

NATURE BASED TOURISM

1. DEFINITION

Nature based tourism in the ACT includes the following activities:

- Go to the beach
- Visit national parks or state parks
- Visit botanical or other public gardens
- Visit farms
- Bushwalking or rainforest walks
- Go fishing
- Other outdoor activities (e.g. horse riding, rock climbing etc)

2. VISITOR NUMBERS

In the year ending December 2006, the ACT welcomed 240,000 domestic overnight visitors who participated in nature based tourism activities. This represents 12.6% of total domestic overnight visitors to the ACT for the year ending December 2006.

<i>Total domestic visitors undertaking nature based tourism activities in the ACT ('000)</i>						
	2001	2002	2003	2004	2005	2006
Overnight visitors	273	191	231	222	207	240

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

<i>Total domestic visitors to the ACT ('000)</i>						
	2001	2002	2003	2004	2005	2006
Overnight visitors	2,107	1,981	1,958	1,887	2,004	1,908

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

3. DEMOGRAPHICS

3.1. State of Origin

In the year ending December 2006, the majority of domestic overnight visitors who participated in nature based tourism activities in the ACT were from NSW (76%), followed by Queensland (9%).

<i>Total domestic overnight visitors undertaking nature based tourism activities in the ACT by State/Territory of Origin ('000)</i>						
<i>State/Territory of Origin</i>	2001	2002	2003	2004	2005	2006
New South Wales	178	110	140	117	130	182
Victoria	58	39	43	52	41	15
Queensland	11	15	27	23	22	21
Other States	27	30	22	30	14	21
Total	273	191	231	222	207	240

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

3.2. Gender

In the year ending December 2006, 58% of domestic overnight visitors who participated in nature based tourism activities in the ACT were male and 42% were female.

<i>Total domestic overnight visitors undertaking nature based tourism activities in the ACT by Gender ('000)</i>						
<i>Gender</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
Male	147	86	73	122	82	138
Female	127	105	158	100	125	102
Total	273	191	231	222	207	240

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

3.3. Age

In the year ending December 2006, visitors aged 25-44 years accounted for 39% of all domestic overnight visitors who participated in nature based tourism activities in the ACT, followed by visitors aged 45-64 years (27%).

<i>Total domestic overnight visitors undertaking nature based tourism activities in the ACT by Age Group ('000)</i>						
<i>Age</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
15-24 years	66	27	38	40	24	43
25-44 years	81	59	94	85	94	93
45-64 years	81	69	79	62	65	64
65 years or over	45	36	20	35	24	41
Total	273	191	231	222	207	240

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

4. TRAVEL BEHAVIOUR

4.1. Length of Stay

In the year ending December 2006, 62% of domestic overnight visitors who participated in nature based tourism activities in the ACT stayed 1 to 3 nights. The average length of stay was 4.5 nights in the year ending December 2006.

<i>Total domestic overnight visitors undertaking nature based tourism activities in the ACT by Length of Stay ('000)</i>						
<i>Length of stay</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
1 - 3 nights	187	133	158	159	137	148
4 - 7 nights	68	43	67	36	56	64
Over 8 nights	18	16	7	27	15	28
Total	273	191	231	222	207	240

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

<i>Total visitor nights of domestic visitors undertaking nature based tourism activities in the ACT ('000)</i>						
	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
Visitor nights	891	660	744	837	892	1,071

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

4.2. Travel Party

In the year ending December 2006, 29% of domestic overnight visitors who participated in nature based tourism activities in the ACT were travelling as part of a family group – parents and children, followed by adult couples (27%) and those travelling with friends or relatives (23%).

<i>Total domestic overnight visitors undertaking nature based tourism activities in the ACT by Travel Party ('000)</i>						
<i>Travel party</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Travelling alone</i>	52	25	45	43	23	50
<i>Adult couple</i>	72	48	68	56	75	64
<i>Family group – parents & children</i>	59	56	56	78	58	69
<i>Friends or relatives travelling together</i>	64	50	53	37	40	54
<i>Other</i>	27	11	10	7	11	4
Total	273	191	231	222	207	240

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

4.3. Transport

In the year ending December 2006, the majority of domestic overnight visitors who participated in nature based tourism activities in the ACT travelled by private or company vehicle (68%).

<i>Total domestic overnight visitors undertaking nature based tourism activities in the ACT by Transport Used ('000)</i>						
<i>Transport</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Air transport</i>	41	41	48	53	30	49
<i>Private or company vehicle</i>	201	125	165	146	143	164
<i>Other/ Not asked</i>	32	25	18	23	35	28
Total	273	191	231	222	207	240

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

4.4. Accommodation (based on visitor nights)

In the year ending December 2006, 55% of visitor nights of domestic visitors who participated in nature based tourism in the ACT were spent at the property of a friend or relative and 29% were spent in a hotel, resort, motel or motor inn.

<i>Total visitor nights of domestic visitors undertaking nature based activities in the ACT by Accommodation ('000)</i>						
<i>Accommodation</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>
<i>Hotel, resort, motel or motor inn</i>	366	165	173	204	215	307
<i>Friends or relatives property</i>	347	398	491	607	312	589
<i>Other/ Not asked</i>	178	98	80	26	365	175
Total	891	660	744	837	892	1,071

Source: National Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

Percentages may not sum to 100 due to rounding.