



TNQ TOURISM FACTSHEET 1

Visitors who visited the Great Barrier Reef, Jan-Dec 2007

OBJECTIVES

This report profiles Tropical North Queensland (TNQ) visitors who visited the Great Barrier Reef (GBR). This factsheet forms part of a series of visitor profiles to TNQ. 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 1,400 domestic and international visitor surveys collected over a 12-month period (2007) at the Cairns Domestic airport. These results revealed that **70.9%** of visitors to TNQ visited the Great Barrier Reef.

LIMITATIONS

The data in this factsheet was collected through an English only survey at the airport, and therefore only captures visitors exiting the region via air. It does not report on visitors who exit the region via other transport modes. The data is also unable to report on the individual reefs that were visited and the time spent at the Great Barrier Reef.



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This data was extracted from the 2007 Exit Survey First Annual Report which provides more information and can be found at: www.rrrc.com.au/publications/tourist_exitsurvey.html

GREAT BARRIER REEF VISITORS

The following data shows the percentage of all visitors to TNQ who visited the Great Barrier Reef.

Example: male GBR visitors ÷ total males visitors = %

Gender

- 71.3% of all males & 70.5% of all females are Great Barrier Reef visitors

Origin

- Domestic (44.5%), international (88.5%)
- Scandinavia (93.6%), North America (92.9%), Europe (92.5%), UK/Ireland (88.6%), Germany (84.2%), Asia (75%) & New Zealand (55%)

Age

- Under 20yrs (71.1%), 20-29yrs (76.5%), 30-39yrs (71.2%), 40-49yrs (63.5%), 50-59yrs (68.8%), 60-65yrs (71.1%) & over 65yrs (68.5%)

Occupation

- Service industry (82.5%), retail (76.9%), student (79.8%), management (74.2%), professional (71.9%), public service (70.3%), retired/semi-retired (68.1%) & office/clerical (66.7%)

Travel Party

- Tour group (87.3%), friends (82.6%), family with children (78.8%), relatives (76.3%), couple (68.4%) & alone (55%)

Accommodation

- Backpacker hostel (87.6%), hotel/motel (78.6%), camping (73.9%), caravan park (72.5%), resort (69.3%), holiday apartment (65.5%) & friends/relatives (30.6%)

Length of Stay (average)

- Overall (7.81nights); Domestic visitors (10.37 nights); International visitors (6.99 nights)

Information about TNQ

- Travel agent (90.2%), TV documentary (85%), guide book (84.4%), internet (80.4%), visitor information centre (79%), ads in print (78.8%), friends/family (71%), ads on TV/radio (70.2%) & been before (43.8%)

Previous Visits to TNQ

- First time (84.6%), repeat visitor (42.7%)
- Domestic repeat visitor (34.2%), international repeat visitor (72.6%)

REEF VISITATION PATTERNS

Table 1 provides a comparison between domestic and international visitors and Great Barrier Reef departure locations in TNQ.

Table 1: Great Barrier Reef departure locations for domestic and international visitors

Great Barrier Reef departure locations	Domestic visitors (%)	International visitors (%)
Cooktown	1.7	1.2
Port Douglas	15.5	24.1
Cairns	27.6	59.2
Mission Beach	2.6	2.5
Townsville	1.0	2.5
Airlie Beach	1.2	13.7
Mackay	0.2	1.6

VISITORS WHO DID NOT VISIT THE REEF

The key reasons given by the 29.1% (n=420) of visitors that chose not to visit the Great Barrier Reef included: lack of time (12.7%), been before (8.5%), high expense (4.1%) and seasickness (2.4%).

REEF VISITORS TRAVEL MOTIVATIONS

Table 2 reveals the overall motivations for travel to the region for visitors who visited the Great Barrier Reef (this is given as a mean value where 1=not at all important and 5=very important). The main motivations for GBR visitors travelling to TNQ were to visit the reef and rainforest.

Table 2: Motivations for travel to the region (comparing overall mean of GBR visitors and overall sample mean)

Motivations for travel	Mean	
	GBR Visitors	Overall Sample
Visit the GBR	4.68	4.26
Visit the rainforest	4.18	4.00
See Australian wildlife	4.01	3.82
Experience the natural environment	3.99	3.90
Snorkelling & diving	3.92	3.55
Rest & relax	3.84	3.89
Climate	3.73	3.70
Visit beaches	3.56	3.51
Visit islands	3.45	3.30

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).

The overall average for all travellers was \$3,750 for 1.83 adults and 0.2 children. The averages for Great Barrier Reef visitors were:

Overall average budget:

(Great Barrier Reef visitor) **\$4,120**
1.86 adults
0.20 children

Domestic average budget:

(Great Barrier Reef visitor) **\$4,085**
1.98 adults
0.41 children

International average budget:

(Great Barrier Reef visitor) **\$4,127**
1.82 adults
0.13 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).

The overall average for all travellers was 8.46.

The averages for Great Barrier Reef visitors were:

Overall mean satisfaction: 8.57

Domestic mean satisfaction: 8.50

International mean satisfaction: 8.60



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