

Calculating number of tourists visiting tamborine mountain per year

location	site	nr cars	heavy	light	
TAMBORINE - OXFORD ROAD	11,616	4,334	5.92%	4,077	
TAMBORINE - NERANG ROAD	11,586	1,707	5.00%	1,622	
TAMBORINE-CANUNGRA	11,607	948	7.10%	881	
TAMBORIN VILLAGE RD	11,615	3,507	7.62%	3,240	
total/day				9,820	
total/year				3,584,131	
one way/year car movements ^				1,792,065	A

postcodes	4271	4272	total	
nr residents^^	2,683	4,347	7,030	
residents/household^^	2.3	2.5		
nr of households	1,167	1,739	2,905	
cars/household^^	1.7	1.8		
nr of local cars	1,983	3,130	5,113	
nr rides off TM/car/week*			2.9	
total local one way rides/week			14,827	
total local one way rides/year			771,029	B

non resident trips/year		1,021,036	
percentage non tourism**	25%	255,259	C
tourism cars/year		765,777	A-B-C=D

nr tourists/car***	2.8		E
INDEPENDENT TOURISTS/YEAR		2,144,175	DxE=F

nr touringcars/week****	20		
nr people/bus****	40		
total bus tourists/week	800		
total bus tourists/year		41,600	G

nr minitours visitors/year main****	8,000		
minitour visitors/year other *****	12,000		
total minitour tourists/year		20,000	H

TOTAL tourists/year		2,205,775	F+G+H=J
Tourists < 15 years of age		153,155	K
TOTAL tourists/year minus children		2,052,620	
Tourists from within 40 kms		752,620	L
TOTAL tourists/year minus kids and GC residents		1,300,000	J-K-L

CONCLUSIONS. Based on measurements the data show that the mountain is visited each year by at least 2 million tourists.

If children and people from the Gold Coast are excluded in the counts, then it 'should' be 1.1-1.3 million, a figure based on gut feeling and state wide, not locally adjusted, data.

Any suggestion to improve the accuracy of the figures based on measurements and facts, not on political goals or gut feeling, is much appreciated!

- ^ Traffic census 2014
- ^^ Census 2011
- * surveymonkey
- ** guess
- *** car park counting
- **** check Gallery Walk shop owners
- ***** data from main operators

Remarks Mark Olsen Earthcheck(writing the Tourism Strategy for the Council) and comments by Jaap Vogel (in italic)
1 "Your estimate of 2.8 pax per vehicle is high. The average used in tourism analysis including children is 2.3....."
<i>The number of 2.8 is NOT an estimate, but a measurement. If that is higher than elsewhere, so be it. There is no reason to change, unless we have different local data (facts)</i>
2. "..... and excluding children is 2.1"
<i>To exclude children below 15 years of age a reduction of 0.2 in passengers/car equals 153,155. I have reduced the total by that number under "J". By the way, from my point of view children are also tourists for the tourism industry!</i>
3. "the maximum percentage of 'visitors' on any given stretch of State Controlled road was 67%. Your estimate is at 42% of all light vehicles are tourism vehicles. I think this is a little high."
<i>The 58% non-tourist trips consists of 771,000 trips by locals (43%) which is measured by survey and census data, and 255,000 of suppliers (25% of non-resident cars); this latter figure is an estimate, but considered by locals as very high. It represents 700 light vehicles coming to the mountain exclusively for work purposes, each day, equalling 1 car/minute every daylight minute of the year. Your statement "I think this is a little high" is not based on local knowledge; our very conservative guess is. No adjustments made until we have data or better educated guesses.</i>
4. "Your estimate of 20% being non-tourism is a little low; I think that number would be closer to 40% - 45% are non-tourism; that would bring the total percentage of through AADT to 31% of all light vehicles being visitors
<i>Your responses ("is a little low" and "I think that....") are based on comparisons with QLD state wide figures. Our percentage of 58% non-tourism is based on facts and an educated guess of work related non resident car-trips. Unless you have better information about the local situation I can't see reason to adjust our data.</i>
5. "The globally accepted definition of a trip (and what is used to filter responses in the NVS and IVS) is 40km or more for a purpose other than personal business." "The total number finally will be 1.1-1.3 million".
<i>In other words, even though they do visit the mountain for recreational purposes, visitors from within 40 kms (that is: from the Gold Coast) should not be counted as 'tourists'. To get to your 'wanted' number of 1.1-1.3 million, I have added 'your estimate' of 752,000 to 952,000 as non-countable Gold Coast tourists. You don't provide any evidence for these figures.</i>