



Tropical Tablelands Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 208 people who visited the Tropical Tablelands in Queensland between July and September 2007. The project was completed in partnership with Tourism Tropical North Queensland and Tourism Queensland. The project was managed through the Destination Visitor Survey Program (DVS) run by Tourism Research Australia (part of the Department of Resources, Energy and Tourism).

What was the profile of visitors to the Tropical Tablelands?

- Nearly nine in ten visitors (87%) to the Tropical Tablelands were there for holiday/leisure purposes.
- Over three quarters (78%) of visitors were domestic visitors. Of the domestic visitors, one third were from Queensland, 23% from New South Wales, 19% from Victoria, 11% from Western Australia, 9% from South Australia and 5% from other states/territories.
- Over half of visitors (56%) were 55 years or over with a further 18% aged 45–54 years.
- In terms of lifecycle group, nearly two in five visitors (39%) were older non-working singles/couples, 19% older working singles/couples and 25% families.
- The majority of visitors travelled as part of a couple (59%) with 16% each travelling with their immediate family or with friends and/or relatives.
- Just over half (51%) were repeat visitors to the Tropical Tablelands.
- Over half of visitors (52%) used a private vehicle to get to the Tropical Tablelands with a further 34% using a rental vehicle.

What was expected in the Tropical Tablelands?

- The most common reasons why visitors chose the Tropical Tablelands were:
 - To visit the waterfalls and/or lakes (57%)
 - There is a variety of things to see and do (56%)
 - To experience nature (50%)
 - It's a great place to see wildlife (37%)
 - To visit specific attractions (35%)
- The single main reason why visitors chose the Tropical Tablelands was because there were a variety of things to see and do (20%).



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- The majority of visitors expected the following experiences in the Tropical Tablelands:
 - To tour around and explore (96% expected this experience)
 - Nature based experiences (89%)
 - To see wildlife (77%)
 - Relaxation & rejuvenation (77%)
 - To spend quality time with partner/family/friends (77%)
 - To discover or learn something new (76%)
 - To experience our nation's/Australia's history (61%)
 - An adventure (59%)
 - Caravanning and camping (54%)

How did they decide to visit the Tropical Tablelands?

- The majority of visitors (67%) to the Tropical Tablelands decided to visit more than one month in advance, with 22% deciding one–three months before their visit, 17% three–six months before and 28% six months or more in advance.
- Travel books, guides or brochures (49%), internet (36%), previous visits (36%), friends and/or relatives (34%) and tourist office/visitor information centre (25%) were the most popular information sources used.
- Prior to the trip, visitors were most likely to make bookings with airlines (31%), accommodation providers (29%) and car rental companies (23%).
- Two thirds of visitors (67%) made bookings on the internet prior to their trip. Those who made prior bookings on the internet mainly booked air travel (72%), accommodation (70%) and car hire (54%).

Where did they stay and what did they do in the Tropical Tablelands?

- Just over three quarters (76%) of visitors stayed overnight in the Tropical Tablelands. Of the overnight visitors, 31% stayed one–two nights, 41% three–seven nights, 16% eight–fourteen nights and 12% more than fourteen nights.
- The most popular accommodation used by visitors was commercial caravan and camping grounds (41%). A further 20% stayed in standard hotels/motels.
- The most popular activities undertaken in the Tropical Tablelands included general sightseeing (90%), visiting national/state parks (81%), bushwalking (71%), eating out (67%), shopping (61%) and going to markets (57%).
- Towns stopped at in the Tropical Tablelands included Atherton (87%), Mareeba (80%), Malanda (64%), Yungaburra (63%), Kuranda (62%), Ravenshoe (50%), Millaa Millaa (48%), and Chillagoe (15%).
- Other towns stopped at on their trip included Cairns (76%), Port Douglas (56%), Innisfail (51%), Mossman/Mossman Gorge (50%), Daintree (43%), Cape Tribulation (38%), Palm Cove (27%), Tully (26%), Mission Beach (25%) and Cooktown (25%).

How satisfied were visitors with the Tropical Tablelands?

- Tropical Tableland experiences were somewhat better or much better than expected for the following:
 - To tour around and explore (63% rated the experience better than expected)
 - To discover or learn something new (58%)
 - To spend quality time with partner/family/friends (57%)
 - Caravanning and camping (56%)
 - Nature based experiences (54%)
 - Food and wine experiences (54%)
 - To experience our nation's/Australia's history (53%)

- Overall, 58% of visitors were very satisfied with their visit to the Tropical Tablelands. This is the tenth highest ranking of the 65 destinations in the Visitor Profile and Satisfaction database.
- The most important attributes for visitors to the Tropical Tablelands were:
 - Access to national parks/natural attractions ('very important' for 47% of visitors)
 - National parks/natural attractions overall (46%)
 - Lakes and wetlands (38%)
 - Signage (36%)
 - Personal safety and security (34%)
 - Public amenities (33%)
 - Variety of things to see and do (30%)
- The majority of visitors were very satisfied with the following attributes in the Tropical Tablelands:
 - National parks/natural attractions overall (66% of visitors were 'very satisfied')
 - Variety of things to see and do (64%)
 - Access to national parks/natural attractions (62%)
 - Personal safety and security (61%)
 - Friendliness of locals (59%)
 - Lakes and wetlands (58%)
 - Local atmosphere (55%)
 - Information services (52%)
- Of the most important attributes to visitors, the natural attractions (includes national parks, lakes and wetlands), variety and personal safety and security were the attributes visitors were most satisfied with.
- About 65% were very likely to recommend the Tropical Tablelands to others as a destination to visit, with a further 27% fairly likely to recommend it.
- Over half of visitors (54%) were likely to return in the next three years, with 31% likely to return in the next 12 months.

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