

MAREEBA

VISITOR SURVEY 2019



Mareeba Visitor Survey

Contents

	Mareeba Visitor Survey Snapshot.....	3
1.0	Executive Summary	4
2.0	Mareeba Tourism.....	6
3.0	Project Aims and Objectives.....	6
4.0	Project Methodology	6
5.0	Survey Results	7
5.1	What is the main purpose of your visit to Mareeba?.....	7
5.2	How many times have you visited Mareeba?	8
5.3	Where is your usual place of residence?.....	9
5.4	How long will you stay in Mareeba on this trip?	10
5.5	What types of transport did you use to get to Mareeba from your usual place of residence? 11	
5.6	Which of the following information sources did you use to plan your visit BEFORE arriving in Mareeba ?.....	12
5.7	Which of the following information sources did you use to plan your visit AFTER arriving in Mareeba ?.....	14
5.8	How many people are in your immediate travel party?	15
5.9	During this visit, approximately how much money will your immediate travel party spend? 16	
5.10	Which attractions have you heard of in Mareeba?.....	20
5.11	Which attractions will you visit on this trip to Mareeba?	21
5.12	What would entice you to stay longer or to return to Mareeba?.....	22
5.13	Do you have any further comments about your visit to Mareeba?.....	24
6.0	Appendix: Questionnaire	26

Acknowledgements

The Mareeba Visitor Survey would not have been possible without the involvement of several individuals and groups and their input and assistance is gratefully acknowledged:

- Each and every one of the 431 visitors who took the time and effort to complete a survey.
- Mareeba Visitor Information Centre volunteers, Mareeba Chamber of Commerce volunteers and Mareeba Xmas in July coordinators in assisting with the collection of data.
- The invaluable assistance of the Mareeba businesses which distributed and returned questionnaires.
- Compass Research for assistance with questionnaire design and for conducting the data analysis.
- Financial and/or inkind assistance from Mareeba Shire Council, Mareeba Chamber of Commerce and Mareeba Heritage Centre Inc.

Mareeba Visitor Survey Snapshot

Mareeba Tourism



Tourism is having an increasingly positive impact on the Mareeba economy with tourism and hospitality sales in the Mareeba Shire increasing by 8% from 2013 to 2018 (economy.id.com), indicating there is potential to increase visitor numbers and visitor spend. It is important then, to better understand the visitor experience, needs and expectations, as well as the impact visitors are having on the local economy.

A survey of 431 visitors to Mareeba was conducted in July and August 2019 by Mareeba Shire Council, Mareeba Chamber of Commerce and the Mareeba Heritage Centre Inc. The findings are intended to inform planning and promotions, destination development, raise awareness of the contribution of tourism to the local economy, and assist local businesses cater to the needs of visitors.

The Mareeba Visitor



The survey found that visitors were most likely to be self-drive (91%) and repeat recreational holiday makers from NSW, VIC and other Qld areas travelling with another adult in their own campervan, caravan or camper trailer, with a median length of stay of six nights. They primarily use personal knowledge, word of mouth, online and print information to plan their trip and after arrival, rely on Visitor Information Services, print, online and personal knowledge and word of mouth for information to plan their stay.

Visitor Spend



Visitors staying at least one night (74%), spend an average of \$641 per person primarily on food and drink, accommodation, mechanical and petrol, café and restaurants.

Visitors passing through with no overnight stays, spend an average of \$56 per person primarily on cafés and restaurants, food and drink, gifts and souvenirs, attractions and tours.

Positive Visitor Experiences



When asked to comment on their visit to Mareeba, nearly all responses were positive (92%), with visitors very complimentary of the friendly community atmosphere, amenities, customer service, accommodation and attractions.

Top Five Attractions



During their trip to Mareeba, visitors went to an average of 3 attractions. The top five attractions visited were: Mareeba Heritage Centre, Coffee Works, Golden Drop Winery, Jacques Coffee Plantation and Emerald Creek Ice Creamery.

1.0 Executive Summary

1.1 Introduction

This project was a collaboration between the Mareeba Shire Council, Mareeba Chamber of Commerce and the Mareeba Heritage Centre Inc. The aim of the project was to better understand the visitor experience in Mareeba and the impact of visitors on the local economy. A cross-sectional survey of visitors to Mareeba was conducted in July and August 2019, during the peak tourist season. A total of 431 questionnaires were returned.

1.2 Key Findings

- *Survey responses were received from 431 visitors to Mareeba.*
- *78% of respondents were visiting Mareeba for holiday and recreation purposes.*
- *91% of respondents were self-drive visitors to Mareeba.*
- *47% of respondents were visiting Mareeba for the first time and 53% were repeat visitors. The average number of previous visits was three.*
- *Only 4% were visitors from the local region, 22% from other Queensland areas, 64% from interstate, 7% overseas and 3% no fixed address.*
- *The majority of visitors stayed at least one night (74%) with 26% passing through.*
- *Of those staying overnight, there was a large range in length of stay from one night up to two years. The median (half above half below) length of stay was six nights. The average length of stay was approximately 18 nights due to a few respondents staying extended periods up to two years.*
- *Of all visitors to Mareeba, 27% travelled in their own motorhomes or car (27%) or their own car and with a caravan or camper trailer (18%).*
- *Of visitors staying overnight, the most common form of transport was their own motorhome (34%). Whilst amongst those passing through, the most common form of transport was hire car only (40%).*
- *The most common sources of information used to plan the visit before arriving in Mareeba were: family and friends (36%), personal knowledge (31%), online (29%), print sources (28%), Visitor Information Centres (17%) and travel club (12%).*
- *The most common information source used to plan the visit after arriving was Visitor Information Centre (22%), print (15%), family and friends (12%).*
- *74% of visitors were in a travel party of 2 adults and only 10% of respondents were travelling with children.*
- *The average spend per travel party was \$1,104 or \$471 per person over the length of their visit to Mareeba. The average spend amongst those passing through was \$154 per travel party or \$56 per person. The average spend amongst those staying at least one night was \$1,415 per travel party or \$641 per person (average travel party 2.15 adults).*

- *Overall visitors spent most money on food and drink (21%), accommodation (19%), mechanical and petrol (15%), and cafes and restaurants (11%). However, visitors passing through spent most money on cafes and restaurants (24%), food and drink (21%), gifts and souvenirs (18%), attractions and tours (13%).*
- *There was a tendency for the patterns of awareness of various attractions to be similar to visitation patterns. The top five attractions visited were: Mareeba Heritage Museum, Coffee Works, Golden Drop Winery, Jacques Coffee Plantation and Emerald Creek Ice Creamery.*
- *During their trip to Mareeba, respondents visited an average of approximately 3 attractions.*
- *There was a diversity of responses when visitors were asked what would entice them to stay longer or return to Mareeba. The most common responses were "more time" (11%) and "perfect/nothing else" (11%), weather / climate (9%) and "so much to do / need to return" (7%).*
- *When asked for further comments about their visit to Mareeba, the majority of responses were positive (92%). In particular, visitors commented that they "enjoyed the pleasant community" (26%), found the Mareeba Heritage Centre, Café and VIC very informative with helpful and friendly staff (17%) and the "people and businesses were friendly and welcoming and provided good customer service" (13%). Overall visitors were very complimentary of the friendly community atmosphere, amenities, accommodation and attractions.*

2.0 Mareeba Tourism

With a population of 8,184, Mareeba has grown to be the largest town outside of Cairns in the Far North Queensland region (ABS Regional Population Growth Australia 2019). The Mareeba district is the fertile food bowl of the tropics, with natural assets and attractions that particularly attract independent travellers, working holiday makers, 'Grey Nomads' and day-trippers.

At the cross roads of multiple tourism routes, the Savannah Way and Great Inland Way, Mareeba is the gateway to and from multiple destinations such as Kuranda, Port Douglas, Cairns, the Gulf of Carpentaria and Cape York Peninsula. Consequently, Mareeba also functions as a service centre for visitors passing through the town on their way to other destinations.

While agricultural production drives the Mareeba economy, tourism is having an increasingly positive impact. Total tourism and hospitality sales in the Mareeba Shire increased by 8% over five years from June 2013 to June 2018 and the Shire's total tourism and hospitality sales were \$70.2 million and the total value added was \$38.6 million in 2017/18 (economy.id.com). With Mareeba as the Shire's major service centre, the increase in tourism related sales is benefitting many types of Mareeba businesses, not only those directly involved in the tourism industry.

It is important then, to better understand the visitor experience, needs and expectations, as well as the impact visitors are having on the local economy.

3.0 Project Aims and Objectives

This project was a collaboration between the Mareeba Shire Council, Mareeba Chamber of Commerce and the Mareeba Heritage Centre Inc. The aim of the project was to gather base-line data regarding the visitor experience in Mareeba and the impact of visitors on the local economy.

The survey findings will inform grant applications for tourism related funding, tourism promotion and destination development, and planning for post-arrival visitor services. The findings will raise awareness of the contribution of tourism to the local economy and assist local operators cater to the needs of visitors.

4.0 Project Methodology

A cross-sectional survey of visitors to Mareeba was conducted in July and August 2019, during the peak tourist season and which coincided with multiple major events and festivals. The survey was designed by the Project Group to elicit information about visitor characteristics, how they plan their trip, what they do in Mareeba and their experiences.

Hard copies of a questionnaire consisting of 10 closed and 2 open questions for self-completion were distributed at multiple locations frequented by visitors: approximately 25 local businesses (40% of responses), the Mareeba Heritage Museum and Visitor Information Centre (49% of responses), the Mareeba Xmas in July event (11% of responses). An online version was also made available to visitors to the MHM&VIC during July 2019.

A total of 431 questionnaires were returned and due to the distribution method, it was not possible to calculate a response rate. Compass Research was engaged by the Project Group to provide feedback on the survey questions and to conduct the data analysis.

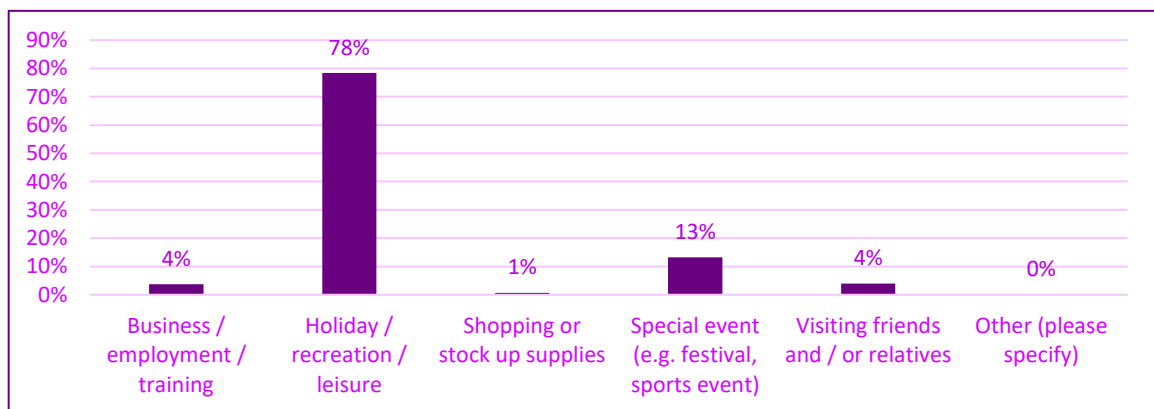
5.0 Survey Results

5.1 What is the main purpose of your visit to Mareeba?

The most common purpose for visiting Mareeba was for a holiday and recreation (78%).

Table 1: Main purpose of your visit to Mareeba

	No.	% of Respondents
Business / employment / training	16	4%
Holiday / recreation / leisure	337	78%
Shopping or stock up supplies	3	1%
Special event (e.g. festival, sports event)	57	13%
Visiting friends and / or relatives	17	4%
Other (please specify)	1	0%
Total	431	100%

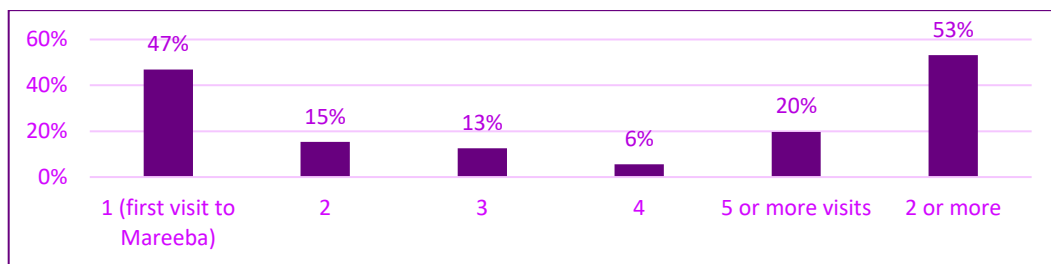


5.2 How many times have you visited Mareeba?

47% of respondents were visiting for the first time and 53% had visited 2 or more times. The average number of previous visits was over 3.5.

Table 2: Number of times visited Mareeba

	No.	% of Respondents
1 (first visit to Mareeba)	202	47%
2	66	15%
3	54	13%
4	24	6%
5 or more visits	85	20%
2 or more	229	53%
Total	431	100%

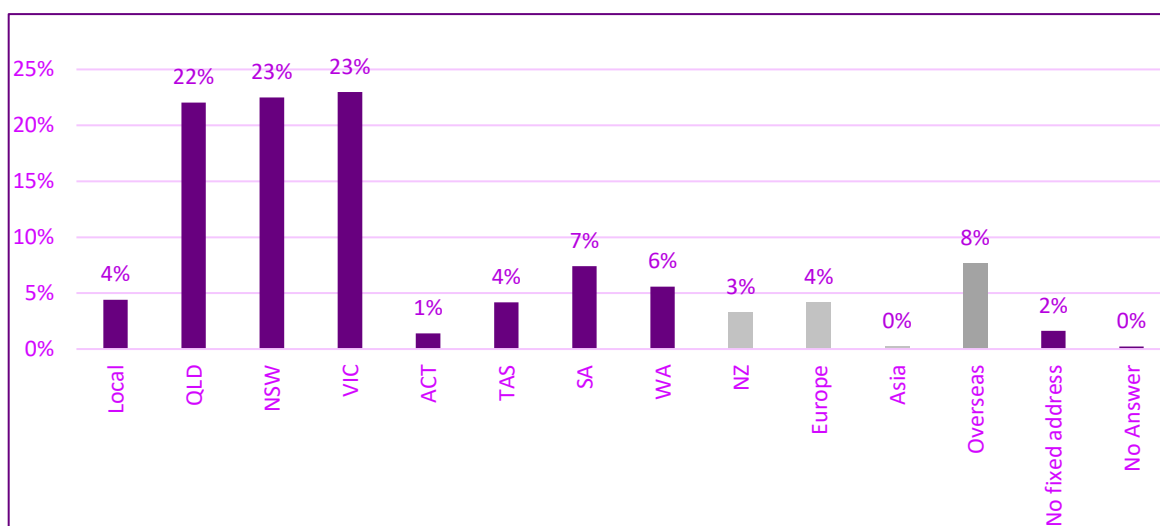


5.3 Where is your usual place of residence?

68% of respondents were residents of NSW (23%), Victoria (23%) and other Queensland areas (22%). Respondents residing in areas North of Ingham and East of Normanton were considered to be “local” and this accounted for 4% of respondents. Some 18% were from other states and territories of Australia and 8% were from overseas.

Table 3: Usual place of residence

	No.	% of respondents
Local	19	4%
QLD	95	22%
NSW	97	23%
VIC	99	23%
ACT	6	1%
TAS	18	4%
SA	32	7%
WA	24	6%
NZ	14	3%
Europe	18	4%
Asia	1	0%
No fixed address	7	2%
No Answer	1	0%
Total	431	100%

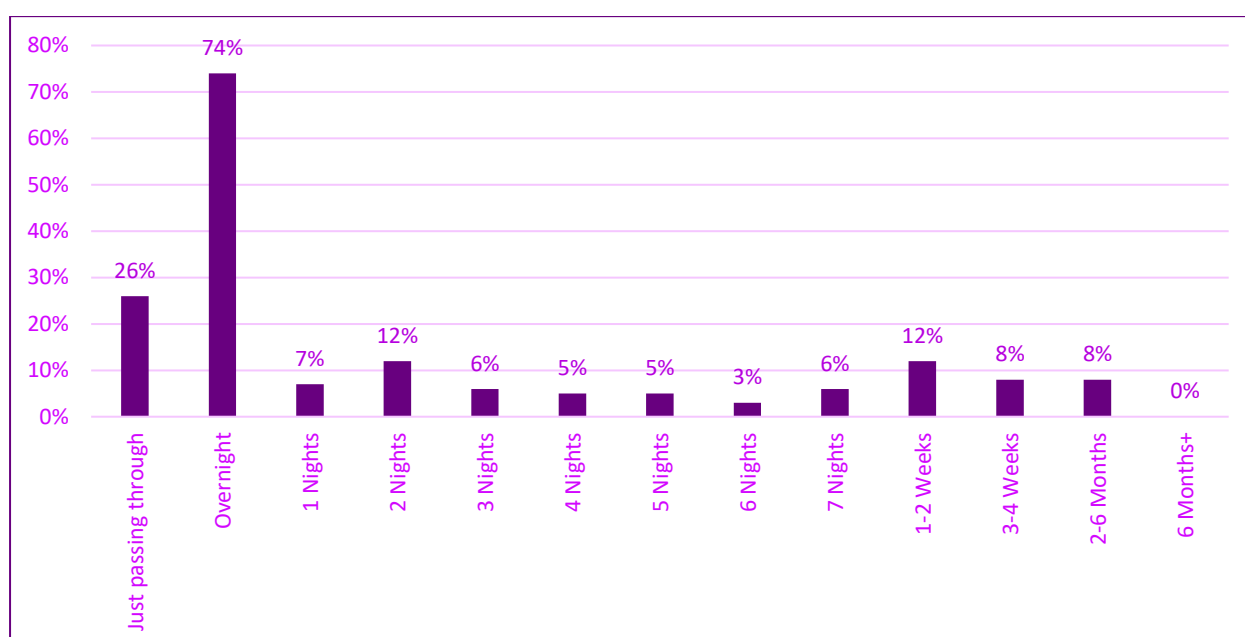


5.4 How long will you stay in Mareeba on this trip?

74% of respondents stayed at least one night in Mareeba and 26% were just passing through Mareeba for the day. There was a large range in the length of stay amongst all visitors with some staying up to two years. The median length of stay amongst all visitors (including those just passing through) was three nights. The median is the midpoint of all reported values (half of the responses above and half below) and is used for summarizing data that is not evenly distributed, for example, when there is a small number of extreme responses. The median length of stay amongst those staying at least one night was 6 nights. The average length of stay amongst those staying at least one night was 18 nights. This was due to a relatively small number staying for extended periods of up to two years.

Table 4: Length of Stay in Mareeba

	No.	% of Respondents
Just passing through	113	26%
1 Nights	31	7%
2 Nights	50	12%
3 Nights	28	6%
4 Nights	21	5%
5 Nights	23	5%
6 Nights	15	3%
7 Nights	28	6%
1-2 Weeks	53	12%
3-4 Weeks	34	8%
2-6 Months	33	8%
6 Months+	2	0%
Total	431	100%

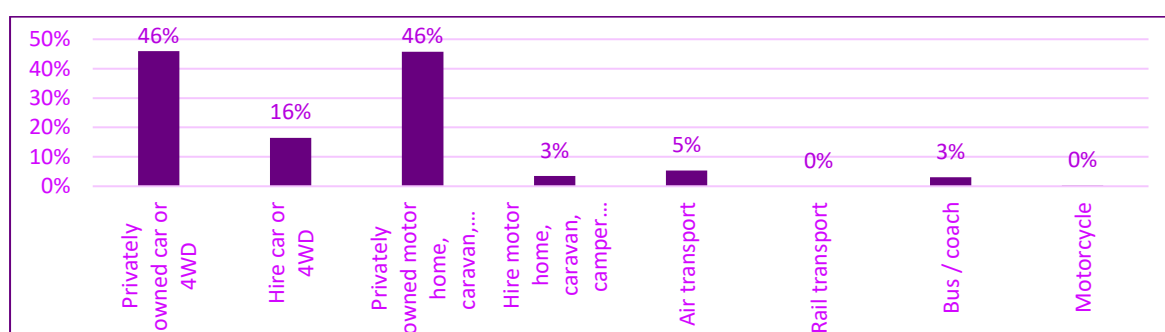


5.5 What types of transport did you use to get to Mareeba from your usual place of residence?

Respondents were able to provide multiple responses to this question. The most common forms of transport were privately owned car (46%) and privately-owned motorhome or camper trailer/caravan (46%). 16% of respondents used hire car or 4WD to travel to Mareeba.

Table 5: Types of transport used to get to Mareeba

	No.	% of Respondents
Privately owned car or 4WD	198	46%
Hire car or 4WD	71	16%
Privately owned motor home, caravan, camper trailer	197	46%
Hire motor home, caravan, camper trailer	15	3%
Air transport	23	5%
Rail transport	0	0%
Bus / coach	13	3%
Motorcycle	1	0%
Total responses	518	



There were many combinations of transport modes used to travel to Mareeba and these are tabulated below (Table 6). The most common combinations of transport were: privately owned motor home only (27%), privately owned car only (27%), private car and private caravan/camper trailer (18%), hire car only (13%).

The most common combinations of travel amongst those staying at least one night were: private motorhome only (34%), private car and private camper trailer /caravan (24%) and private car only (24%). The most common combinations of travel amongst those passing through were: hire car only (40%) and private car only (35%).

Table 6: Combination of transport used to get to Mareeba

	No.	% of Respondents
Privately owned motor home/caravan/camper trailer	117	27%
Privately owned car/4WD	115	27%
Privately owned car/4WD AND privately-owned motor home/caravan/camper trailer	79	18%
Hire car/ 4WD	58	13%
Bus/coach	12	3%
Hire car/ 4WD AND Air transport	10	2%
Hire motor home/caravan/camper trailer	10	2%
Air transport	7	2%
Privately owned car/4WD AND Hire motor home/caravan/camper trailer	5	1%
Helicopter	2	0%
Privately owned car/4WD AND Air transport	2	0%
Privately owned car/4WD AND Hire car/4WD	2	0%
Privately owned motor home/caravan/camper trailer AND Air transport	2	0%
Motorcycle	1	0%
Privately owned car/4WD AND Air transport AND bus/ coach	1	0%
Privately owned car/4WD AND Hire car/4WD AND Air transport	1	0%
Truck	1	0%
Total responses	425	

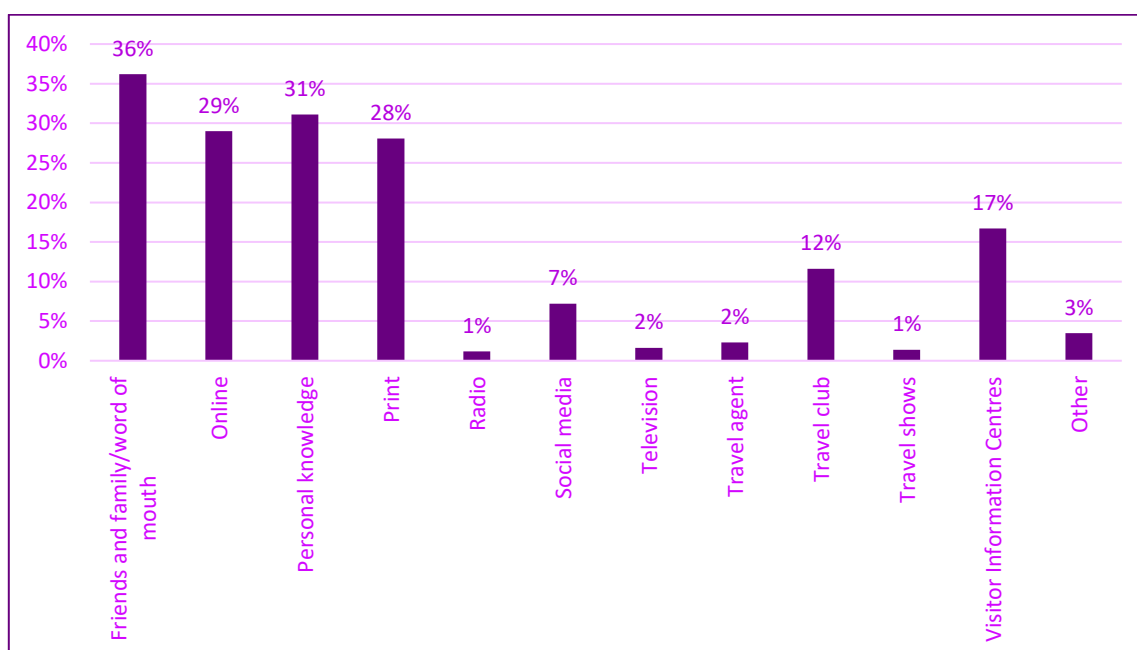
5.6 Which of the following information sources did you use to plan your visit BEFORE arriving in Mareeba?

Respondents were able to provide multiple responses to this question. The most common sources of information used before arriving in Mareeba were “Friends and family/ word of mouth” (36%), “Personal knowledge” (31%), “Online sources” (29%) and “Print sources” (28%).

Respondents used an average of 1.73 sources of information to plan their trip before arriving in Mareeba.

Table 7: Information sources before visit to Mareeba

Information sources	No.	% of Respondents
Friends and family/word of mouth	156	36%
Online	128	29%
Personal knowledge	134	31%
Print	123	28%
Radio	5	1%
Social media	31	7%
Television	7	2%
Travel agent	10	2%
Travel club	50	12%
Travel shows	7	1%
Visitor Information Centres	72	17%
Other	17	3%
Total responses	747	

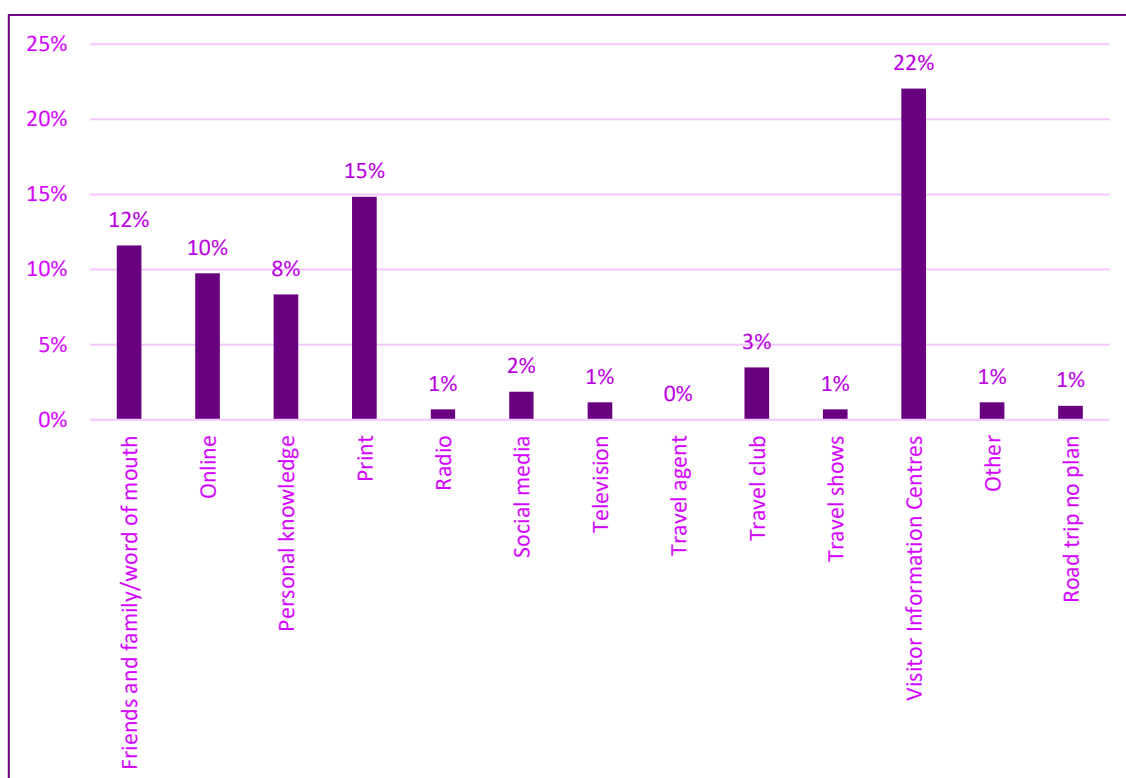


5.7 Which of the following information sources did you use to plan your visit AFTER arriving in Mareeba?

Respondents were able to provide multiple responses to this question. The most common sources of information used after arriving in Mareeba were: "Visitor Information Centre" (22%), "Print Sources" (15%), "Friends and Family / Word of Mouth" (12%) and "Online Sources" (10%). "Online Sources" included: WikiCamps, AirBnB, Trip Advisor and Helpx. Respondents used an average of 0.77 sources of information after arriving in Mareeba. "Other Sources" of information reported were HEMA Maps and Melbourne Caravan and Camping Show.

Table 8: Information sources after arrival at Mareeba

Information Sources	No.	% of Respondents
Friends and family/word of mouth	50	12%
Online	42	10%
Personal knowledge	36	8%
Print	65	15%
Radio	3	1%
Social media	8	2%
Television	5	1%
Travel agent	0	0%
Travel club	15	3%
Travel shows	3	1%
Visitor Information Centres	95	22%
Other	5	1%
Road trip no plan	4	1%
Total responses	331	

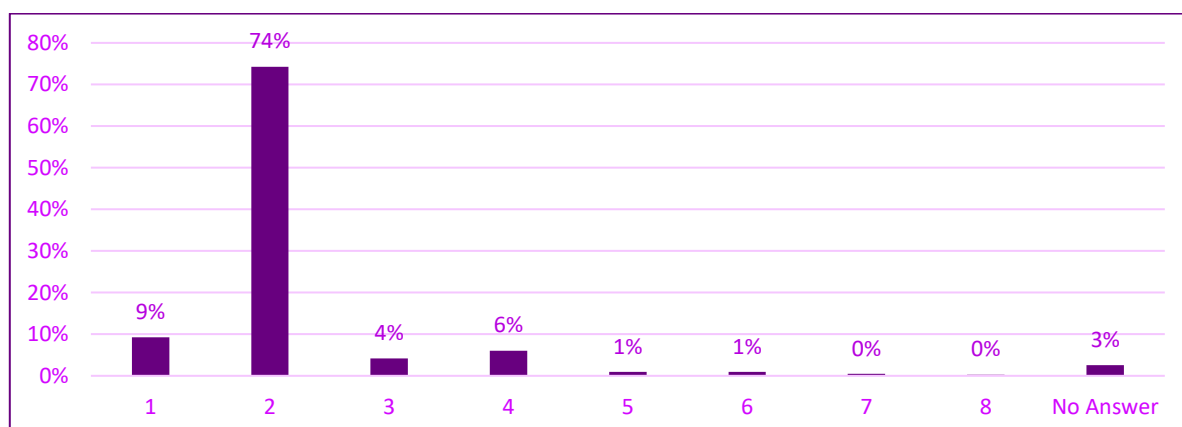


5.8 How many people are in your immediate travel party?

The majority of respondents (74%) were in a travel party of two adults. The average number of adults in each travel party was 2.15.

Table 9: Adults in travel party

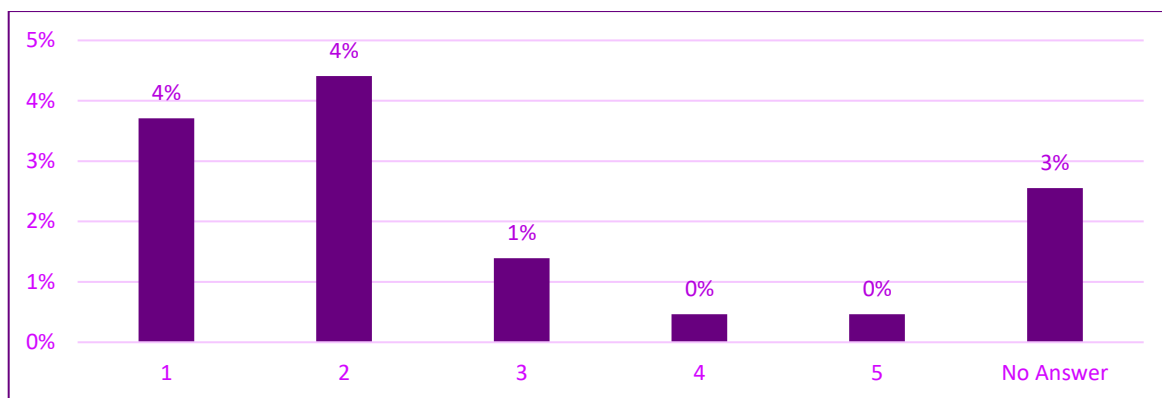
Adults	No.	% of Respondents
1	40	9%
2	320	74%
3	18	4%
4	26	6%
5	4	1%
6	4	1%
7	2	0%
8	1	0%
No Answer	11	3%
Total	431	



Some 45 of the respondents (10%) were accompanied by children under 18 years. A total of 90 children under 18 were recorded, giving an average of two children amongst those travel parties.

Table 10: Children under 18 years in travel party

Children	No.	% of Respondents
1	16	4%
2	19	4%
3	6	1%
4	2	0%
5	2	0%



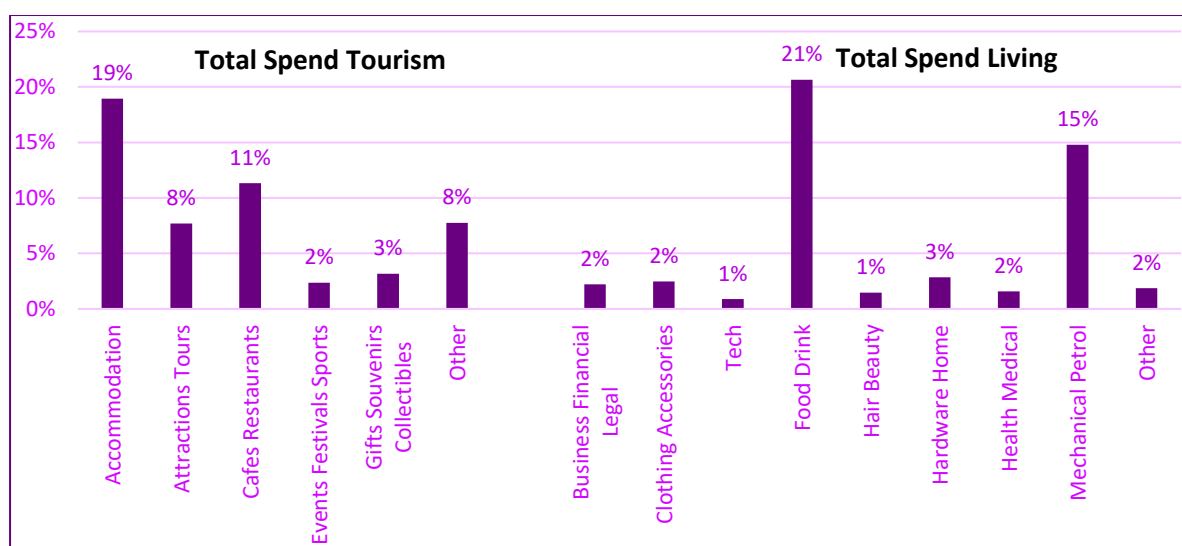
5.9 During this visit, approximately how much money will your immediate travel party spend?

Table 11 reports total money spent in Mareeba by all respondents (travel parties) over the duration of their visit. The Average Spend has been calculated based on all respondents (travel parties) who provided an answer (including \$0). The Adjusted Average Spend is calculated based on only respondents who reported spending money for each expense item, i.e. it does not include people who did not answer the question or reported a spend of \$0. The Total Average Spend per Person is calculated based on Average Spend and the number of people in those travel parties (where a travel party size was provided).

The total average spend per travel party was \$1,104, whilst the average spend per person visiting was \$470.82. However, there was a large difference between those passing through and those staying at least one night. Tables 12 and 13 separate the spend amongst these two groups respectively.

Table 11: Total money spent by all visitors to Mareeba

Spend "Tourism" Expenses	Average Spend	Adjusted Average Spend	No.	Total Spend	%
Accommodation	\$207.96	\$327.41	242	\$79,234.00	19%
Attractions Tours	\$85.15	\$253.45	128	\$32,442.00	8%
Cafes Restaurants	\$125.10	\$161.02	296	\$47,662.70	11%
Events Festivals Sports	\$25.94	\$142.88	69	\$9,859.00	2%
Gifts Souvenirs Collectibles	\$35.06	\$97.51	137	\$13,358.90	3%
Other	\$85.81	\$961.61	34	\$32,694.85	8%
Total	\$499.42	\$586.52	367	\$215,251.45	45%
Spend "Living" Expenses	Average Spend	Adjusted Average Spend	No.	Total Spend	%
Business Financial Legal	\$24.46	\$1,553.33	6	\$9,320.00	2%
Clothing Accessories	\$27.20	\$140.05	74	\$10,364.00	2%
Tech	\$9.70	\$131.93	28	\$3,694.00	1%
Food Drink	\$228.40	\$358.11	243	\$87,019.75	21%
Hair Beauty	\$16.29	\$98.49	63	\$6,205.00	1%
Hardware Home	\$31.46	\$151.32	79	\$11,954.00	3%
Health Medical	\$17.59	\$124.14	54	\$6,703.50	2%
Mechanical Petrol	\$163.57	\$293.96	212	\$62,319.61	15%
Other	\$20.51	\$339.81	23	\$7,815.55	2%
Total	\$539.10	\$701.01	293	\$205,395.41	49%
Total Average Spend Per Travel Party	\$1,104.06		381	\$420,646.86	100%
Total Average Spend Per Person	\$470.82		887	\$417,613.86	

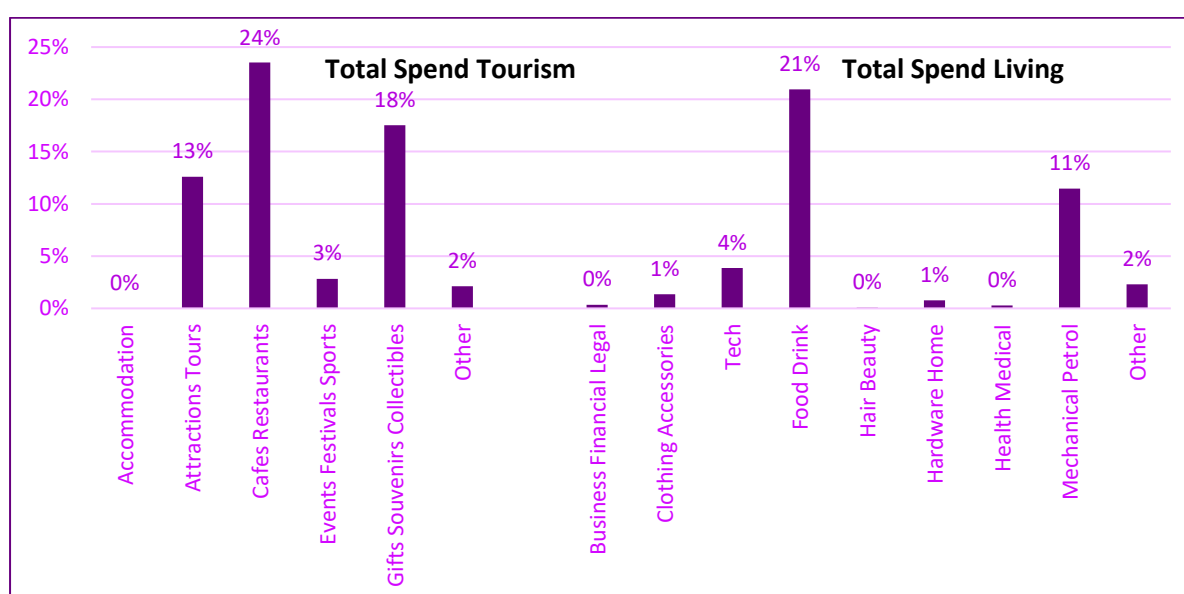


Amongst visitors just passing through, the average spend per travel party was \$154 and per person \$56. The highest average spend per travel party on tourism related expenses was at Cafes & Restaurants \$36 and Gifts / Souvenirs / Collectables \$27 and Attractions / Tours \$19. The highest

average spend per travel party on living expenses was Food and Drink \$32 and Mechanical/ Petrol expenses \$18.

Table 12: Money spent by visitors passing through Mareeba

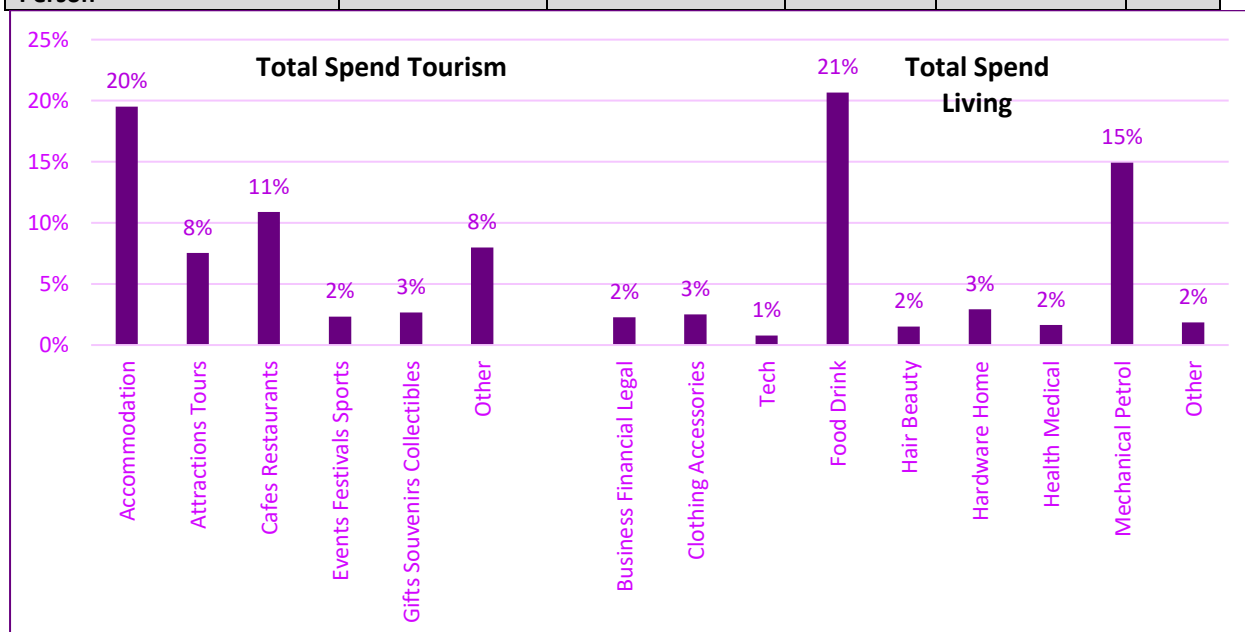
Spend "Tourism" Expenses	Average Spend	Adjusted Average Spend	No.	Total Spend	%
Accommodation	\$0.00	\$0.00	0	\$0.00	0%
Attractions Tours	\$19.44	\$121.80	15	\$1,827.00	13%
Cafes Restaurants	\$36.29	\$48.73	70	\$3,411.00	24%
Events Festivals Sports	\$4.36	\$68.33	6	\$410.00	3%
Gifts Souvenirs Collectibles	\$27.04	\$115.55	22	\$2,542.00	18%
Other	\$3.28	\$51.33	6	\$308.00	2%
Total	\$75.20	\$98.81	86	\$8,498.00	59%
Spend "Living" Expenses	Average Spend	Average spend per group	No.	Total Spend	%
Business Financial Legal	\$0.53	\$50.00	1	\$50.00	0%
Clothing Accessories	\$2.10	\$49.25	4	\$197.00	1%
Tech	\$5.95	\$279.50	2	\$559.00	4%
Food Drink	\$32.33	\$132.13	23	\$3,039.00	21%
Hair Beauty	\$0.11	\$10.00	1	\$10.00	0%
Hardware Home	\$1.17	\$36.67	3	\$110.00	1%
Health Medical	\$0.43	\$20.00	2	\$40.00	0%
Mechanical Petrol	\$17.66	\$184.44	9	\$1,660.00	11%
Other	\$3.57	\$56.00	6	\$336.00	2%
Total	\$63.84	\$187.53	32	\$6,001.00	41%
Total Average Spend per Travel Party	\$154.24		94	\$14,499.00	100%
Total Average Spend Per Person	\$55.62		258	\$14,349.00	



Amongst visitors staying at least one night in Mareeba, the average spend per travel party was \$1,415 and per person \$641. The highest average spend per person on tourism related expenses was for Accommodation \$276 and Cafes and Restaurants \$154. The highest average spend per travel party on living expenses was for Food and Drink \$292 and Mechanical and Petrol \$211.

Table 13: Money spent by visitors staying at least one night

Spend "Tourism" Expenses	Average Spend	Adjusted Average Spend	No.	Total Spend	%
Accommodation	\$276.08	\$327.41	242	\$79,234.00	20%
Attractions Tours	\$106.67	\$270.93	113	\$30,615.00	8%
Cafes Restaurants	\$154.19	\$195.80	226	\$44,251.70	11%
Events Festivals Sports	\$33.04	\$149.98	63	\$9,449.00	2%
Gifts Souvenirs Collectibles	\$37.69	\$94.06	115	\$10,816.90	3%
Other	\$112.85	\$1,156.67	28	\$32,386.85	8%
	\$650.17	\$735.78	281	\$206,753.45	51%
Spend "Living" Expenses	Average Spend	Adjusted Average Spend	No.	Total Spend	%
Business Financial Legal	\$32.30	\$1,854.00	5	\$9,270.00	2%
Clothing Accessories	\$35.43	\$145.24	70	\$10,167.00	3%
Tech	\$10.92	\$120.58	26	\$3,135.00	1%
Food Drink	\$292.62	\$381.73	220	\$83,980.75	21%
Hair Beauty	\$21.59	\$99.92	62	\$6,195.00	2%
Hardware Home	\$41.41	\$155.84	76	\$11,844.00	3%
Health Medical	\$23.22	\$128.14	52	\$6,663.50	2%
Mechanical Petrol	\$211.36	\$298.82	203	\$60,659.61	15%
Other	\$26.06	\$439.97	17	\$7,479.55	2%
	\$694.75	\$763.96	261	\$199,394.41	49%
Total Average Spend per Travel Party	\$1,415.15		287	\$406,147.86	100%
Total Average Spend Per Person	\$641.12		629	\$403,246.86	



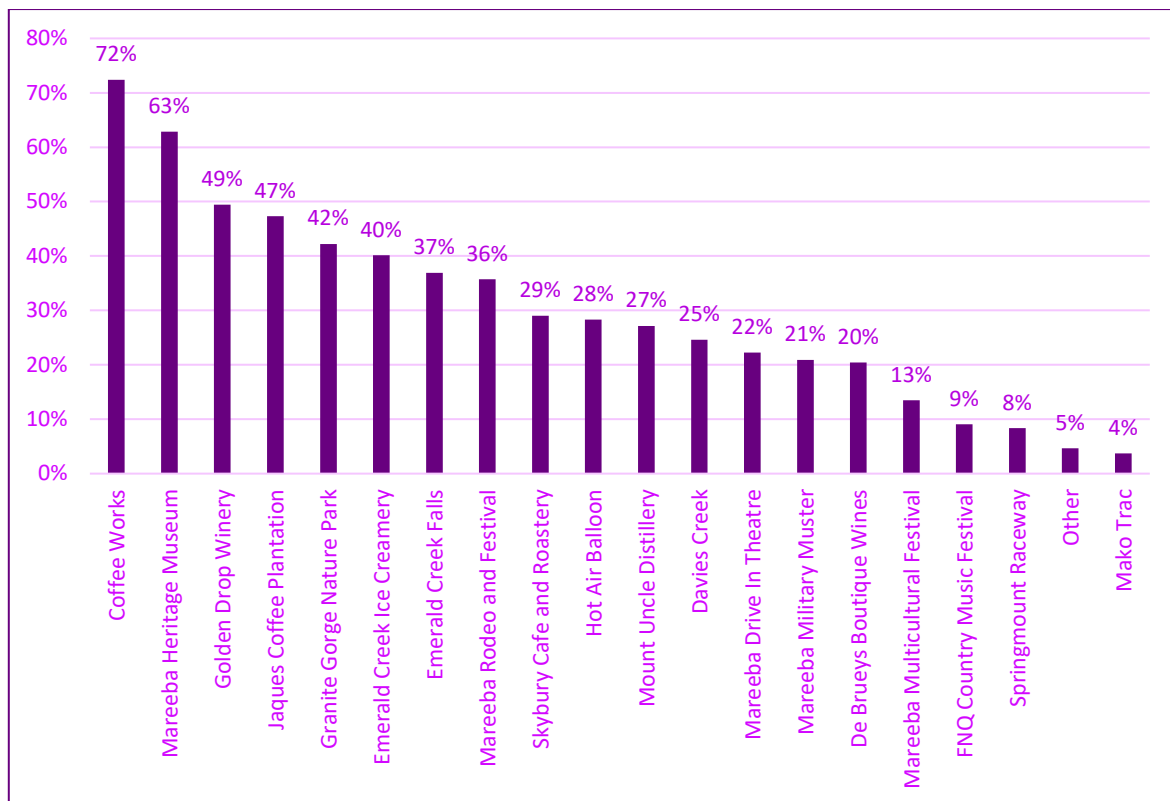
5.10 Which attractions have you heard of in Mareeba?

Respondents were able to provide multiple answers to this question. The highest number of visitors were aware of Coffee Works (72%) and the Mareeba Heritage Museum (63%). There was a tendency for awareness levels patterns to be similar to visitation patterns. However, there were some attractions that did not follow this pattern, for example, 28% of visitors had heard of Hot Air Ballooning but only 4% intended to participate in this attraction.

Other attractions listed by visitors were: Christmas in July, Railway/train rides, Water Fall Circuit, Markets, Bicentennial Lakes, Speedway, Ringers Rest, Kuranda, Tour of the Tropics, Chillagoe Caves, Horse events, Bike show, Gallo Diary. It is noted that not all of these attractions are located in Mareeba.

Table 14: Attractions heard of in Mareeba

	No.	% of respondents		No.	% of respondents
Coffee Works	312	72%	Davies Creek	106	25%
Mareeba Heritage Museum	271	63%	Mareeba Drive In Theatre	96	22%
Golden Drop Winery	213	49%	Mareeba Military Muster	90	21%
Jaques Coffee Plantation	204	47%	De Brueys Boutique Wines	88	20%
Granite Gorge Nature Park	182	42%	Mareeba Multicultural Festival	58	13%
Emerald Creek Ice Creamery	173	40%	FNQ Country Music Festival	39	9%
Emerald Creek Falls	159	37%	Springmount Raceway	36	8%
Mareeba Rodeo and Festival	154	36%	Other	20	5%
Skybury Cafe and Roastery	125	29%	Mako Trac	16	4%
Hot Air Balloon	122	28%	Total responses	2581	
Mount Uncle Distillery	117	27%			

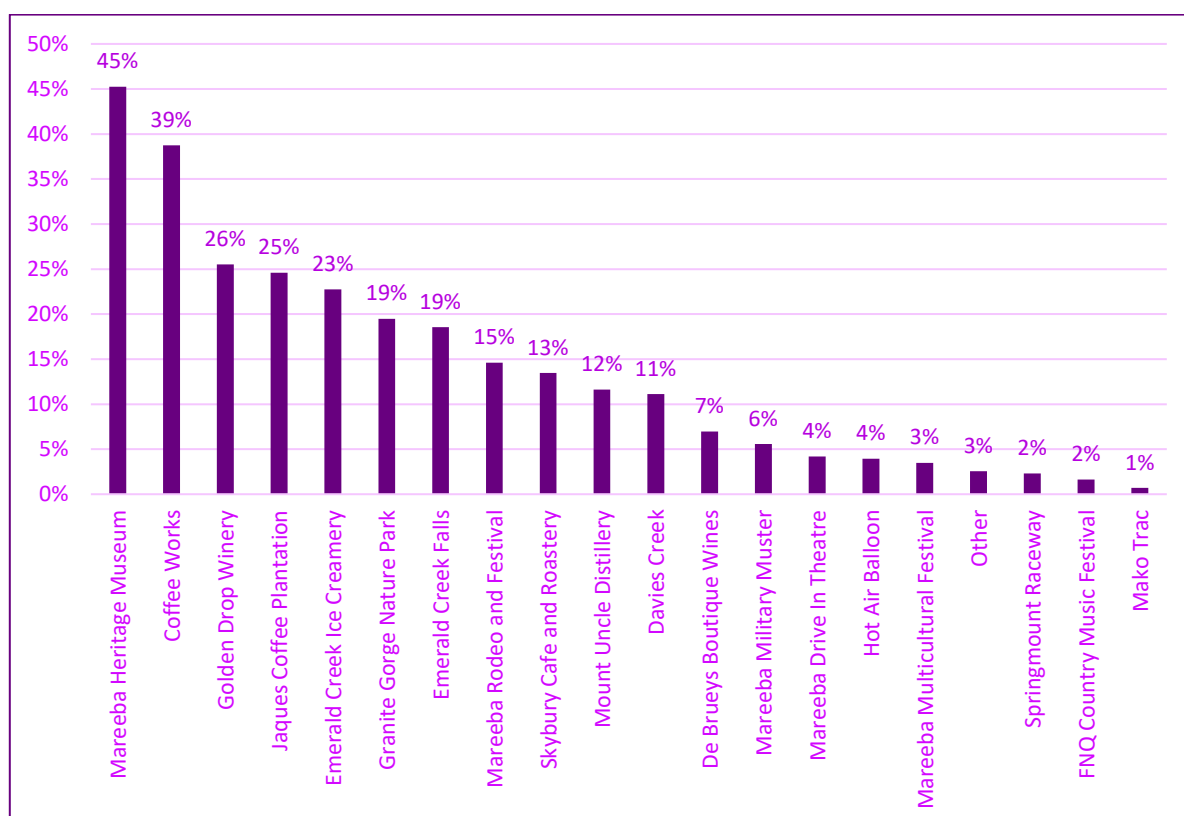


5.11 Which attractions will you visit on this trip to Mareeba?

Respondents were able to provide multiple answers to this question. Respondents were most likely to have visited the Mareeba Heritage Centre (45%) followed by Coffee Works (39%) Golden Drop Winery (26%), Jacques Coffee (25%) and Emerald Creek Ice Creamery (23%). The average number of attractions visited was 2.7 attractions.

Table 15: Attractions visited on this trip

	No.	% of respondents		No.	% of respondents
Mareeba Heritage Museum	195	45%	De Brueys Boutique Wines	30	7%
Coffee Works	167	39%	Mareeba Military Muster	24	6%
Golden Drop Winery	110	26%	Mareeba Drive In Theatre	18	4%
Jaques Coffee Plantation	106	25%	Hot Air Balloon	17	4%
Emerald Creek Ice Creamery	98	23%	Mareeba Multicultural Festival	15	3%
Granite Gorge Nature Park	84	19%	Other	11	3%
Emerald Creek Falls	80	19%	Springmount Raceway	10	2%
Mareeba Rodeo and Festival	63	15%	FNQ Country Music Festival	7	2%
Skybury Cafe and Roastery	58	13%	Mako Trac	3	1%
Mount Uncle Distillery	50	12%	Total responses	1194	
Davies Creek	48	11%			



5.12 What would entice you to stay longer or to return to Mareeba?

Respondents were able to provide multiple answers to this question. There was a wide range of responses, but leading responses were “More time” (11%), “Perfect/nothing extra” (11%), “Weather climate” (9%) and “Locals nice/friendly” (7%).

Table 16: Enticement to stay longer or return to Mareeba

	No.	% of respondents
More time	48	11%
Perfect/would live/will be back/unique/nothing extra	47	11%
Weather/climate	39	9%
So much to do/attractions/everything/need to return	32	7%
Locals/nice people/friendly/beautiful	22	5%
Camping/RV Parking/free/RV/low cost/closer to town/bush camping	19	4%
Family/friends	14	3%
Attractions/free/cheaper/more/local/natural/historical	14	3%
Information accessibility/more/better/for planning/access/better signage	11	3%
Shopping/more/cheaper/Sunday/Op shops	8	2%
Good location/base camp to explore region	8	2%
Better accommodation/more range/more/self-contained/without caravan	7	2%
Events/festivals/music/multicultural/more	7	2%
Rodeo	7	2%
Facilities/Pool & Spa/free showers	5	1%
Provisions for RV/MH travellers/dump point (Ringers & Granit) /rubbish bins/water availability/sealing road to Chillagoe/van wash	5	1%
Christmas in July	5	1%
Natural attractions/walking trails	5	1%
Historical information/museum/war/more	5	1%
Better cafes/variety/better quality/weekends/cheaper	4	1%
Ambiance/laid back/atmosphere	3	1%
Transport systems/tour Bus/ transport for RV/MH/Public transport/hire cars	3	1%
Information/visitor centre	3	1%
Leagues Club	3	1%
Landscaping/gardens/beautification	2	0%
Work opportunities/working visa	1	0%
Safety	1	0%
Mako Trac	1	0%
Markets	1	0%
Trains	1	0%
Church	1	0%
Medical services	1	0%
Walking/bike track from Kirrabee Park to Town	1	0%
Prospecting opportunities	1	0%
Total Responses	335	

5.13 Do you have any further comments about your visit to Mareeba?

Respondents were able to provide multiple answers to this question. Positive and negative have been separated and are presented below. There was a total of 348 positive comments and 30 negative comments.

Table 17: Positive comments about visit to Mareeba

Positive Comments	No.	% of respondents
Mareeba Nice place /great /pleasant /enjoyed /community /loved /richly diverse	111	26%
Historical museum/info centre/ excellent/staff great friendly helpful/ efficient/informative/amazing/good food café/history	75	17%
Friendly/people/service/shopkeepers/business/welcoming/customer service/lovely	58	13%
Will be back/return	16	4%
Tidy/beautiful/clean/vibrant	11	3%
Attractions plenty to do and see	10	2%
Great weather	8	2%
Great facilities/amenities/dump points	7	2%
RV/grey nomad friendly	6	1%
Good location/central/base camp to explore region	6	1%
Jackaroo Hotel good/friendly/good meals/room size	5	1%
Recommend/encourage other to visit/will rave	4	1%
Christmas in July fantastic/council commended	4	1%
Atmosphere/country/outback	3	1%
Price good/camping/low coast/free	3	1%
Great shopping/variety	3	1%
Golden Drop Winery excellent/first class	3	1%
Dog friendly	2	0%
Rodeo/great/friendly/helpful	2	0%
Mt Uncle/good	2	0%
Coffee works great	2	0%
Great hospital	1	0%
Tropical Tourist Park/friendly/helpful	1	0%
Trinity Plains Caravan Park/friendly	1	0%
Skybury Coffee excellent/first class	1	0%
Deli great variety/friendly	1	0%
Ringers Rest great	1	0%
K41 Park enjoyed	1	0%
Total Responses	348	

Table 18: Negative comments about visit to Mareeba

Negative Comments	No.	% of respondents
More information/time and dates of events/correct information/signage	6	1%
Bit expensive	3	1%
Difficulties with tour/lack of/rude/no product sampling	2	0%
Better public transport	2	0%
Second drop point RV/dump point/east side/main highway	2	0%
Reopen RSL	2	0%
Bring back German Night	2	0%
More affordable camping	2	0%
Few empty shops	1	0%
Better recycling facilities	1	0%
Hot showers	1	0%
No Autogas	1	0%
Mt Uncle restaurant closed	1	0%
Need Car wash	1	0%
Mareeba wetlands closed	1	0%
Portable dance floor for Christmas in July	1	0%
Slippery pavers on rainy day	1	0%
Total	30	

6.0 Appendix: Questionnaire



Mareeba Visitor Survey 2019

Welcome to Mareeba. The Mareeba Chamber of Commerce, Mareeba Shire Council and Mareeba Heritage Centre are working together to get a better understanding of visitor decision making. We encourage one visitor from each travel party to complete this questionnaire, about your visit to the town of Mareeba.

1. What is the main purpose of your visit to Mareeba? (tick one only)

- ☐ Business / employment / training
- ☐ Holiday / recreation / leisure
- ☐ Shopping or stock up supplies
- ☐ Special event (e.g. festival, sports event)
- ☐ Visiting friends and / or relatives
- ☐ Other - please specify _____

2. How many times have you visited Mareeba? (tick one only)

- ☐ 1 - this is my first visit to Mareeba
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

3. Where is your usual place of residence? (complete one option only)

- Postcode, if in Australia, or _____
- Country, if overseas _____

4. How long will you stay in Mareeba on this trip? (complete one option only)

- ☐ Just passing through / up to one day but not overnight, or
- ☐ Number of nights, please specify, or _____
- ☐ Number of months, please specify _____

5. What types of transport did you use to get to Mareeba from your usual place of residence? (tick all that apply)

- ☐ Privately owned car or 4WD
- ☐ Hire car or 4WD
- ☐ Privately owned motor home, caravan, camper trailer
- ☐ Hire motor home, caravan, camper trailer
- ☐ Air transport
- ☐ Rail transport
- ☐ Bus / coach
- ☐ Other - please specify _____

6. Which of the following information sources did you use to plan your visit? (tick all that apply)

	<i>I used these sources <u>before</u> arriving in Mareeba</i>	<i>I used these sources <u>after</u> arriving in Mareeba</i>
• Friends and family, word of mouth	<input type="checkbox"/>	<input type="checkbox"/>
• Online sources / websites / YouTube	<input type="checkbox"/>	<input type="checkbox"/>
• Personal knowledge - have visited Mareeba before	<input type="checkbox"/>	<input type="checkbox"/>
• Print sources e.g. brochures, books, newspapers, magazines	<input type="checkbox"/>	<input type="checkbox"/>
• Radio programs and advertising	<input type="checkbox"/>	<input type="checkbox"/>
• Social media e.g. Facebook, Instagram, Twitter	<input type="checkbox"/>	<input type="checkbox"/>
• Television programs and advertising	<input type="checkbox"/>	<input type="checkbox"/>
• Travel agent	<input type="checkbox"/>	<input type="checkbox"/>
• Travel club information e.g. CMCA	<input type="checkbox"/>	<input type="checkbox"/>
• Travel shows and fairs	<input type="checkbox"/>	<input type="checkbox"/>
• Visitor Information Centres	<input type="checkbox"/>	<input type="checkbox"/>
• Other - please provide details	<input type="checkbox"/>	<input type="checkbox"/>

7. How many people are in your immediate travel party?

(Your immediate travel party includes people with whom you share travel and daily expenses)

- Number of People*
- Number of children (under 18 years) _____
 - Number of adults _____

8. During this visit, approximately how much money will your immediate travel party spend on tourism related activities and expenses, within Mareeba? (complete dollar amount for each category)

	\$ Amount
• Accommodation	_____
• Attractions and tours	_____
• Cafes and restaurants	_____
• Events and festivals, including sports events	_____
• Gifts, souvenirs, collectibles	_____
• Other - please provide details	_____

9. During this visit, approximately how much money will your immediate travel party spend on other travel and daily living expenses, within Mareeba? (complete dollar amount for each category)

	\$ Amount
• Business, financial and legal	_____
• Clothing, shoes and accessories	_____
• Electrical, technology and telecommunications	_____
• Food, drink and other consumable goods	_____
• Hair and beauty	_____
• Hardware and home products	_____
• Health and medical	_____
• Mechanical and petrol	_____
• Other - please provide details	_____

10a. Which attractions have you heard of and which will you visit on this trip to Mareeba?

	<i>I have heard about this attraction.</i>	<i>I will visit this attraction on this trip.</i>
• Coffee Works	<input type="checkbox"/>	<input type="checkbox"/>
• Davies Creek National Park	<input type="checkbox"/>	<input type="checkbox"/>
• De Brueys Boutique Wines	<input type="checkbox"/>	<input type="checkbox"/>
• Emerald Creek Falls	<input type="checkbox"/>	<input type="checkbox"/>
• Emerald Creek Ice Creamery	<input type="checkbox"/>	<input type="checkbox"/>
• FNQ Country Music Festival	<input type="checkbox"/>	<input type="checkbox"/>
• Golden Drop Winery	<input type="checkbox"/>	<input type="checkbox"/>
• Granite Gorge Nature Park	<input type="checkbox"/>	<input type="checkbox"/>
• Hot Air Balloon	<input type="checkbox"/>	<input type="checkbox"/>
• Jaques Coffee Plantation	<input type="checkbox"/>	<input type="checkbox"/>

10b. Which attractions have you heard of and which will you visit on this trip to Mareeba?

	<i>I have heard about this attraction.</i>	<i>I will visit this attraction on this trip.</i>
• Mako Trac	<input type="checkbox"/>	<input type="checkbox"/>
• Mareeba Drive In Theatre	<input type="checkbox"/>	<input type="checkbox"/>
• Mareeba Heritage Museum	<input type="checkbox"/>	<input type="checkbox"/>
• Mareeba Military Muster	<input type="checkbox"/>	<input type="checkbox"/>
• Mareeba Multicultural Festival	<input type="checkbox"/>	<input type="checkbox"/>
• Mareeba Rodeo & Festival	<input type="checkbox"/>	<input type="checkbox"/>
• Mount Uncle Distillery	<input type="checkbox"/>	<input type="checkbox"/>
• Skybury Café and Roastery	<input type="checkbox"/>	<input type="checkbox"/>
• Springmount Raceway	<input type="checkbox"/>	<input type="checkbox"/>
• Other - please provide details _____	<input type="checkbox"/>	<input type="checkbox"/>

11. What would entice you to stay longer or to return to Mareeba? Please provide details.

12. Do you have any further comments about your visit to Mareeba?

Thank you for completing this questionnaire. This information will help us to direct our tourism activities and investment. The results of the survey will be collated and made publicly available, however no identifying data is collected and individual responses will be treated confidentially. If you would like more information about this survey please contact: communitywellbeing@msc.qld.gov.au