

Discover your edge

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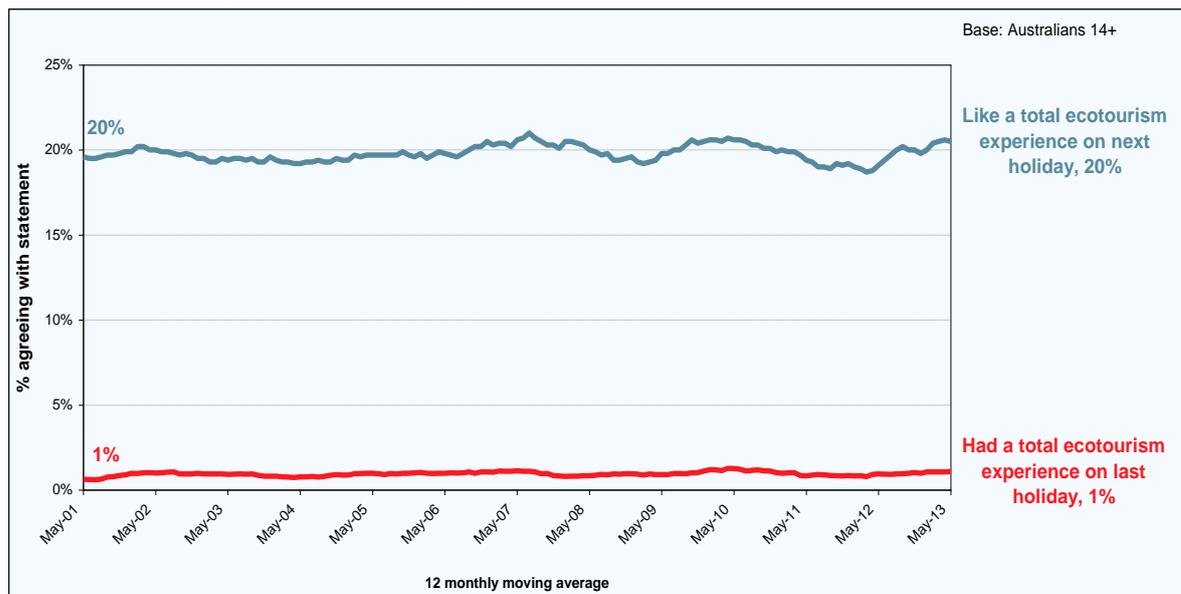
Ecotourism remains a dream for too many

One in five Australians would like a total ecotourism experience on their next holiday, but only one in a hundred get to take one, according to the latest findings from Roy Morgan Research.

In the year to March 2013, 20% of Australians aged 14+ said they'd like a total ecotourism experience, the same as in May 2001. But there's a big gap between wishing and doing: the dream has become reality for a fraction of those who are keen to experience nature at its best. Only one in a hundred actually had a total ecotourism experience on their last holiday, a statistic that has also remained unchanged since May 2001.

The market opportunity is blindingly obvious: it's the realisation that needs some work.

An Ecotourism experience on holiday



Source: Roy Morgan Single Source (Australia), June 2000 – May 2013, average annual sample n = 22,383.

Jane Ianniello, International Director of Tourism, Travel & Leisure, Roy Morgan Research, says:

“Ecotourism is a lucrative niche market that has huge potential for the Australian tourism industry. A large number of Australians would like an ecotourism experience but very few get to enjoy one.

“Eco-tourists are less likely than other tourists to visit holiday hot-spots such as Melbourne and the Gold Coast, and more likely to visit beautiful and often remote destinations in Northern Territory, Tasmania, Western Australia, Tropical North Queensland, United States and Asia. They spend \$186 per person per day when on an ecotourism holiday, compared to \$160 per day for the average tourist.

“It is important for ecotourism operators to understand the demographics, attitudes and behavioural profile of their target market, so as to tailor appropriate messages that motivate them to choose the product they seem so ready to experience.”

[Click here](#) for a profile of Australians who have taken an ecotourism holiday. These profiles provide an overview of their demographics, attitudes, activities and media usage.

Visit the [Roy Morgan Online Store](#) to access an extensive range of [Travel and Tourism Reports](#), including our [Holiday Destination Preference Profiles](#) and our [Holiday Destination Visitor Profiles](#). [Click here](#) to view our full range of profiles of holidaymakers by [Holiday Activities](#) – e.g. Beach Holiday, Backpacker Holiday, Casino Holiday, Disco/Nightlife, Hunter/Fisher Holiday, and many more.

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
20,000	±0.7	±0.6	±0.4	±0.3