisfaction:	8.35
Repeat visitor satisfaction:	8.37
First-time visitor satisfaction:	8.34
Domestic repeat satisfaction:	8.34
Int'l repeat satisfaction:	8.43



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