

NERP Tropical Ecosystems Hub – Project 10.2 Factsheet

Activities and Preferences of Chinese Visitors to Tropical NQ

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Key messages

- Chinese visitors' favourite places in the GBRWHA are Green Island, followed by Cairns.
- The most popular and frequent activity is spending time at the beach – the reef is also very important.
- The most important regional 'draw-cards' relate to the marine environment – clear oceans, clean beaches, healthy reefs and healthy fish.
- Seeing Australian iconic land species and visiting the wet tropics rainforest is also very important.
- Almost three-quarters of Chinese 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; 70% would not have come if the ocean changed to murky, or there was twice as much visible rubbish (54%).
- 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 Chinese visitors

225 Chinese visitors were surveyed between June 2012 and June 2013, most of them (216) in the Cairns/Port Douglas region.

Just over half of the Chinese respondents (58%) were women, and the majority of those responding (58%) were 20-40 years of age. Visitors mainly came with a tour group (30%), followed by families with children (24%) and couples (21%). Some 27% were employed by government, 17% in manufacturing and 9% in retail. 81% of these respondents had completed university or were currently attending. Most visitors (31%) reported an annual household income of under 20,000 A\$.

For 92% of Chinese respondents this was a first visit to the GBRWHA; 4% already visited once, and 4% had visited 2-4 times previously.

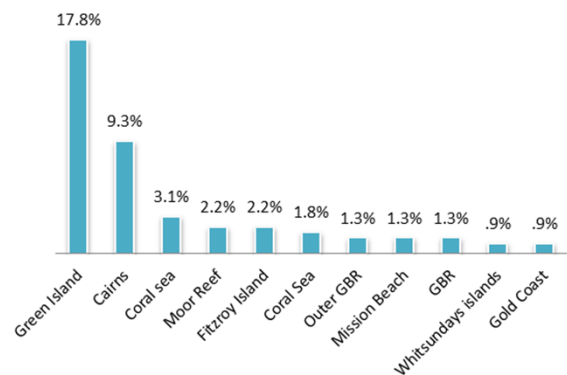


Figure 1. Favorite places in the GBRWHA visited

Where did they go and what did they do?

For 18% of Chinese visitors Green Island was the favorite place to visit, followed by Cairns (Figure 1).

Most respondents spent time on the beach (84%), visiting the beach on average 1.86 times (Figure 2). Many also went to an island (78%), offshore reefs (78%), on a paid boat, or snorkelling/diving (66%), on average once. Very few went fishing (18%) or sailing (13%).

The expenditure of Chinese tourists is not discussed in this summary sheet. Chinese tourists tend to purchase all-inclusive packaged tours and hence were unsure of how much of their package went to different items included in the survey, such as accommodation or tours.

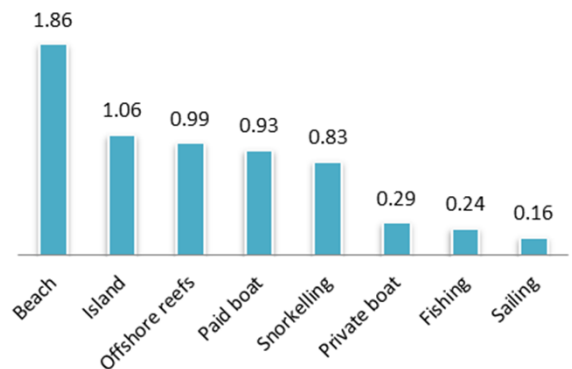


Figure 2. On average, number of times respondents went....

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



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

Ocean water clarity, clean beaches and islands, healthy reefs and healthy fish are very important draw-cards for Chinese visitors to come to the region. However, seeing Australian iconic land species and visiting the wet tropics rainforest, was also important (Figure 3). Respondents expressed high satisfaction with these important factors. The least important factors affecting decisions to visit the area were business, proximity from home and bragging rights.

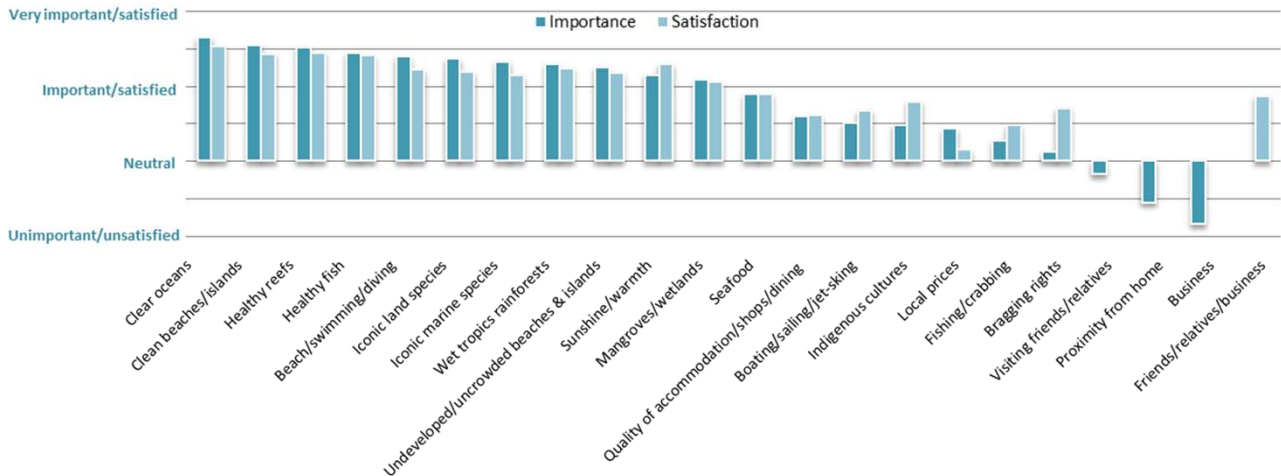


Figure 3. Most and least important 'draw-cards' in deciding to visit the GBRWHA, and satisfaction with those

How would potential changes to the GBRWHA impact their visitation?

Figure 4 below shows the reaction of Chinese respondents to hypothetical changes to the GBRWHA. Almost three quarters (73%) felt that they would not have visited the area at all if there were twice as many oil spills, ship groundings and waste spills, or if the water changed from clear to murky (70%), while about half (54%) said they would not have visited the region if there was twice as much rubbish. Respondents did not seem to be all that bothered by the prospect of increase in local prices or having less chance of catching fish. 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.

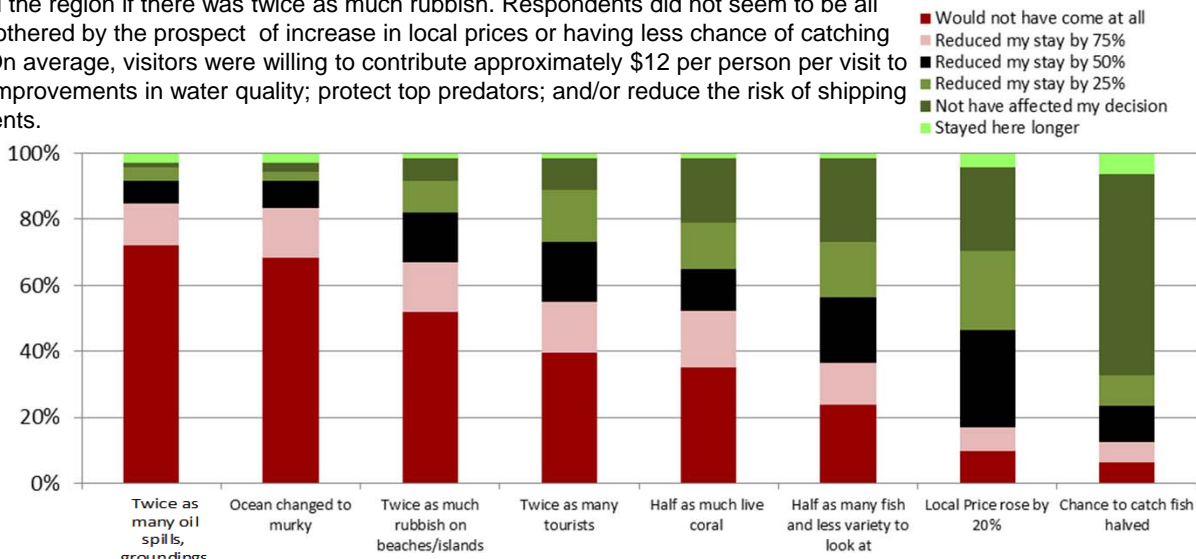


Figure 4. Respondents' reaction to hypothetical changes in the GBRWHA

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:
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