

NERP Tropical Ecosystems Hub – Project 10.2 Factsheet

Activities and Preferences of Japanese Visitors to Tropical NQ

Hana Sakata¹, Marina Farr¹, Michelle Esparon¹, Silva Larson^{1,2} and Natalie Stoeckl^{1,2}

¹ James Cook University School of Business; ² Cairns Institute;

Key messages

- Japanese visitors' favourite place in the GBRWHA was Green Island.
- The most popular and frequent activities were going out to the reef on a paid boat and spending time at the beach.
- The most important regional 'draw-cards' relate to the marine environment – clear ocean, healthy reefs and healthy fish.
- Seeing Australian iconic land species is the second most important draw-card for Japanese visitors, visiting the wet tropics rainforest is also important.
- Almost two-thirds of Japanese visitors surveyed felt they would not have come at all to the GBRWHA if there were twice as many oil spills, ship groundings and waste spills; half would not have come if the ocean changed to murky, or there was twice as much visible rubbish.
- On average, visitors were willing to contribute approximately \$12 per person per visit to a fund aiming to reduce various threats to the GBRWHA (improving water quality; protecting top predators; and/or reducing risk of shipping accidents).

Characteristics of Japanese visitors

Between June 2012 and June 2013 we surveyed visitors to the GBRWHA; a total of 243 Japanese visitors answered the survey, almost all of them (240) in Cairns.

Just over half of the Japanese respondents (56%) were women, and a great majority of those responding (76%) were 20-40 years of age. Most of the visitors (35%) were couples, followed by groups of friends (29%) and families with children (12%). Some 22% were employed by government, 20% in manufacturing and 15% in retail. 74% of these respondents had completed University or were currently attending. The majority of visitors reported annual household incomes between 40,000 and 100,000 A\$.

For 91% of Japanese respondents this was a first visit to the GBRWHA. 2% already visited once, while 7% had visited more than twice previously.

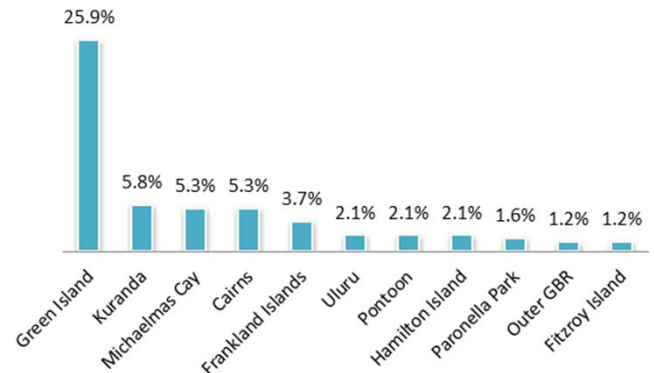


Figure 1. Favorite places in the GBRWHA visited

Where did they go, what did they do and how much did they spend?

For about a quarter of Japanese visitors, Green Island was the favorite place to visit (Figure 1). Those not visiting it yet, were looking forward to it, as well as to visiting Kuranda and Uluru.

Most respondents, 76%, went on a paid boat trip, on average once (Figure 2). Most of them also went to the beach at least once, spent time on islands (71%) or went snorkelling/diving (70%). Very few spent time fishing, sailing or went on a private boat.

The expenditure of Japanese tourists is not discussed in this summary sheet. Many Japanese tourists purchased a package prior to their arrival and hence were unsure of how much of their package went to different items included in the survey, such as accommodation or tours.

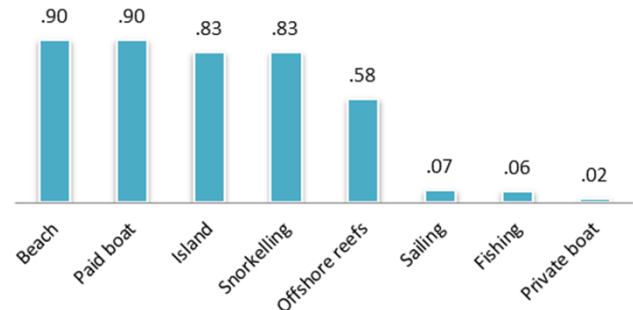


Figure 2. On average, number of times respondents went...

What are the most important 'draw-cards' for Japanese visitors? →

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What are the most important 'draw-cards' to the region?

Ocean water clarity, healthy reefs and healthy fish are very important draw-cards for Japanese visitors to come to the region. However, seeing Australian iconic land species and visiting the wet tropics rainforest, was also very important (Figure 3). Respondents expressed high satisfaction with these important factors, but were unsatisfied with local prices. The least important factors affecting decisions to visit the area were business and fishing/crabbing.

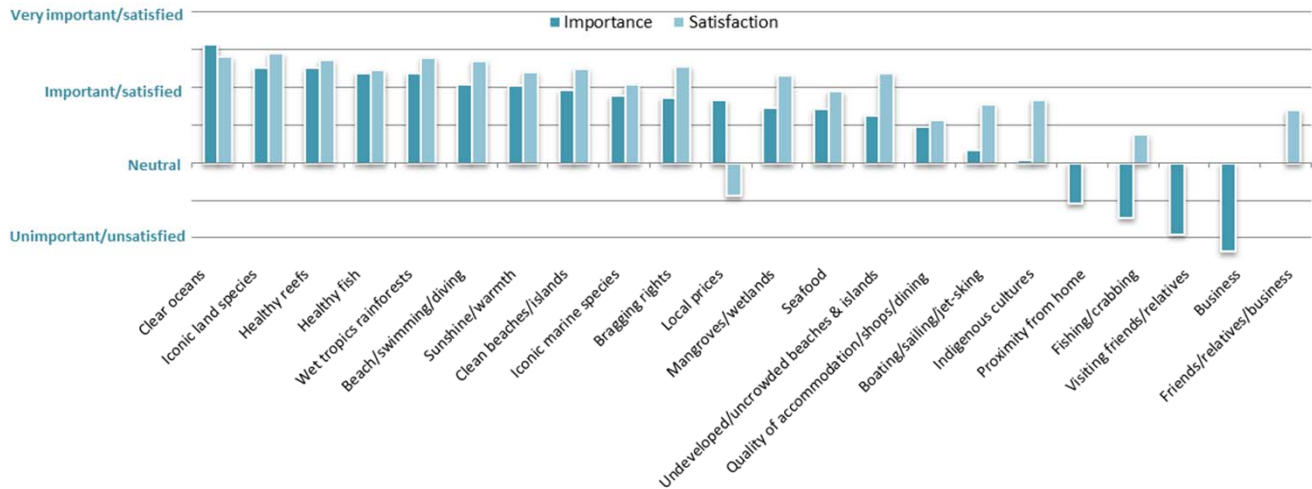


Figure 3. Most and least important 'draw-cards' in deciding to visit the GBRWHA, and satisfaction with those

How would potential changes to the GBRWHA impact their visitation?

Figure 4 below shows the reaction of Japanese respondents to hypothetical changes to the GBRWHA. Two-thirds felt that they would not have visited the area at all if there was twice as much oil spills, ship groundings and waste spills (66%). In addition, more than half felt they would not have visited if the water changed from clear to murky (57%) or if there was twice as much rubbish on beaches and islands (53%). Respondents did not seem to be all that bothered by the prospect of having less chance of catching fish and/or the idea of more tourists.

On average, visitors were willing to contribute approximately \$12 per person per visit to fund improvements in water quality; protect top predators; and/or reduce the risk of shipping accidents.

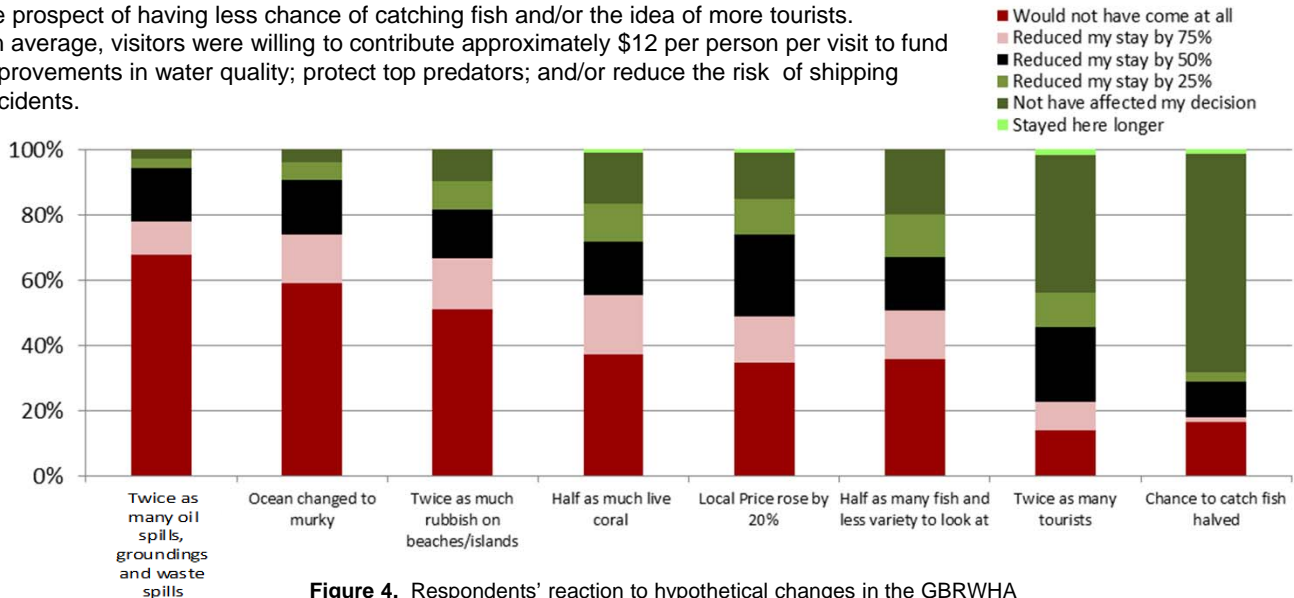


Figure 4. Respondents' reaction to hypothetical changes in the GBRWHA

Find this project at www.nerptropical.edu.au
 Theme 3: Managing for resilient tropical ecosystems
 Program 10: Socio-economic value of GBR goods and services
 Project: 10.2 Socio-economic systems and reef resilience

For more information, copies of this fact-sheet or a Technical Report with more details, please contact:
 Prof Dr Natalie Stoeckl
 JCU School of Business and The Cairns Institute
natalie.stoeckl@jcu.edu.au