



KURANDA VISITOR RESEARCH REPORT

DECEMBER 2019

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1. Kuranda Visitor Survey Snapshot



Tourism Kuranda

Tourism Kuranda is a dedicated destination marketing and development program implemented by Mareeba Shire Council with strategic advice from the Tourism Kuranda Advisory Committee.

A survey of 421 visitors to Kuranda was conducted in October 2019 by Compass Research on behalf of Mareeba Shire Council. The findings will inform the destination marketing and development activities of Tourism Kuranda and are publicly available for use by other stakeholders.



The Kuranda Visitor

The survey found the Kuranda visitor was most likely a day tripper from overseas, primarily from Japan or China, staying in the Cairns region for 3 to 5 nights and visiting Kuranda for the first time. Travelling with another adult to and from Kuranda by rail and cable car and staying 3 to 5 hours, the visitor was satisfied with their length of stay, spent an average of \$92 and rated the Kuranda experience overall as good.



Mode of Transport



Both railway (38%) and cable (40%) were the dominant form of transport to and from Kuranda, with 10% of visitors reporting self-drive and 11% coach transport.



Awareness of the Kuranda Destination

- ✚ The most common ways in which visitors found out about Kuranda were online, through a travel agent, brochures and personal networks.
- ✚ Television, radio, hotel, newspapers and magazines were the least common ways.



Attractions

- ✚ 71% of those surveyed visited 3 to 6 of the listed attractions listed and the most common number of attractions visited was 4 (24%).
- ✚ **Best-known** attractions were the Barron Falls and the Markets/Shopping.
- ✚ **Most visited** attractions were the Markets/Shopping, Rainforest Walks and Barron Falls.
- ✚ **Best rated** categories of attractions were Nature Viewing averaging a score of 4.29, followed by Wildlife Viewing and Indigenous Culture and Arts both scoring 4.01 (4 Good, 5 Excellent).
- ✚ Markets/Shopping were one of the best-known attractions and most visited, but rated 6th out of all attraction categories, scoring 3.89 (3 Average, 4 Good).



Length of Stay

- The median length of stay in the Cairns region was 4 days (half of visitors stayed less than 4 days and half more than 4). The most common length of stay was 3 to 5 nights (67%).
- 90% of visitors to Kuranda spent 3 to 5 hours with 46% staying 5 hours.
- 87% were happy with the amount of time spent in Kuranda.



Overnight Stays in Kuranda

There were only 3 people surveyed that stayed overnight in Kuranda, with one staying one night and 2 visitors staying 3 nights each. Of these 3 visitors, one indicated that their stay was good and one indicated that their stay was excellent.



Visitor Spend in Kuranda

The average spend of visitors surveyed was \$92/person, of which \$33 was spent on tours and attractions, \$29 on shopping, \$28 on food and beverage, \$1 on Kuranda accommodation and \$1 on other items. Average spend does not include travel to and from Kuranda.



Positive Experiences

- Visitors rated the overall Kuranda experience as 'good' with a score of 4.14 (4 Good 5 Excellent).
- The most liked aspect of Kuranda was 'Nature' which included comments about the environment, rainforest, walks, scenery and views (42%), followed by visitors liking 'the experience and atmosphere', describing the Kuranda experience as relaxed, interesting, unique and unusual (20%).



Room for Improvement

- Food and drink outlets (3.84) and restaurants (3.74) rated the lowest with overall scores between 3 Average and 4 Good.
- The most common improvements recommended by visitors are in relation to:
 1. Shopping, food and beverage
 2. Information about the offerings including wayfinding signage
 3. Facilities and accessibility
- Key comments include: hard to know what to do and find way around, lack of quality, lack of credit card facilities, expensive and unfriendly staff.

2. Executive Summary

2.1 Introduction

Tourism Kuranda is a dedicated destination marketing and development program implemented by Mareeba Shire Council with strategic advice from the Tourism Kuranda Advisory Committee. A priority of the new Tourism Kuranda Strategic Marketing Plan 2019-25, launched in August 2019, is to conduct visitor research to better understand the visitor experience.

The Plan maintains that in order to increase visitor numbers and visitor spend, it is imperative that the Kuranda destination services the changing needs and expectations of visitors. This means that current visitor expectations and needs are understood, and the promotional messages and delivery of experiences are reviewed regularly to meet changing visitor needs and expectations.

Compass Research was engaged by Mareeba Shire Council to conduct a survey of visitors to Kuranda in October 2019. The purpose of the survey was to gain a more in-depth understanding of visitor experiences of Kuranda to inform the Tourism Kuranda destination marketing and development program, including future brand messaging, destination marketing activities and development strategies.

421 surveys were completed between 5th - 24th October 2019 with 360 completed face to face with an interviewer and 61 self-completed online.

2.2 Key Findings

Who are Kuranda visitors?

- The average age of visitors surveyed was 46. Just over a third of the sample (37%) were aged 26 to 40 years and 20% was aged 61 to 70.
- There was an even sample of both females (58%) and males (42%) surveyed.
- Amongst international visitors surveyed, the predominant nationalities were Japanese 20% and Chinese 18%. Germany, UK, USA and India all had similar numbers with 4% to 5% each.
- There was a total of 27% of visitors from Australia overall, with an even distribution between QLD, NSW and VIC visitors with around 7-8% each.
- Only 3% of visitors were from the local region.
- 87% of respondents were visiting Kuranda for the first time and 13% were return visitors. Repeat visitors were most likely to be Australian and had visited once before.
- Just over half, 53% of those surveyed, had 2 adults in their travel party and 13% were adults traveling by themselves. 78% of visitors surveyed travelled with no children.

Length of stay

- The median length of stay in the Cairns region was 4 days (half of visitors stayed less than 4 days and half stayed more than 4). The most common length of stay was 3 to 5 nights (67%).
- 90% of visitors to Kuranda spent 3 to 5 hours with 46% staying 5 hours.
- 87% were happy with the amount of time spent in Kuranda.
- Of the 13 % of visitors who wanted more time in Kuranda, most were staying 2 to 4 hours. Those who spent a longer time were more likely to be happy with the amount of time spent in Kuranda.

Overnight Stays in Kuranda

- There were only 3 people surveyed that stayed overnight in Kuranda, with one staying one night and 2 visitors staying 3 nights each. Of these 3 visitors, one indicated that their stay was good and one indicated that their stay was excellent.

Mode of Transport

- Both Railway (38%) and Skyrail (40%) were the dominant form of transport to and from Kuranda, with 10% of visitors reporting self-drive and 11% coach transport.

Visitor Spend

- The average spend of visitors surveyed was \$92/person, of which \$33 was spent on tours and attractions, \$29 on shopping, \$28 on food and beverage, \$1 on Kuranda accommodation and \$1 on other items.
- There was an almost even spread in the distribution of total visitor expenditure between “Tours and Attractions” (36%), “Food and Beverage” (31%) and “Shopping General” (31%).
- Of those who spent money in a particular expenditure category, the average spend on Food and Beverage was \$37, General Shopping \$63 and \$104 on Tours and Attractions. (Attractions did not include Skyrail and Scenic Rail).

Awareness of Kuranda

- There was a tendency for the patterns of awareness of attractions to be similar to visitation patterns. 54% of those surveyed had heard of, and also visited 7 to 10 attractions of the 17 listed.
- The most common ways in which visitors found out about Kuranda were online, through a travel agent, brochures and personal networks.
- Television, radio, hotel, newspapers and magazines were the least common ways.

Attractions

- 71% of those surveyed visited 3 to 6 attractions listed and the most common number of attractions visited was 4 (24%).
- Best-known attractions were the Barron Falls and the Markets/Shopping.
- Most visited attractions were the Markets/Shopping, Rainforest Walks and Barron Falls.
- Best rated categories of attractions were Nature Viewing score of 4.29, followed by Wildlife Viewing and Indigenous Culture and Arts which both scored 4.01 (4 Good, 5 Excellent).
- Markets/shopping were one of the best-known attractions and most visited, but rated 6th out of all attraction categories, scoring 3.89 (3 Average, 4 Good).

Visitor Perceptions

- Visitors rated the overall Kuranda experience as 'good' with a score of 4.14 (4 Good 5 Excellent).
- 'Nature' including environment, rainforest, walks, scenery and views rated as the best feature of Kuranda (42%), followed by visitors liking 'the experience and atmosphere', describing the Kuranda experience as relaxed, interesting, unique and unusual (20%).
- Food and drink outlets (3.84) and restaurants (3.74) rated the lowest with overall scores between 3 Average and 4 Good.
- The most common improvements recommended by visitors were:

1. Shopping, food and beverage
 2. Information about the offerings including wayfinding signage
 3. Facilities and accessibility
- Key comments include: hard to know what to do and find way around, lack of quality, credit card access, expensive, and unfriendly staff.

3. Methodology

The survey was carried out by Compass Research on behalf of Mareeba Shire Council. The purpose of the survey was to gain a more in-depth understanding of visitor experiences of Kuranda to inform the Tourism Kuranda destination marketing and development program.

Guided Interviews

Compass Research designed and built an online web form questionnaire to the requirements of Mareeba Shire Council. A team of trained and experienced interviewers were used including interviewers who were fluent in Japanese and Chinese to travel to Kuranda on a daily basis and conduct interviews with visitors to Kuranda.

Most visitors arrive in Kuranda from about 10am and depart by about 3pm. Interviews were mainly carried out over this period. Interviewers sought to achieve a random sample of visitors. A variety of locations for interviewing included the Kuranda Railway Station, the Skyrail Terminus, the coach departure areas, the public parking area and throughout the streets of the township.

Most of the surveys were carried out on a face to face intercept basis with interviewers using a tablet linked to a web form questionnaire online that sent the data through to a server-side database. For those with short time to respond a card with a QR code and web address on it was handed to them with a request that they access it on their phone or home computer and complete online.

360 surveys were completed face to face and 61 were self-filled via QR code or web address connection. A total of 421 responses were received overall.

The data was collected, analysed and reported on by Compass Research to Mareeba Shire Council.

Timeframes

Surveying took place between October 5th and October the 24th 2019. The first week of interviewing taking advantage of interstate school holiday traffic.

Data reliability

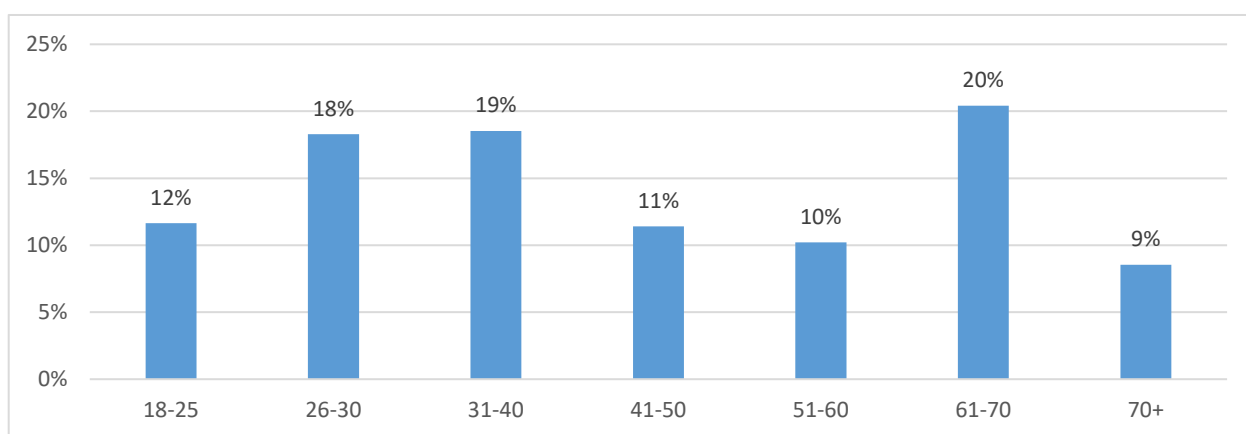
For a random sample of 400 there can be a 95% level of confidence that when results are 50% one way 50% the other way sample variance will lie between $\pm 4.9\%$ points. Thus, caution should be exercised in attributing significance to small differences in results.

4. Survey Results

4.1 What year were you born? How old are you?

Table 1: Age of respondents grouped

	No.	% of sample
18-25	49	12%
26-30	77	18%
31-40	78	19%
41-50	48	11%
51-60	43	10%
61-70	86	20%
70+	36	9%
No response	4	1%
Total	421	100%

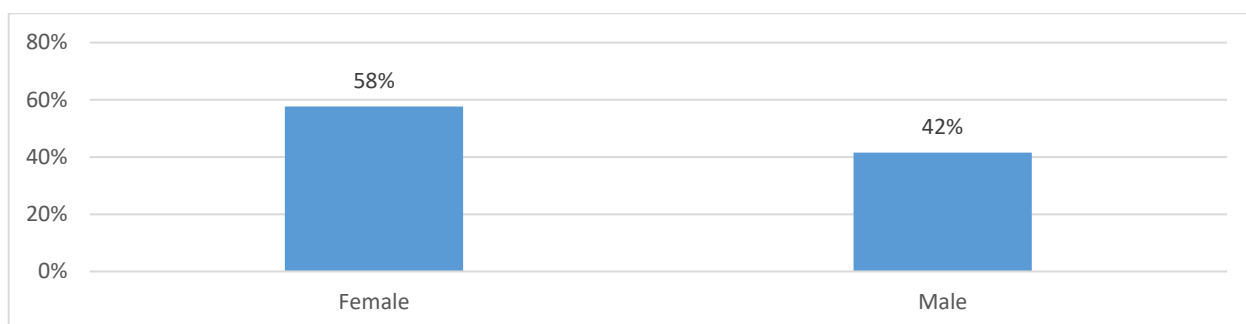


The average age surveyed was 46. The sample included a large proportion of people aged 26-40 years (37%) and 61-70 years (20%).

4.2 What is your gender?

Table 2: Gender recorded

	No.	% of sample
Female	243	58%
Male	175	42%
No answer	3	1%
Total	421	100%



There was an even sample of both females (58%) and males (42%) surveyed. Most interviews were in groups of two or more and the proportion male/female would depend to some extent on who answered to questions in the group.

4.3 Where are you from?

Table 3: Place of residence grouped

	No.	% of sample		No.	% of sample
Local	11	3%	Total Australia	113	27%
QLD	20	5%	Total Asia	195	46%
NSW	29	7%	Total Europe	74	17%
Vic	30	7%	Americas	26	6%
Other Australia	23	5%	Other	13	3%
Oceania	12	3%			
Japan	85	20%			
China	74	18%			
Other Asia	36	9%			
United Kingdom	23	5%			
Other Europe	51	12%			
America	26	6%			
Other World	1	0%			
Total	421	100%	Total	421	100%

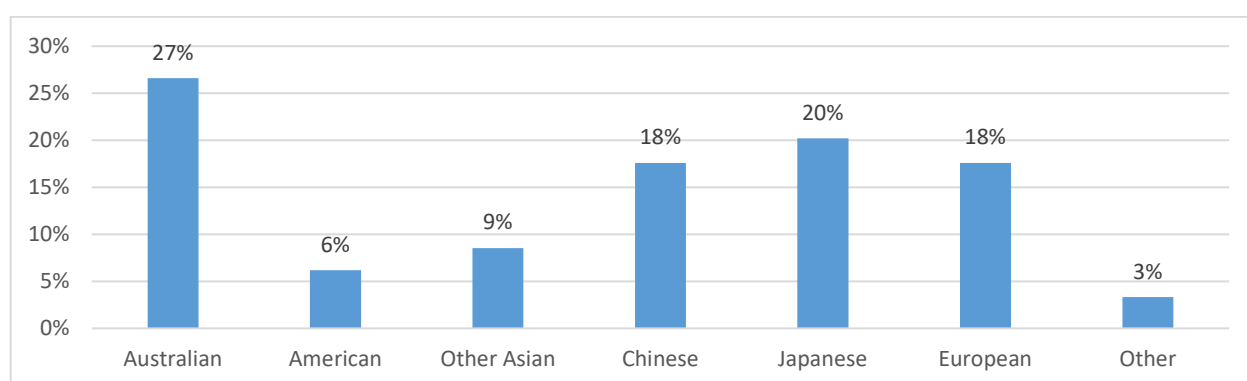
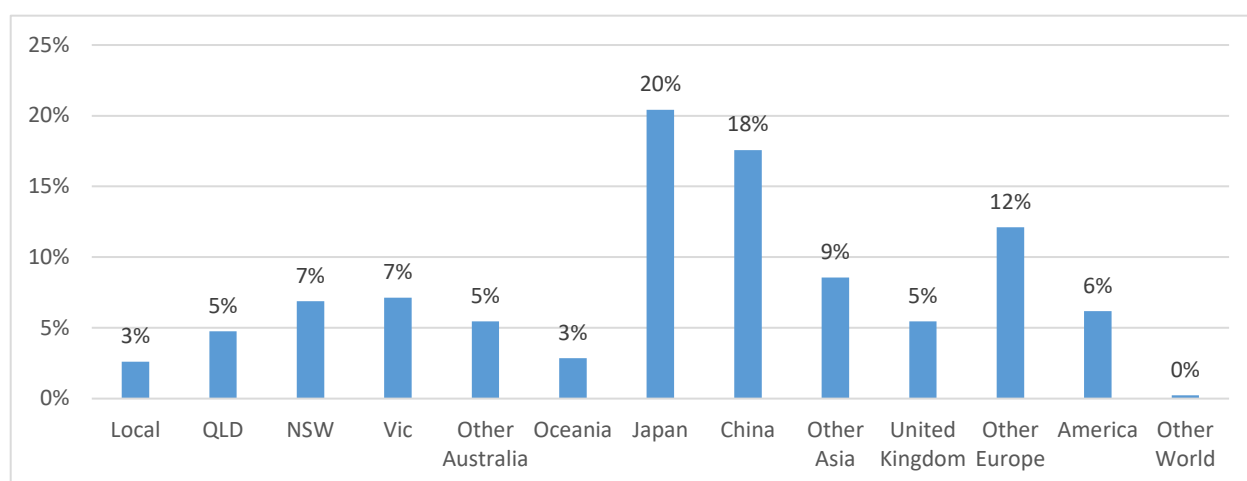


Table 4: Place of residence - Country or Australian State

	No.	% of sample		No.	% of sample
Japan	85	20%	Vietnam	3	1%
China	74	18%	Thailand	2	0%
Vic	30	7%	ACT	2	0%
NSW	29	7%	Malaysia	2	0%
Germany	23	5%	Tas	2	0%
United Kingdom	23	5%	Taiwan	2	0%
QLD	20	5%	Belgium	2	0%
The United States	19	5%	NT	2	0%
India	16	4%	Ireland	2	0%
New Zealand	12	3%	Oceania	1	0%
Local	11	3%	Indonesia	1	0%
WA	10	2%	Israel	1	0%
SA	7	2%	Poland	1	0%
South Korea	7	2%	Bangladesh	1	0%
Canada	7	2%	Hungary	1	0%
Netherlands	7	2%	Kazakhstan	1	0%
Spain	4	1%	Romania	1	0%
Italy	4	1%	Czech Republic	1	0%
France	4	1%	Austria	1	0%
Total			Total	421	100%

There was a good distribution of visitors from different countries.

The highest number of visitors were from Japan 20% and China 18%.

Germany, UK, USA and India each represented 4-5% of the sample.

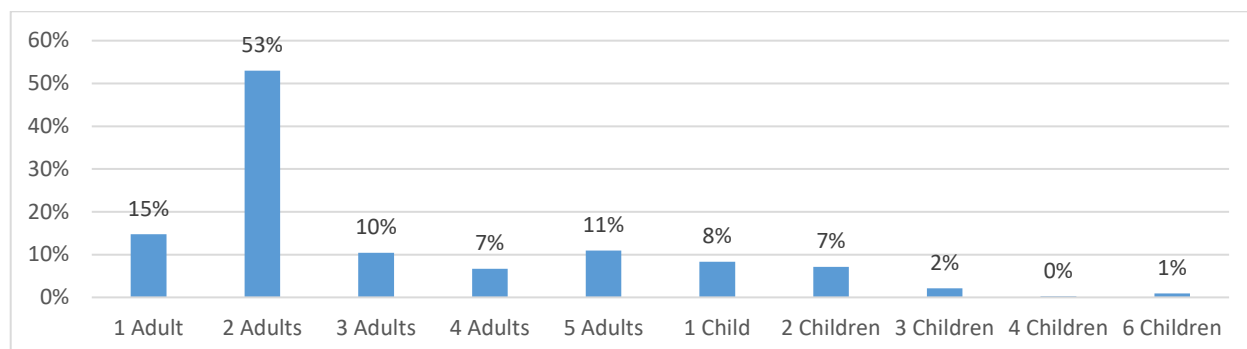
There was an even distribution between QLD, NSW and VIC visitors with around 7-8% each.

Only 3% were visitors from the local region.

4.4 How many people are in your personal travel party?

Table 5: Number of Adults and Children in travel party

Adults	No.	% of sample	Children	No.	% of sample
0	4	1%	0	328	78%
1	62	15%	1	35	8%
2	223	53%	2	30	7%
3	44	10%	3	9	2%
4	28	7%	4	1	0%
5	46	11%	6	4	1%
No answer	14	3%	No answer	14	4%
Total	421	100%	Total	421	100%



Just over half (53%) of those surveyed had 2 adults in their travel party. 78% of visitors were travelling with no children.

Table 6: Combination of Adults and Children

People in travel party	No.	% of sample	People in travel party	No.	% of sample
0.1	2	0%	3.2	3	1%
0.2	1	0%	3.3	1	0%
0.6	1	0%	4.0	23	5%
1.0	54	13%	4.1	2	0%
1.1	5	1%	4.2	1	0%
1.2	2	0%	4.3	1	0%
1.3	1	0%	4.6	1	0%
2.0	183	43%	5.0	36	9%
2.1	17	4%	5.1	1	0%
2.2	16	4%	5.2	7	2%
2.3	6	1%	5.4	1	0%
2.6	1	0%	5.6	1	0%
3.0	32	8%	No answer	14	3%
3.1	8	2%			
Total				421	100%

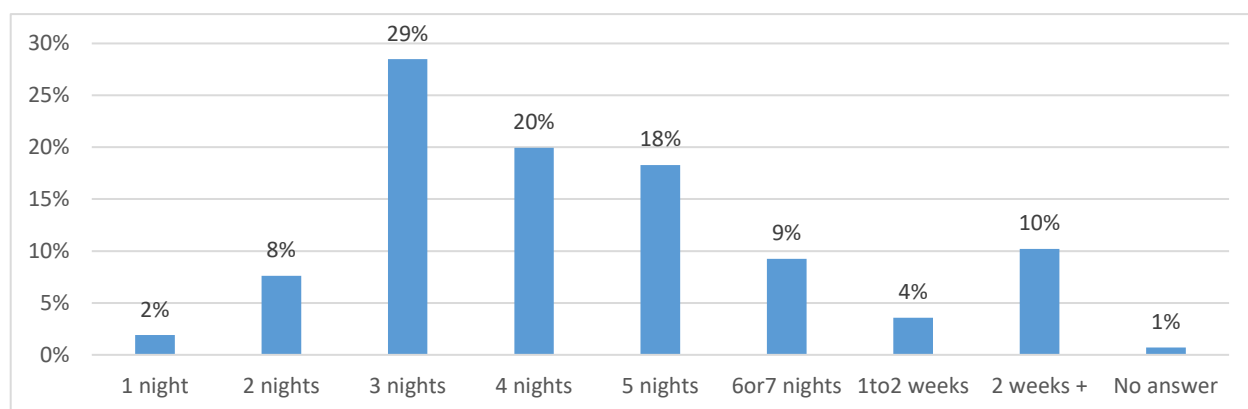
(No. of adults) (No. of children)

43% of visitors were in a travel party of 2 adults only followed by 13% of adults traveling by themselves.

4.5 What is your length of stay in the Cairns Region?

Table 7: Length of stay in the Cairns Region

	No.	% of sample
1 night	8	2%
2 nights	32	8%
3 nights	120	29%
4 nights	84	20%
5 nights	77	18%
6or7 nights	39	9%
1to2 weeks	15	4%
2 weeks +	43	10%
No answer	3	1%
Total	421	100%



67% of visitors surveyed were staying in the Cairns region for 3 to 5 nights. The median nights stayed is 4. Average nights stayed was 6.45 due to some very long stays from some individuals.

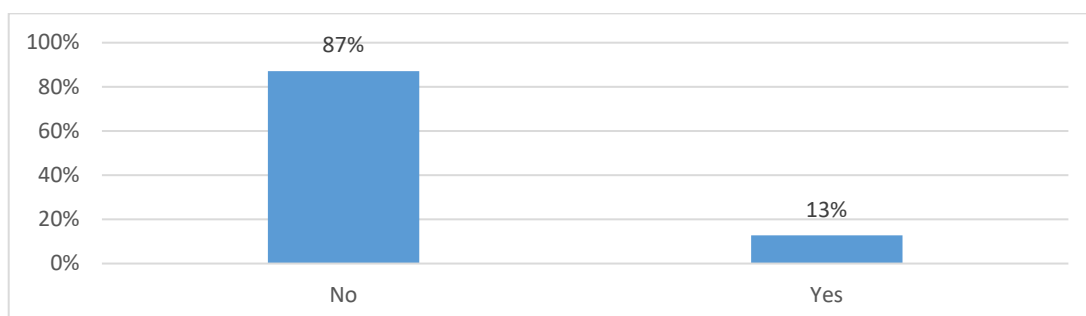
Table: Stay in region how many days by place of residence

Days	Australian	Chinese	Japanese	Other Asian	European	American
1	4%	0%	0%	6%	1%	0%
2	4%	19%	7%	11%	4%	4%
3	13%	59%	34%	25%	22%	19%
4	10%	19%	34%	19%	20%	27%
5	32%	1%	18%	17%	18%	8%
6	1%	0%	1%	0%	8%	0%
7	13%	0%	2%	8%	14%	8%
8	4%	0%	0%	0%	1%	8%
9	0%	0%	0%	0%	0%	4%
10	2%	0%	1%	0%	0%	4%
12	1%	0%	0%	0%	0%	0%
14	4%	0%	2%	11%	5%	12%
17	0%	0%	0%	0%	1%	0%
21	1%	0%	0%	3%	1%	4%
28	0%	0%	0%	0%	1%	0%
44	1%	0%	0%	0%	1%	0%
90	0%	0%	0%	0%	0%	4%
180	1%	0%	0%	0%	0%	0%
291	0%	0%	0%	0%	1%	0%

4.6 Have you visited Kuranda Before?

Table 8: Those who visited Kuranda before

	No.	% of sample
No	367	87%
Yes	54	13%
Total	421	100%



For 87% of respondents it was their first visit to Kuranda.

4.7 How many times have you visited Kuranda before?

Table 9: No of times visiting Kuranda before

No. of times before	No.	% of sample
1	23	43%
2	6	11%
3	7	13%
4	4	7%
5	14	26%
Total	54	100%

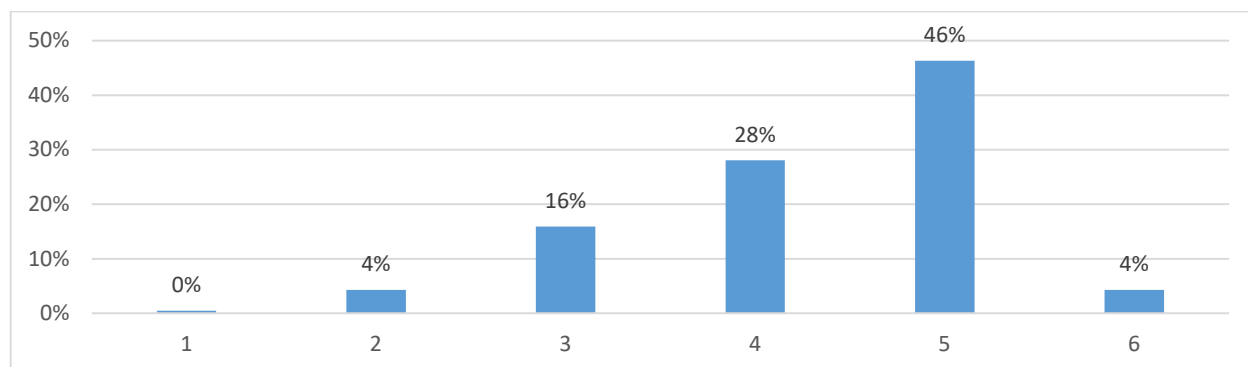
Nationality Been Before	No.	% of sample
American	1	2%
Australian	39	72%
European	6	11%
Japanese	5	9%
Other	3	6%
Total	54	100%

The majority of those who visited before had only visited once and were from Australia.

4.8 How much time will you spend in Kuranda on this trip?

Table 10: No. of hours spent in Kuranda

Hours spent in Kuranda	No.	% of sample
1	2	0%
2	18	4%
3	67	16%
4	118	28%
5	195	46%
6	18	4%
No response	3	1%
Total	421	100%



90% of visitors spent 3hrs to 5hrs in Kuranda with 46% spending 5hrs. **Number of hours do not include time spent traveling to and from Kuranda.*

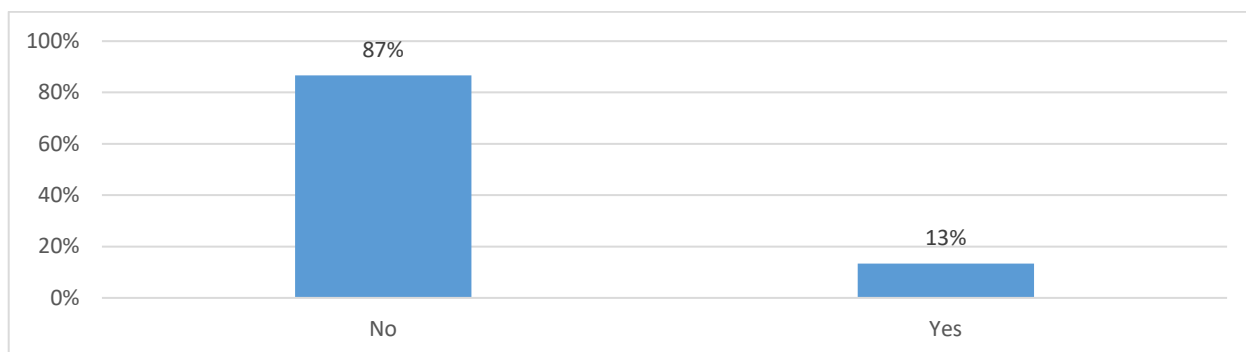
Overnight stays in Kuranda

There were only 3 people surveyed that stayed overnight in Kuranda. One with one night and 2 with 3 nights each. Of these 3 visitors, one indicated that their stay was 'good' and one indicated that their stay was excellent.

4.9 Would you have liked to have spent more time in Kuranda today?

Table 11: Those who wanted to spend more time in Kuranda

	No	% of sample
No	365	87%
Yes	56	13%
Total	421	100%



87% were happy with the time they spent in Kuranda.

Table 12: Would have liked more time by hrs. spent in Kuranda

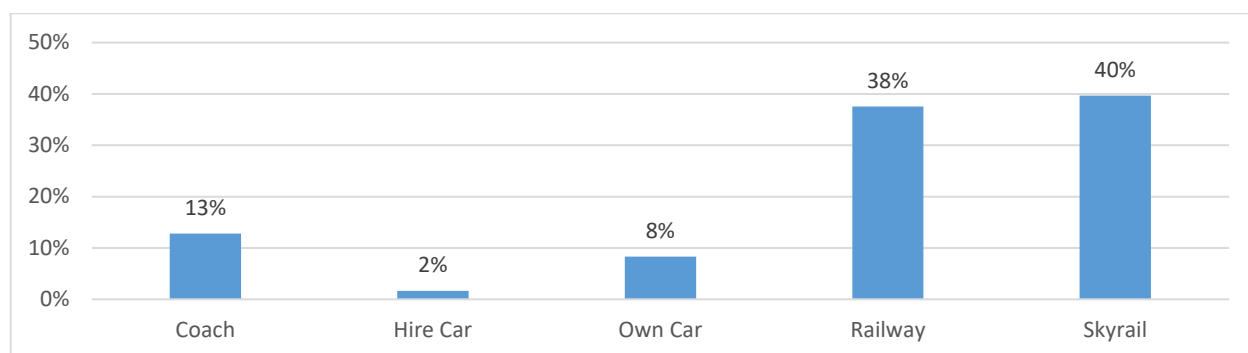
Hrs spent in Kuranda	No	Yes more time	% of Yes to No
1 hr	2	0	0%
2 hrs	7	5	71%
3 hrs	47	9	19%
4 hrs	90	15	17%
5 hrs	162	24	15%
6 hrs	16	2	13%
Total	421		100%

Those who spent more time in Kuranda were less likely to report wanting extra time in Kuranda.

4.10 How are you travelling to and from Kuranda today?

Table 13: Mode of transport used to travel “to” Kuranda

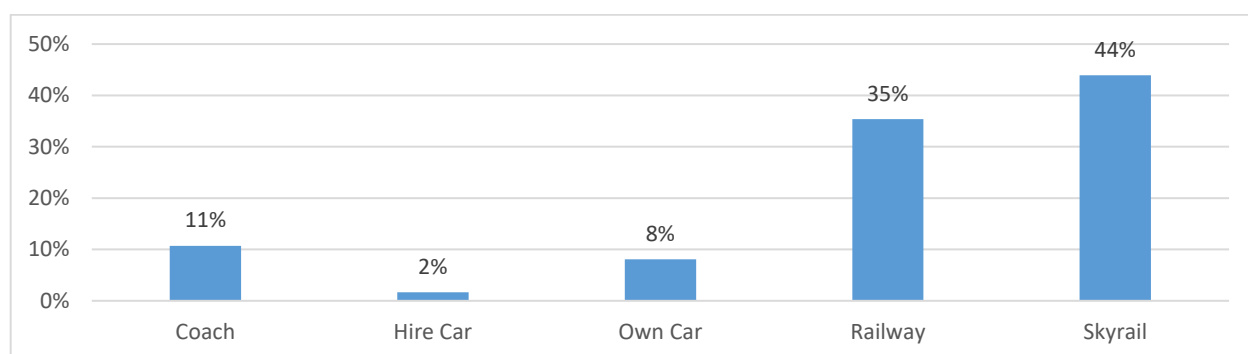
Nationality Been Before	No.	% of sample
Coach	54	13%
Hire Car	7	2%
Own Car	35	8%
Railway	158	38%
Skyrail	167	40%
Total	421	100%



Both Railway and Skyrail were the dominant forms of transport "to" Kuranda with around 40% each.

Table 14: Mode of transport used to travel “from” Kuranda

	No.	% of sample
Coach	45	11%
Hire Car	7	2%
Own Car	34	8%
Railway	149	35%
Skyrail	185	44%
Total	421	100%



Both Railway and Skyrail were the dominant form of transport "from" Kuranda with Skyrail 44% and Railway 35%.

Table 15: Combinations of transport used to travel to and from Kuranda

Transport combination	No.	% of sample	Transport combination	No.	% of sample*
Railway Skyrail	135	32%	Railway Coach	8	2%
Skyrail Railway	126	30%	Hire Car Hire Car	5	1%
Own Car Own Car	33	8%	Hire Car Railway	2	0%
Skyrail	32	8%	Skyrail Own Car	1	0%
Coach	29	7%	Own Car Hire Car	1	0%
Coach Skyrail	17	4%	Railway Hire Car	1	0%
Railway	13	3%	Own Car Skyrail	1	0%
Skyrail Coach	8	2%	Railway	1	0%
Coach Railway	8	2%			
Total				421	100%

* is the number of responses in each category as a percentage of the total number of respondents (8/421 x100 = 2%)

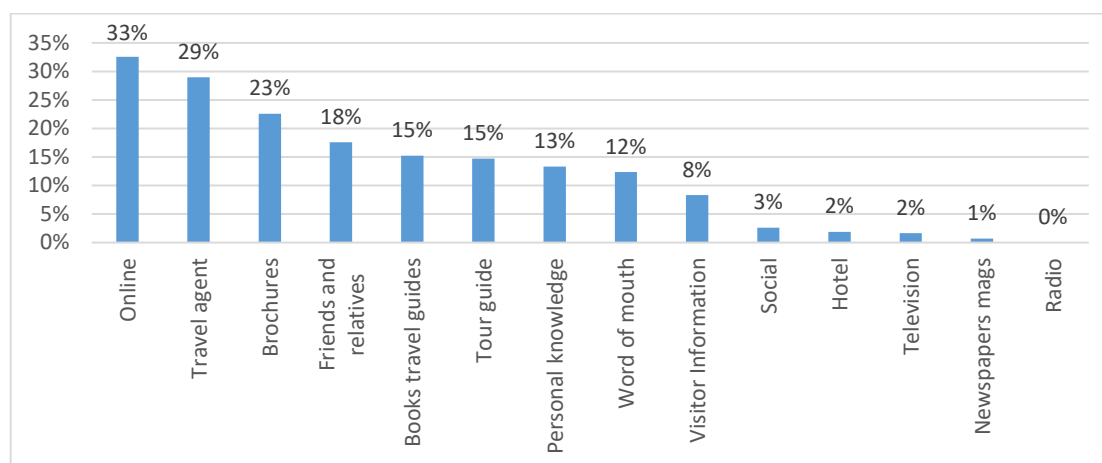
Overall, the main mode of transport to and from Kuranda is Skyrail/Train 79%, self-drive 10% and Coach transport 11%.

4.11 How did you find out about Kuranda?

Table 16: Ways in which visitors found information about Kuranda

	No.	% of sample
Online	137	33%
Travel agent	122	29%
Brochures	95	23%
Friends and relatives	74	18%
Books travel guides	64	15%
Tour guide	62	15%
Personal knowledge	56	13%
Word of mouth	52	12%
Visitor Information	35	8%
Social	11	3%
Hotel	8	2%
Television	7	2%
Newspapers mags	3	1%
Radio	0	0%
Total	726	

Multiple responses to this question were allowed and a total of 726 responses were provided. The results show the percentage of the sample of survey respondents (N=421) reporting each information source.



A third of those surveyed found out about Kuranda "Online" (33%) and through a travel agent (29%). Brochures were also a popular source of information with almost a quarter (23%) using this source.

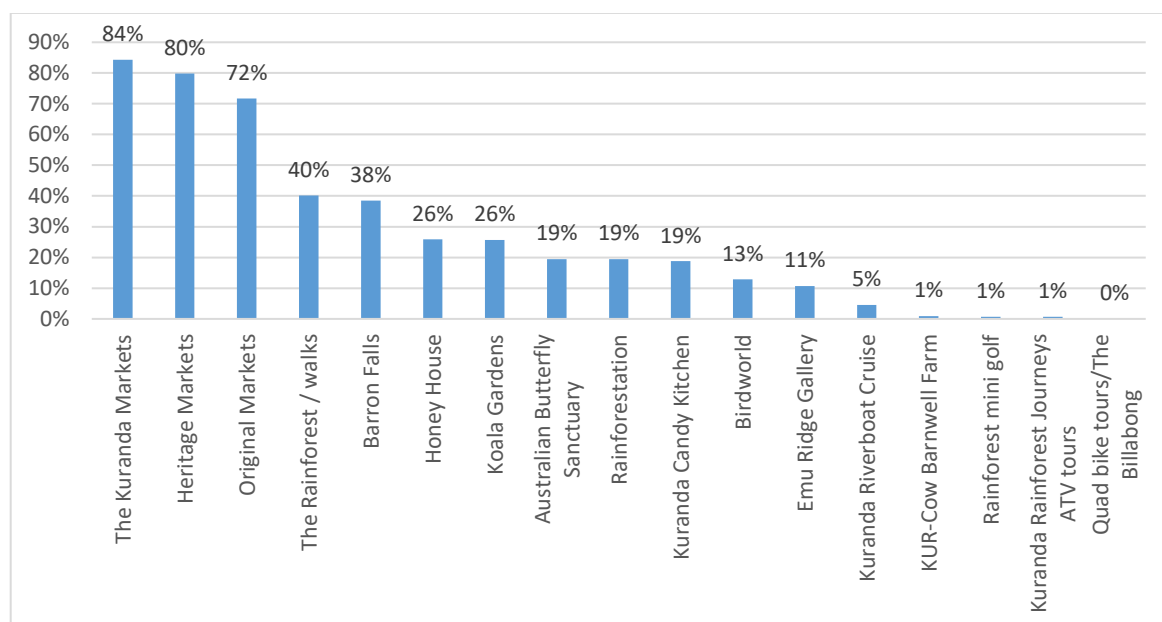
4.12 What tours and attractions have you visited, heard of?

Multiple responses to this question were provided

Table 17: Tours and attractions visited

	No.	% of sample*
The Kuranda Markets	355	84%
Heritage Markets	336	80%
Original Markets	302	72%
The Rainforest / walks	169	40%
Barron Falls	162	38%
Honey House	109	26%
Koala Gardens	108	26%
Australian Butterfly Sanctuary	82	19%
Rainforestation	82	19%
Kuranda Candy Kitchen	79	19%
Birdworld	54	13%
Emu Ridge Gallery	45	11%
Kuranda Riverboat Cruise	19	5%
KUR-Cow Barnwell Farm	4	1%
Rainforest mini golf	3	1%
Kuranda Rainforest Journeys ATV tours	3	1%
Quad bike tours/The Billabong	1	0%
Total		

* is the number of responses in each category as a percentage of the total number of respondents (355/421 x100 = 84%)



From those surveyed the most visited attractions were the Markets: Kuranda Markets 84%, Heritage Markets 80% and Original Markets 72%, followed by Rainforest Walks and the Barron Falls.

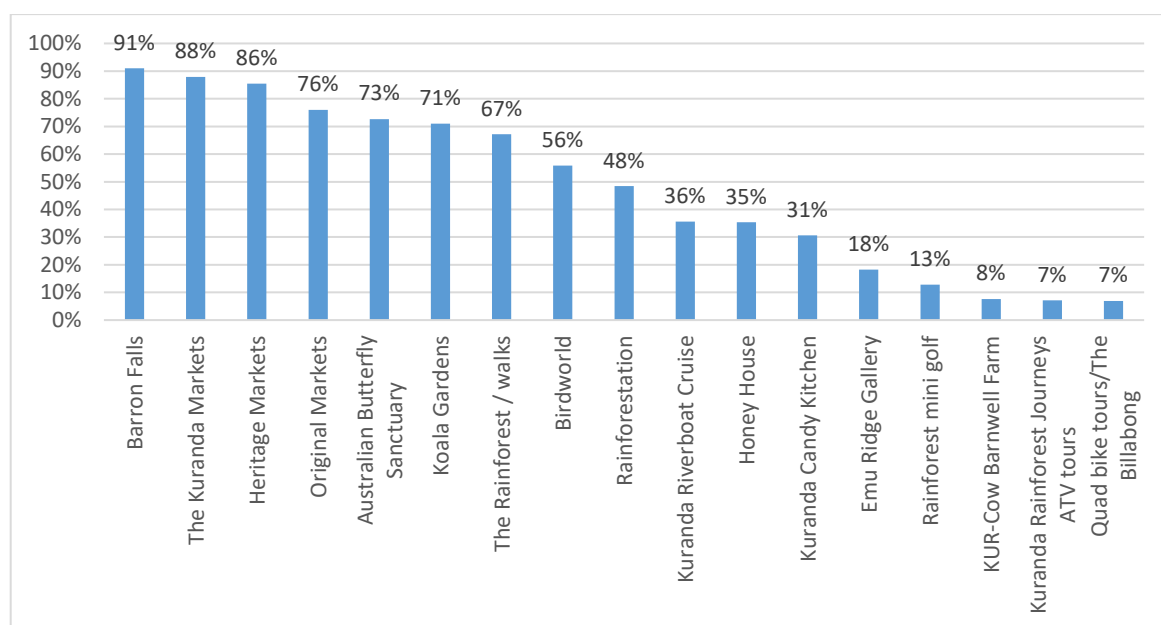
Respondents were asked from the remaining attractions they had not visited if they had heard of the attraction. Visited attractions were added to heard of attractions to differentiate from the attractions they had no knowledge of.

Table 18: Tours and attractions heard of

Visitors surveyed were able to provide multiple responses

	No.	% of sample*
Barron Falls	383	91%
The Kuranda Markets	370	88%
Heritage Markets	360	86%
Original Markets	320	76%
Australian Butterfly Sanctuary	306	73%
Koala Gardens	299	71%
The Rainforest / walks	283	67%
Birdworld	235	56%
Rainforestation	204	48%
Kuranda Riverboat Cruise	150	36%
Honey House	149	35%
Kuranda Candy Kitchen	129	31%
Emu Ridge Gallery	77	18%
Rainforest mini golf	54	13%
KUR-Cow Barnwell Farm	32	8%
Kuranda Rainforest Journeys ATV tours	30	7%
Quad bike tours/The Billabong	29	7%
Total		

* is the number of responses in each category as a percentage of the total number of respondents (383/421 x100 = 91%)



From those surveyed the best known attractions were the Barron Falls with 91%, followed by the Kuranda Markets 88%, Heritage Markets 86% and Original Markets 76%.

Table 19: Top 15 Combinations of places visited

	No.	% of sample
Kuranda Markets Original Markets Heritage Markets	21	5%
The Rainforest / walks Kuranda Markets Original Markets Heritage Markets	15	4%
Barron Falls The Rainforest / walks Kuranda Markets Original Markets Heritage Markets	13	3%
Kuranda Markets Heritage Markets	9	2%
Kuranda Markets Original Markets Heritage Markets Honey House	7	2%
The Rainforest / walks Kuranda Markets Heritage Markets	7	2%
Barron Falls Kuranda Markets Original Markets Heritage Markets	7	2%
Barron Falls The Rainforest / walks Kuranda Markets Original Markets Heritage Markets Honey House	6	1%
Original Markets Heritage Markets	5	1%
Rainforestation The Rainforest / walks Kuranda Markets Original Markets Heritage Markets Honey House	5	1%
Butterfly Sanctuary Kuranda Markets Original Markets Heritage Markets	5	1%
Rainforestation Kuranda Markets Original Markets Heritage Markets	5	1%
The Rainforest / walks Kuranda Markets Original Markets Heritage Markets Honey House Candy Kitchen	5	1%
Koala Gardens Kuranda Markets Original Markets Heritage Markets	5	1%
Kuranda Markets Original Markets Heritage Markets Candy Kitchen	5	1%

Table 20: Number of attractions visited

	No.	% of sample		No.	% of sample
0	12	3%	6	66	16%
1	10	2%	7	39	9%
2	36	9%	8	22	5%
3	58	14%	9	4	1%
4	100	24%	10	2	0%
5	72	17%			
Total				421	100%

24% of those surveyed visited 4 attractions listed. 71% visited 3 to 6 attractions listed.

Table 21: Number of attractions heard of and visited

	No.	% of sample		No.	% of sample
0	1	0%	9	49	12%
2	1	0%	10	59	14%
3	5	1%	11	33	8%
4	13	3%	12	34	8%
5	28	7%	13	23	5%
6	33	8%	14	14	3%
7	58	14%	15	6	1%
8	60	14%	16	4	1%
Total				421	100%

54% of those surveyed had heard of and visited 7 to 10 attractions.

4.13 How would you rate the following in Kuranda?

Table 22: Ratings of Wildlife Viewing

	No.	%
1.Very Poor	0	0%
2.Poor	6	1%
3.Average	43	10%
4.Good	121	29%
5.Excellent	58	14%
n/a	193	46%
Total	421	100%

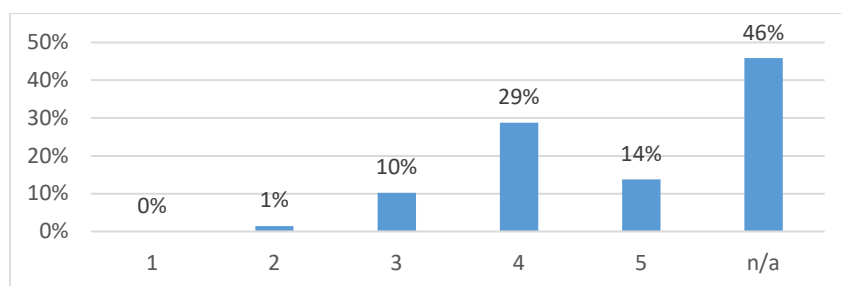


Table 23: Rating of Nature Viewing

	No.	%
1.Very Poor	0	0%
2.Poor	0	0%
3.Average	9	2%
4.Good	267	63%
5.Excellent	126	30%
n/a	19	5%
Total	421	100%

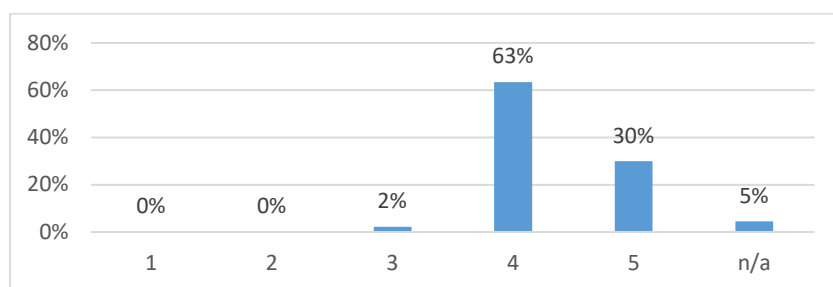


Table 24: Rating of Local arts and crafts

	No.	%
1.Very Poor	0	0%
2.Poor	3	1%
3.Average	46	11%
4.Good	229	54%
5.Excellent	39	9%
n/a	104	25%
Total	421	100%

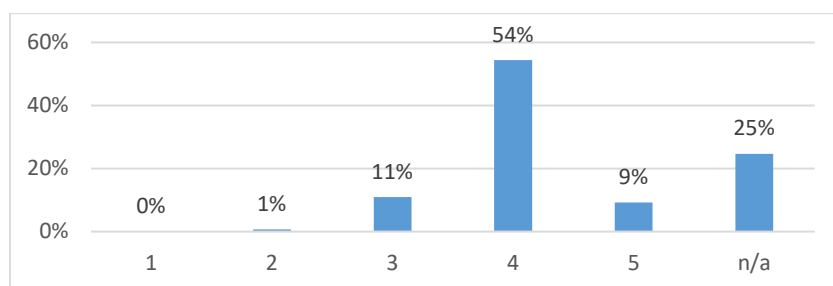


Table 25: Rating of Indigenous culture and arts

	No.	%
1.Very Poor	0	0%
2.Poor	5	1%
3.Average	37	9%
4.Good	159	38%
5.Excellent	50	12%
n/a	170	40%
Total	421	100%

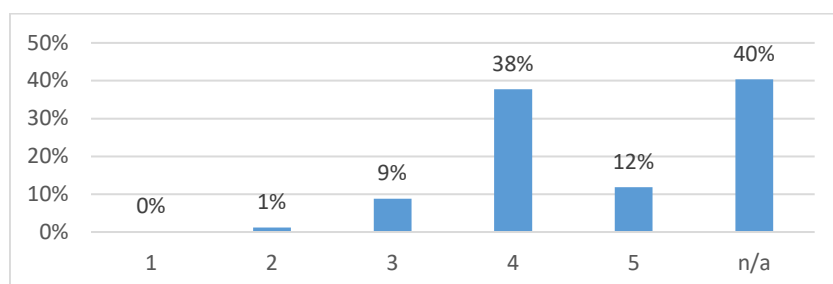
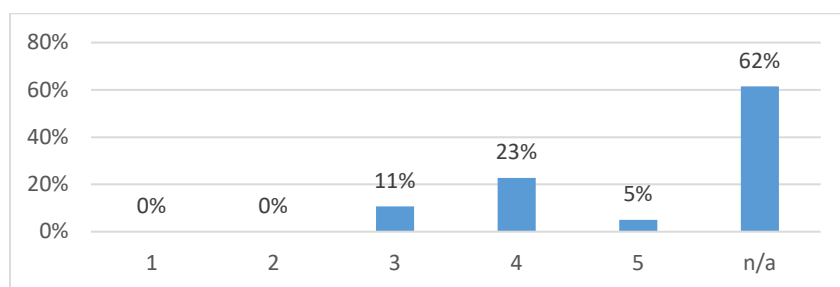
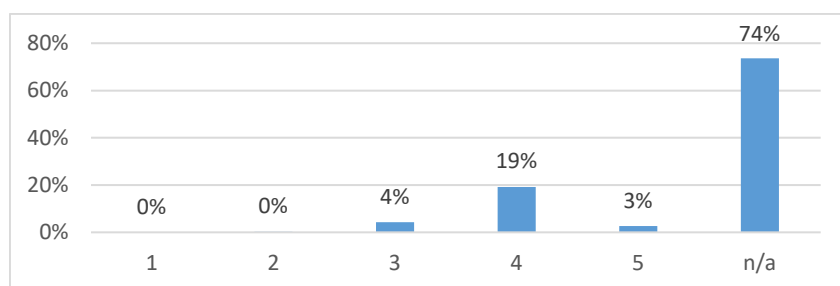


Table 26: Rating of Galleries and Museums

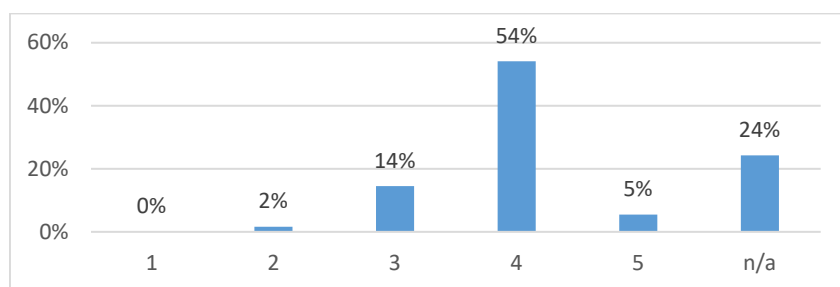
	No.	%
1.Very Poor	0	0%
2.Poor	0	0%
3.Average	45	11%
4.Good	96	23%
5.Excellent	21	5%
n/a	259	62%
Total	421	100%

**Table 27: Rating of Health, wellbeing, natural therapies**

	No.	%
1.Very Poor	0	0%
2.Poor	1	0%
3.Average	18	4%
4.Good	81	19%
5.Excellent	11	3%
n/a	310	74%
Total	421	100%

**Table 28: Rating of Food and drink outlets**

	No.	%
1.Very Poor	0	0%
2.Poor	7	2%
3.Average	61	14%
4.Good	228	54%
5.Excellent	23	5%
n/a	102	24%
Total	421	100%

**Table 29: Rating of Restaurants**

	No.	%
1.Very Poor	0	0%
2.Poor	5	1%
3.Average	52	12%
4.Good	121	29%
5.Excellent	12	3%
n/a	231	55%
Total	421	100%

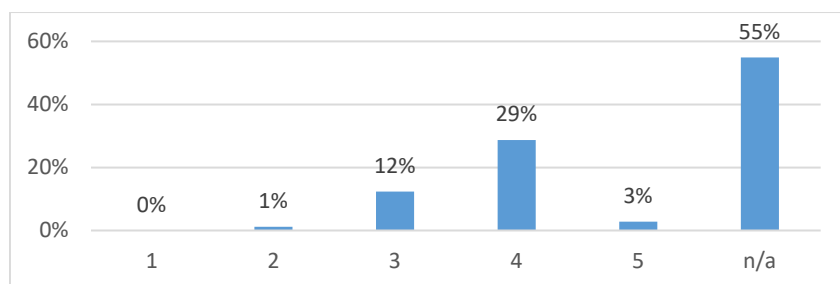


Table 30: Rating of Shopping/Markets

	No.	%
1.Very Poor	0	0%
2.Poor	8	2%
3.Average	46	11%
4.Good	170	40%
5.Excellent	33	8%
n/a	164	39%
Total	421	100%

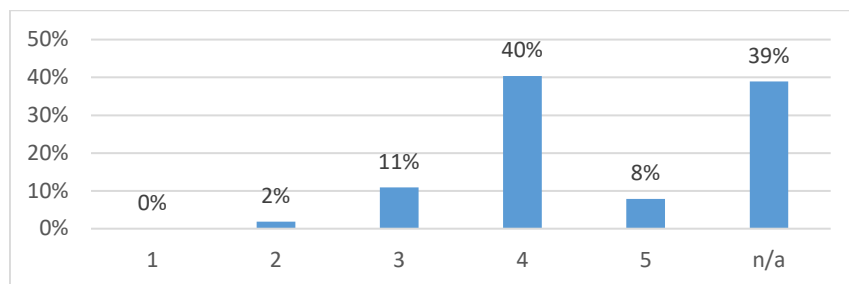


Table 31: Rating of Presentation of Kuranda

	No.	%
1.Very Poor	0	0%
2.Poor	1	0%
3.Average	20	5%
4.Good	267	63%
5.Excellent	100	24%
n/a	33	8%
Total	421	100%

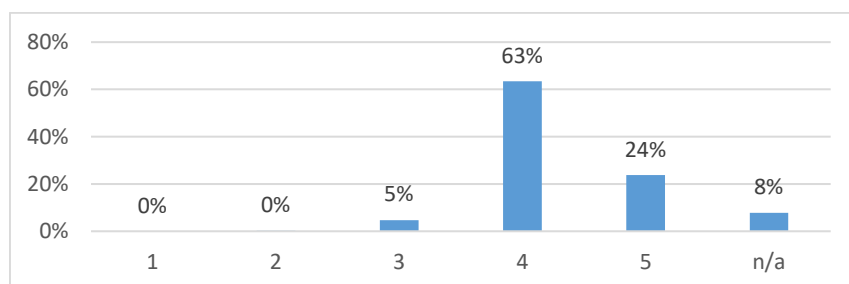


Table 32: Rating of Kuranda experience overall

	No.	%
1.Very Poor	0	0%
2.Poor	1	0%
3.Average	20	5%
4.Good	267	63%
5.Excellent	100	24%
n/a	33	8%
Total	421	100%

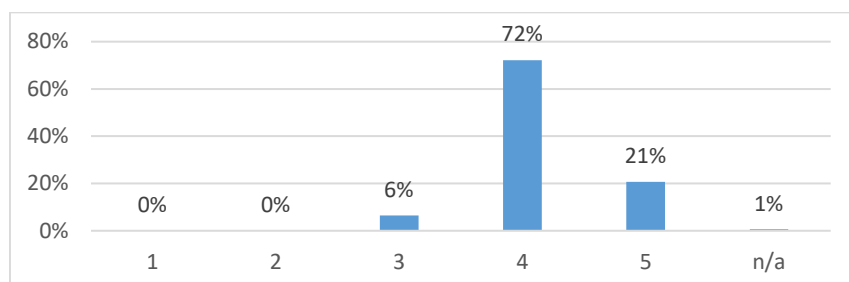
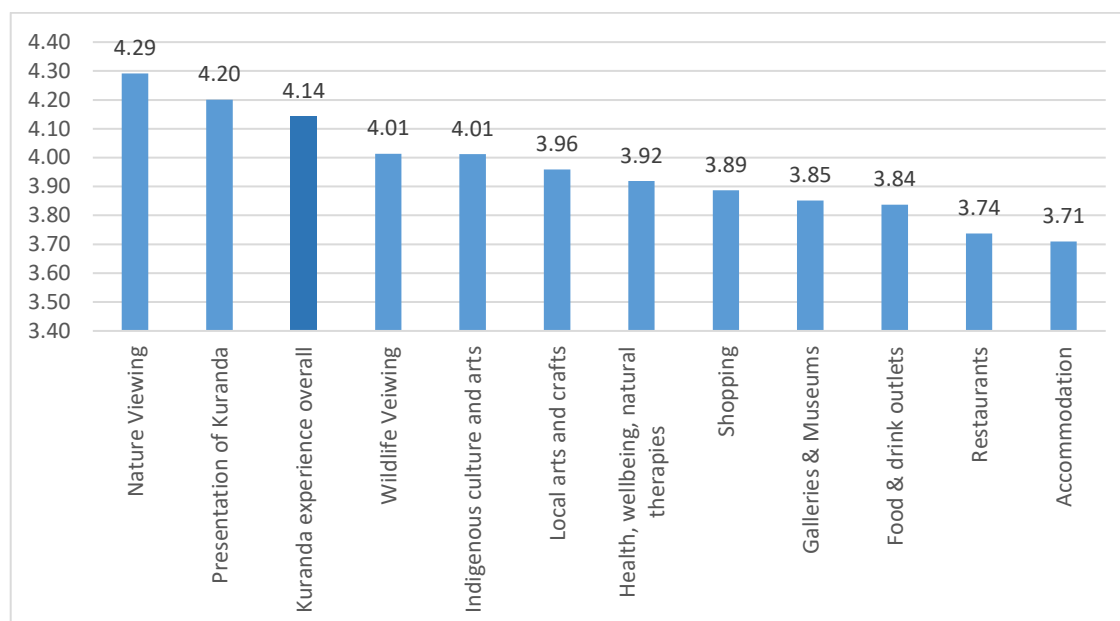


Table 33: Ratings of aspects of Kuranda

(Very Poor = 1, Poor = 2, Average = 3, Good = 4, Excellent = 5)

	Average Score
Nature Viewing	4.29
Presentation of Kuranda	4.20
Kuranda experience overall	4.14
Wildlife viewing	4.01
Indigenous culture and arts	4.01
Local arts and crafts	3.96
Health, wellbeing, natural therapies	3.92
Shopping	3.89
Galleries and Museums	3.85
Food and drink outlets	3.84
Restaurants	3.74
Accommodation*	3.71
Total	421

**Note that the average rating score for Accommodation is unreliable as only 3 people reported staying overnight in Kuranda accommodation, yet 30 rated their accommodation. It's likely some respondents rated their Cairns regional accommodation, which has skewed the data.*



Nature viewing rated highest with an average score of 4.29 followed by Presentation of Kuranda 4.20. Food and Drink with Restaurants rated lowest.

The Kuranda overall experience rated 4.14 between Good 4 and Excellent 5.

See appendix 2 for comments to low ratings.

4.14 Approximately how much have you spent/will you spend in Kuranda on the following?

Table 34: Expenditure in Kuranda per person

	Average Spend	'Average If' Spend	People Spend	%	Total Spend	%
Accommodation	\$1	\$207	3	1%	\$620	2%
Tours and attractions	\$33	\$104	133	32%	\$13,822	36%
Food and Beverage	\$28	\$37	317	75%	\$11,761	31%
Shopping general	\$29	\$63	188	45%	\$11,892	31%
Other	\$1	\$23	3	1%	\$70	0%
Total Spend	\$92	\$106	360	86%	\$38,015	100%
				100%		2%

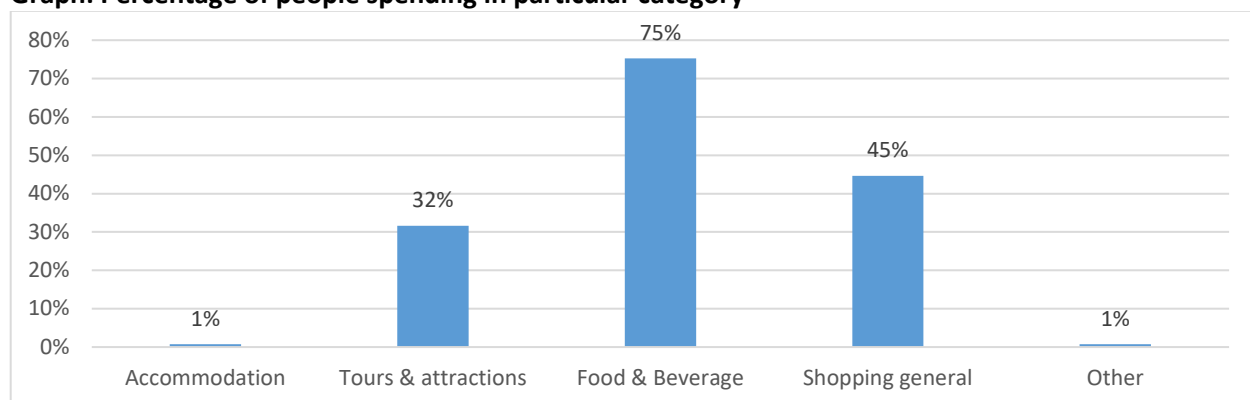
Spend is the amount spent by the visitor interviewed and not by travel party.

Average spend is the average expenditure of all survey respondents.

'Average if' spend is the average of those who spent in that category.

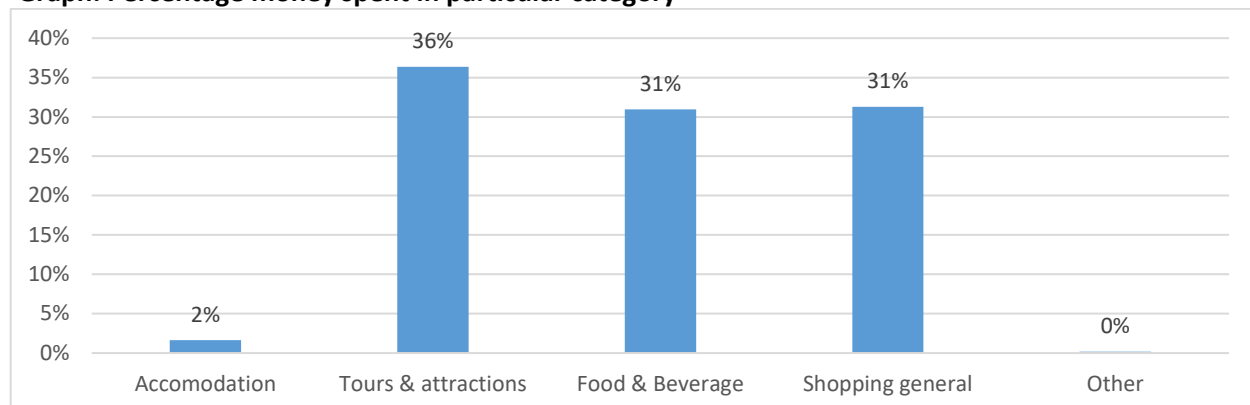
People spend is the number of people who spent in that category.

Graph: Percentage of people spending in particular category



75% of those surveyed spent an average of \$37 on Food and Beverage, 45% spent an average of \$63 on general shopping and 32% spent an average of \$104 on Tours and Attractions. **Tour and attractions do not include Skyrail/Train and expenditure on travel to and from Kuranda is not included in the data.*

Graph: Percentage money spent in particular category



There was an almost even spread in the overall distribution of expenditure between “Tours and Attractions”, “Food and Beverage” and “Shopping general”

4.15 What do you like most about Kuranda?

Detailed responses are given in Appendix 3. The following table groups and summarizes responses.

Table 35: Most liked about Kuranda

	No.	%
Nature (Environment, rainforest, walks, scenery, views, Barron River, tropical, waterfalls)	175	42%
Experience (Atmosphere, nice feeling, chilled, relaxed, interesting, peaceful, unique, relaxed, quiet, authentic, unusual, different, culture, hippy)	86	20%
Skyrail (Cable car, nice staff)	36	9%
Location appearance (Pretty, Village in the rainforest)	25	6%
Railway (Station old fashioned)	24	6%
Wildlife (Zoo, kids, Koalas Koala Gardens, birds Birdpark, butterflies Butterfly Sanctuary)	22	5%
People (Friendliness, community, lovely people, welcoming)	16	4%
Shopping (Authentic, variety, shady, clothes, dresses, different)	11	3%
Easy to get around, clear signage	9	2%
A lot of activities, experiences, seeing	7	2%
Markets	6	1%
Informative	4	1%
Children friendly	3	1%
Indigenous culture	2	0%
History	2	0%
Food (Places to eat, coffee)	2	0%
Heritage	2	0%
Weather	1	0%
Parking (Easy)	1	0%
Army duck ride	1	0%
Facilities (Good)	1	0%
Home posting service	1	0%
Total	421	100%

Almost half, 42% liked “Nature, environment, rainforest” most of all about Kuranda, followed by 20% liking the “experience and atmosphere”.

4.16 What is one thing that Kuranda could improve on?

Detailed responses are given in Appendix 3. The following table groups and summarizes responses.


Table 36: Suggested improvements

	No.	%
Information (More, clear instructions, signage, map, town layout, pamphlet on entry, instruction, missed things disappointing)	28	6.7%
Shopping (Expensive, lacks authenticity, quality, staff, variety, attitude, credit card access, plane, more friendly, small bag)	23	5.5%
Food and Beverage (Coffee, water fill stations, expensive, waiting, Chinese, variety, credit card access, poor)	21	5.0%
Accessibility (Lack of, signage, instructions, pamphlet on entry, map, hard walk, town layout, flow, handicap, from Cairns, better marking on shuttle bus, expensive)	20	4.8%
Facilities (Seating lack of and comfy shaded, toilets unclean, cleaning walkway, rubbish, footpaths, smoking area, free Wifi)	19	4.5%
Too touristy (Kitsch, too many)	17	4.0%
Expensive (Shopping, food, Koala, pricing, mid-range artwork, Access to Kuranda, family)	12	2.9%
Authenticity (more authentic, locally made)	11	2.6%
Activities (Not enough, variety, music, hang outs, local, street performers)	11	2.6%
Attractions (Lack, improvements, updates, Koala Gardens small, expensive)	9	2.1%
Too short time, more time, open longer	9	2.1%
Indigenous (want authentic cultural experiences, more performance, chance to meet, purchase artwork)	8	1.9%
Markets (Variety, boring)	8	1.9%
Railway (Train maintenance, transport to, couldn't hear, food service, availability)	7	1.7%
History knowledge (More information, Indigenous)	7	1.7%
Skyrail (Weeds, stops worrying, communication planning, availability)	5	1.2%
Nature (more, told world heritage rainforest)	4	1.0%
Restaurants (Lack of nice, Chinese)	3	0.7%
Weather (Hot)	3	0.7%
Insects (Too many)	3	0.7%
Update, facelift	2	0.5%
Beautification (Weeds)	1	0.2%
Too quiet	1	0.2%
Plastic usage	1	0.2%
Total	421	100%

The most commonly suggested improvements were in relation to shopping, food and beverage, followed by more information about the offerings and improved amenities and facilities. Some key comments made include lack of quality, credit card access, expensive, and unfriendly staff.

5. Appendix 1

5.1 Questionnaire

 **Compass Research** Survey Form

KURANDA Visitors Survey Tourism Kuranda

Are you a local or visitor to the Cairns region?

What is your postcode?

Are you from Australia or Overseas?

What is your postcode?

What country are you from?

Asia	▼
Europe	▼
North America	▼
Central America	▼
South America	▼
Oceania	▼
Middle East	▼
Africa	▼

KURANDA Visitors Survey Tourism Kuranda

What is your length of stay in the Cairns Region?

Days

0	1	2	3	4	5	6	7
---	---	---	---	---	---	---	---

Weeks

0	1	2	3	4
---	---	---	---	---

Months

0	1	2	3	4	5	6	7	8	9	10	11	12
---	---	---	---	---	---	---	---	---	---	----	----	----

Years

0	1	2	3	4+
---	---	---	---	----

Have you visited Kuranda Before?

Yes	No
-----	----

How many times have you visited Kuranda before?

0	1	2	3	4	5+
---	---	---	---	---	----

How much time will you spend in Kuranda on this trip

Day trip

1hr	2	3	4	5	6+hrs
-----	---	---	---	---	-------

If stayed overnight

1night	2	3+nights	0
--------	---	----------	---

Would you have liked to have spent more time in Kuranda today?

Yes	No it was enough
-----	------------------

KURANDA Visitors Survey Tourism Kuranda

How are you travelling to and from Kuranda today?

To Kuranda

Skyrail Rainforest Cableway

Kuranda Scenic Railway

Own Car/4wd/campervan

Hire Car/4wd/campervan

Bus/ Shuttle Bus/ Tour Coach

How are you travelling to and from Kuranda today?

From Kuranda

Skyrail Rainforest Cableway

Kuranda Scenic Railway

Own Car/4wd/campervan

Hire Car/4wd/campervan

Bus/ Shuttle Bus/ Tour Coach

Did you visit other places via coach/bus service?

Yes

No

What places did you visit?

Place names?

How many people are in your personal travel party?

Adult

0

1

2

3

4

5+

Under 18

0

1

2

3

4

5

6+

KURANDA Visitors Survey Tourism Kuranda

How did you find out about Kuranda?

(Multiple allowed)

Personal knowledge-visited before		
Friends and relatives		
Word of mouth	Brochures	
Online/websites YouTube		
Social/Facebook Instagram Twitter		
Newspapers magazines		
Books travel guides		
Radio	Television	
Travel agent	Hotel	Tour guide
Visitor Information Centres		

What tours and attractions have you visited, heard of?

Kuranda Riverboat Cruise

Visited	Heard of	None
---------	----------	------

Birdworld

Visited	Heard of	None
---------	----------	------

Koala Gardens

Visited	Heard of	None
---------	----------	------

Australian Butterfly Sanctuary

Visited	Heard of	None
---------	----------	------

Rainforest mini golf

Visited	Heard of	None
---------	----------	------

Rainforestation

Visited	Heard of	None
---------	----------	------

KURANDA Visitors Survey Tourism Kuranda

What tours and attractions have you visited, heard of?

Kuranda Rainforest Journeys ATV tours

Visited Heard of None

Quad bike tours/The Billabong

Visited Heard of None

KUR-Cow Barnwell Farm

Visited Heard of None

Barron Falls

Visited Heard of None

Rainforest walking tracks

Visited Heard of None

What markets and shopping places did you visit, heard of?

Original Markets

Visited Heard of None

Heritage Markets

Visited Heard of None

The Kuranda Markets (Main Street)

Visited Heard of None

Honey House

Visited Heard of None

Kuranda Candy Kitchen/ Traditional candy making demonstrations?

Visited Heard of None

Emu Ridge Gallery/Fossil Museum

Visited Heard of None

KURANDA Visitors Survey Tourism Kuranda

How would you rate the following in Kuranda

Wildlife Viewing

Very poor Poor Average Good Excellent N/A

Nature Viewing

Very poor Poor Average Good Excellent N/A

Local arts and crafts

Very poor Poor Average Good Excellent N/A

Indigenous culture and arts

Very poor Poor Average Good Excellent N/A

Galleries & Museums

Very poor Poor Average Good Excellent N/A

Health, wellbeing, natural therapies

Very poor Poor Average Good Excellent N/A

How would you rate the following in Kuranda?

Food & drink outlets

Very poor Poor Average Good Excellent N/A

Restaurants

Very poor Poor Average Good Excellent N/A

Shopping

Very poor Poor Average Good Excellent N/A

Accommodation

Very poor Poor Average Good Excellent N/A

Presentation of Kuranda (e.g gardens, buildings, shop fronts etc.)

Very poor Poor Average Good Excellent N/A

KURANDA Visitors Survey Tourism Kuranda

How would you rate your **Kuranda experience** overall?

☐ Very poor ☐ Poor ☐ Average ☐ Good ☐ Excellent

Approximately how much have you spent/will you spend in Kuranda on the following?

(Please don't include travel to Kuranda)

\$ Accomodation
 \$ Tours & attractions
 \$ Food & Beverage
 \$ Shopping general
 \$ Other

What do you **like most** about Kuranda?

Maxlength 500 characters

What is one thing that Kuranda could improve on?

Maxlength 500 characters

What year were you born?

What is your gender?

6. Appendix 2

6.1 Why did you give this rating?

For those items you rated under 3 average, why did you give this rating?

Wildlife Viewing

	No.
Didn't see many	1
Didn't see much wildlife	1
Koala garden Is too small	1
Not Many Koala	1
Not many chances to see them	1
Not many chances to get to see	1
Not enough chances	1
Didn't see many	1
Didn't see much wildlife	1
Koala garden Is too small	1
Not Many Koala	1
Not many chances to see them	1

Local arts and crafts

	No.
Seemed like tourist trap - hard to distinguish quality local from the mass produced	1
Many shop closed	1

Indigenous culture and arts

	No.
Not many	3
Didn't see much	2
Seemed more token than genuine. Just the sell	1
Expected more	1

Galleries and Museums

	No.
Not many	1

Health, wellbeing, natural therapies

	No.
Not many	1

Food and drink outlets

	No.
Not to taste	1
Cafeteria type places or places offering too many options (and not doing well). But pub was good!	1
Not great coffee	1
Position too much	1
Prices too high	1
There's no Chinese restaurant	1
Too much lettuce service not great no finesse	1
Dreadful soup and plastic bread and butter	1
Expensive not great food or service	1
Service very slow	1
Was not good coffee	1
Not to taste	1
Food quality poor	1
Expensive	3

Restaurants

	No.
Expensive	1
Fish questionable pizza not great	1
Food quality	1
Need air conditioning	1
Not to taste	3
Price to high	1
Very poor service	1

Shopping

	No.
Disappointed this time	1
Need more shops	1
Need more variety	1
Need variety	1
Not attractive	2
Too expensive	1

Accommodation

	No.
There was an error in booking	1

Presentation of Kuranda (e.g. gardens, buildings, shop fronts etc.)

	No.
A lot of stuff crammed in	1
Dirty	1
Needs a face lift	1

7. Appendix 3

7.1 What liked most about Kuranda

	Values
What liked	Count
Accessibility people	1
All of it	2
All the different things here the greenery and the journey up here	1
Always wanted to come here it's lovely	1
Animals	1
Atmosphere	3
Atmosphere feel and look	1
Atmosphere friendly people	1
Authenticity	1
Away from towns and a good atmosphere	1
Barron river, butterflies	1
Beautiful	3
Beautiful county side, history	1
Beautiful landscape	5
Beautiful location, with lots of opportunities.	1
Beautiful nature	2
Beautiful rainforest	1
Being here among forest	1
Being here and experience	1
Bit early yet but journey here good and informative	1
Breeze parking	1
Bushwalk	1
Butterflies	1
Butterfly Sanctuary and Skyrail	1
Calm	1
Casual, plenty of choice shops places to eat	1
Chilled, clear signs	1
Closeness to the rainforest, energy of the village	1
Coffee	1
Comfortable	1
Country markets etc.	1
Different plants	1
Dress shops very nice friendly spread out clean greenery	1
Easy to get about	1
Easy to get about and see everything	1
Easy to get about with pushchair	1
Easy to get and look around. Good nature	1
Energy	1
Enough for all to see and do	1
Environment	5
Environment Nature	1
Environment Rainforest	1
Everything	2
Everything is good	1
Everything is wonderful	1
Experience	1
Friendly community	1
Gardens	1
Good environment	1
Good to have found it, different	1
Good to visit for a change	1

Greenery	1
Heritage	1
Hippie	1
Hope there are more children attractions.	1
Indigenous culture	1
Interesting and beautiful, friendly	1
Interesting place	1
Interesting first visit for hubby	1
It is an interesting yet peaceful town	1
It was easy to walk, loved the railway and cable car	1
It's a village in the rainforest travel here is really good	1
It's just beautiful	1
Itself	1
Journey and information people	1
Journey, atmosphere	1
Journey. Information on train excellent	1
Just arrived	1
Just love being here	1
Koala	2
Koala gardens and Butterflies	1
Koalas	4
Koalas waterfalls	1
Koalas. Rainforest. Atmosphere	1
Kuranda Scenery	1
Land Parks and Beautiful View	1
landscape	1
Location	7
Location and scenery	1
Location and environment	1
Lots of seeing	1
Lovely	1
Lovely people	1
Many different things and choice, lovely place. Skyrail good and train too	1
Market	1
Markets	2
Meeting friends	1
Natural scenery	1
Nature	60
Nature authentic	1
Nature and Butterflies	1
Nature and landscape	1
Nature and location	1
Nature and Skyrail	2
Nature authenticity quirky	1
Nature beautiful	2
Nature Beauty	1
Nature being here	1
Nature culture	1
Nature nice to look around choice of shops	1
Nature plants	1
Nature walks	1
Nice browsing no pressure	1
Nice feeling like Port Douglas	1
Nice staff on Skyrail	1
Not experienced a place like this before	1
Not seen yet just arrived Skyrail and train	1
Old fashioned rail station	1
Open friendly train	1

Open people and trees	1
Opportunity for children to see something different not always rushing	1
Out of the way but interesting things to experience	1
Parks And railway	1
Peace nature	1
Peaceful	1
People. Nature. Authentic shops	1
Picture with koala	1
Plenty to see and do, good for kids	1
Presentation	1
Quaint town reminded me of a part of California and would like to transport Kuranda there	1
Quiet and relaxing	2
railway	4
Railway, koala	1
Rainforest	12
Rainforest and beginning of tablelands	1
Rainforest and journey, very good that art gallery will post home for you	1
Rainforest and Skyrail	1
Rainforest experience	1
Rainforest, facilities all good	1
Rainforests	1
Relaxation	1
Relaxed	1
Relaxed	1
Relaxed atmosphere	1
Relaxing	4
Scenery	16
Scenery and environment	1
Scenery and markets	1
Scenery and people are very friendly	1
Scenery shady shops	1
Scenery and travel up and back	1
Setup easy walking trees etc.	1
Shops clothes	1
Shops nature peace	1
Skyrail	14
Skyrail and koala gardens	1
Skyrail and rainforest	1
Skyrail information stops	1
Skyrail journey	1
Slow	1
Slow life	1
Still more to look but love the vibe	1
The Birds	1
The cute individual unique shops	1
The Koalas, nature	1
The Kuranda Railway and Skyrail. As well as the overall atmosphere and appearance of the town.	1
The nature environment	1
The place	1
The place and atmosphere	1
The pure excitement of being a nearly unspoilt environment.	1
The rain forest	1
The relaxed holiday atmosphere	1
The shopping	1
The shops	1
The sky rail and trail were amazing. Liked the birds in the bird park.	1
The Story And history	1
The whole of it - rainforest, shops etc.	1

The whole place	1
The whole thing - different	1
Train	3
Train and Skyrail, Walk in the rainforest	1
Train army ducks ride	1
Tropical	1
Tropics casualness	1
Unique	1
Unusual, different	1
Vegan availability nature	1
Very casual	1
Very pretty. The Skyrail and train	1
Very welcoming	1
View	3
Views getting here	1
Views peace	1
Village	1
Village atmosphere	1
Village feel look nature	1
Village style	1
Walking around gardens	1
Weather	1
Welcome from all village separate from town	1
Welcomed	1
Whole experience	1
Wildlife People are friendly, nice.	1
Wildlife zoo for the kids	1
(blank)	90
Grand Total	421

7.2 What didn't like about Kuranda

	Values
What disliked	Count
A leaflet as you disembark to show what is available. Feel lost when you don't know what there is	1
Alcoholic aboriginals	1
And need more option to access to Kuranda, Skyrail and train cost too much for family.	1
Animal parks were quite small	1
Bending machine, water babble, need water for free drink	1
Better communication on the Skyrail as to explaining when you get off at each stop before Kuranda as we did not realize we would get off and walk along the boardwalk	1
Better signage for koalas	1
Better signage for river boat cruise	1
Better signs waited for bus but could have walked if we knew it was 10mins	1
Bit touristy	1
Bit touristy but that is ok	1
Bit touristy To sit in shade not in food place	1
Car 1 Could use a speaker at the front as we couldn't hear the comments	1
Cleaning many rubbish. Smoking area	1
Clearer marking for shuttle bus and more to help less able people to town	1
Coffee	1
Cost of butterfly house too much on top of travel	1
Credit card access	1
Didn't know there would be so little time after train journey which was wonderful so much rush more knowledge spread	1
Even footpaths	1
Everything closes too early	1
Exit for Skyrail lots of weeds needs clearing	1
Expensive	3
Expensive for Koala gardens	1
Expensive in koala for photo on top of entry	1
Expensive shopping and food too much touristy	1
Face lift	1
Food	3
Genuine oz stuff	1
Hang out places to enjoy different music heard some great music	1
Hard walk to village	1
Having more commodities for injured people like wheelchair In Kuranda so it will be easier for them to travel and experience things	1
Hills	1
Hospitality and service needs improvement	1
Hot Need accurate map	1
Hot Need accurate map Need aboriginal attraction or place to meet them, I feel like I only met foreign tourists in Kuranda.	1
Hot, markets	1
Hot, shop credit card access	1
Husband seats	1
Indigenous dancers	1
Indigenous performance is poor	1
Insect	1

Insect Free wifi	1
Jehovah witness bothering	1
Keep such nature	1
Koala garden Is a bit too small	1
Kuranda was bit different than my expectations that I heard that Kuranda is the World Heritage belong to rainforest.	1
Lack of attractions improvements	1
Lack of nice restaurants	1
Lack of water fill stations	1
Less tourist stuff more local food, coffee	1
Less touristy things	1
Make cheaper	1
Many insect. Wanted small bags for shopping.	1
Map of town from tour company poor and out of date	1
Markets	2
Market: Not many variety	1
More activities	3
More activities, nothing special	1
More bench for sit down	1
More Chinese restaurant	1
More food variety	1
More hand made less imports	1
More info wanted more history everywhere	1
More information	1
More information? Only found out about river cruise and Barron falls on the way here	1
More knowledge about what's here before you get here	1
More local activities.	1
More local culture/street performers	1
More local produce etc. so much imported everything Opening and closing times are ridiculous and not published 10-2.30	1
More mid-range art work that can be taken on a plane	1
More nature	1
More people flow all one-sided shops etc.	1
More road instructions	1
More road instructions needed	1
More seating around	1
More shops My experience of Kuranda is included sky rail and train, when I think of only Kuranda, is not so impressive, because many shops are closed and not many activities during staying in Kuranda.	1
More Shops With different variety	1
More soft chairs needed for relaxing	1
More stuff In The Markets	2
More toilets in the main street	1
Need a map explain what we can do in Kuranda? We didn't have no idea, we just walking around and get tired. Need main attraction to spend time to enjoy Need more information about history	1
Need accurate map	1
Need accurate sign, they need connection	1
Need attractive souvenir, need originality of Kuranda. Wanted to have more Aboriginal experience about their culture, hope there is exhibition introduce it. And it's not clear seeing what kind of shop	1

from shop front, some shop selling souvenirs and foods, I didn't know where I can order food in shop looks like souvenir shop.	
Need clear accurate map or big signs on the road. We wanted to go butterfly sanctuary, bird world and other places, but we didn't have much time in organized group tour.	1
Need more attractive shops selling original products, we were not interested in koala garden or butterfly, didn't go there, we get bored until Skyrail time.	1
Need more toilet	1
New age staff	1
No Chinese food	1
No clear distance instructions	1
No Clear Instructions	1
No clear road instructions	1
No comfy seats	1
Not do natural	1
Not enough activities	1
Not enough food for train journey, lack of service	1
Not enough public sittings	1
Not enough seats for husbands need more signage	1
Not enough variety in markets	1
Not interested in buying stuff but more local displays and history would be nice	1
Not many attractive souvenir	1
One of the shop-keeper's attitude	1
Open longer	1
Over price	1
Pavements are often uneven	1
Price	1
Pricing	1
Products selling at shop are not impressed, because we can buy same stuff in Japan. Hope shops are selling original product that can buy only in here.	1
Railway	1
Railway availability	1
Restaurant	1
Shop variety Need more information what activists there are in Kuranda. Only know great view from train and Skyrail	1
Shopping	1
Shops are similar to Cairns city. Wanted to have look around something different.	1
Short time Very scheduled Nothing to keep you here when the crowds have gone	1
Signs	1
Signs for the river not clear	1
Skyrail towers clear numbering	1
So much we didn't know about	1
Soft Chairs needed for relaxing	1
Some more signs	1
Something to show indigenous lifestyle	1
Stop using plastic, cups etc.	1
Tacky souvenirs	1
Products from china too touristy now, little quality, need up for area promote that not stuff you can buy anywhere, no history shown, Info centers coming up very good do similar. Need more quality. Travelers are limited in what they can buy.	1
Telling us what's here so can plan a day? Snack meals to grab and go	1

The Markets Is bit boring	1
The numerous stores selling Indonesian/Indian trinkets.	1
The Walkway Between the train station and the town centre needed cleaning as there was faces on the edge of the walkway.	1
Toilet needs cleaning, vagrants	1
Toilets	1
Toilets are not clean	1
Too much tourists	1
Too Quiet. Nothing Special.	1
Too touristy	1
Touristy. Itch and t shirts. Would like indigenous performers History of their country shown and on rail journey	1
Transfer	1
Transport for train from cairns	1
Unplanned stops on Skyrail cause worry and delays.	1
Unscheduled train maintenance	1
Waiting for service in cafes	1
We ate fish for lunch, but the fish was too strong smell, was not good experience.	1
We had set time for transport (Skyrail, train), so didn't have much time to enjoy looking around Kuranda, because we can't expect how much time to get there from the butterfly sanctuary or the other markets to train station. Didn't feel much time to enjoy.	1
We want to see more, but nothing really interesting.	1
We wanted to go other activities, but we gave up to book it because there is not much time to look around shops. We hope the train or Skyrail run more late time.	1
We wanted to watch more birds in nature.	1
Wish we had known about the timing of the boat trip. Missed out very disappointed	1
(blank)	265
Grand Total	421