

First Impression of Cairns

outline

- Characteristics of shops in Cairns
- Hotel
- Souvenir Shops
- Watersports
- Conclusion

Characteristics of shops in Cairns

- Many tourists related services and shops
- E.g. Skydiving, cars and campers, underwater video and photo specialists



Characteristics of shops in Cairns

- Agglomeration
- E.g. cluster of internet shops and souvenir shops along Abbott Street

Characteristics of shops in Cairns

- Higher order services along the coast
- E.g. Resorts, Casino



Hotels in Cairns

Distribution of hotels

- Along coastal area
 - Densely distributed
 - High class hotel
 - Large scale
 - More green area
 - More facilities
- Inner area
 - Sparsely distributed
 - Low class
 - Small scale
 - Less green area
 - Less facilities



Characteristics

- Leisure
- High class
- Diversified
- Natural
- More green area
- Stress free



Souvenir Shops

- Concentrated around the City Place
- 80% of the shop keepers are Japanese women.



Souvenir Shops

- Selling Products :Mostly related to Koala and Kangaroos
- E.g. Key chains, magnets, dolls
- Japanese style is shown



Water sport related stores

- Scattered around the city
- Target: young and tourists (who are water sports lovers)
- Price: high
- Products: fashionable, well known brands eg. Roxy
- Related to other industry around the area eg. Diving course, eco-tourism

Conclusion

- Concentration of different kinds of shops
- A diversified tourist attractions.
- Suitable for all ages and people of different interests