



## TNQ TOURISM FACTSHEET 5

### Visitors who stayed in a backpacker hostel, Jan-Dec 2007

#### OBJECTIVES

This report profiles Tropical North Queensland (TNQ) visitors who stayed in a backpacker hostel. This factsheet forms part of a series on 2007 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 1,400 domestic and international visitor surveys collected over a 12-month period (2007) at the Cairns domestic airport. This data revealed that **16.9%** of visitors to TNQ stayed in a backpacker hostel, making it the second most popular accommodation type, following hotels/motels (36.7%).

#### LIMITATIONS

The data in this factsheet was collected through an English only survey at the airport. It does not report on regional locations visited by respondents or backpackers who stayed in other types of accommodation.

#### Previous Backpacker Research:

Prideaux, B., & Coghlan, A. (2006). *Backpacker Shopping in the Tropics: An overview of the shopping behaviour of backpackers in Cairns*. Cairns, QLD: James Cook University.

Prideaux, B., Falco-Mammone, F., & Thomson, M. (2006). *Backpacking in the Tropics: A review of the backpacker market in Cairns and their travel patterns within Australia*. Cairns QLD: James Cook University.

#### BACKPACKER HOSTEL VISITORS

The following data shows the percentage of all visitors to TNQ who stayed in a backpacker hostel.

Example: backpacker hostel males ÷ total males = %

##### Gender

- Males (14.5%) and females (18.7%)

##### Origin

- Domestic (4.3%), international (25.1%)
- Scandinavia (38.3%), Europe (37.6%), Germany (30.1%), UK/Ireland (26.3%), North America (18.1%), Asia (6.5%) & New Zealand (4.8%)

##### Age

- Under 20yrs (21.1%), 20-29yrs (39.4%), 30-39yrs (26.6%), 40-49yrs (0.7%), 50-59yrs (5.1%), 60-65yrs (1.2%) & over 65yrs (2.2%)

##### Occupation

- Student (42.1%), service industry (28.2%), retail (26.9%), office/clerical (20%), tradesperson (16.7%), professional (15.9%), public service (12.3%), self employed (6.3%), management (4.1%), domestic duties (2.8%) & retired/semi-retired (0.4%)

##### Travel Party

- Friends (47.8%), alone (32.3%), tour group (7.8%), relatives (10.6%), couple (7.6%) & family with children (2.4%)

##### Length of Stay (average)

- Overall backpacker hostel visitors (8.08 nights), domestic (6.0 nights) & international (8.32 nights)

##### Information about TNQ

- Guide book (29.6%), visitor information centre (27.9%), friends/family (20%), internet (19%), travel agent (18.3%), TV documentary (12.5%), ads on TV/radio (11.4%), ads in print (9.4%) & been before (7.4%)

##### Previous Visits to TNQ

- First time (21.9%), repeat visitor (6.3%)
- Domestic repeat visitor (2.9%), international repeat visitor (17.9%)

### BACKPACKER HOSTEL VISITOR MOTIVATIONS

Table 1 reveals the overall motivations for travel to the region for visitors who stayed in a backpacker hostel (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 backpacker hostel visitors and overall sample mean)

Motivations for travel	Mean	
	Backpacker Hostel Visitor	Overall Sample
Visit the GBR	4.69	4.26
Snorkelling & diving	4.31	3.55
Visit the rainforest	4.05	4.00
See Australian wildlife	4.00	3.82
Experience the natural environment	3.95	3.90
Adventure activities	3.77	3.19
Rest & relax	3.68	3.89
Climate	3.66	3.70
Visit beaches	3.65	3.51
Price matched my budget	3.51	3.39

### VISITATION TO THE GBR AND RAINFOREST

The study found that **87.6%** of visitors who stayed in a backpacker hostel visited the Great Barrier Reef. By comparison, **74.7%** of visitors who stayed in a backpacker hostel visited the Wet Tropics rainforest.

The reasons given by 25.3% of backpacker hostel visitors who chose not to visit the rainforest included: high expense (28.6%), limited information (27.8%) and lack of time (22.2%).



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

### RAINFOREST WALKING ACTIVITIES

Backpacker hostel 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=3.13)
- up to 1 day guided walk (mean=2.72)
- up to 1 day unguided walk (mean=2.03)
- guided overnight walk (mean=2.48)
- unguided overnight walk (mean=2.03)

### 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 backpacker hostel were:

<b>Overall average budget:</b> (Backpacker hostel visitor)	<b>\$2,030</b> <b>1.42 adults</b> <b>0.01 children</b>
<b>Domestic average budget:</b> (Backpacker hostel visitor)	<b>\$1,890</b> <b>1.40 adults</b> <b>0.00 children</b>
<b>International average budget:</b> (Backpacker hostel visitor)	<b>\$2,000</b> <b>1.42 adults</b> <b>0.01 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>8.33</b>
<b>Domestic mean satisfaction:</b>	<b>8.21</b>
<b>International mean satisfaction:</b>	<b>8.34</b>

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This data was extracted from the 2007 Tourist Exit Survey First Annual Report which can be found at:

[www.rrrc.com.au/publications/tourist\\_exitsurvey.html](http://www.rrrc.com.au/publications/tourist_exitsurvey.html)