3. DATA COLLECTIONS

3.1 Tourist Composition

3.1.1. 1946-1956

Domestic Tourism: Data on domestic tourism for the above period does not appear to have been collected by any tourism agency - either Commonwealth, State or local. Small surveys may have been undertaken by local chambers of commerce or other such bodies, however no records of such surveys have been found.

A very limited number of reference sources have been cited concerning tourism during the period 1946-1956 and content seems to be restricted to descriptive passages on the tourist areas and attractions available.

A publication "Cairns - A Guide for Residents, Tourists and Business Men - 1938", when discussing tourist traffic says, "without a doubt, the tourist traffic is a highly important industry to the Cairns District. During the winter months thousands of visitors take the opportunity of visiting the "sunny north" in order to escape the rigours of the southern winter". (1938 : p.39). No further information is provided to substantiate the assertion that thousands of visitors visit Cairns. Official guide books published by the Queensland Government Tourist Bureau allude to hundreds or thousands of visitors enjoying the attractions of the Great Barrier Reef Region, however, again no data is supplied.

In 1946, the Queensland Government established the Queensland Tourist Development Board which had as its charter to inquire into and make recommendations in regard to the tourist resources available in Queensland and the resources required for their proper development. In 1947, a report was produced by this Board. The report contains a passage relating to tourist numbers in the Whitsunday areas which reads as follows "the group of Barrier Reef islands of the Whitsunday passage has already been selected by this Board as one of Queensland's outstanding tourist attractions. The tourist traffic to these islands has now grown to approximately 5,000 persons per year....." (Qld. Tourist Board 1947 : p.43).

3.1.3. 1968-1980

Domestic Tourism: In the period 1968-80, three major studies have been undertaken of domestic tourism in Queensland. These three studies were undertaken in 1969-70, 1973-74 and 1978 continuing. Unfortunately, all three studies have employed differing methodologies making comparisons of raw data difficult and trends over time hazardous.

a) Queensland Tourist and Travel Industry. 1969-70. M.J. Gibbings for the Queensland Minister for Labour and Tourism.

The study presents the findings of a large scale sample survey of people on holiday throughout Queensland during the twelve month period extending from October 1969 to September 1970. The study sought to measure the contribution of the tourist industry to the Queensland economy, the characteristics of tourists including their preferences and motivations. The data was analysed by "traveller units per night". That is, one or more persons travelling together and who occupy the same "home" or usual place of residence. Gibbings: 1970 p.6.

b) Survey of Australian Travel. 1973-74. Australian Travel Research Conference. (S.A.T.)

The report was based on a survey conducted over the period July 1973 to June 1974. The survey sought to measure travel patterns in Australia and expenditure by travellers in Australia. The survey was administered to households following travel and included trips returned home from during the previous three months. The primary collection unit was "total trips", trips being defined as a journey of at least one night away from one's normal place of residence.

c) Domestic Tourism Monitor. 1978-continuing. Roy Morgan Research Centre for the Australian Standing Committee on Tourism. (D.T.M.)

The Domestic Tourism Monitor is a continuing survey which seeks to evaluate travel patterns of Australian travellers. Like the 1973-74 Survey, the Domestic Tourism Monitor records trips taken by households after they have returned home. This methodology enables information to be collected on travellers who may have stayed with friends and relations, camped or used non-structured tourist accommodation. The sample size in the Tourism Monitor is more than seven times that used in the 1973-74 Survey.

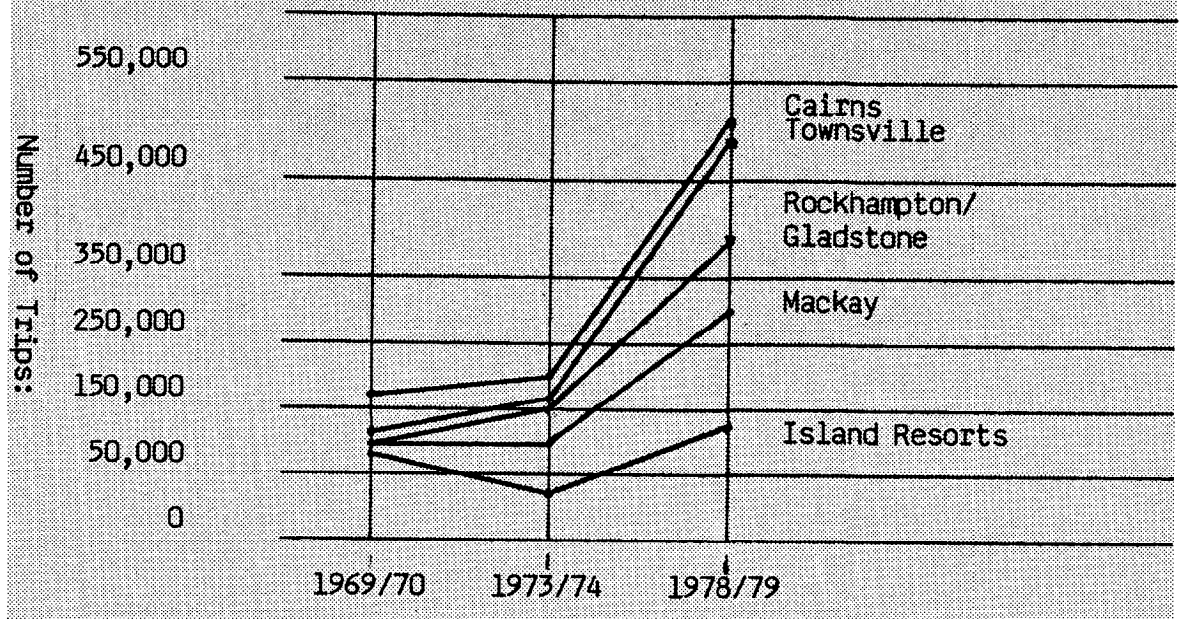
Furthermore, in the 1973-74 Survey, a three month recall period for trips was used. This recall period has subsequently shown that memory loss over a three month period may have led to underestimation of up to 50% of trips of four nights or less.

The Domestic Tourism Monitor uses a recall period of two weeks for trips of one-three nights and two months for trips of four nights or more.

An analysis of the three tourism studies has been undertaken in order to demonstrate the magnitude of tourist traffic to the coastal areas adjacent to the Reef and to the island resorts. However the accuracy of such figures cannot be verified due to the adsence of any comparative data.

Table 2 contains information from the three domestic tourism studies on the total number of trips recorded. Total trips represents a unit of travel and in broad terms may be understood as "total visitors".

Table 2 Total Trips to Tourist Regions in Queensland 1969-1978



Source: Gibbings 1969-70; Survey of Australian Travel 1973-74; Domestic Tourism Monitor 1978 Raw figures (*)

The table indicates that visitor trips have increased on a progressive basis to each segment in the GBR Region since the 1969 survey and provides useful indicator of the volume of tourist traffic to the Region.

(*) Raw Figures	1969	1973	1978
Rockhampton/Gladstone	107 702	154 000	387 000
Mackay	81 284	86 000	290 000
Townsville	113 798	161 000	490 000
Cairns	154 440	191 000	495 000
Island Resorts	69 091	49 000	131 000

The one tourist region which has experienced a more gradual increase in visitor traffic relative to the other areas is "Island resorts". The reasons for this will be outlined in a subsequent section, however, factors such as accessibility, size limitations and cost have a more direct effect on traffic to the island resorts than to other areas in the GBR Region.

In order to place in context the tourist volumes identified in Table 2, Table 3 contains a breakdown of tourist traffic to two other tourist regions in the State, and for Queensland as a whole.

Table 3. Total trips to Queensland, Brisbane and Gold Coast 1969 - 1979

	1969/70	1973/74	1979
Brisbane	256 000	800 000	1503 000
Gold Coast	676 694	1053 000	1526 000
Qld. total	2032 116	4446 000	7814 000

Source: See Table 2

This table shows that for Queensland, Brisbane and the Gold Coast, tourist traffic has increased at substantial rates during the past twelve years. Furthermore, when comparing absolute numbers, the 1978 Domestic Tourism Monitor indicates that tourist traffic to the Brisbane and Gold Coast accounts for approximately 40% of all tourist traffic to Queensland, with the Great Barrier Reef Region accounting for 23% of total tourist traffic.

Domestic Tourism data is a combination of travel patterns recorded by interstate and intrastate visitors. For the purposes of this Data Base Review, information has been obtained on the number of intrastate visitors relative to the number of interstate to Queensland, and to the GBR Region in particular.