



CAIRNS IN THE EYES OF TOURISTS



Flow of presentation

- Cairns in the eyes of tourists
 - Tourist attractions
 - Commercial services
 - Signs for guidance
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**CAIRNS IN THE EYES OF
TOURISTS
-TOURIST ATTRACTIONS**

Strengths

- High varieties of recreational activities
 - Sun-bathing, BBQ, bird-watching, exercise station, cycling, etc..



Esplanade

- NE coast of Cairns
- 26 km along the coastline
- Consist of 8 beaches



- **Natural beauty**
 - Lagoon, mudflat



- **Cultural heritage**



- **Well-designed area**
- **Ancillary Facilities**
 - Bars, shops, restaurants, hotels

- Poor enforcement





Conclusions and suggestions

- As a whole, Esplanade is an attractive place for both the local and tourists
- But, strong enforcement is needed so as to maintain the environment to be desirable



**CAIRNS IN THE EYES OF
TOURISTS
-COMMERCIAL SERVICES**

Services provided to tourists

- Accommodations
- Food
- Convenient stores
- Tourist information centers and booking services
- Outdoor activities equipments
- Garments
- Souvenir shops
- Shopping plazas
- Luxury products



Commercial Facilities

- Regional shopping centre:
“Cairns Central” with over 180 stores, including food court, retailing stores, chain stores, souvenir shops, supermarkets, etc.
- Other small stores on roadside



Services that are convenient to tourists

- At least 3 Information centres in the CBD
- Diversified shops along the street



- Different cuisines provided in the area
- Internet café and post office are convenient for the communication of tourists
- Pub and casino provide entertainment to the tourists





**CAIRNS IN THE EYES
OF TOURISTS
-SIGNS FOR GUIDANCE**

Strengths

- Tourists information centers
 - Friendly, willing to response
 - Easily accessible
 - Multiple stations
- Information stations



Weaknesses

- Lack of signs
- Not clear signs, only names of streets
 - Cannot guide tourists to destinated places e.g. Shopping centers



Weaknesses

- Tourists information centers
 - Cannot help tourists to explore the city
- Information stations
 - Unclear maps, mostly advertisements
 - Lack of maintenance of machinery
 - Information is not systematically arranged





Conclusion & Suggestions

- Not enough direction are given to tourists
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- Suggestions:
 - Clear signs associated with maps
 - Incorporate tourists attractions in maps
 - Government should help in providing and maintaining information services



The End