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Tourists frequently undertake multidestination trips to maximize the benefits of travel. A more detailed understanding of this phenomenon contributes to destination marketing by enabling identification of potential multidestination marketing synergies. For individual destinations lacking the critical mass of attractions, such synergies provide a foundation for leveraging strategies. While research has revealed a range of factors associated with variations in travel patterns, no attempt has been made to explore the relative contribution of each factor in a specific context. Research conducted to date has focused primarily on domestic recreational travel (largely in the United States) rather than international tourism. This study uses an Australian database on international visitor travel patterns in Queensland to do this. It is revealed that risk-reduction tendencies associated with long-haul travel, variations in mobility, multiple-benefit seeking, and information sources used by visitors prior to their trip all have a bearing on the level of multidestination travel.

Although data on tourist travel itineraries are fragmentary, there is sufficient evidence to suggest that a majority of tourists choose to visit more than one destination (in various geographical contexts) when they travel (Cooper 1981; Flognfeldt 1992; Mings and McHugh 1992; Oppermann 1995). Despite the prevalence of this phenomenon, however, the configuration of multidestination travel patterns remains a relatively poorly explored area of research, and it is arguable that certain options in the development of destination marketing strategies may have been overlooked as a consequence.

The relevance of a more detailed understanding of travel itineraries to destination marketing is apparent at several levels. First, a knowledge of the combination of destinations included in the itineraries of particular market segments, combined with information on the range of activities and attractions available at these destinations, provides valuable insights into the cluster of experiences and benefits these markets are seeking to gain from their travel. Second, an appreciation of a particular destination's linkages with other destinations, and its relationship with other destinations in the sequence of places visited, can draw attention to potential multiple-destination synergies that might be exploited in the development of collaborative marketing strategies. Individual destinations that have previously lacked the critical mass of attractions required for a viable industry might establish symbiotic relationships with other destinations, which collectively provide cumulative attraction benefits to consumers. Thus, through a coordinated approach, a region might literally become more than the sum of its parts in terms of its capacity to attract visitors. Finally, an analysis of the spatial configuration of travel itineraries, in conjunction with a knowledge of market demand patterns and the tourism assets of a particular region, can assist product development by identifying suboptimal itineraries and supply side deficiencies responsible for these.

In the research on multidestination travel patterns carried out so far, a range of factors have been identified as being relevant to the variations observed. These have included multiple-benefit seeking, heterogeneity of preferences, risk/uncertainty reduction, economic rationalism, visiting friends and relatives, type of travel arrangements, travel mobility, travel time constraints, and destination familiarity. However, while the influence of one or several of these factors has been examined empirically in individual studies, no attempt has been made to explore their relative contributions in a specific context. The research described in this article makes some progress on this front by providing a descriptive overview of multidestination travel patterns among international visitors to Queensland. As the survey used as the source of data (the Queensland Visitor Survey [QVS]) has not been specifically designed for this particular study, it is necessary to rely on surrogate measures of some of the above variables. While this limitation obviously has a bearing on the conclusiveness of the analysis, the results nevertheless demonstrate how the analysis of existing data sets can generate useful insights into the nature of multidestination travel.

UNDERLYING FACTORS INFLUENCING THE INCIDENCE OF MULTIDESTINATION TRIP BEHAVIOR

A range of factors have been identified as being responsible for multidestination travel patterns in Lue, Crompton, and Fesenmaier's (1993) conceptual article on this subject and more recently in Lue, Crompton, and Stewart's (1996) experimental study on multidestination travel within a particular region of the United States. On the basis of these arti-

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cles, and subsequent comments by Beaman, Jeng, and Fesenmaier (1997), we can identify five basic predisposing factors associated with this phenomenon:

- Multiple-benefit seeking, encompassing situations where multiple destinations reflect the desire for variety in the travel experience;
- Heterogeneity of preferences, where different destinations are included in the travel itinerary to accommodate the varying travel requirements of different members of the same travel group;
- Risk and uncertainty reduction, where the traveler reduces the risk and uncertainty that would otherwise be associated with entrusting his or her travel investment in a single location;
- Economic rationalism, or the desire to fit as much into the travel itinerary as possible to ensure that the economic costs incurred in making the trip are justified; and
- Visiting friends and relatives, an extension of multibenefit seeking involving visits to friends and relatives during an itinerary.

Elsewhere, several other authors have identified the following additional factors that can generally be readily classified as constraints and/or opportunities associated with multidestination travel patterns:

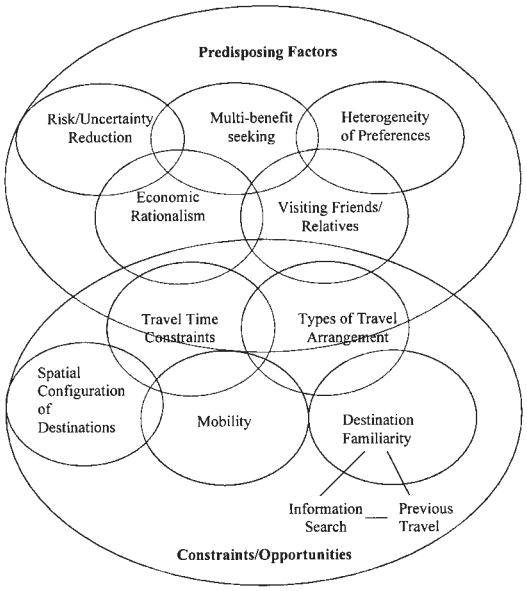
- Type of travel arrangement: package tours versus free-independent travel (FIT) (Oppermann 1992b);
- Travel mobility, as reflected in the primary mode of transport being used (Cooper 1981; Debbage 1991);
- Travel time constraints (Oppermann 1994; Pearce 1990);
- Destination familiarity (Debbage 1991; Oppermann 1992b); and
- Spatial configuration of destinations (Fotheringham 1985; Gunn 1994; Jeng and Fesenmaier 1997; Kim and Fesenmaier 1990; Lue, Crompton, and Fesenmaier 1993).

These factors are summarized in Figure 1, where the complexity of their association with multidestination travel is reflected in the frequency of overlapping relationships. Individual factors, their interrelationships, and their association with multidestination travel are discussed below.

VARIETY AND MULTIPLE-BENEFIT SEEKING

In the case of an individual tourist, there may be more than one benefit sought from the travel experience. Thus, as the benefits sought expand from one to many, and the capacity of individual destinations to provide the full range of benefits diminishes, the propensity to seek variety by visiting many destinations increases (Farquhar and Rao 1976; Green and Devita 1974; Green, Wind, and Jain 1972). Many different attractions/regions/destinations are therefore visited during the tourist's holiday to satisfy the multiple benefits that are being sought. In empirical terms, we might therefore expect that travelers who indicate a range of purposes for their trip are predisposed to multidestination itineraries (Hypothesis 1).

FIGURE 1
FACTORS ASSOCIATED WITH MULTIDESTINATION TRAVEL



HETEROGENEITY OF PREFERENCES

In describing the effect of travel group size, Debbage (1991, p. 256) has observed that the "collective decision making associated with large travel groups can tend to complicate spatial outcomes." Individual differences in the preferences of members of the same travel group may add to heterogeneity of experiences and benefits the group as a whole is seeking to obtain from a single trip. In such cases, the itinerary will comprise complex patterns of interdependent travel activities (Fesenmaier and Lieber 1985, 1988), with different benefits being sought from different destinations within the course of the vacation period and more overnight stopovers therefore being associated with larger travel party size (Lue, Crompton, and Fesenmaier 1993). It has also been suggested, however, that the opposite effect is also evident, whereby small travel groups are inclined to "explore" a country or region, with many destinations being included in their itinerary as a consequence (Oppermann 1992b, p. 46). As indicated in Figure 1, heterogeneity of preferences overlaps with multiple-benefit seeking to the extent that the former is a variant of the latter at the collective (as opposed to the individual) level.

For the purpose of the current exercise, therefore, we are confronted with two opposing hypotheses:

Hypothesis 2a: Larger group sizes have a bearing on the heterogeneity of benefits sought, which is reflected in multiple destinations being visited, or

Hypothesis 2b: Smaller group sizes are associated with "explorers," who tend to visit more destinations.

RISK AND UNCERTAINTY REDUCTION

The aggregation of a set of destinations into an itinerary reduces the risk of being disappointed or dissatisfied with the tourist experience. Thus, as Lue, Crompton, and Stewart (1996, p. 41) note, "If the primary or one of the secondary destinations fails to deliver the expected benefits, then other alternatives are available." In light of portfolio theory, multidestination tourism would appear to be a logical attempt by tourists to reduce the risk and uncertainty that is involved in travel (Kim and Fesenmaier 1990; Smith 1978). Individuals may therefore perceive the presence of a number of secondary destinations in an area as reducing the uncertainty and level of risk associated with that choice. This factor was also emphasized in an earlier study by Cooper (1981) and overlaps with multibenefit seeking and type of travel arrangement in the sense that these tendencies may themselves represent potential strategies for risk reduction. Familiarity with a destination and information search behavior might also be linked with risk reduction. Given the potential moderating effects of these factors and the fact that risk aversion has not been directly measured in the QVS, the distance traveled by the visitor was adopted as a crude indicator of risk. This assumes that as visitors from more distant residential locations are investing more time and money into their trip, they will be more sensitive to the risk involved. Research by Stewart and Vogt (1997) has previously confirmed the hypothesis that visitors from more distant regions, in a domestic U.S. context at least, were more likely to engage in regional or trip-chaining itineraries than in single-destination trips.

ECONOMIC RATIONALIZATION

Variability in the spatial, temporal, and personal constraints faced by pleasure travelers suggests that a variety of different destinations *in reasonable proximity* may be needed to accommodate their needs at different times or under different conditions. Consequently, travelers may combine visits to several destinations in the course of a single trip to reduce the overall cost of travel and to maximize the use of time, money, and other resources associated with travel. This can be a major consideration when travel arrangements must be structured within the bounds of tight time and cost constraints (Forer and Pearce 1984). Economic rationalization is both a predisposing factor and a constraint when considering multidestination travel tendencies and, in this context, the income of the visitor provides the most readily available surrogate measure.

On one hand, we would expect higher-income groups to be under less pressure to rationalize their travel plans and therefore be less inclined to engage in multidestination travel. On the other hand, however, with higher-income groups being less constrained by funds, they are more able to extend the time of their stay and increase their mobility through the purchase of additional transport services (e.g., air services and/or rental vehicles). Under these circumstances, higher-income groups may be more inclined to become involved in multidestination trips.

Due to the omission of any measure of income in the QVS, it is not possible to determine the effect of income in the context of the current study.

VISITING FRIENDS AND RELATIVES ("VFR")

As mentioned previously, the inclusion of visits to friends and relatives in travel itineraries may be seen as being primarily an extension of the multiple-benefit seeking factor. However, there is also an element of economic rationalization involved in this travel option to the extent that friends and relatives often provide free accommodation and thus enable additional travel benefits to be leveraged off the financial outlays associated with the trip. Previous studies by Lue, Crompton, and Fesenmaier (1993) and Lue, Crompton, and Stewart (1996) have indicated that these VFR visitors exhibit a higher tendency to engage in multidestination travel. Empirically, therefore, visitors who state their main purpose of travel as being to visit friends and relatives might be expected to exhibit multidestination travel tendencies (Hypothesis 4).

TYPE OF TRAVEL ARRANGEMENT

Oppermann (1992b) has observed a tendency for travelers on package tours (i.e., where the itinerary is generally organized by a tour company on their behalf) to be less spatially active than the free-independent travel (FIT) market. While this appears logical, given the effect of the packaged product in limiting the range of places visited, Debbage (1991) found no significant difference in the level of spatial activity between package tourists and nonpackage tourists in the Bahamas resort setting. The inability to obtain precise information on this variable from the QVS meant that the influence of travel arrangements could not be examined in this study.

TRAVEL MOBILITY

As Cooper (1981) has observed, the increased general mobility of populations associated with increased car ownership brought with it a tendency for tourist travel patterns to become more dispersed and multidestination oriented. It follows that spatial activity levels among visitors to an area will be linked with access to their own or rented transport (Debbage 1991). Such forms of transport clearly provide the level of mobility and flexibility of movement that enables a greater diversity of locations to be visited. Implicitly, however, the act of purchasing or renting a vehicle during their stay arises from a predisposition to multidestination travel that is influenced by the other factors (Debbage 1991, p. 265). For the purposes of the current study, it is assumed that the visitors' use of their own or a rented vehicle during their stay provides an indicator of mobility that can be related to increased multidestination travel behavior (Hypothesis 5).

TRAVEL TIME CONSTRAINTS

As alluded to in the previous discussion on the role of economic rationalization in encouraging multidestination travel patterns, the inclusion of an additional destination in an itinerary can involve economies in both time use and

financial cost. This is especially so in the case of long-haul travel, where the (time and money) cost of visiting the additional destination has a marginal impact on the overall time (and financial cost) involved. On the other hand, there is an obvious link between the time available for a trip and the number of destinations that can be included in the itinerary. Thus, Pearce (1990) has attributed differences in the spatial extent of the tourists' travel patterns, and therefore the tendency to engage in multidestination trips, to their length of stay in a country. Oppermann (1994) tested this hypothesis empirically by examining the travel patterns of international tourists in New Zealand and concluded that the longer visitors stayed in New Zealand, the more destinations they visited. The role of this factor cannot, however, be determined in the context of this study because of its omission from the survey analyzed.

DESTINATION FAMILIARITY

Destination familiarity is defined in this context as a combination of previous travel experience and the level of information obtained about a destination.

With regard to the former dimension, evidence of its influence has been inconclusive. Debbage (1991) has observed that the effect of previous travel experience on the spatial dispersion of tourists within a resort setting was insignificant. However, Oppermann's (1992b) study of travel patterns among international visitors to Malaysia detected a tendency among those who had visited Malaysia previously to be less inclined to engage in multidestination itineraries. This may reflect a tendency among repeat visitors to be more selective and focused on pursuing particular interests.

The possibility of a linkage between the level of information obtained by tourists prior to visiting a country or region and multidestination travel patterns has not been explored in previous studies. It seems logical, however, to suggest that the more information that tourists gather about a destination region, and hence the more knowledgeable they are about the range of attractions available, the higher is the probability that an increased number of regions will be visited during their trip. The inclination to gather information about a destination prior to departure and to plan itineraries themselves, rather than rely on a packaged product, has been attributed to Plog's (1973) "allocentric tourist." If, as Plog suggests, allocentric tourists are more inquisitive and curious than the average traveler, they might be expected to exhibit an increased level of spatial activity and the number of different information sources used in the planning stages of a trip might be associated with multidestination travel patterns.

Despite this argument, the interpretation of linkages between the level of information search and multidestination travel tendencies involves the risk of tautological reasoning because it is equally plausible that the decision to include more regions in one's travel itinerary may itself stimulate more intense information search behavior. That is, there may be many instances in which information search is not so much the cause as it is the effect of the decisions to undertake multidestination travel. Therefore, while an association between multidestination itineraries and high levels of information search is being suggested, this is not meant to imply a particular causal relationship in either direction.

SPATIAL CONFIGURATION OF DESTINATIONS

The geographical proximity and configuration of destinations/attractions within the travel network have also been cited as a further influencing factor in multidestination travel behavior (Fotheringham 1985; Gunn 1994; Jeng and Fesenmaier 1997; Kim and Fesenmaier 1990; Lue, Crompton, and Fesenmaier 1993). That is, spatial patterns of travel are not only influenced by the tourists themselves but also by the distribution of tourism resources (i.e., attractions and destinations) within a region (Gunn 1994). More specifically, however, previous studies have shown that a (recreation) site in close proximity to other attractions will be increasingly attractive to visitors as it presents an agglomeration of (travel) opportunities (Fotheringham 1985). Lue, Crompton, and Fesenmaier (1993) and Lue, Crompton, and Stewart (1996) have further articulated this concept in more recent work on the concept of cumulative attraction theory.

While the influence of this factor will not be addressed specifically within the scope of this study, it is acknowledged that future work will need to incorporate this supply-side influencing agent when determining patterns of multidestination tourism.

A summary of the factors that have been identified as having the potential to influence the extent of multidestination tourism is provided in Table 1, where propositions regarding the nature of the influence in each case are also provided. The methodology for testing these propositions is described in the next section.

METHODOLOGY

The QVS is an annual destination-based survey conducted by the Queensland Tourist & Travel Corporation (QTTC). The QVS is a random stratified sample survey of visitors staying in commercial accommodation establishments throughout Queensland, Australia. The survey is conducted primarily via face-to-face interviews and is supplemented with self-completion questionnaires. Approximately 12,000 completed surveys are collected from both domestic and international visitors to Queensland each year, enabling information on visitors' travel behavior, including regional destinations visited in Queensland, to be analyzed. In 1994/1995, approximately 2,300 completed surveys were obtained from international visitors. The analysis that follows in Tables 2-8 is based on the unit record data relating to these international visitors during this period. From the data collected in the survey, it is feasible to derive indices for 7 of the 10 factors included in Table 1. These variables are italicized in the table and will be used as independent variables in the following analyses.

As the QVS does not collect income data and information on travel arrangements, it was not feasible to consider the possible effects of economic rationalism and the type of travel arrangements as specified in the previous section. Furthermore, although the total length of stay in Queensland of individual visitors is available from the QVS, the use of this figure as an indicator of time constraints is problematic because it is difficult to isolate cause and effect in this instance. It is possible that the number of destinations visited in Queensland actually influences the length of stay as much

TABLE 1

FACTORS INFLUENCING THE INCIDENCE OF MULTIDESTINATION TRAVEL PATTERNS

Predisposing Factor or Constraint/Opportunity	Hypothesis	Indicator
Variety/multiple-benefit seeking	Individual travelers want to experience a range of different experiences and satisfy a set of different travel purposes when they visit an overseas country. The number of purposes cited by visitors as reasons for visiting an area is a surrogate variable for the benefits sought. Hypothesis 1: The more purposes of travel cited by visitors, the more overnight stops they will make.	Number of purposes cited for visit
Heterogeneity of preferences	Different people in the same travel party have different preferences on what they want to see/do when they travel. Assuming that the above is true, the more persons who travel together in the same travel party, the more preferences will need to be accommodated. Hypothesis 2a: The larger the travel party size, the more overnight stopovers will be made, or Hypothesis 2b: Smaller group sizes are associated with "explorers," who tend to visit more destinations.	Number of persons in travel party
Risk and uncertainty reduction	The degree of travel risk associated with visiting an overseas country is positively correlated with the distance between the home country and the destination visited. Long-haul visitors perceive a higher travel risk in visiting a destination such as Australia and therefore want to see as much as possible while they are there. Hypothesis 3: The further the visitors' country of origin from Queensland (QLD), the higher is the travel risk and therefore the more overnight stops are made.	Distance traveled from country of origin
Economic rationalization	Visitors to an overseas country may wish to combine visits to several destinations within a single travel itinerary in order to maximize the use of the money (and time) that they have invested in this travel.	Affluence of visitor
Visiting friends and relatives (*VFR*)	Visitors who state their main purpose of travel is to visit friends and relatives will visit a larger number of overnight destinations (Lue, Crompton, and Fesenmaier 1993). Hypothesis 4: VFR visitors will make more overnight stopovers.	VFR is main purpose
Type of travel arrangement	The package tour traveler is more restricted, due to the nature of travel organization, to visit all of the places that he or she may like than is the free-independent traveler; or Package "tour" travelers, as the name suggests, may in fact visit more destinations than the FIT traveler due to the "touring" nature of this travel type.	Package tour or FIT
Travel mobility (transport used)	Visitors who are not restricted in their travel mobility by air/bus travel schedules are "more spatially adventurous." Hypothesis 5: Visitors with access to rented/private vehicles make more overnight stopovers.	Access to own or rented vehicle during visit
Travel time constraints	Visitors who can afford to spend longer periods of time away from their home are more likely to visit several attractions/ regions than are shorter-staying visitors.	Time available for travel
Destination familiarity	Visitors who have traveled to QLD/Australia previously have more knowledge of what different tourism regions have to offer. First-time visitors who have consulted a range of information sources about what is available in QLD in the process of organizing their itinerary are more likely to make more overnight stops. Hypothesis 6: Repeat visitors, or those who have consulted several information sources about QLD, will make more overnight stopovers.	Previous travel experience and/or information gathered prior to visit

TABLE 1 Continued

Predisposing Factor or Constraint/Opportunity	Hypothesis	Indicator
Nonbusiness travel	Business/conference travelers are restricted in the number of regions they may visit due to the locational constraints of their business/conference. Hypothesis 7: Business/conference visitors will make fewer overnight stops.	Business/conference is main purpose.
Spatial configuration of destinations	The existence of a range of complementary tourist attractions/ destinations within "reasonable proximity" within a region increases the number of stopovers made by tourists.	

Note: Factors in italics are analyzed in the current study.

as the reverse relationship. Accordingly, an appreciation of the influence of the time constraint factor requires the actual travel time available to the visitor (i.e., how many days they were able to allocate to their overseas holiday prior to deciding what country they would visit) to be directly measured, rather than inferred from the duration of visit.

The dependent variable (extent of multidestination travel) was quantified on the basis of travel grid data collected in the survey. Respondents to the QVS were asked to list (in a time-budget approach) the first 10 places in Queensland that they had/would be visiting in the order in which they were/would be visited. While it may be argued that the true extent of multidestination visitation is limited by imposing a restriction of 10 nominated overnight stops, evidence from the QVS (see Table 2) suggests that only a very small proportion (i.e., 6%) of international visitors stayed overnight at 10 or more destinations within Queensland. The destinations nominated by respondents are grouped into 30 subregions of Queensland (e.g., Gold Coast North, Gold Coast South, Noosa, etc.), allowing the visitors' movements between these areas in Queensland to be traced.

RESULTS

Extent of Multidestination Travel among International Visitors to Queensland

As Table 2 indicates, over 60% of international visitors responding to the QVS indicated that they had conducted a multidestination itinerary (i.e., two or more subregional stopovers). A significant proportion (i.e., 30%) made 4 or more stopovers in Queensland, while the average number of stopovers was 3.1. If the extent of the visitors' "spatial activity" within Queensland is considered to be measured by the number of *different* subregions visited, then it becomes necessary to eliminate the effect of repeat visitation to a single subregion during the travel itinerary (i.e., only the first visit to each subregion in the travel itinerary is counted). The number of different Queensland subregions visited by international visitors is listed in Table 3. On the basis of different subregions visited, the average number of stopovers made fell to 2.8 per travel itinerary, with 26% of respondents indicating that they had visited 4 or more different subregions in Queensland. The relationship between individual factors and the incidence of multidestination travel is examined below.

The Relationship between Level of Multidestination Tourism and Travel Characteristics

By comparing the characteristics of visitors who visit just one destination in Queensland (single-destination visitors) with those who visit two, three to four, five to seven, and eight or more destinations (multidestination visitors), we can gain some insights into some of the underlying factors that are associated with the differing levels of multidestination tourism.

Multiple-Benefit Seeking and Visiting Friends/Relatives (purpose of visit)

A relationship between the number of stopovers visited by tourists during a single itinerary and the purpose(s) of travel has been observed by Oppermann (1992b, p. 494), who noted that visitors nominating pleasure/holiday as their main purpose of travel are more likely to visit a larger number of destinations. Evidence from the 1994/1995 Queensland Visitor Survey suggests that on average the pleasure/holiday traveler made 3.1 overnight stopovers in Queensland during his or her itinerary (see Table 4). This is surpassed only by those who stated that their main purpose of trip was "working holiday" (4.8 stopovers). In fact, almost one-quarter of pleasure/holiday visitors made 5 or more overnight stopovers in Queensland. Visitors indicating that they were visiting friends and/or relatives also made an average of 3.1 stopovers. Business visitors and conference/ convention/seminar visitors exhibited less active spatial behavior (1.9 stopovers on average). This is not surprising given the more restricted nature of business/conference travel, whereby the visitor's itinerary is generally more regionally focused and confined to a single area in which the business/conference venue is located.

Heterogeneity of Preferences (travel party size)

Table 5 provides a comparison of the type of travel undertaken (i.e., single versus varying degrees of multidestination travel) by the size of travel party. In the cases of the smaller-sized travel parties (i.e., containing one, two, or three people), over 60% of respondents indicated that they were undertaking multidestination itineraries. Respondents in the larger group category (five or more people) indicated a stronger tendency toward visiting just one destination (52%).

TABLE 2

NUMBER OF OVERNIGHT STOPOVERS IN QUEENSLAND BY INTERNATIONAL VISITORS, 1994/1995

Number of Stopovers	Percentage of Respondents	Cumulative Percentage
1	39	39
2	19	58
3	12	70
4	7	77
5	5	82
6	4	86
7	3	89
8	3	92
9	2	94
10+	6	100
Total	100	100

Source: Queensland Tourist & Travel Corporation (1994/1995).
Note: Maximum of 10 overnight stopovers were recorded by respondents.

TABLE 3

NUMBER OF DIFFERENT SUBREGIONS VISITED IN QUEENSLAND BY INTERNATIONAL VISITORS, 1994/1995

Number of Subregions	Percentage of Respondents	Cumulative Percentage
1	40	40
2	22	62
3	12	74
4	7	81
5	4	85
6	4	89
7	4	93
8	3	96
9	3	99
10+	1	100
Total	100	100

Source: Queensland Tourist & Travel Corporation (1994/1995).
Note: Maximum of 10 overnight stopovers were recorded by respondents.

Conversely, while over one-quarter of respondents who traveled in smaller groups (i.e., one to three persons) made at least five overnight stopovers in Queensland, only 14% of the larger group exhibited such extensive travel behavior. These results support Oppermann's (1992a) findings suggesting that multidestination itineraries are more likely to be conducted by small travel parties in "explorer" mode.

Risk and Uncertainty Reduction: Long- versus Short-Haul Travel (country of origin)

The rationale behind the hypothesis linking long-haul visitors with multidestination itineraries when traveling to their chosen destinations stems from the suggestion that they are exhibiting risk-reducing travel behavior, particularly in terms of the travel time and cost invested in visiting the destination country (Ben-Akiva and Lerman 1985). In their conceptualization of multidestination tourist behavior, Lue, Crompton, and Fesenmaier (1993) reiterate this notion, stating that "by aggregating a group of attractions into a trip, rather than relying on a single destination to provide the benefits sought, individuals may perceive that they reduce uncertainty and level of risk" (p. 292).

Given the above expectations, an international visitor to Queensland, who originated from a country that is considered to be a long-haul market for Australia (e.g., Europe and North America), may be expected to exhibit higher propensities to engage in a multidestination itinerary than one who originated from a short-haul destination (e.g., New Zealand, Pacific Islands, South East Asia).

Table 6 illustrates that the above expectations are consistent with patterns revealed by the QVS data. In particular, it is evident that visitors from long-haul destinations such as Scandinavia, other European countries, United Kingdom/Ireland, Africa, and the Americas visit the most number of regions within Queensland. Conversely, the short-haul markets of Japan, South East Asia, Far East Asia, and the Pacific Islands exhibit a tendency toward single-destination trips. It is likely, however, that many of the visitors from Asian markets are on package tours to Australia that include destinations in other states. The relative immaturity of these Asian markets, in comparison to the long-haul European markets, and their tendency to engage in shorter vacations, also explains the tendency toward single-destination trips.

Visitors from New Zealand, Australia's closest neighbor, are surprisingly evenly split between single and multidestination visits. On one hand, this may reflect the compounding effect of the "allocentric/psychocentric" dichotomy referred to earlier, whereby more experienced and inquisitive travelers carry out a more extensive exploration of particular regions. On the other hand, the strong immigration links between Australia and New Zealand mean that many New Zealanders engage in single-destination family-and-friends-oriented travel to Queensland.

Travel Mobility (transport used to enter Queensland)

The results from the QVS, described in Table 7, support the previous research findings of Debbage (1991), which suggest that the use of private or rental vehicles increases the extent of multidestination visitation. International visitors who entered Queensland via private vehicle visited 4.8 subregions in Queensland on average, while those who arrived by rental vehicle visited 4.0. This reflects the added freedom that access to private/rental vehicles provides tourists when traveling between regions, although it should be noted that only a relatively low percentage of international visitors (10%) to Queensland during 1994/1995 actually reported using rented or private vehicles to enter the state. Contrary to Debbage's earlier observations, however, visitors entering Queensland via coach or bus also demonstrated a high degree of spatial activity, with an average 5.3 subregions visited by this segment.

Destination Familiarity/Information Search Activity (number of information sources used)

As Table 8 indicates, those visitors who referred to just one source of information on Queensland prior to their

TABLE 4

NUMBER OF OVERNIGHT STOPOVERS MADE BY MAIN PURPOSE OF TRIP

Main Purpose of Trip	Number of Respondents	Number of Overnight Stopovers (percentage of respondents) 1	2	3-4	5-7	8-10	Average Number
Working holiday	186	18	13	27	17	25	4.8
Pleasure/holiday	1,722	39	19	18	13	11	3.1
Visiting friends/relatives	115	36	23	23	9	9	3.1
Other	107	41	24	19	10	6	2.7
Conference/business	138	59	22	15	4	—	1.9
Total	2,268	39	19	19	12	11	3.1

Source: Queensland Tourist & Travel Corporation (1994/1995).

TABLE 5

NUMBER OF OVERNIGHT STOPOVERS MADE BY TRAVEL PARTY SIZE

Number of Persons in Travel Party	Number of Respondents	Number of Overnight Stopovers (percentage of respondents) 1	2	3-4	5-7	8-10	Average Number
1	600	34	18	21	14	13	3.4
2	1,161	37	20	18	14	11	3.2
3	120	37	15	22	11	16	3.5
4	176	50	19	18	7	6	2.5
5 or more	225	52	20	14	8	6	2.4
Total	2,282	39	19	19	13	10	3.2

Source: Queensland Tourist & Travel Corporation (1994/1995).

TABLE 6

NUMBER OF OVERNIGHT STOPOVERS MADE BY REGION OF ORIGIN

Country of Origin		Number of Respondents	Number of Overnight Stopovers (percentage of respondents) 1	2	3-4	5-7	8-10	Average Number
Long-haul markets	Scandinavia	81	10	21	18	27	24	4.9
	Other Europe	373	24	15	21	21	19	4.3
	UK/Ireland	556	28	16	20	18	18	4.1
	Africa/Middle East	31	29	16	29	23	3	3.2
	Americas	339	42	18	23	10	8	2.8
Short-haul markets	New Zealand	598	50	24	16	6	4	2.2
	Japan	66	56	21	12	9	2	2.1
	Pacific Islands/Papua New Guinea	64	55	30	9	6	0	1.8
	South Asia/South East Asia/Far East	172	66	19	13	1	1	1.6
	Total	2,280	39	19	18	13	11	3.2

Source: Queensland Tourist & Travel Corporation (1994/1995).

departure visited fewer subregions on average than those who used three or more sources (3.0 and 4.5, respectively).

Regression Analysis of Variables

So far only individual relationships between particular independent variables and the number of overnight stops made during the travel itinerary have been considered. To assess the relative contribution of several underlying factors postulated to influence the extent of multidestination tourism, a linear regression analysis using ordinary least squares was conducted. On the basis of analyses presented in Tables 3-8, seven variables might be considered as having some potential for exhibiting some degree of association with the

TABLE 7

NUMBER OF OVERNIGHT STOPOVERS MADE BY MAIN MODE OF TRANSPORT TO QUEENSLAND

Main Transport Used to Enter Queensland	Number of Respondents	Number of Overnight Stopovers (percentage of respondents) 1	2	3-4	5-7	8-10	Average Number
Bus/coach/rail	365	11	11	23	26	29	5.3
Private/rented vehicle	221	17	12	27	17	27	5.0
International air	1,081	47	23	17	9	5	2.4
Domestic air	573	49	21	16	9	4	2.4
Total	2,240	39	19	18	13	11	3.1

Source: Queensland Tourist & Travel Corporation (1994/1995).

TABLE 8

NUMBER OF OVERNIGHT STOPOVERS MADE BY AMOUNT OF INFORMATION GATHERED

Number of Different Information Sources Used	Number of Respondents	Number of Overnight Stopovers (percentage of respondents) 1	2	3-4	5-7	8-10	Average Number
None	432	35	17	24	13	11	3.2
1	1,524	42	20	16	13	9	3.0
2	263	32	16	22	12	18	3.8
3 or more	63	18	20	24	13	25	4.5
Total	2,282	39	19	18	13	11	3.1

Note: Information sources listed were a Queensland government travel center, airline operator, travel agent, auto club, real estate agent/rental agent, accommodation booking service, referral from previous visitor, other sources.
Source: Queensland Tourist & Travel Corporation (1994/1995).

level of multidestination tourism undertaken in Queensland by international visitors.

The dependent variable is described as

NOSTOPS = total number of overnight stopovers made in Queensland (range = 1 to 10).

The independent variables incorporated in the regression analysis are as defined below:

NOPERS = total number of persons in the travel party;
CTRDIST = distance traveled from country of origin to Queensland (measured in map distance [cm]);
TRANDUM = dummy variable taking value of 1 where respondent has indicated use of own or rented vehicle to enter Queensland;
NOPURP = total number of different purposes of travel stated;
BUSCONF = dummy variable taking value of 1 where respondent has indicated business/conference travel as main purpose of visit;
VFRMAIN = dummy variable taking value of 1 where respondent has indicated visiting friends/relatives as main purpose of visit; and
NOINFOS = total number of different sources used to obtain information about Queensland prior to visit.

The regression was conducted using the original survey data rather than the categories used in some of the variables described in Tables 3-8. The results of 2,280 surveys were used in the regression analysis, accounting for the listwise elimination of 20 surveys containing missing data for the variables described above. Table 9 contains the results of the regression model based on all independent variables. All but one of the seven factors (i.e., the influence of visiting friends and relatives) were significant in determining the total number of overnight stops made. Standardized coefficients (β) estimates are used to assess the relative importance of the seven variables contained within the model. An adjusted R^2 of 0.64 suggests that the model's fit is acceptable.

The regression analysis described in Table 9 indicates that the distance between the visitors' home country and Queensland was the most significant variable ($\beta = 0.50$) in determining the extent of multidestination tourism. As expected, the relationship between this independent variable and the number of stopovers made is positive. This reinforces previous assumptions suggesting that long-haul visitors have more at stake and therefore engage in multidestination travel to reduce the risk involved.

The second most significant factor found in the regression equation was the use of private or rented vehicles during the visitor's stay in Queensland ($\beta = 0.38$). This suggests there was a significantly higher number of overnight stops made by those visitors who had access to this form of transport. The degree of independence gained by visitors when they are able to drive themselves between destinations is clearly a significant factor permitting them to visit more tourism regions.

The suggestion that multiple-benefit seeking by tourists increases the number of overnight stops in various regions

TABLE 9

FACTORS INFLUENCING THE TOTAL NUMBER OF OVERNIGHT STOPOVERS IN QUEENSLAND: REGRESSION RESULTS

Variable	Standardized Coefficient	*t*-Ratio	Significance of *T*
CTRDIST	0.50	14.05	0.000
TRANDUM	0.38	11.31	0.000
NOPURP	0.19	6.21	0.000
NOPERS	–0.08	–3.69	0.000
NOINFOS	0.05	2.27	0.023
BUSCONF	–0.17	–3.82	0.000
VFRMAIN	–0.99	–1.00	0.318
Adjusted R^2 = 0.64	F = 590.1.		Significant F = 0.00.

has also been supported in this analysis. This variable appears as the third most influential factor in the regression model ($\beta = 0.19$).

The notion that those who seek more information are more inclined to visit more destinations is also supported by the significance of this factor ($\beta = 0.05$) based on the number of information sources about Queensland used by visitors prior to their arrival in the state. However, as mentioned previously, it is difficult to isolate cause and effect in this relationship. We have no way of knowing at this stage whether those who sought more information opted to visit more destinations as a consequence of the information they obtained or were prompted to seek out more information by the decision to visit more destinations. This conundrum highlights the need for more precise survey information on the decision process.

However, the expectation that a travel party of larger size would visit more overnight stops in order to accommodate a heterogeneity of travel preferences among its members is again not supported by the analysis. While the size of the travel party is a significant variable that influences the number of overnight stops made, the relationship is a negative one ($\beta = -0.08$). That is, the more persons in the travel party, the fewer the overnight stops that are made. This finding is a possible reflection of the higher costs involved in traveling overseas when there are more persons in the travel party. For instance, as it may be too expensive for a family traveling with children to visit many destinations, their travel is restricted to a few key destinations such as capital cities and major tourist attractions. It also seems likely that the necessity to reconcile individual preferences within a travel party means that the multidestination trip propensity per individual is reduced. Alternatively, the tendency for larger groups to visit fewer destinations may be reflective of these visitors being on a package tour. In this context, the number of destinations visited is limited to those contained within the given package.

The remaining significant variable in the regression equation is related to the influence of business and conference travel. As suggested by data referred to earlier, the results indicate that visitors whose main purpose of travel to Queensland is business or to attend a conference make fewer overnight stops ($\beta = -0.17$).

The influence of the visiting friends and relatives variable, which Lue, Crompton, and Fesenmaier (1993) suggested would increase the extent of multidestination tourism, appears to be insignificant among international visitors to Queensland, and its influence cannot therefore be determined in the context of the present study.

CONCLUSIONS

Analysis of an existing database, the Queensland Visitor Survey (QTTC 1994/1995), has provided some significant insights into the correlations between a range of variables and the extent of multidestination tourism undertaken by international visitors in Queensland. The influence of the distance between the visitors' country of origin and Queensland has confirmed previous research findings in New Zealand (Oppermann 1994) and elsewhere, suggesting that long-haul visitors tend to visit more regional destinations during their travel itinerary as a form of risk-reducing behavior. The use of private/rented vehicles translates into an increased number of overnight stops being made, apparently as a consequence of increased mobility levels. Multiple-benefit seeking by individual tourists also appears to be positively correlated to the number of overnight stops made, as does the number of information sources referred to in the planning stages of the trip. Conversely, the larger the size of the travel party, the fewer the overnight stops that were found to be made.

While the results of a regression analysis indicate that these factors explain over 60% in the variation of the number of overnight stops made by over 2,280 international visitors to Queensland, this study has been limited to exploring the influence of only those variables that are measured by the QVS. Accordingly, a number of variables recognized as being potentially relevant to multidestination tourism patterns in previous research have not been included in the analysis contained in this study. Variables that may have an impact on the number of stops made, but that were not available from the QVS, include the time constraints imposed on visitors' travel itineraries (i.e., how much time they are able to spend on travel), the influence of previous visitation to Queensland (repeat visitation), and the type of travel arrangement used in organizing their itinerary (package versus FIT). These deficiencies will be addressed in a future study of the International Visitor Survey (Bureau of Tourism Research), which incorporates information about these three variables. Further refinement of the various concepts related to multidestination travel is also required in future studies to enable more meaningful measurements of these concepts to be derived.

The most glaringly obvious omission in both the current and previous studies has been the lack of attention paid to the supply-side determinants of multidestination travel. While Cooper (1981) touched on this issue in his study of tourist behavior in Jersey by referring to the number of facilities at different locations on the island, this approach has not been extended to the larger geographical scale where overnight stays at different localities are involved. Yet, the number of different towns or cities in a particular country or state that an overseas tourist chooses to visit during his or her itinerary is ultimately determined by the nature/quantum of the tourism product on offer at each destination, and the degree to which it matches the combination of experiences the tourist is seeking. A measure of supply-side factors must therefore be incorporated into future research if we are to understand the nature of multidestination tourism more fully.

Future research on multidestination travel patterns must also acknowledge the need to venture beyond simple measurements of this phenomenon, such as the number of overnight stopovers used in this study. Multidestination travel itineraries are complex and cannot be adequately researched by merely counting the number of regions visited. Methods for describing these patterns in more detail are required. To be useful for destination marketers and others involved in tourism development, multidestination itineraries need to be described in terms of other spatial dimensions such as spatial dispersion, network accessibility, shape, and the combination of regional destinations incorporated into travel itineraries. Methods from transportation geography and network analysis, in particular, are therefore being investigated as potentially useful tools in describing these aspects of multidestination tourism within Australia. Only through such an approach will it be possible to move beyond simply knowing how much multidestination tourism is occurring to understanding where and why this is taking place and what synergies exist between regions.

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