



## TNQ TOURISM FACTSHEET 3

### *Visitors who stayed in a hotel/motel, Jan-Dec 2007*

#### OBJECTIVES

This report profiles Tropical North Queensland (TNQ) visitors who stayed in a hotel or motel. 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. This data revealed that **36.7%** of visitors to TNQ stayed in a hotel or motel, making it the most popular accommodation type in TNQ.

#### 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 where in TNQ the visitor stayed.



Photographs courtesy of "Cairns-on-a-CD", website:  
[www.cairnsonacd.com.au](http://www.cairnsonacd.com.au)

#### HOTEL/MOTEL VISITORS

*The following data shows the percentage of all visitors to TNQ who stayed in a hotel or motel.*

*Example:* hotel/motel males ÷ total males = %

##### Gender

- 40.7% of all males & 33.7% of all females stayed in a hotel or motel

##### Origin

- Domestic (24.3%), international (44.9%)
- Asia (67.7%), North America (59.9%), Scandinavia (42.6%), UK/Ireland (40.6%), Europe (34.9%) & Germany (32.3%)

##### Age

- Under 20yrs (20%), 20-29yrs (27.9%), 30-39yrs (27.6%), 40-49yrs (36.7%), 50-59yrs (45.3%), 60-65yrs (48.8%) & over 65yrs (53.6%)

##### Occupation

- Retired/semi-retired (49.8%), management (49.5%), public service (41.5%), self-employed (40.5%), professional (39.8%), office/clerical (35.3%), tradesperson (31%), service industry (28.2%), domestic duties (22.4%), student (20.9%) & retail (19.2%)

##### Travel Party

- Friends (22.8%), alone (27.2%), tour group (62.1%), relatives (38.9%), couple (40.9%) & family with children (33.9%)

##### Length of Stay (average)

- Overall hotel/motel (5.42 nights), domestic (5.74 nights) & international (5.32 nights)

##### Information about TNQ

- Guide book (37.4%), visitor information centre (29.5%), friends/family (29.6%), internet (37.3%), travel agent (48.1%), TV documentary (41.1%), ads on TV/radio (29.5%), ads in print (32.8%) & been before (32.4%)

##### Previous Visits to TNQ

- First time (40.8%), repeat visitor (28.2%)
- Domestic repeat visitor (26.6%), international repeat visitor (34%)

## HOTEL/MOTEL VISITOR MOTIVATIONS

Table 1 reveals the overall motivations for travel to the region for visitors who stayed in a hotel or motel (this is given as a mean value where 1=not at all important and 5=very important). The main motivation for visiting TNQ was to visit the Great Barrier Reef (GBR).

**Table 1:** Motivations for travel to the region (comparing overall mean of hotel/motel visitors and overall sample mean)

Motivations for travel	Mean	
	Hotel/ Motel Visitor	Overall Sample
Visit the GBR	4.42	4.26
Visit the rainforest	4.07	4.00
See Australian wildlife	3.96	3.82
Experience the natural environment	3.92	3.90
Rest & relax	3.76	3.89
Climate	3.65	3.70
Snorkelling & diving	3.45	3.55
Experience Aboriginal culture	3.34	3.16
Visit beaches	3.33	3.39
Price matched my budget	3.30	3.51

## VISITATION TO THE GBR AND RAINFOREST

The study found that **40.1%** of visitors who stayed in a hotel or motel visited the Great Barrier Reef. By comparison, **36.9%** of visitors who stayed in a hotel or motel visited the Wet Tropics rainforest.

The reasons given by 63.1% of hotel/motel visitors who chose not to visit the rainforest included: lack of time (38%), limited information (33.3%), preferred activities not available (33.3%), high expense (28.6%) and uninterested (22.2%).

The reasons given by 59.9% of hotel/motel visitors who chose not to visit the Great Barrier Reef included: reef too damaged (40%), limited swimming skills (33.3%), no diving/snorkelling (27.6%), lack of time (30.5%), seasickness (25.7%), high expense (19%), uninterested (18.2%) and been before (16.3%).

## RAINFOREST WALKING ACTIVITIES

Hotel/motel visitors were asked to reflect on their level of interest in a number of rainforest walking activities (on a scale of 1 to 4, where 4 is very interested):

- short rainforest walk (up to 1hr; mean=3.30)
- up to 1 day guided walk (mean=2.34)
- up to 1 day unguided walk (mean=1.97)
- guided overnight walk (mean=1.87)
- unguided overnight walk (mean=1.49)

## 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 those staying in a hotel or motel were:

<b>Overall average budget:</b>	<b>\$4,466</b>
(Hotel/motel visitor)	<b>1.88 adults</b>
	<b>0.20 children</b>
<b>Domestic average budget:</b>	<b>\$3,209</b>
(Hotel/motel visitor)	<b>1.86 adults</b>
	<b>0.24 children</b>
<b>International average budget:</b>	<b>\$4,971</b>
(Hotel/motel visitor)	<b>1.89 adults</b>
	<b>0.18 children</b>

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 backpacker hostel visitors were:

<b>Overall mean satisfaction:</b>	<b>8.47</b>
<b>Domestic mean satisfaction:</b>	<b>8.08</b>
<b>International mean satisfaction:</b>	<b>8.61</b>

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This data was extracted from the 2007 Tourist Exist Survey First Annual Report which provides more information and can be found at [www.irrc.org.au](http://www.irrc.org.au)