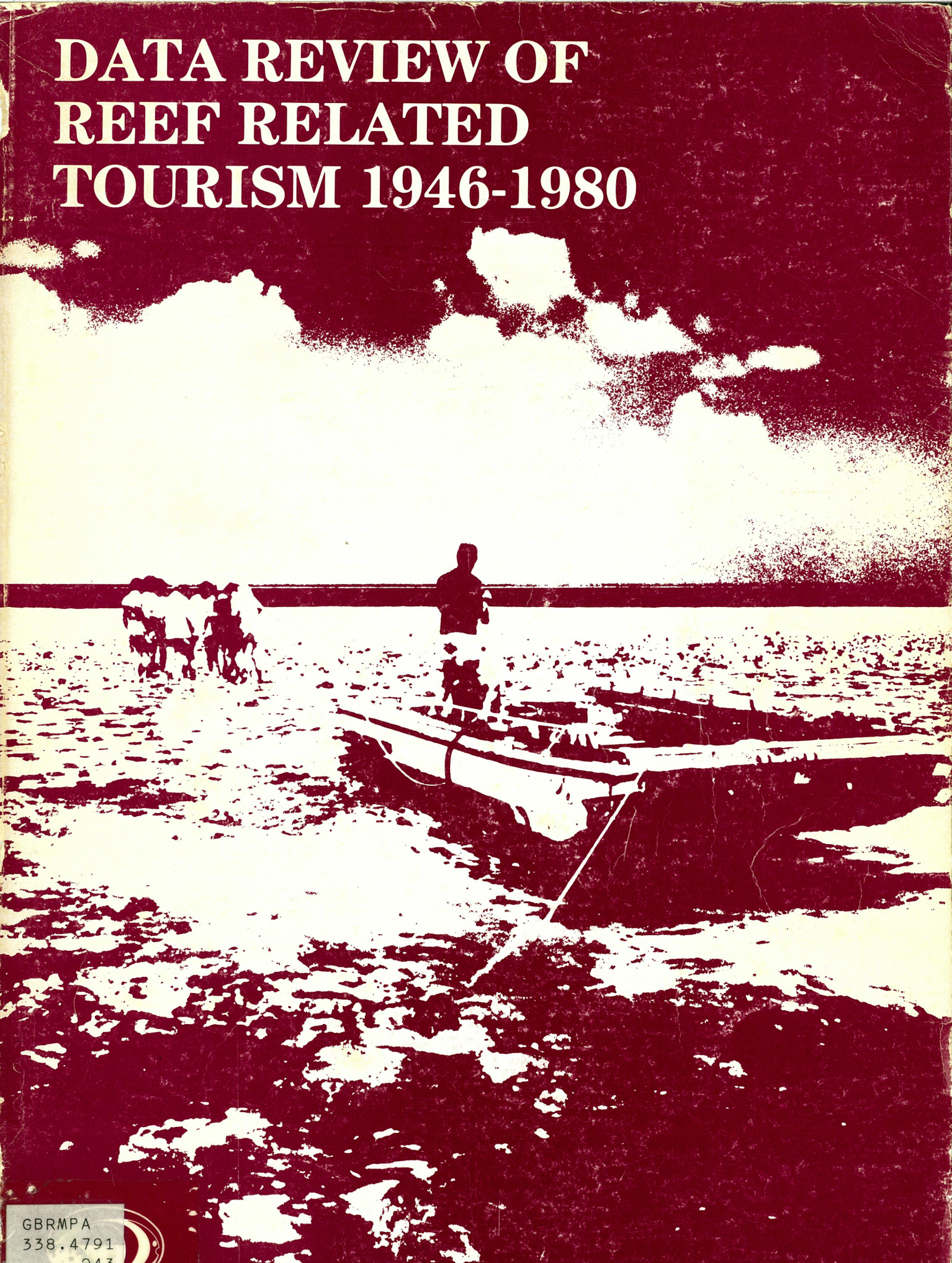
DATA REVIEW OF REEF RELATED TOURISM 1946-1980



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GREAT BARRIER REEF MARINE PARK AUTHORITY
Research Publication

DATA REVIEW OF REEF RELATED TOURISM 1946-1980



GREAT BARRIER REEF MARINE PARK AUTHORITY

AUSTRALIAN TRAVEL INDUSTRY ASSOCIATION (Queensland Board)

Roy Claringbould, Jane Deakin and Pat Foster

February 1984

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The opinions expressed in this document are not necessarily those of the Great Barrier Reef Marine Park Authority.

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PREFACE - Precis of main findings prepared by Great Barrier Reef Marine Park Authority

EXECUTIVE SUMMARY AND RECOMMENDATIONS

1. Visitor Traffic

- It is estimated that Reef related tourism has increased by a factor of 40 over the period 1946-1980, in some cases exceeding the Queensland and Australian averages.

- Great Barrier Reef Region currently attracts approximately 2 million total visitor trips.

- Interstate visitors (1979/80) accounted for 25% of domestic visitors to island resorts.

- Not all visitor traffic is holiday oriented, and business trip categories add to tourism impacts, e.g. cruises.

- Reef related tourism attracts a consistent percentage of total overseas visitor traffic during intermittent periods 1971 - March 1980, the trend paralleling the expanding volume of overseas visitors into Australia. North American tourists are decreasing and New Zealand tourists are increasing.

- Tourist numbers are expected to increase owing to easier access into North Queensland.

- Previous survey figures not entirely satisfactory, e.g. Gibbings relies on a limited sample, the Australian Tourist Commission used a broad brush approach in assessing Great Barrier Reef visitors, others use a "gut feeling".

2. Seasonality

- Peak domestic visitor periods are the southern winter months May to September, January (school and industry holidays coincided throughout Australia until 1980). Future holiday periods are staggered and this may influence seasonality.

- Peak international visitation periods are November to March, but volume is low compared to domestic travel - overseas visitors constitute about $2^{1}/_{2}$ % of the total visitor traffic.

- Some tourist operations have demonstrated that aggressive marketing can level these troughs.

3. Length of Stay

- 85% of trips have a one to seven night duration.

- Visits to Cairns and Island resorts have a greater proportion of 7 to 14 night duration than other centres.

4. Employment

- Insufficient data available for precise conclusions but trends do show:

  . employment is subject to fluctuations of season and economy;
  . employment increase has not kept pace with increase of visitor traffic; and
  . ratio of island resort employees to each room of accommodation is about 2:1 that of mainland resorts.

5. Accommodation

- Strong growth in accommodation development, since negative position of 1971 noted by Pannell, Kerr, Forster:
  - substantial proposed investment in island resort development; and

- In the opinion of the Consultants:
  - current Federal government investment and depreciation allowances restricted overall growth.

6. Mode of Travel - Transport

- Over 1965/80 air travel has increased, rail has progressively declined in favour of air and motor vehicle.

- No discernible trend regarding increased motor car fuel costs and decreased distance of travel or holiday duration.

- The Consultant believes that embarkation points are often poor, as are road connections.

- The Federal Government upgrading of Townsville and Cairns airports are likely to generate more air traffic to the Region.

7. Recreation/Communication

- Visitor interest in the Reef itself could be improved by inclusion of educational components in current man made attractions and service facilities.

RESEARCH RECOMMENDATIONS:

. ATIA recommends that research is required in the following areas:

(1) Economic impact of tourism and more specifically:
   - day visitors and their impact on the Reef and coast:
   - usage and impact of boat and aircraft charters, pleasure boats;

(2) Determine present and likely future market segments and
   - suitability of accommodation for satisfying future market segments;

(3) Adequacy of transport to promote access to the Reef and means of funding;

(4) Visitor experience of the Reef: the Authority should provide an extension service to educate the tourist industry and hence develop an environmental consciousness;

(5) Great Barrier Reef Marine Park Authority research should include an annual update of this data base review.

ACKNOWLEDGEMENTS

The ready assistance given by Officers of the following Organisations in securing information for this Study is gratefully acknowledged:

- Bureau of Statistics Brisbane Office
- Bureau of Industry Economics
- Australian Tourist Commission
- Q.T.T.C.
- Department of Transport
- National Parks and Wildlife Service
- Ansett Airlines of Australia
- T.A.A.
- R.A.C.Q.

Appreciation is also recorded for the co-operation given by many Operators in the Tourist Industry in making available information and giving us the benefit of their views in specific areas of interest.

GLOSSARY OF ABBREVIATIONS USED

A.B.S.	=	Australian Bureau of Statistics
A.N.T.A.	=	Australian National Travel Association (re-named A.T.I.A. - Australian Travel Industry Association in November 1979)
A.T.C.	=	Australian Tourist Commission, Melbourne
B.I.E.	=	Bureau of Industry Economics, Canberra
D.T.M.	=	Domestic Tourism Monitor - conducted by Roy Morgan Research Centre Pty. Ltd. for the Australian Standing Committee on Tourism
GBR Region	=	Great Barrier Reef Region
H.K.F.	=	Harris, Kerr, Forster & Co.
P. & O.	=	P. & O. Australia Ltd.
Q.T.T.C.	=	Queensland Tourist and Travel Corporation
R.A.C.Q.	=	Royal Automobile Club of Queensland
S.A.T.	=	Survey of Australian Travel - 1973/74 - Australian Travel Research Conference
T.A.A.	=	Trans Australia Airlines
V.F.R.	=	Visiting friends and relatives

1. DEFINITION OF CONCEPTS

Tourist — For the purpose of this study we have adopted the definition used by Stanford & McCann - "Tourism in the Australian Economy - Some Preliminary Estimates" B.I.E. March 1979 : p.4. A tourist is "a person visiting a location, at least 40km from the place in which he usually resides, for a period of at least 24 hours and not exceeding 12 months". Day trippers are excluded.

Tourist Industry — The Stanford & McCann definition, (1979:p.5.), quoted below, has also been used in this study:- "All activities which supply goods or services, directly or indirectly to tourism final demand, the relative significance of each activity in the tourism industry being determined by the value of goods or services supplied to tourism final demand".

Reef-related Tourism — is regarded within the Great Barrier Reef Region (hereafter G.B.R. Region) as covering the Islands and reefs off the coast from Lady Elliott Island to Lizard island and the coastal areas from Cooktown to Gladstone, encompassing the main accommodation and holiday areas within that region. Visitors who designate mainland areas as their destination have an impact on the reef through launch trips, private boating and seaplane trips. Although not designated as tourists for statistical purposes, day trippers are assuming growing importance even though some of these are resident on the mainland and are not visitors as such.

Domestic Tourism — Defined as "Travel within Australia by Australians".

International or Overseas Tourism — Defined as "Travel to and within Australia by non-Australian residents who are in Australia for a period of less than 12 months".

2. SUMMARY OF MAIN FINDINGS

The main findings of our study are summarised under the following headings:-

1. Visitor Traffic - General

There has been a tremendous growth in Reef-related tourism over the period 1946-1980. Not only has the rate of growth kept pace with the rest of Queensland and Australia as a whole, but, in some areas, it has exceeded it.

Whilst the information on visitor traffic for the early periods is rather sketchy, nevertheless, we do have some indicators for visitor traffic to the Whitsunday Islands over the whole period, which illustrate the trend. In 1947, visitor traffic to the Islands was referred to in the order of magnitude of 5,000 visitors per year. By 1962, a figure of 28,000 visitors to the Whitsunday Islands is mentioned. By 1969, the first year for which any sort of statistically based figures are available, the figure was 69,000 and by 1979, the Domestic Tourism Monitor gives a figure of 182,000 per year.

The above figures relate to a particular destination area which has experienced a growth rate for visitor traffic somewhat lower than the area as a whole. However, it is worth noting that the Great Barrier Reef Region as a whole, currently attracts total visitor trips approaching 2,000,000 per year.

The interstate component of domestic visitors has been well maintained, particularly in regard to the island resorts which in 1979/80 accounted for 25% of their domestic visitors - a figure significantly higher than the Queensland average.

One of the reasons for this has been the fact that package tours operated by the domestic airlines out of Sydney and Melbourne to Barrier Reef destinations have proved very popular and there is a growing demand for this type of holiday.

Although not all this visitor traffic is made up of holiday visitors, it will be appreciated that all visitors, even those in the business trip category, contribute in much the same way to the impact of tourism in the Reef area, by such things for example, as taking advantage of cruises etc. in the leisure time, although for the purposes of classification, the visit would not be regarded specifically as "holiday".

Whilst these figures relate to domestic tourists, it is necessary to take into account the component of overseas visitors to the Reef area. As will be seen from Appendix I "Great Barrier Reef Region - Visitors from Overseas", Reef related tourism has attracted a fairly consistent percentage of the total overseas visitor traffic to Australia as identified for the periods 1971-72 to 1974-75 and April 1979 to March 1980. These are the only periods for which this information is available.

The figures in themselves are not entirely satisfactory, (for instance, the A.T.C. Surveys of International Visitors have nowhere defined either in their questionnaires or in notes for interviews, exactly what is meant by the destination "Barrier Reef"). It can be assumed, however, that the Barrier Reef Region is intended and not the Barrier Reef as such.

Nevertheless, a trend is evident - the number of overseas visitors to the Region continues to keep pace with the expanding volume of overseas visitor traffic into Australia which has increased by 50% over the past 10 years and the indications are that this trend will continue.

This situation is quite remarkable in view of the difficulties which confront overseas visitors in actually getting to the GBR Region. The Great bulk of international visitors enter Australia through Sydney and Melbourne. Due to the limitations on Brisbane Airport which restrict scheduled services to Qantas, British Airways and Air New Zealand, many overseas visitors face expensive and time-consuming domestic travel if they are to include the GBR Region in their itinerary.

The position will change in the near future however, and overseas visitors will soon be able to gain easier access to the region. The Federal Government has announced its intention of bringing Townsville up to a standard adequate to handle international scheduled flights to be operated by Qantas early in 1981. Similarly Cairns Airport is to be upgraded. Brisbane Airport itself will be brought to full international standards by 1986.

As a consequence of these developments, it may be anticipated that the GBR Region will attract an ever-increasing share of overseas visitor traffic in the future.

It is interesting to note that the composition of international visitor traffic has undergone a change during the limited period the A.T.C. surveys cover. For instance in 1971/72 visitors from North America (U.S.A. and Canada) to the GBR Region constituted nearly 50% of the total overseas visitor element. By 1979/80 this had fallen to 30%. Over the same period the component of New Zealand visitors had risen from 17% to over 30%.

The relative decline in the proportion of North American visitors could well be reversed however, as soon as the Qantas services into Townsville from Honolulu and New Zealand commence in February 1981, as the result of promotions being undertaken by Qantas and the A.T.C. in connection with the introduction of the new service.

2. Seasonality

The study shows that the peak visitor period for the GBR Region are the southern hemisphere winter months of May to September and the month of January (in which month school and industry holidays coincide throughout Australia).

Overseas visitors from the Northern Hemisphere tend to visit Australia in the Northern winter - November to March, but as they constitute only a small proportion of total visitors, the volume is not sufficient to alter the pattern set by the domestic traveller.

Aggressive marketing of package tours to island resorts is attempting to iron out marked fluctuations between peaks and troughs for this particular destination. For instance, one particular island resort has enjoyed a 100% occupancy for the past 9 months as a consequence of its marketing programme.

3. Length of stay

About 85% of the trips to the GBR Region are of a duration of between one and seven nights, although visits to Cairns and the Island Resorts show a greater proportion of visitors stay for 7 nights to 14 nights than for other destinations in the region.

4. Employment

There is not sufficient reliable data to come to any precise conclusions about employment generated by visitor traffic to the GBR Region. However the following trends are evident over recent years:-

(i) Employment in the industry is subject to seasonal fluctuations as well as fluctuations in the overall economic climate.

(ii) On the whole, the increase in overall employment does not appear to have kept pace with the increase in visitor traffic. This possibly reflects the tendency by operators to contain operating costs relating to labour, by restricting the recruitment of extra staff to offset the increase in wage rates which occur at regular intervals on account of rises in the cost of living.

(iii) For island resorts, the ratio of employees to each room of accommodation is approximately twice that on the mainland. This arises from the fact that the services required on island resorts call for a "self-sufficient" labour force to a much greater extent than on the mainland.

5. Accommodation

There has been a strong growth in the provision of accommodation over recent years involving substantial amounts of capital investment in larger-scale developments.

Plans for new accommodation proposed or already in hand, point to the fact that this strong rate of growth will continue.

The present position is in marked contrast to the situation outlined in the 1971 Great Barrier Reef Visitor Plan prepared by Pannell, Kerr, Forster, which alluded to the fact that "the severe stress on capital requirements has led to an uneconomic gearing in the size and standards of resort accommodation... The risks and costs involved have discouraged major developments in the Great Barrier Reef area" (p.133).

This report went on further to observe that, "with the exception of Ansett, no major Australian accommodation provider has developed resort facilities along the Barrier Reef, while, in certain instances, these very same providers have gone outside Australia to construct resort properties" (p.133).

The situation in this regard has also changed. Both P & O and T.A.A. having bought into island resorts and invested considerable sums to up-grade and expand the operations. Substantial investment is taking place in the development of new island resorts which are allied to ample capital resources and operational expertise of the highest standard.

Similarly, substantial investment is either taking place or planned for the near future related to the development of tourism accommodation in coastal areas. Nevertheless, there is seen to be a need for more investment in resort development as distinct from simply tourist accommodation. The view has been expressed that the Federal Government should provide more generous rates of depreciation on tourist accommodation buildings and resort complexes than the $2\frac{1}{2}\%$ per annum which currently applies, in order to develop a product more in keeping with the "holiday experience" which the growing tourist traffic will be seeking in the future.

6. Transport

Transport by air has shown a period of sustained and significant growth over the period 1965/80. Travel by rail on the other hand has progressively declined in favour of the private car and the aeroplane.

It is too early to gauge the effect of the escalating costs of motor fuel on the habits of private motorists in regard to their holiday patterns relating to the Great Barrier Reef Region. As yet there is no discernible trend by private motorists towards reducing the distance of travel or the duration of their holidays which would lead to a significant change in the use of this mode of transport to the region. Whilst it is true that there has been some diminution for Australia as a whole in the use of petrol fuel, this may be explained, as far as the private motorist is concerned, by the switch to more fuel-efficient motor vehicles.

The motor car accounts for over 75% of the visitor trips to the GBR Region. Travel by cars and coaches within the region will increase as the number of visitors by air increase. There is a need for improvement in roads giving access to places of interest and to the main Bruce Highway.

As already mentioned, the Federal Government has recently announced its intention to upgrade Townsville and Cairns Airports. As a result, a considerable increase in air-borne visitor traffic to the Region is likely to be generated in the future, with consequences for internal moror traffic and launch trips.

7. Recreation/Communications

The man-made attractions in the GBR Region have been summarised in Appendix VI. The standard of these attractions varies in quality from excellent to quite poor. As a whole, it is our view that some of the man-made attractions may be lacking in the standards appropriate to the increasing level of sophistication of visitor traffic coming to the GBR Region. More and more Australian tourists have had the opportunity to travel overseas and the standard of attractions must increasingly be looked at from an international standpoint.

Visitors would seem to be showing more interest in gaining access to the Reef itself. This interest could be satisfied to some extent, by the greater availability of interpretative material and by the inclusion of educational components in what the man-made attractions have to offer.

In general, the man-made attractions should be in keeping with the beauty and appeal of the natural environment of the Reef area. The extent and diversity of areas set aside as National Parks in the Region (see Appendix V) is not generally realised. Accommodation lodges of a modest but good standard could be provided in more National Park locations as is the case with National Parks in other parts of the world, and so allow visitors to gain better access to GBR Region locations.

As regards tourist accommodation and attractions, it is evident that there is a continuing need to ensure that the tourism product is developed in such a way as to preserve the particular appeal of the natural beauty of the GBR Region. The Visitor Plan on the Great Barrier Reef prepared by Pannell, Kerr, Forster, & Co. in 1971 was highly critical of the development which had taken place up to that time and suggested that "the continuation of man's unchecked and uncontrolled development will in time leave only the picked over remains of what is now called the Great Barrier Reef". (p.69)

Developments which have taken place since that report was prepared have shown a greater awareness of the need for better standards which enhance and complement the environment. In the long-run, visitor satisfaction and the expansion of visitor traffic, will depend on this improvement of the tourist product being maintained. The Great Barrier Reef Marine Park Authority could well have a role to play in this sensitive and vital area by providing assistance to existing and new operators to create a tourist product which will contribute to the distinctive appeal of the Great Barrier Reef as a destination.

With regard to communications, a large number of launch trips and charter services operate in the GBR Region providing access to various island and reef destinations from the mainland and the islands. These are detailed in Appendix VII.

Launch services are being supplemented by seaplane trips to the Reef. The indications are that trips to the reef by plane will increase in popularity. The extent of the visitor traffic involved in these Launch and plane trips and their impact on the Reef is recommended as a subject of further study - see Chapter 4 of the Report.

Jane Deakin
Roy Claringbould

3. DATA COLLECTIONS

3.1 Tourist Composition

3.1.1. 1946-1956

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

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

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

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

The source of this information that 5,000 persons visit the Whitsunday islands is not given, however it can be assumed that as discussions took place with all islands operators during the course of the investigations that this information was supplied by operators. Most visitors arrived by train to Proserpine, proceeded by bus to Cannonvale and took launch to the islands.

No information is available concerning overseas visitors to the GBR Region during this period.

3.1.2 1957-1967

Domestic Tourism: Data on domestic tourism for the above period in common with the period 1946-56 does not appear to have been collected by either Commonwealth, State or Local Government authorities.

The reference sources cited concerning tourism during the period 1957-1967 relate mainly to descriptive passages on tourist areas and attractions and of the general increase in the flow of traffic to particular destinations.

A publication entitled "Mackay District 1862 - 1962" which was published to mark the Centenary of the Mackay District, makes mention of the fact that 28,000 visitors visited the Whitsunday Islands Resorts annually.

In May, 1966, the "Report of an Interdepartmental Committee on the Leasing and Development of Queensland Islands" observed that the island resort industry had expanded considerably and considered that "an important factor in the industry's growth has been the use of air travel, both on the mainland and to the islands".

The Harris, Kerr, Forster & Co. Report of 1965 "Australia's Travel and Tourist Industry" states that 675,000 visitors visited National Parks in 1961-62 (p.335). While this relates to all National parks in Queensland, it is indicative of interest in this type of recreational activity.

The H.K.F. Report also observes that "there is a lack of data relating directly to the domestic travel market. Few statistics are available with which to measure domestic travel other than such statistical records as have been maintained by private industry organisations relating to their own operations and a relatively few counts of visitors at some attraction points" (p.29). The problem of lack of statistical data for this period is therefore Australia-wide and not only related to Queensland.

As regards Overseas Visitors, short-term arrivals in Australia from 1956-1965 are set out in Table 1. It can be assumed that the GBR Region would have maintained its share (about 4%) of this increasing traffic which would have conformed to the seasonality pattern referred to in the Section on seasonality. (The figure of 4% is derived from the survey of overseas visitors to Australia conducted by the Australian Sales Research Bureau on behalf of A.N.T.A. during 1962/63 - ANTA Research Bulletin No.6A September, 1963 refers).

Table 1 Oveseas Visitors Australia 1956-1965

Year	Total Overseas Visitors to Australia
1956	66 018
1957	58 616
1958	61 342
1959	68 120
1960	84 623
1961	99 296
1962	111 424
1963	125 377
1964	147 878
1965	173 328

Source: ANTA Research Bulletins No. 3 January, 1963
No. 7 November, 1963
No. 9 November, 1965

3.1.3. 1968-1980

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

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

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

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

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

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

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

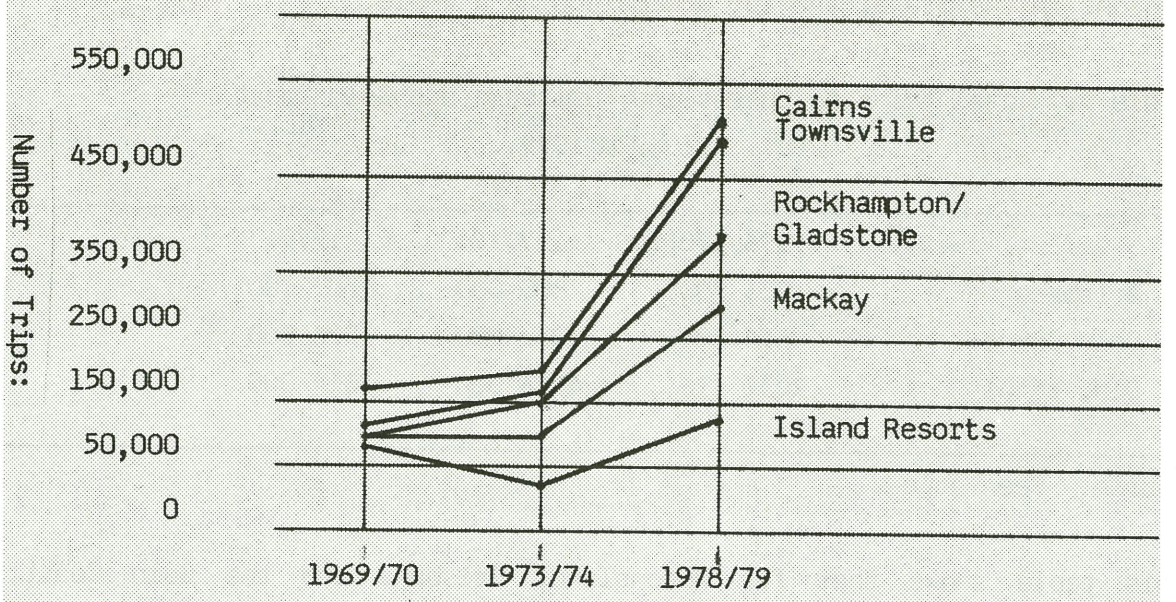
Furthermore, in the 1973-74 Survey, a three month recall period for trips was used. This recall period has subsequently shown that memory loss over a three month period may have led to underestimation of up to 50% of trips of four nights or less.

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

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

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

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



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

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

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

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

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

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

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

Source: See Table 2

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

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

Table 4 contains information from the three domestic tourism studies concerning overall interstate/intrastate visitors to Queensland. Unfortunately a breakdown of regions visited by interstate/intrastate visitors is not available for the earlier domestic tourism studies.

Table 4 Interstate and Intrastate Trips to Queensland 1969-1979

Visitor origin	1969/70		1973/74		1978/79	
	No's	%	No's	%	No's	%
Interstate	991 672	48.8	533 520	12.0	1413 000	18.0
Intrastate	914 452	45.0	3912 480	88.0	6401 000	82.0
Overseas*		6.2				
Qld. Total						

* Not collected in 1973/74 and 1978/79 Domestic Tourism Monitors

Source: Gibbings 1969-70 p.4; Survey of Australian Travel 1973-74 p.8; Domestic Tourism Monitor April 1978 - March 1979.

Note 1.: Unpublished information obtained from the Roy Morgan Research Centre for the Domestic Tourism Monitor 1979-80 shows that the percentage of interstate visitors to the island resorts is approximately 25%, which is significantly higher than for the State as a whole.

Note 2.: For purposes of comparison with other States, the following percentages of Trips where main destination was in State of Origin are given for all States and the A.C.T. for the period April 1979-March 1980: (These figures show that, by comparison with Western Australia and Tasmania, Queensland generated more interstate visitors).

Note 2:

(continued)

N.S.W.	77.7%
Victoria	86.1%
Queensland	82.3%
S. Australia	76.6%
W. Australia	92.8%
Tasmania	83.1%
A.C.T.	81.0%

Source: Domestic Travel in Australia A.S.C.O.T. September 1980. p.17

Table 4 shows rather different patterns for interstate/intrastate travel from 1969 to 1978. The Gibbings report of 1969 records a very high percentage of interstate travel and a comparatively small percentage of intrastate travel. To a large degree this pattern is considered to be the result of the methodology employed in the 1969 domestic tourism study. The accommodation units surveyed were hotels, motels and guest houses, an unknown percentage of available flats and houses and caravan parks. From information published in the Survey of Australian Travel 1973-74 and the Domestic Tourism Monitor, it is known that a high percentage of tourists stay with friends and relatives in houses, flats and units and in unstructured camping. Therefore, as the Gibbings survey did not include these other forms of accommodation, the survey cannot be said to accurately reflect total visitor traffic because it presents a biased section of the Queensland travel population.

The travel pattern for interstate/intrastate visitors to Queensland as identified in the S.A.T. and D.T.M. follows the pattern experienced in other States in Australia and therefore is considered to be a much truer reflection of the proportion of interstate to intrastate visitors.

Table 5 contains information from the Domestic Tourism Monitor on interstate/intrastate travel to the GBR Region. The data shows that the overall percentage of interstate visitors to the Region is generally in line with the total Queensland visitor population, while for the Island Resorts, the percentage of interstate tourists is substantially higher than the Queensland average.

Table 5 Interstate and Intrastate Travel to Great Barrier Reef Region 1979-1980

Tourist Traffic	Region visited (Total trips)				
	Rock/Glad	Mackay	T'ville	Cairns	Islands
Qld tourists	409 000	285 000	378 000	406 000	134 000
Interstate	32 000	36 000	56 000	56 000	48 000
Total	441 000	321 000	434 000	462 000	182 000
% Interstate	7.25%	11.21%	12.90%	12.12%	26.37%

Source: Domestic Tourism Monitor. Roy Morgan Research 1979-80.

Table 6 contains information from the three Domestic Tourism surveys on the purpose of travel to the tourist areas of the GBR Region. The Gibbings survey of 1969 does not have a purpose of trip category "Private". Private travel represents travel for visiting relatives, friends, travelling in general, (not for holidays or business) and for personal reasons. This unit of travel may have been added into the holiday/recreation section in the 1969 survey. The overall pattern as reflected in the three Domestic Tourism surveys is that travel for holiday/recreation is the most significant reason for travel to the GBR Region.

Table 6 Purpose of Trip to Regions in Queensland (% of trips/traveller units per night) 1969 - 1979

Region	Purpose of trip														
	Holiday/Recreation			Private			Bus/Conference			Other Business			Other		
	1969	1973*	1979	1969	1973	1979	1969	1973	1979	1969	1973	1979	1969	1973	1979
1. Rock/Glad	67.3	43.4	52.4	-	22.7	4.7	-	-	5.6	21.1	19.4	29.0	12.7	11.6	8.3
2. Mackay	53.9	35.9	60.7	-	18.6	8.9	2.4	-	2.7	44.0	37.2	24.3	0.8	8.1	3.4
3. Townsville	57.1	46.5	58.5	-	16.7	7.7	0.8	70.5	9.1	37.2	5.5	18.5	4.2	20.4	6.2
4. Cairns	67.5	62.2	74.2	-	20.9	4.2	-	-	1.5	30.8	10.9	17.0	1.5	5.7	3.2
5. Islands	96.2	43.3	76.5	-	n/s	8.3	-	n/s	-	3.2	n/s	15.5	-	n/s	7.5

Source: Domestic Tourism Studies: Gibbings 1969-70 (p.20) Survey of Australian Travel 1973-74 (p.61)
Domestic Tourism Monitor 1979-80

* The sample base for the island resorts in the 1973/74 Survey of Australian Travel was statistically unsatisfactory, which would lead to an unreliable estimate.

Overseas Tourism

Appendix I analyses the composition of overseas visitors who visited the Great Barrier Reef Region and adjacent areas as disclosed by the A.T.C. International Visitor Surveys conducted in 1971/72, 1974/75 and 1979/80. Over the period a change in the composition of visitors according to country of residence is disclosed. In 1971/72, visitors from North America comprised the largest individual group. By 1979/80, New Zealanders made up the largest group by place of residence.

The percentage of the total visitors to Australia coming to the Great Barrier Reef Region and adjacent areas, has remained at about 5%, notwithstanding the increase in total overseas visitor traffic over that period. Holiday visitors are considerably greater than the V.F.R. and Business categories for the Region.

It is worth noting that there has been a considerable increase in the number of Japanese visitors coming into the Cairns area via Port Moresby (N.G.). The Survey of International Visitors covers the period up to March, 1980 and would not have taken this additional traffic into consideration.

It is also significant that the segment of overseas visitors consisting of "European other than U.K." has expanded significantly over the period. Visitors from Western Germany constitute a substantial component of this segment - e.g. 8.3% of the visitors to Green Island during April 1979 to March 1980 were West Germans - (A.T.C. International Visitors Survey).

3.2. SEASONALITY

3.2.1. 1946-1956

Data on the seasonality of tourism to the Great Barrier Reef Region is not available in any statistical form for this period. The only information which alludes to a seasonal pattern for tourism to the region is the guide books published by the tourism authorities or local tourism publications.

The tourism publications refer to a winter tourist season which extends from May to September (Christensen: undated: p.121)*

Christensen in the publication "Queensland Journey" says, "the winter tour of the Magic Northlands has become an institution of Australian life. No other travel movement in this country has assumed such proportions or entered so thoroughly into the domestic life of the people" (Christensen: undated: p.115)*.

The 1947 report of the Queensland Tourist Development Board states, "in the case of Queensland, our winter attractions are well known but our summer attractions have not been amply publicised. For example, the islands of the Barrier Reef, situated as they are on the Queensland coast, are cooled by the sea breezes and the trade winds. They offer tourists enjoyment not only in the winter, but in all months of the year, with perhaps the exception of the rainy months of January and February". (1947: p.11)

3.2.2. 1957-1967

The general observations for 1946/56 apply to this period also. Data on the seasonality of tourism over this period is not available in any statistical form relating to the GBR Region, as far as domestic tourism is concerned.

As regards Overseas tourists, A.N.T.A. Research Bulletins (No. 3 January 1963, No. 7 November 1963 and No. 6 November 1965) show a consistent pattern each year of greater numbers of overseas visitors arriving in Australia in 1961 - 1965 during the Northern winter months of December to March than in the Northern summer months of June to August.

* The date was established to be 1937.

About 4% of the overseas visitors indicated they had visited or intended to visit the Great Barrier Reef and Island Resorts. This is equivalent to about 4,000 visitors in 1961 rising to nearly 7,000 in 1965 and would constitute only a small proportion of the total visitor traffic which would consist, predominantly, of domestic tourists who could be assumed to follow the established pattern of visiting the area mainly in the southern winter months - July - September and in the January holidays.

3.2.3. 1968 - 1980

The main indicators of the seasonality of tourism to the Great Barrier Reef Region for this period are:

(a) Tourist Accommodation Queensland. Quarterly Survey. Australian Bureau of Statistics;

(b) Domestic Tourism Monitor. 1978-continuing. Roy Morgan Research Centre.

The survey of Tourist Accommodation Establishments analyses room and bed occupancy rates for hotels, motels and caravan parks by statistical division for Queensland and some local authority areas. Whilst the survey does not isolate accommodation used by the purpose of visit, and therefore includes business, personal and incidental travel as well as holiday recreation travel, it does provide a consistent indicator of the performance of major commercial tourist accommodation establishments. From March 1979, the survey aggregated all island resorts from Heron Island to Lizard Island and provided a separate category for analysis.

Appendix II provides tables on the occupancy rates in the major coastal centres and island resorts for the period April 1977 to March 1979 for licensed hotels and motels and caravan parks. For the coastal centres and the island resorts, the peak and off-peak months have been identified in Table 7.

Table 7 Room occupancy rates. Selected Local Authority Areas. Survey of Tourist Accommodation establishments. April 1977 to March 1979

Local Authority Area*	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Gladstone, Livingstone, Rockhampton.	● ● ●	■ ■ ■	■ ■ ■		● ● ●	● ● ●	● ● ●	● ● ●			■ ■ ■	■ ■ ■
2. Mackay, Pioneer, Proserpine	● ● ●	■ ■ ■	■ ■ ■		● ● ●	● ● ●	● ● ●	● ● ●			■ ■ ■	■ ■ ■
3. Townsville	■ ■ ■	■ ■ ■	■ ■ ■			● ● ●	● ● ●	● ● ●	● ● ●			■ ■ ■
4. Cairns	■ ■ ■	■ ■ ■	■ ■ ■			● ● ●	● ● ●	● ● ●	● ● ●			■ ■ ■
5. Island Resorts	● ● ●	■ ■ ■	■ ■ ■				● ● ●	● ● ●	● ● ●			■ ■ ■

Peak Occupancy Months shown thus ● Low Occupancy Months shown thus ■

Source: Aust. Bureau of Statistics - Ref 8603.3 - Tourist Accommodation Queensland. * For map of Local Authority areas see Appendix X

The above Table shows that the major periods of room occupancy for the entire region corresponds with the winter holiday season and for some areas, with the Christmas, May and August school holiday periods. For Townsville and Cairns, the Christmas holiday period does not have the impact on occupancy rates that is experienced in most other areas in the region and in the State as a whole.

The Domestic Tourism Monitor records, (by personal interview with respondents after they have returned home from their trip), the month returned home from a trip. That is, if a respondent departed for a holiday on the 10th June and returned home on the 28th June, June would be recorded as the month returned home. However, with this type of question in the Monitor, it is possible to reflect a marginally different seasonality pattern from that which actually occurs. That is, if a respondent departed on a trip to Cairns in June, but did not return until July, July would be recorded as the month returned home. Furthermore, the A.B.S. Surveys reflect the pattern as shown for hotels, motels and caravan parks. Private houses, rented houses and flats and camping accommodation are not included.

The above explanation, in part, would account for the discrepancies which exist between the seasonality pattern as reflected in the survey of Tourist Accommodation establishments and the data contained in the Domestic Tourism Monitor. Table 8 contains information from the Monitor on month returned home from a trip.

Table 8 Month returned home from Trip. Selected Tourist Regions in Queensland - map of Tourist Regions appears on Appendix XI

Tourist Region	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Rockhampton/ Gladstone	● ● ●			■ ■ ■	■ ■ ■		■ ■ ■	● ● ●	● ● ●		● ● ●	● ● ●
2. Mackay	● ● ●		■ ■ ■				■ ■ ■	● ● ●	■ ■ ■	■ ■ ■	● ● ●	● ● ●
3. Townsville	● ● ●		■ ■ ■		● ● ●	● ● ●	● ● ●		■ ■ ■		● ● ●	■ ■ ■
4. Cairns	● ● ●		■ ■ ■			● ● ●	● ● ●		● ● ●		■ ■ ■	■ ■ ■
5. Whitsunday Islands	● ● ●	● ● ●	● ● ●			■ ■ ■	● ● ●			■ ■ ■	■ ■ ■	
6. Northern Barrier Reef Islands	● ● ●					● ● ●	● ● ●			■ ■ ■	● ● ●	

Highest Trip Yield Months - ● Lowest Trip Yeild Months - ■

Source: Domestic Tourism Monitor April 1979 - March 1980.

* Not all months generated statistically reliable samples, therefore tourism patterns may not accurately reflect traffic for the period April 1979 - March 1980.

The above table reflects the peak visitor period of May - September and January, which has been identified in the A.B.S. Tourist Accommodation survey. The Island resorts did not generate statistically reliable sample cells for each month in April 1979 - May 1980 and therefore data shown above should be treated with caution for the Islands.

Overseas Tourism - as regards visitors from overseas, the A.T.C. Survey of International Visitors does not deal with the aspect of seasonality. Statistics produced by the Australian Bureau of Statistics, Canberra on Overseas Arrivals and Departures for Australia as a whole, would seem to indicate that the peak period for overseas arrivals in Australia is the Northern winter September/January, but these figures are not aggregated for the GBR Region.

3.3 Length of stay

3.3.1. 1946 - 1956

No information is available for this period concerning the length of stay of tourists to the GBR Region. Due to the fact that use of the private motor vehicle was limited in the northern part of Queensland and air services were not well developed, most visitors would have arrived by scheduled train services, in which case the length of stay in the Reef area is likely to have been fairly short in view of the time taken in travel.

3.3.2 1957 - 1967

No statistical information is available concerning the length of stay of tourists in the GBR Region over this period. The growing popularity of air travel (see 3.1. Tourist Composition), could have resulted in more visitors staying longer periods in the Reef area itself.
*Internal Passenger movements 1960-61 to 1964-65 at selected Queensland airports, illustrates the growth in air travel over this period:-

Airport	1960/61	1961/62	1962/63	1963/64	1964/65
Brisbane	514 235	506 642	548 044	635 468	754 296
Townsville	85 331	87 038	95 227	11 207	137 079
Cairns	55 761	55 829	62 720	69 914	83 503
Mackay	42 074	38 502	38 270	45 310	61 071
Rockhampton	40 356	37 981	41 623	46 524	55 809

* Travel and Tourism in Australia - ANTA 1966

It will be seen that the airports of Townsville, Cairns and Mackay, which are the main airports serving the GBR Region directly, showed a total growth in passenger movements of over 50% over the period.

In contrast, passenger journeys on Government railways in Queensland declined over the period 1954/55 to 1964/65.

3.3.3. 1968 - 1980

Information on the length of stay of tourists to areas within the reef region appears to be very sketchy apart from information contained in small scale regional surveys until the Domestic Tourism Monitor of 1978.

The Gibbings report of 1969-1970 does not breakdown the length of stay information by areas visited within the region and as an aggregate figure, the information is of very limited value. The 1971 North Queensland Report for the Australian National Travel Association contains the results of a small scale survey of visitors to the Region. However, the information obtained cannot be considered to accurately reflect the length of stay of tourists as no thorough methodology was employed in the survey.

During the course of this Data Base review, a survey of 28 selected tourist accommodation operators was undertaken by the Consultants as a means of obtaining additional information and also as a basis for comparison with already collected data. The information obtained from the Survey with regard to length of stay of tourists is included in Table 9 below.

Table 9 Length of stay of Tourists. Accommodation Operators Survey. Australian Travel Industry Association 1980

Location	Length of stay % of total visitors			
	1 - 7 nts	7 - 14 nts	14 - 21 nts	Total
1. Southern Island Resorts	75	20	5	100%
2. Whitsunday Island Resorts	70	25	5	100%
3. Northern Island Resorts	75	20	5	100%
4. Whitsunday Coast Accommodation Operators	80	15	5	100%

Source: Accommodation Operators Survey. Australian Travel Industry Association 1980.

The above table shows that the most common length of stay period is between 1 and 7 nights. Followed by stays of up to 14 nights for the GBR Region.

Information from the Domestic Tourism Monitor shows the following length of stay patterns for each area within the Great Barrier Reef Region:-

Table 10 Length of stay. Selected Tourist Regions. Domestic Tourism Monitor. April 1979 - March 1980

Tourist Regions	Average length of stay (% of trips to region)					
	1-2 nts	3-7 nts	8-14 nts	15-21 nts	Longer	Total
1. Rockhampton/ Gladstone	50.4	31.5	11.3	2.6	4.3	100%
2. Mackay	56.6	32.5	5.2	4.0	1.8	100%
3. Townsville	57.1	30.8	6.0	2.0	4.1	100%
4. Cairns	52.7	25.1	13.4	3.9	4.9	100%
5. Whitsunday Islands	47.8	25.0	19.5	4.1	3.6	100%
6. Northern Islands	34.3	42.3	11.3	6.5	5.6	100%

Source: Domestic Tourism Monitor April 1979 - March 1980
Map of Tourist Regions appears on Appendix XI

From the above Table it is apparent that up to 85% of trips to some tourist areas in the GBR Region last between 1 and 7 nights. The Island Resorts and Cairns show a greater percentage of trips from 7 to 14 nights than other tourist areas in the region.

As regards Overseas Visitors, the Survey of International Visitors for the period April 1979 to March 1980 conducted by the Australian Tourist Commission, indicates that for Australia as a whole, international visitors spent, on average 30 nights in Australia. When these figures are broken down by Country of Residence, the survey showed that visitors

from the U.K. averaged 51 nights, North America 27 nights and Japanese 16. The high figure of 51 nights for U.K. visitors reflects the high component of Visiting Relatives in this segment of the market.

The average length of stay in each region is not available but the number of nights spent in the Great Barrier Reef Region by overseas visitors is shown in the following Table 11:-

Table 11 - International Visitors - Region of stay (Quantified by nights)

Tourist* Region	No. of nights spent in Region	% of total nights spent in Australia
1. Mackay	15 940	.8%
2. Whitsunday Islands	8 489	.4%
3. Townsville	28 134	1.5%
4. Cairns	36 150	1.9%
5. Other Islands (Magnetic to Dunk Island)	4 708	.2%
		4.8%

Source: Survey of International Visitors 1979/80 - A.T.C.
* See Appendix XI - Regions same as for Domestic Tourism Monitor.

It is unwise to draw too many conclusions from the above figures, because availability of accommodation is an important factor which influences the number of nights spent in a region, but it indicates the importance of Townsville and Cairns as far as overseas visitor destinations are concerned and shows that about 5% of the total overseas visitor nights are spent in the GBR Region as a whole.

3.4 Employment/Occupation

3.4.1. 1946-1956

Data concerning employment or occupation within the tourist industry is limited to Queensland only figures collected at the Census of 1947 and 1954. The industry group category which has a direct bearing on tourism is the category "Amusements, Hotels, Cafes and Personal Services".

It must be pointed out that employment in tourism is not limited to this industry group and in fact in a report "Tourism in the Australian Economy - Some Preliminary Estimates", twenty-five industry groups are identified each containing tourism element (Stanford McCann: 1979 : p.26).

However it has not been possible to disaggregate from all industry groups, employment directly related to tourism in Queensland, and specifically to tourism in the GBR Region.

During the period 1946 - 1956, two Census' were undertaken. Data collected at these Census, for Queensland, are included in Table 12 below:-

Table 12 Employment: Industry Group: Amusement, Hotels, Cafes and Personal Services - 1947-1954

Industry Group	1947	1954
Amusements, Sport and Recreation	5 662	5 690
Private Domestic	N/A	5 888
*Hotels, Boarding Houses and Restaurants	30 610	16 830
*Other personal services		4 769
Total Queensland	36 272	33 177

Source: Australian Bureau of Statistics - Queensland Year Books

N/A Not Available (*) See following page

* Note The data for the 1947 Census contains employment figures for a number of "Personal services" which were not included in the 1954 Census. This leads to a discrepancy between the two sets of figures.

3.4.2 1957-1967

As for the period 1946-1956, data on employment in the tourist industry is limited to Queensland only data for the industry group "Amusements, Hotels, Cafes, Personal Services". Data on employment was collected as part of the 1961 and 1966 Census.

Table 13 presents information regarding employment in the Industry category "Amusements, Hotels, Cafes and Personal Services" for the years 1961 and 1966.

Table 13 Employment: Queensland Industry Group: Amusement, Hotels, Cafes and Personal Services - 1961 and 1966

Industry Group	1961	1966
Amusement, Sport and Recreation	6 552	7 902
Private Domestic	5 542	5 027
Hotels, Boarding houses and Restaurants	18 107	20 825
Other personal services	5 717	7 849
Total Queensland	35 918	41 603

Source: Australian Bureau of Statistics - Queensland Year Books

3.4.3. 1968-1980

Data for this section of the report has been obtained from:

(a) Employment in Hotels, Motels and Caravan Parks, Survey of Tourist Accommodation Establishments, Australian Bureau of Statistics March 1978 to March 1980. (Due to changes in the methods of collection of information, March 1978 is the first quarter for which comparable data is available).

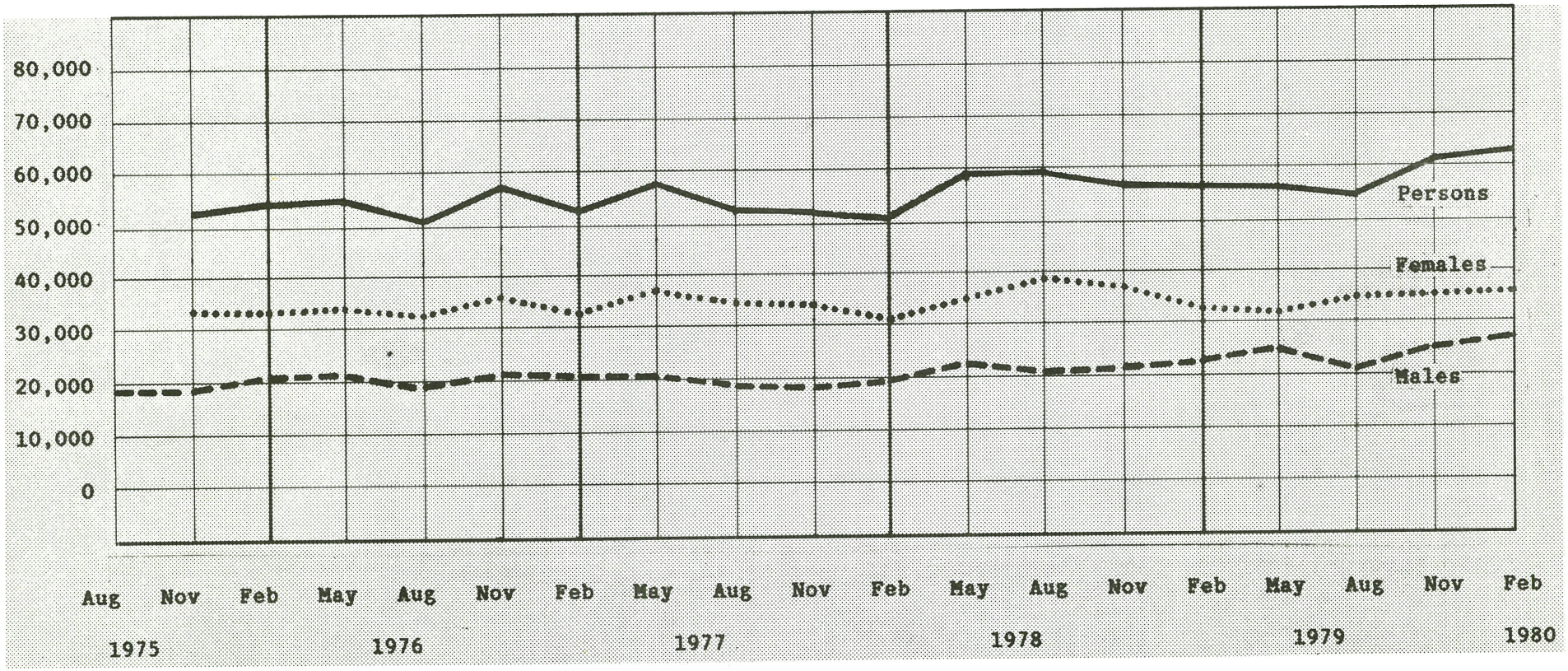
(b) Employed and unemployed persons in the Industry category - Entertainment, Recreation, Restaurants, Hotels and Personal Services Queensland Labour Force. Australian Bureau of Statistics August 1975 to February 1980. (Due to changes in methods of collection, August 1973 is the first month for which comparable data is available.)

The Tourist Industry is responsible for the employment of persons in many industry groups other than those mentioned above. However, because no breakdown by purpose of work is available for any industry groups, it is not possible to estimate employment in tourism in other industry groups such as transport, manufacturing.

Table 14 and 15 show in graph form information derived from the Queensland Labour Force Survey concerning employed and unemployed persons in the industry category "Entertainment, Recreation, Restaurants, Hotels and Personal Services for Queensland as a whole. No breakdown is available for Statistical Divisions or Local Authority Areas for monthly or quarterly periods.

The raw figures on which these graphs are based are set out in Appendix Viii.

Table 14

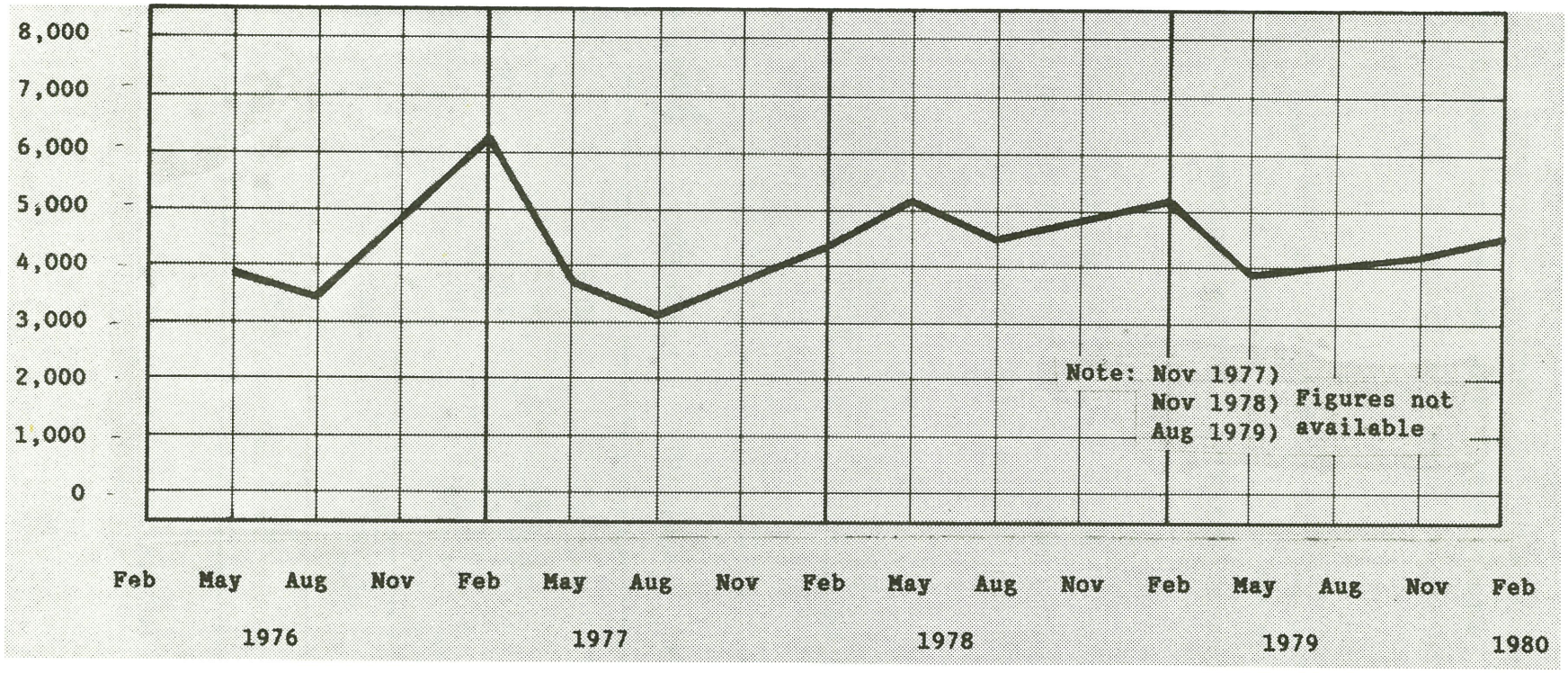


Employed Persons: Industry Group: Entertainment, Recreation, Restaurants, Hotels and Personal Services.

Queensland Total - August 1975 to February 1980.

Source: Tables 14 & 15 - A.B.S. The Labour Force, Qld. - Cat. No. 6201.3

Table 15



Unemployed Persons: Industry Group as above. Feb. 1976 to Feb. 1980.

For Queensland, the pattern as reflected in Table 14 shows that employment in this industry category is subject to seasonal fluctuations as well as fluctuations in the overall economic climate in the tourist industry. The period 1975 to the May quarter 1978 shows very little increase in overall employment with only marginal improvement in the November quarter 1979 and February 1980. With respect to unemployment 1976 and early 1977 were periods of high unemployment in the industry group.

It would indicate that the growth of visitors to the GBR Region which took place over the period is not necessarily accompanied by a growth in direct employment in the tourist industry, although employment in other sectors could well be affected.

Table 16 contains information from the Tourist Accommodation Survey - Australian Bureau of Statistics, March 1978 to March 1980 on employment in the area of hotels, motels and caravan parks. The data is analysed by Statistical division.

Table 16 Employment - Hotels, Motels and Caravan Parks. Survey of Tourist Accommodation Establishments. March quarter 1978 to March quarter 1980.

Statistical Division	March 1978	March 1979	March 1980	% increase 1978/1980
1. Fitzroy	914	965	1079	18.05%
2. Mackay	936	860	1063	13.57%
3. Northern	743	706	855	15.07%
4. Far North	883	945	1058	19.82%
Total	3476	3476	4055	16.66%
Qld. Total	10854	11097	12043	10.95%

A.B.S. - Catalogue 8603.3 - Tourist Accommodation Queensland.

For the combined Statistical divisions, the percentage of persons employed in the industry group relative to the total employed in Queensland, was 32% in March 1978; 31.3% in March 1979 and 33.6% in March 1980.

Table 16 illustrates that employment in accommodation establishments is directly related to increases in visitor traffic and new investment in accommodation. The percentage increase is greatest in the Far Northern Region (based on Cairns) and the GBR Region as a whole is well above the State average.

In the selected Survey of Tourist Accommodation Operators which has been undertaken by the Consultants, information has been collected on employment at Island Resorts and selected Resort motels and caravan parks on the coast. This information, although not comprehensive, serves as an indicator of the total employment in the major tourist accommodation sectors. Table 17 contains information from this survey of Tourist Operators.

Table 17 Employment in selected Island Resorts, Hotels, Motels, and Caravan Parks. Tourist Operators Survey. Australian Travel Industry Association 1980.

Establishment	Rooms	Employment
1. Island Resorts	90 (average)	89 (average)
2. Whitsunday Coast Hotels/ Motels/Caravan Parks	60 (average)	32 (average)
3. Mission Beach/Tully Hotels/Motels/Caravan Parks	20 (average)	9 (average)

Source: Tourist Operators Survey. Australian Travel Industry Association 1980.

Table 17 shows the average number of employees for the three categories of accommodation establishments surveyed. The number of employees at an establishment would appear to be related to the number of rooms and, on the location of an accommodation establishment. For the Island Resorts, the number of employees is approximately on a par with the number of rooms, whereas on the coast, the ratio of rooms to employees is approximately half. This is explained by the fact that Island Resorts need to employ categories of staff to perform services which would be performed on a hire basis on the coast e.g. refrigerator maintenance, plumbing.

For the coastal resorts, the number of employees varies according to the range of services or facilities associated with the establishment. For instance, an establishment with 20 rooms and no additional facilities such as Dining room, recreation facilities etc. would on average employ 5 staff.

3.5 Tourist Accommodation

3.5.1. 1946 - 1956

Information which may have been produced on tourist accommodation in the above period has not been kept by the relevant authorities such as the Royal Automobile Club of Queensland or the Queensland Government Tourist Bureau. Records from the R.A.C.Q. have only been kept since 1963 and records prior to 1969 from the Queensland Government Tourist Bureau, were destroyed during the Brisbane floods of 1974.

The only indicator of the type of tourist accommodation available is promotional brochures and booklets published by the Queensland Tourist Bureau and the Cairns Chamber of Commerce. It would appear that hotel and guest house accommodation was most significant, followed by accommodation in rental houses or flats. Motel accommodation does not appear to have been significant during this period, as its development had a close parallel with the growth in the use of private motor vehicles for visits to the GBR Region.

The report of the Queensland Tourist Develoment Board on the Tourist Resources of Queensland (1947) makes the following comments on Barrier Reef accommodation development: (p.17) "to date, Barrier Reef development has mainly been upon the lines of tourist accommodation houses established at Barrier Reef Islands - mainly high islands. As most of Queensland's Reef tourist accommodation houses are on high islands, comparatively few tourists have seen the real Barrier Reef". (p.21) "a start has been made on a small scale in developing from a tourist point of view some of the islands of the Whitsunday passage.

The efforts made on West Molle, South Molle, Hayman and Long are commendable in view of the difficulties which the proprietors have had to face, some of which are:-

- Expensive, slow transport of goods
- High cost of landing goods
- Difficulty in landing passengers
- Shortage of water (at times)
- Lack of business during summer and wet seasons
- Isolation, militating against retention of staff for domestic and other purposes"

The Bank of N.S.W. publication issued in 1940 on "Australia for the Tourist" makes the following observation (p.233) "Accommodation - Hotels and guest houses mostly. During the tourist season and especially during school holiday periods, accommodation in better class hotels of capital cities and more popular tourist resorts is severely taxed - visitors are therefore advised to arrange their bookings well in advance".

3.5.2. 1957 - 1967

The R.A.C.Q. issued its first Accommodation Directory in 1963 (relating to Hotels) and this was followed up in 1967/68 by a Directory which covered Hotels and Motels.

The availability of accommodation relating to the Great Barrier Reef Region is set out in the attached Appendix III (for purposes of comparison, details of the year 1980 are also included. Caravan Parks are also listed in this Appendix).

The list of accommodation houses does not purport to be comprehensive, as it includes only Hotels and Motels selected by the R.A.C.Q.

(The 1965 H.K.F. report listed some accommodation details in parts of the GBR Region and are given at the foot of Appendix III p82)

It does point up the fact, however, that in the 1960's, not only was the size of the average establishment (as measured by the number of rooms), comparatively small, but also they were relatively few in number. Some increase in the availability of rooms had taken place by 1967/68. (By 1980, significant increases in both the average size of accommodation establishments and the number of establishments had occurred).

3.5.3. 1968 - 1980

The main information sources for tourist accommodation in this period are:

(a) Royal Automobile Club of Queensland. Accommodation Directories.
(b) Survey of Tourist Accommodation Establishments. Australian Bureau of Statistics.
(c) The 1969-70; 1973-74 and 1978 Domestic Tourism Surveys.
(d) Tourist Accommodation Operators Survey. Australian Travel Industry Association 1980.

The Royal Automobile Club of Queensland publishes directories of accommodation which contain information on island resorts, motels and some large hotels in areas where the accommodation is significant and also caravan parks. The directory is not comprehensive, but contains information which is reliable for the major tourist areas within the region under study. Details of Accommodation in the GBR Region listed in the R.A.C.Q. Directory for 1980 are included in Appendix III referred to above.

The survey of Tourist Accommodation Establishments produced by the Bureau of Statistics contains information on total numbers of hotels, motels and caravan parks in each statistical division in the State as well as for some local authority areas. It also provides a room and bed space total for each area.

Table 18 provides information from the Bureau of Statistics on the number of tourist accommodation establishments for each relevant statistical division in the GBR Region. The island resorts are included in the relevant statistical division for this table.

Table 18 Tourist Accommodation, Hotels and Motels, Establishments and Rooms 1975 and 1979. Tourist Accommodation Survey.

Statistical Division	A.B.S. Tourist Accommodation Hotels and Motels							
	1975				1979			
	Hotel	Motel	Total	Rooms	Hotel	Motel	Total	Rooms
1. Fitzroy	21	34 =	55	1017	23	36 =	59	1222
2. Mackay	21	28 =	49	1144	22	37 =	59	1393
3. Northern	18	30 =	48	1028	20	30 =	50	1244
4. Far North	18	54 =	72	1216	25	64 =	89	1717
Total	78 +	146 =	224 :	4405	90 +	167 =	257 :	5576

Source: Survey of Tourist Accommodation Establishments. Australian Bureau of Statistics.

The above table indicates that some growth in hotel and motel accommodation took place between 1975 and 1979 in the Barrier Reef region. The two statistical divisions which showed a growth rate of over 15% were the Far North 19.1% and Mackay 16.9%. It is considered that the number of establishments and rooms in the Region would have increased at a greater rate than that identifiable from the statistics due to the fact that some hotels in the area and, to a more limited extent, motels, would have been demolished or closed and replaced by new facilities. Therefore, the growth percentage as shown above can be considered to be conservative.

Another indicator of the performance of the accommodation sector of the tourist industry in the region is obtained from Building Approvals data. This data is obtained by the Australian Bureau of Statistics from local government authorities. Appendix IV contains comprehensive information on building approvals in each local authority area in the region since 1968/69 to 1977/78. The two categories of buildings included are - hotels, motels and units/flats and entertainment and recreation establishments.

Table 19 is a summary of the information contained in the Appendix on building approvals per year for hotels, motels and units and entertainment/recreation establishments.

Table 19 Building Approvals, Hotels, Motels, Units/Flats and Entertainment/Recreation Establishments Barrier Reef Region local authority areas 1968/69 - 1977/78

Year	Hotels/Motels/Units		Entertainment/Recreation	
	No of Est.	$ value*	No of Est.	$ value*
1968/69	192	6107 000	43	473 000
1969/70	166	3835 000	37	558 000
1970/71	229	6982 000	52	1533 000
1971/72	339	8522 000	39	1297 000
1972/73	419	10511 000	36	1983 000
1973/74	420	25717 000	30	2034 000
1974/75	211	11967 000	36	2301 000
1975/76	349	19458 000	46	6191 000
1976/77	371	21116 000	35	4158 000
1977/78	227	27436 000	51	7452 000
	3073	$113367 000	405	$27980 000

* Rounded figures to nearest thousand dollars

Source: Australian Bureau of Statistics - unpublished data.

The above table indicates that a substantial amount of building investment for tourist accommodation and recreation facilities has taken place over the past ten years in the GBR Region.

Tables 20 and 21 contain data, derived from the three domestic tourism studies, on accommodation used by travellers in Queensland and travellers to the GBR Region. Table 20 - Tourist Accommodation in Queensland, shows a markedly different use of hotel/motel type accommodation as disclosed by the Gibbings survey of 1969-70, but this is explained by the methodology used which did not account for travellers who stayed with friends and relatives or who used non-structured tourist accommodation.

The usage of accommodation provided by friends/relatives/private house is a very significant element in the 1973/74 and 1979 studies.

It is anticipated that the rate of expansion of accommodation in the Region will not only be maintained but will be accelerated in the future.

In Cairns, for instance, an additional 900 rooms are either under construction or awaiting Council approval before construction commences.

In Townsville, plans have been announced for a new international motel complex of 140 rooms ("Hospitality", October 1-14, 1980).

The Whitsunday Island Resorts are being progressively up-dated and expanded and additional accommodation is being provided in the Airlie Beach area. New resort developments are taking place on Hamilton Island and Wild Duck Island.

Additional motel units are being built in Rockhampton as well as an initial 52 units being constructed at the Iwasaki complex at Yeppoon. Plans for additions to the Great Keppel Island Resort are also understood to be on the way.

Table 20 Tourist Accommodation used in Queensland

Accommodation used	Total trips in Queensland (% Traveller units/trips) 1969/70	1973/74	1979/80
Hotel	21.5	3.0	19.9)
Motel	50.1	15.0	)
Private hotel/Guest house	6.8	-	4.2
Holiday house/Flat	12.8	12.0	14.2
Friends/Relatives/Private house		47.0	40.7
Caravan/Tent/Camping	8.9	13.0	17.2
Other		10.0	3.8
	100.00%	100.00%	100.00%

Source: Domestic Tourism Studies - Gibbings 1969-70, Australian Travel Research Conference 1973/74. Domestic Tourism Monitor 1979.

Table 21 Accommodation used by Region visited (*Data on Islands is not considered to be wholly reliable due to inadequate sample)

Accommodation used	Region visited (% of trips) Rock/Glad	Mackay	T'ville	Cairns	Islands* W	N
Hotel/Motel	30.2	23.9	35.3	25.8	36.4	15.1
Private hotel/Guest house	7.4	6.0	4.0	4.1	4.4	17.3
Rented flat/house	3.6	3.4	1.7	3.9	4.1	-
Own house/flat	4.0	11.8	5.0	3.5	10.0	4.9
Friends/relatives	28.8	36.7	39.1	38.9	3.9	37.7
Farm	3.0	.4	.5	-	-	-
Caravan park	4.0	5.2	1.1	6.5	9.6	-
Camping	14.9	11.2	10.8	14.7	18.7	21.2
Boat/cruiser	1.8	-	.5	.9	12.9	3.8
Other	2.4	1.4	2.0	1.8	-	-
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Domestic Tourism Monitor April 1979/March 1980.

3.6 Transport

3.6.1. 1946 - 1956

The predominant mode of transport to the GBR Region over this period would appear to have been rail, especially in the immediate post-war era. The 1947 Tourist Development Board's report, states that "the great bulk of tourist traffic is carried by rail" (1947: p/53). However, the report expresses concern that the standard of service provided by the railways is not adequate for the increasing tourist business. Complaints of punctuality, dependability, comfort, speed and cleanliness were received by the Board during its investigation.

Furthermore, the opinion of the Board was that the rail services were not structured to meet the needs of tourists and cited the case of the rail service which deposited Whitsunday area visitors at Proserpine at midnight, with little organisation undertaken to ensure that visitors proceeded to their destinations with the minimum of inconvenience (1947: p.54).

It is significant that the Railways Commissioner was quoted as saying that the traffic was "insufficient to warrant the running of special trains to suit these places". (1947: p.54).

Air transport to the region was very limited in the post-war period with only the Australian National Airways Pty. Ltd. (later Ansett) providing a sky-liner service between Brisbane and Cairns. As at 1947, the newly inaugurated Commonwealth owned Trans Australian Airlines did not operate north of Brisbane. The 1947 Tourist Boards' report noted that "many people of course, are as yet not airminded, but we feel that this is only a matter of time before air travel between far distant points becomes the rule rather than the exception" (1947: p.52). It was observed that there was landing strips on Dunk Island and Lindeman Island.

Road transport to the Great Barrier Reef Region was limited due to limited private car ownership and inadequate roads. In 1947, the Bruce Highway was not completed and alternative routes subject to delays and adverse weather conditions. The Proserpine-Cannonvale road, which was the main means of access to the Whitsunday Coast and the Islands carried 13,499 bus passengers during the period August 1945 to September 1946, comprising 8,334 local residents and 5,165 tourists (1947: p.55).

Sea transport was divided into two categories: (1) coastwise traffic by overseas, interstate or intra-state sea going vessels; and (2) feeder sea traffic by launch from ports to Island resorts.

In the pre-war period, considerable tourist traffic to North Queensland was based on a sea voyage up the Queensland Coast. The ships departed from Melbourne, Sydney and Brisbane and spent up to three days berthed at Cairns. The cruises lasted from two to three weeks. Feeder launch services were operated between Cannonvale or Mackay to the established Island resorts. The 1947 Tourist Board's report considered that "the majority of the Island tourist resorts have inadequate landing facilities". (1947: p.55).

The following data is not available by regional or sub-regional breakdown. However as a reflection of the progressive decline in rail traffic and the progressive increase in motor vehicles, the data has been included.

Table 22 contains information regarding rail passengers in Queensland from 1944-45 to 1953-54.

Table 22 Passenger journeys Qld. Railways 1944-45 to 1953-54

Year	Total
1944-45	38 962
1946-47	34 188
1947-48	29 325
1948-49	32 687
1949-50	32 366
1951-52	34 145
1952-53	35 029
1953-54	35 844

Source: Australian Bureau of Statistics - Queensland Year Books

Table 23 provides information on private motor vehicle registrations in Queensland from 1940 to 1956.

Table 23 Private motor cars in Queensland 1940-1956

Year	Motor cars	Year	Motor cars
1940	75 548	1949	83 633
1941	73 068	1950	97 746
1942	59 765	1951	113 045
1943	63 645	1952	121 729
1944	67 188	1953	130 311
1945	67 956	1954	143 540
1946	69 615	1955	158 611
1947	72 398	1956	174 183
1948	76 071		

Source: Australian Bureau of Statistics - Queensland Year Books

Information concerning passengers carried by air to or from various ports in Queensland is not available for the period 1946-56. Disaggregated Queensland data was not available until 1965.

Similarly official statistics are not available concerning passengers carried on ships to or along the coast of Queensland for the period 1946 - 1956.

3.6.2. 1957 - 1967

Table 24 contains information regarding private motor car registrations during the period 1957-1967.

Table 24 Private motor cars in Queensland 1957-1967

Year	Motor cars	Year	Motor cars
1957	189 728	1963	300 796
1958	202 260	1964	334 850
1959	221 778	1965	371 220
1960	241 196	1966	396 640
1961	257 545	1967	420 401
1962	273 320		

Source: Australian Bureau of Statistics - Queensland Year Books

Table 25 provides data concerning passengers carried by the Queensland railways during the period 1956-57 to 1965-66. The data is divided into the categories metropolitan and country. No breakdown is available by point of embarkation or disembarkation.

Table 25 Passengers carried Queensland Railways 1956-1966

Year	Metropolitan	Country	Total
1956-57	28 783	5487	34 270
1959-60	27 548	4798	32 346
1962-63	22 414	3668	26 082
1065-66	23 227	2752	25 979

Source: Australian Bureau of Statistics - Queensland Year Books

With regard to air transport, disaggregated statistics for passenger movement at Airports in Queensland were not available until 1965, prior to that time, Australia only figures were published.

Table 26 contains data regarding passenger movements at Airports in Queensland for 1965 and 1968.

Table 26 Passenger movements. Qld. Airports 1965 and 1968

Airport	1965	1968
Brisbane	823 432	1008 783
Gladstone	13 295	20 452
Rockhampton	61 202	73 318
Mackay	71 322	82 050
Hayman Island	10 526	9 837
Townsville	151 277	161 634
Cairns	84 927	98 030

Source: Australian Bureau of Statistics - Queensland Year Books

3.6.3. 1968 - 1980

Data for this section has been obtained from:

1. Rail, road, air transport statistics, Australian Bureau of Statistics.
2. Domestic Tourism Surveys 1969-70, 1973-74 and 1978 continuing
3. National Travel Survey 1977/78, Bureau of Transport Economics, Canberra.

Information concerning rail traffic and motor vehicles is not available from the Australian Bureau of Statistics on a regional or statistical division basis. However the data is included to indicate the declining use of rail travel in the State overall and the corresponding increase in motor car registrations in Queensland.

Table 27 Passengers carried Queensland Railways 1968-69/1977-78

Year	Suburban	Country	Total
1968-69	25 771	1 394	28 165
1969-70	26 317	2 198	28 515
1970-71	27 621	1 965	29 584
1971-72	30 184	1 763	31 946
1972-73	30 500	1 645	32 145
1973-74	32 003	1 720	33 723
1974-75	34 821	1 811	36 632
1975-76	32 448	1 831	34 278
1976-77	29 296	1 758	31 054
1977-78	27 526	1 705	29 231

Source: Australian Bureau of Statistics Catalogue No. 9101.3 - Transport Queensland.

From the above table it is shown that country rail travel has declined steadily during the period 1968 to 1978. Suburban rail travel shows a fluctuating pattern with some decline apparent from 1976-77.

Table 28 contains motor car registrations in Queensland during the period 1968 - 1977/78.

Table 28 Motor cars in Queensland 1968 - 1977/78

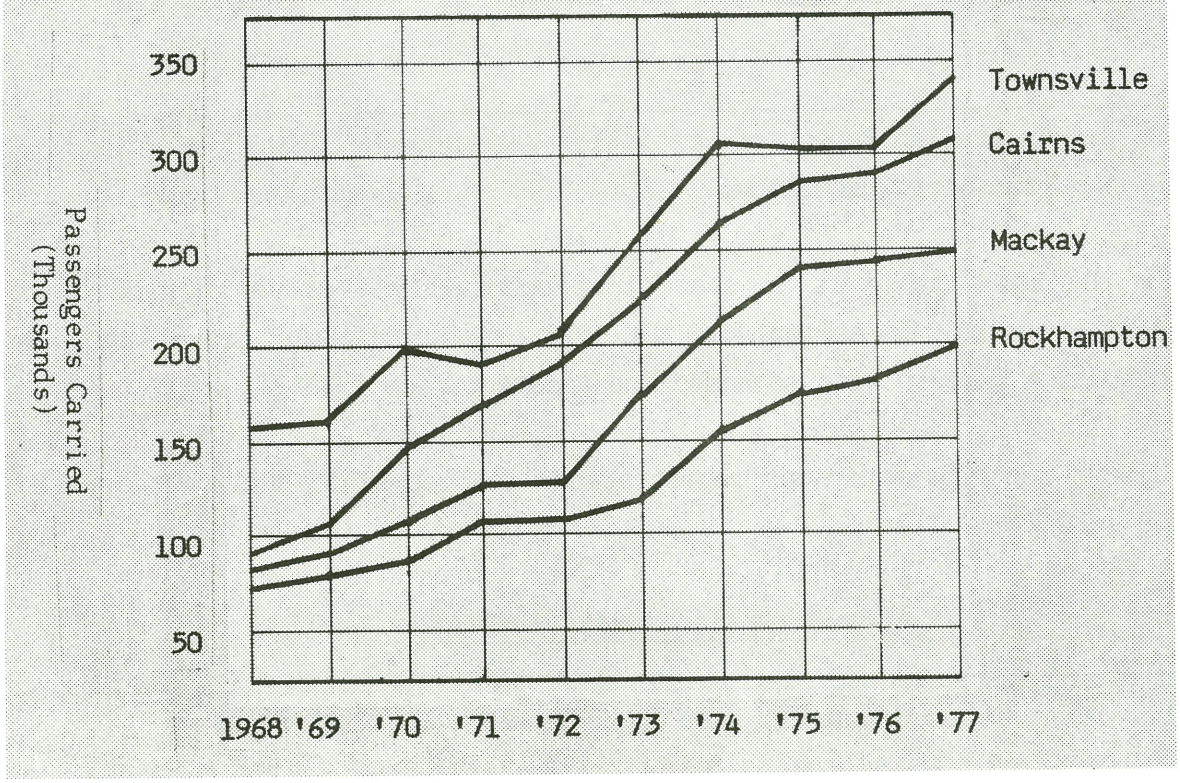
Year	Motor car	Year	Motor car
1968	449 106	1974	647 200
1969	473 189	1975	671 200
1970	501 709	1975/76	715 400
1971	540 500	1976/77	751 500
1972	567 800	1977/78	794 700
1973	604 900		

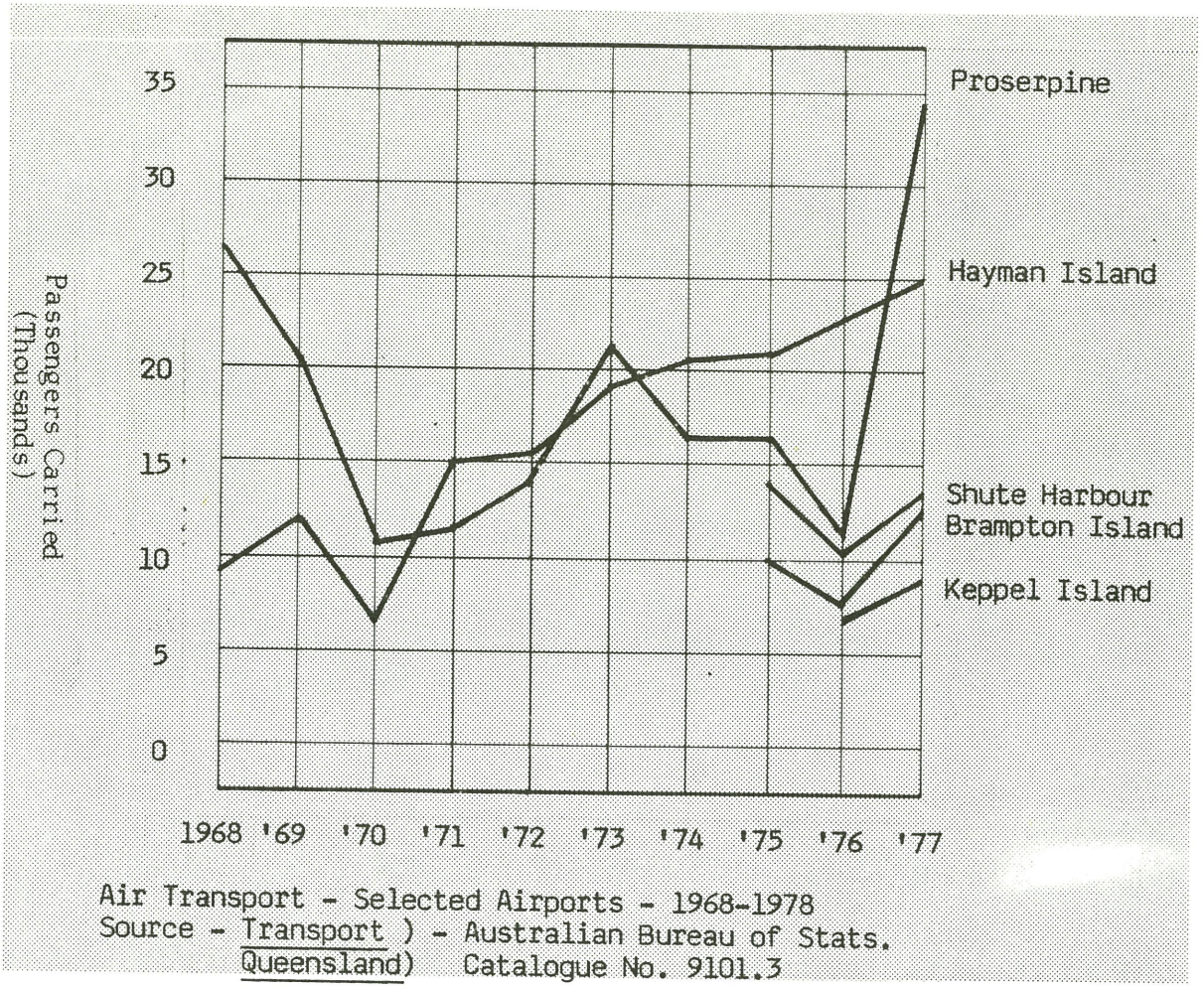
Source: Australian Bureau of Statistics Catalogue No. 9101.3 1968 - 1977/78. Transport Queensland.

Ownership of motor cars has shown a progressive increase since 1946 and this pattern is reflected in the use of the private motor car for travel to and within Queensland for tourism purposes (see Table 30).

Table 29 contains data on passengers carried by air through selected airports in Queensland. The following airports are included: Cairns, Townsville, Mackay, Rockhampton, Proserpine, Hayman, Brampton, Shute Harbour and Great Keppel. Data for Keppel, Brampton and Shute Harbour has only been published since 1975. Raw figures relating to these tables are set out in Appendix IX.

Table 29 Passengers carried. Selected Queensland Airports 1968-1977





Air Transport - Selected Airports - 1968-1978
Source - Transport) - Australian Bureau of Stats.
Queensland) Catalogue No. 9101.3

Passenger movements at most airports in the reef region has increased steadily during the period 1968-1977. The Whitsunday area airports show the greatest changes and fluctuations relative to the main coastal networks (e.g. Cairns, Townsville). The redevelopment of Proserpine Airport is the reason. Passenger movements show a decline in the 1976 period and the decline at Hayman and Proserpine in 1970-71 would probably be a result of the effect of Cyclone Ada which had the effect of closing most island resorts and some Whitsunday-Airlie Beach establishments for up to 12 months from January 1970.

Information on the mode of transport used to tourist regions in Queensland is available from the National Travel Survey 1977/78 and the Domestic Tourism Monitor 1978 continuing. In the earlier domestic tourism studies no data was supplied on mode of transport used to particular tourist areas in the Reef region. In Table 30 Queensland data is supplied, but as a reference point, data from thes earlier studies is presented with data from the Domestic Monitor in order to demonstrate changes in transport modes in the State as a whole (Table 31).

Table 30 contains Queensland only data from the three domestic tourism studies on the mode of transport used by total tourists.

Table 30 - Mode of Travel. Tourists to Queensland 1968-1978.

Year	Main Transport used all Tourists to/within Queensland				
	Car	Air	Train	Bus/Coach	Other
1969-70	73.1	9.7	1.9	7.7	3.2
1973-74	85.0	5.0	2.0	5.0	3.0
1978-79	81.0	11.0	4.0	3.0	1.0

Source: Domestic Tourism Studies - Gibbings 1969-70; Australian Travel Research Conference 1973/74; Domestic Tourism Monitor 1979.

Table 31 provides information on transport used by Queensland and Interstate visitors to tourist regions in Queensland.

Table 31 Mode of travel to Regions in Queensland. All tourist to/within Queensland 1979-80 (For map of Regions see Appendix XI)

Region	Mode of Travel (% of trips)					
	Private car	Air	Train	Coach	Other	Total
Rockhampton/ Gladstone	73.0	16.3	6.6	2.0	1.0	100%
Mackay	82.0	13.5	1.7	2.8	-	100%
Townsville	73.4	19.5	2.6	4.5	-	100%
Cairns	70.9	15.6	6.0	6.8	.7	100%
Whitsunday Islands	52.4	32.9	-	-	14.6	100%
Northern Islands	40.6	36.3	2.1	-	21.0	100%

Source: Domestic Tourism Monitor April 1979 to March 1980

The above table indicates that private car travel is the major means of transport used by all travellers to the Reef region. The lower usage of car transport for the Islands reflects the popularity of air package tours which are available to the Island resorts.

The National Travel Survey 1977/78 conducted by the Bureau of Transport Economics also gives a breakdown of trips by particular destinations in the Barrier Reef Region and vehicle type. Details based on the survey, are set out in Table 32. The destination regions differ from those used by the Domestic Tourism Monitor but the Table confirms the predominance of the private car as the major means of travel to the region, followed by the aeroplane.

Information relating to trips to the Region, also based on the National Travel Survey, are given in the following tables. Although these tables do not relate to transport as such, they are grouped together for purposes of comparison:-

Table 33: Trip proportions by Destination and Purpose (see also Table 6)
Table 34: Trip proportions by Destination and Accommodation
Table 35: Trip proportions by Destination and Duration (see also Tables 9 and 10).

Reference can be made to Tables 6, 9 and 10 which show comparable figures derived from the Domestic Tourism Monitor.

TABLE 32 - TRIP PROPORTIONS BY DESTINATION REGION AND VEHICLE TYPE

Destination Region	Number of Person-Trips ('000)	Vehicle Type								
		Aircraft	Bus	Car	Truck	Motor-cycle	Ship	Train	Other	Not Stated
Cairns and Green Island	275	0.208	0.074	0.643	0.023	0.012	0.019	0.007	0.007	0.008
Mackay and Brampton Island	216	0.162	0.031	0.753	0.005	0.000	0.002	0.005	0.000	0.042
Proserpine and nearby islands	109	0.074	0.030	0.752	0.097	0.009	0.009	0.010	0.000	0.018
Rockhampton, Yeppoon, Great Keppel Island	253	0.122	0.020	0.786	0.030	0.000	0.000	0.035	0.000	0.007
Townsville and Magnetic Island	341	0.166	0.015	0.764	0.008	0.012	0.005	0.018	0.007	0.004

TABLE 33 - TRIP PROPORTIONS BY DESTINATION REGION AND PURPOSE

Destination Region	Number of Person-Trips ('000)	Purpose							
		Deliver Freight	Other Business	Visiting Friends	Recreation	Holiday	Personal Affairs	Other	Not Stated
Cairns and Green Island	275	0.015	0.071	0.165	0.136	0.467	0.051	0.078	0.018
Mackay and Brampton Island	216	0.007	0.202	0.163	0.051	0.202	0.291	0.085	0.000
Proserpine and nearby islands	109	0.097	0.145	0.162	0.284	0.254	0.051	0.009	0.000
Rockhampton, Yeppoon, Great Keppel Island	253	0.020	0.164	0.228	0.095	0.187	0.204	0.099	0.004
Townsville and Magnetic Island	341	0.006	0.219	0.245	0.063	0.110	0.246	0.101	0.012

Source: National Travel Survey 1977/78. Bureau of Transport Economics. Canberra.

TABLE 34 - TRIP PROPORTIONS BY DESTINATION REGION AND ACCOMMODATION

Destination Region	Number of Person-Trips ('000)	Accommodation					
		Hotel or Motel	Friends Home	Caravan or Tent	Other	Not Stated	Not Applicable
Cairns and Green Island	275	0.340	0.187	0.192	0.161	0.052	0.068
Mackay and Brampton Island	216	0.266	0.391	0.054	0.033	0.012	0.245
Proserpine and nearby islands	109	0.211	0.125	0.186	0.141	0.005	0.332
Rockhampton, Yeppoon, Great Keppel Island	253	0.226	0.383	0.096	0.059	0.000	0.246
Townsville and Magnetic Island	341	0.188	0.345	0.022	0.099	0.017	0.329

TABLE 35 - TRIP PROPORTIONS BY DESTINATION REGION AND DURATION AT DESTINATION

Destination Region	Number of Person-Trips ('000)	Duration at Destination								
		0	1	2	3-7	8-14	15-28	29-56	Over 56	Not Stated
Cairns and Green Island	275	0.068	0.109	0.087	0.285	0.235	0.103	0.023	0.018	0.071
Mackay and Brampton Island	216	0.245	0.227	0.138	0.186	0.142	0.057	0.001	0.005	0.000
Proserpine and nearby islands	109	0.332	0.092	0.134	0.236	0.125	0.077	0.000	0.000	0.005
Rockhampton, Yeppoon, Great Keppel Island	253	0.246	0.118	0.194	0.246	0.180	0.003	0.005	0.000	0.008
Townsville and Magnetic Island	341	0.329	0.117	0.129	0.190	0.139	0.071	0.012	0.000	0.013

Source: National Travel Survey 1977/78. Bureau of Transport Economics. Canberra.

3.7 Recreation/Communication

3.7.1. 1946 - 1956

Information for this section is described under the following headings:

(a) Natural attractions

(b) Man-made attractions

(c) Communications

(a) Natural attractions

During this period 3133 hectares were proclaimed as National Parks consisting of various islands and part of Magnetic Island. The proclamation of National Parks had begun in 1936 and, as at the end of 1954, a total of 33 543 ha. had been proclaimed (See Appendix V). As far back as 1947, the special appeal of the Great Barrier Reef was recognised in official circles. The Queensland Tourist Development Board Report of that year states: - (p.16) Attractions "In Queensland we have in the Great Barrier Reef a tourist attraction unique in the world and one which without exaggeration, can be regarded because of its unusual nature and beauty, as a world wonder which should be seen by millions of tourists in years to come".

(b) Man-made attractions

A complete list of man-made attractions currently in operation in the Region is given in Appendix VI. During the period 1946-1956, a number of these attractions had already been established. Where this information is available, it is included in the Appendix.

Perhaps the most important attraction set up during the period was the Underwater Observatory at Green Island. It was begun by Vince Vlassof in June 1953, for positioning in June 1954. This 64 ton structure was estimated to cost $3,000 at the time and was floated across to Green Island from Cairns.

(c) Communications:

It has not been possible to obtain any statistical data on charter boats operating in the GBR Region during this period but Rosenskjar (Qld Geographical Journal, Vol. 46, 1940, p.39-40) states that "boats can be chartered from localities such as Deauville (Cannon Valley), Mackay, Rockhampton, Bundaberg and Brisbane". The Roylen fleet commenced operations out of Mackay with one vessel in 1948.

3.7.2. 1957 - 1967

(a) Natural attractions:

During this period 44 963 hectares were proclaimed as National Parks within the Region - see Appendix V.

(b) Man-made attractions:

These are included in Appendix VI. Where attractions were commenced during 1957-67, the date is shown, where this information is available.

The publication "Mackay District 1862-1962" (published by Olive Ashworth Publishing Service, Brisbane, 1962) reported that "at Cid Harbour an air-conditioned Underwater Observatory is being constructed by the Barrier Reef Islands Association at a cost of approximately $15,000

(c) Communications:

The same publication makes mention of the fact that the Roylen Fleet, in 1962, consisted of six Fairmile Cruisers, each carrying 24 passengers. At that stage also Lindeman Island operated its own air service from Mackay, and an amphibian service operated from Mackay to Hayman Island.

The "Report of the Interdepartmental Committee on Leasing and Development of Queensland Islands - May 1966" comments that "an important factor in the industry's growth (in GBR Region) has been the use of air travel, both on the mainland and to the islands".

3.7.3. 1968 - 1980

(a) Natural Attractions

During this period a further 904 889 hectares were proclaimed as National Parks bringing the total area at present to 983 395 hectares. The extent and variety of the National Parks does not seem to be generally known. It would seem their accessibility to the visitor would be improved if Lodges were constructed at suitable sites, as happens in other parts of the World. Private enterprise could possibly be encouraged to finance and operate this type of accommodation.

(b) Man-made attractions

The list of Tourist Attractions (Appendix VI) covers all the main reef-oriented attractions currently operating in the GBR Region. They vary considerably in the quality of their product and in the investment involved in these undertakings. Our own survey shows that the amount of capital investment in particular undertakings ranges from as much as $1,100,000 to as little as $20,000.

The numbers of visitors per annum to these attractions also varies considerably - from 100,000 per annum to 2,000 per annum. To some extent, the location has a strong bearing on the number of visitors but, even so, the quality of the attractions themselves is still an important factor which influences the amount of patronage.

In some cases attractions indicated plans for expansion and upgrading their operations in the future, but some of the smaller ones, such as those located in private houses, are likely to disappear through lack of business drive (in some cases, the age of the owners).

The quality of the souvenirs (as opposed to shell jewellery) sold in many of these places, is of poor quality and doubtful taste. There is scope for more of the souvenirs to be given an authentic Barrier Reef character, but it is realised that this is a difficult task to achieve in the face of the flood of cheap souvenirs manufactured overseas, which are found, with minor variations, throughout Queensland.

The following extract from a letter written by a visitor to the Editor of the "Proserpine Guardian" on 22nd August 1980, is worth quoting: "...Then we had a look through the souvenir shops and I was surprised at the variety of imported imitation goods from South-East Asia. In only one shop did we find any authentic Australian craftwork. A visit to one of the marine aquarium centres at Airlie Beach showed one large central tank with a few turtles and fish swimming about. Inspection of the smaller side tanks, which were supposed to show off the live coral, revealed most of them completely empty, (except for water) and in the few that contained coral - alas - the coral was covered in a brown algae growth and I presume dead. On mentioning this to the proprietress she quickly gave me my money back, before I'd even asked for a refund!"

(c) Communication

Details of launches, tours and local flights operating in the GBR Region is set out in Appendix VII. In addition, there are a great number of small boats operating privately which convey "trippers" to uninhabited islands on the reef. These unrestricted operations seem to be increasing and could pose problems in the future.

Note: Comments in this section have been confined, for the most part to commercial operations. No attempt has been made to quantify the vast range of recreational activities carried on by private individuals and clubs in connection with such things as diving, fishing, boating and sailing, shell collecting etc., as these are felt to be outside the scope of our study. In this connection a list of small craft facilities, jetties and boat ramps available for public use in the region are set out in Appendix VII.

4. ECONOMIC BASE OF REEF RELATED TOURISM

The Agreement requires the Consultants to analyse the periods of study in regard to the economic dimensions of reef-related tourism under the following headings:-

(i) Average daily expenditure
(ii) Tourist Accommodation
(iii) Investment operating costs
(iv) Capital Investment in the private sector

4.1. In regard to (i) above, figures on average daily expenditure by domestic tourists during the period are available from only two sources:-

- M.J. Gibbings' Report on the Queensland Tourist and Travel Industry for the year 1969/70 and
- The Survey of Australian Travel by the Australian Travel Research Conference for the year 1973/74.

The Gibbings Report provides in Table B14, (see below), details of the average expenditure (per night) per Traveller unit for specific areas in Queensland according to purpose of visit. (A "Traveller-unit" is defined as "one or more persons travelling together and who occupy the same "home" or usual place of residence).

Extract from Table B14 - M.J. Gibbings Report 1969/70 Average Expenditure (per night) per traveller unit.

Area visited	Holiday/Recreation	Business	All purposes
Rockhampton/ Gladstone	$13.17	$25.34	$15.04
Mackay/Proserpine	17.41	20.31	18.60
Townsville	18.60	18.04	16.66
Cairns and Tableland	16.66	25.74	18.56
Island Resorts	42.82	43.57	42.85

The Gibbings Report observes that "the most striking feature of this table is 'the high average expenditure on Island Resorts' and attributes this to the fact that 'there is only one type of accommodation available on the islands, there is no lower-cost type accommodation equivalent to caravan parks and flats on the mainland".

In addition to this, however, a further factor is that visitors to the islands are charged an all-inclusive rate for accommodation and do not have the opportunity to purchase meals from a cheaper source or prepare their own meals.

There is no comparable figures in the Survey of Australian Travel for 1973/74. Information is provided relating to expenditure per person per night for Australia as a whole in Table 11 of the survey.

According to this table $492,269,000 was spent on accommodation, meals, shopping etc. as the result of 26,206,000 trips throughout Australia during the year. (Queensland was the main destination for 17.3% of these trips. It can be assumed that the level of expenditure would conform to the Australian average).

As the average duration of a trip was 4.87 nights, this represents a figure of $3.86 per night per visitor - a considerably lower per night expenditure than indicated in the Gibbings report (even after allowing for the "traveller-unit" concept).

The lack of comparability of the two sets of data arises from the fact that in regard to the Gibbings Report, the coverage of the survey was limited to tourists spending their nights in commercial accommodation, while the S.A.T. Survey was based on a stratified random sample of household expenditure and therefore included that substantial section of the travelling public classified as VFR - Visiting Friends and Relatives - whose expenditure patterns are likely to be significantly lower than those travellers who utilise paid-for accommodation.

The discrepancies between the two sets of figures demonstrate the difficulties of arriving at a consistent "average daily expenditure" figure for travellers to any particular destination and of making any valid calculations which would yield reliable estimates of overall expenditure. An essential component in such calculations - the average length of stay of each visitor category (which vary in their rates of expenditure) is similarly lacking in any sufficiently reliable form.

It is our view that none of the studies referred to provide adequate data on which to arrive at a reasonable accurate assessment of average daily expenditure of domestic visitors to the Region. They do not provide a substitute for the compilation of local area data which would have to be derived from a survey aimed at this particular objective.

In regard to expenditure by overseas visitors, the Bureau of Industry Economics in its Research Report No. 4 "Economic Significance of Tourism in Australia" estimates that $164,000,000 was spent by overseas visitors in 1973/74 on accommodation, fares (within Australia), shopping and other.

This represented expenditure by 505,854 visitors during that year. Based on an average length of stay of six weeks, this would represent expenditure of only $7.72 per head per visitor per day. This figure may seem low, but is comparable (having regard to inflation) with the figure arrived at for the year 1977 by the Bureau of Industry Economics (Research Report No. 4 page 36) which indicated that the average expenditure per visitor per day was $10.30.

Whilst these figures relate to Australia as a whole, it is likely that figures for the GBR Region would be somewhat higher than the National average, due to differences in the composition of overseas visitors. (A decrease in the relative significance of VFR visitors in the visitor population as compared with the National average, would result in an increase in the expenditure per visitor per day, as the VFR group spends much less per head than "holiday" and "business" visitors").

An analysis of the raw data obtained by the A.T.C. International Visitors Survey 1979/80 shows that the VFR segment to the Great Barrier Reef Region constituted 20.5% of the total visitor traffic compared with 22.3% for the National Average (A.T.C. Interim Report of International Visitors - March 1980). However, the figures for the GBR Region must be treated with some caution as the VFR segment is still regarded as too high and does not line up with actual experience. (See Appendix I - Whitsunday Islands).

From the foregoing considerations, it would appear that the expenditure by visitors (both overseas and domestic), is considerably lower per visitor per night than the level indicated in the Gibbings report (for reasons already commented upon). It reinforces our view that the available estimates for average daily expenditure are all subject to qualification for various reasons and can be regarded as general indicators at best, rather than an accurate guide to actual visitor expenditure. The figures by the various studies mentioned do not, in our view, provide a sufficiently reliable base on which to calculate the economic dimensions of reef related tourism with any degree of confidence.

4.2. Tourist Accommodation

An analysis has been made of unpublished Building Approvals Data in each local authority area in the G.B.R. Region for the period 1968/69 to 1977/78 (See Table 19). This has been supplemented by our own survey which has gathered current information on investment on accommodation facilities in regard to island resort establishments, as well as forecasts for future investment. It is our view that comprehensive and accurate information relating to this element in the economic base of the industry could only be achieved as the result of personal interviews with the managements of accommodation establishments throughout the area. The time and funds available to the current study did not permit of this task being undertaken. Nevertheless, the figures provided point to substantial and sustained investment in accommodation over the period in the area and that this trend is accelerating. (see Table 19, page 44 and pages 45 and 46 - Tourist Accommodation). The current situation in regard to resort accommodation is markedly different from the views

expressed in the G.B.R. Report 1971 (see "Summary of Main Findings" dealing with Accommodation). However, there is still considerable scope for further resort development throughout the region. Suitable areas for resort development need to be defined and standards set to ensure that such developments enhance the character of the Region.

4.3. Investment Operating Costs

It is also our view that this information could only be secured as a result of personal interviews and, even then, it is doubtful whether operators would be willing to divulge the information required. As far as we are aware, there is no published material on this particular aspect over the period 1946-1980.

4.4. Capital Investment in the Private Sector

This information is similarly not available in any comprehensive form from published sources, (apart from the foregoing material on tourist accommodation). We have been able to elicit information in some few instances on investments in accommodation, launches, attractions etc., but this falls far short of the information required to quantify the extent of capital investment by the private sector over the period. To compile information on the investment in transport (launches, coaches and light planes) for instance, would require a major study in itself.

In conclusion, it must be emphasised that a study of the economic dimensions of Reef-related tourism involves more than an aggregation of the components detailed above. Even if reliable data were available in regard to expenditure by overseas and domestic tourists in the area and the extent of expenditure by the private sector on plant and equipment and on operating costs relevant to the tourist indistry, it will be appreciated that not all of the expenditure generated by tourism to the area is retained within the area. Tourists purchase goods and services provided by other industries and a significant proportion of this expenditure relates to goods which are obtained in the first instance from outside the area. In regard to the money spent on the purchase of souvenirs for instance, only a portion is likely to be retained within G.B.R. Region as many of these goods are purchased from manufacturers and distributors outside the region and even outside Australia.

Similarly, a sizeable component of the expenditure in the GBR Region on accommodation would go towards servicing loans which financed the construction and furnishing of the accommodation establishment in the first place.

Stanford and McCann in the B.I.E. Publication "Tourism in the Australian Economy - Some Preliminary Estimates" have dealt with problems encountered in the National context and for the economy as a whole. The study did not take into account the economic significance of tourism on a regional basis.

To make any useful assessment of the economic impact of tourism in the Reef related region, an analysis of data derived from a specific Regional survey would be required. This is clearly beyond the scope of this study.

5. INSTITUTIONAL AND LEGAL ASPECTS

Tourism in the Great Barrier Reef Region is subject to very few direct controls. However a number of Commonwealth and State Government Statutes contain provisions which have an effect on the operation of particular components of tourism.

Only a brief outline has been provided of the powers and responsibilities, as applicable to tourism, which are contained in the Statutes. More detailed interpretation of the legislation would need to be supplied by persons with abilities in the legal field. The following is an outline of the Queensland and Commonwealth Government Statutes which have a direct effect on the operation of development of tourism:-

Commonwealth Legislation

Act	Powers or responsibilities
1. Fisheries Act 1952	Control of commercial fishing in Australian waters, declaration of fishing zones; proclamation of fisheries areas.
2. Seas and Submerged Lands Act 1973	Act relating to sovereignty in respect of certain waters of the sea, airspace above the sea, the sea-bed and sub-soils.
3. Great Barrier Reef Marine Park Act 1975	Act to ensure the control, care and development of the Great Barrier Reef as a resource.
4. Air Navigation Act 1920	Regulates aircraft movements and aircraft type for Australia.
5. Air Navigation (Charges) Act 1952	Regulates use and procedures at aerodromes and charges for use.
6. Airlines Agreement Act 1952	Regulates domestic airline arrangements between T.A.A. and Ansett Airlines of Australia.

Queensand Legislation

Act	Powers or responsibilities
1. Land Act 1962-1978	Regulates the leasing and alienation by the Crown of public lands of the State. Leases for Tourism purposes have been granted for most island resorts under the Act.
2. Fisheries Act 1976	An act to provide for the management, protection and conservation of the fisheries resources of the State. Licenses persons and vessels for commercial fishing; licenses persons to take corals and the like; restricts fishing activities through open and closed seasons, empowered to declare marine parks.
3. Harbours Act 1955-1979	Provides for registrationor licensing of vessels used for hire or commercial purposes; provides for registration or licensing of master boatmen in charge of vessels; provides for the establishment of Harbour Corporations and Harbour Boards who may provide harbour facilities and other facilities as appropriate.
4. Local Government Act 1936-1979	The Local Authorities Act of 1902 established the role of Local Authorities in Queensland. Part XI of the Local Government Act, 1936-1979 delineates the functions and powers of Local Government bodies. Some of these functions are:- roads, sewerage and sanitation, water supply, town planning and building approvals. Local Authorities in Queensland are directly involved in most tourism development in the State through their building approvals function.

Queensand Legislation (continued)

Act	Powers or responsibilities
5. State Transport Act 1960-1972	Provides for licences for carriage of passengers for commercial purposes, provides for restrictions on the number of passengers carried per vehicle type.
6. Liquor Act 1912-1978	Provides for licences for the operation of tourist resorts on islands in Queensland and for tourist parks in Queensland.
7. Forestry Act 1959-1975	Provides for the declaration and establishment of National Parks in Queensland.
8. Fauna Conservation Act 1974-1979	Provides for the protection and management of fauna in Queensland. For example, kangaroos, koalas, etc.

6. RECOMMENDATIONS FOR FURTHER STUDY

Data sources relating to tourism in the G.B.R. Region were considered to be insufficient to arrive at a statistically reliable estimate of the growth of tourism or of the economic dimensions of reef related tourism. This was due to the paucity of data for the period 1946-1967, while the data which was available for the period 1968-1980, was not properly comparable because of different methodologies used.

Whilst most aspects concerned with tourism e.g. accommodation, attractions, transport, could be the subject of further specific study by the Authority, the following subject areas are considered to warrant investigation, not only because of their impact on tourism in the Region, but also because the lack of data in some areas makes the Data Base Review incomplete.

Whilst there are many means of collecting tourism data, most suffer from a lack of comprehensiveness as they rely on operator co-operation and/or sample surveys which are distributed at known tourist destinations. It has been our experience that data collection exercises for tourism cannot rely on information supplied by private groups and organisations where the collection method depends on voluntary co-operation and lacks uniformity in selecting raw data.

1. Methodologies for Tourism Studies - As data collections for tourism are influenced by such factors as accommodation used, seasonality and use of non-scheduled tourist services, it is recommended that a study be undertaken of the methodologies appropriate to tourism in the Great Barrier Reef Region. This study should be completed before any further data collection exercises are carried out in order to ensure that comparability and accuracy are achieved.

2. Day Visitors - Data on day visitors on the coast, to the islands or to the Barrier Reef does not exist in any meaningful form at present. The lack of such data imposes a severe limitation on the provision of a comprehensive picture of tourism in the GBR Region. Surveys and fieldwork would be a necessary component of the data collection exercise.

3. Economic Impact of Tourism - For Australia as a whole, economic data on tourism has only recently begun to be collected. However, the methodology employed for an Australia-wide economic study does not readily adapt to disaggregation to the State level, let alone a regional or sub-regional level. The economic dimensions of tourism is of fundamental importance in assessing the overall significance of tourism to the GBR Region.

4. Charter and Pleasure boating - Data has been obtained on the number of commercial charter and pleasure operations in the region. However, no data has been obtained on the usage of such operations nor the scope or impact of this sector of the tourism industry. From information supplied by tourist operators, it would appear that this activity is already expanding at a significant rate in the Cairns and Whitsunday areas. The growing importance of these operations would seem to necessitate a detailed study.

5. Accommodation - It is not known whether the available accommodation on the islands and on the coast is meeting the needs and desires of the various tourist market groups, both Australian and overseas. A study could be undertaken to determine the suitability of the existing and planned accommodation/resort plant for satisfying the requirements of the various market groups which will be seeking a "Barrier Reef" experience in the future.

6. Transport - A study is required of the adequacy of road, air and sea installations and facilities to gain access to the Reef area and its ability to cope satisfactorily with the increasing visitor traffic which may be expected in the future. There are already some glaring examples of inadequacy - e.g. Shute Harbour facilities. Ways and means of funding the development of the required infrastructure should also be examined.

7. Accessibility to the Reef - Knowledge of accessibility to the Reef is an area of special study in itself. There is a growing demand for experiencing the "Reef" and not merely the Region, Potential problems likely to be encountered in providing such access requires detailed examination. Accessibility could be satisfied, to some extent, by the greater availability of interpretive material. The tourist industry would benefit from an education extension service to develop its environmental consciousness.

7. APPENDICES

APPENDIX I

GREAT BARRIER REEF REGION

VISITORS FROM OVERSEAS

(1971-72 to 1974-75 and April 1979 to March 1980)

(Based on A.T.C. International Visitors Surveys)

Year	Total short-term overseas visitors to Australia (b)	Places visited (Number of visitors) (% of total Australia (c)	Composition of visitors (% by country of Residence)								COMMENT
			USA	PNG	N.Z.	CANADA	JAPAN	U.K.	EUROPEAN OTHER THAN U.K.	OTHER	
1971/72	402,328	Cairns 26,622 (7%)	31%	26%	15%	6%	5%	6%	6%	5%	
		Barrier Reef 21,483 (5)	41%	8%	17%	8%	4%	8%	7%	7%	
1972/73	444,957	Cairns 24,738 (5.6%)	29.1%	21.2%	18.5%	6.6%	3.5%	8.2%	6.6%	6.3%	
		Barrier Reef 19,882 (4.5%)	37.2%	5.5%	19.6%	8.4%	3.4%	11.9%	8.4%	5.6%	
1973/74	505,854	Cairns 24,946 (4.9%)	24.3%	n.a.	23.2%	7.1%	5.2%	9.4%	7.3%	23.5%	("Other" category is inflated due to absence of PNG figures)
		Barrier Reef 19,824 (3.9%)	29.9%	n.a.	25.9%	8.9%	4.3%	11.1%	10.2%	9.7%	
1974/75	519,546	Cairns 28,993 (5.6%)	22.24%	16.9%	22.1%	7.1%	3.2%	8.8%	9.7%	9.8%	
		Barrier Reef 20,334 (3.9%)	25.6%	5.2%	23.2%	10.0%	3.9%	10.9%	13.3%	7.9%	
1979/80	601,760	Green Island 25,340 (4.2%)	21.7%	n.a.	30.2%	8.3%	2.3%	14.7%	17.1%	5.7%	(Of the European countries, German constitutes about half).

Note "Barrier Reef" is not defined, but presumably relates to area in North Queensland, South of Cairns.

APPENDIX I
(continued)

Note (1) The International Visitor Survey for April 1979 to March 1980 gives additional detail on Region of stay within the Great Barrier Reef area, which further illustrates the current travel patterns of overseas visitors.

Place visited	No of visits	% of total visitors	% of No. of visits Composition of visitors (% by country of residence) U.S.A.	CANADA	U.K.	OTHER EUROPEAN	N.Z.	JAPAN	OTHER
ROCKHAMPTON	29,170	(1.6%)	10.2%	3.9%	16.8%	7.9%	49.8%	2.0%	9.4%
MACKAY	19,900	(1.1%)	11.4%	5.0%	13.4%	10.6%	51.4%	1.7%	6.5%
WHITSUNDAY ISLANDS	8,270	(.4%)	23.7%	7.7%	13.3%	18.3%	26.1%	3.2%	7.7%
TOWNSVILLE	28,840	(1.6%)	8.4%	4.0%	20.5%	10.0%	48.7%	1.9%	6.5%
CAIRNS	42,140	(2.3%)	18.6%	5.6%	15.3%	14.7%	35.6%	2.4%	7.8%
MAGNETIC IS. TO DUNK ISLAND	5,610	(.3%)	15.4%	6.2%	13.7%	16.8%	35.9%	4.0%	8.0%

Note (2) Overseas visitors may be categorised according to "main purpose of visit" - convention, business, visiting relatives and holiday. The percentage to total visits according to these three main categories are as follows:

	HOLIDAY	VISITING RELATIVES	BUSINESS
ROCKHAMPTON	53.9%	21.8%	6.2%
MACKAY	61.5%	20.6%	2.4%
WHITSUNDAY ISLANDS	54.9%	21.5%	5.8%
TOWNSVILLE	60.1%	24.7%	4.0%
CAIRNS	65.0%	17.7%	3.8%
MAGNETIS IS. TO DUNK IS.	58.6%	13.1%	7.1%
TOTAL QUEENSLAND	55.0%	21.6%	13.8%

NOTE: Figures for "Total Queensland" are shown for purposes of comparison.

APPENDIX II

Room Occupancy rates Licensed Hotels and Motels Selected Statistical Divisions
Survey of Tourist Accommodation Establishments June quarter 1977 - March quarter 1979

Statistical Division	June 1977	Sept 1977	Dec 1977	Mar 1978	June 1978	Sept 1978	Dec 1978	Mar 1979
1. Fitzroy	52.5	66.4	52.4	52.2	63.7	68.2	59.5	58.5
2. Mackay	30.4	75.7	58.9	49.9	62.7	74.4	60.0	48.8
3. Northern	50.0	67.5	44.4	39.8	52.9	65.3	45.0	39.7
4. Far North	46.0	71.5	46.7	37.9	52.1	71.1	46.5	33.8

Source: Aust. Bureau of Statistics - Catalogue 8603.3

APPENDIX II
(continued)

Room Occupancy Rates, Caravan Parks. Selected Statistical Divisions. Survey of Tourist Accommodation Establishments. September 1977 to March 1979.

Statistical Division	Sept 1977	Dec 1977	March 1978	June 1978	Sept 1978	Dec 1978	March 1979
1. Fitzroy	39.4	29.2	30.4	30.4	43.8	34.2	31.1
2. Mackay	39.6	25.9	25.4	25.4	45.0	26.9	20.0
3. Northern	50.7	27.2	21.3	21.3	41.8	26.5	20.0
4. Far North	41.6	24.4	19.7	19.7	43.9	24.3	18.6

Source: Aust. Bureau of Statistics - Catalogue 8603.3

APPENDIX III

ACCOMMODATION PLANT IN BARRIER REEF REGION (NOT EXHAUSTIVE)

Based on R.A.C.Q. Accommodation Directories issued for 1963, 1967/8 and 1980

Town	Name of Estab.	Number of Rooms		
		1963	1967/68	1980
Cairns	Hides	-	27	70
	Great Northern	-	16	36
	Newmarket	-	-	10
	Bungalow	-	-	9
	Tuna Lodge			54
	Adobe			14
	Bay Village			33
	Pink Inn (Motel)			14
	Sheridan			30
	Trade Winds	-	20	80
	Bermuda	-	4	10
	Blue Marlin			33
	Cairns Motor Inn	-	16	22
	Captain Cook Lodge			16
	Compass	-	11	16
	Flying Horseshoe			21
	Islander Inn			40
	Pengana	10	10	11
	Rainbow	-	20	42
	Treetops			16
	Beltana	12	12	23
	Cairns	15	15	15
	Glenlee			7
	Lyons	18	46	59
	Poinsettia	-	14	19
	Siesta	16	26	25
	The Explanade			14
	International			65
	Parkview			16

ACCOMMODATION PLANT IN
BARRIER REEF REGION

Town	Name of Estab.	Number of Rooms		
		1963	1967/68	1980
Cairns	Silver Palm			12
	Acacia Court			12
	Holiday Inn			39
	Captain Cook Lodge			37
	High Chaparral			12
	Pink Inn			16
	Lake Central			30
	Malibu			7
	Tropic Villa	-	6	16
	Blue Waters		6	24
	Tropicana Lodge			36
	Cairns Holiday Units			36
	Parkview			9
	Tropic Sunrise			10
	Vacation Villa			36
	Pacific	-	32	-
	Central	-	36	-
	Palace	-	22	-
	Imperial	-	27	-
	Jolly Roger	-	10	-
	Cairns Coral	17	17	-
	Carnarvon Park	12	-	-
	Woree	12	-	-
	Bellevue	-	20	-
	House on the Hill	-	8	-
Townsville	Townsville			132
	Dalrymple			20
	Lowths			69
	Allen		55	55
	Stuart			12
	Newpark			12

ACCOMMODATION PLANT IN
BARRIER REEF REGION

Town	Name of Estab.	Number of Rooms		
		1963	1967/68	1980
Townsville	Sun Motor			10
	Great Northern		24	26
	Travelodge			181
	Robert Towns			48
	Town Lodge			24
	Al. Motel			31
	Beachhouse			26
	Coolabah	19	19	28
	Shoredrive			34
	The Strand	16	16	16
	Rex City	15	15	22
	Townsville Motel	11	21	24
	Coral House		11	14
	People's Palace			93
	Spanish Horseshoe			12
	Langs		13	-
	Centenary		35	-
	Buchanan's	5	6	-
	Oonoonbah		8	-
	Newmarket		21	-
	Seaview		25	-
	Reef		30	-
	Midtown		21	21
	Norgate	6	6	-
Mackay	Metropolitan		15	7
	Whitsunday		38	38
	Boomerang	12	24	24
	Telford Coach House			38
	Coral Sands			45
	Gorries			20

ACCOMMODATION PLANT IN
BARRIER REEF REGION

Town	Name of Estab.	Number of Rooms		
		1963	1967/68	1980
Mackay	Sugar City			14
	Sun Plaza			20
	Mackay Townhouse		12	19
	Tourist Village			16
	Caravilla	30	30	40
	Milton		10	12
	Miners Lodge			15
	Golden Reef			26
	Star		8	8
	Victor		12	30
	Bona Vista	9	18	18
	Cool Palms			9
	Hi-way			7
	International Lodge			17
	Mia Mia	6	14	16
	Paradise			24
	Mackay Hotel			14
	Seagull		10	10
	Premier Holiday Village			10
	Rover Holiday Units			16
	Kooyong	12	-	-
	Max	8	8	
	Austral	-	11	
	Shamrock	-	11	
	Prince of Wales	-	11	
	Palace	-	10	
	Belair	-	10	
	Oriental	-	13	
	Imperial	-	22	
	Ambassadors	-	25	

ACCOMMODATION PLANT IN BARRIER REEF REGION

Town	Name of Estab.	Number of Rooms		
		1963	1967/68	1980
Rockhampton	Duthies Leichhardt		16	128
	Post Office			9
	Grosvenor			12
	Kalke			8
	Ambassador			37
	Central Park			25
	Fountain Towers			70
	A.1 Motel Rockhampton			25
	Motel Capricorn			22
	Highway			37
	Castle Court			20
	Oasis			32
	Murrajon			10
	Saleyards		4	6
	The Lodge			10
	Park Avenue	16	16	16
	Oxford		11	
	Commercial		46	
	Swan		12	
	Criterion	4	50	
	Lionleigh		14	
	Parkhurst	6	-	
	Sunrise		5	
	Union		13	
	Capricorn	15	-	
	Reef	25	-	
	Rockhampton	25	-	

ACCOMMODATION PLANT IN
BARRIER REEF REGION

Town	Name of Estab.	Number of Rooms		
		1963	1967/68	1980
Barrier Reef Island Resorts	Brampton Island			97
	Daydream Island			62
	Dunk Island			97
	Great Keppel			88
	Green Island			30
	Hayman Island			187
	Heron Island			66
	Hinchinbrook Island			15
	Lindeman Island			87
	Happy Bay/Palm Island			41
	South Molle Island			60
Airlie Beach	Airlie Beach			28
	Tropic Isle			10
	A.B. Motor Lodge			9
	Waterview			7
	Airlie Apts.			7
	Anchor Lodge			5
	Bali Hai			16
	Colonial Court			6
	Island traders			13
	Whitsunday Village			71
	Warana			5
	Whitsunday Hotel			10
	Shutehaven		10	-

ACCOMMODATION PLANT IN BARRIER REEF REGION

Town	Name of Estab.	Number of Rooms		
		1963	1967/68	1980
Shute Harbour	Coral Point			8
	Motel Shute Harbour		2	12
Magnetic Island	Arcadia Hotel			27
	Loyang			4
	Alma Beach			19
	Pamray Units			8
	Mediterranean Vill.			64
	Surfside Palms			6
	Magnetic Hotel			22
	Magnetic Haven			9
Cooktown	Westcoast		7	
	Seaview			12
	Sovereign Hotel		7	21
	Tropical Breeze			5
	Commercial		7	
Mission Beach	Tam O'Shanter			23
Miriwinni	Plantation Village Resort			14

Accommodation Particulars (H.K.F. - Australia's Travel and Tourist Industry, 1965)

	No. of establishments	Total No. Rooms
Mackay	21	601
Whitsunday Islands:		
Brampton	1	60
Lindeman	1	34
Hayman	1	160
South Molle	1	75
Cairns	37	701

CARAVAN PARKS - Based on 1980 R.A.C.Q. Directory

Town	Name of Establishment	Number of Sites, etc			
		Van Sites	Tent Sites	On-Site Vans	S.C. Unit
Cairns	Golden Key C.P.	100	?	21	8
	City C.P.	75	?	13	-
	Coles C.P.	162	?	21	-
	Cool Waters C.P.	70	?	13	-
	City Caravilla C.P.	100	?	21	-
	Freshwater C.P.	35	?	-	13
	Four Seasons C.P.	134	?	25	-
	Sunland C.P.	210	?	40	-
	White Rock Cabins	100	?	16	-
	Woree C.P.	84	?	17	12
Townsville	Sun City C.P.	53	?	15	17
	Rowes Bay C.P.	120	?	5	-
	Bohle Vale C.P.	90	?	5	-
	Coonambelah C.P.	87	?	6	6
	Currambeena C.P.	120	?	21	-
	Showground C.P.	70	?	4	-
	Tropic Grove C.P.	89	?	10	-
	Walkabout C.P.	80	?	10	-
Mackay	Beach C.P.	100	?	13	-
	Central C.P.	200	?	6	12
	Hill Top C.P.	8	?	9	-
	Premier Holiday Vill.	18	?	18	7
	Sundowner C.P.	130	?	13	-
	Tropical C.P.	56	?	12	7
R'hampton	Boonyal C.P.	110	?	11	-
	Country Club C.P.	90	?	21	-
	Fitzroy C.P.	103	?	10	4
	Municipal Riverside C.P.	106	?	-	-
	Ramblers C.P.	44	?	10	10
	Southside C.P.	100	?	15	-

CARAVAN PARKS - Based on 1980 R.A.C.Q. Directory

Town	Name of Establishment	Number of Sites, etc			
		Van Sites	Tent Sites	On-Site Vans	S.C. Unit
Airlie Beach	Shute Harbour Gardens	50	?	5	-
	Wanderers Paradise	78	35	60	52
	Island Gateway Caravan Village	50	?	14	-
	Cannonvale Mountain Valley	40	?	13	-
	Pioneer Valley	36	?	12	-
	Seabreeze Tourist Park	32	?	6	3
Shute Harbour	Flametree Caravan Village	56	?	15	2
Cooktown	Seaview Caravan Park	5	?	-	-
	Peninsula Caravan Park	40	?	8	-
Port Douglas	Pandanus Caravan Park	75	?	6	-
	Four Mile Beach Caravan Park	76	?	6	-
	Port Douglas Caravan Park	75	?	6	-
Mission Beach	Hideaway Caravan Park Beachfront	150	?	12	-
	Pacific Coast Caravan Park	100	?	6	3

Note: (?) = Information not available

APPENDIX IV

BUILDING APPROVALS

Local Authority Area	Hotels Motels Flats/Units						Entertainment/Recreation Buildings					
	No. Units	1968/69 $ Value	No. Units	1969/70 $ Value	No. Units	1970/71 $ Value	No. Units	1968/69 $ Value	No. Units	1969/70 $ Value	No. Units	1970/71 $ Value
1. GLADSTONE (C)	29	1286 200	10	152 300	18	318 000	2	16 450	2	5 800	0	0
2. ROCKHAMPTON (C)	24	593 261	17	341 375	30	519 526	5	51 014	6	173 161	3	51 000
3. LIVINGSTONE	4	50 000	8	165 000	6	214 500	1	3 000	1	3 000	1	2 000
4. MACKAY (C)	11	265 968	10	180 154	19	1052 744	4	87 662	2	134 300	7	237 918
5. PIONEER	8	143 720	6	95 523	5	98 243	3	10 797	2	26 500	6	79 389
6. PROSERPINE	6	469 900	10	258 600	7	322 100	1	20 000	1	3 200	1	3 200
7. TOWNSVILLE	49	1940 643	30	1185 413	49	3339 627	11	210 273	9	89 407	14	485 600
8. THURINGOWA	0	0	2	15 200	2	28 600	0	0	0	0	2	17 500
9. HINCHINBROOK	2	28 000	4	50 000	6	125 800	2	4 400	2	50 480	3	29 000
10. CARDWELL	2	18 865	6	196 500	4	97 500	1	18 500	2	30 000	0	0
11. JOHNSTONE	4	46 000	12	269 500	7	89 725	4	13 126	2	12 500	0	0
12. MULGRAVE	6	115 800	17	233 668	12	150 900	4	19 659	9	27 283	10	211 389
13. CAIRNS (C)	45	1010 829	34	692 499	64	3324 882	4	19 486	1	3 000	5	416 188
14. DOUGLAS	2	13 800	0	0	0	0	0	0	0	0	0	0
TOTAL:	192	6107 204	166	3835 732	229	9682 147	43	473 370	37	558 631	52	1533 184

Source: Unpublished Data. Building Approvals. Aust. Bureau of Statistics.

BUILDING APPROVALS

Local Authority Area	Hotels Motels Flats/Units						Entertainment/Recreation Buildings					
	No. Units	1971/72 $ Value	No. Units	1972/73 $ Value	No. Units	1973/74 $ Value	No. Units	1971/72 $ Value	No. Units	1972/73 $ Value	No. Units	1973/74 $ Value
1. GLADSTONE (C)	28	596 933	14	463 000	6	959 670	5	122 750	2	57 750	0	0
2. ROCKHAMPTON (C)	31	570 717	41	1783 153	24	1823 157	5	208 740	6	44 370	6	748 591
3. LIVINGSTONE	5	140 516	4	336 000	6	204 000	2	9 500	3	69 000	0	0
4. MACKAY (C)	17	818 537	25	1286 056	19	1267 834	3	69 619	3	213 000	1	75 212
5. PIONEER	17	407 062	12	305 075	5	349 853	4	58 000	2	22 790	2	133 850
6. PROSERPINE	9	241 904	4	132 400	7	193 600	0	0	0	0	0	0
7. TOWNSVILLE	90	2159 976	194	7778 026	49	12120 006	11	21 200	14	403 850	10	744 920
8. THURINGOWA	7	104 400	23	356 700	2	817 705	0	0	0	0	1	145 000
9. HINCHINBROOK	7	141 700	8	186 641	6	113 788	3	40 565	2	18 217	2	28 000
10. CARDWELL	1	18 000	7	269 799	4	132 000	0	0	0	0	0	0
11. JOHNSTONE	9	265 480	10	304 083	7	210 600	1	28 000	0	0	1	22 500
12. MULGRAVE	78	761 450	48	973 401	12	3356 377	0	0	0	0	4	86 403
13. CAIRNS (C)	75	2728 100	93	3120 025	64	4169 381	4	292 000	6	1191 128	3	109 800
14. DOUGLAS	5	68 200	8	218 610	0	477 500	1	3 500	2	35 650	0	0
TOTAL:	339	8522 975	491	10511 569	433	10989 069	39	1297 685	36	1983 755	30	2034 276

BUILDING APPROVALS

Local Authority Area	Hotels Motels Flats/Units						Entertainment/Recreation Buildings					
	No. Units	1974/75 $ Value	No. Units	1975/76 $ Value	No. Units	1976/77 $ Value	No. Units	1974/75 $ Value	No. Units	1975/76 $ Value	No. Units	1976/77 $ Value
1. GLADSTONE (C)	1	15 500	10	759 500	4	262 000	6	354 500	4	282 000	6	935 000
2. ROCKHAMPTON (C)	15	703 198	28	968 038	36	1112 780	2	44 000	8	791 328	7	640 000
3. LIVINGSTONE	6	287 000	7	869 000	8	636 000	1	113 441	4	371 000	6	413 000
4. MACKAY (C)	13	1478 026	22	1844 979	20	1740 740	4	104 000	1	180 000	0	0
5. PIONEER	16	639 801	22	721 360	39	1513 727	4	182 142	2	447 968	4	687 923
6. PROSERPINE	9	2360 114	10	1278 300	11	1038 596	0	0	3	77 350	1	45 000
7. TOWNSVILLE	38	1956 630	75	4637 319	83	5882 793	7	322 547	9	3413 706	6	530 500
8. THURINGOWA	9	181 500	25	607 000	22	682 000	0	0	1	10 000	2	368 000
9. HINCHINBROOK	4	117 325	7	406 080	11	367 000	1	28 000	2	49 000	1	61 000
10. CARDWELL	2	75 000	7	578 000	3	193 479	0	0	0	0	0	0
11. JOHNSTONE	8	217 863	14	379 500	18	662 490	2	54 480	1	20 000	3	136 000
12. MULGRAVE	42	11933 170	62	2355 455	57	1984 433	2	152 696	4	162 000	1	30 000
13. CAIRNS (C)	37	1575 122	55	3944 150	50	4356 778	7	945 787	6	363 297	5	312 500
14. DOUGLAS	11	427 000	5	135 572	9	676 000	0	0	1	24 200	0	0
TOTAL:	211	11967 248	349	19458 253	371	21116 816	36	2301 593	46	6191 849	35	4158 923

BUILDING APPROVALS

Local Authority Area	Hotels Motels Flats/ Units		Entertainment/ Recreation Buildings	
	No. Units	1977/78 $ Value	No. Units	1977/78 $ Value
1. GLADSTONE (C)	7	879 200	5	413 750
2. ROCKHAMPTON (C)	34	1085 500	10	3251 369
3. LIVINGSTONE	3	221 000	5	124 000
4. MACKAY (C)	17	2161 057	5	417 400
5. PIONEER	19	809 800	2	319 300
6. PROSERPINE	6	687 782	1	98 000
7. TOWNSVILLE	45	4249 800	7	620 000
8. THURINGOWA	15	503 102	3	143 500
9. HINCHINBROOK	5	217 800	4	216 298
10. CARDWELL	7	872 000	1	20 000
11. JOHNSTONE	11	461 030	4	175 517
12. MULGRAVE	30	952 011	3	143 000
13. CAIRNS (C)	24	14198 000	6	610 640
14. DOUGLAS	4	138 000	0	0
TOTAL:	227	27436 082	51	7452 774

Source: Unpublished Data. Building Approvals. Australian Bureau of Statistics.

APPENDIX V

National Parks Great Barrier Reef Region

Areas Proclaimed and year of Proclamation 1936 - 1980

Year in which Parks Proclaimed	General Location	Name of Island or Park	Area
1936	Islands of the Brook Group	Goold Is.	830 ha.
		North Is.	65 ha.
		Tween Is.	6 ha.
		Middle Is.	16 ha.
	Islands of the Family Group	Wheeler Is.	31 ha.
		Coombe Is.	49 ha.
		Smith Is.	10 ha.
		Bowden Is.	10 ha.
		Hudson Is.	20 ha.
	Islands of the Barnard Group	Sisters Is.	5 ha.
		Stephens Is.	24 ha.
		Hutchinson Is.	19 ha.
		Jessie Is.	6 ha.
	Islands of the Frankland Group	High Is.	69 ha.
		Normanby Is.	6 ha.
		Mabel Is.	2 ha.
		Round Is.	1 ha.
		Allonby Is. (Near Brampton Is.)	
	Islands of Sir James Smith Group	Silversmith, Anchorsmith,) Blacksmith, Ladysmith, Anvil)	
		Hammer, Locksmith, Bellows,)	1830 ha.
		Pincer, Ingot, Goldsmith,)	
		Lime, Tinsmith,)	
		Blackcombe Is.,)	
	Whitsunday Passage Is.	Shaw Is.	1659 ha.

Year in which Parks Proclaimed	General Location	Name of Island or Park	Area
1937	Islands of the Beverly Group	Penn Is.	5 ha.
		Renon Is.	16 ha.
		Minster Is.	105 ha.
		Beverlac Is.	26 ha.
		Hull Is.	26 ha.
		Still Is.	8 ha.
		Henderson Is.	53 ha.
		Noel Is.	129 ha.
		Digby Is.	154 ha.
		Keelan Is.	26 ha.
	Islands of the Bunker Group	Hoskyn Is.	8 ha.
		Fairfax Is.	16 ha.
1938	South of Mackay	West Hill Is.	398 ha.
	Islands of the Percy Group	North East Is.	308 ha.
	Islands of the Guardfish Cluster	Curlew Is.)	
		Hirst Is.)	
		Treble Is.)	708 ha.
		Bluff Is.)	
		Wallace Is.)	
		Dinner Is.)	
	S.E. of Mackay	Prudhoe Is.	518 ha.
	E. of Mackay	Bushy Is.	2 ha.
	Nr. Brampton Is.	Carlisle Is.	518 ha.
		Asparita Is.	105 ha.
		Wigton Is.	259 ha.
		Cockermouth	259 ha.
	Islands of the Repulse Group	No. 1 Island	105 ha.
		No. 2 Island	42 ha.
		No. 3 Island	40 ha.

Year in which Parks Proclaimed	General Location	Name of Island or Park	Area
1938 (continued)	Whitsunday Passage Islands	Thomas Is.	405 ha.
		Keyser Is.	105 ha.
		Mansell Is.	158 ha.
		Maher Is.	105 ha.
		Pentecost Is.	105 ha.
		Border Is.	388 ha.
		Arkhurst Is.	8 ha.
		Langford Is.	2 ha.
		Bird Is.	2 ha.
		Black Is.	10 ha.
		Tancred, Repair & Shute Is.	23 ha.
		North Molle Is.	259 ha.
	Armit Island Group	Armit Is.	129 ha.
		Saddleback Is.	45 ha.
		Gumbrell Is.	105 ha.
		Double Cone	40 ha.
	Islands of the Newry Group	Acacia Is.	20 ha.
		Outer Newry Is.	58 ha.
		Mausoleum Is.	6 ha.
1939	N.E. of Cedar Bay	Hope Is.	174 ha.
	Lizard Is. Group	Lizard Is.	1000 ha.
		Three Is.	41 ha.
		Two is.	14 ha.
		Turtle Group	91 ha.
		Rocky Islets	32 ha.
	Off Bathurst Head	Flinders Group (Flinders Is, Stanley Is. and three others)	2692 ha.

	Whitsunday Passage Islands	Cid Is.	388 ha.
		Long Is.	1030 ha.
		Hemming Is.	40 ha.
		Mid Molle, Planton and Denham Is.	33 ha.
	Islands of the Family Group	Kumboola Is.	12 ha.
	N. of Port Douglas	Snapper Is.	56 ha.
1940	Islands of the Keppel Group	Corroboree Is.	20 ha.
		Sloping Is.	8 ha.
		Miall Is.	40 ha.
		Barren Is.	81 ha.
		Middle Is.	65 ha.
		Halfway Is.	8 ha.
		Humpy Is.	65 ha.
		Pelican is.	8 ha.
		Divided Is.	8 ha.
	Whitsunday Passage Islands	Deloraine, Dumbell, Esk	89 ha.
		Volskow, Triangle, Comston, Baynham, Galbirra Is.	146 ha.
		Dungurra, Surprise Rock, Perseverance Is.	45 ha.
		Nunga, Teague, Gungwiya, Yerobinna, Haslewood, Sillago, Edward, Lupton, Nicholson, Workington, Buddi Buddi, Yiundulla, Wirrainbela, Ireby, Harold	1210 ha.
1941	Island of Percy Group	South Is.	1619 ha.
1944		Whitsunday Is.	10930 ha.

1948	Island of Newry Group	Rabbit Is.	348 ha.
1949	Coast N. of Innisfail	Etty Bay	244 ha.
1954	Part of Island only	Magnetic Is.	2533 ha.
	Family Group Islands	Purtaboi Is.	6 ha.
		Mung-um-Nackum Is.	2 ha.
TOTAL AREA PROCLAIMED UP TO 1956			33 543 ha.
1960	Family Group Islands	Dunk Is.	730 ha.
	Capricorn Group	Heron Is.	12 ha.
	N.E. of Cairns	Green Is. & Reef	3000 ha.
	Palm Is. Group	Orpheus Is.	1368 ha.
	Hinchinbrook Island Group	Hinchinbrook Is.	39350 ha.
1962	Whitsunday Passage	Seaforth Is.	20 ha.
1963	North of Tully	Clump Point	301 ha.
1965	Nr. Brampton Is.	Penrith Is.	162 ha.
1967	Island of Bunker Group	Lady Musgrave Is.	20 ha.
TOTAL AREA PROCLAIMED 1957 - 67			44 963 ha.

1968	Brampton Is. Group	Brampton Is.	464 ha.
1969	N.W. of Bowen	Cape Upstart	5463 ha.
	Newry Group	Newry Is.	53 ha.
1970	S. of Cooktown	Mt. Cook	494 ha.
	Whitsunday Passage Area	Conway Range	19460 ha.
1971	Whitsunday Is.	Hook Is.	5180 ha.
1972	Hinchinbrook Island Group	Hinchinbrook Channel	5585 ha.
	Keppel Group	Peak Is.	28 ha.
	N. of Mackay	Cape Hillsborough and Wedge Is.	728 ha.
1973	Whitsunday Passage	Molle & Goat Islands	422 ha.
	Yeppoon	Double Head & Bluff Point	107 ha.
		Mulambin	8 ha.
1975	Brampton Is. Group	Scawfell Is.	1090 ha.
		Calder Is.	150 ha.
	Green Is. Reef	Michaelmas & Upola Cays	4 ha.
	Nr. Cooktown	Endeavour River	1840 ha.
1976	South of Sarina	Cape Palmerston	7160 ha.
	Whitsunday Passage Is.	Lindeman & Lt. Lindeman Is.	715 ha.
	North of Tully	Maria Creek	670 ha.

1977	North of Cooktown	Cape Melville	36000 ha.
	On Weymouth Bay	Iron Range	30800 ha.
	Nr. Cape York	Jardine River	235000 ha.
	Off Cape York	Possession Is.	510 ha.
	Sth of Cooktown	Cedar Bay	5630 ha.
	Keppel Group	North Keppel Is.	588 ha.
	East of Townsville	Cape Cleveland	7810 ha.
	North of Tully	Kurrimine	910 ha.
1978	East of Bowen	Gloucester Is.	2460 ha.
	East of Tully	Hull River	1060 ha.
1979	N.W. of Cooktown	Lakefield	528000 ha.
	Nth of Cardwell	Edmund Kennedy	5900 ha.
1980		Wild Duck Is.	500 ha.
		North West & Wreck Islands	100 ha.
TOTAL AREA PROCLAIMED 1968 - 80			904 889 ha.

AREA PROCLAIMED	1968 - 69	904 889
	1957 - 67	44 963
	1936 - 56	33 543
GRAND TOTAL		983 395

Source: Queensland National Parks and Wildlife Service Brisbane.

APPENDIX VI

TOURIST ATTRACTIONS - NORTH QUEENSLAND 1980

NAME	LOCATION	TYPE	FACILITIES/SERVICES	HOURS	ENTRANCE FEE	WHEN BEGAN
CORAL SEA INDUSTRIES	Cooktown	Shells/Giftware/ Souvenirs	Produced in Cooktown Widely exported	Daily	No	1953
GT. BARRIER REEF SHELL DISPLAY	Port Douglas	Corals/Shell	Part of Supermarket - badly displayed	Daily	No	
NAUTILUS BOUTIQUE (Diana & Max Bowden)	Port Douglas	High class shell and coral goods. Jewellery - designed and made on premises	Restaurant in garden setting. Exported widely	Daily 10-5	No	1949
HARTLEYS CREEK FAUNA RESERVE	40km North of Cairns	Animals - Crocodiles and reptiles	Snack Bar	Daily 9-5 (except Feb. Sunday only & March 2-5 p.m. except Monday)	$2 walk through $2.50 show times $2.80 special shows	
REEF WORLD	Cairns	Marine Life/Shells	Souvenir Shop/Cafe	Daily 8.30-6 p.m.	$2	
LAROC	Cairns	Shells/Corals	Audio visual/Souvenir shop/cafe	Daily (except Sat. mornings only and Sun. afternoon only)	No	
GREEN ISLAND UNDER-WATER OBSERVATORY	Green Island	Marine Life/Corals	Submerged viewing windows Souvenirs	Daily until last boat has left	$1.80	1954
MARINELAND MELANEASIA	Green Island	Crocodiles/Marine Life/Corals/Animals	Souvenirs/Coral jewellery	Daily	$2	
SHARKWORLD & CORAL OBSERVATORY	Magnetic Island	Marine life/Coral	Submerged viewing windows Licensed kiosk/Milk bar/ Large souvenir shop	Daily 8.30-4.30	$2	1967
TOWNSVILLE CORAL GARDENS	Townsville	Coral displays/ Shells	Large souvenir shop - Coral as TV lamps etc.	Daily	No	(W'sale) 1954 (Tourist Attraction) 1968

NAME	LOCATION	TYPE	FACILITIES/SERVICES	HOURS	ENTRANCE FEE	WHEN BEGAN
AYR NATURE DISPLAY	Ayr	Shells/Butterflies		Daily	50c	
SHELL & BOTTLE MUSEUM	Bowen	Shells	None	Mon/Wed/Thu/Sat		1969
			MACKAY - WHITSUNDAY			
UNDERWATER CORAL OBSERVATORY	Hook Island	Marine Life/Coral	Coral/Marine Life viewing submerged viewing windows Glass bottom boats	Daily	$4 (usually included in price of cruise)	1969
WALLACE'S CORAL ART DISPLAY	Dent Island	Coral	Souvenirs Static Display	Daily when launches call	Included in price of cruise	1952
WHITSUNDAY AQUARIUM	Airlie Beach	Marine Life	Souvenirs	Daily	$2.50	
MANDALAY CORAL GARDENS	Airlie Beach	Marine Life	Films/Diving Centre/Art/ Souvenir Centre Restaurant/ Picnic	Daily	$3	1965
BAYERSVILLE ZOO	Mackay	Animals/Shells	Souvenirs	Daily except Sun & Wed. p.m.		
			ROCKHAMPTON - GREAT KEPPEL			
YEPPOON SHELL MUSEUM	Yeppoon	Marine Life/Shells	Souvenirs	Daily except Sun & Wed. p.m.	$1	1960
SHELL HOUSE	Gt. Keppel Is.	Shells/Giftware	Tea House - very run down and poor display	Daily	No	1971
UNDERWATER OBSERVATORY	Gt. Keppel Is.	Marine Life/Coral	Submerged viewing windows Coral/marine life viewing	Daily	Will be included in price of cruise ticket from Rosslyn Bay to Gt. Keppel Is.	1980

Source: Information in Appendix VI obtained from Tourist Operators Survey A.T.I.A. 1980

APPENDIX VII

LAUNCHES/TOURS - NORTH QUEENSLAND

LAUNCH/CRUISE	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $ per head	CAPACITY OF VESSEL	FACILITIES ON VESSEL
MARTIN CASH	Port Douglas	Low Isles	Daily except Feb/March	$16.50	122	Bar/Cafetaria/Souvenirs/ Glass bottom boat/Free snorkelling equipment
HYDRO-FLITE	Marlin Jetty Cairns	Green Island	Daily (5 trips)	$12.00	105	
CORAL SEATEL	Marlin Jetty Cairns	Green Island	Daily	$14.00	168	Bar & lounge
CORAL REEFTEL	Marlin Jetty Cairns	Charters	Daily	$110 p.p. per day	16	Bar & lounge
HAYLES - MV Minerva/ MV Magnetic/Marena	Marlin Jetty Cairns	Green Island	Daily Also day charters	$6.50	172/251/ 263	Bar & Lounge
REEF EXODUS	Cairns	Cairns/Cooktown	Cruises of 5 days	On applic- ation	17	Bar & lounge
PETAJ	Cairns	Day cruises	Daily	On applic- ation	18	
MELAWONDI	Cairns)	Day cruises or	Daily	$20 (day	40	Bait, lines, and light
	)	Charters for		cruise)p.p.		refreshment provided
BALI HAI	Cairns)	Reef fishing		Charters on	14+	
	)			application		
SEASTAR II	Cairns)				33	
TROPIC QUEEN	Cairns	Charter	As wanted	On application	16	

LAUNCHES/TOURS - NORTH QUEENSLAND

LAUNCH/CRUISE	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $ per head	CAPACITY OF VESSEL	FACILITIES ON VESSEL
SONYA	Cairns	Charter	As wanted	On application	6	
AURIGA BAY	Cairns	Charter	As wanted	$795 daily	12	
TROPIC SEAS	Cairns	Charter	As wanted	$300 daily (launch only)	5	

Source: Information in Appendix VII obtained from Tourist Operators Survey A.T.I.A. 1980

LAUNCHES/TOURS - NORTH QUEENSLAND

LAUNCH/CRUISE/ FLIGHT	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $	CAPACITY OF VESSEL	FACILITIES ON VESSEL
Seaplane Charter	Cairns	Green Island	Daily (10 flights)	$15 (single)	4	
		Hinchinbrook	Daily	67 (return)	4	
		Bedarra	Daily	67 (return)	4	
		Low Isles via Green Is. and Michaelmas Cay	Daily	45 (return)	4	
Nth Qld Aero Club	Cairns	Reef flights	When wanted	85 per hour	3	
McDougalls Air Service	Cairns	Dunk Is. and coach tour of Tablelands	When wanted	100 (return)	4	
B.P.A.	Cairns	Lizard Island	Daily	99 (return)		
LAWRENCE KAVANAGH	Clump Pt. Jetty	Dunk Island	Daily	7	122	Licensed Bar
PURTABOI II	Clump Pt. Jetty	Charter	As wanted	600 per day		
FRIENDSHIP CRUISES	Clump Pt. Jetty	Reef/Island cruises to Dunk & Bedarra	Sun/Wed/Fri from Easter to Oct & during school hols.	19 p.p. 350 (charter)	40/70	Light refreshments
			Island-Tue/Thu/Sat.	11 p.p.		
MV TEKIN II	Cardwell	Hinchinbrook	Daily except Mon. Charter when not scheduled	On application	46	
MANDALAY/MIRIMAR (Hayles Cruises)	Townsville	Magnetic Island	Daily-available for day charter also	$3 return	370/300	

LAUNCHES/TOURS - NORTH QUEENSLAND

LAUNCH/CRUISE/ FLIGHT	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $	CAPACITY OF VESSEL	FACILITIES ON VESSEL
SEA SAFARI	Townsville	Gt. Palm Island	1 day fishing trip	22	10	
MV REEF 44	Townsville	Reef	Fishing trip	30	20	
REEF PRINCESS	Townsville	Reef Islands	As required	27/32p.p. 350 (5 days)		
BPA Flight	Townsville	Barrier Reef Spectacular	Daily	39		

LAUNCHES/TOURS - WHITSUNDAY AREA

LAUNCH/CRUISE	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $	CAPACITY OF VESSEL	FACILITIES ON VESSEL
SEAFARI CATAMARAN	Shute Harbour	Dent Island Long Island Hook Island Scuba diving Uninhabited Islands	Daily	$18 p.p.	150	Observation decks Galley & Bar facilities
TRITON II (Very highly regarded and only boat that can go in rough weather)	Shute Harbour	Reef & Coral viewing Reef fishing Snorkelling/ diving	Daily	$33 p.p.	40	Bar & Galley facilities
PALADIN CRUISING	Shute Harbour	Day fishing & cruising Charter	Daily except Fri.	$15 p.p.	8	Bar & Galley facilities
WHITSUNDAY CRUISES "Island Gypsy" "Island Princess" "Malanda"	Shute Harbour	Hayman/South Molle/Daydream Hayman/Hook Island Hayman/Long Isl/ Lindeman	Daily Daily Wed/Sat	$18 p.p. $18 p.p. $18 p.p.	200/250	Bar & Galley facilities
NARI CRUISES	Shute Harbour	Sailing & Swimming. Scuba diving Uninhabitated Islands	Daily	$15 p.p.	35	Bar & Galley facilities

LAUNCHES/TOURS - WHITSUNDAY AREA

LAUNCH/CRUISE	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $	CAPACITY OF VESSEL	FACILITIES ON VESSEL
TRINITY TRIMARAN	Shute Harbour	Uninhabited Islands/coral viewing	Daily	$15 p.p.	20	Bar & Galley facilities
WAHOO	Shute Harbour	Reef fishing/ snorklling/view-ing/Reef walking	Daily	$48 p.p.	10	All fishing gear and snorkelling equipment/morning & aft. teas/ luncheon
EXPLORER	Shute Harbour	Coral Island Cruise Glass bottom boat	Daily half & full day tours	$8	45	Bar
LA-MA-TAI CATAMARAN	Airlie Beach	Uninhabited Islands Snorkelling/ swimming	Half day tours Morning or afternoon	$7.50	20	Galley and Bar
MARANDA	Shute Harbour	Uninhabited Islands	Afternoon cruises	$8.00	18	Fishing and Snorkelling
GOLDEN PLOVER 100ft Brigantine	Airlie Beach	Uninhabited Islands Snorkelling/ Swimming	Daily	$15	68	Bar and galley Souvenirs
UTOPIA	Airlie Beach	Uninhabited Islands	2 trips a week 2 days at a time	$88 (2 days)	8	Scuba diving/Glass bottom boat/ All meals
CHALLENGER	Shute Harbour	Lindeman/Happy Bay	Mon/Fri	$18	150	Bar and galley - souvenirs
		Daydream/Hook Island/South Molle/Cid Harbour	Sun/Tue/Wed/Thu/ Sat	$18	150	Bar and galley - souvenirs

LAUNCHES/TOURS - WHITSUNDAY AREA

LAUNCH/CRUISE	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $	CAPACITY OF VESSEL	FACILITIES ON VESSEL
SOUTH MOLLE CREST	Shute Harbour	South Molle	Daily	$12	120	Lunch - South Molle
DAYDREAMER	Shute Harbour	Daydream Isle.	Daily	$10		Lunch - Daydream
HAPPY CAT/MORUYA/ NOELA RAY	Shute Harbour	Happy Bay	Daily	$11		Lunch - Happy Bay
TORRES HERALD	Shute Harbour	Mystery Cruise	Daily	$18	30	BBQ lunch with beer/wine, Fishing/swimming/snorkelling
UHURU	Airlie Beach	Island Exploration	Daily	15	18-29	Lunch/fishing snorkelling gear
BANJORA	Shute Harbour	2 day cruise	Regular	88 p.p.	8	All facilities for 2 day cruise
EMMALOU	Shute Harbour	Snorkelling/ Reef walking/ Scuba diving	Regular	33 p.p.		
MIZAMA	Daily 6.30am-6.30pm	Outer reef/ Snorkelling/ Reef Walking/ Scuba Diving	Tue/Thur/Sun ($3\frac{1}{2}$ hrs on Reef)	30 p.p.	30	Breakfast/Morning Teas/Lunch/ Fishing/Snorkelling gear.
CATAMARAN HIRE	Airlie Beach	General sailing and Tuition	Daily		Rates on application	
MANDALAY SAILING	Mandalay Point	General sailing	Daily or weekly charter	$45 daily		
		(Bare-boat)		$250 weekly	5	
WHITSUNDAY YACHTING WORLD	Shute Harbour	Bare-boat sailing	Minimum 7 day charter	$153 per day	6	

LAUNCHES/TOURS - WHITSUNDAY AREA

LAUNCH/CRUISE	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $	CAPACITY OF VESSEL	FACILITIES ON VESSEL
WHITSUNDAY RENT-A-YACHT	Shute Harbour	Bare-boat sailing	Daily or weekly charter Crewed or uncrewed	$28 p.p. per day (uncrewed) $50 p.p. per day (crewed)	6	
SAPPHIRE II	Shute Harbour	Extended Charters	As required	On application	10	
WHITSUNDAY DAYDREAMER	Shute Harbour	Day charter	As required	On application	Up to 120	
PEARL BAY	Shute Harbour	Charter	As required	$400 for 1st day $350 daily then	10	Includes food, fishing gear and bait
AIR WHITSUNDAY Flying Boats	Shute Harbour Airport	Outer Barrier Reef land on Reef	Daily (3 flights a day on av.(11 a wk)	$62 p.p.	4	Glass bottom boats Snorkelling
		Scenic flights	Daily (10 a week)	From $12 p.p. to $52 p.p. depending on route taken	4	
COCONUT AIRWAYS	Proserpine Airport	Scenic flight 1 hour	As required	$30 p.p.	4	
		Scenic flight $1/_2$ hour	As required	$20 p.p	4	
		Luncheon flight to Lindeman Island	As required	$40 p.p.	4	
		Luncheon flight to Brampton Island	As required	$47 p.p.	4	

LAUNCHES/TOURS - WHITSUNDAY AREA

LAUNCH/CRUISE	DEPARTURE POINT	TOUR/ROUTE	AVAILABILITY OF TOURS	COST $	CAPACITY OF VESSEL	FACILITIES ON VESSEL
ROYLEN CRUISES	Mackay	Brampton Island	Sun/Wed/Fri	$11	90	Bar & Galley
		Brampton/Lindeman	Mon/Thurs	22	90	Bar & Galley
Roylen Sandra	Mackay	Five day cruise to Islands	Weekly - Mon-Fri	$290	25	Bar & Galley
Roylen Endeavour	Mackay	Five day cruise to Islands	Weekly - Mon-Fri	$335-$425	40	Bar & Galley

ROCKHAMPTON-GLADSTONE

SEAFARI	Rosslyn Bay	Gt. Keppel	Daily	$7	174	Bar & Galley
FIESTA	Rosslyn Bay	Gt. Keppel	Daily/also charters	$7	208	Bar & Galley
OCEANUS	Rosslyn Bay	Gt. Keppel	Daily/also charters	$7	176	Bar & Galley
ENTERPRISE	Rosslyn Bay	Gt. Keppel	Daily (except Thur)	$10	64	
AMAROO	Rosslyn Bay	Fishing trips/ cruises	Daily - as wanted	$400	6	
REEF KNOT	Rosslyn Bay	Fishing trips/ cruises	Daily - as wanted	$400	10	
SEA HUNT	Gladstone	Fishing trips	Charter as wanted	$55 p.p. per day (minimum $250 for 6 people)		
ESCAPE	Gladstone	Fishing trips	Charter as wanted	$350 daily (up to 12 persons)		

Source: Information in Appendix VII obtained from Tourist Operators Survey A.T.I.A. 1980

APPENDIX VIII

EMPLOYED PERSONS, QUEENSLAND LABOUR FORCE, ENTERTAINMENT, RECREATION RESTAURANTS, HOTELS AND PERSONAL SERVICES

MONTH/YEAR	MALES	FEMALES	PERSONS	TOTAL LABOUR FORCE
Aug. 1975	19 000	32 000	51 300	802 400
Nov. 1975	19 200	33 900	53 100	806 000
Feb. 1976	20 400	33 800	54 100	802 400
May. 1976	20 900	34 000	54 900	812 600
Aug. 1976	19 200	32 400	51 600	803 100
Nov. 1976	21 500	35 900	57 400	819 500
Feb. 1977	20 700	32 600	53 300	820 300
May. 1977	20 500	36 500	57 000	837 500
Aug. 1977	19 300	34 300	53 600	826 600
Nov. 1977	18 600	34 000	52 000	823 100
Feb. 1978	19 500	31 300	50 900	860 400
May. 1978	22 700	35 500	58 200	872 900
Aug. 1978	21 300	38 400	59 600	879 800
Nov. 1978	21 800	36 100	57 900	888 100
Feb. 1979	23 000	33 800	56 800	874 200
May. 1979	25 300	32 000	57 300	889 400
Aug. 1979	21 100	34 500	55 600	983 000
Nov. 1979	25 100	35 600	60 800	901 900
Feb. 1980	27 400	35 800	63 200	900 000

Source: The Labour Force Queensland - Australian Bureau of Statistics - Catalogue No. 6201.3

UNEMPLOYED PERSONS, QUEENSLAND LABOUR FORCE, ENTERTAINMENT RECREATION, RESTAURANTS, HOTELS AND PERSONAL SERVICES

MONTH/YEAR	NUMBER (000)	RATE %
Feb. 1976	5 700	9.5
May. 1976	3 900	6.7
Aug. 1976	3 500	6.3
Nov. 1976	4 800	7.7
Feb. 1977	6 300	10.6
May. 1977	3 700	6.0
Aug. 1977	3 200	5.7
Nov. 1977	Not available	
Feb. 1978	4 400	8.0
May. 1978	5 200	8.2
Aug. 1978	4 500	7.0
Nov. 1978	Not published	
Feb. 1979	5 200	8.3
May. 1979	3 900	6.4
Aug. 1979	Not published	
Nov. 1979	4 200	6.5
Feb. 1980	4 500	6.6

For Queensland, the pattern as reflected in Tables 14 and 15 shows that employment in this area fluctuates according to quarterly periods.

Source: The Labour Force Queensland - Australian Bureau of Statistics - Catalogue No. 6201.3

APPENDIX IX

TRANSPORT STATISTICS

Source: Australian Bureau of Statistics - Catalogue No. 9101.3

AIR TRANSPORT

AIRPORT	Number of Passengers			
	1968	1969	1970	1971
BRISBANE	1008 783*	1125 333	1330 119	1461 184**
BUNDABERG	24 489	25 984	27 552	31 115
CAIRNS	98 030	108 568	146 576	171 099
CHARLEVILLE	6 799	6 406	5 358	
COOLANGATTA	90 952	116 451	152 356	181 724
GLADSTONE	20 452	19 164	23 070	28 794
HAYMAN ISLAND	9 837	12 015	7 801	15 631
INNISFAIL	4 065			
LONGREACH	6 944	6 648	5 172	
MACKAY	82 050	93 598	105 638	137 211
MARYBOROUGH	21 357	21 929	24 659	24 543
MT. ISA	35 479	42 024	62 542	70 457
PROSERPINE	27 865	20 038	11 267	12 830
ROCKHAMPTON	73 318	77 312	87 436	103 692
ROMA	5 420	5 158	-	
THARGOOLA	5 371	5 026	5 163	
THURSDAY ISLAND	5 371	6 283	7 704	7 647
TOWNSVILLE	161 634	180 677	200 886	195 784
WEIPA	3 753	7 144	12 858	17 821

* Includes 39 562 passengers on International services

** Includes 56 257 passengers on International services

AIR TRANSPORT (continued)

AIRPORT	1972		1973	
	Passengers	Movements	Passengers	Movements
BRISBANE	*1583 564	34 343**	ø 2007 320	38 992øø
BUNDABERG	34 755	4 605	43 646	5 443
CAIRNS	190 847	6 721	231 599	7 416
COOLANGATTA	205 541	4 744	273 874	6 004
GLADSTONE	31 617	3 017	39 147	4 000
HAYMAN ISLAND	16 687	1 845	19 491	1 925
MACKAY	137 747	6 700	180 810	7 951
MAROOCHYDORE	7 469	428	14 599	634
MARYBOROUGH	25 399	4 522	33 910	6 084
MT. ISA	66 762	3 847	73 432	3 995
PROSERPINE	14 254	1 853	20 242	1 878
ROCKHAMPTON	105 437	9 331	130 813	9 273
THURSDAY ISLAND	7 833	442	8 489	458
TOWNSVILLE	214 193	10 104	267 695	11 839
TOOWOOMBA			6 966	1 582
WEIPA	17 015	1 534	17 186	1 539

* Includes 71 049 passengers on International Services

** Includes 1 748 International movements

ø Includes 107 046 passengers on International Services

øø Includes 1 814 International movements

AIR TRANSPORT (continued)

AIRPORT	1974/75		1975/76	
	Passengers	Movements	Passengers	Movements
BRAMPTON ISLAND			10 245	1 937
BRISBANE	*2370 836	41 470**	ø 2355 880	39 200øø
BUNDABERG	53 358	5 981	55 458	4 898
CAIRNS	266 620	8 396	284 997	8 361
COOLANGATTA	300 854	5 907	314 780	5 820
GLADSTONE	46 361	4 301	43 826	3 285
HAYMAN ISLAND	21 828	1 915	21 852	1 817
LONGREACH			5 198	665
MACKAY	213 972	8 881	249 196	10 998
MAROOCHYDORE	18 419	724	18 415	439
MARYBOROUGH	31 697	6 525	37 258	5 890
MT. ISA	81 147	4 672	78 733	4 766
PROSERPINE	17 832	1 816	15 813	1 854
ROCKHAMPTON	160 687	10 136	184 544	11 004
SHUTE HARBOUR			14 990	1 801
THURSDAY ISLAND	10 976	508	12 163	588
TOOWOOMBA	5 435	761	11 964	2 538
TOWNSVILLE	320 153	13 068	329 831	13 170
WEIPA	22 746	1 758	23 280	1 828

* Includes 152 056 passengers on International services

** Includes 2 118 International movements

ø Includes 236 342 passengers on International services at Brisbane and 9 558 at Cairns.

øø Includes 3 606 International movements at Brisbane and 387 at Cairns.

AIR TRANSPORT (continued)

AIRPORT	1976/77		1977/78	
	Passengers	Movements	Passengers	Movements
BRAMPTON ISLAND	7 924	1 900	13 986	2 580
BRISBANE	*2320 871	36 914**	ø 2527 987	38 773øø
BUNDABERG	55 416	5 186	58 076	5 478
CAIRNS	282 501	7 624	316 109	8 408
COOLANGATTA	320 425	5 779	405 783	6 752
GLADSTONE	43 801	3 429	45 524	3 538
HAYMAN ISLAND	23 261	1 966	25 398	1 958
KEPPEL ISLAND	6 760	1 205	9 359	1 798
LONGREACH	5 085	658	5 083	668
MACKAY	244 025	10 342	250 261	11 164
MAROOCHYDORE	18 342	680	20 490	754
MARYBOROUGH	34 778	5 044	37 000	5 153
MT. ISA	67 341	3 179	73 508	3 125
PROSERPINE	11 593	1 649	35 389	2 226
ROCKHAMPTON	189 611	10 188	206 297	10 690
SHUTE HARBOUR	11 600	1 464	14 320	1 711
THURSDAY ISLAND	12 721	609	12 794	670
TOWNSVILLE	322 498	12 070	346 296	12 406
WEIPA	22 395	1 808	25 623	1 868

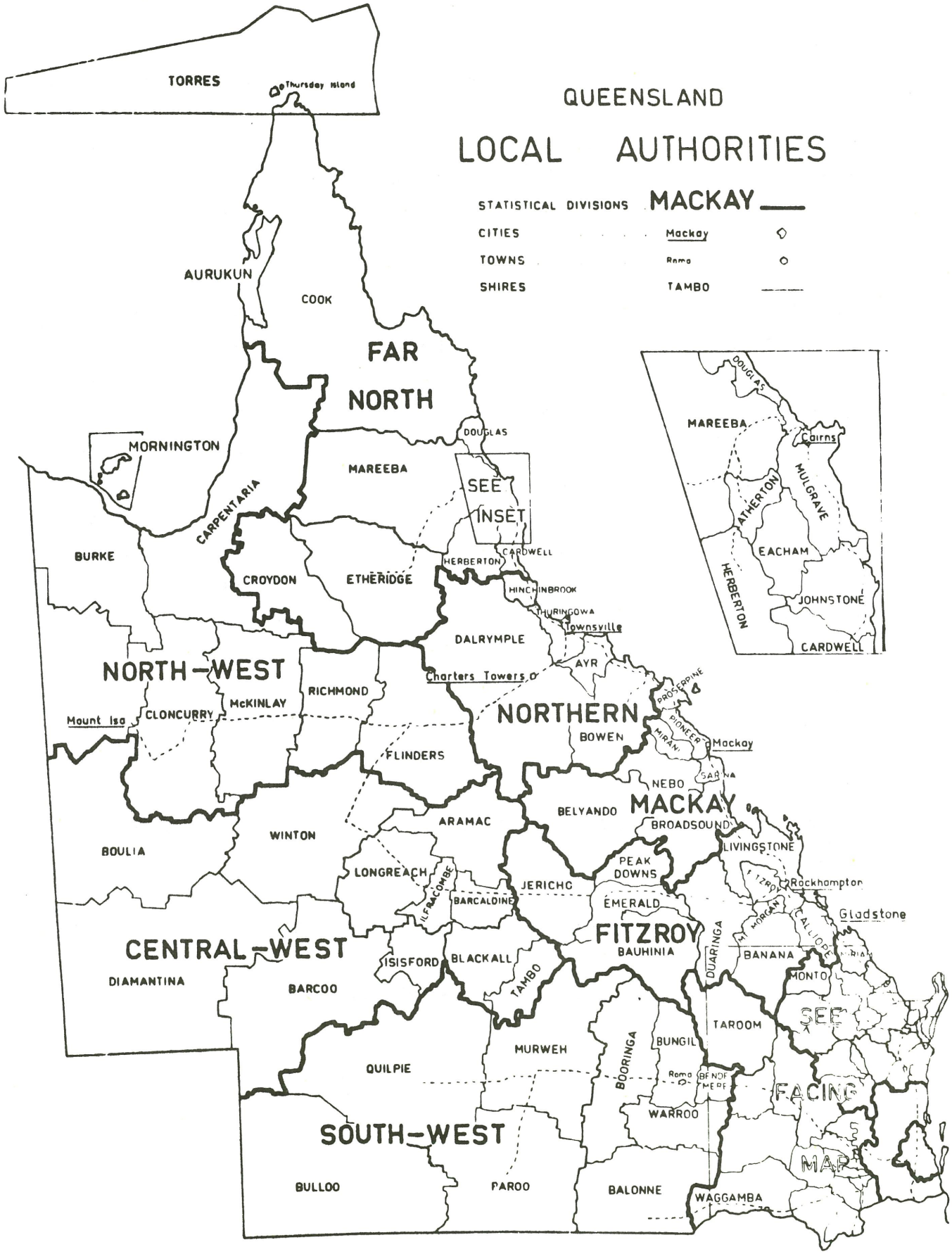
* Includes 245 490 passengers on International Services at Brisbane and 12 354 at Cairns

** Includes 3 272 International movements at Brisbane and 480 at Cairns.

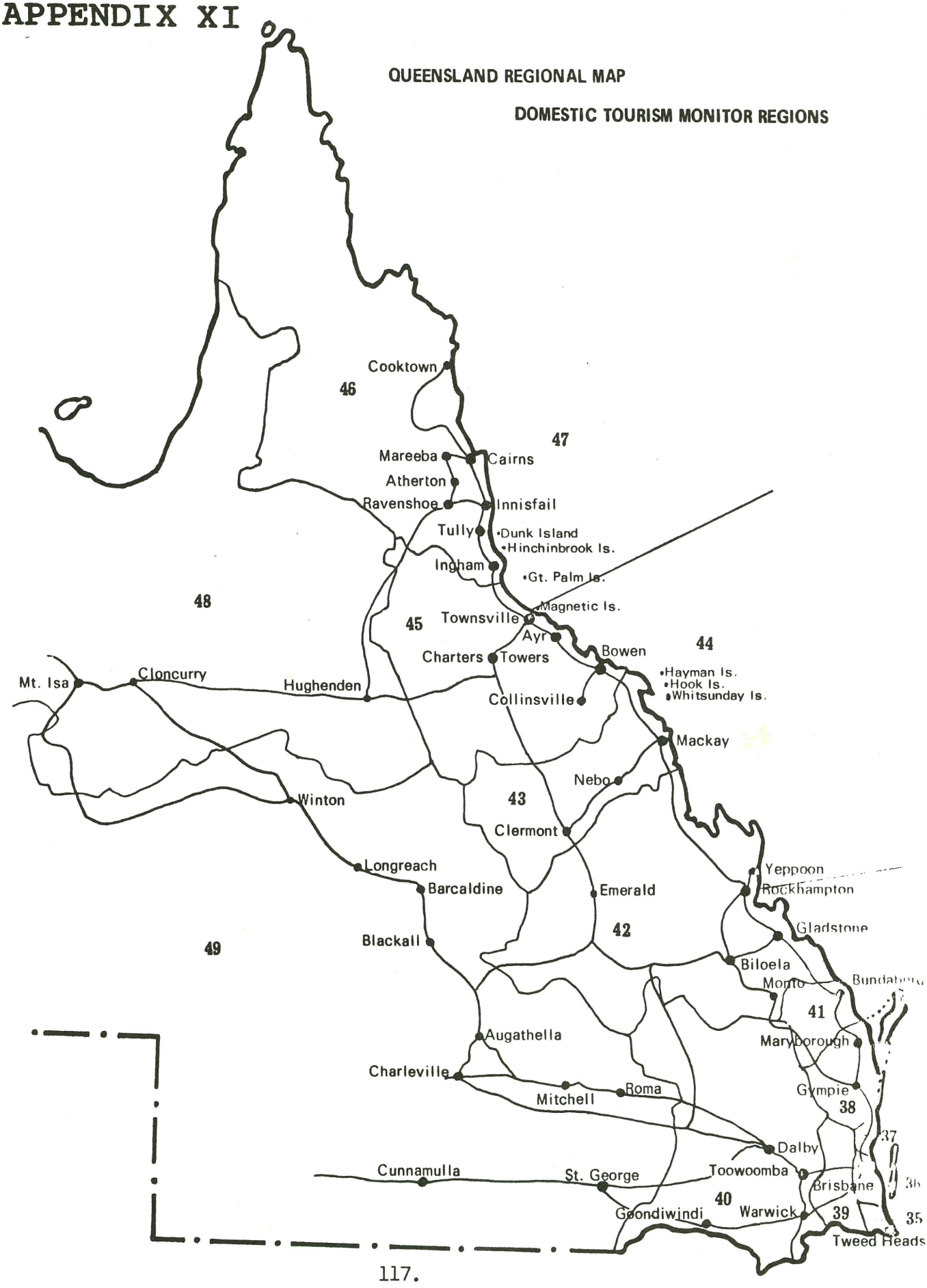
ø Includes 257 878 passengers on International Services at Brisbane and 14 024 at Cairns

øø Includes 3 307 International movements at Brisbane and 460 at Cairns

APPENDIX X


QUEENSLAND
LOCAL AUTHORITIES
STATISTICAL DIVISIONS MACKAY
CITIES Mackay
TOWNS Roma
SHIRES TAMBO
TORRES
Thursday Island
AURUKUN
COOK
FAR NORTH
MORNINGTON
MAREEBA
DOUGLAS
SEE INSET
CARPENTARIA
BURKE
CROYDON
ETHERIDGE
HERBERTON
CARDWELL
HINCHINBROOK
THURINGOWA
Townsville
DALRYMPLE
NORTH-WEST
Charters Towers
AYR
RICHMOND
McKINLAY
Mount Isa
CLONCURRY
NORTHERN
PROSERPINE
PIONEER
Mackay
BOWEN
MIRANI
SARINA
FLINDERS
NEBO
BELYANDO
MACKAY
BROADSOUND
ARAMAC
WINTON
BOULIA
LIVINGSTONE
PEAK DOWNS
LONGREACH
ILFRACOMBE
JERICHO
Rockhampton
FITZROY
BARCALDINE
EMERALD
MORGAN
CALLIOPE
Gladstone
DUARINGA
CENTRAL-WEST
ISISFORD
BLACKALL
BAUHINIA
BANANA
MONTO
DIAMANTINA
BARCOO
TAMBO
TAROOM
SEE FACING MAP
MURWEH
BUNGIL
BOORINGA
QUILPIE
Roma
BENDEMERE
WARROO
SOUTH-WEST
BULLOO
PAROO
BALONNE
WAGGAMBA
MAREEBA
Cairns
DOUGLAS
MULGRAVE
ATHERTON
EACHAM
HERBERTON
JOHNSTONE
CARDWELL

APPENDIX XI


QUEENSLAND REGIONAL MAP
DOMESTIC TOURISM MONITOR REGIONS
Cooktown
46
47
Mareeba
Cairns
Atherton
Ravenshoe
Innisfail
Tully
•Dunk Island
•Hinchinbrook Is.
Ingham
•Gt. Palm Is.
48
Magnetic Is.
45
Townsville
Ayr
Charters Towers
Bowen
44
•Hayman Is.
•Hook Is.
•Whitsunday Is.
Mt. Isa
Cloncurry
Hughenden
Collinsville
Mackay
Nebo
Winton
43
Clermont
Longreach
Barcaldine
Emerald
Yeppoon
Rockhampton
Gladstone
42
Blackall
49
Biloela
Monto
41
Augathella
Maryborough
Charleville
Roma
Gympie
Mitchell
38
37
Dalby
Cunnamulla
St. George
Toowoomba
Brisbane
40
Goondiwindi
Warwick
39
35
Tweed Heads

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