



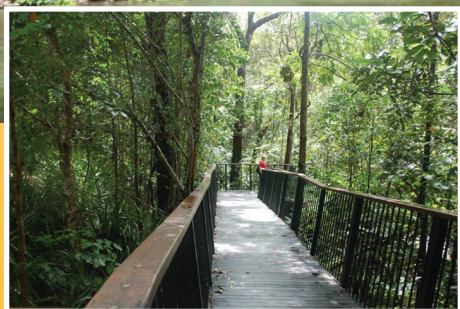
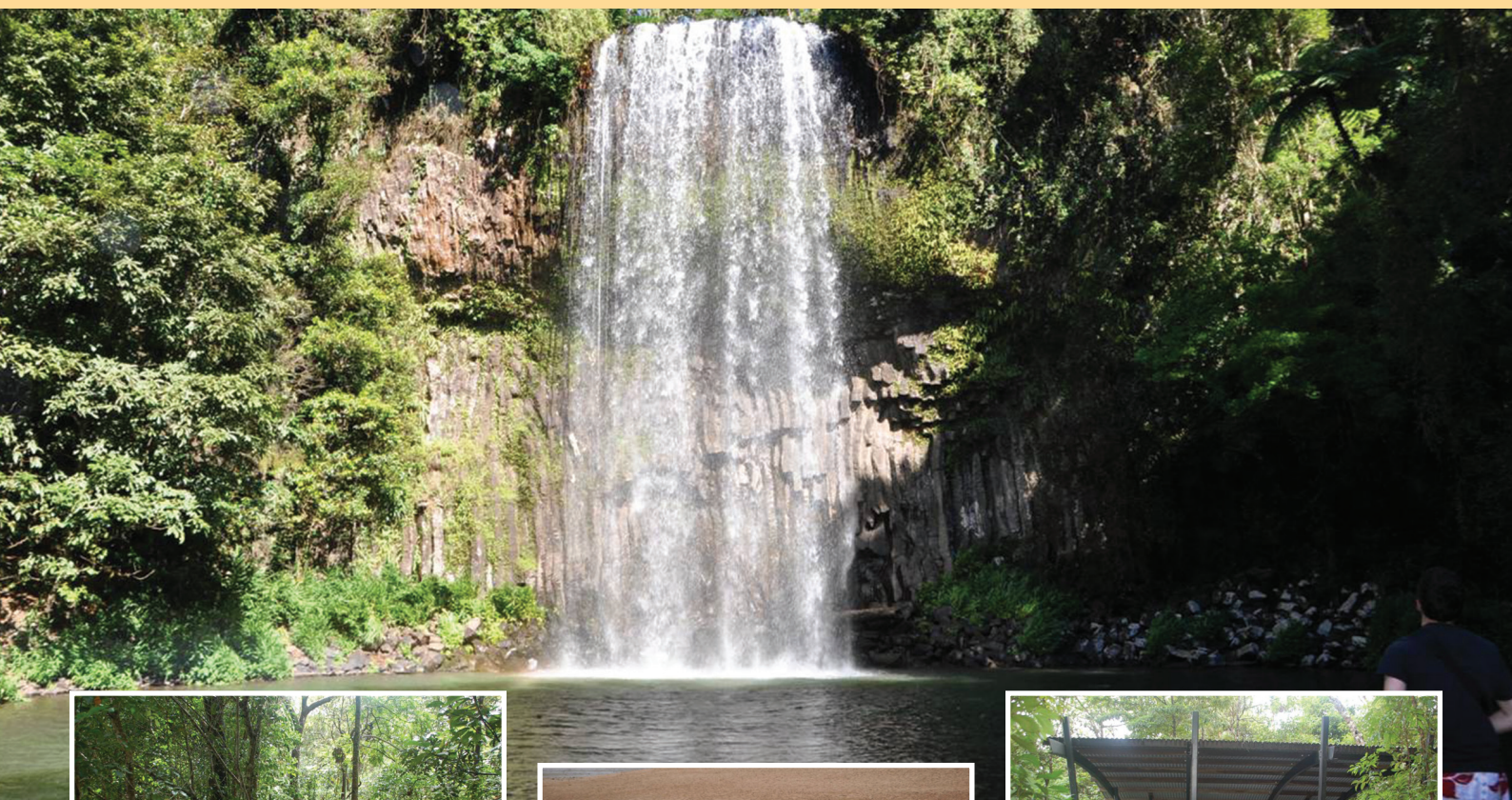
National Environmental
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TROPICAL ECOSYSTEMS *hub*

Technical Report

Tourist Exit Survey Report: February – September 2012

Annual Patterns of Reef and Rainforest Tourism in North Queensland
from Exit Surveys Conducted at Cairns Domestic Airport



Bruce Prideaux, Hana Sakata and Michelle Thompson



Australian Government

Department of Sustainability, Environment,
Water, Population and Communities



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**Department of Sustainability, Environment,
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February 2013

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Acronyms Used In This Report

NERP	National Environmental Research Program
MTSRF	Marine and Tropical Sciences Research Facility
GBR	Great Barrier Reef
WT	Wet Tropics
WHA	World Heritage Area
DOM	Domestic
INT	International
TV	Television
UK	United Kingdom
USA	United States of America
WTWHA	Wet Tropics World Heritage Area

Abbreviations Used In This Report

yrs	years
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Acknowledgements

The survey team would like to acknowledge the wonderful assistance provided by the Cairns Airport Corporation in allowing the project's survey team to undertake surveying at the airport. Without that assistance this survey would not have been possible.

Introduction

This report outlines the findings of a NERP funded exit survey undertaken at Cairns domestic airport. The research was designed to investigate aspects of tourist behaviour in the Cairns region and built on the findings of previous visitor surveys funded through the MTSRF program namely:

- Project 4.9.2 *Sustainable nature based tourism: planning and management*; and
- Project 4.8.6 *Analysis of recreational and tourism use and impact on the Great Barrier Reef for managing sustainable tourism*.

The objectives of the research was to develop a comprehensive data set that will allow the research team to investigate a range of issues including demographic profiles, motivations, activities, segmentation and seasonality on an annual basis as well as investigate specific issues concerning aspects of tourism in the study region. The Cairns Airport was selected as the survey site because it is the major exit point from the region and has been successfully used as a survey site since 2008.

Throughout the report, data is provided on an annual basis. Moreover, an annual comparison is provided with the 2007, 2008, 2009, and 2010 data. Data for 2011 is not included. A total of 1032 valid surveys were completed by tourists at the Cairns Airport during 2012 survey period.

The results in the annual report are broadly grouped into three thematic areas:

- The socio-demographic characteristics of respondents;
- The motivations and behaviours of respondents; and
- The experiences and satisfaction of respondents.

Methodology

Self-completed surveys were used to collect data. This method has the advantage of being reliable with relatively low collection costs. Cairns domestic airport was selected as the collection point because the majority of visitors to the region depart by air.

Surveying was undertaken twice monthly by trained Research Assistants. During each survey period, visitors were approached and asked if they were residents of North Queensland or visitors to the region. After identifying individual places of residence, only visitors to the region were asked if they wished to participate in the survey. Many of the respondents reported that they found completing the survey was a useful experience that allowed them to reflect on their experiences. As a token of appreciation, respondents were given a postcard of the region to thank them for completing the survey.

To randomise results, the survey days were varied between weekdays and weekends. No other methods of randomisation were used. This method ensured that a wide cross section of visitors was surveyed. The results from the surveys were scanned, manually entered and coded into SPSS (*Statistical Package for the Social Sciences*, version 20).

The questionnaire was structured in two parts, Part A contained closed and open-ended questions to elicit socio-demographic information and motivations for visiting the region. Part B was designed to collect data on a range of issues and had the capacity to be tailored to the research issues under investigation. In the period that this report covers two versions of Part B were run. In Period 1 (February 2012 to June 2012 (n=665)) the questionnaire focuses on visitor experiences on the Great Barrier Reef (GBR) while Period 2 (July 2012 to September 2012 (n=367)) focused on visitors' recognition of World Heritage sites, satisfaction with their GBR visit, reaction to adverse environmental issues involving the GBR and concerns about climate change.

Limitations

The collection method adopted has several limitations. Firstly, only visitors exiting the region from the airport were surveyed. As a consequence, visitors departing by car, bus, boat or train were not surveyed. It was not possible to design a collection method for drive tourists who make up the next largest component of tourists to the region. Data collected by Tourism Research Australia indicates that the overall numbers using modes other than air are quite small and as a consequence the inability to survey these visitors may be seen as a minor limitation.

A second limitation is that visitors who are not proficient in English were not surveyed. The concern here is that Japanese and Chinese visitors who constitute a significant market for the region are not represented in this report. Because of these limitations, care should be taken when generalising the results.

The third and most serious limitation was the loss of completed survey forms for the period September to November 2011. The office that was used for processing and storage of surveys was dismantled during rebuilding work at the Cairns Campus of JCU and several boxes containing the surveys that had not been entered were lost. Despite considerable efforts made to find the missing surveys they were never located. However as the following discussion will highlight the lost data is unlikely to have deviated from data collected for similar periods in previous years.

Findings

This section presents findings of the results for the study period (February to September 2012) and comparisons with earlier years.

Respondents' Socio-demographic Characteristics

Gender and Origin of Respondents

On a gender basis, 52.4% of completed surveys were collected from females (56.6% in 2010), compared to 47.6% from males (43.4% in 2010). This rate varied throughout the period, with notable increases in males completing the survey in April (55%), July (49.6%), August (49.6%), September (57.8%). For the study period, 47.7% of respondents were domestic visitors while 52.3% of respondents were international visitors. This rate varied throughout the study period as shown in figure 1.

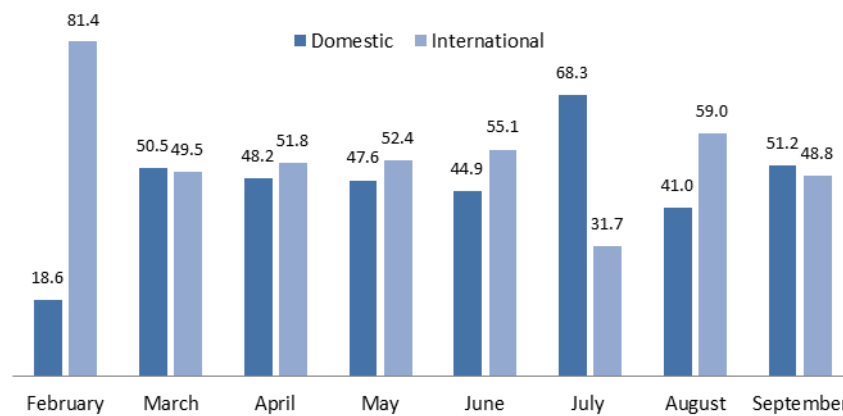


Figure 1: Domestic and international visitors (%) by month in 2012 sample (n=1030).

Figure 2 shows origin of the respondents for the study period compared with earlier surveys. After domestic visitors, the second largest group of respondents was from the UK and Ireland (12.6%) followed by North America (12.5%).

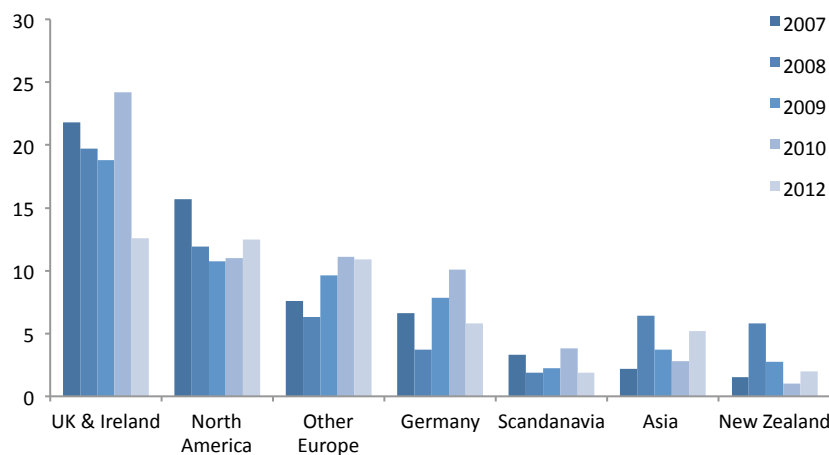


Figure 2: Origin of respondents (%) by year (n=5869).

Occupation

By occupation the largest group of respondents were professionals (23%), followed by students (18.7%) and retirees/semi-retirees (13.9%) (see Figure 3).

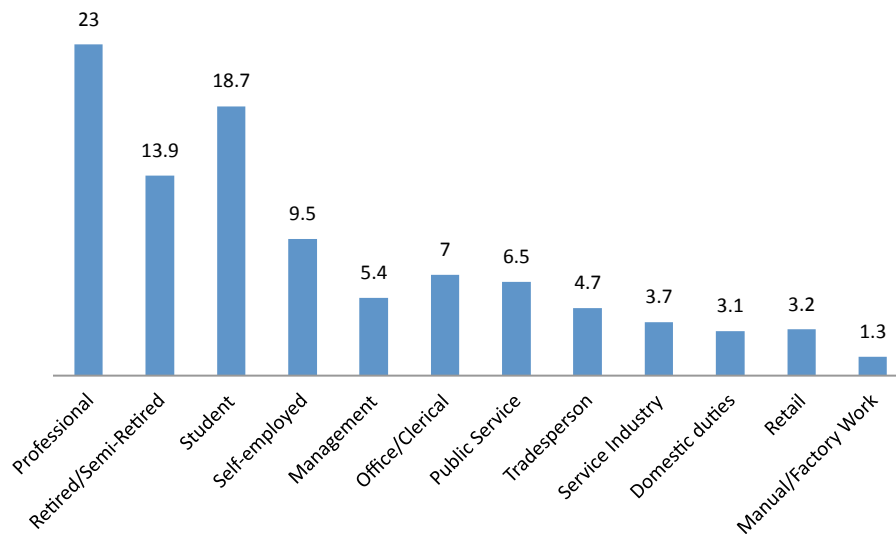


Figure 3: Occupation of respondents (%) in 2012 sample (n=1018).

Table 1 compares the occupations of both domestic and international respondents. The number of professionals and students were much higher for international respondents for domestic respondents in 2012. In contrast, the number of retired/semi-retired domestic respondents (17.1%) was much higher than for international respondents (10.5%) in 2012. It also shows a gradual increase in the proportion of international student respondents from 2007 to 2012 (19.8% in 2007; 20.4% in 2008; 24.4% in 2009; 26.8% in 2010 and 26.2% in 2012).

Table 1: Comparison of surveyed domestic and international respondents' occupations (%) from 2007 to 2012 (n=5922).

Occupation	2007 sample		2008 sample		2009 sample		2010 sample		2012 sample	
	DOM (%)	INT (%)	DOM (%)	INT (%)	DOM (%)	INT (%)	DOM (%)	INT (%)	DOM (%)	INT (%)
Professional	20.8	23.1	29.1	21.9	22.0	25.1	29.9	24.6	19.6	26.2
Retired/Semi-Retired	17.3	19.6	11.2	13.3	14.9	9.7	12.6	9.5	17.1	10.5
Student	11.6	19.8	5.1	20.4	11.3	24.4	9.5	26.8	10.1	26.2
Self-employed	13.7	5.8	10.9	8.9	11.9	9.1	11.3	7.3	12.4	7.0
Management	6.2	7.2	9.1	9.4	10.1	8.3	5.6	7.3	4.3	6.4
Office/Clerical	5.5	6.4	7.4	6.4	7.3	6.9	5.6	7.3	7.2	6.8
Public Service	4.7	4.3	7.0	3.7	4.8	7.3	9.5	5.8	7.6	5.5
Tradesperson	4.3	2.0	3.9	3.6	5.0	1.6	7.4	1.8	7.0	2.6
Service Industry	2.2	3.0	3.3	3.2	3.0	2.1	2.2	4.2	4.7	2.8
Domestic Duties	4.2	1.5	1.8	1.6	1.6	1.1	4.3	1.6	4.9	1.5
Retail	2.6	1.3	4.9	1.6	5.0	2.1	1.7	2.9	3.3	3.2
Manual/Factory Work	1.0	0.9	1.6	1.4	1.8	0.4	0.4	0.9	1.6	0.9

Age of Respondents

Figure 4 presents the age of respondents for 2007, 2008, 2009, 2010 and 2012. The combined brackets of 20-29 and 30-39 years (of age) make up over half (51.2%) of the sample. This combined bracket gradually increased from 2007 to 2010 (60.2% in 2010; 45.4% in 2009; 43.7% in 2008; 42.95% in 2007).

Table 2 illustrates the main difference between domestic and international visitors in the study period compared with previous years. Compared to domestic visitors, there were more international respondents in the <20 years, 20-29 years, 60-65 year and over 65 years age groups.

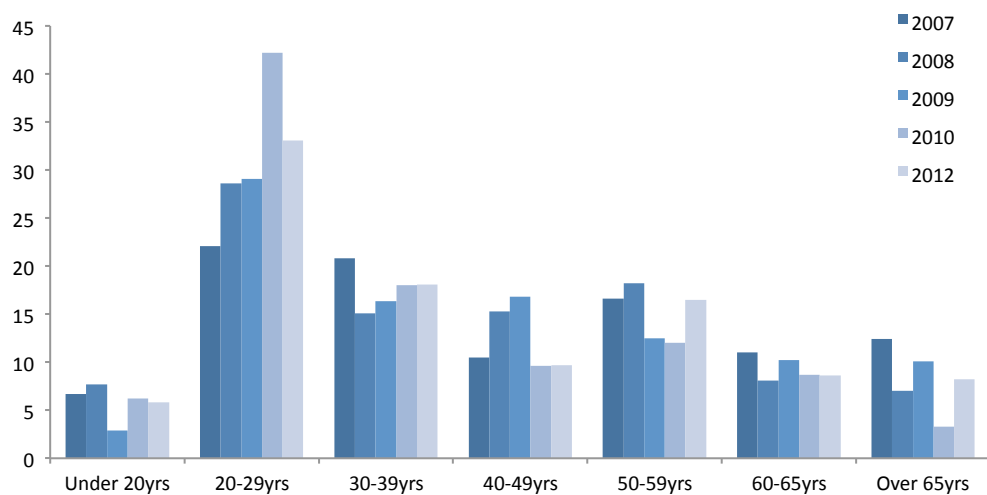


Figure 4: Age groups of respondents (%) by year (n=5837).

Table 2: Comparison of age groups of respondents by origin in 2012 (n=1028).

Age group	Domestic (%)	International (%)
Under 20 years	4.1	7.4
20-29 years	26.2	39.5
30-39 years	17.4	18.8
40-49 years	10.4	9.1
50-59 years	21.7	11.7
60-65 years	9.6	7.6
Over 65 years	10.6	5.8

Respondents' travel behaviour and motivations for travel

Travel party

During the study period the largest travel party group was couples (43.1%). Following couples, the most significant travel parties were respondents travelling with friends (17.2%) followed by 'travelling alone' (14.1%), and 'family with children' (13.4%). The study period is also compared with previous years.

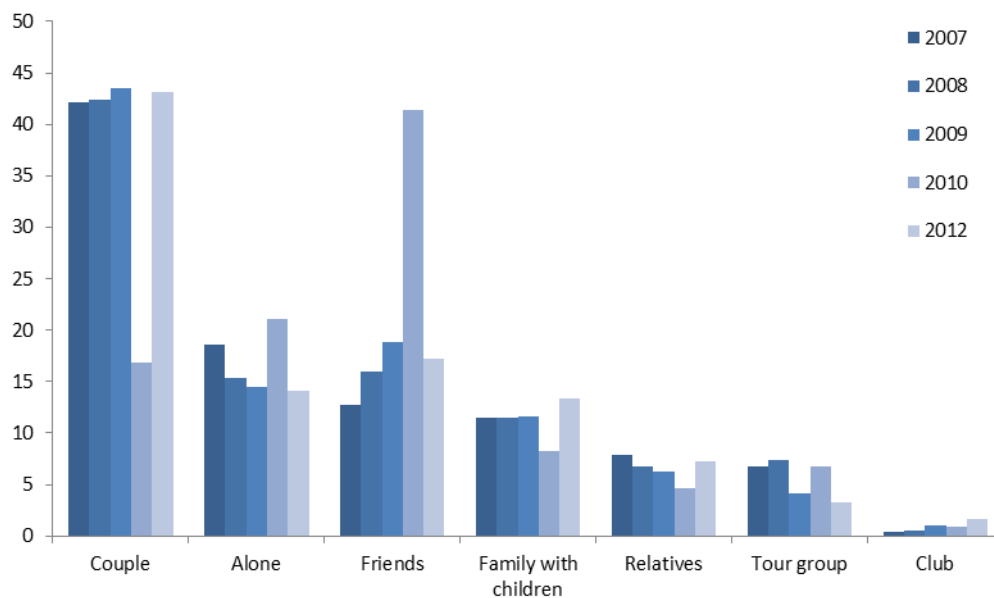


Figure 5: Travel party of respondents (%) by year (n=5938).

Based on travel party, more domestic visitors travelled as a couple (47.7%), followed by families with children (16.5%) than internationals in 2012. International visitors were more likely to travel with friends (23.2%) (Table 3).

Table 3: Comparison of chosen travel parties of surveyed domestic and international visitors in 2012 (n=1022).

Travel Party	2012 sample	
	Domestic (%)	International (%)
Couple	47.7	39
Alone	12.8	15.2
With friends	10.5	23.2
Family with children	16.5	10.7
With relatives	8.4	6.4
Tour group	1.4	5.1
Club	2.7	0.6

First visit and length of stay

Figure 6 illustrates that during the study period, 63.6% of respondents were first-time visitors to North Queensland, which presents a slight decline from the previous years. The proportion of first time visitors varied greatly throughout the survey period with February (81.4%) being the highest and May (54.5%) the lowest. Just over half of the domestic respondents were first time visitors to the region. In contrast, most international respondents (83.7%) reported that it was their first visit to the region.

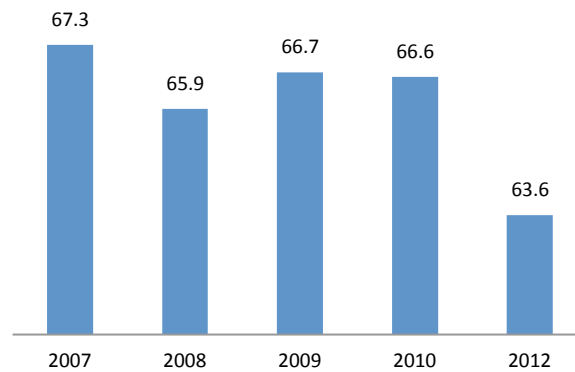


Figure 6: Percentage of respondents on their first visit (%) to North Queensland by year (n=5975).

For the remaining 36.4% of respondents who had visited North Queensland previously, 13.6% had visited the region once, 30.4% had visited the region twice and 12.8% had visited the region three times previously in 2012.

Information sources

The most popular source of information on Far North Queensland in 2012 was friends and relatives (39.9%). Figure 7 illustrates that friends and relatives were a particularly popular source of information during the period 2007 to 2012. During this period there has been increased use of the internet as an information source.

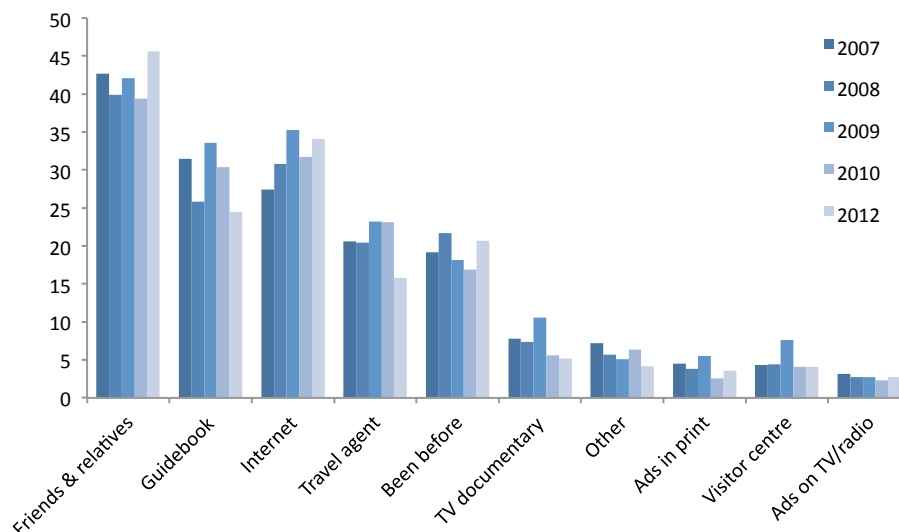


Figure 7: Information sources (%) used by surveyed visitors by year (n=6189).

Motivations

The exit survey contained a question that listed a number of motivations for visiting Far North Queensland. Respondents were asked to rate the importance of each motivation on a scale from 1 ('Not at all important') to 5 ('Very important').

As illustrated in Figure 8 it is clear that visiting the Great Barrier Reef (mean = 4.12) and the rainforest were among the most important motivations for visiting North Queensland. Other motivations listed with a high importance by respondents revolved around seeing the natural environment (mean = 3.66), rest and relaxation (mean = 3.92) and seeing Australian wildlife (mean = 3.56).

The importance of each motivation fluctuated between 2007 and 2012. Visiting rainforest (4.0 in 2007; 3.9 in 2008; 3.93 in 2009; 3.78 in 2010; 3.66 in 2012), experiencing natural environment (3.9 in 2007; 3.92 in 2008; 3.82 in 2009; 3.81 in 2010; 3.72 in 2012), visiting islands (3.3 in 2007; 3.27 in 2008; 3.15 in 2009; n/a in 2010; 3.05 in 2012), experiencing the outback (2.98 in 2007; 2.89 in 2008; 2.83 in 2009; 2.77 in 2010; 2.66 in 2012) and visiting a WHA (3.55 in 2009; 3.39 in 2010; 3.23 in 2012) all showed gradual declines in importance as motivations for visiting Far North Queensland. None of the variables showed a significant increase in importance. A list of mean values of the motivation variables across the years is presented in Table 4.

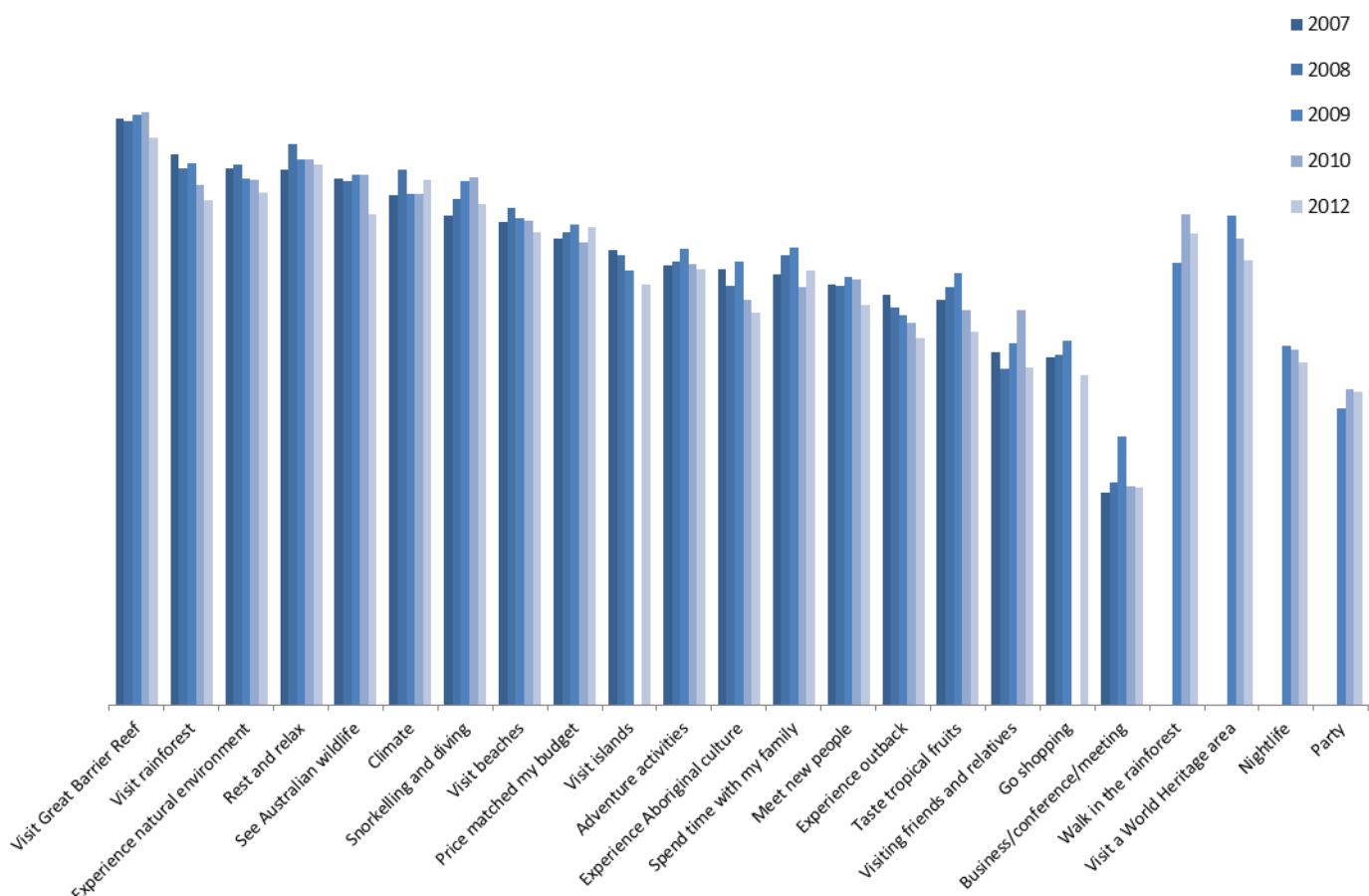


Figure 8: Respondents motivations for visiting North Queensland.

Table 4: Means of motivation variables by year.

Motivations	2007	2008	2009	2010	2012
Visit Great Barrier Reef (n=5690)	4.26	4.24	4.29	4.30	4.12
Visit rainforest (n=5678)	4.00	3.90	3.93	3.78	3.66
Experience natural environment (n=5576)	3.90	3.92	3.82	3.81	3.72
Rest and relax (n=5546)	3.89	4.07	3.96	3.96	3.92
See Australian wildlife (n=5594)	3.82	3.80	3.85	3.85	3.56
Climate (n=5611)	3.70	3.89	3.71	3.71	3.81
Snorkelling and diving (n=5576)	3.55	3.67	3.80	3.83	3.64
Visit beaches (n=5626)	3.51	3.61	3.53	3.52	3.43
Price matched my budget (n=5556)	3.39	3.43	3.49	3.36	3.47
Visit islands (n=5364)	3.30	3.27	3.15	-	3.05
Adventure activities (n=5537)	3.19	3.22	3.31	3.20	3.16
Experience Aboriginal culture (n=5536)	3.16	3.04	3.22	2.94	2.85
Spend time with my family (n=5486)	3.13	3.27	3.32	3.03	3.15
Meet new people (n=5572)	3.05	3.04	3.11	3.09	2.9
Experience outback (n=5535)	2.98	2.89	2.83	2.77	2.66
Taste tropical fruits (n=5228)	2.94	3.03	3.14	2.87	2.71
Visiting friends and relatives (n=5476)	2.56	2.44	2.63	2.87	2.45
Go shopping (n=5561)	2.52	2.54	2.64	-	2.39
Business/conference/meeting (n=5095)	1.54	1.62	1.95	1.59	1.58
Walk in the rainforest (n=3879)	-	-	3.21	3.56	3.42
Visit a World Heritage area (n=4196)	-	-	3.55	3.39	3.23
Nightlife (n=1905)	-	-	2.61	2.58	2.49
Party (n=1908)	-	-	2.15	2.29	2.27

NB. Blank spaces indicate that the question was not run in that year

Figures 8 and 9 show variation of motivation variables for domestic and international respondents between 2007 and 2012. A list of mean values of the motivation variables of international and domestic visitors is presented in Table 4.

For both domestic and international respondents, visiting the rainforest and the GBR showed steady declines between 2007 and 2012. The importance to 'visit islands' declined for domestic visitors while its importance for international respondents fluctuated from year to year. The opposite trend can be observed for their importance to 'experience the outback' and 'snorkelling and diving' where the international market showed a gradual decline while the domestic market was stable. A list of the mean values of each motivation based on domestic and international respondents is provided in Table 5.

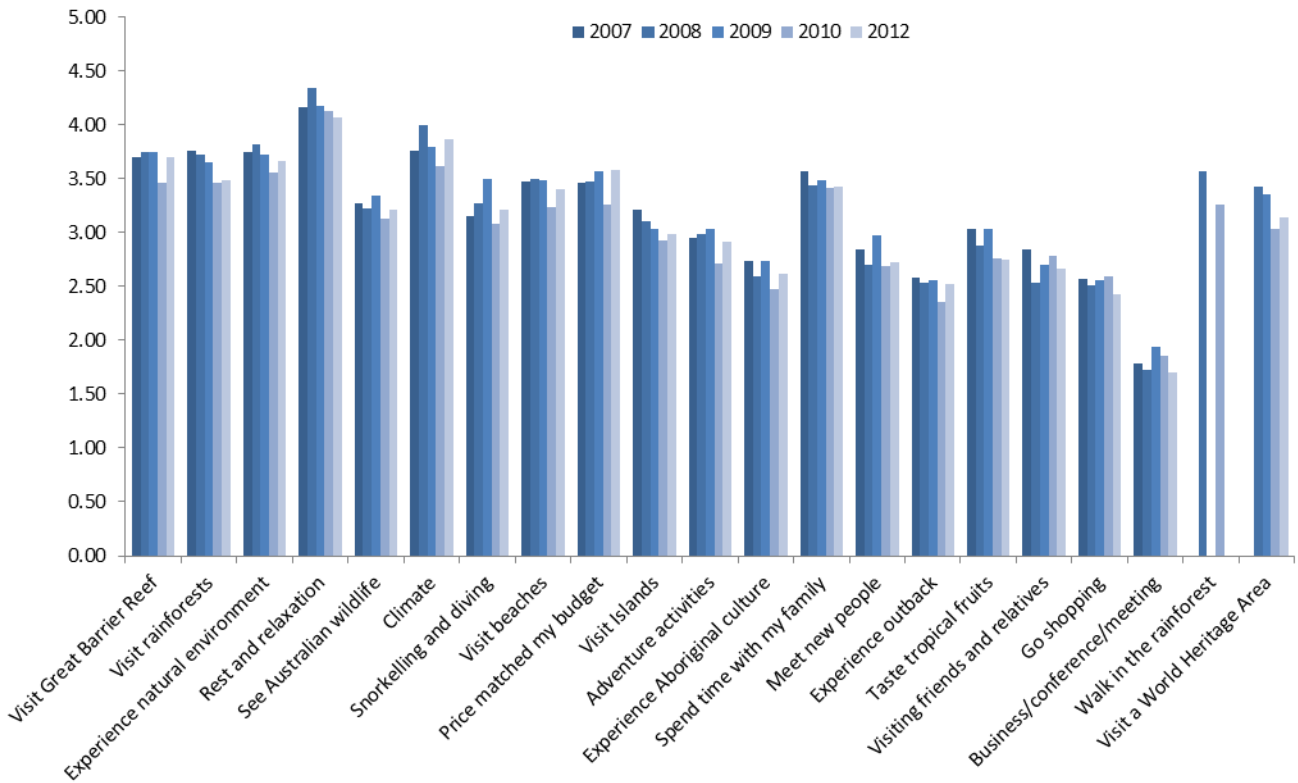


Figure 6: Annual motivation variables (mean) of domestic respondents by year.

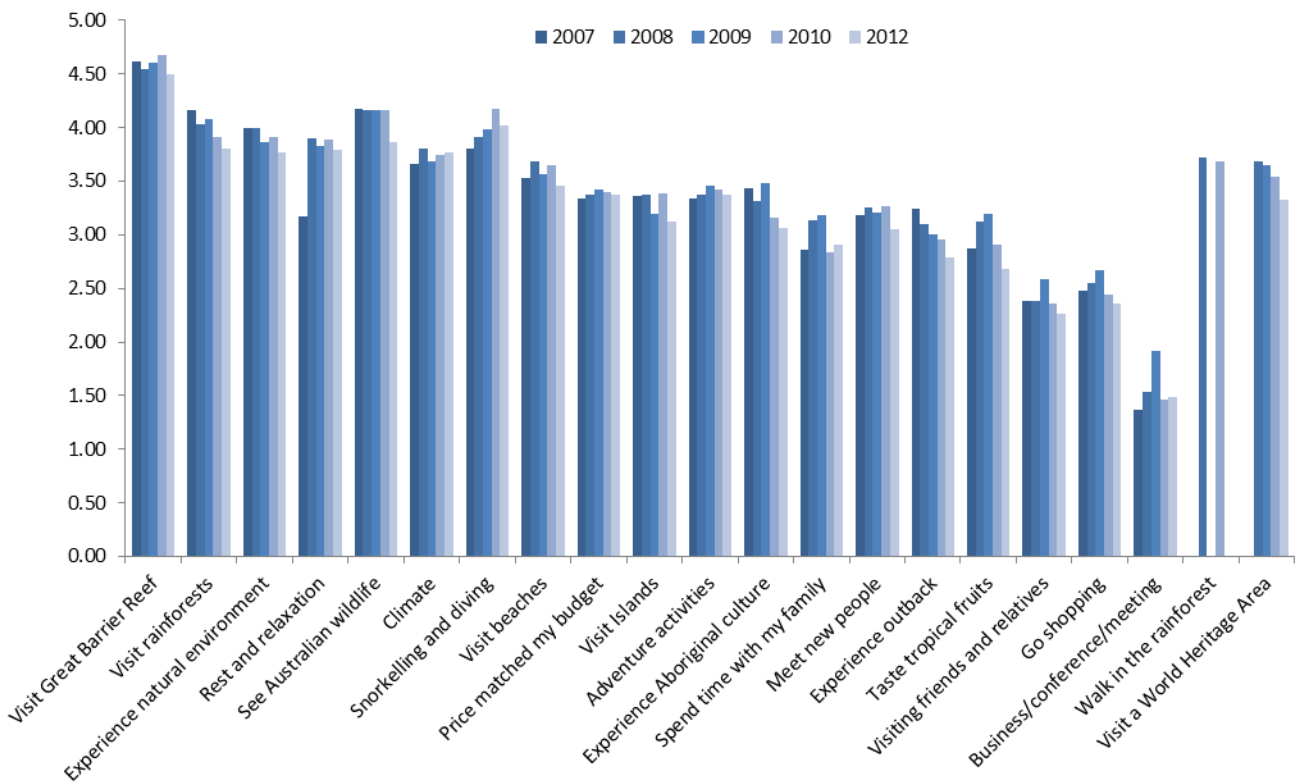


Figure 7: Annual motivation variables (mean) of international respondents by year.

Table 5: Comparison of respondents' motivations for visiting North Queensland by year (mean).

Motivations	2007 sample		2008 sample		2009 sample		2010 sample		2012 sample	
	DOM	INT	DOM	INT	DOM	INT	DOM	INT	DOM	INT
Visit Great Barrier Reef	3.70	4.62	3.75	4.54	3.75	4.61	3.47	4.67	3.71	4.50
Visit rainforests	3.76	4.16	3.72	4.03	3.65	4.08	3.47	3.92	3.49	3.81
Experience natural environment	3.75	4.00	3.82	4.00	3.72	3.87	3.56	3.91	3.67	3.77
Rest and relaxation	4.17	3.17	4.34	3.90	4.18	3.83	4.13	3.89	4.07	3.79
See Australian wildlife	3.27	4.17	3.22	4.16	3.34	4.16	3.13	4.16	3.22	3.86
Climate	3.76	3.66	4.00	3.81	3.80	3.68	3.62	3.75	3.87	3.77
Snorkelling and diving	3.15	3.81	3.27	3.91	3.50	3.98	3.08	4.17	3.21	4.03
Visit beaches	3.47	3.53	3.50	3.68	3.49	3.57	3.24	3.64	3.40	3.46
Price matched my budget	3.46	3.34	3.48	3.38	3.57	3.42	3.26	3.40	3.58	3.38
Visit Islands	3.21	3.36	3.11	3.37	3.04	3.20	2.92	3.38	2.99	3.12
Adventure activities	2.95	3.34	2.99	3.38	3.03	3.46	2.72	3.42	2.92	3.38
Experience Aboriginal culture	2.74	3.43	2.59	3.32	2.74	3.48	2.47	3.16	2.62	3.06
Spend time with my family	3.57	2.86	3.44	3.14	3.49	3.18	3.41	2.84	3.43	2.91
Meet new people	2.84	3.18	2.70	3.25	2.97	3.21	2.69	3.26	2.73	3.06
Experience outback	2.58	3.24	2.54	3.10	2.56	3.00	2.36	2.95	2.52	2.79
Taste tropical fruits	3.04	2.87	2.88	3.12	3.03	3.19	2.76	2.91	2.74	2.68
Visiting friends and relatives	2.84	2.38	2.54	2.38	2.70	2.58	2.78	2.36	2.66	2.26
Go shopping	2.57	2.48	2.51	2.55	2.56	2.67	2.59	2.45	2.43	2.35
Business/conference/meeting	1.79	1.37	1.73	1.53	1.94	1.92	1.86	1.46	1.71	1.49
Walk in the rainforest	-	-	3.57	3.72	-	-	3.26	3.68	-	-
Visit a World Heritage Area	-	-	3.43	3.68	3.36	3.65	3.04	3.54	3.15	3.32

Table 6 illustrates the total rank for each motivation in the 2012 sample, followed by the rank for domestic and international visitors. Results indicate that during 2012 the GBR, rest and relaxation and climate were the primary drivers for visiting Tropical North Queensland. When broken down into domestic and international segments a slightly different picture appears with domestic visitors interested in the GBR, climate and rest and relaxation while international visitors were more interested in the GBR, snorkelling and diving and seeing Australian wildlife.

Table 6: Rankings for each travel motivation by overall sample, domestic and international visitors in 2012 (n=984).

Rank	Overall sample	Domestic visitors surveyed	International visitors surveyed
1	Visit Great Barrier Reef	Rest and relaxation	Visit Great Barrier Reef
2	Rest and relax	Climate	Snorkelling and diving
3	Climate	Visit Great Barrier Reef	See Australian wildlife
4	Experience natural environment	Experience natural environment	Visit rainforests
5	Visit rainforest	Price matched my budget	Rest and relaxation
6	Snorkelling and diving	Visit rainforests	Experience natural environment
7	See Australian wildlife	Spend time with my family	Climate
8	Price matched my budget	Visit beaches	Visit beaches
9	Visit beaches	See Australian wildlife	Price matched my budget
10	Visit a World Heritage area	Snorkelling and diving	Adventure activities
11	Adventure activities	Visit a World Heritage Area	Visit a World Heritage Area
12	Spend time with my family	Visit Islands	Visit Islands
13	Visit islands	Adventure activities	Experience Aboriginal culture
14	Meet new people	Taste tropical fruits	Meet new people
15	Experience Aboriginal culture	Meet new people	Spend time with my family
16	Taste tropical fruits	Visiting friends and relatives	Experience outback
17	Experience outback	Experience Aboriginal culture	Taste tropical fruits
18	Visiting friends and relatives	Experience outback	Go shopping
19	Go shopping	Go shopping	Visiting friends and relatives
20	Business/conference/meeting	Business/conference/meeting	Business/conference/meeting

Rainforest and GBR visitor patterns

Visits to rainforests of the Wet Tropics

Overall, 63.3% of respondents in 2012 reported visiting the Wet Tropics World Heritage rainforests as part of their trip to the region, which is a small decline from 77.6% in 2007, 74% in 2008, 76.5% in 2009, and 72.7% in 2010 (Figure 11). A very significant difference was $\chi^2(1, N = 345) = 11.394, p < .001$. International visitors (72.7%) demonstrated a stronger preference to visit rainforest than domestic visitors (55.1%). However, domestic visitors constitute the highest proportion of visitors to the Wet Tropics (Figure 10).

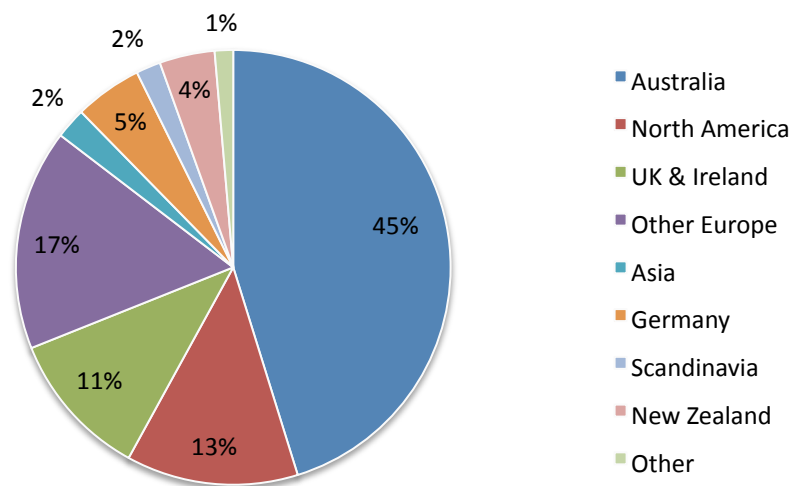


Figure 8: Visitors to the Wet Tropics by regional market in 2012 (n=345).

The key hotspots for experiencing the rainforest included Kuranda, Daintree and Mossman Gorge. Mossman was the only rainforest location in 2012 to show a significant difference $\chi^2(1, N = 366) = 5.402, p < .05$, and was visited by 23.9% of domestic visitors and 34.9% of international visitors. Kuranda experienced the largest decline in visitation (53% in 2007; 49.3% in 2008; 52.5% in 2009; 36.7% in 2010; 39.3% in 2012). The 2012 survey introduced representative regional tourist attractions associated with rainforest including Rainforestation, Daintree Discovery Centre and Skyrail. International visitors were significantly more likely to visit $\chi^2(1, N = 366) = 4.339, p < .05, \text{DOM } 4.1\%, \text{INT } 9.5\%$. In contrast, Skyrail was equally popular for both groups (DOM 19.3%; INT 23.7%).

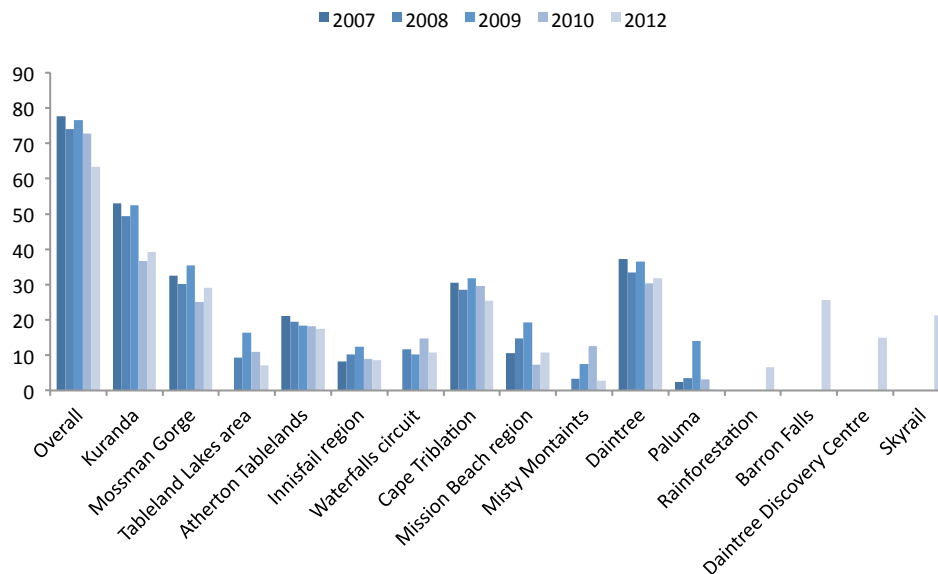


Figure 9: Rainforest locations visited (%) by surveyed tourists by year (n=5374).

Visits to the Great Barrier Reef

This section outlines the rates of visitation to the Great Barrier Reef. Overall, 74.4% (79% in 2009; 74.4% in 2010) of respondents visited the Great Barrier Reef on their trip to the Cairns region (Figure 14). Figure 12 displays the overall rates of visitation in each month of the survey in 2012. In terms of seasonality, the highest overall visitation to the reef was in February (81.2%), which is generally regarded as the low season and not the best month to view the reef due to high rainfall and consequently poor underwater visibility (Figure 12). February also marks the highest percentage (92.9%) of first time visitors to the GBR (Figure 13).

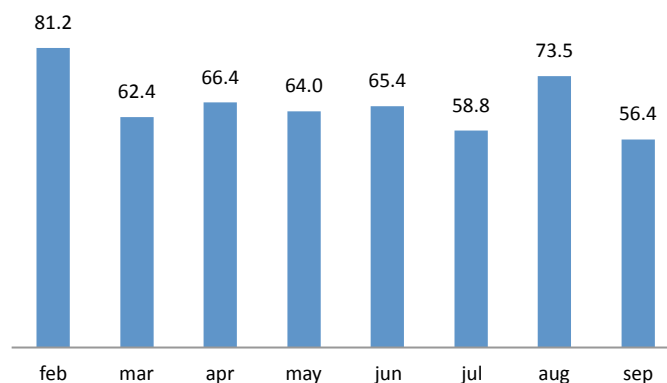


Figure 10: First time visitors to the GBR (%) by month in 2012(n=674).

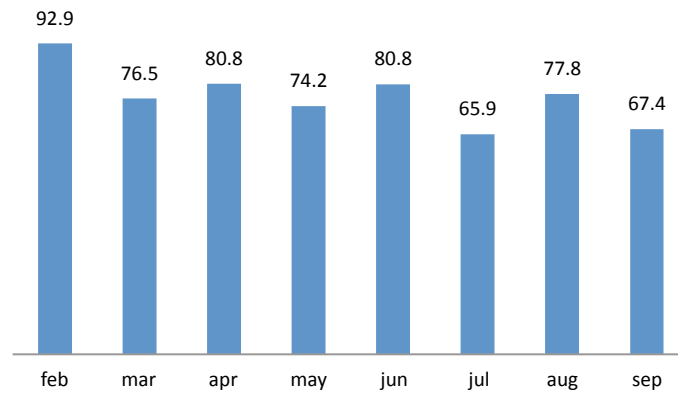


Figure 11: First time visitors to GBR (%) by month (n=674).

Figure 14 shows some trends in visitation to the GBR by origin. Chi-square test revealed an $\chi^2(1, N = 674) = 54.668, p < .001$, to the GBR between domestic and international visitors. The overall sample and international sample shows stable visitation to the GBR between 2008 and 2012 while results for domestic visitors showed a decline from 52.7% in 2008 to 46.9% in 2012. The result indicates that only approximately half of domestic visitors visit the GBR during their holiday in the study region. In contrast, a majority of international visitors visit the GBR.

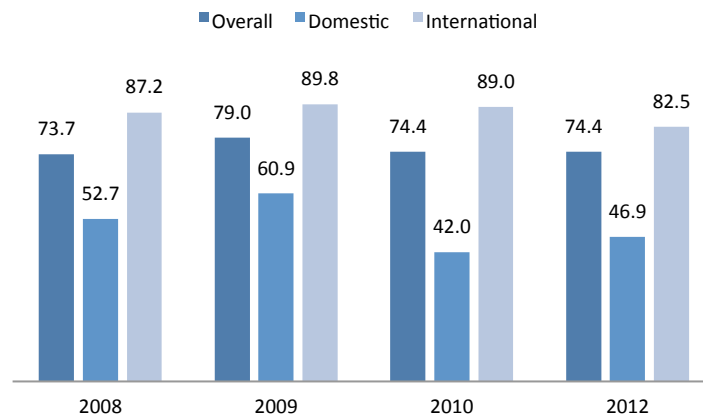


Figure 12: Visitors to the GBR (%) by origin and year (n=5621).

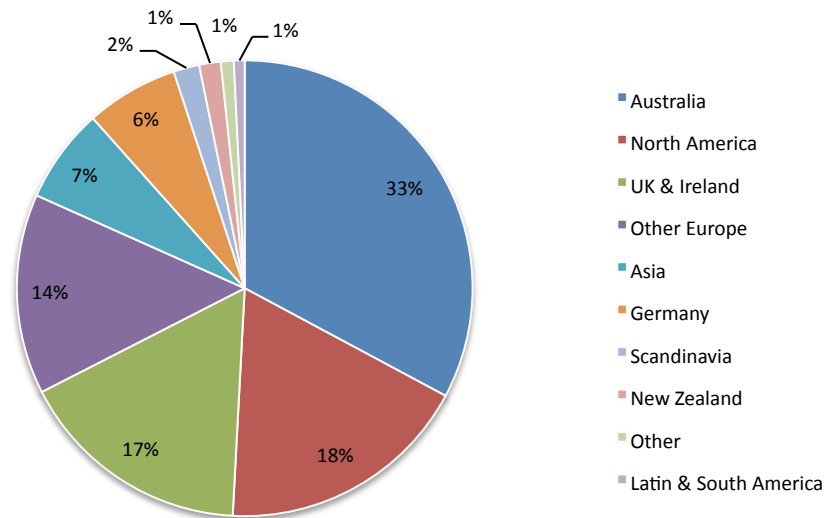


Figure 13: Visitors to the GBR by regional market in 2012 (n=1012).

The overall rate of first time visitors to the GBR was stable from 2008 to 2012 for the overall sample and international sample while that of domestic visitors showed major fluctuations during the period, 2012 being the highest percentage of domestic first time visitors (60.5%) to the GBR (Figure 16).

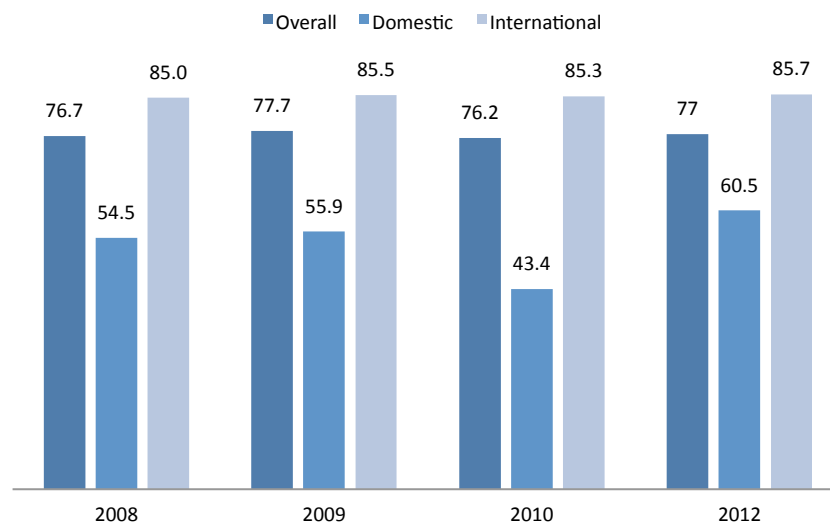


Figure 14: First time visitors to GBR (%) by origin and year (n=3035).

The questionnaire asked what activities respondents participated in during their visit to the GBR. The following figures (17 to 19) and Table 7 outline aspects of reef activities undertaken by domestic and international visitors to the GBR during the period from 2008 to 2012.

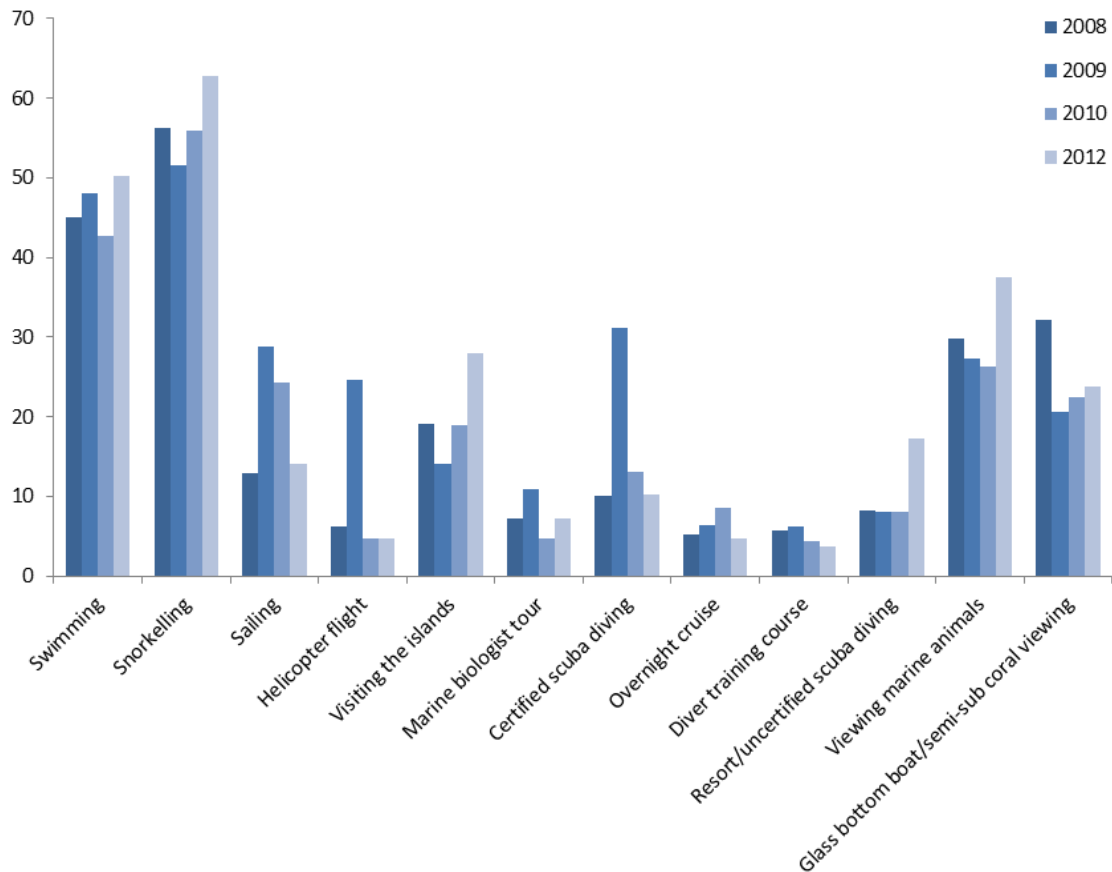


Figure 15: Reef activities undertaken (%) by all respondents by year (n=4337).

In regard to visitors' origin, international visitors displayed significantly higher participation in all $\chi^2(1, N = 655) = 1.393, p > .05$.

Figure 18 outlines domestic visitors' participation in reef activities over the survey period 2008-2012. A Chi-square test revealed significant differences in participation rates for all activities between the years. When compared to 2010, data for 2012 shows a significant increase in participation rates in swimming, snorkeling, visiting the islands and viewing marine animals $\chi^2(1, N = 1665) = 3.013, p > .05$, appear stable over the period.

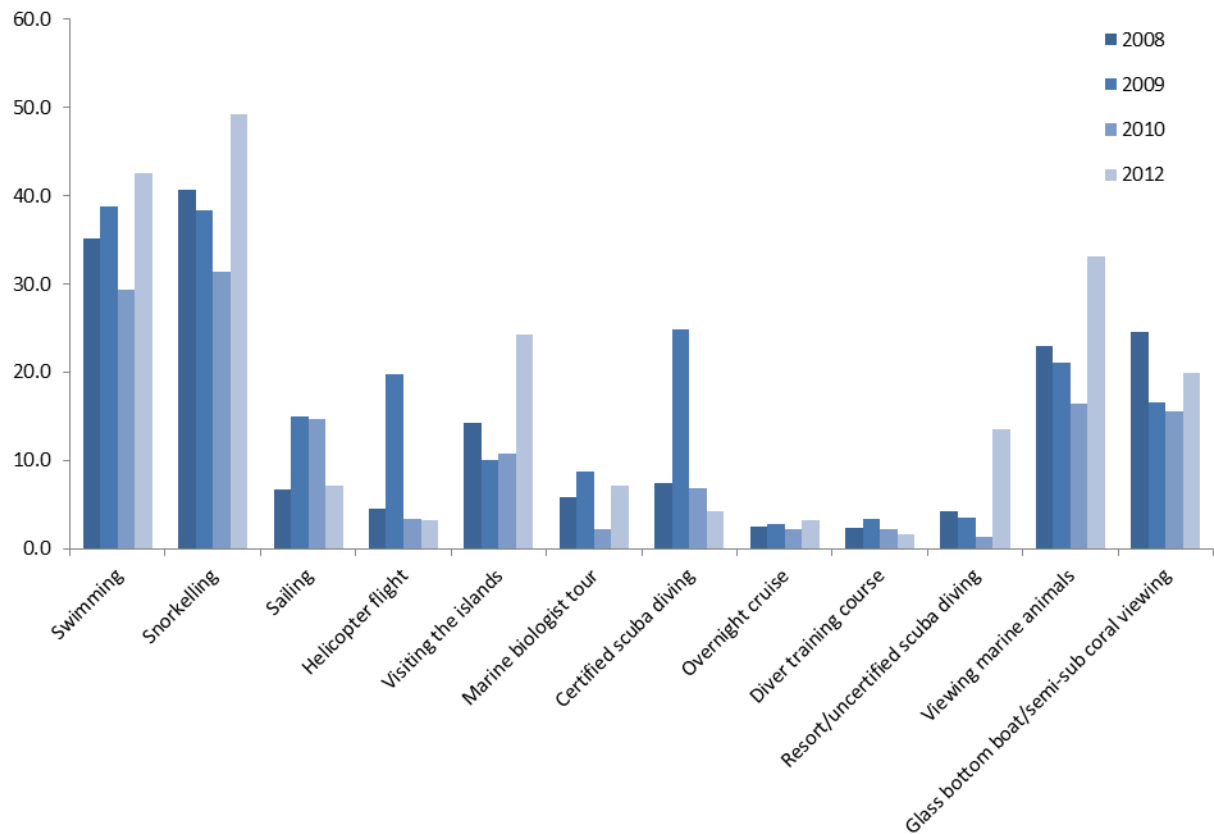


Figure 16: Reef activities undertaken by domestic respondents (%) by year (n=1665).

International visitors display dissimilar patterns in reef activities undertaken over the period in comparison to domestic visitors (Figure 19). Snorkelling appears to have gained increased popularity from international visitors from 2008 (66%) to 2012 (73.2%) (Table 7). Chi-square tests found significant differences in all activities between the years except that their $\chi^2(1, N = 2397) = 10.961, p > .09$.

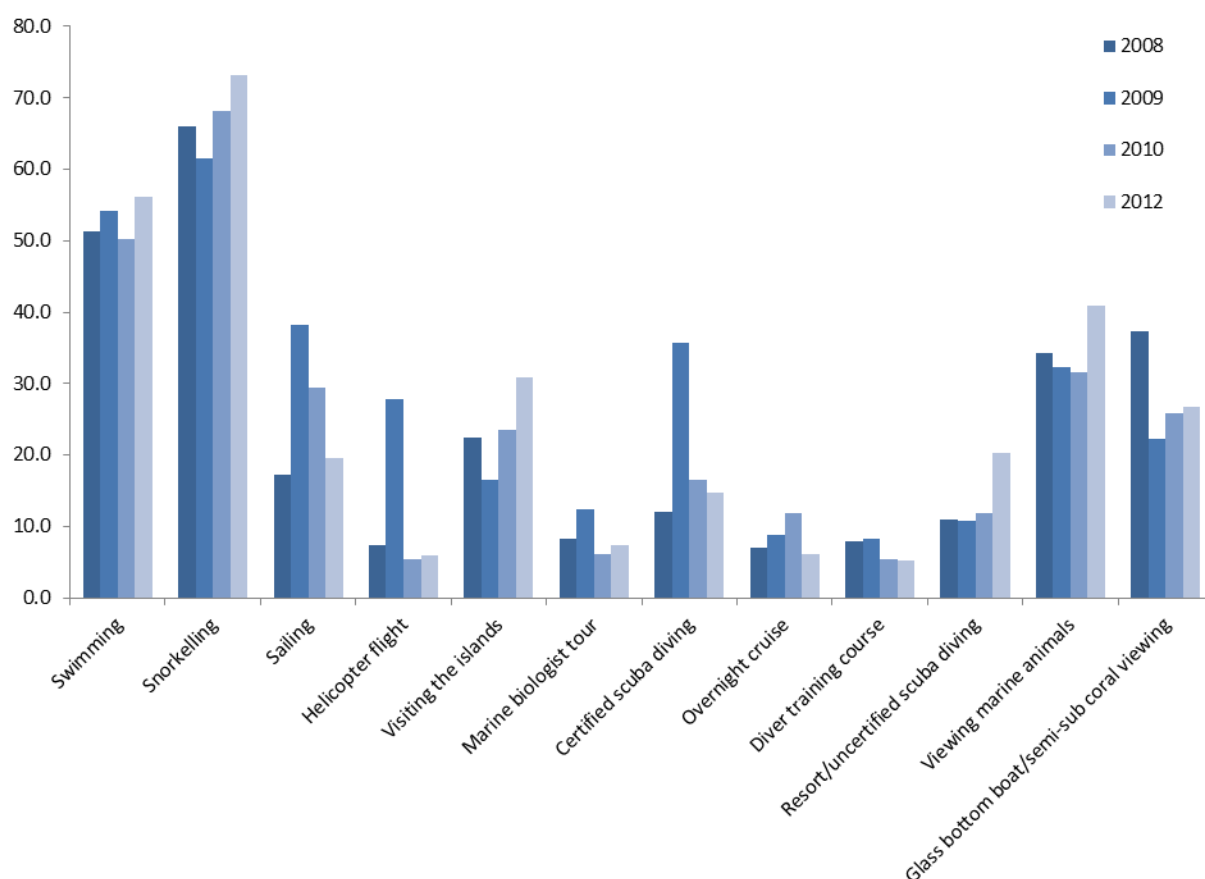


Figure 17: Reef activities undertaken by international respondents (%) by year (n=2583).

Table 7: Reef activities undertaken (%) by origin and year (n=4248).

Activities	2008 sample (n=1428)		2009 sample (n=1261)		2010 sample (n=688)		2012 sample (n=871)	
	DOM (%)	INT (%)	DOM (%)	INT (%)	DOM (%)	INT (%)	DOM (%)	INT (%)
Swimming	35.2	51.3	38.8	54.2	29.3	50.2	42.6	56.2
Snorkelling	40.6	66.0	38.3	61.5	31.5	68.2	49.2	73.2
Sailing	6.7	17.2	15.0	38.3	14.7	29.4	7.1	19.5
Helicopter flight	4.6	7.3	19.8	27.8	3.4	5.5	3.2	5.9
Visiting the islands	14.2	22.4	10.1	16.4	10.8	23.5	24.3	30.8
Marine biologist tour	5.8	8.2	8.7	12.5	2.2	6.1	7.1	7.3
Certified scuba diving	7.5	11.9	24.9	35.8	6.9	16.4	4.2	14.8
Overnight cruise	2.6	7.1	2.8	8.9	2.2	11.8	3.2	6.1
Diver training course	2.4	8.0	3.4	8.3	2.2	5.5	1.6	5.3
Resort/uncertified scuba diving	4.2	11.0	3.6	10.7	1.3	11.8	13.5	20.3
Viewing marine animals	23.0	34.2	21.1	32.3	16.4	31.6	33.1	41.0
Glass bottom boat/semi-sub coral viewing	24.6	37.3	16.6	22.3	15.5	25.9	19.9	26.8

Findings from Period 2 Survey (July 2012 – September 2012)

This section provides results for Period 2 of the 2012 Cairns Airport study. Surveys were distributed between July and September 2012. Only GBR and Wet Tropic related results are extracted here. The specific objective of this version of the survey was to identify visitors' recognition of World Heritage sites, satisfaction with their GBR visit, reaction to adverse environmental issues involving the GBR and their concerns about climate change issues. The sample consists of 367 valid responses from respondents with a response rate of 92%.

Demographic overview

The sample consisted of 51.5% males and 48.5% female. Respondents originated from both Australia (53%) and overseas (47%). International visitors originated mainly from the Europe (28.6%) which includes the UK and Ireland (10.9%) and Germany (3.8%), and North America (11.2%). Ages ranged from 19 to 85 years old. The main age groups of respondents for this period were: 20-29 years (24.1%), followed by 50-59 years (20.5%), 30-39 years (12.9%) 40-49 years (12.9%), 60-65 years (9.9%) and under 20 years (8.6%). A large number of respondents (43.2%) reported that they had received a degree or higher university qualification, finished secondary education (21.3%) had a diploma (16.7%), had a trade or TAFE qualification (10.7%) and had other kinds of education (8.1%). In regard to respondents' occupation, a high proportion of them were professionals (25.1%), students (18%) or retired/semi-retired (16.1%). Other occupations included public service (8.7%), self-employed (8.2%), management (6.6%), tradesperson (5.5%), clerical (3.6%), domestic duties (2.7%), service industry (2.5%), retail (2.2%) and manual/factory worker (.8%).

Recognition of the GBR as a World Heritage Area

Approximately half of the respondents (51.2%) have reported that they have noticed WHAs in the Cairns region while 43.8% did not. They were also asked to name WHAs they noticed in the region. The open-ended responses were categorised into GBRWHA or WTWHA related responses. Tables 8 and 9 show that about a third of respondents who noticed a WHA in the region named either or both sites in their responses. The results indicate that GBRWHA (31.9%) is slightly higher level of recognition by the respondents than WTWHA (28.5%).

Table 8: Percentages of GBRWHA related responses

Responses	%
GBR	22.6
Reef	9.3
Total	31.9

Table 9: Percentages of WTWHA related responses

Responses	%
Rainforest/ Wet Tropics	10.9
Daintree	13.4
Other locations in WTWHA	4.2
Total	28.5

Satisfaction with GBR experience

Respondents were asked to rate their experience at the GBR. A high proportion (83.9%) of the respondents reported that they had a 'good' experience at the GBR, 14.3% reported that their experience was 'fair' and only 1.8% rated their experience as 'poor'.

Potential reactions to environmental degradation of the GBR

The questionnaire investigated respondents' potential reactions to hypothetical scenarios of environmental degradation of the GBR. The survey asked respondents if they would still have made their decision to visit Cairns if the GBR near Cairns was damaged by a major oil spill. The result indicates that a large number of respondents may have decided not to visit the region. Overall, 26% of all respondents reported that they would still have visited Cairns even if the GBR near Cairns was damaged by a major oil spill, 29.5% reported that they would not have visited the region, and 44.5% selected 'maybe'. There was no significant difference in their response $\chi^2(2, N=227) = 11.6, p < .05$. A higher number of international respondents (35.8%) report that they would not have visited the region than domestic respondents (20%). 36.7% of domestic respondents and 19% international respondents responded 'yes' and 43.3% of domestic respondents and 45.3% international respondents responded 'maybe'. The sample size was too small to test age group and educational background.

Respondents were also asked if they would still have visited the region if a major coral bleaching event had occurred. In the survey coral bleaching was described as 'when coral dies because of high water temperature'. Nearly a third of respondents reported that they would still have visited Cairns if the GBR was affected by a major coral bleaching event, 19.7% answered 'no' and more than half (50.7%) reported that they would not have come to Cairns. We did not observe significant difference in the reaction between genders ($p = .808$). Significant difference $\chi^2(2, N=228) = 8.753, p = .013$. The result indicates that International respondents are less likely to visit Cairns if a major coral bleaching occurred. 13.2% of domestic and 23.4% of international respondents indicated that they would not have visited and 39.6% of domestic and 22.6% international reported that it would not have affected their decision to visit the region. About half of both domestic (47.3%) and international respondents (54%) responded 'maybe'. The sample size was too small to test age group and educational background.

Respondents were then asked if they would have still visited Cairns if the water at the Great Barrier Reef was 'known to be murky'. Only 25.3% reported 'yes', 34.4% reported 'no' and 40.3% reported 'maybe – depending on how murky'. There were no significant difference in their reaction across gender ($p = .428$). However, a significant difference was found between the respondents' origins. International respondents reported more negative responses (Yes 17.3%, No 40.6% and Maybe 42.1%) than domestic respondents (Yes 37.5%, No 25% and Maybe 37.5%). The sample size was too small to test age group and educational background.

Respondents were asked if they would still have visited Cairns if the GBR lost its World Heritage status. The great majority (84.2%) of respondents reported that they would visit regardless of the WH status and only 15.8% reported that they would not have visited the region.

Concern over climate change impact on the GBR

A number of questions were asked to identify respondent's concerns about the impact of climate change. A likert scale was employed to rate levels of concern with 1 being the least concerned and 5 being the most concerned. Respondents were generally concerned about the

impact of climate change on the GBR ($m=3.21$). There was a significant difference in responses $\chi^2(3, N = 343) = 13.738, p = .003$. Females reported significantly higher concerns (Not all concerned, 3%, A little concerned 10.8%, Concerned 34.7% and Very concerned 51.5%) than males (Not all concerned, 4.5%, A little concerned 15.9%, Concerned 47.7% and Very concerned 31.8%). Chi square test for independence did not detect significant differences within origin ($p=.682$).

Respondents were also concerned about the impact of climate change on the rainforest ($m=3.17$). Female expressed significantly higher concerns towards the impact of climate change $\chi^2(3, N=343) = 7.883, p=.048$, (Not all concerned, 3%, A little concerned 12.6%, Concerned 37.1% and Very concerned 47.3%) than males (Not all concerned, 5.1%, A little concerned 17.6%, Concerned 44.3% and Very concerned 33%). Chi square test did not detect significant differences within origin ($p=.497$).

Respondents were also concerned about that climate change may lead to the extinction of some Australian animals ($m=3.22$). Female reported significantly higher concerns towards the $\chi^2(3, N=343) = 8.408, p=.038$. Females reported significantly higher concerns (Not all concerned, 3%, A little concerned 10.1%, Concerned 36.3% and Very concerned 50.6%) than males (Not all concerned, 5.7%, A little concerned 17.1%, Concerned 40% and Very concerned 37.1%). Chi square test for independence did not detect significant differences between origin ($p=.435$).

Conclusions

Results indicate that:

- In the most recent survey year that has been a slight decline in the strength of the GBR as a major motivator to visit the region.
- There has been a significant decline in the strength of the Wet Tropics as a motivation to visit the region (from a mean of 4.00 in 2007 to 3.66 in 2012).
- There has been a small decline in interest in the natural environment between 2007 and 2012 (from a mean of 3.90 to 3.72).
- The price of travel to the region remains an important factor in motivations for visiting the region.
- Aboriginal culture is important to a significant number of respondents but consistently ranks about 16th as a motivator.
- Visit a World Heritage Area is an important motivation (mean of 3.23 in 2012) but ranked 11th in importance.
- Results of the questions that asked respondents' reactions to environmental degradation of the GBR are of concern. If water turbidity increases and reduces visibility many respondents would have considered not taking a holiday in Cairns. Similarly, if the GBR suffered a major coral bleaching event only a third of respondents stated that they would have visited Cairns anyway while 50% said they would not have visited. Similarly, a major oil spill would have had a significant impact on visitation with 30% indicating that they would not have visited Cairns.
- While the responses to environmental degradation are of concern the overall impact may be mitigated by proactive marketing that emphasizes other aspects of the destination.
- Loss of the GBR's World Heritage status would have a relatively small impact, with only 15.8% of respondents indicating they would not have visited the destination.

Appendix 1

Survey form for Period 1 (February to June 2012)

1. Are you: ☐ Male ☐ Female

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

3. Please indicate the year you were born: 19 _____

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

- | | | | |
|--|---------------------------------------|--------------------------------------|---|
| <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 the Cairns region?

- ☐ Yes ☐ No If *No*, how many times have you visited? _____

7. How many nights in total will you be away from home this holiday? _____

8. How many nights did you spend in the Cairns region? _____

9. What was your main type of accommodation during your visit to the Cairns region?

- | | | | |
|--|-------------------------------|--|--|
| <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 |

10. During your visit to the Cairns region, where did you stay the most nights? (Select one only)

- | | | | |
|-------------------------------------|----------------------------------|--|-----------------------------------|
| <input type="radio"/> Cairns | <input type="radio"/> Palm Cove | <input type="radio"/> Port Douglas | <input type="radio"/> Daintree |
| <input type="radio"/> Mission Beach | <input type="radio"/> Yungaburra | <input type="radio"/> Cape Tribulation | <input type="radio"/> Other _____ |

11. Where did you find out about the Cairns region? (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"/> Facebook | <input type="radio"/> Phone Apps | <input type="radio"/> Other _____ |

12. Please tell us where you spent your last holiday: _____

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

1) _____ 2) _____ 3) _____

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

- | | | | | |
|---------------------------------|----------------------------------|-------------------------------|------------------------------|-----------------------------------|
| <input type="radio"/> Secondary | <input type="radio"/> Trade/TAFE | <input type="radio"/> Diploma | <input type="radio"/> Degree | <input type="radio"/> Other _____ |
|---------------------------------|----------------------------------|-------------------------------|------------------------------|-----------------------------------|

15. Thinking about your holiday, what was the overall budget for your travel party?

(including airfares, accommodation, tours, and other expenses)

AU\$ _____ How many people does this amount budget for? Adults _____ Children _____

16. During your trip to the Cairns region, please indicate the location(s) that you visited:

- | | | | | |
|--|------------------------------------|---------------------------------|----------------------------------|-------------------------------------|
| <input type="radio"/> Mission Beach | <input type="radio"/> Mareeba | <input type="radio"/> Atherton | <input type="radio"/> Malanda | <input type="radio"/> Kuranda |
| <input type="radio"/> Cape Tribulation | <input type="radio"/> Port Douglas | <input type="radio"/> Innisfail | <input type="radio"/> Yungaburra | <input type="radio"/> Millaa Millaa |
| <input type="radio"/> Mossman Gorge | <input type="radio"/> Daintree | <input type="radio"/> Cooktown | <input type="radio"/> Undara | <input type="radio"/> Ravenshoe |

17. Please indicate how important each feature was in your decision to visit the Cairns region:

	<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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the islands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business/conference/meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk in the rainforest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a World Heritage area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To sample the region's foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To 'party'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. During your visit, did you notice if there were any World Heritage sites in the Cairns region?

- ☐ No ☐ Yes If Yes, what were the names of the World Heritage sites you visited?

19. Did you visit the Great Barrier Reef during this trip to the Cairns region?

- ☐ Yes *Go to next question (Question 20)*
- ☐ No ***Go to Question 27***

20. Was this your first visit to the Great Barrier Reef?

- ☐ Yes ☐ No If No, how many times have you been before? _____

21. Which of the following activities did you participate in? (Select all that apply)

- ☐ Swimming ☐ Helicopter flight ☐ Certified scuba diving ☐ Resort/uncertified scuba diving
☐ Snorkelling ☐ Visiting the islands ☐ Overnight cruise ☐ Viewing marine animals
☐ Sailing ☐ Marine biologist ☐ Diver training course ☐ Glass bottom boat/semi-sub coral viewing

22. On your trip to the Great Barrier Reef, how satisfied were you with the following aspects of your trip?

	<i>Not at all Satisfied</i>	<i>Unsatisfied</i>	<i>Neutral</i>	<i>Satisfied</i>	<i>Very Satisfied</i>
Colour of the coral	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of small fish present	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of large fish present	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeing large marine animals (such as sharks, rays and turtles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of coral cover at the site I visited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The clarity of the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The commentary on the reef by the boat crew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Please tell us what the weather was like on the day you visited.

- ☐ Smooth and sunny ☐ Rough and sunny
☐ Smooth and rainy ☐ Rough and rainy

24. Please indicate if you saw any of the following marine animals. (Select all that apply)

- ☐ Sharks ☐ Turtles ☐ Rays
☐ Dolphins ☐ Dugongs

25. On your trip did you visit:

- An island ☐ Yes ☐ No
A reef pontoon ☐ Yes ☐ No
Outer reef ☐ Yes ☐ No

26. How important to you are the following aspects of your trip to the Great Barrier Reef:

	<i>Not at all Important</i>	<i>Unimportant</i>	<i>Neutral</i>	<i>Important</i>	<i>Very Important</i>
Commentary on marine life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The number of fish I was able to see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colourful corals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the meals served on the boat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly boat crew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Which airline are you using today?

- ☐ Qantas ☐ Jetstar ☐ Virgin Australia ☐ Other _____

28. Do you normally use this airline for holiday transport?

- ☐ Yes ☐ No ☐ Sometimes

29. Did you use the Internet to look for tourist information on Cairns? ☐ Yes ☐ No

30. When booking your trip, did you book any part of it through a shop-front travel agent

- ☐ No ☐ Yes If Yes, what part of your trip? _____

31. When booking your trip, did you book any of the following on the Internet before visiting Cairns? (Select all that apply)

- ☐ Accommodation ☐ Airline ☐ Rental car ☐ Tours ☐ Other _____

32. On the scale below, how would you rate the overall quality of your visit to the Cairns region?

Not satisfactory 1 2 3 4 5 6 7 8 9 10 Highly satisfactory

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

33. Are you likely to return to the Cairns region at some time in the future for a holiday?

- ☐ Yes ☐ No

34. On this trip, did you use a Smartphone?

- ☐ Yes Go to next question (Question 35)
- ☐ No **If NO, there is no need to answer the following questions.**
Thank you for your valuable assistance with this research.

35. Please tell us if you used your Smartphone to look for any of the following any of the following information while in Cairns:

	Yes	No
Travel websites	<input type="radio"/>	<input type="radio"/>
Word of mouth websites (Eg. Trip Advisor or similar)	<input type="radio"/>	<input type="radio"/>
Shop-front travel agents	<input type="radio"/>	<input type="radio"/>
Online travel agents	<input type="radio"/>	<input type="radio"/>
Accommodation websites	<input type="radio"/>	<input type="radio"/>
Tours in Cairns	<input type="radio"/>	<input type="radio"/>

36. While in the Cairns region, did you use your Smartphone to:

	Yes	No
Book accommodation	<input type="radio"/>	<input type="radio"/>
Book tours	<input type="radio"/>	<input type="radio"/>
Find locations such as restaurants and shops	<input type="radio"/>	<input type="radio"/>
Use word of mouth sites	<input type="radio"/>	<input type="radio"/>

Many thanks for your time in completing this survey.

Appendix 2

Survey form for Period 2 (July to September 2012)

1. Are you: ☐ Male ☐ Female

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

3. Please indicate the year you were born: 19_____

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

- ☐ Self-employed ☐ Professional ☐ Retail ☐ Domestic duties
☐ Management ☐ Office/Clerical ☐ Public Service ☐ Manual/Factory worker
☐ Service Industry ☐ Tradesperson ☐ Student ☐ Retired

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

- ☐ Alone ☐ Couple (partner/spouse) ☐ Tour group ☐ Club
☐ Friends ☐ Family with children ☐ With relatives

6. Was this your first visit to the Cairns region?

- ☐ Yes ☐ No If No, how many times have you visited? _____

7. Did you hire a car during this visit to Cairns? ☐ Yes ☐ No

8. Did you take a commercial coach tour on this visit to Cairns? ☐ Yes ☐ No

9. Which airline are you using today?

- ☐ Qantas ☐ Jetstar ☐ Virgin Australia ☐ Tiger ☐ Other: _____

10. Do you normally use this airline for holiday transport? ☐ Yes ☐ No ☐ Sometimes

11. When deciding on which airline to use for your holiday travel, how important are the following factors to you?

	Not at all Important	Unimportant	Neutral	Important	Very Important
The reputation of the airline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost of the flight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having meals included in the fare price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having in-flight entertainment included in the fare price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitable departure times from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitable return flight times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check-in by airline staff, not machines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weight limit allowance on baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to the airline's airport lounge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using frequent flyer points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earning frequent flyer points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of personal service of airline staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What was the main type of accommodation used during your visit to the Cairns region?

- ☐ Motel ☐ Resort/hotel ☐ Backpackers hostel ☐ Holiday apartment/unit
☐ Caravan park/cabin ☐ Camping ☐ Bed & breakfast ☐ Friends/relatives

13. During your visit to the Cairns region, where did you stay the most nights? (Select one only)

- ☐ Cairns ☐ Palm Cove ☐ Port Douglas ☐ Daintree
☐ Mission Beach ☐ Trinity Beach ☐ Cape Tribulation ☐ Other _____

14. Where did you find out about the Cairns region? (Select all that apply)

- ☐ Internet ☐ Tourist guide books ☐ Friends/family ☐ Advertisements in print
☐ Travel Agent ☐ TV documentary ☐ Visitor centres ☐ Advertisements on TV/radio
☐ Been before ☐ Facebook ☐ Apps ☐ Other _____

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

- ☐ Secondary ☐ Trade/TAFE ☐ Diploma ☐ Degree ☐ Other _____

**16. Thinking about your holiday, what was the overall budget for your travel party?
(including airfares, accommodation, tours, and other expenses)**

AU\$ _____ How many people does this amount budget for? Adults _____ Children _____

17. During your trip to the Cairns region, please indicate the location(s) that you visited:

- ☐ Mission Beach ☐ Mareeba ☐ Atherton ☐ Malanda ☐ Kuranda
☐ Cape Tribulation ☐ Port Douglas ☐ Innisfail ☐ Yungaburra ☐ Millaa Millaa
☐ Mossman Gorge ☐ Daintree ☐ Cooktown ☐ Undara ☐ Ravenshoe
☐ Paronella Park ☐ Chillagoe ☐ Palm Cove ☐ Other: _____

18. Please indicate how important each feature was in your decision to visit the Cairns region:

	<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"/>
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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experience life in a tropical city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To visit the region's National Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a World Heritage area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To try local foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To visit local markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. When planning your holidays, do you normally look for destinations that feature nature based experiences?

- ☐ Yes ☐ No ☐ Sometimes

20. Do you prefer to book tours that have environmental accreditation? ☐ Yes ☐ No ☐ Depends on price

21. During your visit, did you notice if there were any World Heritage sites in the Cairns region?
☐ No ☐ Yes → If Yes, what World Heritage sites did you notice? _____
22. Do you consider yourself to be an ecotourist (someone who prefers low impact, conservation-orientated travel in natural areas)?
☐ Not at all ☐ I am interested in nature but don't call myself an ecotourist ☐ Yes, I see myself as an ecotourist
23. Did you visit the Great Barrier Reef during this trip to the Cairns region?
☐ Yes → *Go to Question 24* ☐ No → *Go to Question 31*
24. Was this your first visit to the Great Barrier Reef? ☐ Yes ☐ No
25. When you visited the Great Barrier Reef, which of the following activities did you participate in? (Select all that apply)
☐ Swimming ☐ Helicopter flight ☐ Certified scuba diving ☐ Resort/uncertified scuba diving
☐ Snorkelling ☐ Visiting the islands ☐ Overnight cruise ☐ Viewing marine animals
☐ Sailing ☐ Marine biologist tour ☐ Diver training course ☐ Glass bottom boat/semi-sub coral viewing
26. Overall, how would you rate your Great Barrier Reef experience?
☐ Good ☐ Fair ☐ Poor ☐ Awful
27. If the Great Barrier Reef near Cairns was damaged by a major oil spill, would you still have made this trip to Cairns?
☐ Yes ☐ No ☐ Maybe – depending on the extent of the damage
28. If the Great Barrier Reef was affected by a major coral bleaching event (when the coral dies because of high water temperatures), would you still have made this trip to Cairns?
☐ Yes ☐ No ☐ Maybe – depending on the scale of the damage
29. If the water at the Great Barrier Reef was known to be murky would you have made this trip to Cairns?
☐ Yes ☐ No ☐ Maybe – depending on how murky
30. If the Great Barrier Reef lost its World Heritage status, would you still have made this trip to Cairns? ☐ Yes ☐ No
31. Did you visit the Wet Tropics rainforest during this trip to Cairns?
☐ Yes → *Go to Question 32* ☐ No → *Go to Question 35*
32. Was this your first visit to the Wet Tropics rainforest? ☐ Yes ☐ No
33. What locations did you go to while visiting the Wet Tropics rainforest? (Select all that apply)
☐ Kuranda ☐ Atherton Tablelands ☐ Cape Tribulation ☐ Daintree
☐ Mossman Gorge ☐ Innisfail region ☐ Mission Beach region ☐ Paluma
☐ Waterfalls circuit ☐ Misty Mountains ☐ Tableland Lakes area ☐ Skyrail
☐ Rainforestation ☐ Barron Falls ☐ Daintree Discovery Centre
34. When you visited the Wet Tropics rainforest, which of the following activities did you participate in?
(Please select all that apply)
☐ Hiking ☐ Walking ☐ Film/photography ☐ Bird watching
☐ Viewing scenery ☐ Viewing wildlife ☐ 4WD ☐ Reading site interpretation
☐ Socialisation ☐ General relaxation ☐ Bike riding ☐ Swimming
☐ Visit a zoo ☐ Organised day tour ☐ Camping ☐ White water rafting
☐ Visit info centres ☐ Animal spotting ☐ Small group tour (1-5) people

35. Before this trip did you look for information about the ecosystems in the Cairns region? ☐ Yes ☐ No

36. How would you rate your level of knowledge about climate change?

- ☐ High level of knowledge ☐ Some knowledge ☐ A little knowledge ☐ No knowledge

37. How serious a problem do you think climate change is? (Select one only)

- ☐ Not serious at all ☐ Very serious
☐ A little serious ☐ The biggest *environmental* issue we face
☐ Somewhat serious ☐ The *single* biggest issue we face

38. What do you consider to be the single greatest cause of climate change? (Please state one answer only)

39. Do you believe you can make a meaningful contribution to reducing the impact of climate change? (Select one only)

- ☐ No, it is too big an issue for one person
☐ No, I have tried to change, but it is too difficult
☐ Possibly, but it would require a major lifestyle change that I am not willing to make now
☐ Yes, but sometime in the future
☐ Yes, I am trying to reduce my impacts now in a meaningful way.

40. When selecting a holiday destination do you look for somewhere that is actively protecting its environment?

- ☐ Never ☐ Sometimes ☐ Most of the time ☐ Always

41. On the following scale, please indicate how concerned you are that climate change will:

	<i>Not at all concerned</i>	<i>A little concerned</i>	<i>Concerned</i>	<i>Very concerned</i>
Damage the Great Barrier Reef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Damage the rainforests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lead to the extinction of some Australian animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce my quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. Please tell us the best three aspects of your visit to Cairns.

1. _____
 2. _____
 3. _____

43. Please tell us the worst three aspects of your visit to Cairns

1. _____
 2. _____
 3. _____

44. In your view, is there an experience that would make Cairns a more attractive place to visit?

Many thanks for your time in completing this survey