

# Rainforest Tourism Final Report: January 2007–December 2009

## Patterns of rainforest tourism in the Wet Tropics World Heritage Area, North Queensland

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## Executive summary

The specific aim of this research was to develop a comprehensive data set, on a quarterly basis, that facilitates investigation of a range of issues including demographic profiles, motivations, activities, segmentation and seasonality of visitors to the Wet Tropics rainforests. Data has been released on a quarterly basis as a barometer, annually as annual reports (<http://www.rrrc.org.au>) and as occasional fact sheets. In this final annual report for the MTSRF program, data is provided on an annual as well as a whole of project time scale. Comparisons of annual data are provided for 2007, 2008, 2009 and for the overall 2007–2009 survey period. Results are based on 3360 completed surveys collected from tourists at various locations in the rainforest.

The first three years of data have been aggregated to create a three-year average against which future changes in visitor characteristics may be measured.

It should also be noted that the data was collected only at the rainforest and some results may differ from findings of companion surveys that investigated reef tourists (Coghlan and Prideaux 2012) and tourists leaving the region from the Cairns Airport (Sibtain and Prideaux 2012).

The research was not designed to provide information on the overall numbers of visitors who visit the rainforests or the Cairns region. Tourism Research Australia publishes information on visitor numbers to Cairns.

### Findings

- During the three years of this project an overall total of 46.8% males and 53.2% females responded to the survey.
- Domestic visitors constituted the largest visitor segment for the 2007–2009 survey period (54.9%). The second largest group of respondents was from the United Kingdom and Ireland (13.2%) followed by North America (7.8%).
- During the 2007–2009 survey period, professionals constituted the largest occupational group (27.2%), followed by retirees/semi-retirees (15.4%) and self-employed (10.1%).
- Just over half (53.4%) of respondents were travelling as couples. Visiting friends accounted for about 16%, followed by families travelling with children (12.1%).
- In the 2007–2009 survey period, 64.3% of respondents were first-time visitors to the rainforest. Of the respondents who had previously visited the region (35.7%), the mean number of past visits was four nights.
- The 2007–2009 average length of stay was 8.48 nights in the region.
- The accommodation types used by respondents during the 2007–2009 survey period were resorts (24.2%), followed by hotels/motels (23.9%) and holiday apartments/units (20.5%). Apartments (29.7%), followed by resorts (28.9%) were the most popular types of accommodation with domestic respondents. International respondents had a different set of preferences with hotel/motel (24.1%) styled accommodation being the most popular, followed by holiday apartments/units (18.6%) and backpacker hostels (17.1%).
- The most important motives for visiting Tropical North Queensland (TNQ) were *visiting the rainforest*, followed closely by the Great Barrier Reef. These results highlight the role that both World Heritage Areas play in attracting visitors to the region. International respondents were more interested in the destination's natural Tropics rainforests.
- The most significant finding in relation to motives was the consistent ranking of the top seven motives over several years. It is also apparent that price is not a major factor. Shopping and outback activities did not have a high ranking while 'tasting

tropical fruits', an activity that is not promoted in the destination's marketing collateral, was given a ranking that shows a growing level of interest by respondents.

- For the 2007–2009 survey period, 40.3% of respondents indicated that their major source of information for the region was friends and relatives. This result was consistent across the survey period. The other information sources that were significant included the internet, guidebooks, previous visits and travel agents.
- International visitors were more likely to use guidebooks, the internet, travel agents and visitor centres for information than their domestic counterparts. The importance of guide books and the internet for international respondents indicates the need for the region's tourism industry to supply regular information to these information sources.
- The key hotspots for experiencing the rainforests of North Queensland are Mossman Gorge (53.4%), Daintree (51.5%), Kuranda (47.7%) and Cape Tribulation.
- Most respondents would have visited the Wet Tropics even if it was not a World Heritage site. The responses for domestic and international respondents for the 2007–2009 survey period were 94.1% for domestic and 92.2% for international visitors. This result indicates that the attraction of the forest as a unique ecosystem appears to be more important than the brands (National Park, World Heritage Area) used to describe it.
- Just over three-quarters (77.3%) of *domestic* visitors reported knowing that the rainforest was World Heritage listed, compared with less than half of international visitors (47.0%).
- Walking was the most popular activity, followed by viewing the scenery, photography and viewing wildlife.
- The results clearly illustrate that on-site environmental and cultural information was interesting, clear and had a positive impact on site behaviour and attitudes. Respondents agreed that high-quality interpretation has a positive impact on visitor behaviour and understanding.
- The results in 2009 showed that domestic respondents were mainly concerned about weeds, feral animals and pathogens (m=3.91) followed closely by vegetation clearing (m=3.89) and urban development and pollution. International respondents considered vegetation clearing (m=3.89) and urban development and pollution (m=3.85) to be the biggest threats.
- Almost one-third (32.9%) of domestic respondents for the 2007–2009 survey period indicated that they had visited overseas rainforests. International respondents visiting TNQ reported that they had visited rainforests in South America (7.54%), New Zealand (6.77%), Malaysia (6.38%), Central America, Mexico (5.9%) and Thailand (3.29%).
- Climate change was ranked as the fourth most significant threat with a mean of 3.72 (domestic m=3.67 and international m=3.78). This result indicates that climate change is seen as a threat by most respondents but not as important as vegetation clearing and urban development, at least in the near future.
- The mean score for satisfaction in a 1 to 10 Likert scale for the 2007–2009 survey period was 8.39. This result indicates a high and relatively consistent level of satisfaction across the three years of surveying.

# 1. Introduction

The Wet Tropics World Heritage Area (WTWHA) is an important attraction for visitors to Tropical North Queensland. In 2006, tourism in the WTWHA directly generated an estimated \$426 million in gross economic value (Prideaux and Falco-Mammone 2007). In overall terms, the estimated expenditure generated by visitation to the WTWHA represents 21.8% of all tourism expenditure by tourists in the study region. In response to a need to identify the characteristics, motivations and travel patterns of tourists who visited the Wet Tropics World Heritage Area (WTWHA), the Australian Government's Marine and Tropical Sciences Research Facility (MTSRF) funded this project (Project 4.9.2 Sustainable nature based tourism: planning and management).

The aim of the project was to identify aspects of the annual tourist usage of the Wet Tropics rainforests, including key trends, visitation patterns, activities and behaviours, and motivations. This final report presents a range of rainforest visitor data that can be used by the Wet Tropics Management Authority and the Queensland Parks and Wildlife Services as well as tourism industry operators.

The key objective of the research was to develop a comprehensive quarterly data set that facilitated investigation of a range of issues including demographic profiles, motivations, activities, segmentation and seasonality. Data has been released on a quarterly basis as a barometer and annually as annual reports. During the period of the project, barometers and annual reports have tracked changes in a number of reporting categories providing users with up-to-date analysis of trends that are occurring in arrival patterns, motivations and experiences.

In this final report, data is outlined on an annual basis and for the entire 2007–2009 survey period. A total of 3384 surveys were completed by visitors across the whole WTWHA during this period.

The results are grouped into the following four thematic areas:

- Socio-demographic characteristics of respondents
- Motivations and behaviours of respondents
- Experiences and satisfaction of respondents
- Case studies.

The data collected during the three-year survey period is extensive and rich. The following results report on major elements however the data set is able to provide more extensive information than is reported here. To demonstrate the richness of the data, the report concludes with a series of single-issue reports, including Cape Tribulation visitor profile, profile of internet users and profile of birdwatchers. The individual quarterly data for 2009 and previous years can be downloaded from the MTSRF website<sup>1</sup>.

## **How this research may be used**

The rainforest survey captured a range of data on rainforest visitors including motivations for travelling to the region, activities and views on threats to the forest. It therefore gives a broad overview of visitors that was captured by companion surveys investigating visitor patterns on the Great Barrier Reef (GBR) and reporting on tourists departing from Cairns Airport.

As previously highlighted, the aim of this project was to create a comprehensive database that could be used to identify a wide range of visitor characteristics and be used as a baseline against which to measure annual changes in these characteristics. The first three years of data have been aggregated to create a three-year average against which future

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<sup>1</sup> See [http://www.rrrc.org.au/publications/tourism\\_barometers.html](http://www.rrrc.org.au/publications/tourism_barometers.html)

changes in visitor characteristics may be measured. Why three years of data? While care has been taken to ensure that sampling was robust, under or over-reporting, which can be expected, will create annual variations in data. By taking a three-year average, these yearly variations can be smoothed and the average used as a baseline against which to measure change in the future.

However, it should also be noted that the data was collected only at points in the rainforest and as a consequence does not specifically report on other visitor activities such as visits to the Great Barrier Reef.

It should also be noted that results are reported as an aggregated rainforest figure and in a disaggregated form to at least domestic and international visitor level. A careful reading of the report will highlight differences between the domestic and international sectors and between various visitor categories within the report. This information should be of specific interest to tourism operators in the study region.

A follow-up report that identifies major market segments based on visitor motivations and visitor segments is available on the RRRC website.

### **What this research does not report**

The research was not designed to provide information on the overall numbers of visitors who visit the rainforest or how these figures vary on a yearly basis.

## 2. Methodology

Primary data were collected from visitors using a self completed survey instrument distributed at a number of locations in the Wet Tropics region. A cover page with the aims of the study and instructions was provided to every respondent. The researcher remained close to the participants to clarify any questions while they completed the questionnaire.

Industry support was sought and discussions held with the operations managers and business directors/owners of a number of businesses that operate in the rainforest. Three large and one small tour operator, and two visitor attractions offered their support. Tour operators distributed surveys via tour guides in the Atherton Tablelands and Daintree National Park. Visitor attraction staff, under the guidance of operations managers, distributed surveys to visitors at these sites. This limited the randomisation of the data, but was seen to be a necessary and acceptable compromise to ensure survey returns. To develop a representative distribution system, surveys were collected at a number of sites by employees of participating tour operators and on-site survey staff employed by the project. Figure 1 highlights the locations where surveying was undertaken. Results of the survey are 'de-identified' to protect the confidentiality of participating operators. As a consequence, specific results of the visitor survey are not attributable to any participating operator.

According to Bentrupperbäumer (2002a; 2002b), the two most significant WTWHA locations that attract high visitor numbers are located in the Daintree National Park. These sites, Mossman Gorge and the Daintree Discovery Centre, were targeted for surveying by the project team. A large number of tourists visit both sites. Trained research assistants spent one day each month surveying visitors at Mossman Gorge, and one day each month at the Daintree Discovery Centre, alternating survey days between weekdays and weekends. The survey instrument contained a combination of questions on socio-demographics, motivations (using a Likert scale), behaviours, travel patterns and satisfaction. Responses are collected through a mix of closed ended, Likert-scale and open-ended questions. Open-ended questions minimise interviewer bias that may signal how respondents should react and allowed respondents to give richer responses than are possible with closed questions (Altinay & Paraskevas 2008). A copy of the 2009 survey is attached as Appendix A.

As with all surveys of this nature, there is a trade-off between the need for detailed information and the quality of the data harvested. If respondents consider the survey to be too long the response rate will fall, as will the accuracy of responses. For this reason, many issues worthy of investigation could not be included in the survey. In recognition of this limitation the survey was updated annually with new questions inserted and existing ones deleted if required.

Information collected in the surveys includes visitors' socio-demographic characteristics, travel patterns, motivations, activities, alternative destinations considered, previous rainforest tourism experience and satisfaction, including measures of expectations, recommendations to others, and value for money. Following discussions with relevant stakeholders, 19 travel motives were identified. Lack of space in the survey instrument prevented an expansion of the number of possible motives beyond this number. The results from the surveys were checked for outliers, scanned, manually entered and coded into SPSS (*Statistical Package for the Social Sciences*, version 18.0).

The data collected in this research is specifically designed to track changes in motives and test a range of other aspects of visitor behaviour. It *was not designed* to identify changes in visitor numbers to the region. Data of this nature are compiled by Tourism Research Australia through its National Visitors Survey and International Visitor Survey series. Whilst the information collected as part of this project does not report absolute changes in visitor numbers, it is able to detect changes in the visitor experience and travel behaviour

## 2.1 Limitations

The research approach adopted has a number of limitations that should be considered before generalising results. First, seasonality was a major limitation. During the 'low tourist season' (January to March, and November to December), many rainforest tour operators either closed for the season or operated smaller numbers of tours to WTWHA locations. Moreover, during this period, the 'wet season' generated long periods of heavy rainfall and localised flooding. These conditions deterred self-drive visitors from travelling to rainforest locations such as Paluma, Daintree and Mossman Gorge. As a consequence, it was difficult to achieve a high rate of sampling during the wet season.

A second limitation was the potential for specific nationalities being overlooked because survey instruments were not available in their native language. In the 2008 collection period the survey instrument was distributed in English and Chinese, potentially causing a bias towards Anglophone and Chinese visitors. The survey was only conducted in English in 2009. Given the difficulty of identifying other groups of visitors by nationality, no further translation of the instrument was undertaken.

A final limitation that should be considered is the potential for social desirability bias where respondents overreport 'good' behaviour and underreport 'poor' or 'undesirable' behaviour (Budeanu 2007). Because of these limitations, some care will be required when generalizing the results.

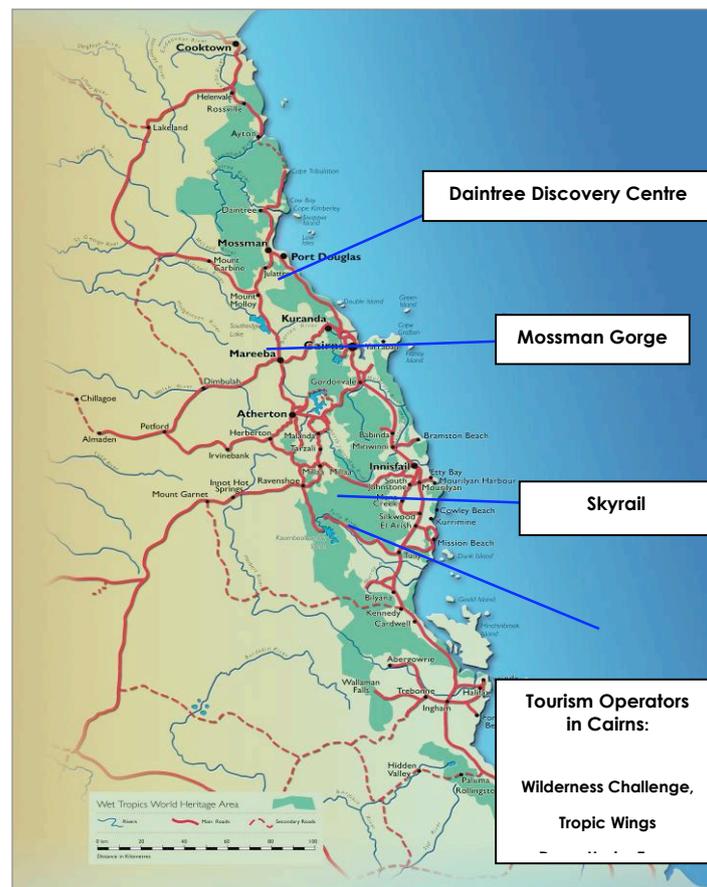


Figure 1: Survey distribution locations

Source: Wet Tropics (2010)

### 3. Findings

This section presents the findings of research into rainforest tourism conducted at Mossman Gorge and at the Daintree Discovery Centre, and from key rainforest tour operators and attractions throughout the WTWHA during 2007, 2008 and 2009. The first three years of data (2007–2009) were aggregated to create a three-year average against which future changes in visitor characteristics may be measured. In most cases data has been disaggregated into domestic and international visitors and, where specific variables are reported on, age, for example, data has been disaggregated into specific subcategories. In the discussion on age for example, data is presented by specific age sub grouping, such as the 20–29 year age group and the over 60s age group. One of the advantages of this approach, and made possible by the size of the sample, is that it is possible to develop quite detailed information about the characteristics of specific subsets.

#### 3.1 Socio-demographic characteristics (n=3360)

##### Gender and origin of surveyed visitors

During 2009 fewer males (42.4%) than females (57.6%) completed rainforest surveys. In 2008, slightly more males (50.4%) than females (49.6%) completed the survey, while in 2007 fewer males (47.3%) than females (52.7%) completed the survey. During the three years of this project an overall total of 46.8% males and 53.2% females responded to this survey.

In 2009, 46.4% of respondents were from overseas compared to 36.2% of respondents in 2008. In 2007, overseas rainforest visitors accounted for 40.2% of respondents. During the three years of this project 40.6% of respondents were from overseas.

Figure 2 shows the origin of visitors in the 2007–2009 survey period as well as for 2007, 2008 and 2009. Domestic visitors constituted the largest visitor segment for the 2007–2009 survey period (54.9%). In 2009, 53.6% of respondents were domestic followed by 63.8% in 2008 and 59.8% in 2007. After domestic visitors, the second largest group of respondents were from the United Kingdom and Ireland (13.2% in the 2007–2009 survey period; 16.9% in 2009; 9.3% in 2008; 14.0% in 2007) and the third largest group were from North America (7.8% in the 2007–2009 survey period; 8.6% in 2009; 5.6% in 2008; 8.9% in 2007).

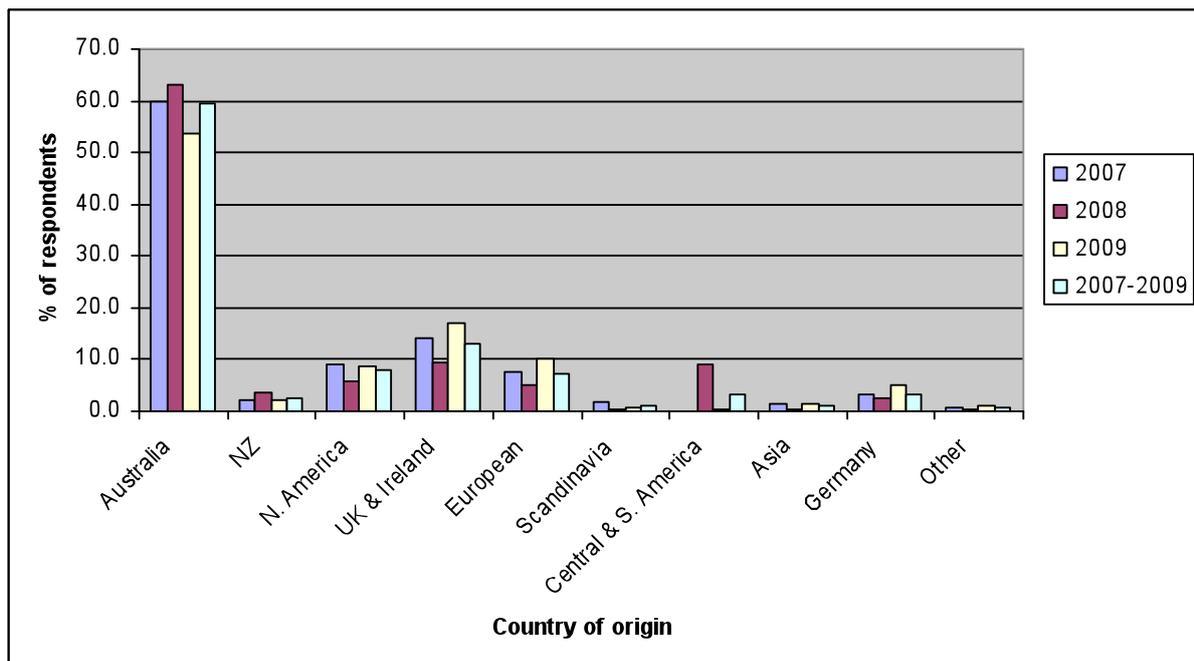


Figure 2: Origin of respondents (as percentages of 2007, 2008, 2009 and for the 2007–2009 survey period).

Of the 54.9% of domestic visitors who visited this region almost two thirds originated from New South Wales (30.61%) and Victoria (28.84%). Queensland visitors totalled 23.91% (Figure 3).

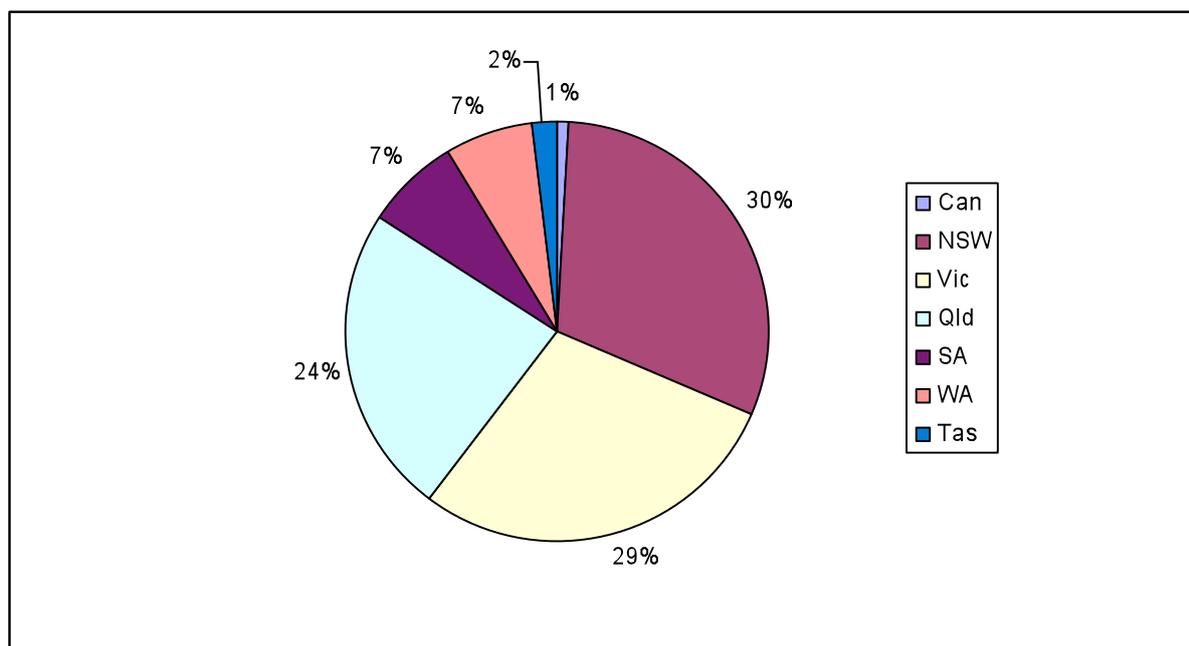


Figure 3: State of origin of respondents (as percentages of the 2007–2009 survey period).

### Occupation (n= 3356)

The largest occupation categories of respondents in 2009 were professionals (32.4%), followed by retirees/semi-retirees (12.4%) and self-employed (10.3%). In 2008, the majority of respondents were professionals (21.7%), followed by retirees/semi-retirees (15.8%) and self-employees (11.1%). In 2007, professionals (28.2%) was the largest occupation type, followed by retiree/semi-retiree (17.4%) and student (8.1%). The 2007–2009 survey period demonstrated a similar trend with professionals constituting the largest group (27.2%) followed by retirees/semi-retirees (15.4%) and self-employed (10.1%). Overall, the results over the three years indicate a relatively stable pattern of respondents based on occupation, with the exception of professions. Box 1 presents a more detailed analysis of professional respondents.

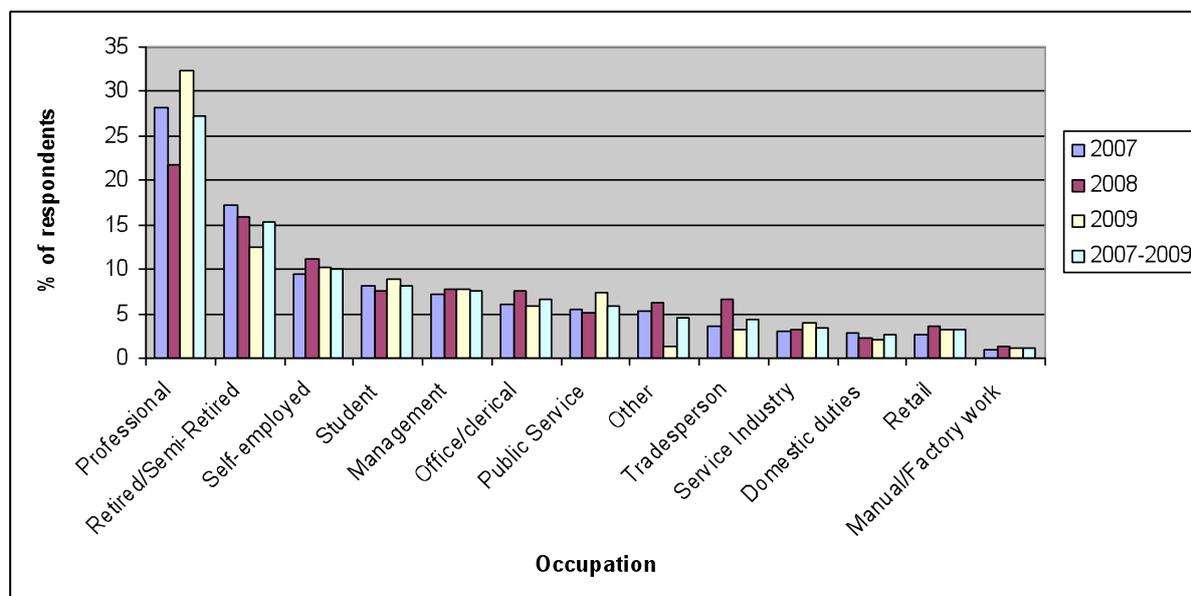


Figure 4: Occupation of respondents (as percentages of 2007, 2008, 2009 and the 2007–2009 survey period).

#### Box 1: Profile of professional visitors to TNQ (n=916)

The following results present a snapshot profile of professional respondents.

- 56.3% of professional respondents were female and 43.7% male.
- Over half of the professionals surveyed were domestic visitors (61.7%). International professions were from the UK & Ireland (16.9%), from North America (9.3%), Europe (5.2%) and New Zealand (2.1%)
- 28.1% of professionals were aged between 20–29, followed by the 30–39 year age group (27.2%), the 40–49 year group (19.8%) and the 50–59 year group (19.3%)
- On a scale of 1 (not at all important) to 5 (very important) professional respondents ranked the GBR ( $m=4.37$ ), the rainforest ( $m=4.36$ ), experience the natural environment ( $m=4.16$ ), and to rest and relax ( $m=4.16$ ) as their major motives for visiting Tropical North Queensland. Other important motives were to see Australian wildlife ( $m=3.97$ ), walk in the rainforest ( $m=3.85$ ), the climate ( $m=3.83$ ) and snorkelling and diving ( $m=3.77$ ).

Table 1 compares the occupations of domestic and international respondents for 2009 and the 2007–2009 survey period. The composition is generally consistent over the 2007–2009 survey period for both domestic and international visitors with the exceptions of students (4.1% domestic and 13.9% international) and retired/semi-retired respondents (17.4% domestic and 12.5% international). Based on these results, it is apparent that professionals are the largest visitor segment based on occupation followed by semi-retired, self-employed and students.

Table 1: Comparison of domestic and international respondents' occupations for the year 2009 and the 2007–2009 survey period.

Occupation	2009		2007–2009 period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Professional	<b>33.7</b>	<b>31.2</b>	<b>28.1</b>	<b>26.5</b>
Retired/semi-retired	<b>14.4</b>	<b>9.8</b>	<b>17.4</b>	<b>12.5</b>
Self-employed	<b>11.9</b>	8.7	<b>10.7</b>	<b>9.5</b>
Student	3.1	<b>15.1</b>	4.1	<b>13.9</b>
Management	6.2	<b>9.8</b>	<b>7.2</b>	8.1
Office–clerical	6.4	5.3	6.5	6.5
Public Service	<b>6.6</b>	8	5.4	6.7
Other	0.8	2	4.1	4.8
Tradesperson	3.9	2.4	4.8	3.8
Service industry	4.3	3.5	3.8	2.8
Domestic duties	3.3	0.4	3.3	1.2
Retail	4.1	2.4	3.8	2.1
Manual/factory work	1.1	1.4	0.8	1.6

### Age of respondents (n= 3342)

For the 2007–2009 survey period, the 20–39 year age group made up nearly half (43.6%) of all rainforest respondents. In 2009 this age group was the largest visitor group by age (49%). The largest annual variation occurred in the 20–29 year age group. In 2007, 21.1% of visitors belonged to this group, 22.9% in 2008 and 30.7% in 2009 (Figure 5).

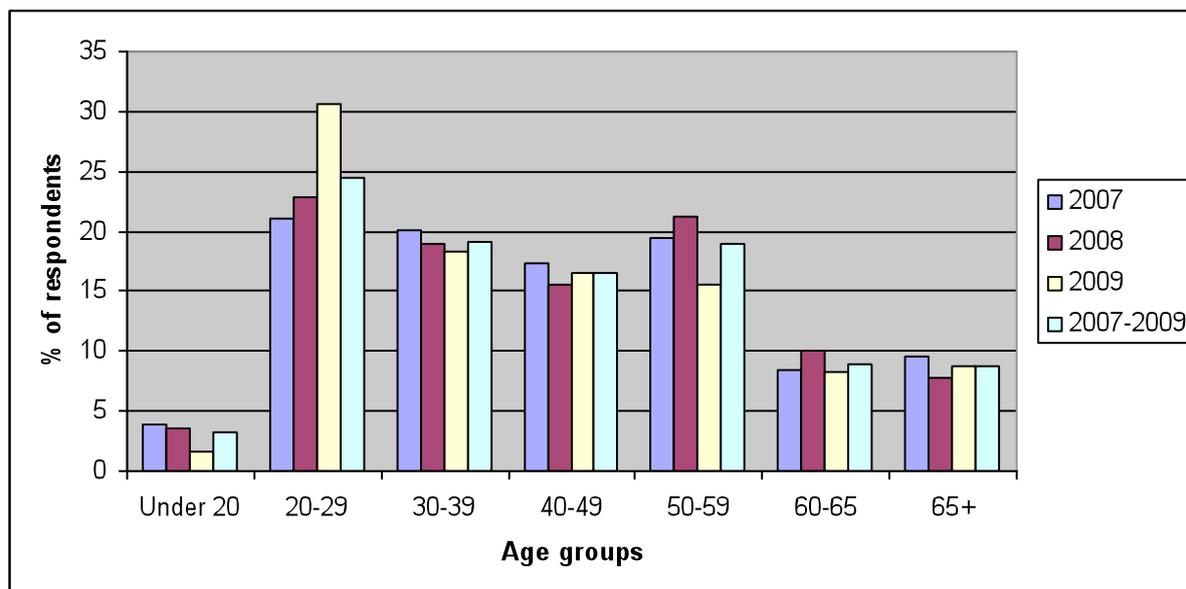


Figure 5: Age of respondents (as percentages of 2007, 2008, 2009 and the 2007–2009 survey period).

In 2009 over one-third of international respondents (37.4%) and almost one quarter of domestic respondents (24.6%) were aged 20–29 years. Domestic respondents aged from 30–49 years totalled 38.6% while international respondents totalled 31.8%. In the 2007–2009

survey period, the 20–29 year group constituted 19.2% of all domestic respondents and 31.8% of all international respondents (Table 2). Based on these findings, it is apparent that the 20–29 year age group constitutes the largest age-based segment for both domestic and international respondents.

Table 2: Comparison of age groups between domestic and international respondents for the year 2009 and the 2007–2009 survey period.

Age group	2009		2007-2009 sample period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Under 20 yrs	1.0	2.5	2.7	4
20–29 yrs	<b>24.6</b>	<b>37.4</b>	19.2	<b>31.8</b>
30–39 yrs	19.4	17.7	<b>20.5</b>	17.9
40–49 yrs	19.2	14.1	17.5	15.5
50–59 yrs	16.1	14.3	20.3	16.8
60–65 yrs	8.6	8.1	10	7.2
Over 65 yrs	11.1	5.9	9.8	6.8

### 3.2 Travel behaviour and motivations for travel (n=3356)

#### Travel party

Survey results for 2007, 2008 and 2009 reveal that over half the respondents were couples (55.8%, 52.7% and 50.6% respectively) and 53.4% for the 2007–2009 survey period (Figure 6). Visiting friends accounted for around 16% in each year of the survey (15.7% in 2007; 15.6% in 2008; 18.5% in 2009; and 15.7% in the 2007–2009 survey period) followed closely by families travelling with children (13.6% in 2007; 10.3% in 2008; 11.7% in 2009; and 12.1% in the 2007–2009 survey period).

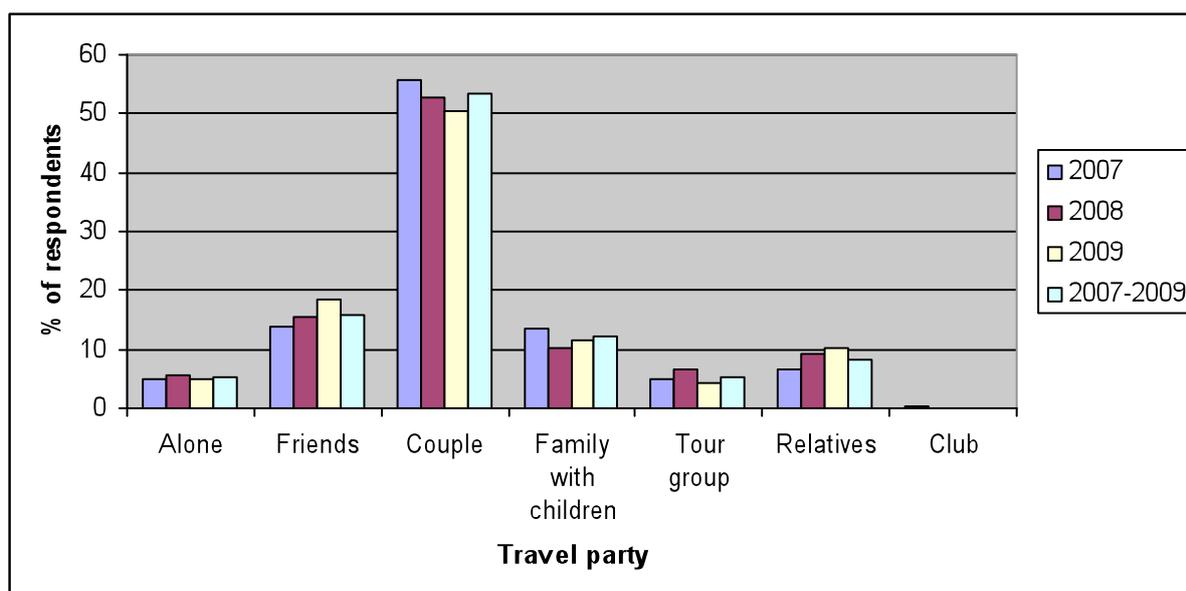


Figure 6: Travel party of respondents (as percentages of 2007, 2008, 2009 and the 2007–2009 survey period).

Based on travel party composition, domestic (47%) and international respondents (55.2%) were more likely to travel as couples in 2009. International respondents were less likely to travel with friends (13.1%) than domestic visitors (24.3%) (Table 3). The 2007–2009 survey period had similar results to 2009 with about half (49.6%) of the domestic and 56.4% of international respondents travelling as couples.

Table 3: Comparison of chosen travel parties of domestic and international respondents in 2009 and for the 2007–2009 survey period.

Travel party	2009		2007–2009 period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Alone	6.7	2.7	7.5	3.5
Friends	24.3	13.1	18.7	13.2
Couple	47.0	55.2	49.6	56.4
Family with children	9.6	13.3	11.9	12.2
Tour group	3.9	4.1	4.8	5.4
Relatives	8.5	11.4	7.4	9.1
Club	0.0	0.2	0.1	0.2

#### First visit and length of stay (n=3384)

In the 2007–2009 survey period, 64.3% of respondents were first-time visitors to the rainforest (65.8% in 2007; 60.4% in 2008; 66.3% in 2009). Of the respondents who had previously visited the region (35.7% in the 2007–2009 survey period and 33.7% in 2009), the mean number of past visits to the region for both 2009 and the 2007–2009 survey period was four (Figure 7).

In 2007, the average length of stay was 8.73 nights, slightly down on 2008 (8.46 nights). During 2009, respondents stayed a total of 8.26 nights in the region, slightly less than in the two previous years. The 2007–2009 mean average was 8.48 nights spent holidaying in the region.

In 2009, almost half the domestic respondents (46.6%) indicated they were visiting this region for the first time (Table 4). This result is similar to the 2007–2009 period (49.2%). In 2009, 86.9% of international respondents indicated that this was their first visit to TNQ. Similar results were reported in the 2007–2009 survey period (86.0%).

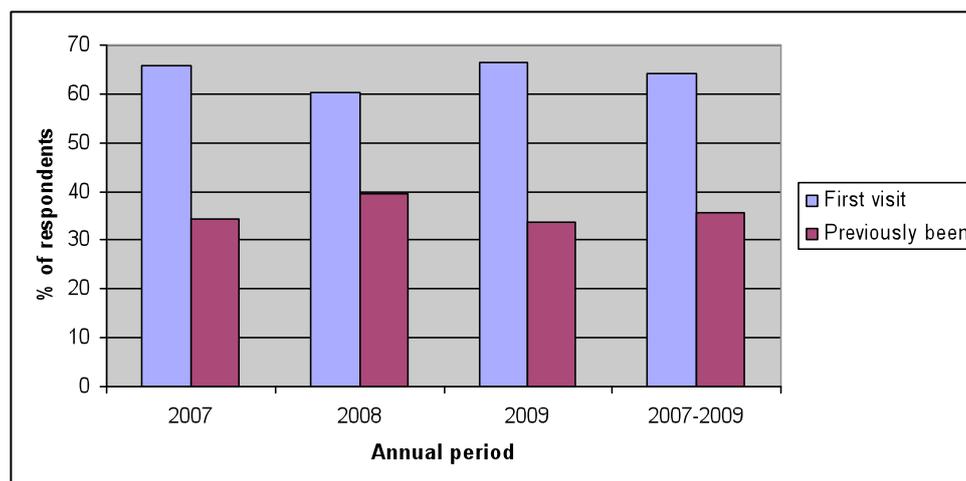


Figure 7: Percentage of respondents who were on their first visit to North Queensland (as percentages of 2007, 2008, 2009 and the 2007–2009 survey period).

Table 4: Comparison of first-time and previous visits of domestic and international respondents in 2009 and the 2007–2009 survey period.

	2009		2007–2009 survey period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
First visit	46.6	86.9	49.2	86.0
Previously visited	53.4	13.1	50.8	14.0

### Accommodation (n= 3284)

The accommodation types used by respondents during the 2007–2009 survey period were resorts (24.2%), followed by hotels/motels (23.9%) and holiday apartments/units (20.5%) (Figure 8). These results were similar to 2007 (25.8%, 24.1% and 19.0% respectively) and 2008 results (25.8%, 26.4% and 18.2%). In 2009, the order of accommodation changed with apartments/units rated highest (24.2%) followed by hotel/motel (21.2%) and resorts (20.1%).

International respondents preferred to stay in hotels/motels (29.8%), holiday apartments/units (16.0%) and backpackers' hostels (14.4%) whereas domestic respondents preferred resorts (31.1%), holiday apartments/units (23.6%) and hotel/motels (19.8%) (Table 5). Over the 2007–2009 survey period, apartments (29.7%) followed by resorts (28.9%) were the most popular types of accommodation with domestic respondents. International respondents had a different set of preferences with hotel/motel styled accommodation being the most popular (24.1%) followed by holiday apartments/units (18.6%) and backpacker hostels (17.1%).

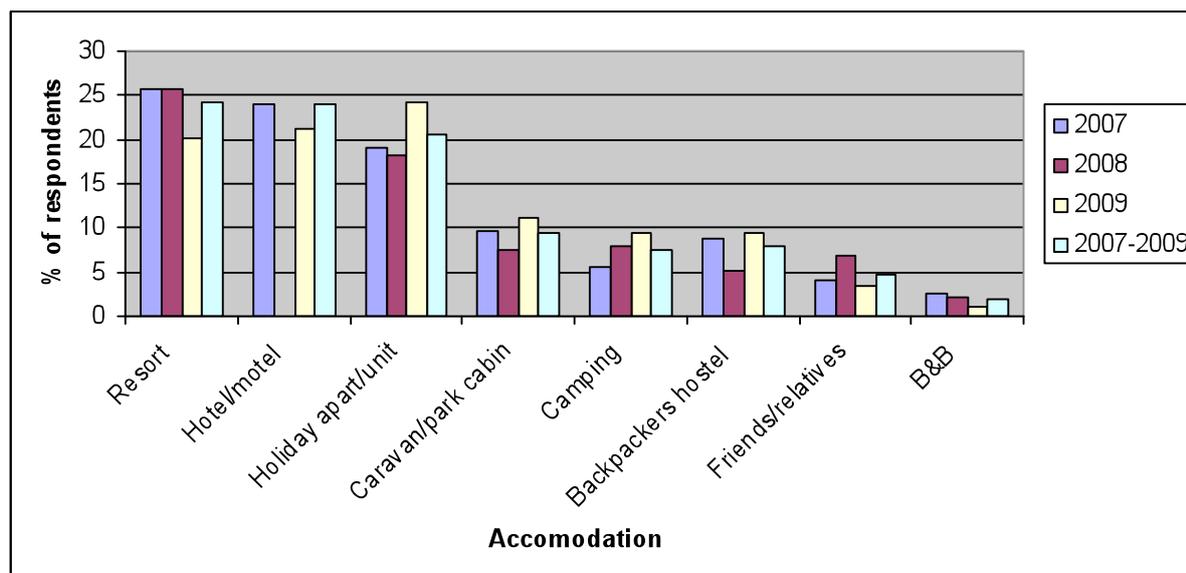


Figure 8: Respondents' chosen accommodation type (as percentage of 2007, 2008, 2009 and the 2007–2009 survey period).

Table 5: Comparison of choice of accommodation of domestic and international respondents (2009 and 2007–2009 survey period).

Accommodation type	2009		2007–2009 survey period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Resort	31.1	14.6	28.9	10.6
Hotel/motel	19.8	29.8	18.4	24.1
Holiday apart/unit	23.7	16	29.7	18.6
Caravan/park cabin	9.4	9.3	10.2	12.4
Camping	5.8	9.6	6.1	12.9
Backpackers hostel	3.2	14.4	2.3	17.1
Friends/relatives	5.6	3.5	3.6	3.2
B&B	1.4	2.8	0.8	1.1

### Motivations (n= 3190)

Respondents were asked about the importance of a number of motivations for visiting the region. A five point Likert scale was used where 1 was 'not at all important' and 5 was 'very important'. For the 2007–2009 survey period, the most important motives were *visiting the rainforest* (4.35 in 2009; 4.25 in 2008; 4.38 in 2007; and 4.32 for the 2007–2009 study period) followed closely by the Great Barrier Reef with a mean value of 4.29 (4.31 in 2009; 4.22 in 2008; 4.31 in 2007) (Figure 9). These results highlight the role that both World Heritage Areas play in attracting visitors to the region.

Other significant motives for the 2007–2009 survey period included *experiencing the natural environment* (4.10 in 2009, 4.08 in 2008; 4.12 in 2007; 4.1 for the 2007–2009 study period), *seeing wildlife* 3.96 (4.07 in 2009; 3.89 in 2008; 3.94 in 2007; 3.96 for the 2007–2009 study period), *rest and relaxation* (4.08 in 2009; 4.15 in 2008; 4.02 in 2007; 4.08 for the 2007–2009 study period). Motives that were not seen as important included *meeting new people* (2.99 in 2009; 3.05 in 2008; 2.89 in 2007; 2.96 for the 2007–2009 study period) followed by *visiting friends and relatives* (2.54 in 2009; 2.52 in 2008; 2.43 in 2007; 2.49 for the 2007–2009 study period).

period). The results suggest that the major strength of the destination lies in nature-based tourism attractions and related activities, including seeing Australian wildlife.

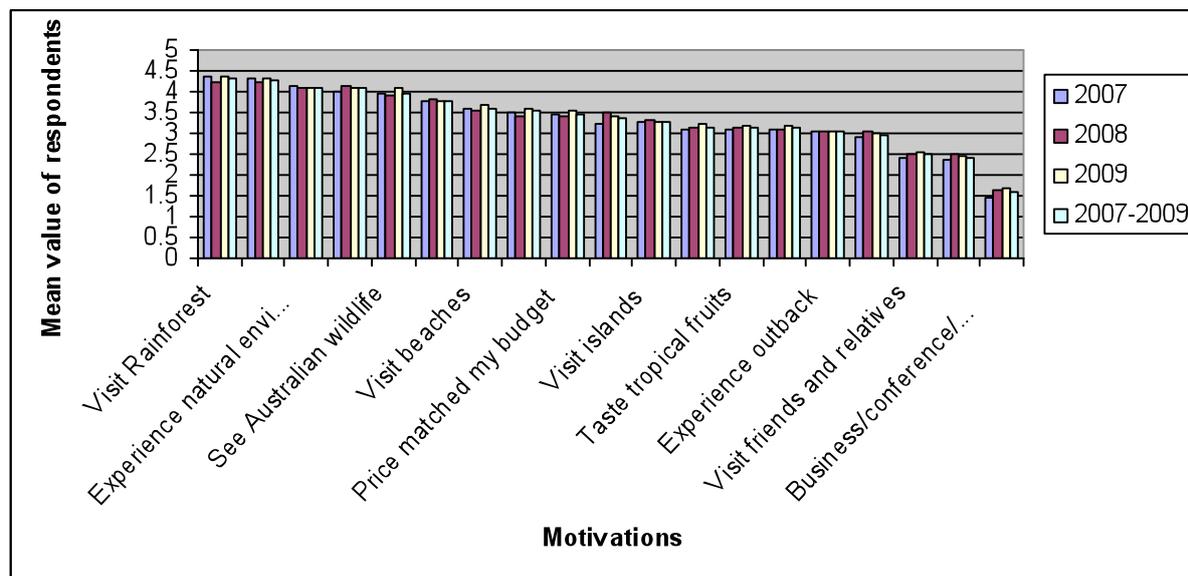


Figure 9: Respondents' motivations for visiting North Queensland (as percentages of 2007, 2008, 2009 and the 2007–2009 survey period).

International respondents were more interested in the destination's natural features – including the Great Barrier Reef, Wet Tropics rainforests, wildlife, snorkelling and diving, beaches, islands, adventure activities, and the outback than domestic visitors (Table 6). For international visitors, the Great Barrier Reef was one of the main motivations for visiting the region.

Table 6: Comparison of domestic and international respondents' motivations for visiting North Queensland in 2009 and for the 2007–2009 survey period.

Motivations	2009		2007–2009 survey period	
	Domestic visitors	International visitors	Domestic visitors	International visitors
Visit rainforest	4.30	4.31	4.32	4.33
Visit Great Barrier Reef	4.12	4.59	4.07	4.60
Experience natural environment	4.14	4.01	2.92	4.06
Rest and relax	4.33	3.86	4.29	3.80
See Australian wildlife	3.82	4.34	3.71	4.31
Climate	3.72	3.68	3.86	3.65
Visit beaches	3.52	3.71	3.54	3.67
Snorkelling and diving	3.61	3.99	3.37	3.82
Price matched my budget	3.64	3.42	3.55	3.35
Spend time with my family	3.64	3.19	3.51	3.15
Visit islands	3.04	3.37	3.18	3.36
Experience Aboriginal culture	3.02	3.56	2.92	3.47
Taste tropical fruits	3.16	3.23	3.11	3.16
Adventure activities	3.04	3.4	3.00	3.27

Experience outback	2.79	3.31	2.86	3.30
Meet new people	2.83	3.15	2.84	3.13
Visit friends and relatives	2.47	2.63	2.44	2.54
Go shopping	2.45	2.45	2.45	2.40
Business/conference/meeting	1.72	1.62	1.58	1.56

The most significant finding of this element of the survey is the consistent ranking of the top seven motives over a multi-year time frame. It is also apparent that price is not a major factor. Surprisingly, shopping and outback activities did not have a high ranking while 'tasting tropical fruits', an activity that is not promoted in the destination's marketing collateral, was given a ranking that shows a growing level of interest by respondents.

Table 7 illustrates the ranking for each motivation in 2007, 2008, 2009 and the 2007–2009 survey period. Results were similar for year 2009 and the 2007–2009 survey period. For all years, *visiting friends and relatives*, *go shopping* and *business/conference/meeting* were the least important motivations.

Table 7: The rank for each motivation in 2007, 2008, 2009 and the 2007–2009 survey period.

Rank	2007	2008	2009	2007-2009 survey period
1	Visit rainforest	Visit rainforest	Visit rainforest	Visit rainforest
2	Visit Great Barrier Reef	Visit Great Barrier Reef	Visit Great Barrier Reef	Visit Great Barrier Reef
3	Experience the natural environment	Rest and relaxation	Experience natural environment	Experience natural environment
4	Rest and relaxation	Experience the natural environment	Rest and relax	Rest and relax
5	See Australian wildlife	See Australian wildlife	See Australian wildlife	See Australian wildlife
6	Climate	Climate	Climate	Climate
7	Visit the beaches	Visit the beaches	Visit beaches	Visit beaches
8	Diving	Spend time with family	Snorkelling and diving	Snorkelling and diving
9	The price matched my budget	Diving	Price matched my budget	Price matched my budget
10	Visit the islands	The price matched my budget	Spend time with my family	Spend time with my family
11	Spend time with family	Visit the islands	Visit islands	Visit islands
12	Taste tropical fruits	Taste tropical fruits	Experience Aboriginal culture	Experience Aboriginal culture
13	Adventure	Experience Aboriginal culture	Taste tropical fruits	Taste tropical fruits
14	Experience Aboriginal culture	Adventure	Adventure activities	Adventure activities
15	Experience the 'Outback'	Meet new people	Experience outback	Experience outback
16	Meet new people	Experience the 'Outback'	Meet new people	Meet new people
17	Visiting friends and relatives	Visiting friends and relatives	Visit friends and relatives	Visit friends and relatives
18	Go shopping	Go shopping	Go shopping	Go shopping
19	Business / conference / meeting	Business / conference / meeting	Business / conference / meeting	Business / conference / meeting

### Information sources (n= 3384)

For the 2007–2009 survey period 40.3% of respondents indicated that their major source of information about the region was friends and relatives (42.7% in 2009; 37.8% in 2008; 40.2% in 2007). The other information sources that were significant included the internet, guidebooks, previous visits and travel agents (Figure 10).

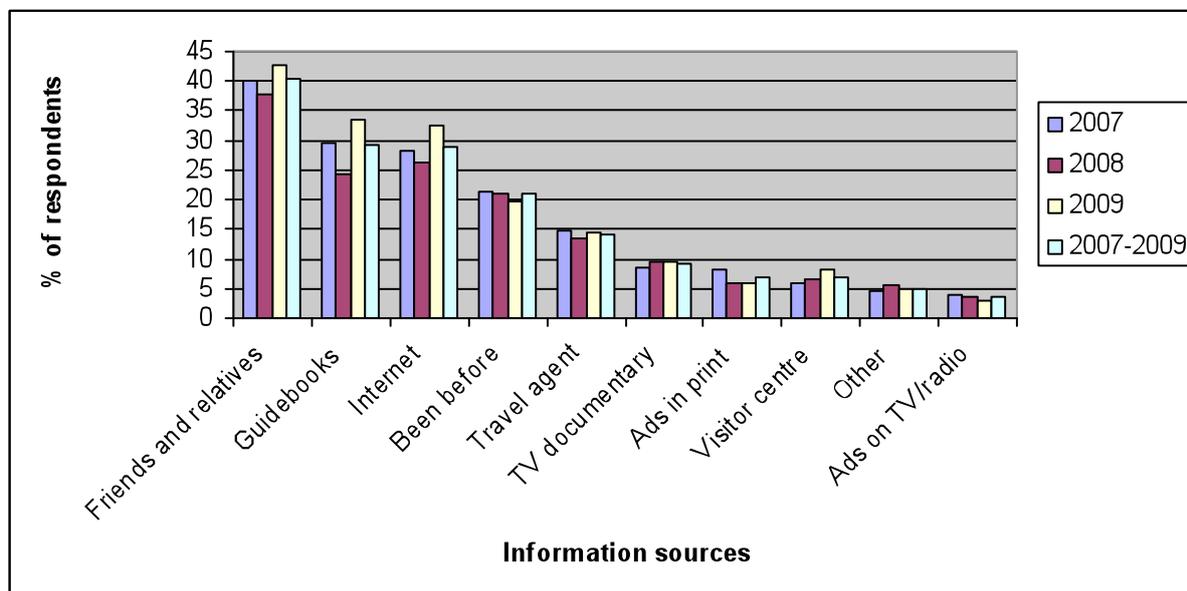


Figure 10: Information sources used by respondents (as percentages of 2007, 2008, 2009 and the 2007–2009 survey period).

Concerning the use of information sources, international visitors were more likely to use guidebooks, the internet, travel agents and visitor centres than their domestic counterparts (Table 8). This result highlights the need for the region's tourism industry to supply regular information to these outlets.

Table 8: Comparison of domestic and international respondents' information sources in 2009 and the 2007–2009 survey period.

Information sources	2009		2007–2009 survey period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Friends and relatives	40.9	46.4	40.5	40.3
Guidebooks	19.8	49.1	20	42.4
Internet	30.4	36.4	28	31.2
Been before	32.1	6.9	30	8.2
Travel agent	10.9	18	9	21.9
TV documentary	10.7	8.2	11	6.5
Ads in print	7.6	4.7	7.9	5.5
Visitor centre	7.4	9.6	5.6	8.6
Other	5.8	3.8	6.1	3.4
Ads on TV/radio	5.6	0.2	5	1.3

### 3.3 Experiences and satisfaction when visiting Tropical North Queensland (n= 3370)

#### Rainforest locations visited and length of stay

The key hotspots for experiencing the rainforests of North Queensland are Mossman Gorge (53.4% for the 2007–2009 survey period; 54.9% in 2009; 49.1% in 2008; 60.5% in 2007), Daintree (51.5% in the 2007–2009 survey period; 49.2% in 2009; 53.8% in 2008; 55.0% in 2007), Kuranda (47.7% in the 2007–2009 survey period; 41.8% in 2009; 53.5% in 2008; 47.7% in 2007) and Cape Tribulation (35.4% in the 2007–2009 survey period; 31.2% in 2009; 32.6% in 2008; 40.3% in 2007) (Figure 11).

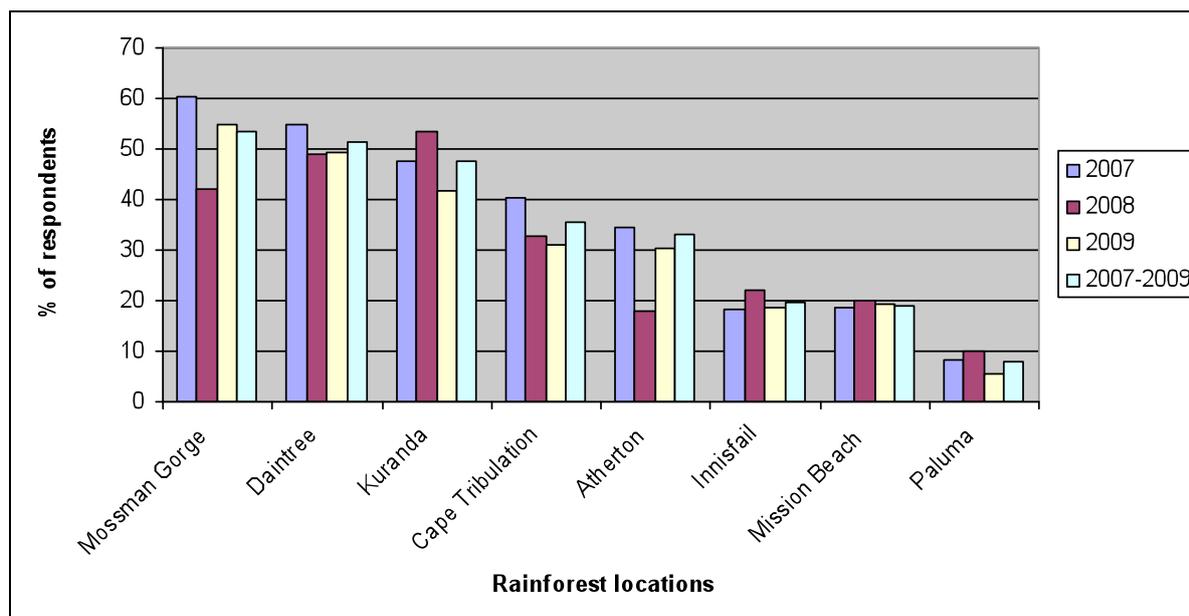


Figure 11: Rainforest locations visited by respondents in 2007, 2008, 2009 and the 2007–2009 survey period.

Responses about the rainforest locations visitors intended to visit indicate an intention to visit that may not have been realised. Cape Tribulation was the most important location followed by the Daintree and Atherton for the 2007–2009 survey period.

Table 9: Comparison of domestic and international respondents in 2009 and from the 2007–2009 survey period who intended to visit key rainforest locations

Departure location	2009		2007–2009 survey period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Mossman Gorge	21.6	19.1	18.2	19.7
Daintree	23.8	24.2	23.3	23.9
Kuranda	23.6	24.6	20.9	22.9
Cape Tribulation	34.2	30.3	29.7	30.9
Atherton	24	21.1	20.1	20.4
Innisfail	10.2	14.3	9.8	12.3
Mission Beach	15.8	13.8	13.6	13.3
Paluma	7.3	11.2	9	10.4
Mossman Gorge	21.6	19.1	18.2	19.7

Boxes 2 and 3 provide a more detailed analysis of day visitors to Kuranda and Cape Tribulation. The most interesting aspect is the similarity in visitor profiles between the two locations.

### **Box 2: Profile of day visitors to Kuranda (n= 1599)**

The following results present a snapshot profile of respondents who visited Kuranda as day visitors.

- 52.1% of Kuranda day visitors were professionals
- The majority of respondents were domestic tourists (63.9%); international visitors to Kuranda were from the UK & Ireland (11.7%) followed by North America (6.2%), Europe (5.4%) and Latin America (4.4%)
- Respondents who visited Kuranda were aged between 50–59 (20.3%); 20–29 (19.0%), 30–39 (17.5%), 40–49 (18.5%) and over 60 years of age (13.5%)
- Using a scale of 1 (not at all important) to 5 (very important) respondents who visited Kuranda indicated the most important reasons for visiting Tropical North Queensland were to visit the rainforest (m=4.33), visit the GBR (m=4.21), rest and relax (m=4.11) and experience the natural environment (m=4.10). Other important reasons were to see Australian wildlife (m=3.94), visit a WHA (m=3.82), the climate (m=3.81) and to walk in the rainforest (m=3.80)

### **Box 3: Profile of day visitors to Cape Tribulation (n= 1181)**

The following results present a snapshot profile of respondents who visited Cape Tribulation as day visitors.

- 51.6% of respondents were professionals
- The majority of respondents were domestic (61.8%); international respondents visiting Cape Tribulation were from the UK & Ireland (13.7%), Europe (8.7%), North America (6.6%) and Germany (3.5%)
- Respondents who visited Cape Tribulation were aged between 50–59 years (20.9%) followed by the 20–29 years group (20.3%), the 30–39 years group (19%), 40–49 years group (16.9%), the 60–65 years group (10.6%) and the over 65 years group (9.3%)
- Using a scale of 1 (not at all important) to 5 (very important) respondents who visited Kuranda indicated the most important reasons for visiting Tropical North Queensland were to visit the rainforest (m=4.41), visit the GBR (m=4.27), experience the natural environment (m=4.13), rest and relax (m=4.11), see Australian wildlife (m=4.00), visit a WHA (m=3.95) and to walk in the rainforest (m=3.94)

### **Importance of visiting rainforests and knowledge (n= 1890)**

The survey posed a question on the importance of visiting the Wet Tropics rainforests while staying in the region. Respondents were able to respond on a scale of 1 (not at all important) through to 5 (very important). The mean from the 2007–2009 survey period was 4.19 (4.13 in

2009; 4.07 in 2008; 4.31 in 2007). There was very little difference between the mean for domestic respondents (4.21) and international respondents (4.16) for the 2007–2009 survey period. In 2009, domestic respondents rated visiting the rainforest as their most significant motive (4.16), just slightly higher than the mean for international respondents (4.10).

Respondents were also asked if they would have visited the Wet Tropics if they had known that it was *not* World Heritage listed. Significantly the results show that most respondents would have visited the Wet Tropics even if it was not a World Heritage site (88.6% in 2007; 95.5% in 2008; 98.6% in 2009; and 93.3% for the 2007–2009 survey period). The responses for domestic and international respondents were similar in 2009 (98.9% domestic and 98.6% international) and for the 2007–2009 survey period (94.1% domestic and 92.2% international). These results indicate that the attraction of the forest as a unique ecosystem appears to be more important than the brands (National Park, World Heritage Area) that are used to describe it.

Respondents were also asked if they knew prior to their visit to Cairns that the Wet Tropics Rainforest was World Heritage listed. For the 2007–2009 survey period, 64.7% indicated they knew it was World Heritage listed before their visit (64.9% in 2009; 61.9% in 2008; 66.7% in 2007). However, caution should be exercised in interpreting this result. A paper published by King and Prideaux (2010) analysed people's knowledge of the region's World Heritage status prior to visiting Cairns and found it was much lower.

Almost three-quarters (77.3% in the 2007–2009 survey period; 78.7% in 2009; 72.0% in 2008; 80.7% in 2007) of *domestic* visitors reported knowing that the rainforest was World Heritage listed, compared with less than half of international visitors (47.0% in the 2007–2009 survey period; 49.9% in 2009; 44.3% in 2008; 46.3% in 2007).

Respondents were also asked about how important they believed it is for them to visit national parks. The question used a Likert scale where 1 indicated "not at all important" and 5 indicated "very important". In the 2007–2009 survey period the mean for this question was 3.86 (3.82 for domestic respondents and 3.91 for international respondents) indicating that for the majority, visiting national parks is important but not very important.

### **Rainforest activities (n= 1953)**

The survey also posed a question on respondents' participation in a number of rainforest activities (Figure 12). Results were relatively consistent throughout the 2007–2009 survey period for most activities. Walking was the most popular activity followed by viewing the scenery, photography and viewing wildlife. A previous study based on a series of questions included in the 2007 version of the Rainforest Survey examined the demand for walking activities in the Wet Tropics Rainforest and found a high level of demand for short walks and significant demand for unguided one-day walks.

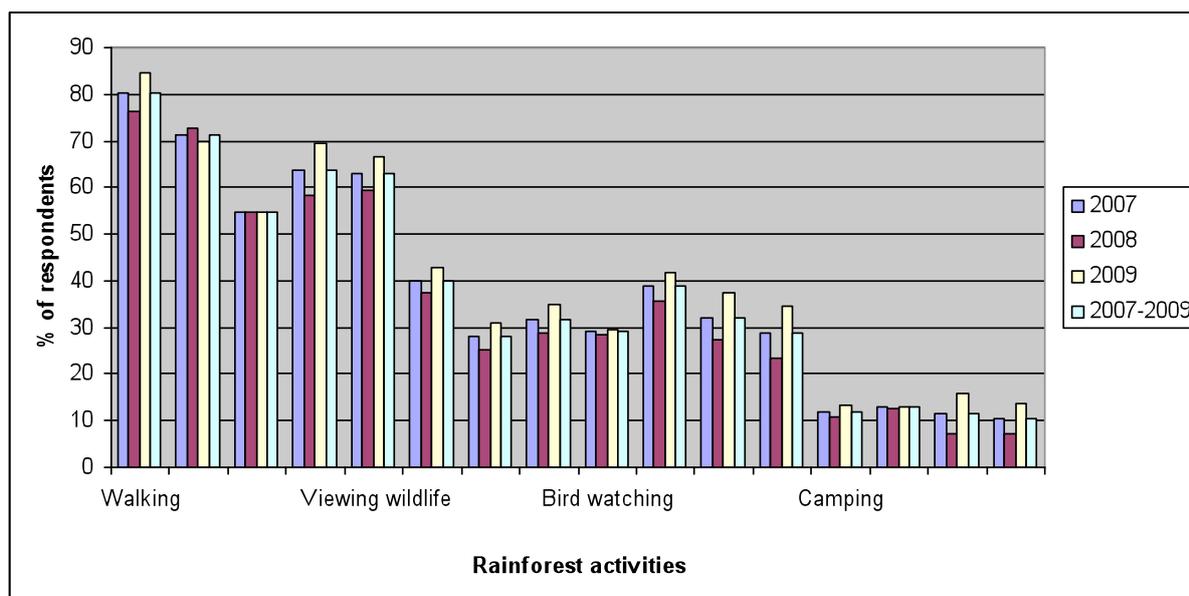


Figure 12: Respondents' levels of interest in rainforest activities as percentages of 2007, 2008, 2009 and the 2007–2009 survey period.

Domestic respondents reported a slightly higher level of interest in most of the activities listed in Table 10 when compared with international respondents. The exceptions were photography, visiting information centres, guided tours and bird watching.

Table 10: Comparison of domestic and international respondents' interest in rainforest activities in 2009 and the 2007–2009 survey period.

Rainforest activities	2009		2007–2009 survey period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Walking	83.0	86.9	82.4	78.0
Viewing scenery	69.7	70.4	72.4	70.2
General relaxation	57.8	52.0	60.6	47.0
Filming/photography	66.3	73.3	60.7	68.4
Viewing wildlife	62.0	72.4	60.7	66.7
Visiting information centres	40.8	45.3	37.8	43.9
Reading site interpretation	28.1	34.4	26.7	30.1
Guided tour	32.3	38.2	28.8	36.2
Bird watching	26.7	33.1	26.7	32.5
Swimming	40.0	44.0	38.2	40.0
Hiking	36.2	39.3	32.2	32.5
Socialising	34.9	34.4	30.8	26.3
Camping	9.1	17.3	10.7	13.4
Four-wheel driving	11.1	15.3	12.2	13.8
Rafting	17.6	13.8	12.8	9.60

### Rainforest interpretation (n=1677)

This section outlines the responses to a number of attitudinal statements about on-site environmental and cultural interpretation. Six statements were posed to respondents concerning different facets of their experience. Respondents were asked to comment on these statements using a 5 point Likert scale where 1 indicated 'strongly disagree' and 5 indicated 'strongly agree' (Figure 13).

The results clearly illustrate that on-site environmental and cultural information was interesting and clear and had a positive impact on site behaviour and attitude. The degree to which information of this type is translated into changes in behaviour and actions may not be as strong as indicated in the results in Figure 13. Previous research in the Wet Tropics Rainforest (McNamara and Prideaux 2010) indicates that positive responses to questions of this nature may reflect a degree of social desirability bias.

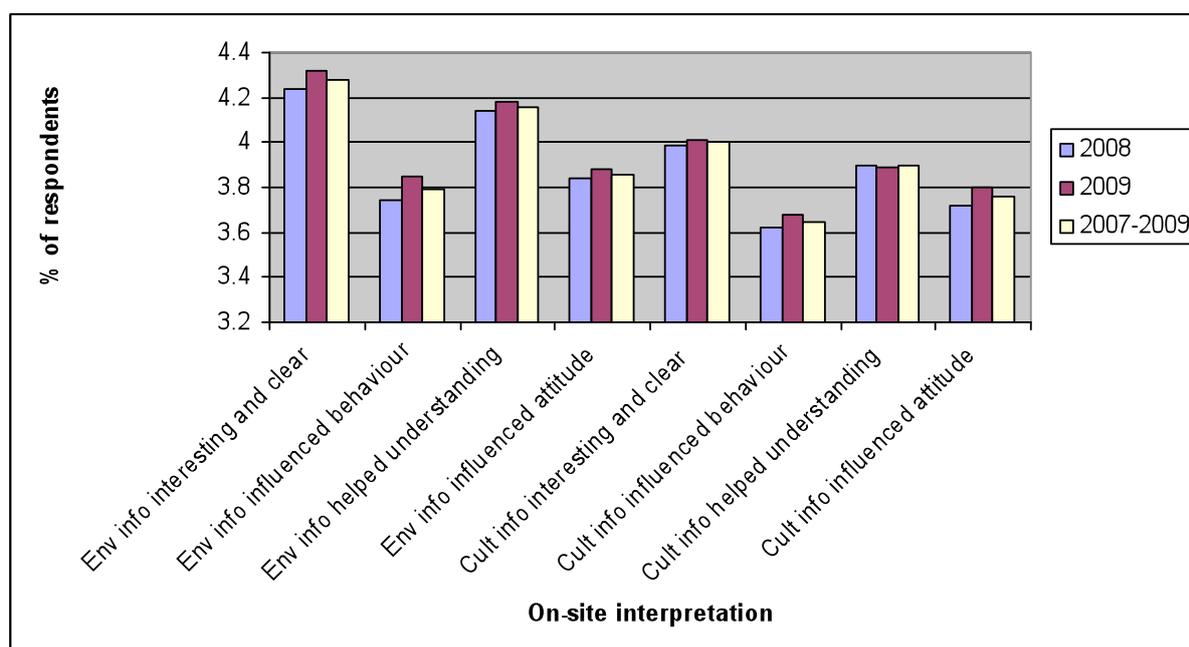


Figure 13: Impressions of respondents to attitudinal statements concerning environmental and cultural interpretation (as mean values of 2008, 2009 and the 2007–2009 survey period).

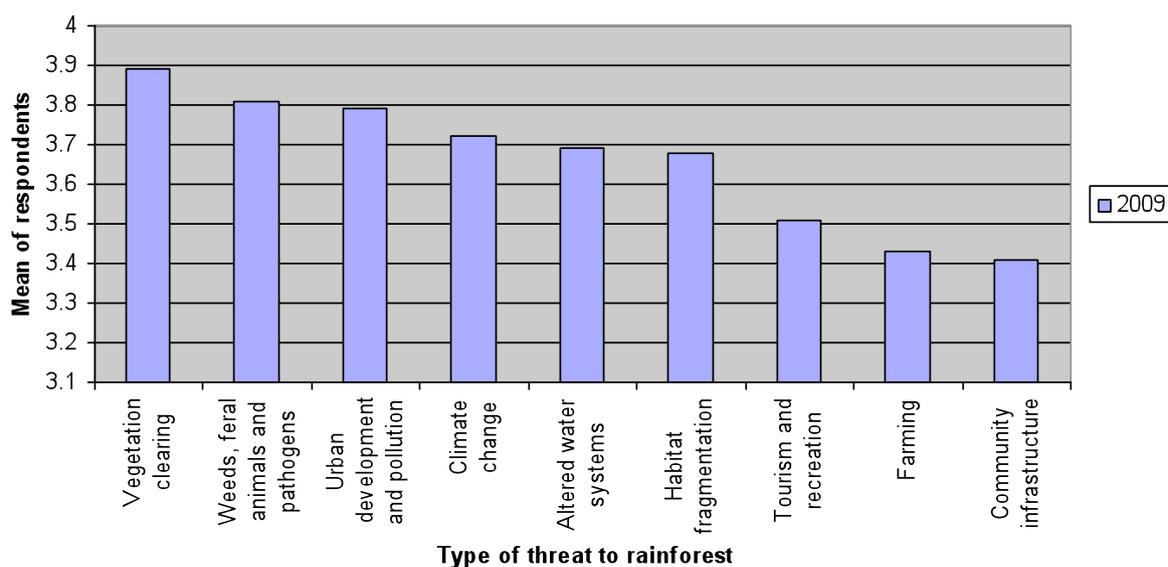
Table 11 compares responses to the attitudinal statements by domestic and international respondents for 2009 and for the 2007–2009 survey period. In most cases there was little difference between international respondents and domestic respondents.

**Table 11:** Comparison of domestic and international respondents' attitudes to on-site interpretation in 2009 and the 2007–2009 survey period.

On-site interpretation	2009		2007–2009 survey period	
	Domestic visitors (%)	International visitors (%)	Domestic visitors (%)	International visitors (%)
Environmental information was interesting and clear	4.33	4.31	4.21	4.33
Environment information influenced behaviour	3.87	3.83	3.74	3.84
Environment information helped understanding	4.16	4.20	4.11	4.19
Environment information influenced attitude	3.89	3.87	3.78	3.91
Culture information interesting and clear	4.00	4.03	3.95	4.04
Culture information influenced behaviour	3.70	3.67	3.58	3.70
Culture information helped understanding	3.87	3.93	3.84	3.93
Culture information influenced attitude	3.77	3.83	3.71	3.79

### Respondents' perceptions of threats to the rainforest (n=510)

Using a scale of 1 (“non-threatening”) to 5 (“severely threatening”), respondents were asked to give their opinions on the seriousness of a number of factors that they considered were threats to the rainforest. The results in 2009 showed that domestic respondents were mainly concerned about weeds, feral animals and pathogens (3.91) followed closely by vegetation clearing (3.89) and urban development and pollution. International respondents considered vegetation clearing (3.89) and urban development and pollution (3.85) to be the biggest threats (Figure 14).

**Figure 14:** Respondents' mean rating of rainforest threats in 2009

Climate change was ranked as the fourth most significant threat with a mean of 3.72 (domestic  $m=3.67$  and international  $m=3.78$ ). This result indicates that most respondents regard climate change as a threat but not as important as vegetation clearing and urban development, at least in the near future.

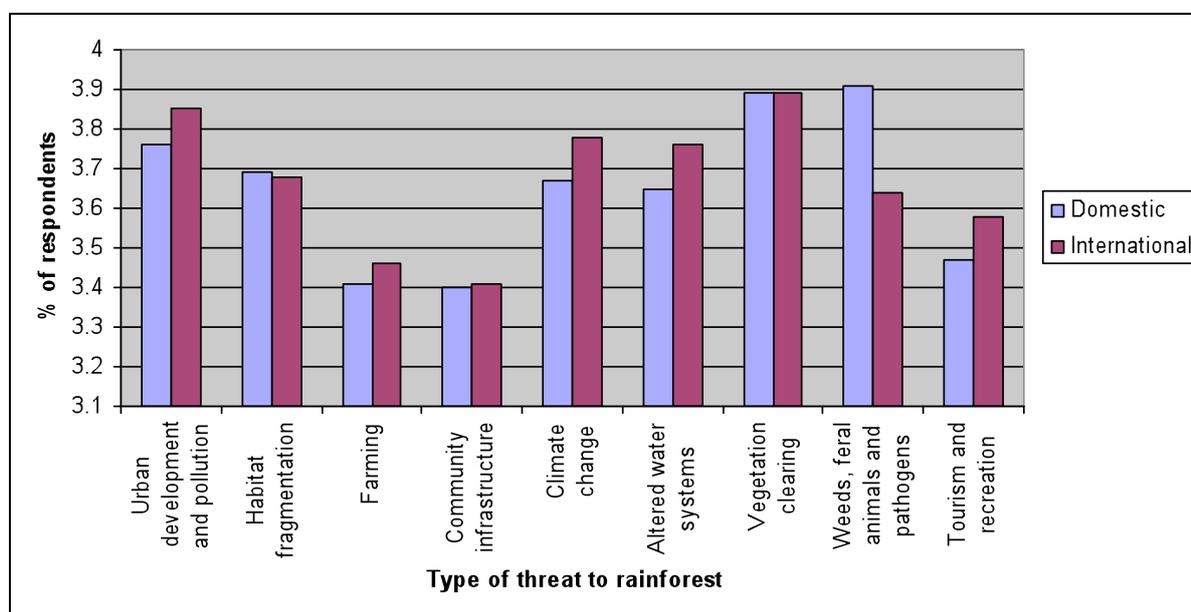


Figure 15: Domestic and international respondents mean rating of rainforest threats in 2009.

### Overseas rainforests visited by domestic and international respondents

The survey asked respondents for details of previous visits to rainforests. Respondents were further asked to rate their satisfaction levels of these rainforests on a scale of 1 (“very unsatisfied”) to 5 (“highly satisfied”). Results indicate that rainforests in Thailand ( $n=75$ ) received the most visitations and were given a satisfaction mean of 3.61, Malaysia ( $n=73$ ) was the second most visited (mean = 2.97) followed by Brazil ( $n=46$ ; mean = 3.93) and Costa Rica ( $n=40$ ; mean = 4.06).

Interestingly, many respondents indicated that they had visited tropical rainforests in New Zealand ( $n=97$ ) suggesting a limited understanding of what a “tropical” rainforest actually is.

### Respondents’ environmental practices ( $n=1963$ )

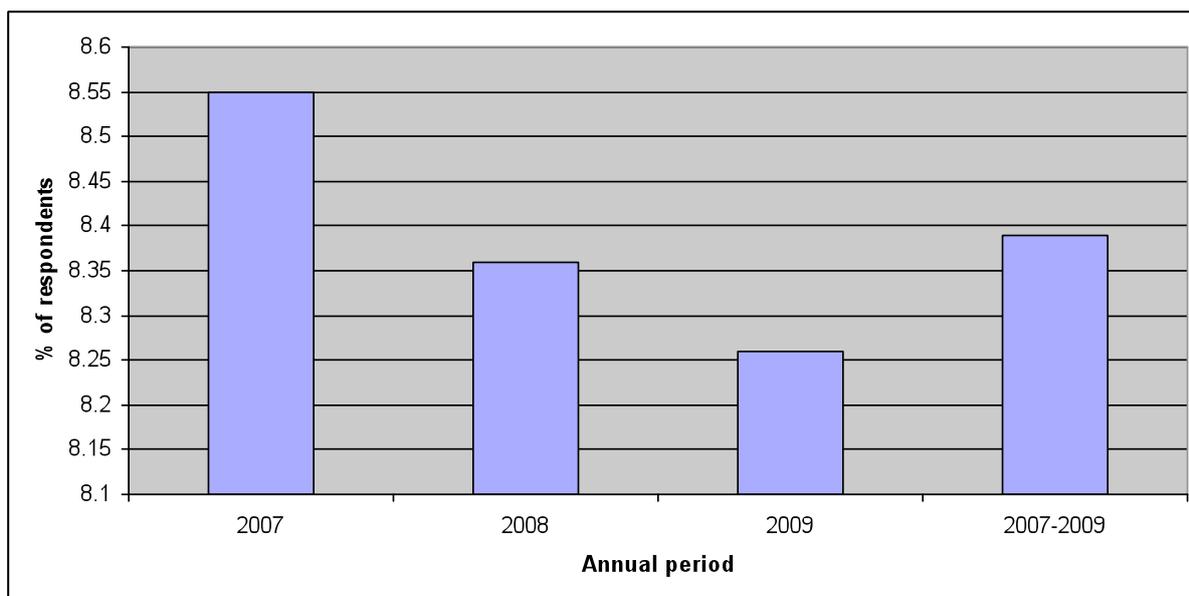
To investigate environmental practices, respondents were given a list of eight practices and asked to indicate which activities they had participated in during the last 12 months. The most significant actions in order of importance across all nationalities were actions to reduce energy consumption at home, reduce waste and water consumption and consider environmental issues when voting (Table 12). While the importance of these practices was apparent across all nationality groups, the level of participation varied widely. For example, 53.3% of Europeans reported participating in energy reduction practices at home while 74.4% of North American respondents reported participating in this environmental practice.

**Table 12:** Environmental practices engaged in by respondents.

Type of activity	Nationality of respondents				
	Australian (%)	New Zealand (%)	North America (%)	UK & Ireland (%)	Europe (%)
Worked in the environmental field	9.4	14.0	9.4	9.9	11.5
Modified home surrounds to include native plants	25.5	34.0	21.4	11.8	10.7
Reduced waste and water consumption at home	67.0	56.0	70.1	66.5	54.9
Encourage some else to change environment harming practices	28.8	22.0	44.4	27.4	18.9
Consider environmental issues when voting	32.4	38.0	47.9	30.2	26.2
Attend training in environmental management	6.8	4.0	4.3	8.0	4.1
Reduced energy consumption at home	67.0	72.0	74.4	67.0	53.3
Participated in local environmental issues	12.9	12.0	23.1	16.5	6.6
Worked in the environmental field	9.4	14.0	9.4	9.9	11.5

### Respondents' overall trip satisfaction

Respondents were asked to rate the overall quality of their visit to the Wet Tropics rainforest using a scale of 1 ('not at all satisfactory') to 10 ('highly satisfactory'). The mean score for the 2007–2009 survey period was 8.39 (8.26 in 2009; 8.36 in 2008; 8.55 in 2007) (Figure 16). This result indicates a high and relatively consistent level of satisfaction across the three years of surveying. These results are consistent with the findings of visitor satisfaction with the rainforest for local residents (Carmody and Prideaux 2008) and international visitors (Carmody and Prideaux 2010)



**Figure 16:** Satisfaction levels for domestic and international respondents who had visited the rainforest during their trip to North Queensland in 2007, 2008, 2009 and from the 2007–2009 survey period.

When the sample population was divided into domestic and international respondents (Table 13), the mean value for the 2007–2009 survey period for international visitors was 8.26 (8.23 in 2009; 8.06 in 2008; 8.50 in 2007). The mean for domestic visitors in the 2007–2009 survey period was 8.46 (8.30 in 2009; 8.52 in 2008; 8.57 in 2007).

**Table 13:** Comparison of domestic and international respondents' mean satisfaction in 2009 and for the 2007–2009 survey period.

Year of visit	Domestic visitors	International visitors
2007	8.57	8.50
2008	8.52	8.06
2009	8.30	8.23
2007–2009	8.46	8.26

Tables 14 and 15 show the range of means from highest to lowest by age, nationality and group membership. Interestingly, there was very little variation between the highest and lowest levels of satisfaction for each factor. Data shown in Table 14 identifies respondents' highest satisfaction means by age, nationality and group.

**Table 14:** Highest satisfaction means by age, nationality and groups in the 2007–2009 survey period.

Description of visitor		Mean average
Age	60–65 years	8.77
Nationality	North America	8.62
Group	Club	9.00

Table 15 indicates respondents' lowest satisfaction means by age, nationality and group.

Table 15: Lowest satisfaction means by age, nationality and groups in the 2007-2009 survey period.

Description of visitor		Lowest mean average
Age	20–29 years	8.28
Nationality	Latin American	7.29
Group	Alone	8.28

## 4. Case Studies

As previously discussed, the data is rich and capable of being used to explore a wide range of specific issues that have not been dealt with in the previous discussion. To demonstrate how the data can be further mined to provide a rich source of information about specific issues a number of case studies have been developed and are presented as industry fact sheets. As part of this project a significant number of fact sheets have been released outlining findings on specific areas of the research. Two of these fact sheets are included here: internet users who visited the rainforest and respondents who participated in bird watching. The potential exists for many more single issue reports of this nature.

## Profile of Visitors who used the internet as a source of information on TNQ

### TNQ Tourism Factsheet 4: 2010

#### Aim

To profile rainforest visitors who used the internet to find information on the rainforest. Results are based on responses from 985 domestic and international respondents. This information will be useful for marketers.

#### Who are they?

- Female (51.8%), Male (48.2 %)
- Almost half (46.0%) of these visitors are aged between 20-39 yrs and almost one fifth (19.3% between 50-59yrs. 13.5% were aged 60 yrs and over

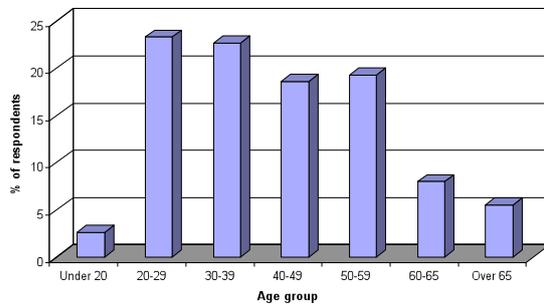


Fig 1: Age of respondents

- Over half of the internet users were Australian (56.9%)
- Of the international users (43.1%), 11.6% were from the UK & Ireland followed by North America (10.9%) and Europe (7.3%)
- Based on occupation internet users were professionals (31.2%) followed by retired or semi-retired (11.3%) and self-employed (8.6%)
- Most internet users travelled as a couple (57.2%) followed by families with children (13.4%) or with friends (16.4%)

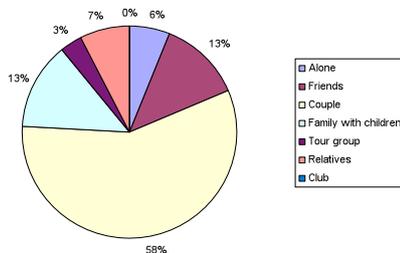


Fig 2: Travel Party Description

#### What do we know?

- Internet respondents also used guidebooks (45.7%) for information on TNQ followed by friends and relatives (42.1%) and travel agents (32.2%)
- Their overall budget (including flights, accommodation and tours) was \$6,097 for international and \$4040 for domestic internet users
- International internet users stayed an average of 8.84 nights in TNQ and domestic internet users stayed 10.24 nights

#### What did they consider as threats to the rainforest?

- On a scale of 1 (non-threatening) to 5 (severely threatening) most internet users consider vegetation clearance (m=4.03), urban development and pollution (m=3.93) and weeds, feral animals and pathogens (m=3.92) to be the main threats to the rainforest

#### What level of education do they have?

- On a Almost half were educated to degree level (46.2%) and 22.8% had a diploma

#### Where did they stay?

- Resorts were popular (27.3%) followed by hotel/ motel (25.4%), holiday apartment or unit (20.2%) and backpackers (8.5%). A further 7.9% stayed in a caravan park or cabin.

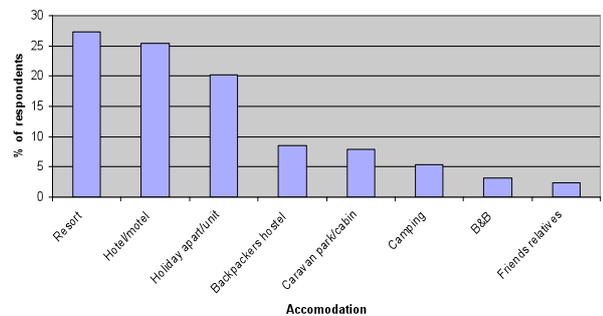


Fig 3: Type of accommodation

## Repeat visitors

- Almost two fifths (38.0%) of all domestic visitors who used the internet as a source of information on TNQ reported visiting TNQ previously. 11% of internationals were repeat visitors.

## What are the top fives for this group?

### The most important reasons for visiting TNQ

1. Visit the GBR
2. Visit the rainforest
3. Experience natural environment
4. Rest and relax
5. See Australian wildlife

### The most common activities participated in

1. A walk
2. Viewing scenery
3. Photography
4. Viewing wildlife
5. Rest and relax

### The most visited rainforest locations:

1. Mossman Gorge
2. The Daintree
3. Kuranda
4. Cape Tribulation
5. Waterfall circuit

## How did this group rate interpretation displays?

- On a scale of 1 (“agree a lot”) to 5 (“disagree a lot”) most members of this group reported that environmental interpretation displays were interesting and clear (m=4.26) and helped them to understand ecological processes of the site (m=4.16). They also reported that displays influenced their attitude towards environmental conservation (m=3.88) while visiting these sites



## Environmental Practices

- 74.2% of this group of internet users reported that they had reduced waste and water consumption at home (international 66.9%) and further 73.5% indicated that they had reduced their energy consumption (international 65.8%)

*Table 1: Domestic and international respondents participation in environmental practices*

Environmental practice	Overall (%)	
	Dom	Inter
Reduced waste and water consumption at home	74.2	66.9
Reduce energy consumption	73.5	65.8
Consider environmental issues when voting	37.1	32
Encouraged someone to change a practice that harms the environment	30	33.1
Modified home surroundings to include native plants	29.7	12.9
Participated in local environmental issues	12.6	13.2
Worked in an environmental field	11	14.7
Attended training in environmental management	7.7	6.3

## Satisfaction with TNQ and the rainforest

- On a scale of 1 (Not satisfactory) to 10 (Very satisfied) the mean for this group was 8.57
- When asked how satisfied they were with the rainforest on a scale of 1 (Very unsatisfied) to 5 (Highly satisfied) this group reported a mean of 4.17.

## Limitations

The survey was undertaken in English at various sites in the Wet Tropics Rainforests. Data on non English speaking visitors was not collected and may skew aspects of the data. Caution should therefore be exercised when generalizing the data.

## Further Information

<http://www.rrrc.org.au/publications/arp.html>



## Visitors Participating in Birdwatching in TNQ

### Aim

To profile domestic and international visitors who reported that bird watching was a motive for visiting TNQ. Results are based on 566 surveys collected over a 3 year (2007-2009) period at the various rainforest locations in the Wet Tropics. It should be noted that bird watching **may not** be the primary motive for visiting the region and many of the respondents **can not** be described as twitchers.

### Who are they?

- Female (52.2%), Male (47.8%)
- Almost 40% of this group were aged 50 and over, with almost one quarter (24.1%) aged between 20-29 years

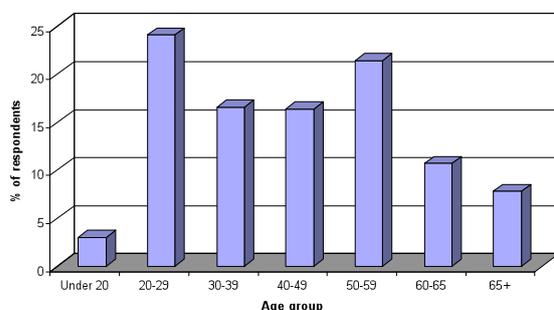


Fig 1: Age of respondents

- Bird watching respondents were more likely to be domestic visitors (53.4%)
- 16.8% of birdwatchers were from United Kingdom & Ireland (15.9%) followed by North America (7.0%) and Europe (6.6%),
- 28.8% were professionals followed by retired or semi-retired (14.4%) and self-employed (12.6%)
- Most bird watching travelled as a couple (54.1%) followed by with friends (16.4%) and as a family with children (10.5%)

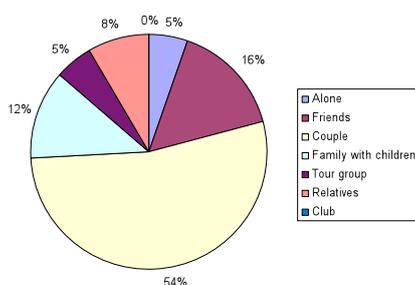


Fig 2: Travel Party Description

### What do we know?

- Friends and relatives (40.6%) were the most important source of information about this region for birdwatchers followed by the internet (32.7%) and the guidebooks (32.2%)
- Their overall budget (including flights, accommodation and tours) was \$6,211 for international and \$3,858 for domestic visitors
- Transport used to visit TNQ was air (35.6%) followed by rented car (32.4%) and then by private car (19.5%)
- International birdwatchers spent an average of 8.67 nights in TNQ and domestic birdwatchers spent 9.35 nights

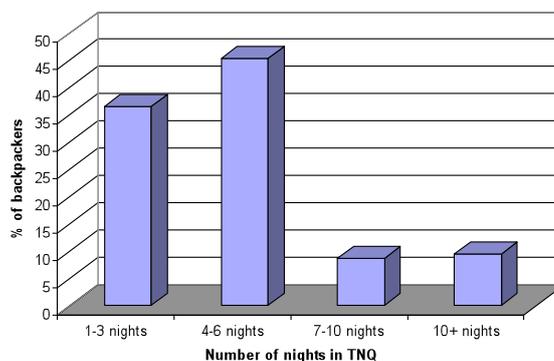


Fig 3: Length of stay in TNQ

### What did they consider as threats to the rainforest?

- On a scale of 1 (non-threatening) to 5 (severely threatening) birdwatchers thought the main threats to the rainforest were vegetation clearance (m=3.98), weeds, feral animals and pathogens m=(3.92) and urban development and pollution (m=3.86).

### What level of education do they have?

- Almost half held a degree (44.9%) and 20.5% had a diploma

### Where did they stay?

- The most popular accommodation type was a holiday apartment or unit (25.0%) followed by hotel/motel (21.2%), resort (19.9%) and 11.2% camped. Slightly more than 10% (10.3%) stayed in a caravan park or cabin

### Repeat visitors

- Almost half (41.9%) of all domestic birdwatchers had been to TNQ before, while only 13.7% of internationals indicated that they were repeat visitors.

### What are these visitors' top fives?

#### The most important reasons for visiting TNQ

1. Visit the GBR
2. Visit the rainforest
3. See Australian wildlife
4. Experience natural environment
5. Rest and relax

#### The most common activities participated in

1. A walk
2. Photography
3. Viewing wildlife
4. Viewing scenery
5. Rest and relax

#### The most visited rainforest locations:

1. The Daintree
2. Mossman Gorge
3. Kuranda
4. Cape Tribulation
5. Atherton Tablelands
5. The lakes area

### How did they rate interpretation displays ?

- On a scale of 1 (agree a lot) to 5 (disagree a lot) most found the environmental interpretation displays were interesting and clear (m=4.39) and helped them to understand ecological processes of the site (m=4.25). They also believed that displays influenced their attitude towards environmental conservation (m=3.92) while visiting these sites

### Environmental Practices

- 76.7% of domestic birdwatchers reported reducing waste and water consumption at home (international 67.6%) and a further 75.4% indicated that they had reduced their energy consumption (international 72.5%)

Table 1: Domestic and international respondents participation in environmental practices

Environmental practice	Overall (%)	
	Dom	Inter
Reduced waste and water consumption at home	76.7	67.6
Reduce energy consumption	75.4	72.5
Consider environmental issues when voting	46.2	35.1
Modified home surroundings to include native plants	44.2	20.2
Encouraged someone to change a practice that harms the environment	41.9	30.2
Participated in local environmental issues	23.9	17.6
Worked in an environmental field	13.0	11.5
Attended training in environmental management	12.3	7.6

### Satisfaction with TNQ

- On a scale of 1 (not satisfactory) to 10 (very satisfied) this group were very satisfied with their trip to TNQ (M=8.57)

### Limitations

The survey was undertaken in English at various sites in the Wet Tropics Rainforests. Data on non English speaking visitors was not collected and may skew aspects of the data. Caution should therefore be exercised when generalizing the data.

Many of the respondents were interested in observing birds but may not classify themselves as twitchers.

### Further Information

Readers should visit the following website for more results

<http://www.rrrc.org.au/publications/arp.html>



## 5. Conclusion

The Wet Tropics GBR is a significant tourism resource for the Tropical North Queensland region, providing many jobs. The rainforest is also one of the region's two iconic attractions. Ongoing monitoring of rainforest tourism is required to ensure that the region's tourism industry and natural resource managers can continue to deliver top quality visitor experiences, make well informed policy determinations, and provide data to guide investment decisions. This project has demonstrated the feasibility of delivering timely and tailored research to end-users. It has also demonstrated the potential for developing a greater understanding of the push and pull factors that lie at the heart of the region's tourism industry. It is hoped that further long-term monitoring of the type reported in this publication will be supported in the future.

This report is the final in the MTSRF project. The research has aimed to present previously unreported elements of the region's visitor market as barometers, annual reports and as fact sheets. The value of research of this nature is maximised when it is taken over a long time frame allowing trends to be detected and specific issues monitored.

Project 4.9.2 has achieved the objectives identified at the commencement of the project. These were to understand:

- the socio-demographic characteristics of rainforest visitors
- motivations of rainforest visitors
- travel patterns
- activity patterns
- threats to the rainforest
- environmental concerns
- satisfaction with their visit to TNQ,

### 5.1 Future research

The data that this report is based on is still capable of yielding an enormous amount of information but will quickly date if further surveying is not undertaken. The following list of questions indicates areas that still require investigation:

- Additional fact sheets on aspects of rainforest tourism
- A more detailed investigation into visitor satisfaction
- Visitors' views on the destination's image and the standard of various amenities in the rainforest
- More detailed investigation into information sources used
- Motivations not included in this survey
- Environmental behaviours
- Climate change concerns
- Interest in wildlife tourism
- Patterns of visitation to other rainforest areas
- Opportunities for cultural tourism experiences able to be provided by Traditional Owners.

## 6. Final publication list

### Quarterly 'Tourism Barometers'

2007 Rainforest Tourism Barometers – Quarters 1, 2, 3 and 4

2008 Rainforest Tourism Barometers – Quarters 1, 2, 3 and 4

2009 Rainforest Tourism Barometers – Quarters 1, 2, 3 and 4

Available for download: [http://www.rrrc.org.au/publications/tourism\\_barometers.html](http://www.rrrc.org.au/publications/tourism_barometers.html)

### Survey Fact Sheet

McNamara, K. (2008), Technical Report: Interest of visitors in walking trails in the Wet Tropics World Heritage rainforest.

Sibtain, J. (2010) Visitors using the internet as a source of information on TNQ (2007–2009)

Sibtain, J. (2010) Visitors participating in birdwatching in TNQ (2007–2009)

Available for download: [http://www.rrrc.org.au/mtsrft/theme\\_4/project\\_4\\_9\\_2.html](http://www.rrrc.org.au/mtsrft/theme_4/project_4_9_2.html)

### Peer-Reviewed Articles

McNamara, K. and Prideaux, B. (2011) Planning Nature Based Hiking Trails – in a Tropical Rainforest Setting, *Asia Pacific Journal of Tourism Research*, 16: 289–305.

McNamara, K.E. and Prideaux, B. (2011) Experiencing 'Natural' Heritage, *Current Issues in Tourism*, 14: 47–55.

Carmody, J. and Prideaux, B. (2011) Enhancing the role of host communities in the management of protected areas through effective two-way communications: A case study, *Asia Pacific Journal of Tourism Research*, 16: 89–104.

McNamara, K.E. and Prideaux, B. (2011) Planning nature-based hiking trails in a tropical rainforest setting, *Asia Pacific Journal of Tourism Research*, 16, 289–306.

Prideaux, B, Coghlan, A and McNamara, KE (2010) Assessing the impacts of climate change on mountain tourism destination using the climate change impact model, *Tourism Recreation Research*.35: 187–200.

McNamara, KE and Prideaux, B (2010) Reading, learning and enacting: Interpretation at visitor sites in the Wet Tropics rainforest, Australia', *Environmental Education Research*, 16: 2.

McNamara, KE and Prideaux, B (2010) A typology of solo independent women travellers, *International Journal of Tourism Research*, 12: 1.

King.L. and Prideaux, B. (2010) Special Interest Tourists Collecting Places and Destinations: A Queensland World Heritage Case Study, *Journal of Vacation Marketing*, 16: 235–249  
16: 171–184.

Carmody, J. and Prideaux, B. (2010) Living with World Heritage Rainforests: Measuring Community Perceptions, *International Journal of Innovation and Regional Development*, 2: 96–111.

McNamara, KE and Prideaux, B (2010) 'Reading, learning and enacting: Visitor use of interpretation in the Wet Tropics rainforest, Australia', *Environmental Education Research*, 16: 2.

McNamara, KE and Prideaux, B (2009) 'From the one forest to the next: A profile of visitors to Australia's tropical rainforest and their past forest-based travel patterns', *World Tourism Journal*, 1: 1.

McNamara, K. and Prideaux, B. (Accepted 27 September 2009) Do Tourists Themselves Consider Tourism a Threat to Australia's Rainforests? *Consilience: The Journal of Sustainable Development*.

### Conference Presentations

McNamara, K.E. and Prideaux, B. (2009) 'Exploring the motivations and behaviours of solo women travellers in Tropical North Queensland', *Council for Australian University Tourism and Hospitality Education Conference*, Fremantle.

McNamara, K.E. and Prideaux, B. (2009) 'One with 'nature?' Visitor knowledge, attitudes and behaviours in the rainforest, *Marine and Tropical Sciences Research Facility Conference*, Townsville.

McNamara, K.E. and Prideaux, B. (2008) 'The who, how and what of rainforest tourism in Australia's World Heritage Wet Tropics'. *Asia Pacific Tourism Association Conference*, Bangkok.

McNamara, K.E. and Prideaux, B. (2008) 'Just a pretty bunch of trees? Rainforest tourism in the Wet Tropics World Heritage area', *Marine and Tropical Sciences Research Facility Conference*, Cairns.

McNamara, K.E., Coghlan, A. and Prideaux, B. (2008) 'The non nature-based tourists in the tropical north', *Asia Pacific Tourism Association Conference*, Bangkok.

**For information about this project, contact the project team:**

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These and related reports are available for download from the  
Marine and Tropical Sciences Research Facility website:

<http://www.rrrc.org.au/publications/index.html>

## 7. References

- Altinay, L. & Paraskevas, A. (2008) *Planning Research in Hospitality and Tourism*. UK: Butterworth-Heinemann.
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- Prideaux, B. and Falco-Mammone, F. (2007) *Economic Values of Tourism in the Wet Tropics World Heritage Area*. James Cook University, Cairns: Cooperative Research Centre for Tropical Rainforest Ecology and Management.
- Wet Tropics (2010). Maps: Wet Tropics World Heritage Area. Retrieved 10.06.10 from [http://www.wettropics.gov.au/map/map\\_default.html](http://www.wettropics.gov.au/map/map_default.html)

## 8. Appendix A: 2009 Visitor survey

PLEASE MARK YOUR RESPONSES LIKE THIS → ●

1. Are you:  Male  Female

2. Where do you usually live? Australia (postcode) \_\_\_\_\_ Overseas (country)

3. Please indicate the year you were born: \_\_\_\_\_

4. How would you best describe your occupation: (Please choose only one)

- |  |                                       |                                      |   |
|--|---------------------------------------|--------------------------------------|---|
| <input type="radio"/> Self-employed    | <input type="radio"/> Professional    | <input type="radio"/> Retail         | <input type="radio"/> Domestic duties       |
| <input type="radio"/> Management       | <input type="radio"/> Office/Clerical | <input type="radio"/> Public Service | <input type="radio"/> Manual/Factory worker |
| <input type="radio"/> Service Industry | <input type="radio"/> Tradesperson    | <input type="radio"/> Student        | <input type="radio"/> Retired               |

5. Which of these best describes your immediate travel party:

- |                               |   |                                  |                            |
|-------------------------------|---|----------------------------------|----------------------------|
| <input type="radio"/> Alone   | <input type="radio"/> Couple (partner/spouse) | <input type="radio"/> Tour group | <input type="radio"/> Club |
| <input type="radio"/> Friends | <input type="radio"/> Family with children    | <input type="radio"/> Relatives  |                            |

6. Was this your first visit to Tropical North Queensland (TNQ)?

- Yes  No If *No*, how many times have you visited? \_\_\_\_\_

7. How many nights did you spend in Tropical North Queensland (TNQ)? \_\_\_\_\_

8. What was your main type of accommodation during your visit to Tropical North Queensland (TNQ)?

- |  |                               |  |  |
|--|-------------------------------|--|--|
| <input type="radio"/> Hotel/motel        | <input type="radio"/> Resort  | <input type="radio"/> Backpackers hostel | <input type="radio"/> Holiday apartment/unit |
| <input type="radio"/> Caravan park/cabin | <input type="radio"/> Camping | <input type="radio"/> Bed & breakfast    | <input type="radio"/> Friends/relatives      |

9. What was your main type of transportation to TNQ?

- |                                 |                                       |                                   |  |
|---------------------------------|---------------------------------------|-----------------------------------|--|
| <input type="radio"/> Air       | <input type="radio"/> Private vehicle | <input type="radio"/> Rented car  | <input type="radio"/> Rented campervan/caravan |
| <input type="radio"/> Bus/coach | <input type="radio"/> Rail            | <input type="radio"/> Cruise boat | <input type="radio"/> Other _____              |

10. Where did you find out about TNQ? (Please select all that apply)

- |                                    |   |                                       |  |
|------------------------------------|---|---------------------------------------|--|
| <input type="radio"/> Internet     | <input type="radio"/> Tourist guide books | <input type="radio"/> Friends/family  | <input type="radio"/> Advertisements in print    |
| <input type="radio"/> Travel Agent | <input type="radio"/> TV documentary      | <input type="radio"/> Visitor centres | <input type="radio"/> Advertisements on TV/radio |
| <input type="radio"/> Been before  | <input type="radio"/> Other _____         |                                       |  |

11. Please tell us where you spent your last holiday: \_\_\_\_\_

**12. Please list up to 3 other destinations you considered while planning your current holiday:**

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**13. Please indicate the highest level of formal education that you have received so far:**

Secondary     Trade/TAFE     Diploma     Degree     Other \_\_\_\_\_

**14. Thinking about this trip to TNQ, what was the overall budget for your travel party? (including airfares, accommodation, tours, and all other expenses)**

AUS\$ \_\_\_\_\_ How many people does this amount budget for? Adults \_\_\_\_\_ Children \_\_\_\_\_

**15. Please indicate if you have participated in any of the following environmental practices in the past 12 months:**

- Worked in the environmental field
- Reduced waste and water consumption at home
- Considered environmental issues when voting
- Reduced energy consumption at home
- Modified your home surrounds to include native plants
- Encouraged someone else to change a practice that harms the environment
- Attended training in environmental management
- Participated in local environmental issues

**16. Please indicate how important each of the features were in your decision to visit TNQ:**

	<i>Not at all Important</i>	<i>Unimportant</i>	<i>Neutral</i>	<i>Important</i>	<i>Very Important</i>
Visit the Great Barrier Reef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the Wet Tropics rainforest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
See Australian wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience Aboriginal culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price matched my budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rest and relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkelling and diving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spend time with my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste tropical fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit friends and relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Experience the outback	<input type="radio"/>				
Go shopping	<input type="radio"/>				
Visit the islands	<input type="radio"/>				
Adventure activities	<input type="radio"/>				
Business/conference/meeting	<input type="radio"/>				
Walk in the rainforest	<input type="radio"/>				
Visit a World Heritage area	<input type="radio"/>				
Participate in the nightlife	<input type="radio"/>				
To 'party'	<input type="radio"/>				

17. Please indicate whether you have visited the following Wet Tropics rainforest areas and the time spent at each:

	Have visited	Intend to visit	Time spent or intend to spend at each location			
			< ½ day >1day, no of days	½-1 day	>1 day	if
Kuranda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Atherton Tablelands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Cape Tribulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Daintree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Mossman Gorge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Innisfail region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Mission Beach region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Paluma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Lakes area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Waterfalls circuit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Misty Mountains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____

18. Is this your first visit to the Wet Tropics rainforest?  Yes  No If No, how many times have you visited? \_\_\_\_\_

19. Prior to your visit, did you know that the Wet Tropics rainforest was World Heritage listed?  Yes  No

20. How important is it for you to visit the Wet Tropics rainforest in TNQ?  
 Not at all important  Unimportant  Neutral  Important  Very important

21. If the Wet Tropics rainforest was NOT World Heritage listed, would you have still visited it?  Yes  No

22. When you are on holidays, how important is it for you to visit national parks?

- Not at all important   
  Unimportant   
  Neutral   
  Important   
  Very important

23. Would you **recommend** visiting the **Wet Tropics rainforest** to **prospective visitors**?  Yes  
 No

24. Which of the following **activities did you participate in** during your rainforest visit?

- |                                       |  |  |   |
|---------------------------------------|--|--|---|
| <input type="radio"/> Hiking          | <input type="radio"/> Walking            | <input type="radio"/> Film/Photography             | <input type="radio"/> Bird watching               |
| <input type="radio"/> Viewing scenery | <input type="radio"/> Viewing wildlife   | <input type="radio"/> Visiting information centres | <input type="radio"/> Reading site interpretation |
| <input type="radio"/> Socialisation   | <input type="radio"/> General relaxation | <input type="radio"/> Bike riding                  | <input type="radio"/> Swimming                    |
| <input type="radio"/> 4WD             | <input type="radio"/> Guided tour        | <input type="radio"/> Camping                      | <input type="radio"/> Rafting                     |

25. Reflecting on the **interpretation displays**, please indicate whether you **agree or disagree** with the following:

<i>The environmental information...</i>	Agree a Lot	Agree a Little	Neutral	Disagree a Little	Disagree a Lot
Was interesting and clear	<input type="radio"/>				
Influenced my site behaviour	<input type="radio"/>				
Helped me to understand the ecological processes of this site	<input type="radio"/>				
Influenced my attitude towards environmental conservation	<input type="radio"/>				
<i>The cultural information...</i>	Agree a Lot	Agree a Little	Neutral	Disagree a Little	Disagree a Lot
Was interesting and clear	<input type="radio"/>				
Influenced my site behaviour	<input type="radio"/>				
Helped me to understand the cultural significance of this site	<input type="radio"/>				
Influenced my attitude towards cultural respect	<input type="radio"/>				

26. Have you **visited other Tropical Rainforests** overseas?

- Yes  No

If Yes, please indicate where you have visited, and also tell us how satisfied you were with the condition of the natural environment,

ie. the environment was well-managed.

Where?	Very unsatisfied	Fairly unsatisfied	Neutral	Fairly satisfied	Highly satisfied
_____	<input type="radio"/>				
_____	<input type="radio"/>				



27. On the scale below, how would you rate the **overall quality** of your **Wet Tropics rainforest visit**?

<i>Highly satisfactory</i>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<i>Not satisfactory</i>
	<input type="radio"/>										

28. From **your observations** in the rainforest, please indicate if you think any of the following are **threats**:

	Non-threatening	<i>Mildly threatening</i>	<i>Neutral</i>	<i>Moderately threatening</i>	<i>Severely threatening</i>
Urban development & pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Habitat fragmentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Altered water systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetation clearing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weeds, feral animals & pathogens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism and recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Please indicate **how satisfied** you were with the **condition of the natural environment** of the Wet Tropics rainforest, ie. the environment was **well-managed**.

Very unsatisfied	<i>Fairly unsatisfied</i>	<i>Neutral</i>	<i>Fairly satisfied</i>	<i>Highly satisfied</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Many thanks for your time in completing this survey**