



TNQ TOURISM FACTSHEET 6

Visitors who travelled to Atherton, Jan-Dec 2007

OBJECTIVES

This report profiles Tropical North Queensland (TNQ) visitors who travelled to Atherton. 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 **17.4%** of visitors to TNQ also travelled to Atherton, making it the third most popular destination in the TNQ region. Port Douglas was the most popular (36.0% of visitors), followed by Kuranda (26.7% of visitors).

LIMITATIONS

The data in this factsheet was collected through an English only survey at the airport. It reports on visitors to Cairns who also visited Atherton during their trip. It does not report on the number of nights (specifically) that visitors spent in Atherton.



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

ATHERTON VISITORS

The following data shows the percentage of all visitors to TNQ who visited Atherton.

Example: males who visited Atherton ÷ total males = %

Gender

- 18.5% of all males & 16.5% of all females visited Atherton

Origin

- Domestic (27.1%), international (10.9%)
- Europe (21.1%), New Zealand (19%), Germany (14.7%), UK/Ireland (9.8%), Asia (9.4%) & North America (6.6%)

Age

- Under 20yrs (16.5%), 20-29yrs (15.9%), 30-39yrs (17.3%), 40-49yrs (22.4%), 50-59yrs (17.5%), 60-65yrs (14.4%) & over 65yrs (18.9%)

Occupation

- Domestic duties (35.1%), public service (23.1%), self employed (22.3%), retail (19.2%), tradesperson (18.6%), professional (17%), retired/semi-retired (16.7%), management (14.3%) & student (13.9%)

Travel Party

- Couple (22.2%), family with children (20.5%), alone (16.7%), relatives (14.9%), friends (9.1%) & tour group (2.9%)

Accommodation

- Caravan park (37.5%), friends/relatives (36.6%), holiday apartment/unit (22.4%), resort (18.6%), camping (17.4%), backpacker hostel (11.2%) & hotel/ motel (9.9%)

Length of Stay (average)

- Overall Atherton visitors (12.10 nights), domestic (11.75 nights) & international (12.74 nights)

Information about TNQ

- Visitor information centre (33.9%), ads on TV/radio (21.3%), TV documentary (21.2%), internet (19.3%), friends/family (18.3%) & guide book (15.5%)

Previous Visits to TNQ

- First time (13%), repeat visitor (26.2%)
- Domestic repeat visitor (26.6%), international repeat visitor (24.3%)

ATHERTON VISITOR TRAVEL MOTIVATIONS

Table 1 reveals the overall motivations for travel to the region for visitors who travelled to Atherton (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 Atherton visitors and overall sample mean)

Motivations for travel	Mean	
	Atherton Visitors	Overall Sample
Visit the rainforest	4.03	4.00
Rest & relax	4.02	3.89
Visit the GBR	3.98	4.26
Experience the natural environment	3.86	3.90
Climate	3.83	3.70
See Australian wildlife	3.68	3.82
Spend time with family	3.49	3.13
Visit beaches	3.43	3.51
Price matched my budget	3.41	3.39
Snorkelling & diving	3.29	3.55

VISITATION TO THE GBR AND RAINFOREST

The study found that **91.3%** of visitors who travelled to Atherton visited the Wet Tropics rainforest. By comparison, **62.2%** of visitors who travelled to Atherton visited the Great Barrier Reef.

The reasons given by 37.8% of visitors that travelled to Atherton and chose not to visit the Great Barrier Reef included: limited information (45.5%), high expense (30.5%), limited swimming skills (28%), been before (27.4%), seasickness (25.7%), no diving/snorkelling (23.3%) & lack of time (21.7%).



RAINFOREST WALKING ACTIVITIES

Visitors that travelled to Atherton 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=3.42)
- up to 1 day unguided walk (mean=2.07)
- up to 1 day guided walk (mean=1.98)
- guided overnight walk (mean=1.67)
- unguided overnight walk (mean=1.61)

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 who travelled to Atherton were:

Overall average budget: \$4,180
(Atherton visitor) 1.88 adults
0.28 children

Domestic average budget: \$3,890
(Atherton visitor) 1.93 adults
0.34 children

International average budget: \$4,740
(Atherton visitor) 1.79 adults
0.19 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 those that travelled to Atherton were:

Overall mean satisfaction: 8.51
Domestic mean satisfaction: 8.46
International mean satisfaction: 8.58

For further information about this project please contact:

Project Manager: Dr. Karen McNamara
(Karen.McNamara@jcu.edu.au) 07 4042 1762

Project Leader: Prof. Bruce Prideaux
(Bruce.Prideaux@jcu.edu.au) 07 4042 1039

Factsheet prepared by Kayla Blakeney

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