

Overview of data – all tourists

Between June 2012 and June 2013, 2743 tourists in various locations along the coast between Port Douglas and Yeppoon answered a survey that asked about what they valued 'most' in the Great Barrier Reef World Heritage Area. This is a summary of all tourist data. Please contact Natalie Stoeckl on 4781 4968, email: Natalie.Stoeckl@jcu.edu.au if you would like to hear more, or if you would like a copy of our research report.

A – DEMOGRAPHIC SUMMARY

54.9% of the respondents were females. 45.1% were domestic visitors. Figure 1 provides a summary of the origin of all visitors, while figure 2 shows the state of origin of domestic visitors.

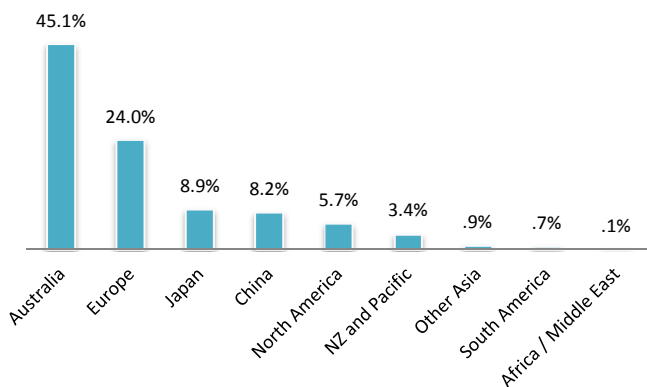


Figure 1: Origin of respondents

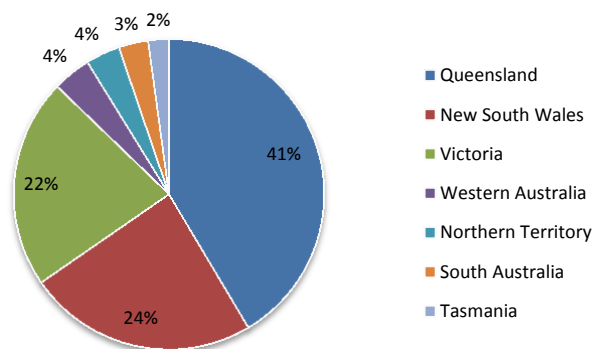


Figure 2: Origin of Australian respondents

Over half of the respondents (53.3%) were between 20-40 years old, and over a third (36.2%) were travelling as a couple.

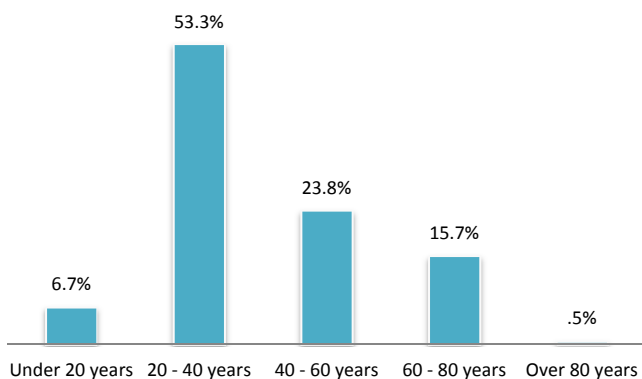


Figure 3: Age groups of survey respondents

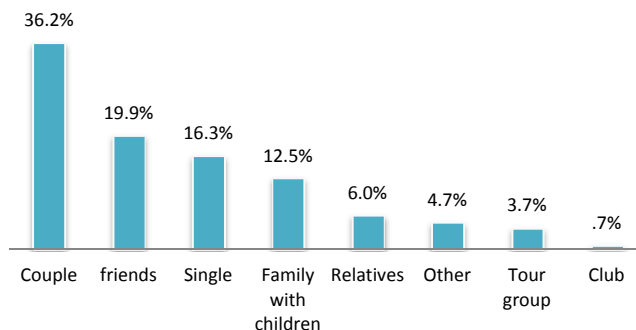


Figure 4: Survey respondents' preferred travel parties

More than half (52.4%) had gone to university (Figure 5), and more than a quarter (28.5%) were employed in the Government sector (including education and health) (Figure 6).

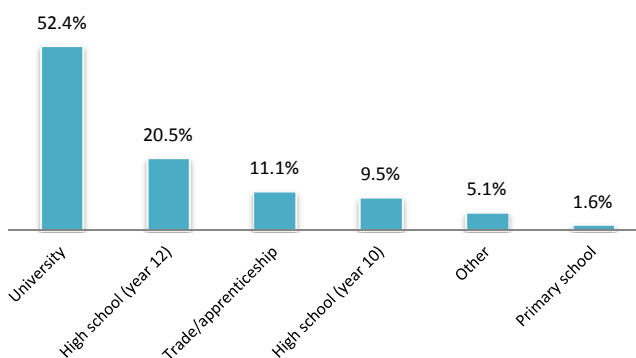


Figure 5: Highest education of survey respondents

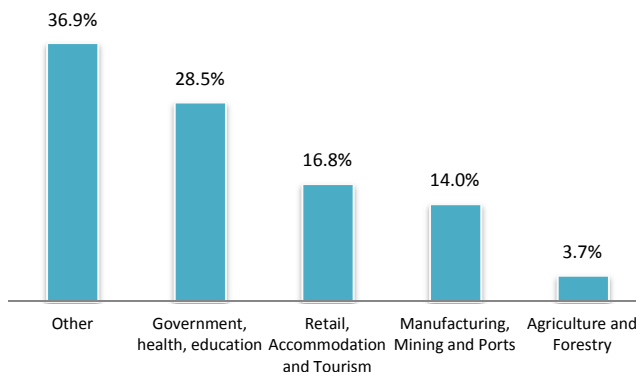


Figure 6: Main income source of survey respondents

Many had medium to high household income (Figure 7).

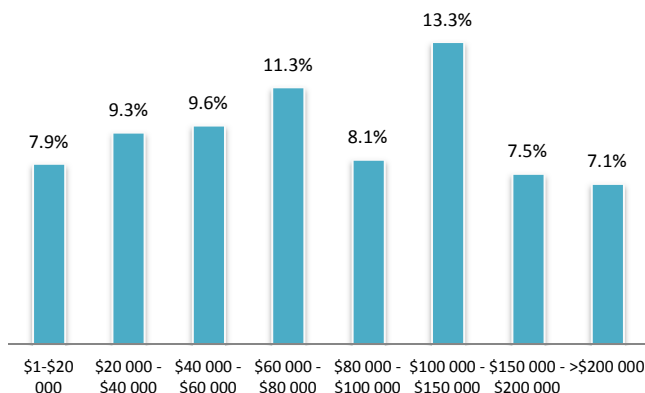


Figure 7: Survey respondents' amount of income

B - WHERE DO PEOPLE GO AND WHAT DO THEY DO, HOW MUCH DID THEY SPEND?

Previous visits and length of stay

More than half of the respondents (56%) had never been to the GBRWHA before (Figure 8). Some were planning to stay in the region for a very long time (the maximum was 490 nights), but most (median) stayed for just 5 nights.

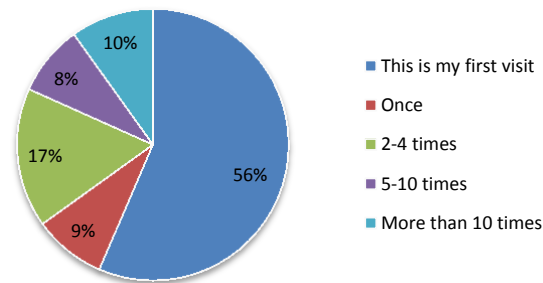


Figure 8: Frequency of visitation to the GBRWHA

Favourite areas visited

Airlie Beach was the most popular place among respondents with 12% of them reporting that Airlie Beach was the best place they visited followed by Cairns (10.6%) and Port Douglas (8.8%) (Figure 9)

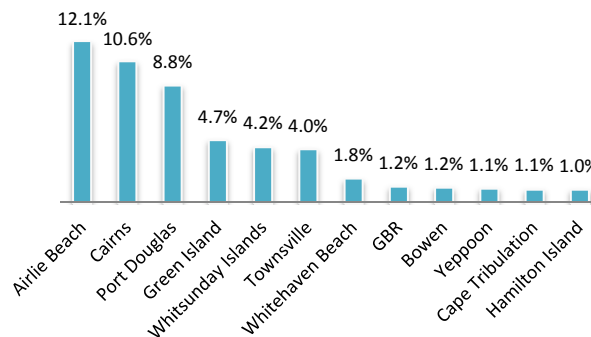


Figure 9: "Favourite" places in the GBRWHA visited

Activities within GBRWHA

Most respondents spent some time on the mainland beaches (77%) with an average (mean) of 2.7 visits to the beach. Very few spent time on a private boat (19%) or went fishing (16%). Many paid to go out on a boat (65%), went to an island (63%), to an offshore reef (60%) or went snorkeling (59%) at least once during their visit.

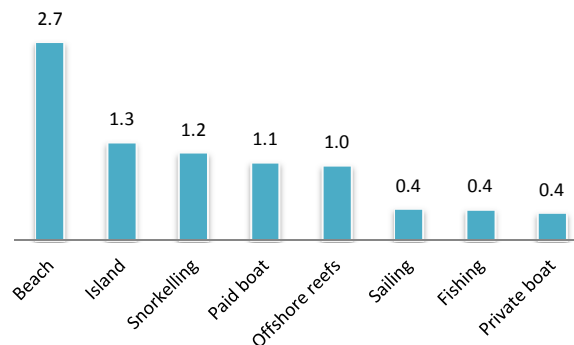


Figure 10: Average (mean) number of times respondents did different activities on this trip within the GBRWHA

Expenditure in GBRWHA

The average (mean) amount of money each person spent while in this area was \$1129.52. Most money was spent on accommodation: (Figure 11).

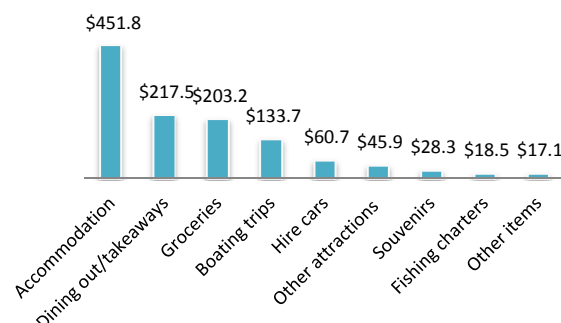


Figure 11: Average (mean) expenditure per visit on different types of things

C IMPORTANCE OF FACTORS IN DECISION TO VISIT REGION & SATISFACTION WITH FACTORS

Ocean water clarity, healthy coral reefs, healthy fish, clean beaches/islands, sunshine/warmth and iconic marine species were the most important factors that encouraged respondents to visit the region (Figure 12). The highest levels of satisfaction were reported in sunshine/warmth, clean beaches/islands, healthy reefs, healthy fish, and ocean clarity. Fishing/crabbing, local prices and indigenous cultures scored the lowest satisfaction levels.

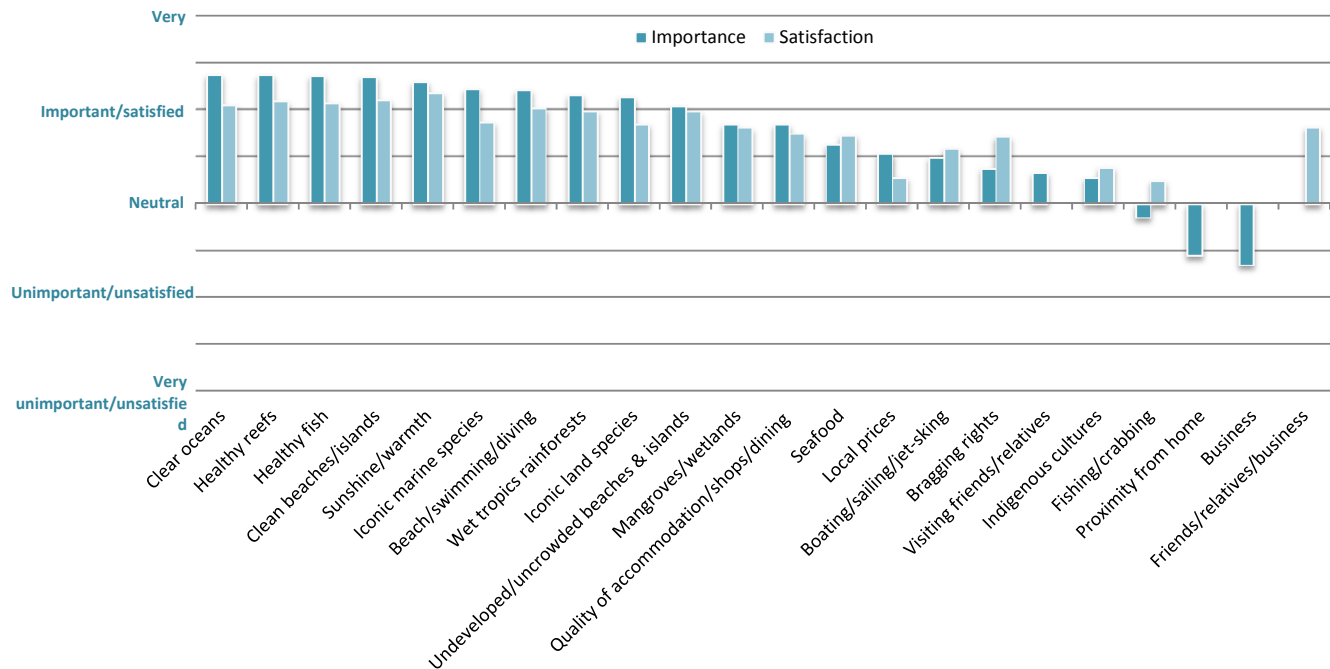


Figure 12: Importance and satisfaction scores

D. IMPACTS OF CHANGES TO THE GBRWHA

Figure 13 below shows the reaction of respondents to hypothetical changes to the GBRWHA. Respondents appear to be most sensitive to coastal pollution, lowered ocean water clarity and increases in visible rubbish. About half of the respondents indicated that they would not come to the area at all if there were twice as many oil spills, ship groundings and waste spills. More than two thirds of respondents felt that they would not have visited the area if the ocean changed from clear to murky or if there was twice as much rubbish on beaches and islands. Few people appeared to be concerned about prospects of having less chance of catching fish and having twice as many tourists. This may be due to the fact that very few respondents went fishing on their trip to the GBRWHA.

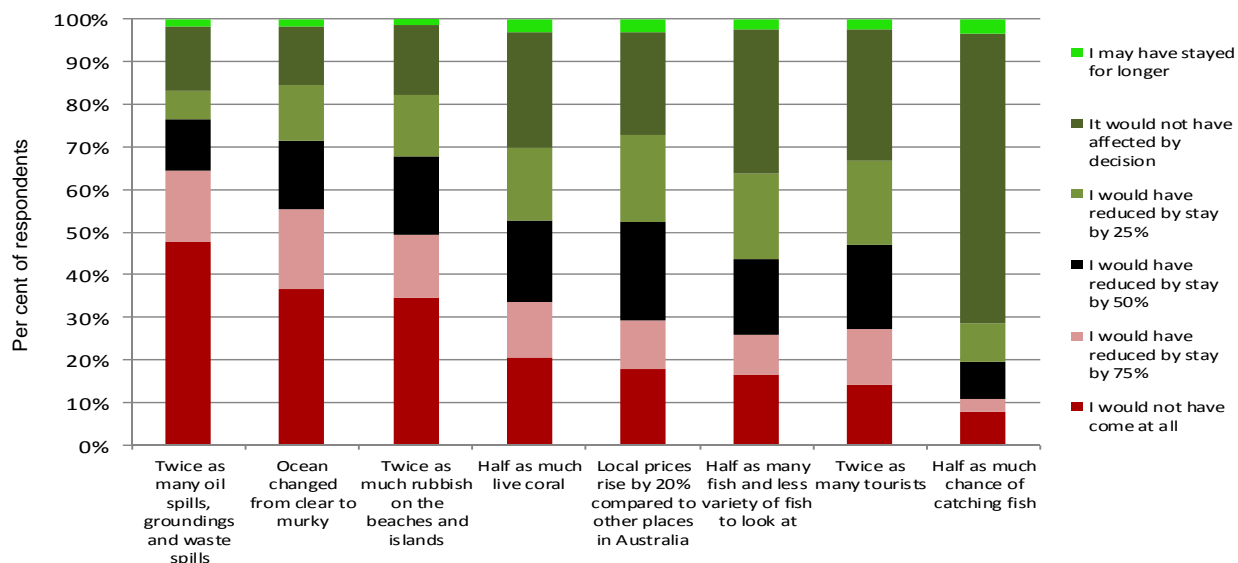


Figure 13: Respondents' reaction to hypothetical changes in the GBRWHA