

2. THE CONTEXT - TOURISM IN AUSTRALIA

As noted already in this report, the term "tourist" really includes all recreational users of the Reef Region. Therefore, the analysis in this section of the report of the origin of tourists to the Reef Region includes all users, from those who make day trips to those staying on island tourist resorts. The analysis of the origin of tourists in this chapter is separated into descriptions of international tourism and domestic tourism in Australia, Queensland, the mainland adjacent to the reef, and the Reef Region.

2.1 INTERNATIONAL TOURISM

International Tourism to Australia

Visits to Australia by people from overseas topped the one million mark for the first time in 1984 at 1 015 100 visits (Australian Tourist Commission (ATC), 1986a). Preliminary data from the ATC put the numbers of visits from overseas to Australia in 1986 at 1 429 300 (ATC, pers comm.), an increase of 25 percent over the previous year. The economic importance of international visitors is as a source of foreign exchange earnings. Australia experiences a financial deficit as there are more Australian visits overseas each year than overseas visits to this country. In 1984 the ratio was 1.417 million Australians visiting overseas to 1.015 million international visits to Australia (ATC, 1986b).

Having only 0.34 percent of world tourism arrivals (ATC, 1986b), Australia has potential to improve inbound tourist numbers. Increases in recent years are shown on Table 1.

Table 1. International visitor arrivals.

Year	Number of visitors	Percentage change
1979	793 345	
1980	904 558	+14.0
1981	936 727	+3.6
1982	954 674	+1.9
1983	943 900	-1.0
1984	1 015 100	+7.5
1985	1 142 600	+12.5
1986	1 429 300	+25.0

(Australian Tourist Commission, 1986a)

The major data source on international visitors is the Australian Tourist Commission's International Visitor Survey (IVS). This survey relies on data on arrivals and departures provided by the Australian Bureau of Statistics (ABS) to define the population of visitors. A sample of visitors (6 226 in 1984) are interviewed on their departure at international airports. The resulting statistics on visitors to Australia are published annually. The bulk of the following descriptions of international tourism to Australia, Queensland and the Reef Region is drawn from the International Visitor Survey.

The majority of visitors to Australia in 1984 cited "holidays" (43 percent) and "visiting relatives" (27 percent) as their reason for travelling to Australia. Business travel accounted for only 14 percent of visitors, while 17 percent of visitors stated "other reasons" (ATC, 1986a).

New Zealand continues to be the major source of visitor arrivals to Australia, though the percentage of the total arrivals contributed by New Zealand has fallen from 34 percent of arrivals in 1980 to 23 percent in 1984 (ATC, 1981, 1986a).

Table 2. Country of origin of visitors, 1984.

Country.	Number of visitors	Percentage
New Zealand	234 400	23
United States	161 300	16
U.K. & Ireland	149 600	15
Asia	146 700	14
Europe	124 000	12
Japan	87 900	9
Canada	34 500	3
Other	76 700	8
Total	1 015 100	100

(Australian Tourist Commission, 1986a)

The average length of stay in Australia was 30 nights (in 1984). Visitors to Australia may stay at more than one destination during their visit. Visitors spent one or more nights in the various states as shown below (the figures add up to more than 100 percent). Also shown are visitor nights (where the figures add up to 100 percent).

Table 3. States visited, 1984.

State	Percentage of visitors	Percentage of visitor nights
New South Wales	69	31
Queensland	30	21
Victoria	36	22
South Australia	12	6
Western Australia	13	11
Australian Capital Territory	12	4
Northern Territory	6	3
Tasmania	3	2

(Australian Tourist Commission, 1986a)

Information on expenditure by overseas tourists in Australia has been compiled by the Bureau of Industry Economics from IVS data. Foreign tourists spent approximately \$1 030 million directly and contributed a further \$500 million in airfares accruing to Australia in 1981/82. As mentioned previously, Australians travelling overseas caused a larger payment of around \$2 400 million. When this expenditure is adjusted for payments to Qantas and that retained by the Australian travel agents, the net outflow was \$666 million in 1981/82 (BIE, 1984).

Overseas tourism in Australia accounts for around 17 percent of the employment and income produced by tourism in Australia; that was 57 800 jobs and just under 1 percent of Gross Domestic Product (GDP) at factor cost in 1981/82.

International Tourism to Queensland

In 1984, Queensland ranked third of the states after New South Wales and Victoria in terms of the number of international visitors to Australia who visited the state, and also in terms of visitor nights. Around one third of international tourists visited Queensland. The state accounted for over one fifth of the visitor nights (Table 3).

Figures for 1985 put Queensland's share of international visitors at 32 percent of visitors to Australia, or 365 500 people. This is an increase of 61 000 visitors over 1984, and represents a 20 percent increase in international visitors to Queensland (ATC, pers comm.).

Queensland's share of visitor nights remained at 21 percent in 1985, and this represents an increase of half a million visitor nights in 1985 to 6.8 million.

As part of the IVS, visitors are asked if they visited a number of specified locations - the list is not exhaustive of possible locations. For Queensland, the nominated locations along with the percentage of visitors to Australia and the approximate number of visitors this represents (for 1984) are shown in Table 4.

Table 4. Visits by international tourists to specified locations, 1984.

Place visited	Number of visitors	Percentage of visitors to Australia
Brisbane	253 768	25
Gold Coast	172 562	17
Sunshine Coast	111 658	11
Cairns/Green Is/		
Atherton Tablelands	91 356	9
Lone Pine Sanctuary	71 055	7
Townsville/Magnetic Is	60 900	6
Sea World	60 900	6
Curumbin Bird Sanctuary	60 900	6
GBR/Whitsunday Is	60 900	6
Rockhampton/Mackay/		
Beron Island	60 900	6
Coral Reef	50 753	5
Toowoomba/Darling Downs/		
Wineries	40 600	4
Dreamworld	30 452	3
Marybrough/Bundaberg/		
Fraser Island	30 452	3
Outback Queensland	30 452	3
Grundys	20 300	2
Stradbroke/Fraser Is/		
Moreton Island	20 300	2

(Australian Tourist Commission, 1986a)

International Tourism to the Great Barrier Reef

The IVS for 1984 and 1985 records the percentage of visitors who stay in the "Great Barrier Reef Region". This region is defined to include the mainland adjacent to and islands of the Great Barrier Reef (this is not the same as the "Reef Region" used in this report). During 1984, this region attracted 14 percent of international visitors, this being 142 000 people who spent at least one night in the region (ATC, 1986a). Preliminary figures for 1985 indicate this percentage has risen to 16 percent, or 182 700 people (ATC, pers comm.).

The increase of 40 700 people staying in the Great Barrier Reef Region is a 28 percent increase over 1984. The number of visitor-nights spent in the Great Barrier Reef Region is recorded by the IVS at 7 percent of visitor nights in Australia; this being 2.28 million visitor nights in 1985 (ATC, pers comm.).

According to the IVS, around 9 percent of international visitors or 91 000 people in 1984 visited "Cairns/Green Island". Smaller percentages of international tourists visited other locations within the Reef Region. These visits do not necessarily represent an overnight stay. It is not possible to tell from the published figures whether the visitors to Cairns/Green Island and other locations within the Reef Region are the same people or discrete groups, but it is likely that there is considerable overlap between the groups (ATC, 1986a).

The situation in 1980 as recorded by the IVS was that 4.2 percent of international visitors visited Green Island (ATC, 1981). Thus the figures indicate a doubling of visits to the Great Barrier Reef in the vicinity of Cairns. Information on visits to other Reef Region destinations was not sought in that earlier survey.

The development of international airports in Townsville and Cairns in recent years has considerably increased the number of international departures and arrivals through these cities. International flights to Townsville began in 1981 and Cairns International Airport opened in 1984 (though international flights, mainly from and to Papua New Guinea had landed in Cairns prior to 1984).

The following table shows an increase in passenger movements through these airports and includes people arriving in and leaving Australia, and in transit.

Table 5. International passenger movements.

Airport	1980/81	1981/82	1982/83	1983/84	1984/85
Townsville	4 718	14 879	30 324	28 094	23 745
Cairns	14 280	14 784	15 428	26 766	40 948

(Australian Bureau of Statistics, various years)

2.2 DOMESTIC TOURISM

Domestic Tourism in Australia

Tourism within Australia by Australians is termed "domestic tourism". The definition of a tourist presented earlier encompasses day trippers as well as those people on extended trips away from home. The data available on domestic travel for Australia as a whole however, only covers trips of at least one night away from home, and it is this information which is presented here on "domestic travel" in Australia.

As travel is not restricted to holiday travel but includes business travel and travel for other reasons, it is not surprising that a large amount of domestic travel occurs within Australia. The number of domestic trips estimated for 1985/86 was 54.1 million trips (Queensland Tourist and Travel Corporation (QTTTC), per comm.).

The growth in domestic trips averaged 3.6 percent annually over the years 1978/79 to 1983/84, but has slowed recently.

Table 6. Australia, domestic travel.

Year	Number of trips	Percentage change
1978/79	45 809 000	
1979/80	48 916 000	+6.8
1980/81	51 754 000	+5.8
1981/82	52 663 000	+1.7
1982/83	52 961 000	+0.5
1983/84	54 757 000	+3.4
1984/85	54 100 000	-1.1
1985/86	54 120 000	+0.03

(Queensland Tourist and Travel Corporation, various years)

The major source of information on domestic travel in Australia is the Domestic Tourism Monitor (DTM), a national survey funded by the State and Commonwealth Governments. This survey has been undertaken annually since 1978/79.

The survey is conducted within a weekly omnibus survey of households. All trips completed by respondents in the two months prior to the survey are recorded. The sample size used for the survey (75 616 in 1984/85) is sufficient to obtain acceptable estimates of trips on a statewide basis and for large regions but the reliability of estimates for small regions such as the "Reef Region" is relatively low. The definition of a trip used in the DTM is;

"a stay of one or more nights, but less than three months away from home. It includes a journey of at least 40 km from home, for any reason - holidays, business, to visit friends and relatives - except where the journey is related to such things as semi-permanent employment". (QTTC, 1985a)

The destination recorded is the main destination (the place where most nights are spent). The travel information is recorded for persons over 14 years of age (QTTC, 1985a).

The Australian Bureau of Statistics (ABS) conducted a one-off survey of domestic travel and tourism for 1983. This survey was conducted by personal interview of approximately 35 000 people who travelled during the year. Twelve monthly samples were conducted in which all trips returned from in each month were recorded. A "person trip" was defined as;

"a journey in Australia which involved a person aged 15 or over staying away for at least one night from a usual place of residence" (ABS, 1985b).

Thus the ABS survey and the DTM cover basically the same population and use basically the same methodology (differences may be most evident in the sampling adopted).

It is not surprising the ABS estimate of 52 million trips during 1983 is close to the DTM estimate of 54.7 million for 1983/84. The origin and destination of trips by state is shown in Table 7.

Table 7. Number of domestic trips, 1983/84.

	Domestic Tourism Monitor		Australian Bureau of Statistics	
	origin	destination	origin	destination
New South Wales	19 038 000	19 689 000	18 201 000	18 998 000
Victoria	14 931 000	13 103 000	14 139 000	12 724 000
Queensland	9 825 000	10 159 000	8 539 000	8 822 000
South Australia	4 173 000	4 224 000	4 438 000	4 447 000
West Australia	3 974 000	4 079 000	4 459 000	4 395 000
Tasmania	1 499 000	1 644 000	1 097 000	1 264 000
ACT	750 000	919 000	1 017 000	795 000
Northern Territory	567 000	596 000	236 000	279 000
Unstated		344 000		402 000
Total trips	54 757 000	54 757 000	52 126 000	52 126 000

(Queensland Tourist and Travel Corporation, various years; ABS, 1985b)

The major findings of the ABS survey relate to purpose of trip, transport, accommodation and duration for all domestic travel in Australia.

The ABS survey found that the main purposes for trips were holiday or recreation (42 percent) visiting friends or relatives (35 percent) and work or business (16 percent). Trips for "other" purposes made up 7 percent of all trips (ABS, 1985b).

The main mode of transport used was car. The ABS survey found that 80 percent of trips were made by car. Other transport modes provided minor proportions of transport as follows; aircraft 5.6 percent, trains 4.5 percent, buses 3.7 percent, other 5.8 percent (ABS, 1985b).

Homes of friends or relatives provided the majority of accommodation (52 percent) with hotels or motels providing 16 percent, caravan parks or camping grounds providing 11 percent, rented houses or flats providing 6 percent and "other" facilities providing 15 percent of accommodation (ABS, 1985b).

Short trips of 1 or 2 nights constituted over half (56 percent) the number of trips. One night trips alone made up 31 percent of trips while trips of 2 to 7 nights constituted a further 56 percent of trips. Longer trips of 8 to 14 nights (8 percent), 15 to 21 nights (3 percent) and more than 21 nights (2 percent) made up a small portion of all trips (ABS, 1985b).

Thus a picture of domestic travel in Australia emerges where most trips are short in duration and for the purposes of holidays but where the majority of travel occurs outside "tourist facilities" with most travel being by car and most accommodation being found with friends and relatives.

In order to measure expenditure by domestic tourists, the BIE commissioned a major survey throughout Australia. The survey was conducted by telephone and respondents were asked to record their expenditure on trips in the previous two weeks. The sample size was 22 063 persons. The total expenditure reported has been adjusted for imports, transfers and taxes. Estimates were made for employment and income generated.

A total of 52.3 million trips and 89 million day trips were estimated for 1981/82. Total direct expenditure by people who undertook overnight trips was \$8 200 million and expenditure by day trippers was \$1 800 million. A further \$1 100 million was spent on travel related equipment (for example, second homes and vehicle costs).

Approximately 282 000 jobs were generated by domestic tourist expenditure. This was 4.3 percent of Australia's workforce. Tourism expenditure by Australians represented 3.9 percent of GDP at factor costs. (BIE, 1984).

Domestic Tourism in Queensland

It is possible to describe the total number of domestic tourists, both daytrippers, and people staying away one or more nights, for Queensland due to the existence of two complementary data sources. The DTM, described previously (QTTC, 1985a), provides information on trips involving at least one night away from home. A recent survey undertaken for the Queensland Tourist and Travel Corporation (QTTC, 1985b) investigated the important daytrip segment of domestic tourism in Queensland.

Discussion of the DTM information on travel involving at least an overnight stay is presented first. This data is a subset of that for Australia as a whole and may be compared with that in the previous section. The second topic in this section is daytrip participation by Queensland residents.

Trips overnight or longer

Queensland attracted 20 percent of trips (with at least an overnight stay) made in Australia in 1984/85 and was the third most visited state after New South Wales (34 percent) and Victoria (23 percent) (preliminary figure, QTTC, 1986). Domestic travel with Queensland as a destination is predominately intrastate with 80 percent of Queensland trips originating in the state in 1984/85. Queenslanders generated 8.5 million trips in their own state in 1984/85 with a further 2.1 million trips being made to Queensland from other states. (QTTC, 1986a). The growth of travel within Queensland is shown on Table 8. Preliminary figures show virtually no growth during 1985/86.

Table 8. Queensland trips, origin and destination.

Year	Trips with Queensland as origin	Trips with Queensland as destination	Percentage change - trips with Queensland as destination
1978/79	7 587 000	7 765 000	
1979/80	8 702 000	8 720 000	+ 12.3
1980/81	8 850 000	8 960 000	+ 2.7
1981/82	9 118 000	9 625 000	+ 7.4
1982/83	9 312 000	9 737 000	+ 1.2
1983/84	9 825 000	10 159 000	+ 4.3
1984/85	10 170 000	10 600 000	+ 4.3
1985/86	n.a.	10 610 000	0

(Queensland Tourist and Travel Corporation, various years)

The most popular trip purpose was for pleasure/holiday (45 percent) followed by visiting friends or relatives (26 percent), business (16 percent). A range of other purposes make up 13 percent of trips. (QTTC, 1985a).

As for Australia as a whole, car, private and rented, was overwhelmingly the most used transport in Queensland, being used for 81 percent of trips. Air (9.8 percent), bus (5.4 percent) train (2.8 percent) and other transport (1 percent) were also used. (QTTC, 1985a).

The most popular form of accommodation used on trips to and within Queensland was the house of friends or relatives (42 percent). In descending order of use, other accommodation facilities used were; hotel/motel/guest house (28 percent), caravan park/camping ground (14 percent), rented/own flat or house (13 percent) and other (3 percent) (QTTC, 1985a)

The largest single number of trips (32 percent) were only of one nights duration. Together trips of one and two nights away from home make up 57 percent of all trips. Trips of 2 to 7 nights constitute 54 percent of trips, 8 to 14 nights 9 percent of trips, 15 to 21 nights 3 percent of of trips and trips of over 21 nights make up 3 percent of all trips. (QTTC, 1985a)

For the purposes of the DTM, Queensland has been divided into 15 regions. These are listed below along with the estimated number of trips to each region and the percentage of trips to/within Queensland (1983/84). Because the sampling adopted for the DTM is not suited to producing reliable statistics for small regions, the figures in Table 9 should be treated as indicative only.

Table 9. Trips to Queensland regions, 1985/86.

Region	Number of trips	Percentage of trips
Gold Coast	2 069 000	19.5
Brisbane	2 398 000	22.6
Sunshine Coast	1 395 000	13.1
Gympie/Maryborough	562 000	5.2
Brisbane Valley/Hinterland	350 000	3.2
Toowoomba/Stanthorpe	1 040 000	9.8
Bundaberg	212 000	1.9
Rockhampton/Gladstone	620 000	5.8
Mackay	329 000	3.1
Whitsunday Islands	85 000	0.8
Townsville	592 000	5.5
Cairns	690 000	6.5
Northern Barrier Reef Islands	32 000	0.3
North West Queensland	82 000	0.7
Central/South West Queensland	154 000	1.4
Total	10 610 000	100.0

(Queensland Tourist and Travel Corporation. Preliminary figures)

According to the BIE study of tourism expenditure, Queensland gained a quarter of all domestic tourism expenditure. This was higher than the proportion of trips with Queensland as a destination recorded in the BIE study (19 percent). Around \$2 096 million was spent in Queensland in 1981/82. (BIE, 1984)

Day trips

An estimated 60.5 million visitor days were spent in day trips in Queensland in 1984/85. This figure (unlike other data presented) includes children. Adult day trippers represent around 80 percent of day trippers or around 48 million visitor days (QTTC, 1985b).

The QTTC definition of a day trip can be summarized as;

"a day outing lasting more than four hours and covering at least one meal period where the trip is mainly for pleasure, recreational or educational purposes." (QTTC 1985b)

This definition is less restrictive than that adopted by the BIE and thus more trips are recorded as daytrips. Data were collected by personal interviews as part of an omnibus survey. A total of 7 693 interviews were conducted of people who had taken day trips and the sample was stratified to provide representation over Queensland regions (QTTC, 1985b).

The origins and destinations of day trips were estimated as shown in Table 10. Ten regions were defined within Queensland for this survey. Eighty percent of day trips were intra-regional.

Table 10. Day trips, Queensland regions.

	Number of trips origin	destination	Percentage by destination
Gold Coast	5 788 000	9 145 000	15.1
Brisbane/Ipswich	36 755 000	29 903 000	49.4
Sunshine Coast	1 927 000	3 818 000	6.3
Darling Downs	2 567 000	2 906 000	4.8
Maryborough/Bundaberg	1 898 000	1 614 000	2.7
Rockhampton/Gladstone	2 726 000	2 765 000	4.5
Mackay/Whitsunday	1 247 000	1 278 000	2.1
Townsville/Bowen	1 777 000	1 905 000	3.1
Cairns/Tablelands	4 081 000	3 966 000	6.6
Western Queensland	1 312 000	1 320 000	2.2
Not Stated	453 000	1 911 000	3.2
Total	60 531 000	60 531 000	100.0

(Queensland Tourist and Travel Corporation, 1985b)

The activities undertaken on day trips have been grouped under a number of headings. Visiting friends and relatives emerged as the most popular activity providing 26 percent of visitor days. Table 11 describes visitor days for activities classified into eight categories.

Table 11. Main day trip activities, 1984/85.

Activities	Percentage of visitor days
Visit friends/relatives	25.9
Beach/water related	21.0
Picnic/BBQ	9.0
Pleasure shopping	8.7
Driving, sightseeing, walking, cruise, flight, tour	12.1
Spectator sport	5.9
Entertainment, theme park, showground, rodeo, fair	5.3
Other	12.1
Total	100

(Queensland Tourist and Travel Corporation, 1985b)

Day trip destinations reflected the activities undertaken, with the beach being popular (19 percent), along with parks and recreation grounds (14 percent) but the major destination was a private home (35 percent of visitor trips).

Car was the main means of transport taken on day trips supplying 88 percent of transport (private 87 percent, rented 1 percent). Other transport was; bus/coach (4.5 percent), rail (1.8 percent), other (6 percent).

Expenditure by people on day trips was estimated from the survey. A total of \$1 123 million was estimated to have been spent according to the categories listed in Table 12.

Table 12. Expenditure, Queensland day trips, 1984/85.

	\$ million	Percentage
Food, meals, snacks, beverages	416	37.1
Pleasure shopping	177	15.7
Excursion packages	82	7.3
Admission fees, hire charges	55	4.9
Bus, train, taxi, local transport	27	2.4
Souvenirs, cigarettes, camera, film etc	17	1.5
Car use (estimated based on distance travelled)	349	31.1
Total	\$1 123	100.0

(Queensland Tourist and Travel Corporation, 1985b)

Domestic Tourism to the Great Barrier Reef and Adjacent Mainland

The Queensland coastal cities and towns from Bundaberg north lie adjacent to the Reef Region. These centres are tourist destinations in their own right and also contain the majority of vessels and air services which provide access to the Reef Region.

It cannot be claimed that the tourist infrastructure and economic activity in coastal centres is totally due to the presence of the reef. Other attractions (the hinterland, the weather), visits to friends and relatives and business also generate travel to coastal North Queensland. The contribution of the Great Barrier Reef in drawing tourists to the adjacent mainland can only be hinted at in some attitudinal and market research studies that have been undertaken and this is a subject requiring further research.

It is worth considering tourism in mainland regions for two reasons. Most importantly, a proportion of the tourists to this area are attracted directly or indirectly by the presence of the Great Barrier Reef. Secondly, statistics for the "Reef Region" alone, have only recently become available. Investigation of any trends over time will have to draw on data available over a longer time period on visitation to the Reef Region and adjacent mainland. Information is presented on both domestic travel and day trips.

Trips overnight or longer

In a report prepared for the Great Barrier Reef Marine Park Authority, Claringbold et al. (1984) assembled the sparse data available and estimated that there had been a forty fold increase in visitation to the Reef Region and adjacent mainland over the period 1946 to 1980. Though subject to differences in methodologies involved in producing statistics over time, this figure indicates a significant increase in popularity of the area as a tourist destination.

It is not claimed that this type of increase is unique to this region. The world and Australia as a whole have seen an increase in propensity to travel over the post-war period due to factors including, increases in disposable income, leisure time and car ownership and decreased relative prices of transport and services.

The only comparable data on domestic travel to the Reef Region and adjacent mainland is that which arises from the Domestic Tourist Monitor, which has been conducted using standard methodology since 1978/79.

Unfortunately, the DTM is not suitable for use with small population sizes, it is a survey designed to determine national and state wide trends, and the sample size is insufficient to allow accuracy for small areas. A number of "DTM regions" (Rockhampton/Gladstone, Mackay, Whitsunday Islands, Townsville, Cairns, Northern Barrier Reef Islands), make up the Reef Region and adjacent coast. The sample taken for each of these regions is too small to generate reliable data on visitor numbers. If the data reported on visitor numbers to each DTM region are added together, a more reliable measure is gained, but one which still requires caution in interpretation. The DTM figures for 1978/79 to 1985/86 are listed in Table 13 below, together with standard errors.

Table 13. Trips to the Reef Region and adjacent mainland

	Estimated number of trips*	Approximate standard error**	Approximate range of trip numbers
1978/79	1 689 000	+160 000	1 529 000 to 1 849 000
1979/80	1 986 000	+190 000	1 796 000 to 2 176 000
1980/81	1 576 000	+160 000	1 416 000 to 1 736 000
1981/82	2 354 000	+200 000	2 154 000 to 2 554 000
1982/83	2 218 000	+200 000	2 018 000 to 2 418 000
1983/84	2 048 000	+190 000	1 858 000 to 2 238 000
1984/85	2 290 000	+200 000	2 090 000 to 2 490 000
1985/86	2 348 000	+200 000	2 148 000 to 2 548 000

*DTM regions 42 to 47

**Approximated based on information on standard error of DTM, Appendix B, Queensland Tourist and Travel Corporation, 1985a.
(Queensland Tourist and Travel Corporation, various years)

From the data in Table 13 (where it must be stressed standard errors are approximated only) the trend in visits is an increase in latter years over the 1978/79 visits. Around 2.3 million visitor trips per annum are made to this area. This constitutes approximately 23 percent of trips in Queensland and 4 percent of trips in Australia, based on 1984/85 data.

Day trips

Day trip origin and destination within Queensland regions was presented in Table 10. The regions adjacent to and including the Great Barrier Reef are; Rockhampton/Gladstone, Mackay/Whitsunday, Townsville/Bowen and Cairns/Tablelands. Over 9 million day trips were made with these regions as a destination in 1984/85. These regions together contributed 16 percent of Queensland day trips by origin and destination.

2.3 SUMMARY

This section has been organized to allow tourism in the Reef Region to be seen in some perspective in terms of tourism in Australia and Queensland. The information on tourist numbers and expenditure highlights the trends occurring and which are likely to affect Reef Region tourism.

Generally there is growth in all areas of tourism. It is unfortunately difficult to compare tourism across the elements of international and domestic, and for Australia, Queensland, and the Reef Region, because of the different units in which it is measured (number of people, number of trips and number of visitor days). Nevertheless, the data presented show the trends for each of the populations investigated.

International visits to Australia have increased by 26 percent in total over the five years to 1985. Over the same time, international visits to Queensland grew by 51 percent. Australians are travelling more, domestic travel increased by 10.5 percent over the five years to 1984/85 and domestic travel with Queensland as a destination was up by 21.5 percent over the same five years.

Table 14. Trip numbers and visitor nights*.

Australia		
	Trips	Visitor nights
International	1 142 600	32 600 000
Domestic	54 120 000	248 700 000
Total	55 262 600	281 300 000

Queensland		
	Trips	Visitor nights
International	365 500	6 846 000
Domestic	10 610 000	58 250 000
Total	10 975 500	65 096 000

Great Barrier Reef and adjacent mainland		
	Trips	Visitor nights
International	182 700	2 282 000
Domestic	2 348 000	15 130 000
Total	2 530 700	17 412 000

*International figures for 1985, Domestic figures for 1985/86.
(Australian Tourist Commission, 1986; Queensland Tourist and Travel Corporation, preliminary figures)

Tourism in Australia, international plus domestic, contributed 5.2 percent of employment (340 000 jobs) and 4.8 percent of GDP at factor cost. The expenditure (net of indirect taxes and imports) which produced this effect was \$7 000 million in 1981/82 (BIE, 1984).

In Queensland, which received a quarter of this expenditure (\$2 270 million net), tourism contributed 7.7 percent of the State's employment in 1981/82 (76 600 people) (BIE, 1984).

Recent years have seen a steady increase in travel and tourism in Australia. The significant event of the devaluation of the Australian dollar in late 1984 is predicted to keep more Australians in Australia and to make this country more attractive to overseas tourists. Preliminary data presented in this chapter confirm an increase in overseas visitors. There was virtually no change in the number of domestic trips recorded for 1984/85 and 1985/86, however visitor nights spent in domestic travel rose by 3% for the period.

None of the published data presented in this chapter provide adequate information on visits to or expenditure in the Reef Region. A description of Reef Region tourism has been completed based on studies of components of Reef Region tourism. This report now turns to more direct focus on Reef Region tourism by first presenting a summary of Reef Region tourism and then considering the component parts of reef tourism activity.