



TNQ TOURISM FACTSHEET 7

Visitors who travelled to Mission Beach, Jan-Dec 2007

OBJECTIVES

This report profiles Tropical North Queensland (TNQ) visitors who travelled to Mission Beach. 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 **10.4%** of visitors to TNQ also travelled to Mission Beach.

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 Mission Beach during their trip. It does not report on the number of nights (specifically) that visitors spent in Mission Beach.

MISSION BEACH VISITORS

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

Example: males who visited Mission Beach ÷ total males = %

Gender

- 11.3% of all males & 9.8% of all females visited Mission Beach

Origin

- Domestic (9.1%), international (11.4%)
- Europe (23.9%), Germany (18.9%), New Zealand (14.3%), UK/Ireland (10.5%), Scandinavia (8.5%) & Asia (6.2%)

Age

- Under 20yrs (8.2%), 20-29yrs (14.4%), 30-39yrs (9.6%), 40-49yrs (11.2%), 50-59yrs (11.2%), 60-65yrs (6.9%) & over 65yrs (7.2%)

Occupation

- Tradesperson (23.3%), retail (15.4%), self employed (14.6%), management (13.3%), student (11.8%), domestic duties (10.8%), professional (8.8%), retired/semi-retired (7.8%), public service (7.7%) & service industry (7.5%)

Travel Party

- Friends (14.5%), family with children (10.8%), couple (10.5%), alone (11.9%), relatives (7%) & tour group (1.9%)

Accommodation

- Caravan park (40%), camping (26.1%), friends/relatives (18.7%), backpacker hostel (15.4%), holiday apartment/unit (6.5%), hotel/motel (6.3%) & resort (6.2%)

Length of Stay (average)

- Overall Mission Beach visitors (14.35 nights), domestic (22.66 nights) & international (10.29 nights)

Information about TNQ

- Been before (28.9%), visitor information centre (25.8%), guide book (13.3%), friends/family (12.3%), internet (11.8%) & ads on TV/radio (10.6%)

Previous Visits to TNQ

- First time (9.3%), repeat visitor (12.4%)
- Domestic repeat visitor (11.8%), international repeat visitor (15%)

MISSION BEACH VISITOR TRAVEL MOTIVATIONS

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

Motivations for travel	Mean	
	Mission Beach Visitors	Overall Sample
Visit the GBR	4.22	4.26
Visit the rainforest	4.07	4.00
See Australian wildlife	4.02	3.82
Experience the natural environment	3.88	3.90
Rest & relax	3.84	3.89
Visit beaches	3.79	3.51
Climate	3.70	3.70
Snorkelling & diving	3.65	3.55
Visit Islands	3.54	3.30
Spend time with family	3.38	3.13

VISITATION TO THE GBR AND RAINFOREST

The study found that **82.7%** of visitors who travelled to Mission Beach visited the Wet Tropics rainforest. By comparison, **70.9%** of visitors who travelled to Mission Beach visited the Great Barrier Reef.

The reasons given by 29.1% of visitors that travelled to Mission Beach and chose not to visit the Great Barrier Reef included: no diving/snorkelling (20%), limited information (18.2%), limited swimming skills (16%), high expense (13.6%), seasickness (11.4%), lack of time (8.2%) & been before (8.1%).

RAINFOREST WALKING ACTIVITIES

Visitors that travelled to Mission Beach 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=3.39)
- up to 1 day unguided walk (mean=2.22)
- up to 1 day guided walk (mean=2.36)
- Guided overnight walk (mean=1.96)
- Unguided overnight walk (mean=1.70)

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 Mission Beach were:

Overall average budget: (Mission Beach visitor)	\$4,100 1.68 adults 0.25 children
Domestic average budget: (Mission Beach visitor)	\$3,590 1.68 adults 0.41 children
International average budget: (Mission Beach visitor)	\$4,395 1.68 adults 0.16 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 Mission Beach were:

Overall mean satisfaction:	8.45
Domestic mean satisfaction:	8.25
International mean satisfaction:	8.55

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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