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# **THE IMPACTS OF CYCLONE LARRY ON TOURISM IN THE MISSION BEACH, TULLY AND THE ATHERTON TABLELANDS REGION**



**James Cook University, Cairns  
Tourism Program  
Research Report**

Fay Falco-Mammone  
Ali Coghlan  
Bruce Prideaux

**November 2006**



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**Cover Photograph:**

Cyclone Larry Rainforest Damage at Henrietta Creek Campground in the Palmerston National Park (Courtesy of Melody Nixon, Probe)

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## **Executive Summary**

This report discusses the results of the research designed to investigate the immediate and longer term effects of Tropical Cyclone Larry on the tourism industry between Cairns and Cardwell. The project focused on the cyclone affected areas of Mission Beach, Tully and the Atherton Tablelands/Cairns Highlands.

The phase of the project reported in this publication is divided into two sections. The first section investigates the perceptions and motivations of tourists who visited the cyclone affected area several months after the event, whilst the second section reports on the perceptions of respondents in major source markets of Brisbane and Sydney. In this phase of the research adverse impacts on future intentions of visitors are investigated and respondent's reaction to post Cyclone Larry marketing campaigns are examined. The second phase of the research will be undertaken in 2007 and will investigate the long term impact of Cyclone Larry in the study region and in southern markets.

### **SECTION 1: Visitors Perceptions of Cyclone Larry**

This part of the study was designed to gather a range of information including:

- Socio-demographic profiles of visitors to TNQ
- Travel patterns in the cyclone affected area
- Main sources of information regarding the impacts of Cyclone Larry
- Travel motivations and the importance of local tourist attractions in destination selection
- Perceived and actual impacts of the cyclone on travel experiences, and
- Impacts of Cyclone Larry on trip satisfaction.

### **SECTION 2: Perceptions of Cyclone Larry in Major Source Markets**

This part of the study was designed to gather a range of information including:

- Knowledge of Cyclone Larry and information sources used
- Holiday planning decisions and attractive features of TNQ, and
- General travel motivations.

The main data collection tool in section one was an on-site survey designed to collect the information discussed above. The cyclone affected regions of Tropical North Queensland (TNQ) (primarily Mission Beach, Tully, and the Atherton Tablelands) were the focus of a

large number of questions in the survey and a total sample of 276 surveys was collected from these three sites.

## **RESULTS: SECTION 1**

### **Socio-Demographics**

- The sample consisted of 53.5% females and 46.5% males.
- Age groups were mostly 20 to 29 year olds (21.3%) and an even spread of 30 to 60 year olds.
- The most common occupations were retired/semi-retired (25.1%), professionals (21.8%), students (12.9%) and self-employed people (9.2%).
- 68% of respondents were domestic visitors – Victoria (23.5%), other Queensland (14.9%), and New South Wales/ACT (14.2%).
- 32.5% of respondents were international visitors - United Kingdom (14.3%), USA/Canada (6.0%), and Europe (7.1%).

### **Travel Patterns and Planning**

- 50.4% of respondents were repeat visitors to the region, of whom 90% were domestic tourists.
- Visitors mainly travelled as couples (45.8%), with family (22.9%), with friends (16.6%) or alone (10.3%).
- Most respondents (54%) were planning on staying in TNQ for 4 to 14 days; many (35%) were also planning longer holidays in the region.
- Most visitors stayed in a caravan park/cabin (36.7%), in backpacker hostels (17.0%) and holiday apartments/units/houses (13.0%).
- Private/rented vehicles (53.1%) and fly/drive (25.6%) were the dominant modes of travel to TNQ.
- The majority of respondents arrived from the south (57%), although this did vary according to the survey location, especially for the Tablelands and Mission Beach.

### **Information Sources**

- The most popular sources of information for TNQ visitors were tourist guide books (31.3%), friends/family (23.9%), visitor information centres (18.0%) and the Internet (15.6%).

### Trip Planning and Travel Routes

- Trip planning strategies varied between respondents, with 30% making plans day-to-day, 25% organising most of their itinerary before the trip, 24% planning some of their itinerary before their trip and 15% using information obtained on-site.
- The most popular WTWHA locations were Mission Beach/Tully/Cardwell.

### Sources of Information on Cyclone Larry

- The most prominent source of information for all visitors was TV news programs (43.2%), followed by newspapers (19.9%), friends/relatives in North Queensland (13.0%) and radio (9.3%).
- The main sources of information for *domestic visitors* were TV news (92.1%), newspapers (44.2%), friends/relatives in TNQ (26.1%) and radio (23.6%).
- *International visitors* mainly heard about the cyclone's impacts from TV news (63.8%), newspapers (19.1%) and the Internet (17.0%).
- Only 16.6% of visitors (n = 44) said they had seen the post Cyclone Larry promotions, and of these, 27.7% (n = 12) said that these promotions had encouraged them to visit the region.

### Motivations and Attractions

Respondents rated the following motivations for visiting the region as important to very important. The mean score for each motivator is provided in brackets:

- Rest and relax (1.68)
- Climate (1.74)
- Visit the rainforest (1.83)
- Experience natural environment (1.89)
- Visit islands and beaches (2.00)
- See Australian wildlife (2.10)
- Visit the Great Barrier Reef (2.17)

### Perceived Impacts of Cyclone Larry

- 54.9% of respondents thought that Cyclone Larry impacted “a little”, while 27.5% believed that there was “no impact”, and 17.6% said the cyclone had “very much” *impacted on the region's tourism industry*.
- Open-ended questions on the same topic showed that the main individual impacts visitors perceived were on:
  - Natural landscape (n = 147)



- Accommodation/Food and Beverage (n = 93)
  - Infrastructure/Facilities (n = 71)
  - Access (n = 62)
  - People (n = 61)
  - Attractions (n = 54)
- Over three-quarters of the visitors (78.5%) indicated there was *some visible damage to the rainforests*, while a further 16.5% indicated there was *little visible damage*. Only 5.0% said there was *no visible damage* at all.
- Only 15.7% of visitors indicated that the cyclone influenced their itinerary. The main changes were that they *couldn't travel to Dunk Island* (n = 7), while other visitors *shortened their trip* or *moved to other regions faster than planned* (n = 10) due to the impacts in the cyclone affected region.

### **Satisfaction**

- Overall satisfaction of visitors' holiday in TNQ revealed that visitors were very satisfied (46.9%) and satisfied (49.6%) with their holiday.
- The majority said that the cyclone *had not impacted* (57.9%) or *had impacted very little* (33.5%) on their satisfaction. Only 8.6% indicated that the cyclone had a *great impact* on their satisfaction.
- When asked in what ways Cyclone Larry had influenced their holiday satisfaction, visitors indicated that there were no influences (n = 53), while others said that weather/raining/climate change (n = 32) and devastation to trees/rainforest damage (n = 27) had influenced satisfaction.
- A total of 20 respondents stated they would stay in the cyclone affected areas if facilities such as camping (22%), activities (20%), food and beverage (18%), shopping (16%) and accommodation (11%) were improved.
- An overwhelming 89.9% said they would recommend TNQ and 71% said they would visit the region even if there were no rainforests anywhere in TNQ.

### **RESULTS: SECTION 2**

The main data collection tool in section two was an off-site survey conducted in Sydney and Brisbane. It was designed to complement the on-site survey, collecting information from potential visitors to TNQ. A total sample of 397 valid surveys was collected from the two sites.

**Socio-Demographics**

- The gender distribution of this sample was similar to that of the on-site survey sample, consisting of 45.5% males and 54.5% females.
- Nearly a quarter of respondents were in the 40 to 49 year old category (24%), with relatively few respondents over the age of 60 years (12%).
- Occupations were mainly self-employed (15.8%), professionals (13.5%), retired or semi-retired (13.5%) and students (13%).
- A large percentage of respondents were living with a spouse/partner and children (38.5%), or with a partner and no children (25.5%).
- Respondents were mainly from Brisbane (48%) or Sydney/NSW areas (42.5%). Other respondents were from Tasmania (n = 6), Western Australia (n = 4), South Australia (n = 1), Victoria (n = 1) and Tropical North Queensland (n = 3). Seven international respondents were from North America (n = 2), New Zealand (n = 2), United Kingdom (2) and France (n = 1).

**Awareness of Cyclone Larry**

- Over 90% of respondents had heard of Cyclone Larry.
- Of the 25 respondents who had not heard of TC Larry, 23 were in the Sydney sample, indicating a greater awareness in Queenslanders than interstate residents.
- Common sources of information regarding TC Larry were TV news broadcasts (83%).
- Other sources: newspapers (33.3%), radio (31.1%) and word of mouth from friends or relatives living in TNQ (10%) - particularly by those respondents from Brisbane (14%).

**Visitation to TNQ Region**

- 67% of respondents had visited TNQ at some point in the past - Brisbane (73%), Sydney (60%).
- The majority of visits occurred within the last five years (M = 6.25 years since last trip).
- Sydney respondents had, on average, visited Tropical North Queensland more recently (4.5 years ago) than Brisbane respondents (7.5 years ago).
- 73% said they had considered Tropical North Queensland as a destination in their holiday plans.
- 99% of respondents also said that they would still consider TNQ as a holiday destination even after the effects of Cyclone Larry.
- When asked to consider future visitation, respondents were almost equally divided between the near future (less than a year), in the next year, and the indefinite future.

### **Post Larry Promotional Campaign**

- Over 60% of respondents said they were not aware of TTNQ's post Larry promotional campaign. However, the 38% who had seen the advertisements mostly agreed that they had been encouraged to consider TNQ as a holiday destination.
- Again, there were slight differences between the Sydney and Brisbane samples, as the former were less aware of the promotional campaign, and less likely to be encouraged to visit TNQ as a result of the campaign.

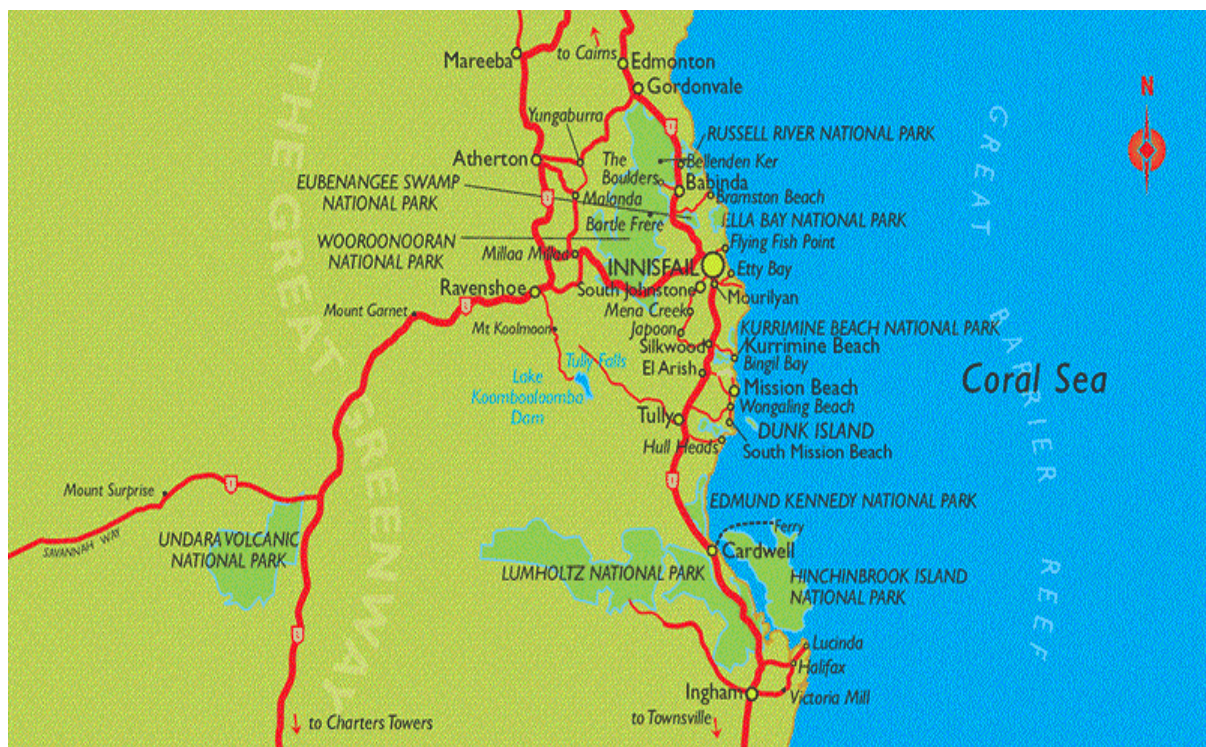
### **Features Attracting to TNQ**

- The features that might attract visitors to TNQ, despite the potential impacts of Cyclone Larry included:
  - Coastal and marine environment 43.4%
  - Weather 23.6%
  - Terrestrial environment/Landscape 18.5%
  - Tropical lifestyle/atmosphere 12.0%

# 1.0 Background of the Research

## 1.1 Introduction

The impacts of natural disasters on tourism has been the focus of many industry and research reports, often with the objective of helping the local tourism industry to rebuild after an event, and developing management plans to help reduce the potential impacts of natural disasters. This report forms part of a larger project that aims to understand the immediate and longer term effects of a tropical cyclone, Cyclone Larry, on the tourism industry between Cairns and Cardwell. The project focuses on the cyclone affected areas of Mission Beach, Tully and the Atherton Tablelands/Cairns Highlands (see map, Figure 1). This particular segment of the project looks at visitor experiences in an attempt to understand their travel behaviour in areas where tourism resources were heavily impacted by the passage of the cyclone.



**Figure 1: Map of Region – Ingham to Cairns and Atherton Tablelands**

(Source: Queensland Maps, <http://www.queensland-australia.com/>)

First, it is necessary to briefly review the cyclone and its impacts, as well as provide a short profile of the tourism industry in these areas.

## **1.2 Tropical Cyclone Larry**

Tropical Cyclone Larry (TC Larry) struck the Innisfail region of Tropical North Queensland early on March 20, 2006. The cyclone continued to build in intensity right up to its landfall where it reached the highest category on the scale – Category 5. TC Larry made landfall near the town of Innisfail between 6.20am and 7.20am on Monday morning. As it made landfall, wind gusts of over 294km/hour were recorded near Innisfail at Mt Bellenden Ker (Bureau of Meteorology, 2006).

The immediate impacts of the cyclone were felt on communities from Mareeba in the North, to Tully in the South and West beyond Ravenshoe and Mt Garnet. Significant damage occurred to houses, businesses and industry, utilities, infrastructure (including road, rail and air transport systems, schools, hospitals and communications), crops and state forests in the affected areas (Davidson, 2006). An aerial assessment, carried out on 23 March (Bureau of Meteorology, 2006), indicated the following damage:

- Innisfail had damage to 59% of homes, 35% damage to private industry, 25% government buildings, ie schools.
- In Silkwood, 99% homes lost roofs or suffered structural damage and homes south of Silkwood also suffered damage.
- Kurramine Beach had 30% of homes damaged while 15% of private industry was damaged.
- Bingil Bay had 30% of homes damaged but no damage to industry.
- Mission Beach had 30% of homes damaged, 20% damage to private industry and 45% damage to caravan parks.
- South Mission Beach had 20% of homes damaged and 20% damage to private industry damage.
- El Arish had damage to 30% of homes and 50% damage to industry.
- East Palmerston had 70% of homes damaged but no government buildings were damaged.

Innisfail's sugar and banana industries, and the tourism industry at Mission Beach, Tully, the Atherton Tablelands and other surrounding areas, were dramatically affected by the damage to crops, rainforest, buildings and services caused by the cyclone. Overall, the crop losses, infrastructure and damage to homes, as well as the post cyclone clean up is estimated to be between \$200 million and \$400 million (ABC News Online, 2006; The Courier Mail, 2006). This figure does not include damage to the rainforest and loss of tourism capital that results from such damage.

### **1.3. Overview of the Region's Tourism Industry**

The last point made above is an important one, since much of the local tourism industry is based upon the natural resources of the area. Mission Beach and Tully are both frequent stopovers on the East Coast route from the Cairns region to Brisbane or Sydney. They are popular destinations for international backpackers as well as for domestic tourists as they travel up the coast towards Cairns. The main attractions are the "golden beaches" of the region, Dunk Island, the meeting of the two World Heritage Areas (rainforest and reef) and a range of adventure activities including bush walking, wildlife spotting, white water rafting, fishing, swimming and snorkelling.

Tully, internationally known as a white water rafting site, attracts many adventure tourists on their way to or from Cairns. Tully also attracts significant numbers of working tourists (mainly backpackers), who stay in the area to pick fruit, such as bananas, on a year round basis. Mission Beach attracts both domestic and international tourists seeking tropical rainforests, beaches, and natural coastal settings. Mission Beach is also well known for its native wildlife, particularly the cassowary (see photograph, Figure 2), Dunk Island and its beaches. It is also a popular location for skydiving.

The Atherton Tablelands on the other hand, generally attracts day tripping visitors mainly from Cairns but also from the Townsville region. The attraction of the region is built around its proximity to Cairns, quaint country towns and attractions including Lake Tinaroo, Crater Lakes, markets, waterfalls, botanical and rainforest walks and a wide range of accommodation. According to a study of the local tourism industry's view of the Atherton Tablelands, the image is based on waterfalls and lakes, rainforest, wildlife, scenery and the hospitality of the locals in this rural environment (Williams, 2004).



**Figure 2: Cassowary at Etty Bay Beach and Tourists at Mission Beach**

Tourists who visit both areas are a mixture of domestic and international tourists, many of whom are backpackers, travelling on a fly/drive itinerary or free and independent travellers. Much of what is known about the Tropical North Queensland tourism market comes from studies carried out in Cairns. Queensland attracts well over half (62%) of Australia's international backpacker visitors with the North, including Cairns, attracting the highest percentage of backpackers (68%) on a state wide basis. The results of these studies generally suggest that the majority of these backpackers were under 30 years of age, British or European, students and on incomes of less than \$20,000 per year (Prideaux, Falco-Mammone & Thompson, 2006). Of these, approximately half do not speak English well or at all, making them potentially more vulnerable to tourism disasters such as tropical cyclones (Measham, 1999).



## 1.4. The Post Cyclone Tourism Industry

### 1.4.1 *The State of Tourism in the Region*

As discussed in the previous section, the region's tourism industry has developed with a focus on nature and nature based activities. TC Larry impacted heavily on the natural landscape in the region, damaging much of the rainforest (see Figure 3). Additionally, the cyclone damaged a significant level of the region's buildings and infrastructure. For example, the Environmental Protection Agency (EPA) reported that up to 73 parks and forests in the region were affected, with an estimated cost of \$10 million in damage to infrastructure and resources (Environmental Protection Agency, 2006). Many heritage buildings were severely damaged, the majority of walking tracks were closed, roads were damaged, and road signage was destroyed. The damage to resources in the region has resulted in a loss of both attraction factors as well as a reduction in the ability for the region to host visitors.



**Figure 3: Rainforest Damage at Henrietta Creek Picnic Area**

### 1.4.2 *Visitor Numbers from Visitor Information Centres*

The accredited Visitor Information Centres (VICs) in the region collect visitor numbers for each of their locations. The Mission Beach VIC generally attracts the highest number of visitors within the cyclone affected region. The Mission Beach VICs visitor statistics for the current and previous two years are displayed in Table 1. The 2006 visitor numbers



are listed for the period of January to May only (keeping in mind that TC Larry impacted on 20 March).

The data in Table 1 reflects the state of visitation to the Mission Beach region. The origins of visitors are sorted from highest to lowest visitor numbers.

**Table 1: Mission Beach Visitor Information Centre Statistics**

<b>Origin of Visitor</b>	<b>2006 (Jan – May)</b>	<b>Percentage of Total for 2006</b>	<b>2005 (Jan – Dec)</b>	<b>2004 (Jan – Dec)</b>
United Kingdom	864	23.2	4376	4498
Other Europe	858	23.1	6032	6178
Qld within 400km	391	10.5	1840	2663
Qld outside 400km	369	9.9	2358	2471
New South Wales	303	8.1	2999	2471
USA & Canada	224	6.0	1374	1258
Victoria	152	4.1	2631	3030
Local	151	4.0	481	-
Other	142	3.8	2339	2200
Other Overseas	136	3.6	2104	635
Other Asia	68	1.8	364	184
New Zealand	33	0.8	533	625
Japan	25	0.7	217	384
<b>Total Visitors</b>	<b>3716</b>	<b>100.0</b>	<b>27648</b>	<b>26597</b>

(Source: Mission Beach Visitor Information Centre, 2006)

In comparison, the visitor numbers for the January to May period (2006) account for only 61.5% of the previous year's visitors (see Table 2). For the months during and immediately after TC Larry (shown in bold in Table 2), the visitor numbers account for only 43.7% of the previous year's visitor numbers for the same period. Consequently, there has been a considerable decrease in visitor numbers at Mission Beach following TC Larry.

**Table 2: Mission Beach VIC Statistics – January - May 2006**

<b>Months</b>	<b>2006</b>	<b>2005</b>
January	1193	1260
February	1105	931
<b>March</b>	<b>743</b>	<b>1353</b>
<b>April</b>	<b>675</b>	<b>1860</b>
<b>May</b>	<b>930</b>	<b>2154</b>
<b>Total Visitors</b>	<b>4646</b>	<b>7558</b>

(Source: Mission Beach Visitor Centre, 2006)

Cairns to the north suffered little physical damage and airport arrivals in fact climbed after the cyclone indicating that visitors were able to distinguish between those parts of the TNQ region that were affected and those that were not. The impact of Cyclone Monica which struck an extensive area of Cape York Peninsula several weeks after Cyclone Larry appears to have had an adverse impact on the Cape. However, the lack of significant and widespread damage to buildings may have mitigated the impact of this cyclone on intentions to visit the north. There has been no research to indicate the extent of the possible impact of Cyclone Monica on intentions to travel and visitor perceptions.

## **1.5 Managing Tourism in the Wake of Tropical Cyclones**

Tropical Cyclone Larry is one of seven cyclones to have hit the North Queensland region in the last 10 years. The other six were - Cyclone Justin (Cat. 2) in 1997, Cyclone Rona (Cat. 2) in 1999, Cyclone Tessi (Cat. 2) and Cyclone Steve (Cat. 2) in 2000, Cyclone Fritz (Cat. 1) in 2004 and Cyclone Monica in 2006. All of these cyclones has had some impact on the region between Townsville and Cape York. Often the cyclones caused destruction of crops, homes, severe flooding, road closures and loss of power. Only in the case of Cyclone Steve, however, was there a report of the loss of tourism revenue due to cancellations and loss of infrastructure.

As a result, a significant amount of effort has been put into ensuring that communities are aware of and prepared for tropical cyclones. Much of this research has been carried out by the Centre for Disaster Studies at James Cook University as part of the Tropical

Cyclone Coastal Impacts Program. In terms of tourism analysis, several reports exist on backpacker awareness of cyclones, and the preparedness of accommodation providers.

The results suggest that backpackers in the area have little or no cyclone awareness. Their travel patterns, based on small independent groups, often travelling by car, make them especially vulnerable to poor cyclone preparedness. Many accommodation providers in the Cairns area had experienced at least one cyclone, although no major ones, and were not too concerned about cyclone impacts on life or property. As a result, their level of preparedness was low. In terms of business, however, there were concerns about the effect of weather conditions and the influence of poor media-related images of the area after the event (Kuehlbrandt, 2000).

According to the Handbook on Natural Disaster Reduction in Tourist Areas (WTO, 1998), the main post cyclone concerns for the tourism industry are the restoration of normal activities and repair or reconstruction of damaged tourism plant and infrastructures. Relaunching and revitalising tourism is dependent on how well the tourism site is portrayed in the media and how well the tourism industry develops and spreads positive messages to key markets that the destination is back in operation.

After Cyclone Larry, considerable energy was put into a media recovery program. The State Government pledged \$250,000 to promote the region as open for business (TTF, 2006) while Tourism Tropical North Queensland (TTNQ) and Tourism Queensland (TQ) launched a nation wide media campaign advertising Post Larry special promotions with the local tourism industry. A Tourism Transport Forum (TTF) media release, issued shortly after the passing of the cyclone, encouraged tourists to visit the area suggesting that Cyclone Larry was expected to have only a short-term effect due to the resilience of the domestic tourism market and the passion that Australians have for North Queensland. The Federal Government also funded several projects to investigate the impacts of Cyclone Larry on the tourism industry and assist industry to recover in a short period of time.

## 2.0 Objectives of the Research

The objective of this study is to build on existing knowledge of the effects of cyclones on the local tourism industry, and extend this knowledge into new areas. The review in the previous section highlighted the resilience of the domestic market to cyclone-induced impacts, the low level of cyclone awareness among international backpackers and the role of the media in rebuilding the industry after the event. Each of these factors appears to be important in determining the resilience of the tourism industry in cyclone affected areas.

This report is divided into two sections and is based on two visitor studies. The first section concerns the perceptions and motivations of visitors to the cyclone affected areas. The second section investigates the perceptions of respondents who are not from the area, but who are planning a holiday (to any destination) within the next year, and who may have heard about the impacts of Cyclone Larry through local and national media reports. These two studies aim to investigate:

### **SECTION 1: Visitors Perceptions of Cyclone Larry**

- Socio-demographic profiles of visitors to TNQ
- Travel patterns in the cyclone affected area
- Main sources of information regarding the impacts of Cyclone Larry
- Travel motivations and the importance of local tourist attractions in destination selection
- Perceived and actual impacts of the cyclone on travel experiences, and
- Impacts of Cyclone Larry on trip satisfaction.

### **SECTION 2: Non-visitor Perceptions of Cyclone Larry**

- Knowledge of Cyclone Larry and information sources used
- Holiday planning decisions and attractive features of TNQ, and
- General travel motivations.

The results of the two sections will be reported separately. A brief overview of the different methodologies is provided first, as a preface to the type of comparative work that can be undertaken in this type of research.

### **3.0 Methodology**

For this study, two surveys were developed to capture information about travel patterns of visitors (Survey 1 – see Appendix A) and perceptions of non-visitors (Survey 2 – see Appendix B).

#### **3.1 Survey No. 1: On-Site Visitors**

The survey (see Appendix A) consisted of a comprehensive range of questions including demographics, trip planning and routes, information sources, budget and expenditure, activities and satisfaction. The questions were structured using 3-point and 5-point Likert scales for pre-determined variables and a number of open-ended questions. The cyclone affected regions of Tropical North Queensland (TNQ) (primarily Mission Beach, Innisfail, Tully, and the Atherton Tablelands) were the focus of a large number of questions in the survey.

##### ***Sample and Procedures***

A convenience sampling approach was taken on the survey collection days. Interviewing was conducted on weekdays and weekends during June 2006, approximately 3 months following Cyclone Larry. Only English-speaking, domestic and international visitors to the region were given the self-administered questionnaire to complete. Participation was entirely voluntary and all responses were anonymous.

Experienced interviewers approached visitors at several different locations in the cyclone affected region. A total valid sample of 276 surveys was collected. The locations and sample distributions are listed in Table 3.

Additionally, interviewers asked the respondents to indicate their direction of travel. The majority of respondents (61.7%) indicated they had come from the South, while another 27.7% travelled from the North.

**Table 3: Survey Locations and Sample Sizes**

<b>Location</b>	<b>Specific Site</b>	<b>Sample</b>
<b>Mission Beach</b>	Wet Tropics Visitor Information Centre Beachcomber Coconut Caravan Village Scotty's Beach House (backpackers)	141
<b>Tully</b>	Visitor Information Centre	7
<b>Lake Barrine</b>	Lake Barrine Teahouse	77
<b>Cairns</b>	Cairns Coconut Caravan Resort	51
<b>Total Sample</b>		<b>276</b>

### **3.2 Survey No. 2: Potential Visitors**

The second survey (see Appendix B) asked respondents the same socio-demographic and motivational questions as the first survey. In addition, the second survey asked the respondents if and when they had visited TNQ, if and how they had heard about Cyclone Larry, and how this information and subsequent promotional efforts have affected their (potential) travel decisions to TNQ.

#### ***Sample and Procedures***

A convenience sampling approach was taken on the survey collection days. Surveys were distributed at two off-site locations, the Brisbane Ekka and the Sydney International Boat Show, both held in mid-August 2006. These locations were chosen as they represent key source areas for visitors to Tropical North Queensland and were expected to provide a reasonably large sample of respondents with an interest in outdoor recreation and/or travel, and who had some discretionary income. The surveyors approached individuals at each site and asked them a filter question, "Are you planning on taking a trip or holiday in the next year?". If respondents said yes, the survey was administered. A total of 397 valid surveys were collected from the two sites with 196 from Sydney and 201 from Brisbane.

### **3.3 Limitations of the Studies**

There are several limitations to this study that need to be considered whilst reviewing the results and discussion. First, it should be noted that the ability to generalise the data collected in this study is restricted, as the interviewing locations and samples sizes were limited by time and budget constraints. Therefore, the visitor profiles of the sample are typical only of those location types. Additionally, the interviewing period represented only a snapshot of the entire tourism season, and no allowances have been made for seasonality within the data set.

## 4.0 Results: Survey No. 1

### 4.1 Perceptions and Behaviour of Visitors

The following results refer to data collected through the surveys distributed at the sites impacted by Cyclone Larry.

#### 4.1.1 Socio-demographics

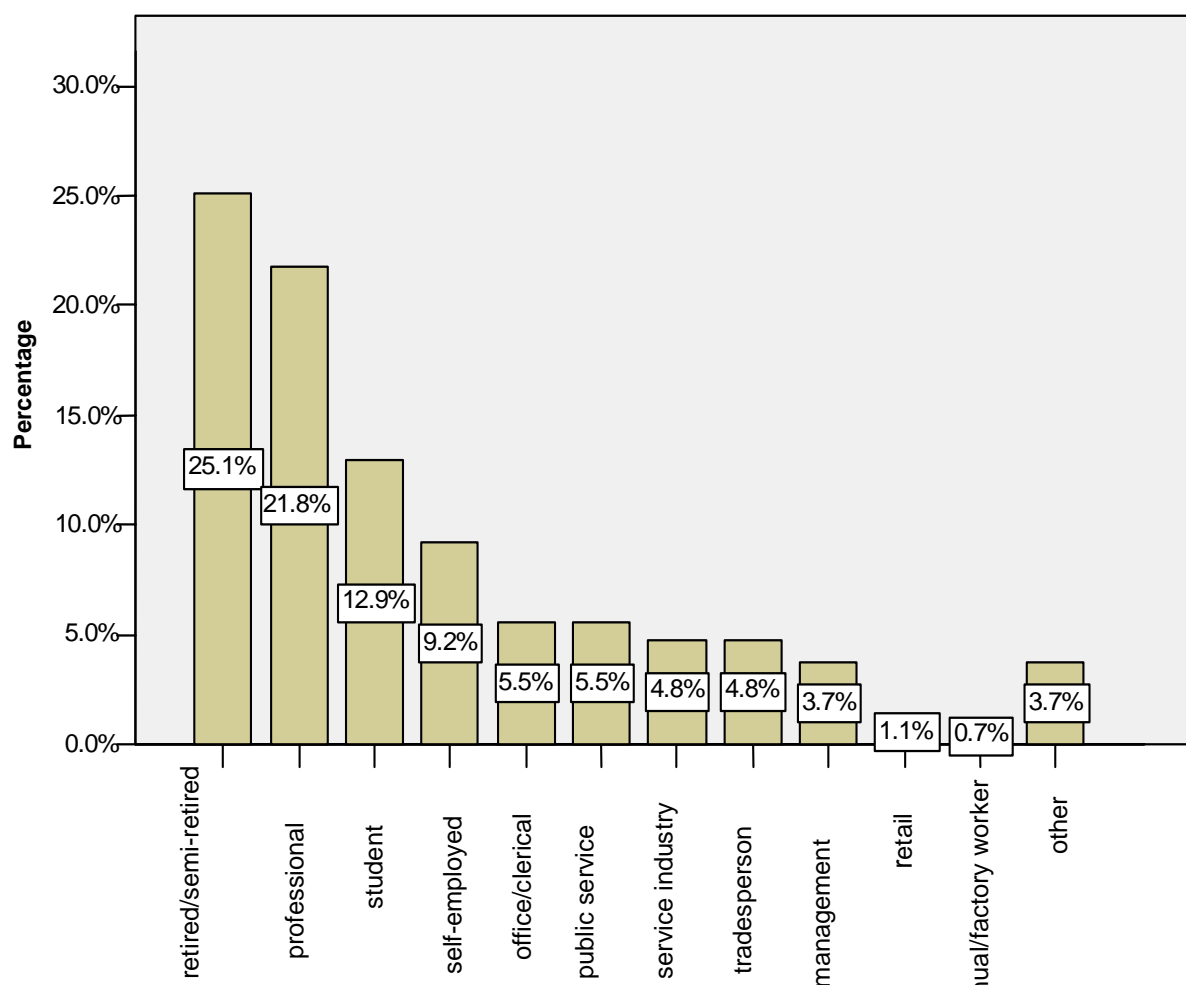
The sample consisted of 53.5% females and 46.5% males. The age of visitors was spread across the different groups, with the 20 to 29 year old group representing the highest percentage (21.3%) as shown in Table 4.

**Table 4: Survey 1: Age Groups**

<b>Age Groups</b>	<b>Frequency</b>	<b>Percentage</b>
Under 20 years	17	6.3
20 – 29 years	58	21.3
30 – 39 years	43	15.8
40 – 49 years	47	17.3
50 – 59 years	43	15.8
60 – 65 years	38	14.0
Over 65 years	26	9.6
<b>Total</b>	<b>272</b>	<b>100.0</b>

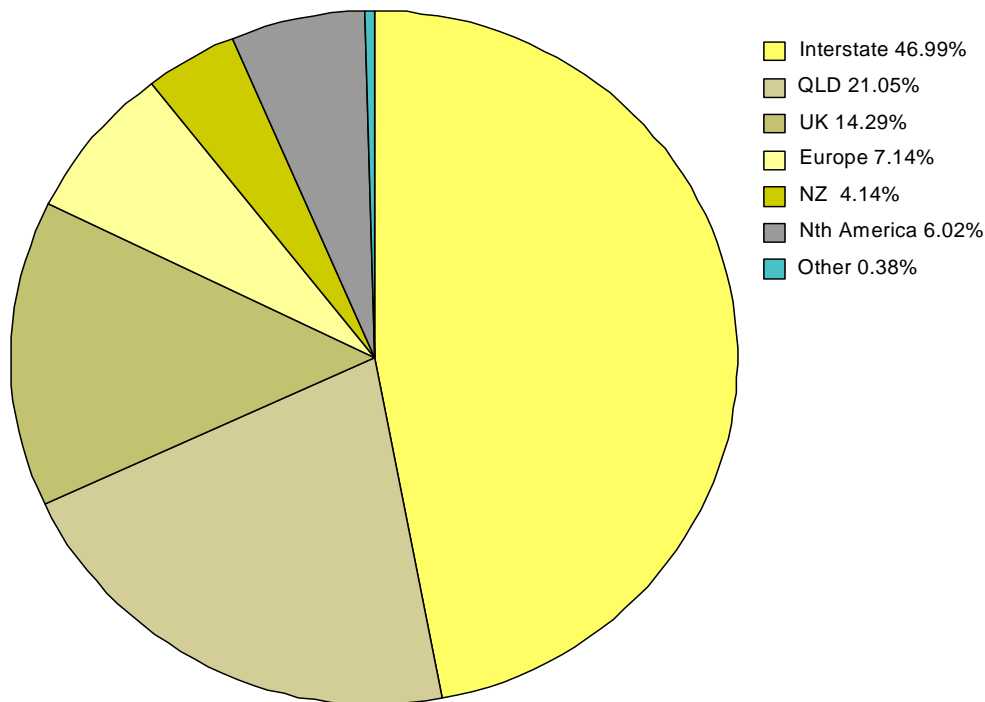
The main occupations for visitors, as displayed in Figure 4, were retired/semi-retired (25.1%), professionals (21.8%), students (12.9%) and self-employed people (9.2%).





**Figure 4: Survey 1: Visitors' Occupation**

The sample consisted of 68% domestic visitors and 32.5% international visitors as shown in Figure 5. Visitors from Victoria (23.5%), other Queensland (14.9%), and New South Wales/ACT (14.2%) were the main domestic visitors to the region. International visitors were largely represented by those originating from the United Kingdom (14.3%), USA/Canada (6.0%) and other Europe (7.1%).

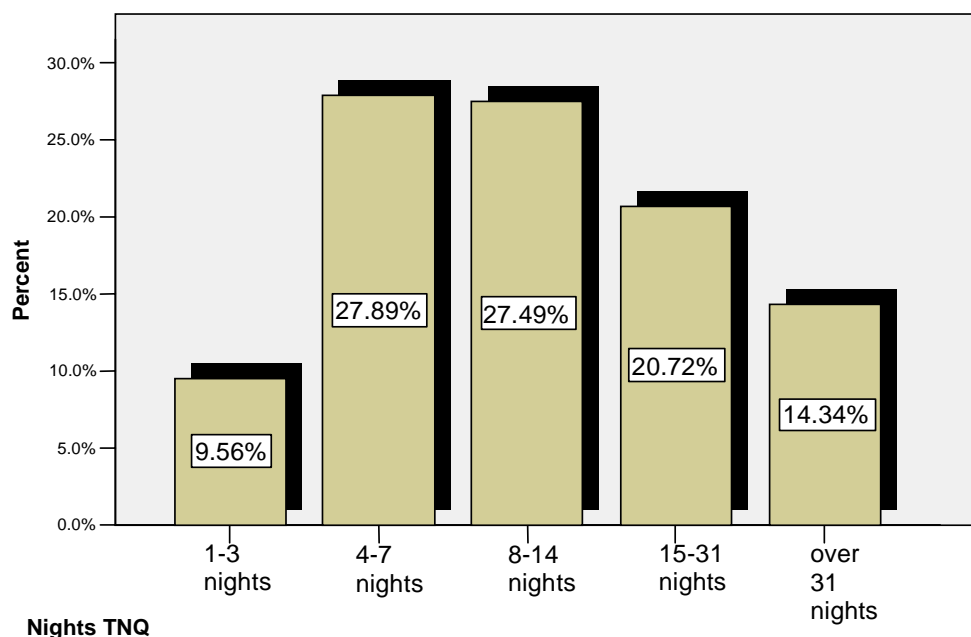


**Figure 5: Survey 1: Visitor Origin**

#### **4.1.2 Travel Patterns and Planning**

Visitors were asked if this was their first visit to Tropical North Queensland. Slightly more than half of the respondents were repeat visitors to the region (50.4%), with the remaining visitors (49.6%) travelling in the region for the first time. Domestic visitors were much more likely than international visitors to have visited Tropical North Queensland previously and of the figures given above for repeat visitors, 90% were domestic visitors.

Visitors mainly travelled as couples (45.8%), followed by family (22.9%), with friends (16.6%) or alone (10.3%). Figure 6 shows the distribution of the number of nights that visitors stayed in TNQ. Whilst the majority of respondents (54%) were planning on staying in TNQ for four to 14 days, many were also planning longer holidays in the region. Further analysis showed that of the 14% who were staying for more than one month, 16 respondents were staying for two months or more, and the longest stay in TNQ was one year.



**Figure 6: Survey 1: Visitor Nights in Cairns Region**

Table 5 shows that the main type of accommodation that visitors stayed in during their visit to the region was a caravan park/cabin (36.7%). Other visitors stayed in backpacker hostels (17.0%) and holiday apartments/units/houses (13.0%).

A chi-squared statistical analysis revealed that different nationalities used different types of accommodation; whilst 70.0% of respondents from Queensland used caravan parks, stayed with friends or relatives, or in holiday apartments, 67.0% of interstate visitors stayed in caravan parks or in holiday apartments. 55.0% of respondents from New Zealand stayed in caravan parks or resorts, 63.0% of respondents from the UK stayed in backpacker hostels, 84.0% of European respondents stayed in backpackers or caravans parks, and 62.0% of North American respondents stayed in hotels/motels or backpackers.

**Table 5: Survey 1: Main Type of Accommodation**

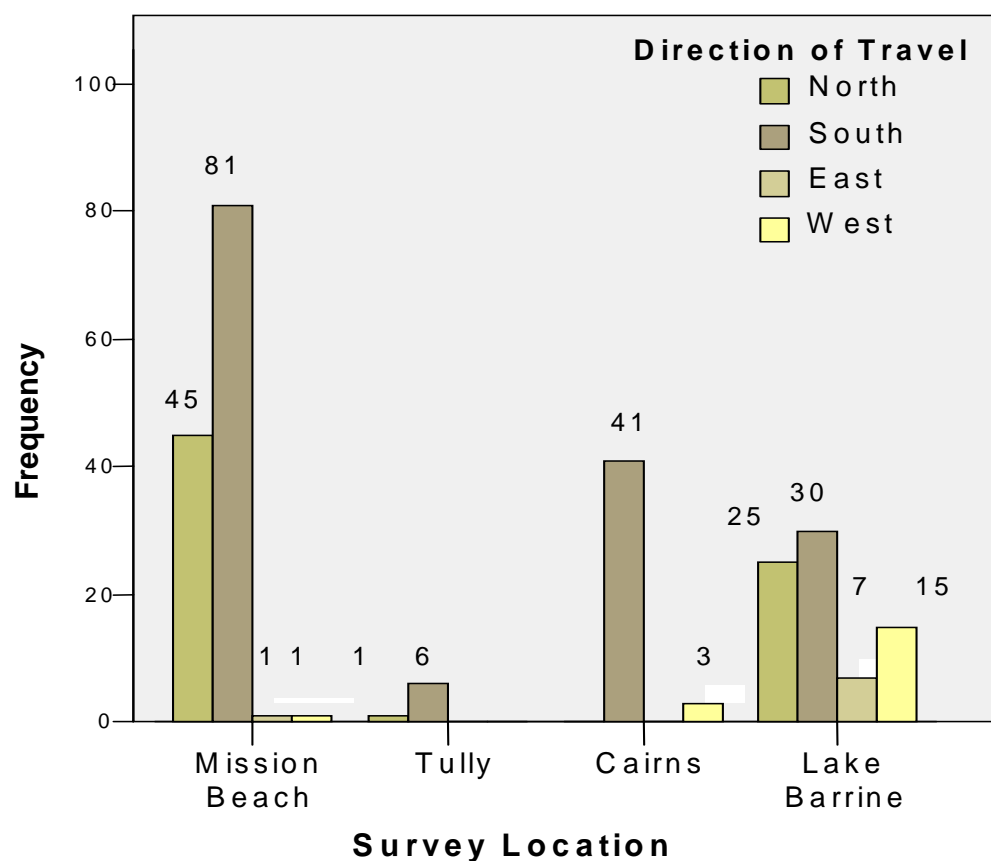
Accommodation	Overall Percentage	Percentage by Origins					
		QLD	Inter-state	NZ	UK	EU	USA/ Canada
Caravan park/cabin	37.0	36.5	50.0	36.0	8.0	37	6.0
Backpacker hostel	17.0	2.0	4.0	9.0	63.0	42	32.0
Holiday apartment/ unit/house	13.0	15.5	17.0	9.0	10.5	0	6.0
Friends/relatives	9.6	19.0	7.0	9.0	5.0	5	12.0
Hotel/motel	8.5	11.5	8.0	9.0	0	0	32.0
Resort	7.8	9.5	9.0	19.0	2.5	0	6.0
Camping	5.9	2.0	3.0	9.0	10.5	16	6.0
B & B	1.5	4.0	2.0	0.0	0.0	0.0	0.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Respondents were asked to indicate their main form of travel to TNQ. As shown in Table 6, private/rented vehicles (53.1%) were the dominant modes for travelling to TNQ. A further quarter of the visitors (25.6%) travelled by fly/drive. Again, domestic visitors were significantly more likely than international visitors to fly/drive or use a private or rented car to travel to the region, whilst British and North American visitors were the most likely to use package tours or take the coach ( $\chi^2=89.524$ ,  $p=0.00$ ).

**Table 6: Survey 1: Transport to TNQ**

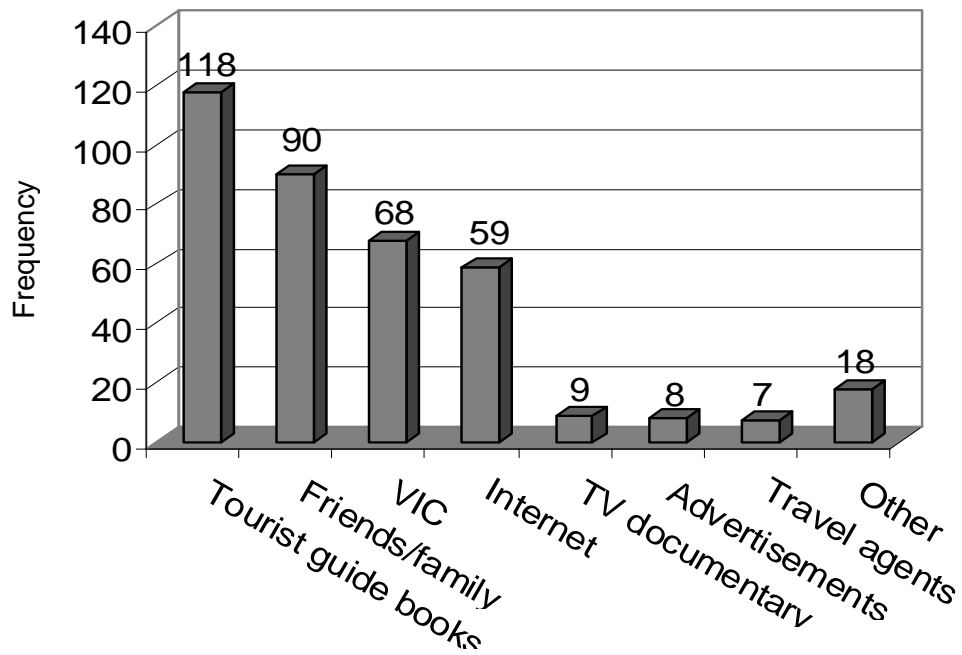
Transport	Frequency	Percentage		
		Overall	Domestic	International
Private/ Rented Vehicle	145	53.1	72.0	28.0
Fly / Drive	70	25.6	78.0	22.0
Packaged tour bus/ Coach	50	18.3	19.0	81.0
Other (train, kayak, hitch hiked)	8	2.9	50.0	50.0
<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

In response to the question regarding their direction of travel, the majority of respondents arrived from the south (57%), although this did vary according to the survey location (Figure 7).



**Figure 7: Survey 1: Direction of Travel to Survey Site**

In terms of travel planning and information sources (see Figure 8), the most popular sources of information for TNQ visitors were tourist guide books (31.3%), friends/family (23.9%), visitor information centres (18.0%) and the Internet (15.6%). In this case there was no significant difference in how domestic and international visitors used the different information sources.

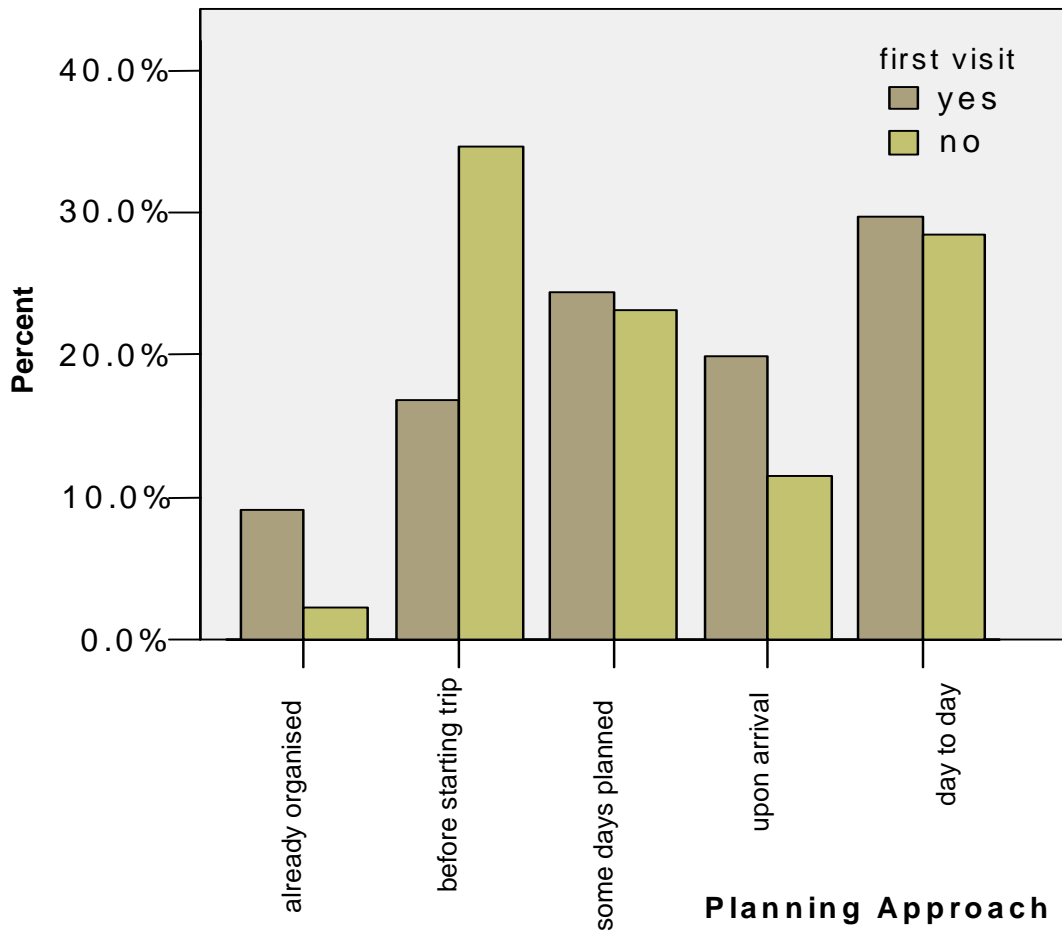


**Figure 8: Survey 1: Information Sources**

Table 7 illustrates the planning approaches used by respondents. First-time international and younger visitors were significantly more likely to visit TNQ on package tours, whereas repeat visitors (mainly the domestic visitors) were more likely to organise more of the itinerary before starting the trip ( $\chi^2=16.36$ ,  $p=0.03$ ) (see Figure 9 for percentage responses). Respondents who were between 20 and 29 years were the most likely to plan their trips on a day to day basis.

**Table 7: Survey 1: Planning Approach**

Planning Approach	Frequency	Percentage
Made plans and decisions day to day	77	29.4
Organised most of itinerary before started trip	67	25.6
Planned some of itinerary before trip	62	23.7
Used information obtained on arrival	41	15.6
Already organised package tour	15	5.7
<b>Total</b>	<b>262</b>	<b>100.0</b>



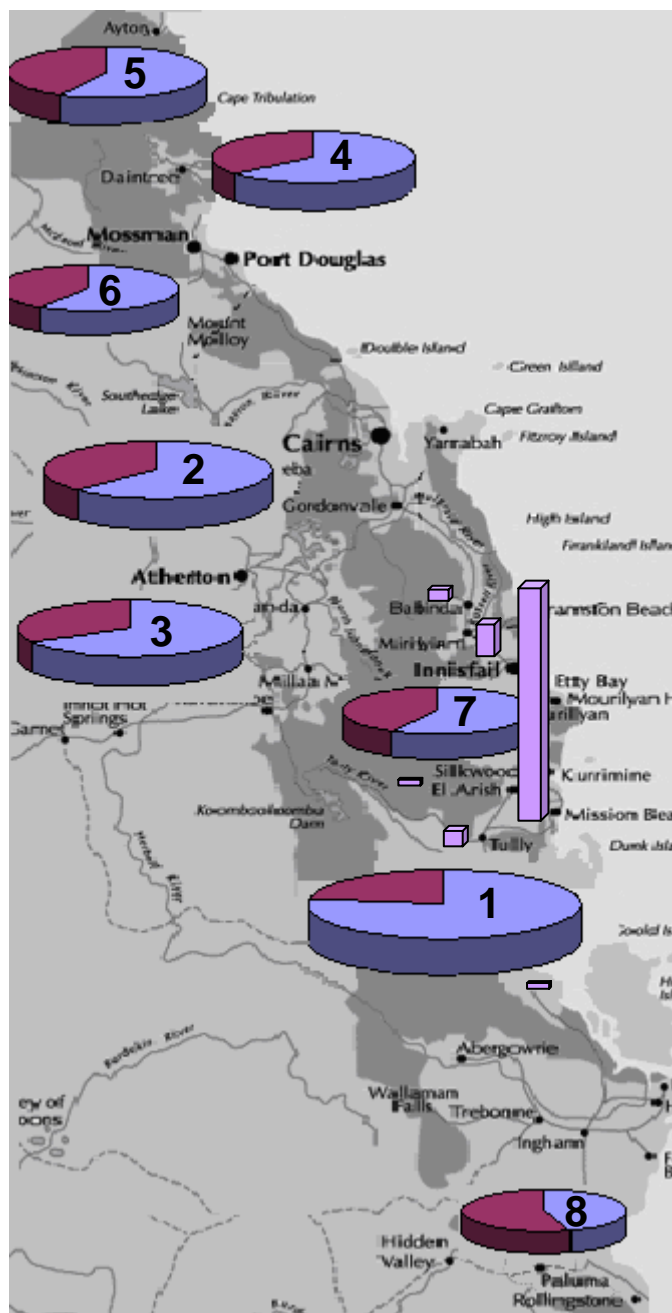
**Figure 9: Survey 1: Visitors' Planning Approach by Response to First Visit**

Respondents were asked to indicate the level of importance they placed on specific features when deciding to travel to TNQ. A 5-point Likert scale was used with 1 = very important, 2 = important, 3 = neither important/unimportant, 4 = unimportant, and 5 = not important at all. The results revealed that the most important features were:

- Rest and relax (M = 1.68)
- Climate (M = 1.74)
- Visit the rainforest (M=1.83)
- Experience the natural environment (1.89)
- Visit islands and/or beaches (M = 2.00)
- See Australian wildlife (M = 2.10)
- Visit the Great Barrier Reef (M = 2.17)

### 4.1.3 Travel Routes

Respondents were asked if they had visited or intended to visit a list of Wet Tropics World Heritage Area locations. As shown in Table 8 and Figure 10, the most popular WTWHA location was Mission Beach/Tully/Cardwell. It should be noted, however, that the survey sample was mainly gathered in the Mission Beach region. Nonetheless, the majority of visitors appear to either have visited or intend to visit most of the WTWHA rainforest locations.



**Table 8: Survey 1: Locations Visited**

No.	WTWHA Location	Freq.
<b>Visited</b>		
<b>Intend to visit</b>		
1	Mission Beach/ Tully/ Cardwell	208
2	Kuranda	188
3	Atherton Tablelands rainforest areas	188
4	Daintree	175
5	Cape Tribulation	156
6	Mossman gorge	146
7	Innisfail/ Wooroonooran/ Palmerston	131
8	Paluma (near Townsville)	80
<b>Overnight Locations</b>		
	Mission Beach	144
	Innisfail	17
	Tully	7
	Babinda	6
	El Arish/Silkwood	3
	Cardwell	3
	South Mission Beach	1
	Kurrimine Beach	1

**Figure 10: Survey 1: WTWHA Locations Visited and Intend to Visit**



The visitors were asked which locations they had travelled to that were not directly situated on the Bruce Highway between Ingham and Cairns. These are reported in Table 9 where the highest percentage was recorded for the Atherton Tablelands specifically (28.7%), and for locations on the Atherton Tablelands in general (64.3%). Locations in the Mission Beach area were the next popular locations (32.8%).

**Table 9: Survey 1: Locations off the Bruce Highway**

<b>Locations</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Atherton Tablelands Region</b>		
Atherton/Atherton Tablelands	45	28.7
Yungaburra	12	7.6
Mareeba	11	7.0
Millaa Millaa	10	6.4
Undarra	7	4.5
Ravenshoe	6	3.8
Malanda/Mungalli	5	3.2
Lake Barrine	3	1.9
Herberton	1	0.6
Innot hot springs	1	0.6
<b>Total Atherton Tablelands</b>	<b>101</b>	<b>64.3</b>
<b>Mission Beach Region</b>		
Mission Beach/South Mission	27	17.2
Tully/Tully Heads	4	2.5
Innisfail	3	1.9
Paronella Park	3	1.9
Tully Gorge	3	1.9
Kurrimine Beach	2	1.3
Cardwell/Hinchinbrook	2	1.3
Wallaman falls	1	0.6
Babinda	1	0.6
Lucinda	1	0.6
Mena Creek	1	0.6
Etty Bay	1	0.6
Flying Fish Point	1	0.6
Murray Falls	1	0.6
Babinda Boulders	1	0.6
<b>Total Mission Beach Region</b>	<b>52</b>	<b>32.8</b>
<b>Ingham Region</b>		
Ingham	1	0.6
Paluma	1	0.6
<b>Total Ingham Region</b>	<b>2</b>	<b>1.2</b>
<b>Other Responses</b>		
Beaches between Ingham & Cairns	1	0.6
All locations	1	0.6
<b>Total Other</b>	<b>2</b>	<b>1.2</b>
<b>Total</b>	<b>157</b>	<b>100.0</b>

#### 4.1.4 Main Sources of Information regarding the Impacts of Cyclone Larry

Visitors were asked where they had mainly heard about the impacts of TC Larry. The responses, shown in Table 10, indicate that the most prominent source of information was TV news programs (43.2%). This was followed by newspapers (19.9%), friends/relatives in North Queensland (13.0%), and radio (9.3%).

**Table 10: Survey 1: Information Sources for TC Larry Impacts**

<b>Information Source</b>	<b>Frequency</b> (n = 276)	<b>Percentage</b>
<b>TV News program</b>	<b>219</b>	<b>43.2</b>
<b>Newspapers</b>	<b>101</b>	<b>19.9</b>
<b>Friends/Relatives living in North Queensland</b>	<b>66</b>	<b>13.0</b>
<b>Radio</b>	<b>47</b>	<b>9.3</b>
Friends/Relatives elsewhere	22	4.3
Internet	21	4.1
TV Other programs	16	3.2
Other Sources (locals in region n = 3)	13	2.6
Travel Agent	2	0.4
<b>Total</b>	<b>507*</b>	<b>100.0</b>

\*Total higher than n = 276 due to multiple response.

Information sources for TC Larry's impacts were crosstabulated with visitors' place of origin. The results revealed that the main sources for domestic visitors were TV news (92.1%), newspapers (44.2%), friends/relatives in TNQ (26.1%), and radio (23.6%). International visitors mainly heard about the cyclone's impacts from TV news (63.8%), newspapers (19.1%) and the Internet (17.0%).

Visitors were asked if they had seen the post Larry tourism promotions advertised by various organisations from TNQ. Only 16.6% of visitors (n = 44) said they had seen these promotions, and of these, 27.7% (n = 12) indicated that these promotions had encouraged them to visit the region. Further analysis revealed that the older domestic market was much more likely to be aware of the post Larry promotion, whereas the younger international market who made their plans on a day to day basis were the least likely to be aware of the post Larry promotional campaign.

#### **4.1.5 Visitor Motivations and Regional Attractions**

Visitors were asked three main features of TNQ that had attracted them to visit, despite the potential effects of TC Larry. An analysis of the highest responses revealed that the weather (20.9%) was the most popular attraction, followed by the rainforests (17.4%), the Great Barrier Reef (12.4%) and beaches (8.3%) (see Table 11).

**Table 11: Survey 1: Attracting Features of TNQ**

<b>Attractions</b>	<b>Frequency (n = 220)</b>	<b>Percentage</b>
<b>Climate/weather/tropics</b>	<b>108</b>	<b>20.9</b>
<b>Rainforests/vegetation/plants</b>	<b>90</b>	<b>17.4</b>
<b>GBR</b>	<b>64</b>	<b>12.4</b>
<b>Beaches</b>	<b>43</b>	<b>8.3</b>
Friendships/relatives	22	4.3
Wildlife/birds/animals	22	4.3
Seeing the country/sights/new places	15	2.9
Natural surroundings/environment/nature	13	2.5
Scenery	12	2.3
Relaxation/relaxed atmosphere	10	1.9

These findings are confirmed in the results of the motivational question, where the following were rated as important motivations for visiting the region. Rest and relaxation was the most important motivation across all respondents with an average score of 1.68 (very important to important). The climate was also important with a score of 1.83, and experiencing the natural environment (1.89), visiting the islands and beaches (2.00), seeing Australian wildlife (2.10) and visiting the Great Barrier Reef (2.17) were all rated as important by most respondents.

**Table 12: Survey 1: Features in Decision to Travel to TNQ**

<b>Features</b>	<b>Mean</b>	<b>Features</b>	<b>Mean</b>
<b>Rest &amp; relax</b>	<b>1.68</b>	Meet new people	2.55
<b>Climate</b>	<b>1.74</b>	Snorkelling & diving	2.73
<b>Visit the rainforest</b>	<b>1.83</b>	Experience the outback	2.77
<b>Natural environment</b>	<b>1.89</b>	Spend time with my family	2.96
<b>Visit islands &amp;/ beaches</b>	<b>2.00</b>	Experience Aboriginal culture	3.00
<b>See Australian wildlife</b>	<b>2.10</b>	Visit friends & relatives	3.04
<b>Visit the Great Barrier Reef</b>	<b>2.17</b>	Shopping	3.37
<b>The price matched my budget</b>	<b>2.30</b>	Special event	3.78
		Business/Conference/Meeting	4.39

The features shown in the first column of Table 12 are those that were either very important or important motivations for more than 50% of the sample. The features given in the second column are the features that were not ranked as important for the majority of respondents.

## 4.2 Perceived Impacts of Cyclone Larry

### 4.2.1 Perceived Impacts on Tourism

Respondents were asked to indicate to what extent they thought that TC Larry might have impacted on tourism in the area using a 3-point Likert scale where 1 = very much, 2 = a little, and 3 = not at all. The results shown in Figure 11 revealed that 54.9% of the respondents thought that TC Larry impacted “a little”, while 27.5% believed that there was “no impact”, and 17.6% said the cyclone had strongly impacted on the region’s tourism industry.

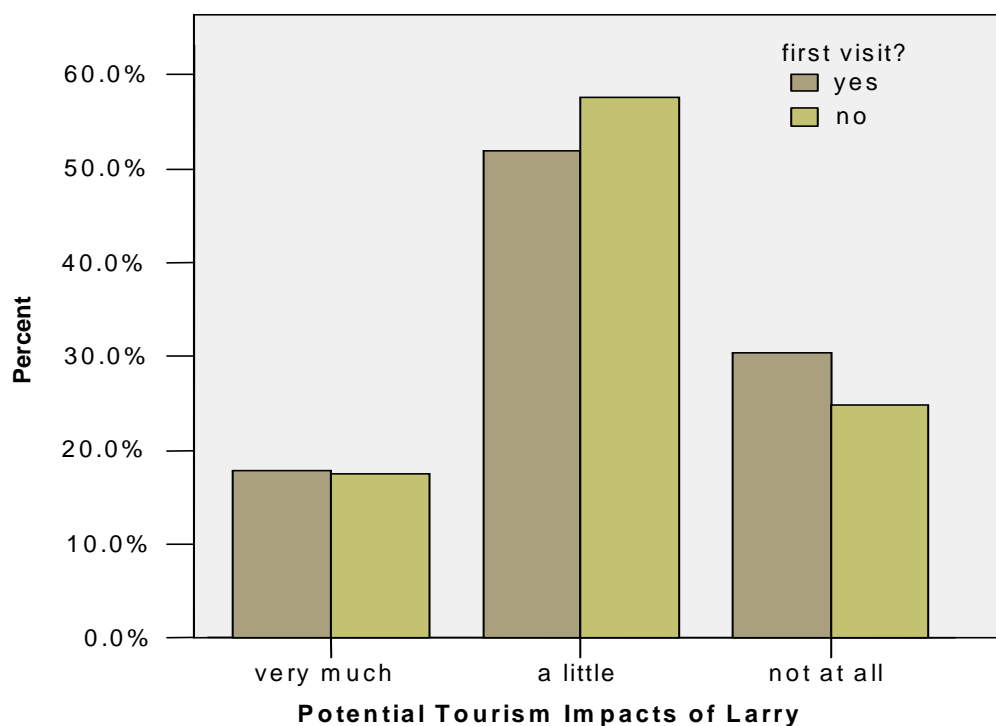


Figure 11: Survey 1: Potential Impacts of Cyclone Larry and Visitation

#### **4.2.2 Specific Perceived Impacts**

To provide more detail on the types of impacts that Cyclone Larry might have had on the local tourism industry, visitors were also asked to express in an open-ended question, what they thought the three greatest impacts were on tourism in the region while they were considering this trip. The results of this open-ended question are listed in Table 13. A total of 543 responses were drawn from 234 visitors in this multiple response question.

The individual responses in Table 14 were grouped for ease of understanding. The grouped impacts with the highest responses were:

- Natural landscape (n = 150)
- Access (n = 110)
- Accommodation/ food and beverage (n = 93)
- Infrastructure/facilities (n = 71)
- Local community (n = 28)
- People (n = 28)
- Activities (n = 20)
- Safety (n = 8)

The specific results revealed that the main individual impacts visitors perceived were:

- Damaged rainforest/vegetation (n = 75)
- Accommodation/caravan park damage (n = 49)
- Access – delays, damage/closure (n = 43)
- Facilities - lack of/loss of/damage to (n = 37)
- Attractions – destroyed/closed (n = 33)
- Fewer tourists (n = 28)
- Infrastructure/buildings – damaged (n = 26)

Interestingly, 26 respondents either did not respond to the question or indicated that there were “no impacts/didn’t think of any” while considering this trip.

**Table 13: Survey 1: Three Greatest Impacts**

<b>Impacts – Grouped</b>	<b>Frequency</b>
<b>Natural Landscape and wildlife</b>	<b>150</b>
Damaged vegetation	75
Bad weather	21
Scenery damaged	17
Beaches damaged	16
Negative impacts on wildlife	12

Damage to GBR, dive sites	3
Flooding	2
Damaged plantations	2
Slips (i.e. Landslides)	1
Sea conditions	1
<b>Access</b>	<b>110</b>
Delays in traffic/ road closure/ access	43
Destroying attractions/ tourist parks closed/attraction closed	33
Closed walking track	15
Availability/accessibility/some areas closed	10
Areas open/places to go/closed	4
Access to Dunk Is./islands closed	3
Petrol costs	1
Availability in remoter areas	1
Parks closed	1
<b>Accommodation/Food &amp; Beverage</b>	<b>93</b>
Poor or less accommodation available	49
Shops and restaurants closed	15
Increased costs	8
Motel/accommodation costs	6
Price of fruit/decreased fruit supplies	6
No/less bananas	4
Camping/camping closed	3
Cheaper room rates/better accommodation deals	2
<b>Impacts – Grouped Continued...</b>	
<b>Infrastructure/Facilities</b>	<b>71</b>
Missing or damaged facilities	37
Damage to buildings	26
Damage/physical damage/debris & damage	7
Communications	1
<b>People</b>	<b>28</b>
Fewer tourists	28
<b>Local community</b>	<b>28</b>
Affect local economy/unemployment	10
Job opportunities, locate work elsewhere	7
Mood of area/angry locals/people's happiness	5
Still recovering	4
Bad publicity/promotion	2
<b>Activities</b>	<b>20</b>
Fewer activities available	8
Access to forest/visit NP's/NP closed	5
Dive & snorkel opportunities, boats to reef	3
Skydiving interrupted	1
Markets	1
No fishing due to winds	1

<b>Safety</b>	<b>8</b>
Worried/scared/worried about safety/fear of more "Larries"	6
Somewhere safe to stay	2
<b>Total</b>	<b>543*</b>

\* Total more than  $n = 234$  due to multiple response

Further analysis of these results revealed differences between the perceptions of international and domestic visitors (see Table 14). Clearly, concerns over the impacts of Cyclone Larry on natural features, access and visitor-specific infrastructure (e.g. accommodation and restaurants) were more prevalent in domestic visitors, as were the possibilities of negative impacts on the local community. International visitors were equally concerned about the impacts of Cyclone Larry on the presence of other tourists, and more concerned than domestic visitors about the disruptions to tourist activities and attractions available in the affected region.

**Table 14: Survey 1: Perceived Impacts by Visitor Origin**

Visitors	Percentage of Perceived Impacts								
	Natural Features	Access	Accom. Food & Bev.	Infrastructure	People	Local Community	Activities	Safety	Total
International	10.8	5.6	3.6	2.0	4.6	0.5	2.5	0.0	30.0
Domestic	22.8	11.9	15.5	9.8	4.6	2.5	2.0	1.5	70.0
Total	33.6	17.5	19.1	11.8	9.2	3.0	4.5	1.5	100.0

### **4.2.3 Perceived Visible Damage**

Visitors were asked to indicate the extent of visible damage the cyclone had made on the rainforest in TNQ (such as shown in Figure 12). The responses were made on a 3-point Likert scale where, 1 = some visible damage, 2 = little visible damage, and 3 = no visible damage.



**Figure 12: Visible Damage to Rainforest**

Over three-quarters of the visitors (78.5%) indicated there was some visible damage to the rainforests, while a further 16.5% indicated there was little visible damage. Only 5.0% said there was no visible damage at all. There was some slight difference in damage perception between visitors who had visited the region previously and those who had not. Specifically more repeat visitors ( $n = 106$ ) than first time visitors ( $n = 97$ ) felt that there was some damage, and the reverse for those visitors that felt that there was no damage (repeat = 3, first time = 3).

#### ***4.2.4 Cyclone's Impacts Influence on Itinerary***

Visitors were asked if the impacts of TC Larry had influenced their travel itinerary for this trip. Only 42 (15.7%) visitors indicated that the cyclone influenced their itinerary, with the main changes being that they couldn't travel to Dunk Island ( $n = 7$ ). Other visitors shortened their trip or moved to other regions earlier than anticipated ( $n = 10$ ) due to the impacts in the cyclone affected region.

Visitors who had not stayed overnight at any locations between Ingham and Cairns were asked to indicate if they would have stayed or intended to stay if the facilities were improved at these locations. Additionally, they were asked to indicate which facilities they would like to see improved. A total of 139 visitors responded to this question, with 20 stating they would stay if certain facilities were improved. The facilities most desired for



improvement are listed in Table 15. The frequency total is higher than  $n = 20$  due to multiple responses.

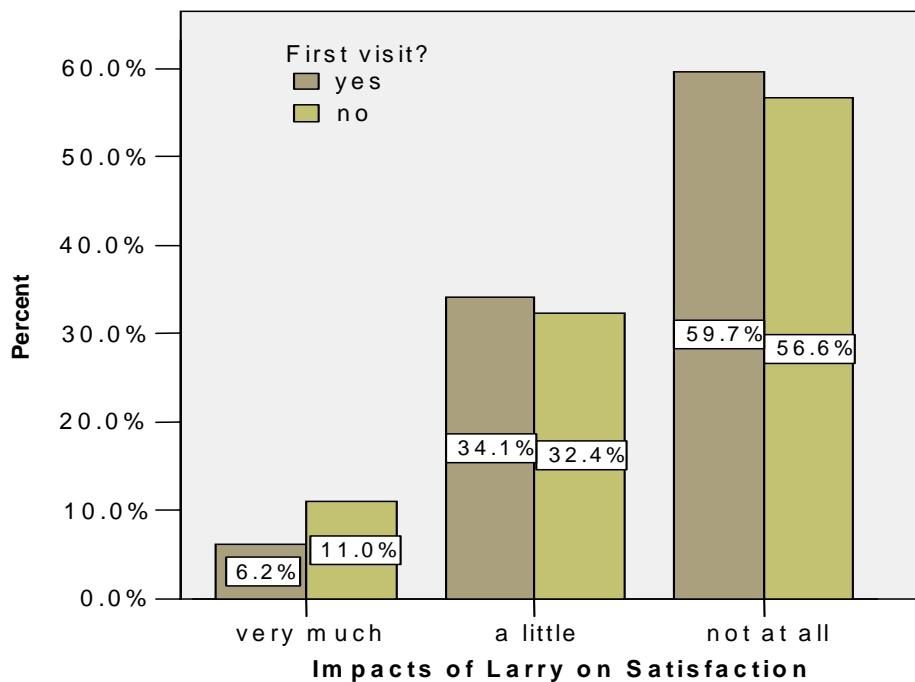
**Table 15: Survey 1: Facilities Suggested for Improvement**

<b>Facilities</b>	<b>Frequency</b>	<b>Percentage</b>
Camping	10	22.2
Activities	9	20.0
Food & beverage	8	17.8
Shopping	7	15.6
Other (bushwalks, $n = 2$ )	6	13.3
Accommodation	5	11.1
<b>Total</b>	<b>45</b>	<b>100.0</b>

#### **4.2.5 Satisfaction with Travel Experience in TNQ**

Overall satisfaction of visitors' holiday in TNQ was measured using a 4 point Likert scale with 1 = very satisfied, 2 = satisfied, 3 = unsatisfied, and 4 = very unsatisfied. Visitors responded stating they were very satisfied (46.9%) and satisfied (49.6%) with their holiday.

Visitors were asked how much they thought the impacts of TC Larry had affected their satisfaction with their holiday in TNQ using a 3 point Likert scale, where 1 = very much, 2 = a little bit, and 3 = not at all. The majority said that the cyclone had not impacted (57.9%) or had impacted very little (33.5%) on their satisfaction. Only 8.6% indicated that the cyclone had a strong impact on their satisfaction. These respondents were more likely to be first time visitors to the region than repeat visitors (Figure 13).



**Figure 13: Survey 1: Impacts of Cyclone Larry on Satisfaction by Visitation**

The direction of travel was recorded to gauge the level of impact that visitors had experienced while travelling to and within the region. As shown in Table 16, it would appear that there were very little or no impacts on satisfaction, regardless of direction of travel.

**Table 16: Survey 1: Impacts of Cyclone Larry on Visitor Satisfaction**

Direction of Travel	Larry's Impact on Satisfaction			Total
	Very Much	A Little	Not at all	
South	5.5	17.5	38.0	61.0
North	2.0	12.0	14.2	28.5
West	0.5	3.0	4.0	7.5
East	0.0	0.5	3.0	3.5
<b>Total</b>	<b>8.0</b>	<b>33.0</b>	<b>59.0</b>	<b>100.0</b>

When asked if TC Larry had influenced their holiday satisfaction, visitors indicated a number of impacts as shown in Table 17. Only results having a frequency of greater than 5 are listed in this table. Other than no influences (20.2%), the main ways that TC Larry influenced satisfaction were weather/still raining/climate change (12.2%) and devastation to trees/rainforest damaged (10.3%).

**Table 17: Survey 1: Ways in which TC Larry influenced Satisfaction**

<b>Impacts</b>	<b>Frequency*</b> (n = 174)	<b>Percentage</b>
<b>None</b>	<b>53</b>	<b>20.2</b>
<b>Weather/still raining/climate change</b>	<b>32</b>	<b>12.2</b>
<b>Devastation to trees/rainforest damaged</b>	<b>27</b>	<b>10.3</b>
Damage/visible differences/scenery/sights	16	6.1
Walking tracks – wet/muddy/damaged/closed	15	5.7
Dunk Island – closed/couldn't travel to	12	4.6
No bananas/price of bananas	8	3.1
Tourism outlets not avail/attractions closed	7	2.7
Accessibility/areas closed	7	2.7
Environ./landscape - changed/damaged	6	2.3
Beaches – dirty, state of, damaged	6	2.3
Lack of people/no social life	6	2.3

*\* Only results with frequency greater than 5 listed in Table.*

Additionally, visitors were asked a scenario question “If there were no rainforests anywhere within TNQ, would you still visit the region?” The response to this question was that an overwhelming 71.4% of visitors would still visit the region, with a further 19.0% saying they were unsure.

Finally, visitors were asked if they would recommend the TNQ region to prospective visitors, even after a cyclone had impacted the region. An overwhelming 89.9% said that they would recommend TNQ.

### 4.3 Summary of Survey No. 1 Results

This section provides an overview of the results for experiences of visitors to Cyclone Larry-affected tourism regions in order to allow a comparison with the perceptions of non-visitors in a later section of this report.

The results suggest that there are two distinct markets visiting Tropical North Queensland three months after Cyclone Larry hit the area. The region is currently being visited predominantly by the domestic drive and fly/drive markets who, although significantly aware of TC Larry's devastation, travelled to the region anyway. They were mainly repeat visitors to the region who appear to be travelling to locations in and around Mission Beach as well as to the Atherton Tablelands. Also visiting the region is the international backpacker market, who has indicated they were largely unaware of the cyclone's impacts. While these results suggest there is still a visitor market servicing the region, the Mission Beach VIC statistics indicate that this is only a small percentage of the usual visitation to these regions.

#### ***(i) The Older, Domestic Market***

The older market was predominantly retired or professionals, travelling from Victoria, Queensland and New South Wales/ACT, and had travelled to the region previously. They were staying in caravan parks and cabins, as well as with friends and relatives or in holiday units. These visitors were usually staying in the region for one week to one month for the interstate visitors and short stays (one to three nights) for the Queenslanders, and either drove to the region or flew in and rented a car. They used similar sources of information to plan their trips to the region as international visitors, i.e. guide books, friends and family, visitor information centres and the Internet, but tended to organise most of their trip before they arrived in the region.

The domestic market was more aware of the impacts of Cyclone Larry, and had heard about the cyclone through television programs and news, newspapers, friends and relatives in Tropical North Queensland and from the radio. The influence of word of mouth from friends and relatives in TNQ may therefore play an important role in perceptions of the cyclone's impacts and the decision to visit the area. Furthermore the domestic market was more likely to be aware of post cyclone Larry tourism promotions in the area.

As many of the domestic visitors were repeat visitors to the region, it is not surprising that they were more likely to say that they thought there might have been some impacts on

tourism in the region and to have noticed some impacts of Cyclone Larry whilst there. These visitors were also more likely to say that Cyclone Larry had some impact on their satisfaction with their trip to TNQ.

### ***(ii) The Younger International Market***

The other main market visiting the area was the younger (20-30's), international market. These tourists were more likely to be students and professionals from New Zealand, North America, Europe and the UK, and Ireland. This was usually their first trip to Tropical North Queensland and they tended to stay for at least a week, generally in backpacker accommodation but also in resorts and hotels for visitors from New Zealand and North America. These visitors were the most likely to visit TNQ on package tours or to travel by coach, and therefore to either plan their trip on a day to day basis or have it pre-organised.

The international market had less knowledge of Cyclone Larry and their main sources of information regarding the cyclone's impacts included TV news programmes, newspapers, and the Internet. They had very little awareness of the post Cyclone Larry promotional campaign. They were also likely less likely to have considered the impacts that Cyclone Larry might have had on the region and not to have noticed the actual impacts of the cyclone on the region. On the other hand, they were also more likely to say that Cyclone Larry had not affected their satisfaction with their trip to Tropical North Queensland.

### ***(iii) General Trends***

The visitors' travel patterns within the cyclone affected region included locations surrounding Mission Beach and the central and southern Atherton Tablelands. Therefore, these visitors were in a position to have directly experienced and seen the evidence of the cyclone's impacts. Additionally, the majority of both domestic and international visitors had been informed of the cyclone through various media, including television news, newspapers and radio. However, it is interesting that very few of these visitors were exposed to the post Larry tourism promotions on television, the Internet, radio or newspapers. This result may be understandable, considering the main information sources that visitors used were not those where the tourism promotions were mainly used—that is, tourists guide books, friends/relatives, visitor information centres and the Internet.

The main attractors of the region are the relaxed atmosphere, climate, rainforests and natural environments, islands and beaches, wildlife and the Great Barrier Reef. In

particular, the rainforests are one of the most attractive features, with high levels of visitation to the majority of locations in the Wet Tropics World Heritage Area. The respondents travel motivations focussed on the opportunities for rest and relaxation, warm weather, the natural environment (rainforest and Great Barrier Reef) and the islands and beaches.

A comparison with the impacts that visitors noticed in the region shows a relatively large overlap (Table 18). This is particularly true for the rainforest, natural landscape and islands and beaches, the main activities and attractions of the region. Other important impacts include “instrumental” impacts that affect the basic structure of tourism, such as the availability of accommodation and restaurants, services, access to the area and within the area, and general infrastructure. A third group of impacts can be considered the atmospherics of the region, which include the scarcity of other tourists, the mood of the local community and its impacts on the relaxed tropical lifestyle and the unusual weather patterns experienced (less sunshine and more rain). Not surprisingly, the suggested improvements focussed on the accommodation, shopping, food and beverage, and activities.

**Table 18: Survey 1: Comparison of Visitor Characteristics and Cyclone Impacts**

Attractions and Travel Motivations	Impacts on Region (specific and grouped)	Impacts on Satisfaction	Improvements
Weather / tropics Rest and relax Rainforest/vegetation Natural environment Scenery Great Barrier Reef Friends, relatives Wildlife New places Islands and beaches Price	Damaged rainforest Accommodation damage Roads closed Damage to facilities Attractions closed Fewer tourists Damage to buildings Natural landscape Access to parks Local community Safety concerns	Weather (rain) Rainforest damage Scenery damaged Dunk island closed No bananas Attractions closed Landscape damaged Beaches Lack of people	Camping Activities Food & beverage Shopping Accommodation Other

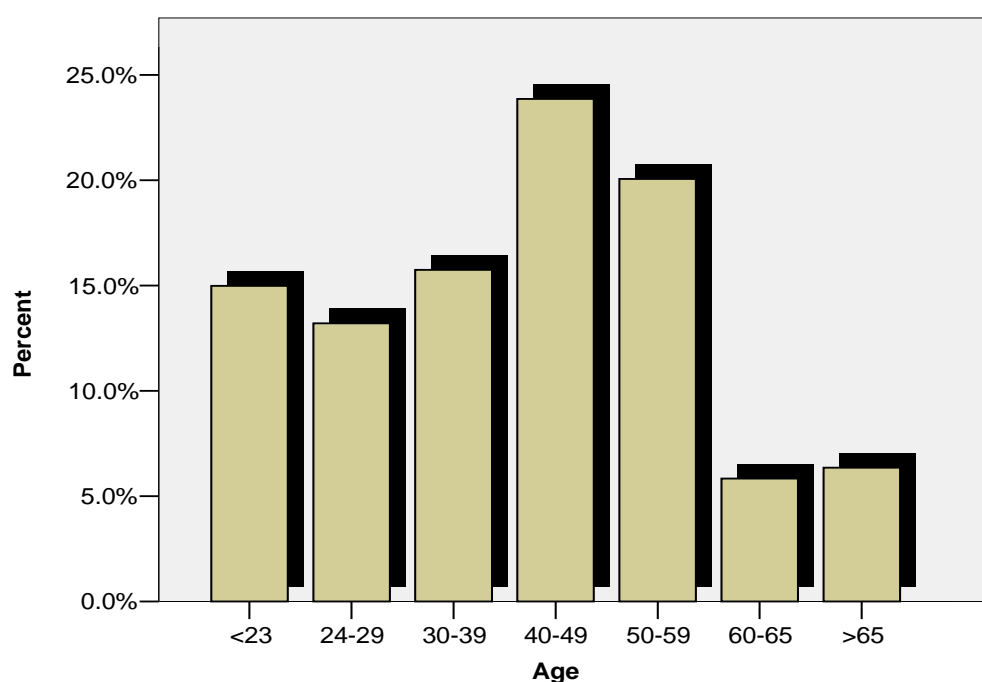
## **5.0 Results: Survey No. 2**

### **5.1 Perceptions and Behaviours of Off-Site Visitors**

The following results refer to data collected in Sydney and Brisbane and describe the views of respondents who plan to take a holiday within the next 12 months, and who may not have visited Tropical North Queensland before or after the Cyclone Larry event.

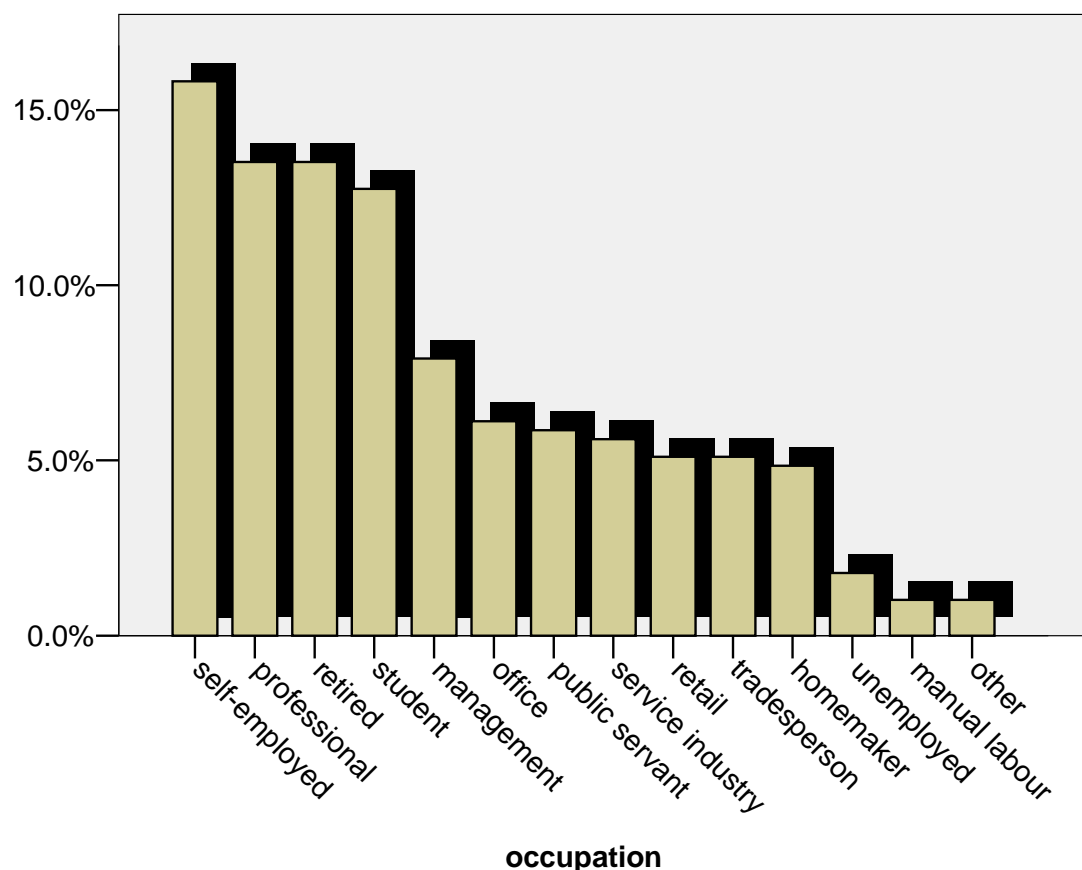
#### **5.1.1 Socio-demographics**

The gender distribution of this sample was similar to that of the on-site survey sample, consisting of 45.5% males and 54.5% females. Nearly a quarter of respondents were in the 40 to 49 year old category (24%), with relatively few respondents over the age of 60 years (12%) (see Figure 14).



**Figure 14: Survey 2: Age Groups**

As shown in Figure 15, the main occupations indicated by these respondents were self-employment (15.8%), professionals (13.5%), retired or semi-retired (13.5%) and students (13%).



**Figure 15: Survey 2: Occupation**

A large percentage of respondents were living with a spouse/partner and children (38.5%), or with a partner and no children (25.5%). Only 3% were single parents, and the remaining respondents were divided up equally between living alone (17%) and living with parents or relatives (17%).

As can be expected, the majority of respondents in the overall sample were from locations within the Brisbane (36.1%) or Sydney city areas (36.1%). The remaining respondents mainly resided in other locations around Queensland (16.1%) and New South Wales (8.5%). Small percentages of visitors originated from interstate, namely Tasmania (1.6%), Western Australia (1.1%), South Australia (0.3%) and Victoria (0.3%). The sample also



included seven international respondents, North America (n = 2), New Zealand (n = 2), British citizens (n = 2) and France (n = 1).

Visitors' place of origin for each sample – Sydney and Brisbane, are shown in Table 19. At both locations, the majority of visitors were from locations either within the cities or in adjoining regions. There were, however, more interstate visitors in the Sydney sample.

**Table 19: Domestic Visitor Origin for Sydney and Brisbane Samples**

<b>Sample</b>	<b>Origin</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Sydney</b>	Sydney	135	74.6
	Illawarra region	13	7.2
	Central NSW - Canberra	11	6.1
	Bega/Nowra region	7	3.9
	Tasmania	5	2.8
	Western Australia	4	2.2
	Brisbane	2	1.1
	Central & North QLD	2	1.1
	Dandenong region – VIC	1	0.6
	South Australia	1	0.6
<b>Total Sydney Sample</b>		<b>181</b>	<b>100.0</b>
<b>Brisbane</b>	Brisbane	134	68.4
	Toowoomba region	37	18.9
	Sunshine Coast	11	5.6
	Maryborough region	5	2.6
	Tweed Heads region	2	1.0
	Central & North QLD	2	1.0
	Mission Beach	2	1.0
	Sydney	1	0.5
	Central NSW – Canberra	1	0.5
	Tasmania	1	0.5
<b>Total Brisbane Sample</b>		<b>196</b>	<b>100.0</b>

### 5.1.2 Awareness of Cyclone Larry

Over 90% of respondents had heard of Cyclone Larry. Of the 25 respondents who had not heard of Cyclone Larry, 23 were respondents in the Sydney sample, indicating a greater awareness in Queenslanders than interstate residents.

By far the most common source of information regarding Cyclone Larry was news broadcasts on television, cited by 83% of respondents. Other common sources of information were newspapers (33.3%) and the radio (31.1%) (see Figure 16).

Word of mouth from friends or relatives living in Tropical North Queensland was only mentioned by 10% of respondents, particularly by those respondents from Brisbane (14%). The “other” sources of information consisted of respondents hearing about Cyclone Larry at work (1.4%), being in Tropical North Queensland during the cyclone (1.1%), or from school (0.5%).

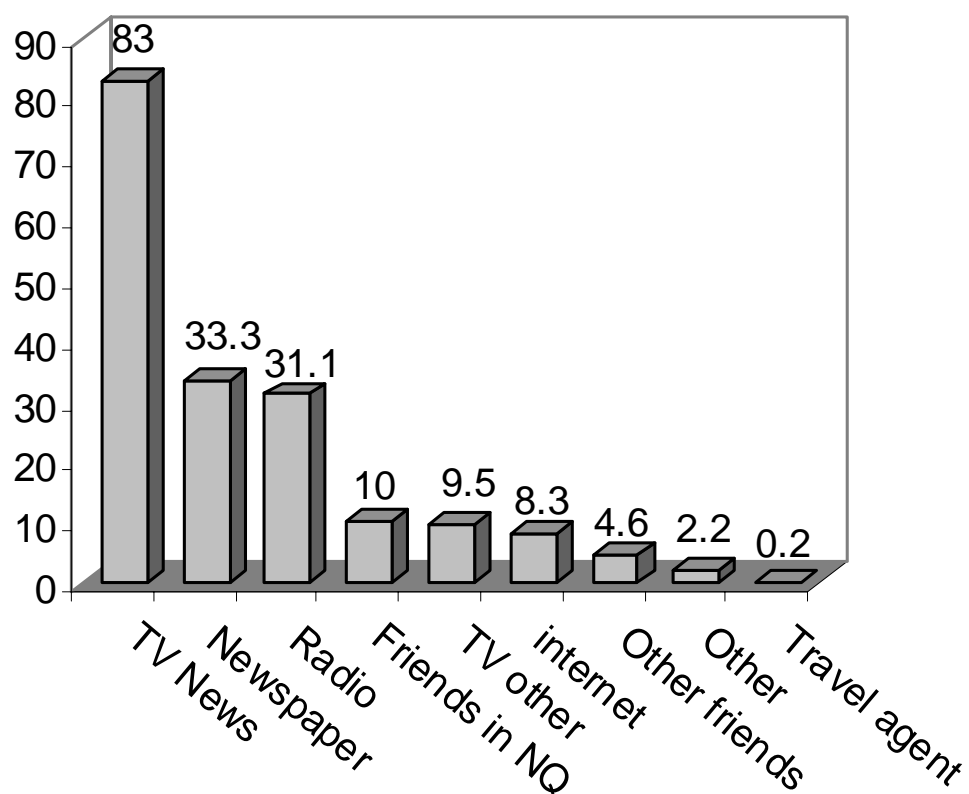
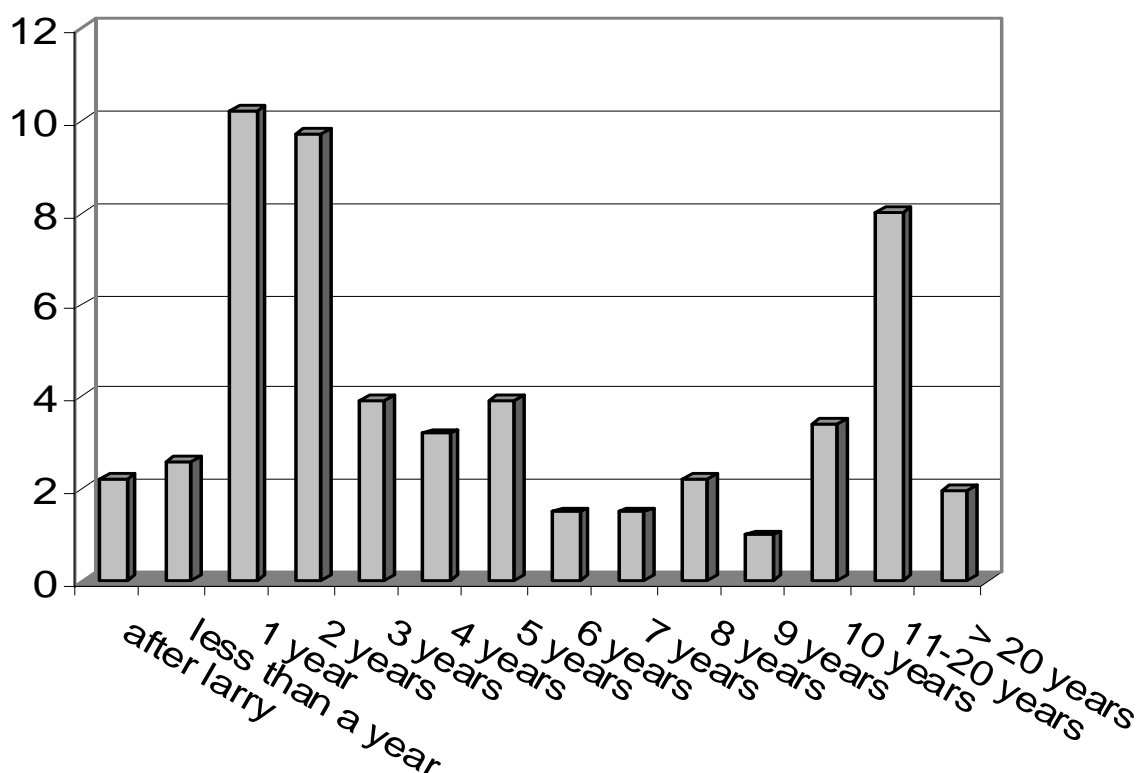


Figure 16: Survey 2: Information Sources for Cyclone Larry

### **5.1.3 Patterns of Visitation to Tropical North Queensland**

Two thirds of the respondents (67%) had visited Tropical North Queensland at some point in the past. This percentage was higher for respondents in the sample from Brisbane (73%) than in the sample from Sydney (60%). The majority of these visits occurred within the last five years, with a mean of 6.25 years since the respondents' last trip to TNQ (see Figure 17). The respondents from Sydney had, on average visited Tropical North Queensland more recently (4.5 years ago) than the respondents in the sample from Brisbane (7.5 years ago).



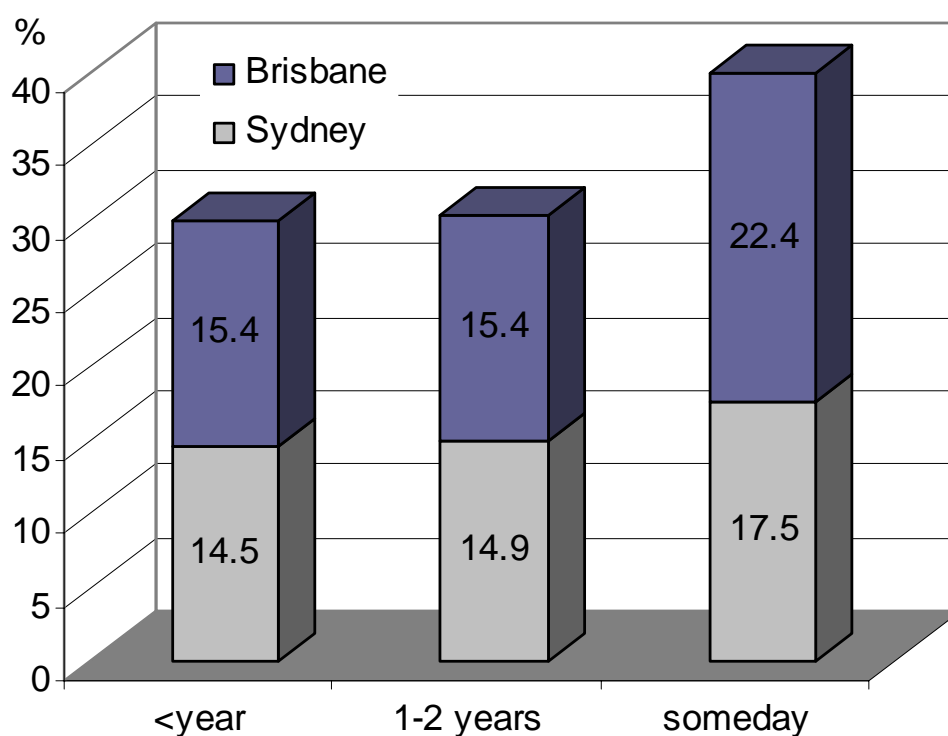
**Figure 17: Survey 2: Previous Visit to TNQ**

When asked if they had considered Tropical North Queensland as a destination in their holiday plans, 73% of respondents said yes. In addition, of those 73%, a further 99% said that they would still consider TNQ as a holiday destination even after the effects of Cyclone Larry.

The question, “Why would you not consider visiting Tropical North Queensland after hearing about Cyclone Larry?”, included responses such as:

- I have already been there (n = 3)
- I have just returned from there (n = 1)
- I don’t like the heat (n = 1)
- I am not an outdoor person (n = 1)
- Work (n = 1)

When asked to consider when they might visit the region, respondents were almost equally divided between the near future (less than a year), in the next year, and the indefinite future (Figure 18). Again respondents in the Brisbane group were more likely to say that they would visit TNQ “someday” than the respondents from Sydney.

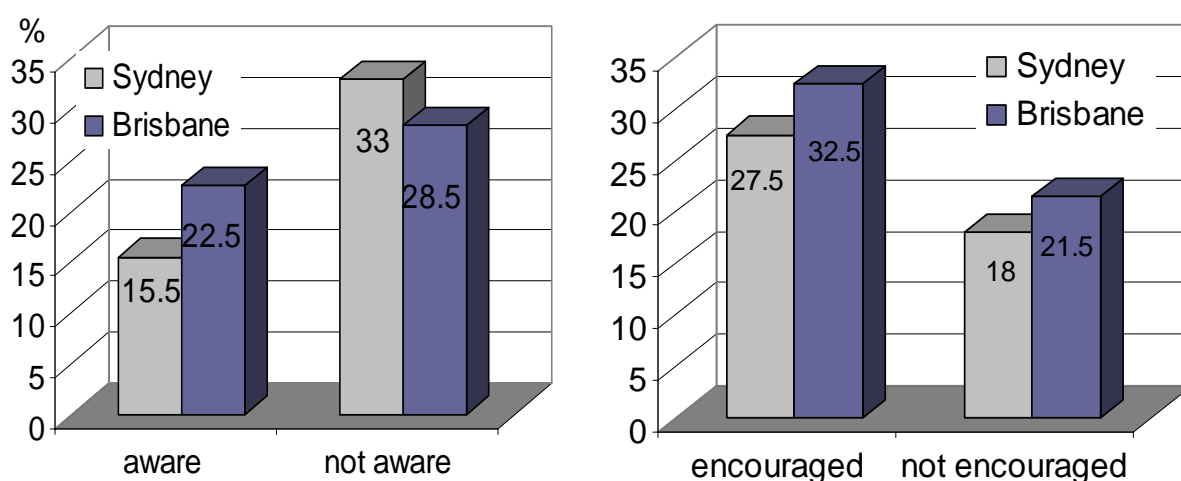


**Figure 18: Survey 2: Future Visitation to TNQ - Brisbane and Sydney**

#### **5.1.4 Awareness of Post Cyclone Larry Promotions**

Next, respondents were asked if they were aware of Tourism Tropical North Queensland's post Cyclone Larry promotional campaign, and if so, had this campaign encouraged them to visit TNQ. Whilst over 60% of respondents were not aware of the promotional campaign, the 38% who had seen the advertisements agreed for the most part that the advertisements had encouraged them to consider TNQ as a holiday destination.

Again, there were some slight differences between the respondents in the Sydney and Brisbane samples (Figure 19), as the first group was less aware of the promotional campaign, and were also less likely to be encouraged to visit TNQ as a result of the campaign.



**Figure 19: Survey 2: Aware of Campaign and Encouragement – Sydney and Brisbane**

#### **5.1.5 Motivators for Visiting TNQ**

Respondents were also asked what features might attract them to TNQ, despite the potential impacts of Cyclone Larry on the local tourism industry. The responses to this question are shown in Table 20. The coastal and marine environment (43.4%) dominated as motivators for visiting TNQ. Additionally, the weather (23.6%) and the terrestrial environment/landscape (18.5%) were key driving factors in visitors' motives to travel to the region.

**Table 20: Survey 2: Motivational Features for Visiting TNQ**

The coastal and marine environment	GBR, beaches, diving, snorkelling, sailing, ocean, coast, boats, surf, marine life, whales.	43.4%
Weather	Climate, weather, winter weather, sun	23.6%
The terrestrial environment/landscape	Rainforest, scenery, natural environment, countryside, beauty, wilderness, natural beauty, national parks, lush setting, environment, bush	18.5%
Tropics	Relaxation, lifestyle, tropics, laid-back, rest, slow pace, quietness, atmosphere	12%
Local towns/regions	Cairns, Daintree, Tablelands, Port Douglas, Kuranda, Innisfail, Cooktown, small towns, Mission Beach, Atherton	10%
Friends and relatives	Visiting friends, relatives, family	6.8%
Outback activities & fishing	Fishing, 4W driving, Savannahlander, outdoor fun, outback touring, bushwalking.	5.6%
Tourism	Activities and attractions, Skyrail	3%
Water	Rivers, waterfalls, swimming	2.9%
People	People, friendly people	2%
Shopping	Shopping	1.4%

Other features that were mentioned by more than one respondent include: cost (0.9%), location (0.9%), previous experience (0.8%), resorts (0.4%), local culture (0.4%), heritage (0.4%), fun (0.4%), and features (0.4%).

Next, respondents were asked what motivates them to travel in general. The results, presented in Figure 20, suggest that climate (mean score = 1.66), rest and relaxation (mean score = 1.66), and the price of travel are very important for the majority of respondents (mean score = 1.70). There was very few differences between Brisbane and Sydney respondents. Respondents from Brisbane placed a little less emphasis on the natural environment and on price, and a slightly greater emphasis on attending special events and business trips.

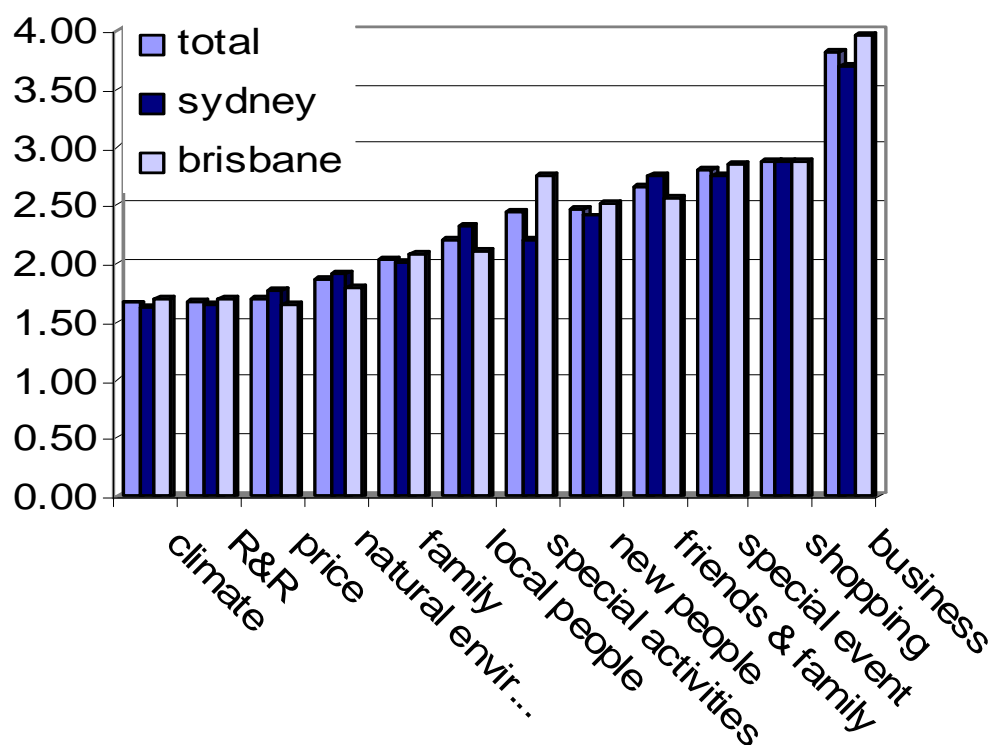


Figure 20: Survey 2: Travel Motives – Sydney and Brisbane

These results are somewhat comparable to the results of the previous section that examined the motivations of visitors to the region. Motivators that were important to both samples include rest and relaxation, climate, and the natural environment (see Table 21).

Table 21: Survey 2: Mean for Features – TNQ Visitors and Non-Visitors

Features	Mean TNQ Visitors	Mean Non-Visitors
Rest and relax	1.68	1.66
Climate	1.74	1.66
Natural environment	1.89	1.86
The price matched my budget	2.30	1.70
Meet new people	2.55	2.47
Spend time with my family	2.96	2.04
Special interest activities	3.00	2.45
Visit friends and relatives	3.04	2.66
Shopping	3.37	2.88
Special event	3.78	2.80
Business/Conference/Meeting	4.39	3.83

## **5.2 Summary of Survey No: 2 Results**

This section provides an overview of the results for the survey conducted on potential visitors' perceptions and travel indications to the TNQ region following Tropical Cyclone Larry. The surveys were conducted at two locations that represent key source visitor markets for TNQ, Brisbane and Sydney.

The results indicate that these potential visitors are predominantly from the 30 to 60 year old age groups, in the middle to higher income brackets, and retired/semi-retired visitor markets who are mainly living in or close to Brisbane and Sydney. While this may be a result of the sample being taken from two events (i.e. Sydney International Boat Show and Brisbane EKKA) each of which tends to draw patrons from this market profile, a comparison of the TNQ regional data indicates these samples' socio-demographics are reasonably on par with the most recent report on these visitors (Tourism Queensland, 2006).

Visitation patterns to TNQ indicated that the majority of these respondents had experienced the region at some point in the past, with the average time being 6.25 years since the respondents' last trip to TNQ. Future intentions revealed that the majority had considered TNQ as a destination in their recent holiday plans, and even after the impacts of Cyclone Larry in the region. Additionally, when asked to consider when they might visit TNQ again, many indicated they would visit in less than a year or within 2 years. Clearly, these results suggest that the TNQ region is a sought after destination for these potential domestic visitors, more so for repeat visitation.

The key motivators for visiting the region are an indication of the possibility for repeat visitation from these visitor markets. The coastal/marine and rainforest/landscape environments combined with the tropical climate are well-established factors that entice visitors from southern regions to the Tropical North Queensland region each year. In particular, attractions such as the Great Barrier Reef, tropical rainforests and mild winters are the key attractions that visitors relate to TNQ (Tourism Queensland, 2006), and as such, are the focus in much of the advertising for this region.

The potential visitors were asked a number of questions regarding their awareness and perceptions of Cyclone Larry on the TNQ region. The majority of respondents indicated they were fully aware of Cyclone Larry. The media played the key role in disseminating this information, with television news, newspapers, and radio being the strongest sources



of information. Awareness of post Cyclone Larry tourism promotions were, however, much lower for all potential visitors. Nonetheless, of those who were aware of these promotional campaigns, between 20% and 30% said that they were encouraged to visit the TNQ region due to these promotions. These results are quite positive for the tourism promotional campaign, considering the region enjoys such a high conversion rate in general (Tourism Queensland, 2006).

Overall, the off-site survey has provided a valuable insight, albeit limited in sample size and range of questions. The results point to the strength of the region's motivating features and promotional campaigns, despite the impacts of a severe tropical cyclone such as Larry.

## 6.0. Discussion and Conclusions

To provide industry and local tourism agencies with useful information to rebuild the tourism sector, this research investigated a range of characteristics of visitors who had decided to visit the region in spite of Cyclone Larry some three months earlier. It must be stated that the actual number of visitors was significantly below the levels of previous years. It is therefore apparent that visitors who chose to cancel their trip would have given very different responses to this survey and were apparently far more concerned about the impacts of the cyclone than the respondents whose views are recorded in this research.

The finding that the majority of respondents reported no or little impact on their satisfaction with the region was significant. As soon as essential services were restored and the affected area was made safe, marketing played a major role in informing visitors that the area was again “open for business”. This was clearly the focus of the region’s two key tourism marketing organisations (Tourism Queensland and Tourism Tropical North Queensland). If marketing of this nature was delayed, further business would have been lost and it would have become more difficult to recover lost business.

An important finding of the research was the values or motivations that resulted in respondents continuing to visit the region even though it had been affected by a severe cyclone. The pull of these values and positive visitor motivations for visiting the region are strong and should form the platform on which successful post disaster promotions should be built. Therefore, marketing should provide some form of guarantee to visitors that they will continue to be able to experience the features of the region that they consider to be most valuable to them, despite any impacts from natural disasters.

In the case of Cyclone Larry, the combination of fast recovery for tourism facilities and infrastructure, and the accurate rapid delivery of information through key visitor information sources contributed to the continuation of visitor flows to the region. This study has shown that the data gained from post Cyclone visitation is extremely useful in understanding the perceptions, behaviours and expectations of visitors to impacted regions. Cyclone recovery management plans, as well as other disaster recovery plans would benefit from further research on the perceptions of both on-site and potential visitors to regions that experience these disasters.

The region normally attracts a proportion of the fly/drive tourist market arriving in Cairns. However, the results of the on-site survey showed that the percentage of visitors using

this mode of transport was very low. The majority of visitors were from intra and interstate locations (68%) arriving in the region using private/rented vehicles. This characteristic, combined with the other significant location they had travelled to in the region (i.e. Atherton Tablelands, 28.7%) and visitors' main motives for being in the region (i.e. weather, 20.9%; rainforests, 17.4%; the Great Barrier Reef, 12.4%; and beaches, 8.3%) indicates that these visitor patterns are typical of the domestic TNQ drive market.

Visitors' perceptions of the region revealed that the media was the key informant of the impacts of the cyclone. Television, newspapers and radio were key information sources. It is generally considered that the media often portrays disasters in the most dramatic way, which can lead to over-emphasis of the levels of impact on such destinations and discouragement of visitation to these areas. This may be the case for the cyclone affected areas. However, the result showing that friends/relatives in North Queensland also played a key role in informing mainly the domestic visitors to the region may indicate that such first hand information assists in encouraging visitors to the region, considering the surveyed visitors still travelled to the region, despite knowing the state of the region.

The perceived impacts of the cyclone on tourism in the region mainly related to the landscape, infrastructure and facilities, access and the social landscape. These are all features that are important to visitors in the region. It is interesting, however, that the lack of other tourists in the region was a significant impact. Anecdotal evidence also indicated that the social aspect of having a certain level of tourists in the area was important to these visitors, and that the lack of visitor numbers impacted on their stay in the region. Clearly, these impacts were the key reasons for visitors changing their travel itineraries or length of stay in the region. The high levels of satisfaction recorded by the visitors, however, suggest that although perceptions of impacts were high and travel patterns were adjusted, they were obviously understanding of the state of the tourism industry in the region.

The majority of off-site visitors had heard about Cyclone Larry, predominantly from media including television news broadcasts, newspapers and radio. Friends/relatives living in TNQ was not a key source of information for potential visitors in Brisbane and Sydney. With this in mind, when these potential visitors were asked if they would consider visiting the region even after a cyclone had impacted the majority said that they would consider the region. While the majority of these potential visitors had already considered visiting the destination, they also indicated that their visitation intentions were within a year away. The combination of these results supports the proposition that potential visitors may be

delaying their holidays in the region due to the cyclone's impacts. Further research is required to investigate this link.

The post cyclone recovery management plan included significant promotional campaigns when most of the tourism organisations were re-opened to reassure potential visitors that the region was "open for business". The majority of potential visitors, however, indicated they were not aware of this promotional campaign. Those who were aware of it agreed, for the most part, that the advertisements had encouraged them to consider TNQ as a holiday destination, thus suggesting that the advertising was somewhat successful. Whether this is a result of the sample taken of potential visitors in Brisbane and Sydney or if this is indeed a result of the advertising, is unsure.



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## Appendix A



### **Post Tropical Cyclone Larry Tourism Survey**

James Cook University's (JCU) Tourism Program is investigating the impacts of Tropical Cyclone Larry on the tourism industry in Tropical North Queensland.

**The project aims are:**

1. To assess the impact of Cyclone Larry on the tourism industry in the Innisfail/Mission Beach/Atherton Tablelands region.
2. To measure the rate and degree of recovery of tourism over a one year time frame
3. To assess the impact of the damage to the landscape and associated views on visitor satisfaction.

In order to achieve these objectives, JCU requires up to date information about visitors to the region. Your participation in providing this information would be greatly appreciated. The attached survey is voluntary, anonymous and completely confidential. We do not require any of your personal details in this survey. The survey should take approximately 10 minutes to complete.

**PLEASE DETACH & RETAIN THIS INFORMATION PAGE ONLY FOR YOUR FUTURE REFERENCE.**

If you would like to discuss this project in more detail, please contact the Project Manager. Alternatively, if you would like to discuss any ethical matters regarding this project, please contact the Ethics Officer.

**Project Manager:**

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Sustainable Tourism CRC  
James Cook University – Cairns QLD 4870  
Telephone: (07) 40 42 1371  
Fax: (07) 40 42 1080  
Email: [bruce.prideaux@jcu.edu.au](mailto:bruce.prideaux@jcu.edu.au)

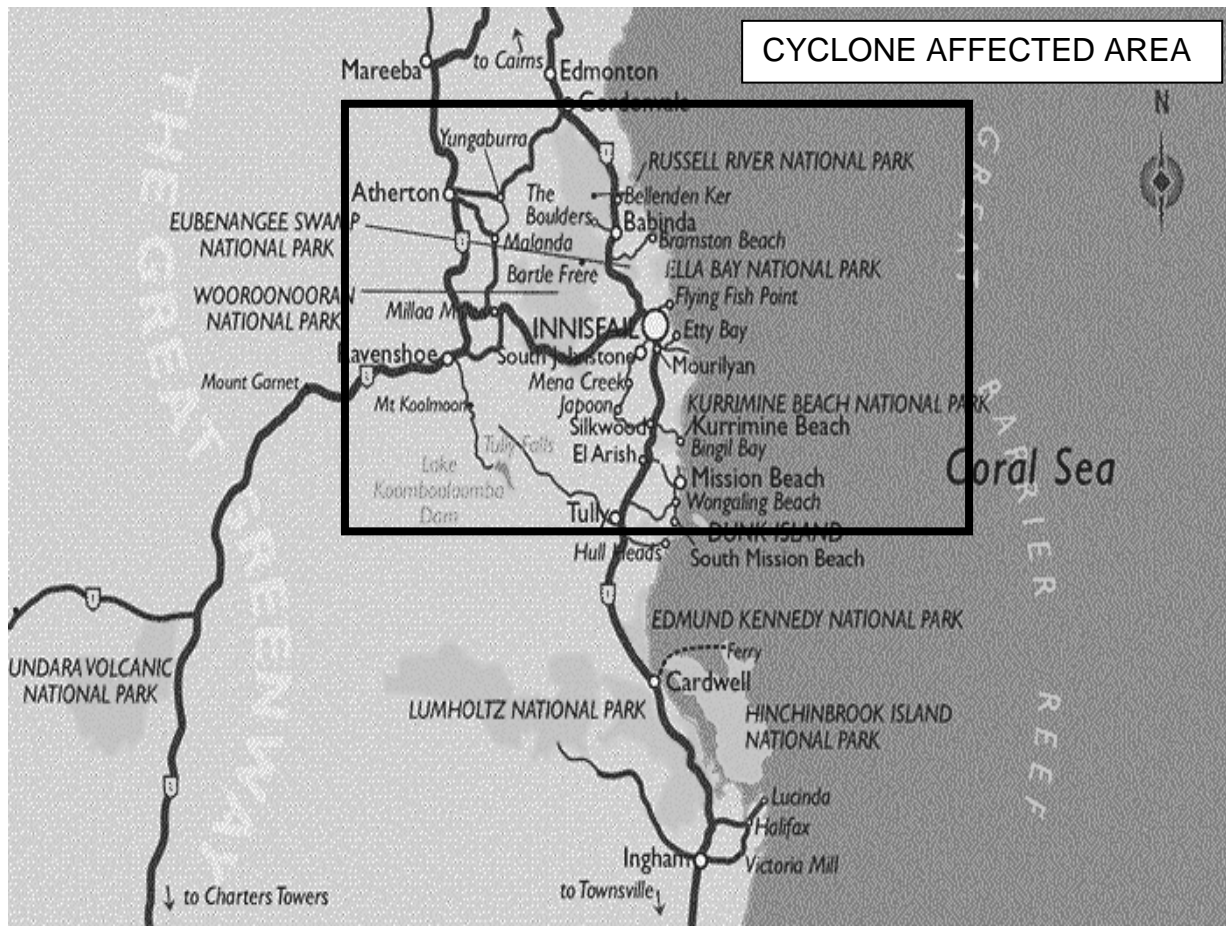
**Ethics Officer:**

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## MAP OF TULLY – INNISFAIL – CAIRNS – ATHERTON TABLELANDS REGION

Map Source: <http://www.queensland-australia.com/100150.php>



**IMPORTANT! PLEASE COMPLETE YOUR ANSWERS BY FILLING IN THE CIRCLES LIKE THIS ●**

1. Is this your first visit to the Tropical North Queensland (TNQ) region?    ☐ Yes ☐ No
2. How did you mainly travel to this location in Tropical North Queensland today?  
☐ Packaged tour bus/coach    ☐ Private/rented vehicle    ☐ Fly / Drive    ☐ Other: \_\_\_\_\_
3. How many nights do you intend spending: in the Tropical North Queensland?    Nights: \_\_\_\_\_  
away from home during this holiday?    Nights: \_\_\_\_\_
4. What is the main type of accommodation you are staying in/will stay in during your visit to TNQ?  
☐ Hotel/Motel    ☐ Resort    ☐ Holiday Apartment/Unit    ☐ Backpackers hostel  
☐ Caravan park/cabin    ☐ Camping    ☐ Bed & Breakfast    ☐ Friends/Relatives
5. Have you stayed/intend to stay overnight at any of these locations between Tully and Babinda? (see map p.2)  
☐ Babinda    ☐ Innisfail    ☐ Mission Beach    ☐ El Arish/Silkwood    ☐ Tully    ☐ Other \_\_\_\_\_  
☐ I did not stay/do not intend to stay at these locations
6. If **NOT** - Would you have stayed/intended to stay at the above locations if facilities were improved?  
☐ No    ☐ Yes    If **YES**, which facilities should be improved?  
☐ camping facilities    ☐ other accommodation    ☐ food & beverage outlets  
☐ shopping    ☐ activities    ☐ Other facilities \_\_\_\_\_
7. Which locations have you travelled to that are not directly situated on the Bruce Highway between Ingham and Cairns ? (see map p.2) \_\_\_\_\_
8. Where did you find out the most information about TNQ? (Please choose 1 only)  
☐ Internet    ☐ Tourist guide books    ☐ Friends/family    ☐ Advertisements    ☐ Travel agent  
☐ Television documentary    ☐ Visitor information centres    ☐ Other (please specify) \_\_\_\_\_
9. Which of the following best describes your approach to planning this trip? (Please choose only one)  
☐ I chose an **already organised** package tour  
☐ I organised most of my itinerary **before I started the trip**  
☐ I had **planned some** of my itinerary before I started the trip  
☐ I used information I **obtained upon arrival** to plan most of my itinerary  
☐ Most of my plans and decisions are made from **day to day**
10. When planning your holiday, to what extent did you think Cyclone Larry might have impacted on tourism in the area?    ☐ very much    ☐ a little    ☐ not at all
11. When considering this trip, what were the three greatest impacts that you thought Cyclone Larry might have had on tourism in the area?  
(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_
12. Where did you mainly hear about the impacts of Cyclone Larry? (Tick as many as applicable)  
☐ TV – News program    ☐ Newspapers    ☐ Friends/Relatives living in North Queensland  
☐ Travel agent    ☐ Internet    ☐ Other (please specify) \_\_\_\_\_  
☐ TV – other program/s    ☐ Radio    ☐ Friends/Relatives elsewhere

13. Please list up to three other destinations you considered travelling to while you were planning your current holiday.

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

14. Please indicate how important each of the features were in your decision to visit TNQ:

	Very Important	Important	Neither Important/ Unimportant	Unimportant	Not Important At All
Visit the Great Barrier Reef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit the 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 & relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snorkelling & 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 islands &/ beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting friends & 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"/>
Special Event	<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"/>

15. Below is a list of areas that contain Wet Tropics World Heritage rainforest locations. Please indicate which rainforest areas you have visited and/or intend to visit during this trip (**see map on p.2**).

Locations	Have Visited	Intend to Visit
Kuranda	<input type="radio"/>	<input type="radio"/>
Atherton Tablelands rainforest areas	<input type="radio"/>	<input type="radio"/>
Cape Tribulation	<input type="radio"/>	<input type="radio"/>
Daintree	<input type="radio"/>	<input type="radio"/>
Mossman Gorge	<input type="radio"/>	<input type="radio"/>
Innisfail/Wooroonooran/Palmerston	<input type="radio"/>	<input type="radio"/>
Mission Beach/Tully/Cardwell	<input type="radio"/>	<input type="radio"/>
Paluma (near Townsville)	<input type="radio"/>	<input type="radio"/>

16. If there were no rainforests anywhere within the Tropical North Queensland, would you still visit the region? ☐ Yes ☐ Unsure ☐ No **If NO, would you:**

- ☐ Travel elsewhere in Queensland ☐ Travel to another Australian state ☐ Stay at home  
☐ Travel to Tropical North Queensland anyway ☐ Travel to another country

**17. To what extent do you think that the cyclone has visibly damaged the rainforest?**

☐ some visible damage    ☐ little visible damage    ☐ no visible damage

**18. Overall, how satisfied are you with your holiday in Tropical North Queensland?**

☐ Very satisfied    ☐ Satisfied    ☐ Unsatisfied    ☐ Very unsatisfied

**19. How much do you think the impacts of Cyclone Larry have affected your satisfaction with your holiday in Tropical North Queensland?**

☐ very much    ☐ a little bit    ☐ not at all

**20. What are the main ways that you felt that Cyclone Larry has affected your satisfaction with your holiday in Tropical North Queensland? (please use the back of the survey for more comments)**

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

**21. Have the impacts of Cyclone Larry affected your travel itinerary for this trip?**

☐ No    ☐ Yes    **If YES** How? \_\_\_\_\_

**22. Are you aware of Tropical North Queensland's post Larry tourism promotion?**

☐ Yes    ☐ No

**If YES, did this promotional campaign encourage you to visit this region?** ☐ Yes    ☐ No

**23. What are the main features of the region that attracted you, despite the potential effects of Cyclone Larry on the local tourism industry?**

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

**24. Would you recommend visiting Tropical North Queensland to prospective visitors, even after a cyclone has impacted the region?**

☐ No    ☐ Yes    ☐ Unsure

**For Statistical Purposes Only**

**25. Are you:** ☐ Male    ☐ Female

**26. Where do you usually live?** Australia (post code) \_\_\_\_\_ Overseas country \_\_\_\_\_

**27. Please indicate your age group:**

☐ Under 20 years    ☐ 20 to 29    ☐ 30 to 39    ☐ 40 to 49    ☐ 50 to 59    ☐ 60 to 65    ☐ over 65

**28. How would you best describe your occupation (Please choose only one)**

☐ Self-employed    ☐ Professional    ☐ Manual/Factory worker    ☐ Student  
☐ Management    ☐ Office/Clerical    ☐ Public Service (Government)    ☐ Retail  
☐ Service Industry    ☐ Tradesperson    ☐ Retired / Semi-retired    ☐ Other (please specify): \_\_\_\_\_

**29. Which of these best describes your immediate travel party:**

☐ Alone    ☐ Couple (Partner/Spouse)    ☐ Friends    ☐ Family (Adults & Children)  
☐ Relatives    ☐ Club or Tour Group

**THANK YOU FOR YOUR TIME. Please return this survey to a member of this project's team.**

**Surveyors to complete:**

Survey site:

☐ MBV    ☐ MBC    ☐ MBYH    ☐ Tully    ☐ CNS    ☐ Lk B.

Travel direction: (where did he/she come from?)

☐ North    ☐ South    ☐ East    ☐ West



## Appendix B



Surveyors to complete ☐ male ☐ female

## **Post Tropical Cyclone Larry Tourism Survey**

1. Where do you usually live? Australia (post code) \_\_\_\_\_ Overseas (country) \_\_\_\_\_

2. Please indicate your age group:  
☐ Under 23 years ☐ 24 to 29 ☐ 30 to 39 ☐ 40 to 49 ☐ 50 to 59 ☐ 60 to 65 ☐ over 65

3. How would you best describe your occupation (Please choose only one)  
☐ Self-employed ☐ Service Industry ☐ Manual/Factory worker ☐ Student ☐ Unemployed  
☐ Management ☐ Office/Clerical ☐ Public Service (Government) ☐ Retail ☐ Homemaker  
☐ Professional ☐ Tradesperson ☐ Retired / Semi-retired ☐ Other: \_\_\_\_\_

4. Which of the following best describes your living arrangements?  
☐ With a spouse or partner and children ☐ With a spouse or partner but no children  
☐ Single parent with children ☐ Single, living with parents or relatives  
☐ Single, living alone or sharing

5. Have you visited Tropical North Queensland? ☐ Yes If yes, when was your last trip there? \_\_\_\_ (years)  
☐ No

6. Have you heard of Cyclone Larry? ☐ Yes ☐ No (if no, go to question 10)

7. Where did you mainly hear about the impacts of Cyclone Larry? (Tick as many as applicable)  
☐ TV – News program ☐ Newspapers ☐ Friends/Relatives living in North Qld  
☐ TV – Other program/s ☐ Radio ☐ Friends/Relatives elsewhere  
☐ Travel agent ☐ Internet ☐ Other (please specify) \_\_\_\_\_

8. In your holiday plans, had you considered Tropical North Queensland before you heard about the cyclone?  
☐ Yes ☐ No (go to question 11)  
 Would you consider it now? ☐ Yes When? ☐ less than 1 year ☐ 1-2 years ☐ someday  
☐ No Why not? \_\_\_\_\_ (go to Q 10)

9. What are the main features of the region that might attract you, despite the potential effects of Cyclone Larry on the local tourism industry?  
 (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

10. Have you seen any advertising about TNQ recently? ☐ Yes ☐ No  
 If yes, has this advertising encouraged you to plan a visit to TNQ? ☐ Yes ☐ No

11. Thinking about the types of holiday you normally chose, how important are the following factors to you?

	Very Important	Important	Neutral	Unimportant	Not at all Important
Special interest activities, e.g. skiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing local culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiencing the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resting & relaxing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spending time with my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting friends & relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festival/sporting or special Event	<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"/>

MAP of Tropical North Queensland (taken from <http://www.queensland-australia.com> )

