

# Australian tourists in the Great Barrier Reef region

The Social and Economic Long-Term Monitoring Program (SELTMP) is assisting Reef managers and other decision makers within the Great Barrier Reef region to incorporate the human dimension into their planning and management. For more information, visit <https://research.csiro.au/seltmp>.

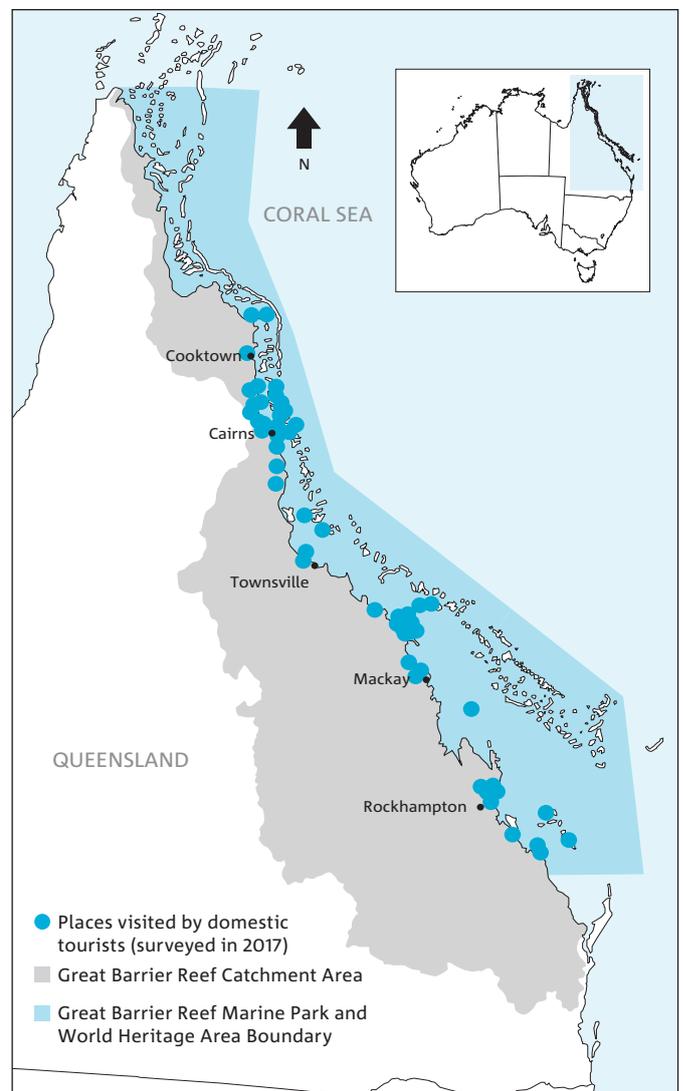
Since 2013, we have surveyed more than 12,300 people including coastal residents, tourists, commercial fishers and tourism operators in the Great Barrier Reef region as well as Australian residents around the country. We ask questions about resource dependency, use, well-being, values, aspirations, stewardship, capacity, satisfaction, understanding, perceptions of management, networks and economic viability.

This brochure takes a closer look at domestic visitors in the Great Barrier Reef region, including their values, perceptions and concerns about the Reef.

Long-term social and economic monitoring helps Reef managers understand the current status, historical trends and possible future trajectories of Reef users, industries and communities. It helps build a picture of how industries and communities are likely to respond and cope with changes in the environment and society. It can also assist in evaluating the effectiveness of management interventions.



The Great Barrier Reef is an iconic Australian tourist attraction.



## AUSTRALIAN TOURISTS



Data from 831 domestic visitors surveyed in the GBR region in June–July 2017.

## RESPONDENTS



77% were repeat visitors to the Great Barrier Reef region



58% visited the Great Barrier Reef during their stay



Median length of stay in the region = 7 days

## VALUES

What do domestic tourists value the most about the Great Barrier Reef?

- 1  Biodiversity
- 2  Scientific and educational
- 3  Aesthetic

## PERCEIVED THREATS

What do domestic tourists see as the greatest threats to the Great Barrier Reef?

- 1  Pollution
- 2  Climate change
- 3  Humans

## TRUST

Who do domestic tourists trust the most for information about the Great Barrier Reef?

- 1  Scientists
- 2  Reef managers
- 3  Conservation NGOs

## CONCERNS

- 77% are worried about climate change impacts on the Reef
- 66% feel they would be personally affected if the health of the Reef declines
- 18% think enough is being done to effectively manage the Reef

## STEWARDSHIP

- 83% would like to do more to help protect the Reef
- 79% would like to learn more about the condition of the Reef
- 61% believe they can make a personal difference in improving the health of the Reef

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