



Travel by Australians

JUNE 2008

**QUARTERLY RESULTS OF THE
NATIONAL VISITOR SURVEY**

Tourism Australia 
Tourism Research Australia

Travel by Australians

**June 2008
Quarterly Results of the
National Visitor Survey**

Photo credit
Name of Image: Sunset drinks at the Prairie Hotel, South Australia
Photographer: Mike Newling
Tourism Australia Copyright 2008

The information in this Survey is presented in good faith and on the basis that neither Tourism Australia nor Tourism Research Australia, nor their agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication.

Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data.

ISSN: 1443 4954
© Copyright Tourism Australia 2008.

Tourism Australia and Tourism Research Australia permits copies to be made of this publication for the purpose of promoting Australian tourism, provided that Tourism Research Australia is recognised on any copies as the author and the material is reproduced in its current form and a statement similar to the one listed below is included on any copy. However, copies may not be made for a commercial purpose, that is, for sale without the permission of Tourism Research Australia.

This work should be referenced as: *Travel by Australians – June 2008 Quarterly Results of the National Visitor Survey*. Tourism Research Australia, Canberra.

Tourism Research Australia
Level 3 11-17 Swanson Plaza Belconnen ACT 2617
PO Box 1110 Belconnen ACT 2616
Telephone: + 61 2 6228 6100
Facsimile: + 61 2 6228 6180
Email: tra@tourism.australia.com

For further information on the National Visitor Survey, contact -Chris Rigg, Survey Section, Tourism Research Australia on 02 9361 1354.

Acknowledgements: NWC Research

Publication Date: 17 September 2008
ABN 99 657 548 712

www.tra.australia.com

Contents

| | |
|---|---|
| Main findings | 1 |
| Overnight travel within Australia | 2 |
| Day trips within Australia | 3 |
| Outbound travel by Australians | 4 |
| Total Domestic Economic Value..... | 5 |
| Regional expenditure..... | 5 |

| | |
|---------------------|---|
| Tables | 7 |
|---------------------|---|

Overnight trips

| | |
|--|----|
| 1. Overnight visitors and visitor nights by State/Territory visited and purpose of visit..... | 8 |
| 2. Overnight visitors by State/Territory visited | 9 |
| 3. Visitor nights by State/Territory visited..... | 10 |
| 4. Overnight visitors: State/Territory visited by main purpose of visit..... | 11 |
| 5. Visitors nights: State/Territory visited by main purpose of visit..... | 12 |
| 6. Overnight visitors and visitor nights by main purpose of visit | 13 |
| 7. Overnight visitors: State/Territory visited by State/Territory of origin..... | 14 |
| 8. Overnight visitors by State/Territory of origin and Australian population by State/Territory of residence | 15 |
| 9. Overnight visitors: Duration of visit by State/Territory visited | 16 |
| 10. Overnight visitors: Accommodation used by State/Territory visited | 17 |
| 11. Visitor nights: Accommodation used by State/Territory visited | 18 |
| 12. Overnight visitors: State/Territory visited by main transport used..... | 19 |
| 13. Expenditure by overnight visitors: Items of expenditure by main purpose of trip..... | 20 |

Day trips

| | |
|---|----|
| 14. Day visitors: State/Territory visited by main purpose of visit | 21 |
| 15. Day visitors by State/Territory visited | 22 |
| 16. Day visitors: State/Territory visited by main transport used | 23 |
| 17. Expenditure by day visitors: Items of expenditure by main purpose of visit..... | 24 |

Outbound trips

| | |
|---|----|
| 18. Australians travelling overseas: Visitors and average number of nights per trip by main destination and purpose of trip | 25 |
|---|----|

Total Domestic Economic Value

| | | |
|-----|-------------------------------------|----|
| 19. | Total Domestic Economic Value | 26 |
|-----|-------------------------------------|----|

Regional expenditure

| | | |
|-----|--|----|
| 20. | Modelled domestic day visitor expenditure in the top 20 regions ranked by expenditure..... | 27 |
| 21. | Modelled domestic day visitor expenditure in capital cities and regional areas for each State/Territory | 28 |
| 22. | Modelled domestic day visitor expenditure (destination expenditure only) by purpose of visit for each State/Territory..... | 29 |
| 23. | Modelled domestic overnight visitor expenditure in the top 20 regions ranked by expenditure, including airfares and long distance transport costs | 30 |
| 24. | Modelled domestic overnight visitor expenditure in the top 20 regions ranked by expenditure, excluding airfares and long distance transport costs | 31 |
| 25. | Modelled domestic overnight visitor expenditure in capital cities and regional areas for each State/Territory, including airfares and long distance transport costs..... | 32 |
| 26. | Modelled domestic overnight visitor expenditure in capital cities and regional areas for each State/Territory, excluding airfares and long distance transport costs..... | 33 |
| 27. | Modelled domestic overnight visitor expenditure (destination expenditure only) by total intrastate and interstate origin for each State/Territory | 34 |
| 28. | Modelled domestic overnight visitor expenditure (destination expenditure only) by purpose of visit for each State/Territory..... | 35 |

Figures

| | | |
|----|--|---|
| 1. | Visitor nights and overnight expenditure | 2 |
| 2. | Visitor nights by purpose of visit..... | 3 |
| 3. | Day visitors and day expenditure | 4 |
| 4. | Outbound travel | 4 |
| 5. | Total Domestic Economic Value..... | 5 |

| | |
|---|----|
| Introduction to the National Visitor Survey | 36 |
| Survey methodology | 37 |
| Data reliability..... | 38 |
| Expenditure | 41 |
| Glossary of terms | 44 |
| State and Territory abbreviations | 48 |
| About Tourism Research Australia | 49 |

MAIN FINDINGS

Overnight travel within Australia: Year ended 30 June 2008

Overnight travel involves a stay away from home for at least one night, at a place at least 40 kilometres from home. A person is an overnight visitor to a location if they stay one or more nights in the location while travelling.

Total trips There were 72.2 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 2% lower than the number of overnight trips for the equivalent period in 2007.

Visitor nights Australians spent 280 million nights away from home. This was 3% lower than the level recorded from the equivalent period in 2007.

Travel 67% of visitors travelled within their State or Territory of residence. The remaining 33% travelled interstate.

State/Territory visits New South Wales received the most visitors (33%), followed by Victoria (24%) and Queensland (24%).

State/Territory nights New South Wales received the most visitor nights with 29%, followed by Queensland (27%) and Victoria (19%).

Purpose Overnight travellers who had holiday or leisure as their main purpose of visit contributed to 49% of domestic visitor nights, followed by those visiting friends and relatives (30%) and business (15%).

Accommodation Of all visitor nights, the most popular type of accommodation was a friend's or relative's property (37%), followed by a hotel, resort, motel or motor inn (28%).

Transport The most common forms of transport used were a private vehicle (71%) and air transport (23%).

Expenditure Expenditure by overnight visitors amounted to \$44.7 billion, an increase of 4% compared with the same period in 2007 (Figure 1).

Figure 1: Visitor nights and overnight expenditure, year ending December 1998 to June 2008

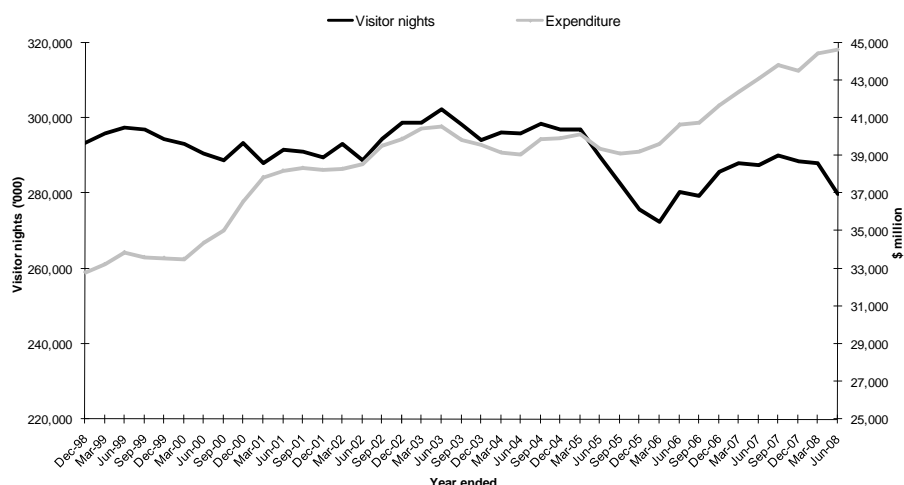
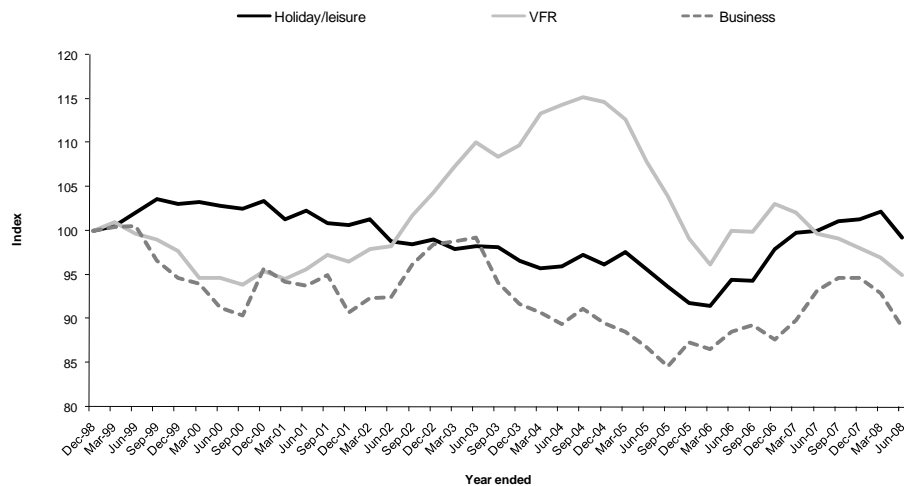


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to June 2008



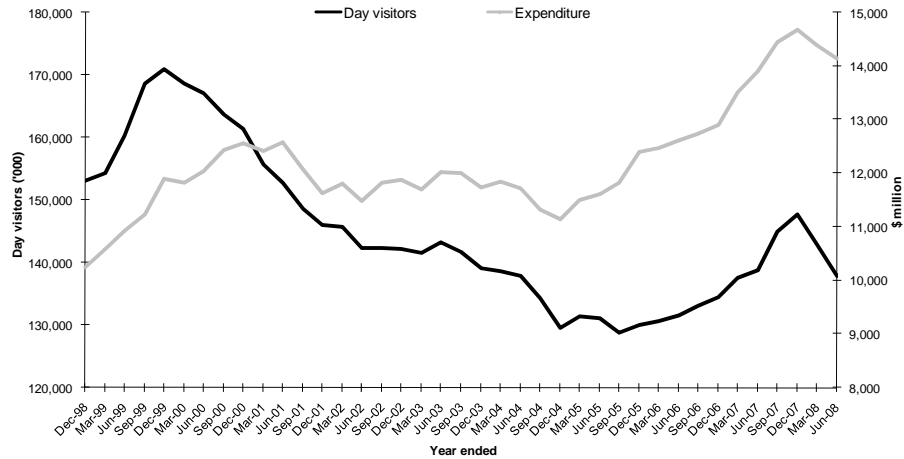
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than 100 indicate decline compared to the base year.

Day trips within Australia: Year ended 30 June 2008

Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.

- Total trips** There were 137.9 million day trips taken in Australia by Australian residents aged 15 years and over.
- Purpose** The most popular reason for a day trip was holiday or leisure (51%), followed by visiting friends and relatives (29%) and business (10%).
- State/Territory** New South Wales received the most day visitors (33%), followed by Victoria (25%) and Queensland (21%).
- Transport** The most common form of transport used was a private vehicle, with 91% of day visitors using this method of travel.
- Expenditure** Expenditure by same day visitors amounted to \$14.1 billion compared with \$13.9 billion for the same period in 2007 (Figure 3).

Figure 3: Day visitors and day expenditure, year ending December 1998 to June 2008



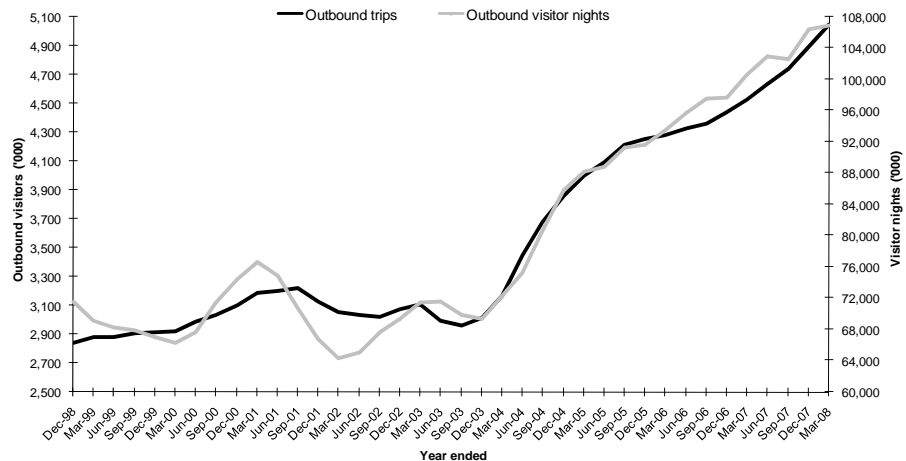
Outbound travel by Australians: Year ended 31 March 2008

Outbound or international travel involves a visit to another country. Only trips of less than 12 months duration qualify as international tourism.

Data for outbound trips is presented for the year ending March 2008 due to the 3 month recall period in the National Visitor Survey.

- Total trips** Australians aged 15 years and over took 5.0 million international trips (Figure 4).
- Nights** Australians spent an average of 21 nights abroad on each overseas trip.
- Countries** The most popular international destination was New Zealand (17%), followed by the USA and Canada (11%) and the United Kingdom (8%).
- Purpose** The most popular reason for outbound travel was holiday or leisure (52%), followed by visiting friends and relatives (24%) and business (22%).

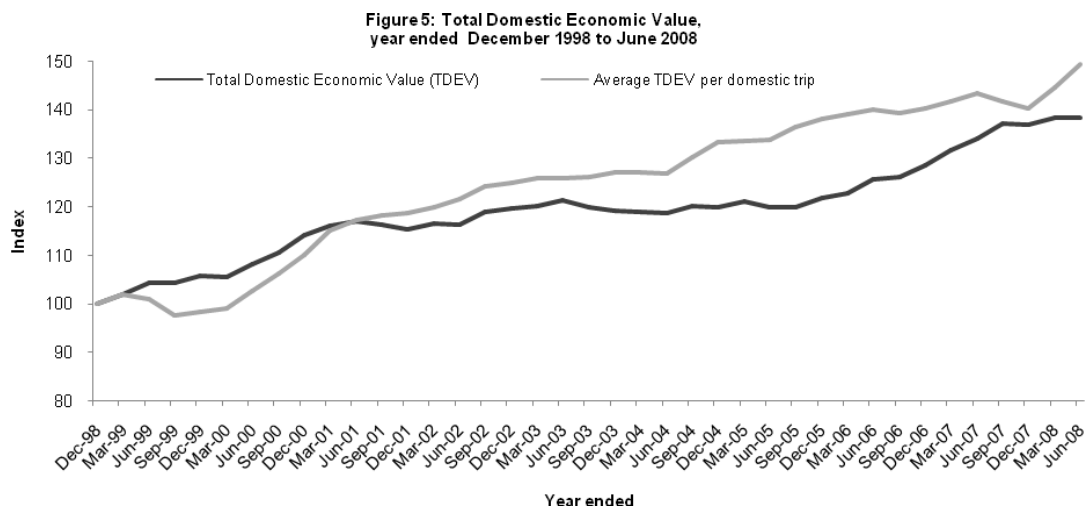
Figure 4: Outbound travel, year ending December 1998 to March 2008



Total Domestic Economic Value (TDEV)

TDEV

For the year ended 30 June 2008, the total economic value of domestic tourism increased by 3%, or \$2.0 billion (in nominal terms), to \$64.6 billion. Average TDEV per trip (overnight and day trips combined) also increased over that period, by 4% (in nominal terms) to \$307.



Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than 100 indicate decline compared to the base year.

Regional expenditure: Year ended 30 June 2008

Total expenditure

For the year ended 30 June 2008, modelled overnight expenditure increased by 4% to \$44.7 billion and modelled day expenditure increased by 2% to \$14.1 billion compared with the same period in 2007.

States/Territories

Spending by domestic overnight visitors was highest in Queensland (\$12.6 billion), followed by New South Wales (\$12.4 billion) and Victoria (\$8.7 billion). Spending by domestic day visitors was highest in New South Wales (\$4.7 billion), followed by Victoria (\$3.4 billion) and Queensland (\$3.1 billion).

Regional expenditure

Over half of expenditure by both domestic overnight visitors (52%) and domestic day visitors (58%) was spent in regional areas of Australia (\$23.2 billion, \$8.2 billion respectively). New South Wales and Tasmania received a higher share of expenditure in regional areas than any other State or Territory for both domestic overnight visitors (61%, 58% respectively) and day visitors (66%, 74% respectively).

| | |
|--|---|
| Tourism regions | <p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne and Sydney (\$4.8 billion) each. For domestic day visitors, expenditure was highest in Sydney (\$1.6 billion), followed by Melbourne (\$1.3 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in the Sunshine Coast (\$1.8 billion), followed by Mid North Coast NSW (\$1.6 billion) and Tropical North Queensland (\$1.5 billion). For domestic day visitors, expenditure was highest in South Coast NSW (\$521 million), followed by the Sunshine Coast (\$456 million), and Hunter NSW (\$451 million).</p> |
| Expenditure per visitor | <p>For domestic overnight visitors, expenditure per visitor was highest in Australia's North West (\$1,162), followed by Darwin (\$1,117), and Tropical North Queensland (\$1,080). For domestic day visitors, expenditure per visitor was highest in Canberra (\$184), followed by Fitzroy QLD (\$163), and Central NSW (\$134).</p> |
| Expenditure per night | <p>The highest average expenditure per night was in Melbourne (\$254), followed by Sydney (\$222), and Hobart and Surrounds (\$219).</p> |
| Intrastate and Interstate Expenditure | <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.1 billion), followed by Queensland (\$4.9 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.6 billion), followed by New South Wales (\$4.3 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.7 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.7 billion), followed by Victoria (\$1.5 billion). Victorian residents spent \$4.8 billion on interstate travel, including \$1.8 billion in Queensland and \$1.5 billion in New South Wales.</p> |
| Purpose | <p>Visitors who travelled for holiday or leisure purposes accounted for the highest share of expenditure in Australia – 59% of both domestic overnight and day expenditure.</p> <p>Spending by domestic overnight visitors travelling for holiday or leisure purposes was highest in Queensland (\$6.7 billion) while spending by domestic day visitors travelling for holiday or leisure purposes was highest in New South Wales (\$2.5 billion).</p> |

TABLES

Table 1
Overnight visitors and visitor nights by State/Territory visited and purpose of visit
June quarter 2008 and year ended 30 June 2008

| | Visitors | | Visitor nights | |
|---|---------------|------------|----------------|------------|
| | '000 | % | '000 | % |
| June quarter 2008 ^(d) | | | | |
| Visitors to: | | | | |
| New South Wales | 5 862 | 35 | 17 868 | 30 |
| Victoria | 3 850 | 23 | 10 891 | 18 |
| Queensland | 3 761 | 23 | 15 315 | 26 |
| South Australia | 1 185 | 7 | 4 077 | 7 |
| Western Australia | 1 384 | 8 | 5 818 | 10 |
| Tasmania ^(a) | 465 | 3 | 1 993 | 3 |
| Northern Territory | 311 | 2 | 1 719 | 3 |
| Australian Capital Territory | 478 | 3 | 1 191 | 2 |
| Purpose of visit ^(b) | | | | |
| Holiday/leisure | 7 210 | 43 | 26 960 | 46 |
| Visiting friends and/or relatives | 5 519 | 33 | 19 115 | 32 |
| Business | 3 529 | 21 | 9 852 | 17 |
| Other | 719 | 4 | 2 441 | 4 |
| Total ^(c) | 16 699 | 100 | 58 872 | 100 |
| Year ended 30 June 2008 | | | | |
| Visitors to: | | | | |
| New South Wales | 24 160 | 33 | 82 168 | 29 |
| Victoria | 17 291 | 24 | 52 323 | 19 |
| Queensland | 17 221 | 24 | 75 608 | 27 |
| South Australia | 5 163 | 7 | 18 687 | 7 |
| Western Australia | 6 087 | 8 | 30 036 | 11 |
| Tasmania ^(a) | 2 059 | 3 | 9 223 | 3 |
| Northern Territory | 1 062 | 1 | 6 589 | 2 |
| Australian Capital Territory | 1 922 | 3 | 5 210 | 2 |
| Purpose of visit ^(b) | | | | |
| Holiday/leisure | 32 041 | 44 | 138 581 | 49 |
| Visiting friends and/or relatives | 24 401 | 34 | 84 452 | 30 |
| Business | 13 861 | 19 | 41 577 | 15 |
| Other | 3 440 | 5 | 12 613 | 5 |
| Total ^(c) | 72 219 | 100 | 279 958 | 100 |

(a) See State specific surveys on page 40 for information about additional data available for Tasmania.

(b) See Glossary for information about what is included in each purpose of visit category.

(c) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip or may report several purposes for visiting various locations on a trip; total includes visitor nights for which purpose of visit has not been reported; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(d) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 1 shows that, during the June quarter 2008, 3,850,000 people visited destinations in Victoria and stayed for 10,891,000 nights, while during the year ended 30 June 2008, visitors whose main purpose was visiting friends and/or relatives totalled 84,452,000 nights.

Table 2
Overnight visitors by State/Territory visited

| | NSW | VIC | QLD | SA | WA | TAS ^(a) | NT | ACT ^(b) | Total ^(c) |
|-----------------------------|--------|--------|--------|-------|-------|--------------------|-------|--------------------|----------------------|
| '000 | | | | | | | | | |
| Interstate visitors | | | | | | | | | |
| 2007 | | | | | | | | | |
| June quarter | 1 986 | 1 394 | 1 396 | 511 | 326 | 265 | 214 | na | 6 194 |
| September quarter | 1 797 | 1 326 | 1 684 | 467 | 325 | 129 | 269 | na | 6 145 |
| December quarter | 1 836 | 1 425 | 1 430 | 487 | 299 | 246 | 114 | na | 6 018 |
| 2008 | | | | | | | | | |
| March quarter | 2 227 | 1 286 | 1 448 | 460 | 299 | 321 | 79 | na | 6 246 |
| June quarter ^(d) | 1 875 | 1 378 | 1 189 | 452 | 254 | 204 | 184 | na | 5 733 |
| Year ended 30 June | | | | | | | | | |
| 2007 | 7 854 | 5 172 | 5 827 | 1 921 | 1 280 | 988 | 722 | na | 24 281 |
| 2008 | 7 734 | 5 414 | 5 751 | 1 867 | 1 177 | 900 | 647 | na | 24 142 |
| Intrastate visitors | | | | | | | | | |
| 2007 | | | | | | | | | |
| June quarter | 4 387 | 2 816 | 3 443 | 859 | 1 303 | 268 | 115 | na | 12 792 |
| September quarter | 3 729 | 2 607 | 3 061 | 738 | 1 207 | 245 | 115 | na | 11 319 |
| December quarter | 4 006 | 2 949 | 2 786 | 834 | 1 232 | 261 | 99 | na | 11 814 |
| 2008 | | | | | | | | | |
| March quarter | 4 704 | 3 848 | 3 051 | 992 | 1 341 | 393 | 74 | na | 13 977 |
| June quarter ^(d) | 3 987 | 2 473 | 2 572 | 732 | 1 131 | 261 | 127 | na | 10 965 |
| Year ended 30 June | | | | | | | | | |
| 2007 | 16 817 | 11 741 | 11 972 | 3 390 | 5 325 | 1 092 | 376 | na | 49 290 |
| 2008 | 16 426 | 11 877 | 11 470 | 3 297 | 4 910 | 1 160 | 415 | na | 48 076 |
| Total visitors | | | | | | | | | |
| 2007 | | | | | | | | | |
| June quarter | 6 373 | 4 210 | 4 840 | 1 370 | 1 629 | 533 | 330 | 476 | 18 986 |
| September quarter | 5 526 | 3 934 | 4 745 | 1 205 | 1 533 | 374 | 384 | 525 | 17 464 |
| December quarter | 5 842 | 4 374 | 4 216 | 1 321 | 1 530 | 507 | 213 | 459 | 17 833 |
| 2008 | | | | | | | | | |
| March quarter | 6 931 | 5 134 | 4 498 | 1 452 | 1 640 | 714 | 153 | 460 | 20 223 |
| June quarter ^(d) | 5 862 | 3 850 | 3 761 | 1 185 | 1 384 | 465 | 311 | 478 | 16 699 |
| Year ended 30 June | | | | | | | | | |
| 2007 | 24 671 | 16 913 | 17 799 | 5 311 | 6 604 | 2 081 | 1 098 | 1 884 | 73 571 |
| 2008 | 24 160 | 17 291 | 17 221 | 5 163 | 6 087 | 2 059 | 1 062 | 1 922 | 72 219 |

na Data not available.

(a) See State specific surveys on page 40 for information about additional data available for Tasmania.

(b) Data for Australian Capital Territory (ACT) not separately identified as interstate/intrastate.

(c) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip.

(d) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 2 shows that, during the year ended 30 June 2008, there were 4,910,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3
Visitor nights by State/Territory visited

| | NSW | VIC | QLD | SA | WA | TAS ^(a) | NT | ACT ^(b) | Total ^(c) |
|----------------------------------|--------|--------|--------|--------|--------|--------------------|-------|--------------------|----------------------|
| '000 | | | | | | | | | |
| Interstate visitor nights | | | | | | | | | |
| 2007 | | | | | | | | | |
| June quarter | 7 147 | 5 260 | 7 901 | 2 112 | 3 037 | 1 620 | 1 745 | na | 30 140 |
| September quarter | 7 132 | 4 630 | 12 406 | 2 206 | 3 721 | 748 | 2 243 | na | 34 340 |
| December quarter | 7 487 | 5 738 | 8 687 | 2 290 | 3 334 | 1 715 | 1 038 | na | 31 622 |
| 2008 | | | | | | | | | |
| March quarter | 10 205 | 5 939 | 9 737 | 2 577 | 2 219 | 2 358 | 574 | na | 35 033 |
| June quarter ^(d) | 6 771 | 5 282 | 6 710 | 2 007 | 1 795 | 1 422 | 1 342 | na | 26 505 |
| Year ended 30 June | | | | | | | | | |
| 2007 | 33 833 | 21 850 | 38 074 | 9 019 | 10 962 | 6 669 | 6 309 | na | 132 439 |
| 2008 | 31 594 | 21 582 | 37 539 | 9 080 | 11 069 | 6 244 | 5 197 | na | 127 493 |
| Intrastate visitor nights | | | | | | | | | |
| 2007 | | | | | | | | | |
| June quarter | 12 459 | 6 601 | 9 578 | 2 310 | 4 907 | 650 | 389 * | na | 36 898 |
| September quarter | 10 179 | 5 774 | 9 786 | 1 879 | 5 497 | 529 | 419 * | na | 34 134 |
| December quarter | 12 620 | 6 831 | 9 161 | 2 270 | 4 386 | 746 | 374 * | na | 36 424 |
| 2008 | | | | | | | | | |
| March quarter | 16 678 | 12 520 | 10 517 | 3 388 | 5 061 | 1 134 | 222 * | na | 49 533 |
| June quarter ^(d) | 11 097 | 5 609 | 8 605 | 2 070 | 4 023 | 571 | 377 * | na | 32 366 |
| Year ended 30 June | | | | | | | | | |
| 2007 | 51 029 | 30 805 | 38 816 | 9 714 | 20 394 | 2 850 | 1 227 | na | 155 139 |
| 2008 | 50 574 | 30 733 | 38 069 | 9 607 | 18 967 | 2 980 | 1 392 | na | 152 458 |
| Total visitor nights | | | | | | | | | |
| 2007 | | | | | | | | | |
| June quarter | 19 606 | 11 861 | 17 479 | 4 422 | 7 943 | 2 270 | 2 134 | 1 323 | 67 039 |
| September quarter | 17 311 | 10 404 | 22 191 | 4 085 | 9 218 | 1 277 | 2 663 | 1 254 | 68 474 |
| December quarter | 20 107 | 12 569 | 17 848 | 4 560 | 7 720 | 2 461 | 1 413 | 1 339 | 68 045 |
| 2008 | | | | | | | | | |
| March quarter | 26 882 | 18 459 | 20 254 | 5 965 | 7 280 | 3 493 | 795 | 1 425 | 84 567 |
| June quarter ^(d) | 17 868 | 10 891 | 15 315 | 4 077 | 5 818 | 1 993 | 1 719 | 1 191 | 58 872 |
| Year ended 30 June | | | | | | | | | |
| 2007 | 84 861 | 52 655 | 76 890 | 18 734 | 31 356 | 9 519 | 7 536 | 5 959 | 287 578 |
| 2008 | 82 168 | 52 323 | 75 608 | 18 687 | 30 036 | 9 223 | 6 589 | 5 210 | 279 958 |

na Data not available.

* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) See State specific surveys on page 40 for information about additional data available for Tasmania.

(b) Data for Australian Capital Territory (ACT) not separately identified as interstate/intrastate.

(c) Total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(d) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 3 shows that, during the year ended 30 June 2008, a total of 75,608,000 visitor nights were spent in Queensland, while during the June quarter 2008, 6,710,000 nights were spent in Queensland by interstate visitors.

Table 4
Overnight visitors: State/Territory visited by main purpose of visit
Year ended 30 June 2008

| | Holiday/leisure | | VFR | | Business | | Other | | Total ^(a) | |
|---|-----------------|------------|---------------|------------|---------------|------------|--------------|------------|----------------------|------------|
| | '000 | % | '000 | % | '000 | % | '000 | % | '000 | % |
| Interstate visitors to: | | | | | | | | | | |
| NSW | 3 132 | 31 | 2 446 | 31 | 1 981 | 28 | 357 | 35 | 7 734 | 32 |
| VIC | 1 958 | 19 | 1 716 | 22 | 1 686 | 24 | 230 | 22 | 5 414 | 22 |
| QLD | 2 755 | 27 | 1 697 | 22 | 1 297 | 18 | 159 | 15 | 5 751 | 24 |
| SA | 634 | 6 | 593 | 8 | 577 | 8 | 101 | 10 | 1 867 | 8 |
| WA | 346 | 3 | 309 | 4 | 521 | 7 | 30 * | 3 * | 1 177 | 5 |
| TAS ^(b) | 491 | 5 | 228 | 3 | 197 | 3 | 17 * | 2 * | 900 | 4 |
| NT | 353 | 3 | 94 | 1 | 174 | 2 | 23 * | 2 * | 647 | 3 |
| ACT ^(c) | na | na | na | na | na | na | na | na | na | na |
| Total interstate visitors ^(d) | 10 179 | 100 | 7 791 | 100 | 7 024 | 100 | 1 026 | 100 | 24 142 | 100 |
| Intrastate visitors to: | | | | | | | | | | |
| NSW | 7 344 | 32 | 6 202 | 36 | 2 224 | 31 | 849 | 33 | 16 426 | 34 |
| VIC | 6 219 | 27 | 4 064 | 24 | 1 158 | 16 | 521 | 20 | 11 877 | 25 |
| QLD | 4 872 | 21 | 4 031 | 24 | 2 097 | 29 | 633 | 25 | 11 470 | 24 |
| SA | 1 669 | 7 | 988 | 6 | 464 | 6 | 198 | 8 | 3 297 | 7 |
| WA | 2 340 | 10 | 1 423 | 8 | 920 | 13 | 280 | 11 | 4 910 | 10 |
| TAS ^(b) | 570 | 2 | 343 | 2 | 178 | 2 | 74 | 3 | 1 160 | 2 |
| NT | 142 | 1 | 61 | 0 | 189 | 3 | 27 * | 1 * | 415 | 1 |
| ACT ^(c) | na | na | na | na | na | na | na | na | na | na |
| Total intrastate visitors ^(d) | 23 160 | 100 | 17 122 | 100 | 7 234 | 100 | 2 582 | 100 | 48 076 | 100 |
| Total visitors to: | | | | | | | | | | |
| NSW | 10 477 | 33 | 8 648 | 35 | 4 205 | 30 | 1 206 | 35 | 24 160 | 33 |
| VIC | 8 177 | 26 | 5 781 | 24 | 2 844 | 21 | 751 | 22 | 17 291 | 24 |
| QLD | 7 627 | 24 | 5 728 | 23 | 3 394 | 24 | 792 | 23 | 17 221 | 24 |
| SA | 2 303 | 7 | 1 580 | 6 | 1 041 | 8 | 299 | 9 | 5 163 | 7 |
| WA | 2 686 | 8 | 1 733 | 7 | 1 440 | 10 | 309 | 9 | 6 087 | 8 |
| TAS ^(b) | 1 061 | 3 | 571 | 2 | 375 | 3 | 92 | 3 | 2 059 | 3 |
| NT | 495 | 2 | 155 | 1 | 363 | 3 | 50 * | 1 * | 1 062 | 1 |
| ACT | 511 | 2 | 717 | 3 | 592 | 4 | 110 | 3 | 1 922 | 3 |
| Total ^(d) | 32 041 | 100 | 24 401 | 100 | 13 861 | 100 | 3 440 | 100 | 72 219 | 100 |

na Data not available.

* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) Components may not add to total as overnight visitors may report several purposes for visiting various locations on a trip.

(b) See State specific surveys on page 40 for information about additional data available for Tasmania.

(c) Data for Australian Capital Territory (ACT) not separately identified as interstate/intrastate.

(d) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 4 shows that, during the year ended 30 June 2008, 31% of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 32,041,000 visitors travelled for holiday/leisure purposes.

Table 5
Visitor nights: State/Territory visited by main purpose of visit
June quarter 2008 and year ended 30 June 2008

| | Holiday/leisure | | VFR | | Business | | Other | | Total ^(a) | |
|---|-----------------|------------|---------------|------------|---------------|------------|---------------|------------|----------------------|------------|
| | '000 | % | '000 | % | '000 | % | '000 | % | '000 | % |
| June quarter 2008 ^(d) | | | | | | | | | | |
| Visitor nights in: | | | | | | | | | | |
| NSW | 7 952 | 30 | 6 134 | 32 | 2 771 | 28 | 909 | 37 | 17 868 | 30 |
| VIC | 5 001 | 19 | 3 964 | 21 | 1 467 | 15 | 426 * | 17 * | 10 891 | 18 |
| QLD | 7 397 | 27 | 5 231 | 27 | 2 225 | 23 | 395 * | 16 * | 15 315 | 26 |
| SA | 1 754 | 7 | 1 078 | 6 | 867 | 9 | 240 * | 10 * | 4 077 | 7 |
| WA | 2 635 | 10 | 1 333 | 7 | 1 461 | 15 | 303 * | 12 * | 5 818 | 10 |
| TAS ^(b) | 1 081 | 4 | 627 | 3 | 197 * | 2 * | 46 ** | 2 ** | 1 993 | 3 |
| NT | 810 | 3 | 286 * | 1 * | 547 | 6 | 40 ** | 2 ** | 1 719 | 3 |
| ACT | 329 * | 1 * | 461 * | 2 * | 317 * | 3 * | 84 ** | 3 ** | 1 191 | 2 |
| Total ^(c) | 26 960 | 100 | 19 115 | 100 | 9 852 | 100 | 2 441 | 100 | 58 872 | 100 |
| Year ended 30 June 2008 | | | | | | | | | | |
| Visitor nights in: | | | | | | | | | | |
| NSW | 39 830 | 29 | 27 752 | 33 | 10 426 | 25 | 3 865 | 31 | 82 168 | 29 |
| VIC | 26 371 | 19 | 16 686 | 20 | 7 184 | 17 | 1 893 | 15 | 52 323 | 19 |
| QLD | 39 399 | 28 | 21 741 | 26 | 9 991 | 24 | 3 799 | 30 | 75 608 | 27 |
| SA | 8 777 | 6 | 5 661 | 7 | 3 098 | 7 | 893 | 7 | 18 687 | 7 |
| WA | 13 906 | 10 | 7 081 | 8 | 6 780 | 16 | 1 370 | 11 | 30 036 | 11 |
| TAS ^(b) | 5 313 | 4 | 2 501 | 3 | 1 038 | 2 | 287 * | 2 * | 9 223 | 3 |
| NT | 3 561 | 3 | 842 | 1 | 1 678 | 4 | 177 * | 1 * | 6 589 | 2 |
| ACT | 1 397 | 1 | 2 189 | 3 | 1 295 | 3 | 329 * | 3 * | 5 210 | 2 |
| Total ^(c) | 138 581 | 100 | 84 452 | 100 | 41 577 | 100 | 12 613 | 100 | 279 958 | 100 |

*** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) Total includes visitor nights for which purpose of visit was not asked for each stopover.

(b) See State specific surveys on page 40 for information about additional data available for Tasmania.

(c) Components may not add to total as total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(d) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 5 shows that, during the year ended 30 June 2008, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,038,000 nights, while during the June quarter 2008, Victoria accounted for 21% of visitor nights where the main purpose of visit was visiting friends and/or relatives.

Table 6
Overnight visitors and visitor nights by main purpose of visit

| | Holiday/leisure | | VFR | | Business | | Other | | Total ^(a) | |
|-----------------------------|-----------------|----|--------|----|----------|----|--------|---|----------------------|-----|
| | '000 | % | '000 | % | '000 | % | '000 | % | '000 | % |
| Overnight visitors | | | | | | | | | | |
| 2007 | | | | | | | | | | |
| June quarter | 7 975 | 42 | 6 494 | 34 | 3 978 | 21 | 960 | 5 | 18 986 | 100 |
| September quarter | 7 130 | 41 | 5 757 | 33 | 3 888 | 22 | 1 060 | 6 | 17 464 | 100 |
| December quarter | 7 321 | 41 | 6 409 | 36 | 3 613 | 20 | 912 | 5 | 17 833 | 100 |
| 2008 | | | | | | | | | | |
| March quarter | 10 381 | 51 | 6 716 | 33 | 2 832 | 14 | 750 | 4 | 20 223 | 100 |
| June quarter ^(b) | 7 210 | 43 | 5 519 | 33 | 3 529 | 21 | 719 | 4 | 16 699 | 100 |
| Year ended 30 June | | | | | | | | | | |
| 2007 | 32 181 | 44 | 25 134 | 34 | 14 256 | 19 | 3 719 | 5 | 73 571 | 100 |
| 2008 | 32 041 | 44 | 24 401 | 34 | 13 861 | 19 | 3 440 | 5 | 72 219 | 100 |
| Visitor nights | | | | | | | | | | |
| 2007 | | | | | | | | | | |
| June quarter | 31 119 | 46 | 20 870 | 31 | 11 670 | 17 | 3 147 | 5 | 67 039 | 100 |
| September quarter | 32 306 | 47 | 19 193 | 28 | 12 049 | 18 | 3 403 | 5 | 68 474 | 100 |
| December quarter | 31 874 | 47 | 21 820 | 32 | 10 751 | 16 | 3 057 | 4 | 68 045 | 100 |
| 2008 | | | | | | | | | | |
| March quarter | 47 441 | 56 | 24 323 | 29 | 8 925 | 11 | 3 712 | 4 | 84 567 | 100 |
| June quarter ^(b) | 26 960 | 46 | 19 115 | 32 | 9 852 | 17 | 2 441 | 4 | 58 872 | 100 |
| Year ended 30 June | | | | | | | | | | |
| 2007 | 139 685 | 49 | 88 635 | 31 | 43 508 | 15 | 13 403 | 5 | 287 578 | 100 |
| 2008 | 138 581 | 49 | 84 452 | 30 | 41 577 | 15 | 12 613 | 5 | 279 958 | 100 |

(a) Components may not add to total as overnight visitors may report several purposes for visiting various locations on a trip; total includes visitor nights for which purpose of visit was not asked.

(b) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 6 shows that, during the June quarter 2008, 3,529,000 visitors were travelling for business purposes and they stayed a total of 9,852,000 nights.

Table 7
Overnight visitors: State/Territory visited by State/Territory of origin
June quarter 2008 and year ended 30 June 2008

| | State/Territory of origin | | | | | | | | Total |
|-----------------------------|----------------------------------|---------------|---------------|--------------|--------------|--------------------|------------|--------------|---------------|
| | NSW | VIC | QLD | SA | WA | TAS ^(a) | NT | ACT | |
| | '000 | | | | | | | | |
| | June quarter 2008 ^(c) | | | | | | | | |
| Visitors to: | | | | | | | | | |
| NSW | 3 987 | 760 | 613 | 93 | 76 | 34 * | 14 * | 284 | 5 862 |
| VIC | 615 | 2 473 | 211 | 235 | 99 | 88 | 17 * | 113 | 3 850 |
| QLD | 685 | 285 | 2 572 | 86 | 60 | 21 * | 23 * | 27 * | 3 761 |
| SA | 137 | 191 | 50 * | 732 | 42 * | 10 ** | 11 ** | 12 * | 1 185 |
| WA | 91 | 78 | 31 * | 21 * | 1 131 | 4 ** | 15 * | 14 * | 1 384 |
| TAS ^(a) | 46 * | 110 | 21 * | 18 * | 7 ** | 261 | 2 ** | 0 ** | 465 |
| NT | 28 * | 66 | 48 * | 19 * | 20 * | 3 ** | 127 | 0 ** | 311 |
| ACT | 307 | 87 | 40 * | 14 * | 12 * | 8 ** | 4 ** | 7 ** | 478 |
| Total ^(b) | 5 895 | 4 048 | 3 587 | 1 218 | 1 448 | 430 | 214 | 457 | 16 699 |
| | Year ended 30 June 2008 | | | | | | | | |
| Visitors to: | | | | | | | | | |
| NSW | 16 426 | 2 847 | 2 607 | 451 | 300 | 146 | 64 | 1 320 | 24 160 |
| VIC | 2 469 | 11 877 | 835 | 944 | 456 | 344 | 71 | 295 | 17 291 |
| QLD | 3 271 | 1 552 | 11 470 | 354 | 232 | 113 | 81 | 148 | 17 221 |
| SA | 525 | 826 | 183 | 3 297 | 155 | 42 * | 67 | 68 | 5 163 |
| WA | 357 | 372 | 216 | 113 | 4 910 | 31 * | 45 * | 42 * | 6 087 |
| TAS ^(a) | 224 | 416 | 121 | 51 * | 62 | 1 160 | 7 ** | 18 * | 2 059 |
| NT | 132 | 194 | 125 | 90 | 73 | 8 | 415 | 25 * | 1 062 |
| ACT | 1 255 | 339 | 160 | 68 | 50 * | 26 * | 14 * | 11 ** | 1 922 |
| Total ^(b) | 24 661 | 18 425 | 15 717 | 5 367 | 6 241 | 1 869 | 765 | 1 926 | 72 219 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) See State specific surveys on page 40 for information about additional data available for Tasmania.

(b) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(c) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.
 Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 7 shows that, during the year ended 30 June 2008, 113,000 visitors to Queensland were residents of Tasmania, while during the June quarter 2008, 261,000 Tasmanian residents took an overnight trip in their own State.

Table 8
Overnight visitors by State/Territory of origin and Australian
population by State/Territory of residence
June quarter 2008 and year ended 30 June 2008

| | Origin of visitors | | Population ^(a) | | Visitor rate ^(b) |
|---|--------------------|------------|---------------------------|------------|-----------------------------|
| | '000 | % | '000 | % | |
| June quarter 2008 ^(d) | | | | | |
| State/Territory of residence | | | | | |
| New South Wales | 5 895 | 35 | 5 613 | 33 | 1.1 |
| Victoria | 4 048 | 24 | 4 184 | 25 | 1.0 |
| Queensland | 3 587 | 21 | 3 335 | 20 | 1.1 |
| South Australia | 1 218 | 7 | 1 277 | 8 | 1.0 |
| Western Australia | 1 448 | 9 | 1 685 | 10 | 0.9 |
| Tasmania ^(c) | 430 | 3 | 396 | 2 | 1.1 |
| Northern Territory | 214 | 1 | 159 | 1 | 1.3 |
| Australian Capital Territory | 457 | 3 | 269 | 2 | 1.7 |
| Total | 16 699 | 100 | 16 917 | 100 | 1.0 |
| Year ended 30 June 2008 | | | | | |
| State/Territory of residence | | | | | |
| New South Wales | 24 661 | 34 | 5 613 | 33 | 4.4 |
| Victoria | 18 425 | 26 | 4 184 | 25 | 4.4 |
| Queensland | 15 717 | 22 | 3 335 | 20 | 4.7 |
| South Australia | 5 367 | 7 | 1 277 | 8 | 4.2 |
| Western Australia | 6 241 | 9 | 1 685 | 10 | 3.7 |
| Tasmania ^(c) | 1 869 | 3 | 396 | 2 | 4.7 |
| Northern Territory | 765 | 1 | 159 | 1 | 4.8 |
| Australian Capital Territory | 1 926 | 3 | 269 | 2 | 7.2 |
| Total | 72 219 | 100 | 16 917 | 100 | 4.3 |

(a) Population figures are as of 30 June 2008.

(b) The visitor rate is a measure of frequency of travel by Australian residents. It is the ratio of visitors to population for a State/Territory of residence. For example, a rate of 2.0 for Australia would indicate that, on average, Australians took 2.0 overnight trips each during the period.

(c) See State specific surveys on page 40 for information about additional data available for Tasmania.

(d) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 8 shows that, during the year ended 30 June 2008, Northern Territory residents took 765,000 overnight trips. The visitor rate shows that this is an average of 4.8 trips per Northern Territory resident.

Table 9
Overnight visitors: Duration of visit by State/Territory visited
Year ended 30 June 2008

| | NSW | VIC | QLD | SA | WA | TAS ^(a) | NT | ACT | Total ^(b) |
|--|---------------|---------------|---------------|--------------|--------------|--------------------|--------------|--------------|----------------------|
| | '000 | | | | | | | | |
| Duration of visit ^(c) | | | | | | | | | |
| 1 night | 6 802 | 5 426 | 4 477 | 1 363 | 1 470 | 511 | 177 | 639 | 20 662 |
| 2 nights | 6 654 | 4 882 | 3 777 | 1 336 | 1 499 | 475 | 192 | 617 | 19 353 |
| 3 nights | 3 811 | 2 764 | 2 285 | 830 | 888 | 307 | 130 | 248 | 11 203 |
| 4-7 nights | 5 211 | 3 286 | 4 518 | 1 189 | 1 403 | 448 | 317 | 347 | 16 505 |
| 8-14 nights | 1 324 | 749 | 1 636 | 331 | 538 | 243 | 155 | 59 | 4 971 |
| 15-21 nights | 179 | 113 | 295 | 77 | 128 | 47 * | 58 | 8 ** | 899 |
| 22 nights or more | 178 | 71 | 232 | 37 * | 160 | 28 * | 33 * | 4 ** | 725 |
| Total | 24 160 | 17 291 | 17 221 | 5 163 | 6 087 | 2 059 | 1 062 | 1 922 | 72 219 |
| Average duration of visit | 3 | 3 | 4 | 4 | 5 | 4 | 6 | 3 | 4 |
| Median duration of visit ^(d) | 2 | 2 | 3 | 2 | 3 | 3 | 4 | 2 | 2 |
| | % | | | | | | | | |
| Duration of visit ^(c) | | | | | | | | | |
| 1 night | 28 | 31 | 26 | 26 | 24 | 25 | 17 | 33 | 29 |
| 2 nights | 28 | 28 | 22 | 26 | 25 | 23 | 18 | 32 | 27 |
| 3 nights | 16 | 16 | 13 | 16 | 15 | 15 | 12 | 13 | 16 |
| 4-7 nights | 22 | 19 | 26 | 23 | 23 | 22 | 30 | 18 | 23 |
| 8-14 nights | 5 | 4 | 10 | 6 | 9 | 12 | 15 | 3 | 7 |
| 15-21 nights | 1 | 1 | 2 | 1 | 2 | 2 * | 5 | 0 ** | 1 |
| 22 nights or more | 1 | 0 | 1 | 1 * | 3 | 1 * | 3 * | 0 ** | 1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) See State specific surveys on page 40 for information about additional data available for Tasmania.

(b) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(c) See Glossary for details of how duration of visit is calculated.

(d) The median is that value at or below which values for half the population fall. For example, a median duration of 2 visitor nights for New South Wales indicates that half the visits to destinations in New South Wales were of two nights or less.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 9 shows that, during the year ended 30 June 2008, 1,363,000 or 26% of all overnight visitors to South Australia stayed for 1 night only.

Table 10
Overnight visitors: Accommodation used by State/Territory visited
Year ended 30 June 2008

| | NSW | VIC | QLD | SA | WA | TAS ^(a) | NT | ACT | Total ^(b) |
|--|---------------|---------------|---------------|--------------|--------------|--------------------|--------------|--------------|----------------------|
| | '000 | | | | | | | | |
| Accommodation used ^(c) | | | | | | | | | |
| Hotel, resort, motel, motor inn | 8 763 | 5 769 | 6 876 | 1 642 | 2 038 | 794 | 507 | 933 | 26 357 |
| Guest house, bed & breakfast | 374 | 348 | 105 | 95 | 120 | 112 | 6 ** | 8 ** | 1 161 |
| Rented house / apartment / flat / unit | 1 703 | 1 118 | 1 652 | 390 | 471 | 208 | 39 * | 49 * | 5 588 |
| Caravan park, commercial camping ground | 1 936 | 1 347 | 808 | 604 | 586 | 165 | 124 | 42 * | 5 295 |
| Caravan or camping on private property | 961 | 633 | 802 | 210 | 307 | 127 | 132 | 27 * | 3 015 |
| Friend's or relative's property | 9 826 | 7 194 | 6 844 | 1 952 | 2 362 | 727 | 190 | 809 | 29 463 |
| Own property (e.g. holiday house) | 843 | 887 | 403 | 262 | 225 | 105 | 5 ** | 2 ** | 2 732 |
| Other | 732 | 542 | 658 | 261 | 370 | 86 | 131 | 56 | 2 783 |
| Total ^(d) | 24 160 | 17 291 | 17 221 | 5 163 | 6 087 | 2 059 | 1 062 | 1 922 | 72 219 |
| | % | | | | | | | | |
| Accommodation used ^(c) | | | | | | | | | |
| Hotel, resort, motel, motor inn | 36 | 33 | 40 | 32 | 33 | 39 | 48 | 49 | 36 |
| Guest house, bed & breakfast | 2 | 2 | 1 | 2 | 2 | 5 | 1 ** | 0 ** | 2 |
| Rented house / apartment / flat / unit | 7 | 6 | 10 | 8 | 8 | 10 | 4 * | 3 * | 8 |
| Caravan park, commercial camping ground | 8 | 8 | 5 | 12 | 10 | 8 | 12 | 2 * | 7 |
| Caravan or camping on private property | 4 | 4 | 5 | 4 | 5 | 6 | 12 | 1 * | 4 |
| Friend's or relative's property | 41 | 42 | 40 | 38 | 39 | 35 | 18 | 42 | 41 |
| Own property (e.g. holiday house) | 3 | 5 | 2 | 5 | 4 | 5 | 0 ** | 0 ** | 4 |
| Other | 3 | 3 | 4 | 5 | 6 | 4 | 12 | 3 | 4 |
| Total ^(d) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) See State specific surveys on page 40 for information about additional data available for Tasmania.

(b) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(c) The accommodation categories and definitions changed in the March Quarter 2003. See Glossary for further information.

(d) Components may not add to total as overnight visitors may use several accommodation types on a trip; total includes visits for which accommodation was not asked.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 10 shows that, during the year ended 30 June 2008, 808,000 or 5% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

Table 11
Visitor nights: Accommodation used by State/Territory visited
Year ended 30 June 2008

| | NSW | VIC | QLD | SA | WA | TAS ^(a) | NT | ACT | Total ^(b) |
|--|---------------|---------------|---------------|---------------|---------------|--------------------|--------------|--------------|----------------------|
| | '000 | | | | | | | | |
| Accommodation used ^(c) | | | | | | | | | |
| Hotel, resort, motel, motor inn | 21 641 | 14 047 | 24 498 | 4 275 | 6 530 | 2 485 | 2 205 | 2 038 | 77 736 |
| Guest house, bed & breakfast | 902 | 798 | 295 * | 235 * | 388 * | 344 * | 50 ** | 19 ** | 3 051 |
| Rented house / apartment / flat / unit | 7 387 | 4 096 | 8 839 | 1 718 | 2 141 | 1 033 | 281 * | 200 * | 25 696 |
| Caravan park, commercial camping ground | 9 428 | 5 023 | 5 693 | 2 612 | 4 746 | 931 | 1 070 | 195 * | 29 697 |
| Caravan or camping on private property | 2 773 | 1 825 | 2 832 | 661 | 1 600 | 441 * | 734 | 87 ** | 10 952 |
| Friend's or relative's property | 32 885 | 21 425 | 26 235 | 7 041 | 9 324 | 3 078 | 1 336 | 2 480 | 103 811 |
| Own property (e.g. holiday house) | 3 348 | 3 154 | 1 875 | 870 | 1 247 | 414 * | 20 ** | 8 ** | 10 935 |
| Other | 3 502 | 1 770 | 4 627 | 1 017 | 2 982 | 402 * | 545 | 183 * | 15 099 |
| Total ^(d) | 82 168 | 52 323 | 75 608 | 18 687 | 30 036 | 9 223 | 6 589 | 5 210 | 279 958 |
| | % | | | | | | | | |
| Accommodation used ^(c) | | | | | | | | | |
| Hotel, resort, motel, motor inn | 26 | 27 | 32 | 23 | 22 | 27 | 33 | 39 | 28 |
| Guest house, bed & breakfast | 1 | 2 | 0 * | 1 * | 1 * | 4 * | 1 ** | 0 ** | 1 |
| Rented house / apartment / flat / unit | 9 | 8 | 12 | 9 | 7 | 11 | 4 * | 4 * | 9 |
| Caravan park, commercial camping ground | 11 | 10 | 8 | 14 | 16 | 10 | 16 | 4 * | 11 |
| Caravan or camping on private property | 3 | 3 | 4 | 4 | 5 | 5 * | 11 | 2 ** | 4 |
| Friend's or relative's property | 40 | 41 | 35 | 38 | 31 | 33 | 20 | 48 | 37 |
| Own property (e.g. holiday house) | 4 | 6 | 2 | 5 | 4 | 4 * | 0 ** | 0 ** | 4 |
| Other | 4 | 3 | 6 | 5 | 10 | 4 * | 8 | 4 * | 5 |
| Total ^(d) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 38 for further information.

(a) See State specific surveys on page 40 for information about additional data available for Tasmania.

(b) Components may not add to total as total includes unspecified and offshore visits that could not be allocated to a State or Territory.

(c) The accommodation categories and definitions changed in the March Quarter 2003. See Glossary for further information.

(d) Total includes visitor nights where accommodation for each stopover was not asked.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 11 shows that, during the year ended 30 June 2008, 28% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,480,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

Table 12
Overnight visitors: State/Territory visited by main transport used
Year ended 30 June 2008

| | Air transport | Private vehicle | Other transport | Total ^(a) |
|---|---------------|-----------------|-----------------|----------------------|
| | '000 | | | |
| Interstate visitors to: | | | | |
| NSW | 3 228 | 4 107 | 635 | 7 734 |
| VIC | 3 473 | 1 823 | 443 | 5 414 |
| QLD | 3 983 | 1 656 | 552 | 5 751 |
| SA | 1 052 | 697 | 215 | 1 867 |
| WA | 1 049 | 128 | 161 | 1 177 |
| TAS ^(b) | 720 | 148 | 313 | 900 |
| NT | 501 | 116 | 113 | 647 |
| ACT ^(c) | na | na | na | na |
| Total interstate visitors ^(d) | 14 494 | 9 989 | 2 554 | 24 142 |
| Intrastate visitors to: | | | | |
| NSW | 665 | 14 466 | 1 360 | 16 426 |
| VIC | 129 | 10 827 | 950 | 11 877 |
| QLD | 1 240 | 9 473 | 893 | 11 470 |
| SA | 162 | 2 939 | 205 | 3 297 |
| WA | 491 | 4 127 | 326 | 4 910 |
| TAS ^(b) | 16 * | 1 056 | 91 | 1 160 |
| NT | 92 | 294 | 31 * | 415 |
| ACT ^(c) | na | na | na | na |
| Total intrastate visitors ^(d) | 2 795 | 43 193 | 3 855 | 48 076 |
| Total visitors to: | | | | |
| NSW | 3 892 | 18 572 | 1 994 | 24 160 |
| VIC | 3 602 | 12 650 | 1 393 | 17 291 |
| QLD | 5 222 | 11 128 | 1 445 | 17 221 |
| SA | 1 214 | 3 636 | 420 | 5 163 |
| WA | 1 540 | 4 254 | 487 | 6 087 |
| TAS ^(b) | 736 | 1 203 | 404 | 2 059 |
| NT | 593 | 410 | 144 | 1 062 |
| ACT | 490 | 1 327 | 123 | 1 922 |
| Total ^(d) | 16 828 | 51 480 | 6 129 | 72 219 |

na Data not available.

Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) Components may not add to total as visitors may have used more than one form of transport on their trip.

(b) See State specific surveys on page 40 for information about additional data available for Tasmania.

(c) Data for Australian Capital Territory (ACT) not separately identified as interstate/intrastate.

(d) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 12 shows that, during the year ended 30 June 2008, 9,989,000 overnight visitors used a private vehicle when travelling interstate, while 2,795,000 visitors used air transport when travelling intrastate.

Table 13
Expenditure by overnight visitors: Items of expenditure by main purpose of trip
Year ended 30 June 2008

| | Holiday/leisure | VFR | Business | Other | Total |
|---|-----------------|----------------|----------------|----------------|-----------------|
| | \$ million | | | | |
| Expenditure items | | | | | |
| Package tours | 1 051.9 | 30.5 * | 234.6 | 41.8 * | 1 358.8 |
| Taxis | 160.2 | 75.6 | 278.3 | 13.1 * | 527.2 |
| Airline fares | 1 835.8 | 1 445.4 | 2 008.9 | 146.3 | 5 436.4 |
| Organised tours, side trips | 402.6 | 24.6 * | 28.8 * | 7.4 ** | 463.4 |
| Car hire costs | 438.6 | 148.8 | 237.1 | 15.2 * | 839.7 |
| Fuel (petrol, diesel) | 2 458.3 | 1 431.4 | 839.8 | 173.9 | 4 903.4 |
| Vehicle maintenance or repairs | 171.9 | 70.5 | 33.1 * | 12.3 * | 287.8 |
| Other long distance transport costs | 183.0 | 79.9 | 12.3 * | 8.7 * | 283.8 |
| Other local transport costs | 107.5 | 36.5 * | 17.7 * | 7.0 ** | 168.6 |
| Accommodation | 7 083.4 | 1 098.3 | 2 326.4 | 324.2 | 10 832.3 |
| Takeaway & restaurant meals | 3 726.2 | 1 469.6 | 1 232.2 | 190.6 | 6 618.6 |
| Groceries etc for self-catering | 1 766.1 | 644.2 | 174.8 | 88.2 | 2 673.3 |
| Alcohol and drinks (not elsewhere included) | 1 597.4 | 686.0 | 380.5 | 48.4 * | 2 712.3 |
| Shopping, gifts, souvenirs | 2 607.5 | 1 465.9 | 392.8 | 205.3 | 4 671.5 |
| Entertainment, museums, movies, zoos etc | 928.4 | 182.3 | 55.6 | 22.9 * | 1 189.3 |
| Horse racing, gambling, casinos | 165.3 | 70.5 | 40.1 * | 3.3 ** | 279.2 |
| Conference fees | 35.4 * | 7.4 ** | 195.5 | 3.2 ** | 241.4 |
| Education, course fees | 43.3 * | 7.5 * | 35.3 * | 36.5 * | 122.7 |
| Other expenditure on trip | 431.5 | 151.2 | 126.2 | 180.7 | 889.6 |
| Total ^(a) | 25 345.5 | 9 130.7 | 8 654.5 | 1 528.9 | 44 659.6 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 38 for further information.

(a) Total includes visits where detailed expenditure items were not asked but excludes expenditure on capital items and on the purchase of motor vehicles.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 13 shows that, during the year ended 30 June 2008, overnight holiday/leisure visitors spent a total of \$1 835.8 million on airline fares. The total expenditure for all overnight visitors for the same period was \$44.7 billion.

Table 14
Day visitors: State/Territory visited by main purpose of visit
June quarter 2008 and year ended 30 June 2008

| | Holiday/leisure | | VFR | | Business | | Other | | Total | |
|---|-----------------|------------|---------------|------------|---------------|------------|---------------|------------|----------------|------------|
| | '000 | % | '000 | % | '000 | % | '000 | % | '000 | % |
| June quarter 2008 ^(b) | | | | | | | | | | |
| Day visitors to: | | | | | | | | | | |
| NSW | 5 172 | 33 | 3 165 | 35 | 1 062 | 34 | 1 068 | 35 | 10 467 | 34 |
| VIC | 3 883 | 25 | 2 375 | 26 | 654 | 21 | 649 | 21 | 7 561 | 24 |
| QLD | 3 518 | 22 | 1 744 | 19 | 534 | 17 | 710 | 23 | 6 506 | 21 |
| SA | 1 135 | 7 | 613 | 7 | 207 | 7 | 214 | 7 | 2 170 | 7 |
| WA | 1 335 | 8 | 799 | 9 | 397 | 13 | 287 | 9 | 2 818 | 9 |
| TAS | 442 | 3 | 242 | 3 | 117 * | 4 * | 121 * | 4 * | 922 | 3 |
| NT | 152 | 1 | 31 * | 0 * | 39 * | 1 * | 11 ** | 0 ** | 232 | 1 |
| ACT | 179 | 1 | 94 * | 1 * | 74 * | 2 * | 15 ** | 0 ** | 362 | 1 |
| Total ^(a) | 15 816 | 100 | 9 064 | 100 | 3 084 | 100 | 3 075 | 100 | 31 039 | 100 |
| Year ended 30 June 2008 | | | | | | | | | | |
| Day visitors to: | | | | | | | | | | |
| NSW | 22 413 | 32 | 13 705 | 34 | 4 883 | 36 | 4 717 | 34 | 45 717 | 33 |
| VIC | 17 874 | 26 | 10 800 | 27 | 2 422 | 18 | 3 419 | 24 | 34 514 | 25 |
| QLD | 15 260 | 22 | 7 630 | 19 | 2 743 | 20 | 2 866 | 20 | 28 499 | 21 |
| SA | 4 993 | 7 | 2 986 | 7 | 966 | 7 | 1 051 | 7 | 9 995 | 7 |
| WA | 6 099 | 9 | 3 687 | 9 | 1 612 | 12 | 1 311 | 9 | 12 709 | 9 |
| TAS | 2 298 | 3 | 999 | 2 | 424 | 3 | 441 | 3 | 4 162 | 3 |
| NT | 527 | 1 | 167 | 0 | 124 * | 1 * | 67 * | 0 * | 884 | 1 |
| ACT | 575 | 1 | 349 | 1 | 304 | 2 | 189 | 1 | 1 417 | 1 |
| Total ^(a) | 70 039 | 100 | 40 322 | 100 | 13 478 | 100 | 14 059 | 100 | 137 898 | 100 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 38 for further information.

(a) Components may not add to total as total includes unspecified and offshore visits that could not be allocated to a State or Territory.

(b) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 14 shows that, during the year ended 30 June 2008, there were a total of 137,898,000 day visitors, of whom 9% visited destinations in Western Australia.

Table 15
Day visitors by State/Territory visited

| | NSW | VIC | QLD | SA | WA | TAS | NT | ACT | Total ^(a) |
|-----------------------------|--------|--------|--------|--------|--------|-------|-----|-------|----------------------|
| | '000 | | | | | | | | |
| 2006 | | | | | | | | | |
| September quarter | 9 929 | 7 095 | 6 100 | 2 341 | 2 931 | 898 | 203 | 350 | 29 847 |
| December quarter | 10 869 | 7 904 | 7 221 | 2 558 | 2 915 | 1 025 | 193 | 357 | 33 041 |
| 2007 | | | | | | | | | |
| March quarter | 12 810 | 9 944 | 8 349 | 2 704 | 3 967 | 1 425 | 220 | 406 | 39 825 |
| June quarter | 11 891 | 8 722 | 7 908 | 2 550 | 3 105 | 1 113 | 286 | 528 | 36 102 |
| September quarter | 12 081 | 8 336 | 8 146 | 2 628 | 3 215 | 945 | 278 | 414 | 36 043 |
| December quarter | 11 690 | 9 072 | 7 211 | 2 689 | 3 474 | 1 126 | 172 | 333 | 35 767 |
| 2008 | | | | | | | | | |
| March quarter | 11 479 | 9 545 | 6 636 | 2 508 | 3 202 | 1 169 | 203 | 308 | 35 049 |
| June quarter ^(b) | 10 467 | 7 561 | 6 506 | 2 170 | 2 818 | 922 | 232 | 362 | 31 039 |
| Year ended 30 June | | | | | | | | | |
| 2007 | 45 499 | 33 665 | 29 578 | 10 153 | 12 917 | 4 461 | 902 | 1 640 | 138 815 |
| 2008 | 45 717 | 34 514 | 28 499 | 9 995 | 12 709 | 4 162 | 884 | 1 417 | 137 898 |

(a) Components may not add to total as total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(b) The June quarter 2008 did not include an Easter period and comparison with previous June quarters should be undertaken with caution.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 15 shows that, during the year ended 30 June 2008, destinations in New South Wales had 45,717,000 day visitors, while during the June quarter 2008, destinations in the Australian Capital Territory had 362,000 day visitors.

Table 16
Day visitors: State/Territory visited by main transport used
Year ended 30 June 2008

| | Air transport | Private vehicle | Other transport | Total |
|------------------------------|---------------|-----------------|-----------------|----------------|
| | '000 | | | |
| Day visitors to: | | | | |
| New South Wales | 440 | 41 069 | 4 208 | 45 717 |
| Victoria | 327 | 31 364 | 2 824 | 34 514 |
| Queensland | 506 | 26 461 | 1 533 | 28 499 |
| South Australia | 101 * | 9 459 | 435 | 9 995 |
| Western Australia | 109 * | 11 615 | 984 | 12 709 |
| Tasmania | 36 * | 3 975 | 151 | 4 162 |
| Northern Territory | 30 * | 830 | 24 ** | 884 |
| Australian Capital Territory | 108 * | 1 241 | 69 * | 1 417 |
| Total (a) | 1 656 | 126 015 | 10 227 | 137 898 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 38 for further information.

(a) Components may not add to total as total also includes unspecified and offshore visits that could not be allocated to a State/Territory.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 16 shows that, during the year ended 30 June 2008, 506,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 884,000 day visitors during the the same period.

Table 17
Expenditure by day visitors: Items of expenditure by main purpose of visit
Year ended 30 June 2008

| | Holiday/leisure | VFR | Business | Other | Total |
|---|-----------------|----------------|----------------|----------------|-----------------|
| | \$ million | | | | |
| Expenditure items | | | | | |
| Package tours | 27.9 | 7.4 * | 0.5 ** | 4.1 * | 39.7 |
| Taxis | 8.8 * | 6.8 * | 22.3 * | 9.3 * | 47.2 |
| Airline fares | 35.2 | 24.6 | 164.3 | 21.4 * | 245.5 |
| Organised tours, side trips | 47.0 | 7.2 * | 4.0 * | 4.6 * | 62.8 |
| Car hire costs | 38.2 | 7.1 * | 15.3 * | 2.9 ** | 63.5 |
| Fuel (petrol, diesel) | 1 821.8 | 1 132.1 | 413.5 | 415.0 | 3 782.4 |
| Vehicle maintenance or repairs | 26.8 | 12.9 * | 8.1 * | 59.2 | 107.0 |
| Other long distance transport costs | 37.4 | 16.6 * | 4.1 * | 8.5 * | 66.6 |
| Other local transport costs | 54.8 | 14.6 * | 21.3 * | 8.6 * | 99.3 |
| Takeaway & restaurant meals | 1 591.9 | 702.7 | 230.3 | 186.4 | 2 711.3 |
| Groceries etc for self-catering | 453.0 | 199.4 | 18.6 * | 89.5 | 760.5 |
| Alcohol and drinks (not elsewhere included) | 432.6 | 244.9 | 31.6 | 26.7 | 735.9 |
| Shopping, gifts, souvenirs | 2 908.9 | 659.7 | 159.1 | 472.5 | 4 200.3 |
| Entertainment, museums, movies, zoos, etc | 410.7 | 34.1 | 2.4 ** | 14.6 * | 461.8 |
| Horse racing, gambling, casinos | 48.6 | 17.6 * | 5.0 * | 8.6 * | 79.8 |
| Conference fees | 7.3 * | 0.1 ** | 17.9 * | 1.2 ** | 26.5 |
| Education, course fees | 5.7 * | 0.5 ** | 2.1 ** | 12.7 * | 21.1 |
| Other expenditure on trip | 201.0 | 38.9 | 44.6 | 348.0 | 632.5 |
| Total (a) | 8 157.5 | 3 127.1 | 1 165.0 | 1 693.9 | 14 143.6 |

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 38 for further information.

(a) Expenditure on capital items and on the purchase of motor vehicles is not included in total expenditure.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 17 shows that, during the year ended 30 June 2008, day visitors spent \$63.5 million on car hire. The overall total spent by day visitors during the same period was \$14.1 billion.

Table 18
Australians travelling overseas: Visitors and average number of nights
per trip by main destination and purpose of trip
Year ended 31 March 2008 ^(a)

| | Visitors ^(b) | | Average nights per trip |
|--|-------------------------|------------|----------------------------|
| | '000 | % | |
| Main destination | | | |
| United Kingdom | 393 | 8 | 34 |
| Other Europe | 522 | 10 | 35 |
| New Zealand | 835 | 17 | 12 |
| USA and Canada | 531 | 11 | 26 |
| Hong Kong | 193 | 4 | 14 |
| Singapore | 222 | 4 | 10 |
| Malaysia | 169 | 3 | 18 |
| Indonesia | 267 | 5 | 14 |
| Thailand | 359 | 7 | 14 |
| China | 258 | 5 | 21 |
| Other Asia | 625 | 12 | 25 |
| Other countries | 671 | 13 | 20 |
| Purpose of visit ^(c) | | | |
| Holiday/leisure | 2 622 | 52 | 21 |
| Visiting friends and/or relatives | 1 193 | 24 | 26 |
| Business | 1 094 | 22 | 15 |
| Other | 137 | 3 | 35 |
| Total | 5 045 | 100 | 21 |

(a) Data for outbound trips is presented for the year ending March 2008 due to the three month recall period in the National Visitor Survey.

(b) Source for visitors by main destination: Australian Bureau of Statistics.

(c) See Glossary for information about what is included in each purpose of visit category.

Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 18 shows that, of the Australians who travelled overseas for the year ending 31 March 2008, 8% had the United Kingdom as their main destination, staying overseas on average for 34 nights.

Table 19
Total Domestic Economic Value (TDEV)
Year ended 30 June 1999 - 2008

| | Domestic day visitor expenditure | Domestic overnight visitor expenditure | Total domestic visitor expenditure | Total Domestic Economic Value |
|------------------|---|---|---|--|
| \$million | | | | |
| 1999 | 10,922 | 33,878 | 44,800 | 48,680 |
| 2000 | 12,035 | 34,373 | 46,408 | 50,471 |
| 2001 | 12,578 | 38,230 | 50,808 | 54,621 |
| 2002 | 11,491 | 38,559 | 50,050 | 54,317 |
| 2003 | 12,027 | 40,586 | 52,613 | 56,621 |
| 2004 | 11,709 | 39,106 | 50,815 | 55,382 |
| 2005 | 11,614 | 39,381 | 50,995 | 55,993 |
| 2006 | 12,611 | 40,691 | 53,302 | 58,648 |
| 2007 | 13,897 | 43,122 | 57,018 | 62,626 |
| 2008 | 14,144 | 44,660 | 58,803 | 64,583 |

Base: All figures relate to Australian residents aged 15 years and over.

Source: Tourism Forecasting Committee, Canberra (unpublished data)

How to read this table:

Table 19 shows that, domestic day expenditure for the year ending June 2005 was \$11.6 billion while Total Domestic Economic Value for the year ending June 2008 was \$64.6billion.

Table 20
Modelled domestic day visitor expenditure^(a) in top 20 regions ranked by expenditure
Year ended 30 June 2008

| Rank | Region | | Expenditure ^(a) | Share of | Visitors ^(b) | Expenditure per |
|------|--------------------------------------|-----|----------------------------|-------------|-------------------------|-----------------|
| | | | \$ million | expenditure | '000 | visitor |
| | | | | % | | \$ |
| 1 | Sydney | NSW | 1 599 | 11 | 16 062 | 100 |
| 2 | Melbourne | VIC | 1 298 | 9 | 11 556 | 112 |
| 3 | Brisbane | QLD | 957 | 7 | 8 868 | 108 |
| 4 | Experience Perth | WA | 832 | 6 | 8 959 | 93 |
| 5 | South Coast | NSW | 521 | 4 | 5 159 | 101 |
| 6 | Gold Coast | QLD | 498 | 4 | 5 366 | 93 |
| 7 | Sunshine Coast | QLD | 456 | 3 | 4 170 | 109 |
| 8 | Hunter | NSW | 451 | 3 | 4 572 | 99 |
| 9 | Mid North Coast | NSW | 395 | 3 | 3 384 | 117 |
| 10 | Adelaide | SA | 340 | 2 | 3 178 | 107 |
| 11 | Central Coast | NSW | 312 | 2 | 3 140 | 99 |
| 12 | Central NSW | NSW | 308 | 2 | 2 299 | 134 |
| 13 | Australia's South West | WA | 289 | 2 | 2 249 | 128 |
| 14 | Fitzroy | QLD | 269 | 2 | 1 655 | 163 |
| 15 | Canberra | ACT | 261 | 2 | 1 417 | 184 |
| 16 | Peninsula | VIC | 252 | 2 | 3 301 | 76 |
| 17 | Northern Rivers | NSW | 245 | 2 | 2 926 | 84 |
| 18 | Darling Downs | QLD | 226 | 2 | 2 124 | 106 |
| 19 | New England North West | NSW | 211 | 1 | 1 753 | 121 |
| 20 | Geelong | VIC | 207 | 1 | 2 447 | 85 |
| | Top 20 regions | | 9 927 | 70 | 94 585 | 105 |
| | Total Australia^(c) | | 14 144 | 100 | 137 898 | 103 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Number of visitors do not sum to the total as visitor numbers are calculated as net visits. More information on the expenditure allocation method is in the Methodology section.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 20 shows that, during the year ended 30 June 2008, there were 4.2 million domestic day visitors to Sunshine Coast who spent a total of \$456 million in the region or 3% of total domestic day visitor expenditure in Australia.

Table 21
Modelled domestic day visitor expenditure ^(a) in capital cities and regional areas
for each State/Territory
Year ended 30 June 2008

| State/Territory | Expenditure ^(a) | Share of expenditure | Visitors ^(b) | Expenditure per visitor |
|---------------------------------------|----------------------------|----------------------|-------------------------|-------------------------|
| | \$ million | % | '000 | \$ |
| Sydney | 1 599 | 34 | 16 062 | 100 |
| Regional NSW | 3 126 | 66 | 29 655 | 105 |
| Total NSW | 4 725 | 100 | 45 717 | 103 |
| Melbourne | 1 298 | 39 | 11 556 | 112 |
| Regional VIC | 2 063 | 61 | 22 959 | 90 |
| Total VIC | 3 361 | 100 | 34 514 | 97 |
| Gold Coast | 498 | 16 | 5 366 | 93 |
| Brisbane | 957 | 31 | 8 868 | 108 |
| Regional QLD | 1 635 | 53 | 14 265 | 115 |
| Total QLD | 3 090 | 100 | 28 499 | 108 |
| Adelaide | 340 | 39 | 3 178 | 107 |
| Regional SA | 526 | 61 | 6 817 | 77 |
| Total SA | 866 | 100 | 9 995 | 87 |
| Experience Perth | 832 | 61 | 8 959 | 93 |
| Regional WA | 525 | 39 | 3 750 | 140 |
| Total WA | 1 357 | 100 | 12 709 | 107 |
| Hobart | 96 | 26 | 1 065 | 90 |
| Regional TAS | 276 | 74 | 3 096 | 89 |
| Total TAS | 373 | 100 | 4 162 | 90 |
| Darwin | 75 | 68 | 575 | 131 |
| Regional NT | 36 | 32 | 309 | 116 |
| Total NT | 111 | 100 | 884 | 125 |
| Canberra | 261 | 100 | 1 417 | 184 |
| Total ACT | 261 | 100 | 1 417 | 184 |
| Total capitals | 5 956 | 42 | 57 046 | 104 |
| Total regional | 8 188 | 58 | 80 852 | 101 |
| Total Australia ^(c) | 14 144 | 100 | 137 898 | 103 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Number of visitors do not sum to the total as visitor numbers are calculated as net visits. More information on the expenditure allocation method is in the Methodology section.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 21 shows that, during the year ended 30 June 2008, there were 14.3 million domestic day visitors in regional Queensland, who spent a total of \$1.6 billion in Queensland, or 53% of total domestic day visitor expenditure in Queensland - an average of \$115 per visitor.

Table 22
Modelled domestic day visitor expenditure ^(a) (destination expenditure only) by purpose of visit for each State/Territory
Year ended 30 June 2008

| | Holiday/leisure | | VFR | | Business | | Other ^(b) | | Total | |
|---------------------------------------|-----------------|------------|--------------|------------|------------|------------|----------------------|------------|---------------|------------|
| | \$ million | % | \$ million | % | \$ million | % | \$ million | % | \$ million | % |
| Destination | | | | | | | | | | |
| NSW | 2 491 | 33 | 935 | 35 | 348 | 37 | 527 | 34 | 4 302 | 34 |
| VIC | 1 840 | 24 | 681 | 25 | 193 | 21 | 293 | 19 | 3 006 | 24 |
| QLD | 1 693 | 22 | 533 | 20 | 149 | 16 | 406 | 26 | 2 780 | 22 |
| SA | 438 | 6 | 194 | 7 | 45 | 5 | 91 | 6 | 768 | 6 |
| WA | 721 | 10 | 228 | 9 | 129 | 14 | 134 | 9 | 1 212 | 10 |
| TAS | 202 | 3 | 57 | 2 | 23 | 2 | 51 | 3 | 333 | 3 |
| NT | 53 | 1 | 10 | 0 | 11 | 1 | 19 | 1 | 93 | 1 |
| ACT | 127 | 2 | 38 | 1 | 33 | 4 | 23 | 2 | 222 | 2 |
| Total Australia ^(c) | 7 566 | 100 | 2 675 | 100 | 932 | 100 | 1 543 | 100 | 12 716 | 100 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Other includes visiting a State/Territory for education, employment and medical reasons.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 22 shows that, during the year ended 30 June 2008, domestic day visitors who travelled for visiting friends and relatives VFR purposes in Western Australia spent a total of \$228 million, or 9% of total VFR expenditure in Australia.

Table 23
Modelled domestic overnight visitor expenditure ^(a) in the top 20 regions ranked by expenditure,
including airfares and long distance transport costs
Year ended 30 June 2008

| Rank | Region | State | Expenditure | Share of | Visitors ^(b) | Visitor | Expenditure | Expenditure | Average |
|------|---------------------------------------|-------|----------------|-------------|-------------------------|----------------|-------------|-------------|----------------|
| | | | ^(a) | expenditure | ^(b) | nights | per visitor | per night | length of stay |
| | | | \$ million | % | '000 | '000 | \$ | \$ | Nights |
| 1 | Melbourne | VIC | 4 822 | 11 | 6 596 | 18 975 | 731 | 254 | 3 |
| 2 | Sydney | NSW | 4 786 | 11 | 7 565 | 21 516 | 633 | 222 | 3 |
| 3 | Gold Coast | QLD | 3 090 | 7 | 3 468 | 15 766 | 891 | 196 | 5 |
| 4 | Brisbane | QLD | 2 757 | 6 | 4 591 | 14 474 | 601 | 191 | 3 |
| 5 | Experience Perth | WA | 2 161 | 5 | 3 019 | 11 129 | 716 | 194 | 4 |
| 6 | Sunshine Coast | QLD | 1 822 | 4 | 2 654 | 12 203 | 686 | 149 | 5 |
| 7 | Mid North Coast | NSW | 1 561 | 3 | 3 150 | 12 568 | 496 | 124 | 4 |
| 8 | Tropical North Queensland | QLD | 1 546 | 3 | 1 432 | 7 847 | 1 080 | 197 | 5 |
| 9 | Adelaide | SA | 1 529 | 3 | 2 140 | 7 708 | 714 | 198 | 4 |
| 10 | South Coast | NSW | 1 263 | 3 | 3 133 | 10 823 | 403 | 117 | 3 |
| 11 | Canberra | ACT | 992 | 2 | 1 922 | 5 210 | 516 | 190 | 3 |
| 12 | Australia's South West | WA | 910 | 2 | 1 822 | 6 634 | 499 | 137 | 4 |
| 13 | Northern Rivers | NSW | 819 | 2 | 1 774 | 6 867 | 462 | 119 | 4 |
| 14 | Hunter | NSW | 773 | 2 | 2 071 | 5 679 | 373 | 136 | 3 |
| 15 | Hobart and Surrounds | TAS | 661 | 1 | 827 | 3 013 | 800 | 219 | 4 |
| 16 | Darwin | NT | 628 | 1 | 562 | 3 140 | 1 117 | 200 | 6 |
| 17 | Western | VIC | 622 | 1 | 1 682 | 4 929 | 370 | 126 | 3 |
| 18 | Central NSW | NSW | 605 | 1 | 1 736 | 4 770 | 349 | 127 | 3 |
| 19 | Northern | QLD | 604 | 1 | 961 | 3 507 | 629 | 172 | 4 |
| 20 | Australia's North West | WA | 569 | 1 | 489 | 5 348 | 1 162 | 106 | 11 |
| | Top 20 regions | | 32 520 | 73 | 48 287 | 182 107 | 673 | 179 | 4 |
| | Total Australia ^(c) | | 44 660 | 100 | 72 219 | 279 958 | 618 | 160 | 4 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Number of visitors do not sum to the total as visitor numbers are calculated as net visits. More information on the expenditure allocation method is in the Methodology section.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 23 shows that, during the year ended 30 June 2008, there were 2.1 million domestic overnight visitors to Adelaide who spent a total of \$1.5 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24
Modelled domestic overnight visitor expenditure ^(a) in the top 20 regions ranked by expenditure, excluding airfares and long distance transport costs
Year ended 30 June 2008

| Rank | Region | State | Expenditure ^(a) | Share of expenditure | Visitors ^(b) | Visitor nights | Expenditure per visitor | Expenditure per night | Average length of stay |
|------|---------------------------------------|-------|----------------------------|----------------------|-------------------------|----------------|-------------------------|-----------------------|------------------------|
| | | | \$ million | % | '000 | '000 | \$ | \$ | Nights |
| 1 | Sydney | NSW | 3 731 | 10 | 7 565 | 21 516 | 493 | 173 | 3 |
| 2 | Melbourne | VIC | 3 682 | 10 | 6 596 | 18 975 | 558 | 194 | 3 |
| 3 | Gold Coast | QLD | 2 812 | 7 | 3 468 | 15 766 | 811 | 178 | 5 |
| 4 | Brisbane | QLD | 2 128 | 6 | 4 591 | 14 474 | 463 | 147 | 3 |
| 5 | Sunshine Coast | QLD | 1 697 | 4 | 2 654 | 12 203 | 639 | 139 | 5 |
| 6 | Experience Perth | WA | 1 563 | 4 | 3 019 | 11 129 | 518 | 140 | 4 |
| 7 | Mid North Coast | NSW | 1 430 | 4 | 3 150 | 12 568 | 454 | 114 | 4 |
| 8 | Tropical North Queensland | QLD | 1 307 | 3 | 1 432 | 7 847 | 913 | 167 | 5 |
| 9 | South Coast | NSW | 1 205 | 3 | 3 133 | 10 823 | 385 | 111 | 3 |
| 10 | Adelaide | SA | 1 147 | 3 | 2 140 | 7 708 | 536 | 149 | 4 |
| 11 | Australia's South West | WA | 846 | 2 | 1 822 | 6 634 | 464 | 128 | 4 |
| 12 | Canberra | ACT | 782 | 2 | 1 922 | 5 210 | 407 | 150 | 3 |
| 13 | Hunter | NSW | 762 | 2 | 2 071 | 5 679 | 368 | 134 | 3 |
| 14 | Northern Rivers | NSW | 757 | 2 | 1 774 | 6 867 | 427 | 110 | 4 |
| 15 | Western | VIC | 607 | 2 | 1 682 | 4 929 | 361 | 123 | 3 |
| 16 | Central NSW | NSW | 573 | 2 | 1 736 | 4 770 | 330 | 120 | 3 |
| 17 | Hobart and Surrounds | TAS | 517 | 1 | 827 | 3 013 | 625 | 172 | 4 |
| 18 | Central Coast | NSW | 504 | 1 | 1 234 | 3 730 | 408 | 135 | 3 |
| 19 | Northern | QLD | 494 | 1 | 961 | 3 507 | 514 | 141 | 4 |
| 20 | Whitsundays | QLD | 485 | 1 | 511 | 2 692 | 949 | 180 | 5 |
| | Top 20 regions | | 27 026 | 71 | 48 871 | 180 041 | 553 | 150 | 4 |
| | Total Australia ^(c) | | 38 150 | 100 | 72 219 | 279 958 | 528 | 136 | 4 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Number of visitors do not sum to the total as visitor numbers are calculated as net visits. More information on the expenditure allocation method is in the Methodology section.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 24 shows that, during the year ended 30 June 2008, there were 3.1 million domestic overnight visitors to South Coast who spent a total of \$1.2 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

Table 25
Modelled domestic overnight visitor expenditure ^(a) in capital cities and regional areas
for each State/Territory, including airfares and long distance transport costs
Year ended 30 June 2008

| State/Territory | Expenditure ^(a) | Share of expenditure | Visitors ^(b) | Visitor nights | Expenditure per visitor | Expenditure per night | Average length of stay |
|---------------------------------------|----------------------------|----------------------|-------------------------|----------------|-------------------------|-----------------------|------------------------|
| | \$ million | % | '000 | '000 | \$ | \$ | Nights |
| Sydney | 4 786 | 39 | 7 565 | 21 516 | 633 | 222 | 3 |
| Regional NSW | 7 620 | 61 | 17 175 | 60 652 | 444 | 126 | 4 |
| Total NSW | 12 406 | 100 | 24 160 | 82 168 | 514 | 151 | 3 |
| Melbourne | 4 822 | 55 | 6 596 | 18 975 | 731 | 254 | 3 |
| Regional VIC | 3 877 | 45 | 11 278 | 33 348 | 344 | 116 | 3 |
| Total VIC | 8 699 | 100 | 17 291 | 52 323 | 503 | 166 | 3 |
| Gold Coast | 3 090 | 25 | 3 468 | 15 766 | 891 | 196 | 5 |
| Brisbane | 2 757 | 22 | 4 591 | 14 474 | 601 | 191 | 3 |
| Regional QLD | 6 737 | 54 | 9 922 | 45 369 | 679 | 148 | 5 |
| Total QLD | 12 585 | 100 | 17 221 | 75 608 | 731 | 166 | 4 |
| Adelaide | 1 529 | 53 | 2 140 | 7 708 | 714 | 198 | 4 |
| Regional SA | 1 343 | 47 | 3 275 | 10 979 | 410 | 122 | 3 |
| Total SA | 2 872 | 100 | 5 163 | 18 687 | 556 | 154 | 4 |
| Experience Perth | 2 161 | 50 | 3 019 | 11 129 | 716 | 194 | 4 |
| Regional WA | 2 127 | 50 | 3 386 | 18 907 | 628 | 112 | 6 |
| Total WA | 4 288 | 100 | 6 087 | 30 036 | 704 | 143 | 5 |
| Hobart | 661 | 42 | 827 | 3 013 | 800 | 219 | 4 |
| Regional TAS | 917 | 58 | 1 506 | 6 210 | 609 | 148 | 4 |
| Total TAS | 1 578 | 100 | 2 059 | 9 223 | 766 | 171 | 4 |
| Darwin | 628 | 51 | 562 | 3 140 | 1,117 | 200 | 6 |
| Regional NT | 608 | 49 | 636 | 3 449 | 956 | 176 | 5 |
| Total NT | 1 236 | 100 | 1 062 | 6 589 | 1,164 | 188 | 6 |
| Canberra | 992 | 100 | 1 922 | 5 210 | 516 | 190 | 3 |
| Total ACT | 992 | 100 | 1 922 | 5 210 | 516 | 190 | 3 |
| Total capitals | 21 425 | 48 | 29 747 | 100 931 | 720 | 212 | 3 |
| Total regional | 23 234 | 52 | 45 785 | 179 027 | 507 | 130 | 4 |
| Total Australia ^(c) | 44 660 | 100 | 72 219 | 279 958 | 618 | 160 | 4 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Number of visitors do not sum to the total as visitor numbers are calculated as net visits. More information on the expenditure allocation method is in the Methodology section.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 25 shows that, during the year ended 30 June 2008, there were 1.5 million domestic overnight visitors who stayed in regional areas of Tasmania.

These visitors spent a total of \$917 million, or 58% of total domestic overnight visitor expenditure in Tasmania.

This expenditure includes airfares and long distance transport costs.

Table 26
Modelled domestic overnight visitor expenditure ^(a) in capital cities and regional areas
for each State/Territory, excluding airfares and long distance transport costs
Year ended 30 June 2008

| | Expenditure ^(a) | Share of expenditure | Visitors ^(b) | Visitor nights | Expenditure per visitor | Expenditure per night | Average length of stay |
|---------------------------------------|----------------------------|----------------------|-------------------------|----------------|-------------------------|-----------------------|------------------------|
| | \$ million | % | '000 | '000 | \$ | \$ | Nights |
| State/Territory | | | | | | | |
| Sydney | 3 731 | 34 | 7 565 | 21 516 | 493 | 173 | 3 |
| Regional NSW | 7 187 | 66 | 17 175 | 60 652 | 418 | 118 | 4 |
| Total NSW | 10 918 | 100 | 24 160 | 82 168 | 452 | 133 | 3 |
| Melbourne | 3 682 | 50 | 6 596 | 18 975 | 558 | 194 | 3 |
| Regional VIC | 3 754 | 50 | 11 278 | 33 348 | 333 | 113 | 3 |
| Total VIC | 7 435 | 100 | 17 291 | 52 323 | 430 | 142 | 3 |
| Gold Coast | 2 812 | 26 | 3 468 | 15 766 | 811 | 178 | 5 |
| Brisbane | 2 128 | 20 | 4 591 | 14 474 | 463 | 147 | 3 |
| Regional QLD | 5 946 | 55 | 9 922 | 45 369 | 599 | 131 | 5 |
| Total QLD | 10 885 | 100 | 17 221 | 75 608 | 632 | 144 | 4 |
| Adelaide | 1 147 | 47 | 2 140 | 7 708 | 536 | 149 | 4 |
| Regional SA | 1 280 | 53 | 3 275 | 10 979 | 391 | 117 | 3 |
| Total SA | 2 427 | 100 | 5 163 | 18 687 | 470 | 130 | 4 |
| Experience Perth | 1 563 | 45 | 3 019 | 11 129 | 518 | 140 | 4 |
| Regional WA | 1 899 | 55 | 3 386 | 18 907 | 561 | 100 | 6 |
| Total WA | 3 462 | 100 | 6 087 | 30 036 | 569 | 115 | 5 |
| Hobart | 517 | 40 | 827 | 3 013 | 625 | 172 | 4 |
| Regional TAS | 773 | 60 | 1 506 | 6 210 | 513 | 124 | 4 |
| Total TAS | 1 290 | 100 | 2 059 | 9 223 | 626 | 140 | 4 |
| Darwin | 460 | 49 | 562 | 3 140 | 818 | 146 | 6 |
| Regional NT | 487 | 51 | 636 | 3 449 | 766 | 141 | 5 |
| Total NT | 947 | 100 | 1 062 | 6 589 | 892 | 144 | 6 |
| Canberra | 782 | 100 | 1 922 | 5 210 | 407 | 150 | 3 |
| Total ACT | 782 | 100 | 1 922 | 5 210 | 407 | 150 | 3 |
| Total capitals | 16 820 | 44 | 29 747 | 100 931 | 565 | 167 | 3 |
| Total regional | 21 330 | 56 | 45 785 | 179 027 | 466 | 119 | 4 |
| Total Australia ^(c) | 38 150 | 100 | 72 219 | 279 958 | 528 | 136 | 4 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Number of visitors do not sum to the total as visitor numbers are calculated as net visits. More information on the expenditure allocation method is in the Methodology section.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 26 shows that, during the year ended 30 June 2008, there were 3.4 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.9 billion, or 55% of total domestic overnight visitor expenditure in Tasmania. This expenditure excludes airfares and long distance transport costs.

Table 27
Modelled domestic overnight visitor expenditure ^(a) (destination expenditure only) by total intrastate and interstate origin for each State/Territory
Year ended 30 June 2008

| Destination State/Territory | Interstate origin | | | | | | | | | | Total |
|---------------------------------------|-------------------|--------------|--------------|--------------|--------------|--------------|------------|------------|--------------|----------------|---------------|
| | Intrastate | NSW | VIC | QLD | SA | WA | TAS | NT | ACT | All interstate | |
| \$ million | | | | | | | | | | | |
| NSW | 6 138 | - | 1 486 | 1 580 | 347 | 275 | 94 | 40 | 500 | 4 322 | 10 461 |
| VIC | 3 491 | 1 453 | - | 554 | 589 | 481 | 225 | 64 | 209 | 3 575 | 7 066 |
| QLD | 4 946 | 2 709 | 1 780 | - | 380 | 278 | 131 | 137 | 208 | 5 624 | 10 570 |
| SA | 1 046 | 414 | 440 | 150 | - | 110 | 26 | 68 | np | 1 254 | 2 300 |
| WA | 2 177 | 319 | 344 | 190 | 125 | - | 29 | 58 | np | 1 110 | 3 287 |
| TAS | 318 | 281 | 340 | 165 | 53 | 82 | - | np | np | 935 | 1 253 |
| NT | 183 | 121 | 237 | 165 | 84 | 70 | np | - | np | 735 | 918 |
| ACT | 1 | 443 | 133 | np | 27 | np | np | np | - | 741 | 742 |
| Total Australia ^(b) | 18 301 | 5 742 | 4 760 | 2 894 | 1 604 | 1 324 | 523 | 387 | 1 065 | 18 299 | 36 600 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

np Not published due to reliability concerns.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 27 shows that, during the year ended 30 June 2008, Queensland residents spent \$4.9billion on overnight travel within Queensland (intrastate travel).

Residents from other States/Territories spent \$5.6 billion on travel within Queensland.

Domestic overnight visitors from New South Wales contribute the largest amount of interstate expenditure to Queensland (\$2.7 billion), followed by Victoria (\$1.8 billion) and South Australia (\$380 million).

Table 28
Modelled domestic overnight visitor expenditure ^(a) (destination expenditure only) by purpose of visit for each State/Territory
Year ended 30 June 2008

| Destination | Holiday/leisure | | VFR | | Business | | Other ^(b) | | Total | |
|---------------------------------------|-----------------|------------|--------------|------------|--------------|------------|----------------------|------------|---------------|------------|
| | \$ million | % | \$ million | % | \$ million | % | \$ million | % | \$ million | % |
| NSW | 5 937 | 27 | 2 320 | 32 | 1 790 | 29 | 413 | 26 | 10 461 | 29 |
| VIC | 4 243 | 20 | 1 433 | 20 | 1 165 | 19 | 225 | 14 | 7 066 | 19 |
| QLD | 6 705 | 31 | 1 890 | 26 | 1 494 | 25 | 480 | 30 | 10 570 | 29 |
| SA | 1 243 | 6 | 504 | 7 | 441 | 7 | 112 | 7 | 2 300 | 6 |
| WA | 1 840 | 8 | 567 | 8 | 673 | 11 | 206 | 13 | 3 287 | 9 |
| TAS | 893 | 4 | 171 | 2 | 150 | 2 | 38 | 2 | 1 253 | 3 |
| NT | 578 | 3 | 84 | 1 | 172 | 3 | 84 | 5 | 918 | 3 |
| ACT | 266 | 1 | 217 | 3 | 196 | 3 | 62 | 4 | 742 | 2 |
| Total Australia ^(c) | 21 707 | 100 | 7 186 | 100 | 6 086 | 100 | 1 621 | 100 | 36 600 | 100 |

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

(a) Expenditure excludes major purchases such as motor vehicles.

(b) Other includes visiting a State/Territory for education, employment and medical reasons.

(c) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Source: Tourism Research Australia expenditure allocation method applied to 2008 National Visitor Survey data.

How to read this table:

Table 28 shows that, during the year ended 30 June 2008, domestic overnight visitors who travelled for holiday/leisure purposes in Western Australia spent a total of \$1.8 billion, or 8% of total holiday/leisure expenditure in Australia.

Introduction to the National Visitor Survey

The National Visitor Survey is Australia's primary measure of domestic tourism activity, being the major source of information on the characteristics and travel patterns of domestic tourists.

Since 1 January 2005 interviews have been conducted with approximately 120,000 Australian residents aged 15 years and over on an annual basis. Between 1998 and 2004, just 80,000 interviews were undertaken annually. This sample was increased to enhance estimates for smaller States/Territories and at the regional level.

Respondents are interviewed in their homes using random digit dialling and Computer Assisted Telephone Interviewing system. The survey contains over 70 questions including:

- Destination
- Purpose
- Transportation
- Travel package
- Sources to obtain information about the trip
- Activities
- Expenditure
- Accommodation
- Travel party
- Demographics

National Visitor Survey (NVS) definitions are based on those provided by the World Tourism Organisation and therefore interviews people who have travelled for purposes including holiday, visiting friends and relatives, business, education and employment. These travellers must not have been away from home continuously for more than 364 days, or in a leap year 365 days.

The NVS has been designed to optimise the reliability of regional estimates. Respondents interviewed in the NVS are randomly sampled to be representative of the Australian population, based on place of residence, age and sex.

The NVS is funded by the Australian, State and Territory governments under the auspices of the Australian Standing Committee on Tourism (ASCOT).

Results from the NVS are published quarterly and are available for free download in PDF format from the Tourism Research Australia website, go to www.tra.australia.com

Survey methodology

Break in series between NVS and DTM

The previous major source of domestic tourism data, the Domestic Tourism Monitor (DTM), was conducted by the Bureau of Tourism Research (BTR) until March 1998. In its place, the NVS was introduced in January 1998. The NVS not only provides more information than the DTM on the characteristics and travel behaviour of Australians who travel within Australia, but also collects information on leisure activities, expenditure and outbound travel, which was not available from the DTM.

Aspects of the sampling and collection methodologies and the NVS questions themselves are quite different from those used in the DTM. Because of these differences, the results from the NVS cannot be compared with those from the DTM and differences between the results from the two surveys cannot validly be interpreted as changes in the level of tourism activity or travel behaviour of Australians.

Weighting and benchmarking

Weights for the NVS are calculated on an individual trip basis. They take into account the age, sex and place of origin of the respondent, the size of the household in which they live, month of travel, the recall period applicable to the trip (for example, 7 days for day trips, 28 days for overnight trips and 3 months for overseas trips) and the number of interviews with a return date in this recall period. The NVS is benchmarked to population estimates of those aged 15 years and over.

Determining domestic visitor expenditure in regional Australia

The NVS provides information on travel activity and expenditure by domestic visitors. Information on expenditure by these visitors is only collected for the respondent's entire journey, not for individual stops. In order to determine the impact that the visitor activity is having on a particular region, Tourism Research Australia uses a model based approach to allocate visitors' expenditure to Australia's tourism regions.

Data reliability

Reliability of NVS data

The results given in the NVS are based on a sample, rather than a census, of Australian residents. As with all sample surveys, the results are subject to sampling variability, and therefore may differ from figures that would have been obtained if the entire Australian population had been included in the survey.

A measure of the possible degree of difference is given by the confidence interval, which indicates the extent to which an estimate might vary by chance from the true figure because only a sample of the population was included.

In Table A, the 95% confidence interval widths are given for a range of estimates available in the NVS. These confidence intervals are expressed as a percentage of the estimate. That is, there are approximately 19 chances in 20 that the true figure (which might be obtained from a census) is within the range identified by applying the figures in the table.

Table A Confidence intervals for NVS estimates at the 95% level

| Estimate ('000s) | Overnight visitors | Visitor nights | Overnight expenditure | Day visitors | Day visitor expenditure | Overseas trips |
|------------------|--------------------|----------------|-----------------------|--------------|-------------------------|----------------|
| 20 | >50 | >100 | >100 | >100 | >100 | 37.5 |
| 50 | 47.5 | >100 | >100 | >50 | >100 | 23.3 |
| 80 | 37.7 | >100 | >100 | >50 | >100 | 18.3 |
| 100 | 33.8 | >100 | >100 | >50 | >100 | 16.3 |
| 200 | 24.0 | >50 | >100 | 42.2 | >100 | 11.3 |
| 300 | 19.6 | >50 | >100 | 34.6 | >100 | 9.2 |
| 500 | 15.3 | 45.7 | >100 | 26.9 | >100 | 7.1 |
| 1,000 | 10.8 | 32.4 | >100 | 19.1 | >100 | 4.9 |
| 2,000 | 7.7 | 23.0 | >100 | 13.5 | >100 | 3.4 |
| 3,000 | 6.3 | 18.8 | >100 | 11.1 | >100 | 2.8 |
| 5,000 | 4.9 | 14.6 | >100 | 8.6 | >100 | 2.1 |
| 7,000 | 4.2 | 12.3 | >100 | 7.3 | >100 | 1.8 |
| 10,000 | 3.5 | 10.3 | >100 | 6.1 | >50 | |
| 20,000 | 2.5 | 7.3 | >50 | 4.3 | >50 | |
| 30,000 | 2.0 | 6.0 | >50 | 3.6 | >50 | |
| 50,000 | 1.6 | 4.6 | >50 | 2.8 | 45.8 | |
| 70,000 | 1.3 | 3.9 | 49.5 | 2.3 | 39.8 | |
| 100,000 | 1.1 | 3.3 | 41.8 | 2.0 | 34.2 | |
| 140,000 | 0.9 | 2.8 | 35.7 | 1.7 | 29.7 | |
| 200,000 | 0.8 | 2.3 | 30.1 | 1.4 | 25.5 | |
| 500,000 | 0.5 | 1.5 | 19.5 | 0.9 | 17.3 | |
| 1,000,000 | | 1.0 | 14.1 | | 12.9 | |
| 2,000,000 | | | 10.1 | | 9.6 | |
| 5,000,000 | | | 6.6 | | 6.5 | |
| 10,000,000 | | | 4.7 | | 4.9 | |
| 20,000,000 | | | 3.4 | | 3.6 | |
| 50,000,000 | | | 2.2 | | 2.5 | |

In Table A, the areas above the lines indicate estimates which have large confidence intervals (greater than 100% of the estimate above the solid line, and between 50% and 100% of the estimate in the area between the dotted and solid lines). These estimates are subject to sampling variability which is too high for practical purposes and should be used with caution in analysis or in the reporting of NVS estimates, as they have a large margin of error. The area below the dotted line contains estimates with smaller confidence intervals. That is, the estimates are closer to the values that would be obtained if the entire Australian population were interviewed.

The following example illustrates the use of the table to determine 95% confidence intervals for NVS estimates.

The estimated number of overnight visitors to a particular State was 7,000,000. Looking at the 'Overnight visitors' column this estimate has a 95% confidence interval of plus or minus 5.5%. Therefore, there are 19 chances in 20 that, if the entire population had been included in the survey, we would obtain a figure which is within the range 7,000,000 plus or minus 5.5% of this estimate, that is, in the range 6,615,000 to 7,385,000.

For users who are familiar with statistical estimation techniques and the use of standard errors, the values in the above table are derived from the following linear regression equation:

$$\text{LN (CI)} = A + B * \text{LN(ESTIMATE)}$$

where CI is the confidence interval and the model parameters are:

| | Overnight visitors | Visitor nights | Overnight expenditure | Day visitors | Day visitor expenditure | Overseas trips |
|---|--------------------|----------------|-----------------------|--------------|-------------------------|----------------|
| A | 1.1034522 | 1.9531764 | 3.2936456 | 1.4868939 | 3.0143087 | 1.6468873 |
| B | -0.452427 | -0.431377 | -0.369608 | -0.441356 | -0.370249 | -0.325895 |

Note: These parameters assume that the estimate is expressed in thousands.

In the above example of overnight visitors to a particular State:

$$\begin{aligned} \text{LN (CI)} &= 1.1034522 + -0.452427 * \text{LN}(7000) \\ &= -2.90219 \\ \text{CI} &= \text{EXP} (2.90219) \\ &= 0.055 \\ &= 5.5\% \end{aligned}$$

Although confidence intervals are useful in indicating the reliability of one data item, they cannot simply be added to detect whether movements in data items between two periods of time are statistically significant. The following formula gives an approximation of the confidence interval width for the difference between two estimates:

$$\text{SQUARE ROOT}(2) * \text{CONFIDENCE INTERVAL WIDTH}$$

Note that this formula is an approximation only, and assumes that the two estimates being tested are of similar size, and are based on similar samples.

In the example used above, an observed change from our estimate of overnight visitors of 7,000,000 would be significant (at the 95% level), if there is a difference in a subsequent or earlier estimate of 7.8% (1.4142*5.5%) or more. Therefore, if another estimate is outside the range 6,454,000 to 7,546,000 (+/- 7.8%), we can state that there are 19 chances out of 20 that the apparent movement reflects a true trend in the population.

Use of NVS data to analyse national, State/Territory, or regional domestic tourism performance should be based on an understanding of the data's level of reliability. Through understanding the confidence interval of the data, users are able to determine when a change between years is likely to be statistically significant and when it is not (that is, when it is more likely to be simply the result of random sample variation).

Increasing the sample of the NVS by 50% to 120,000 will progressively improve the reliability of survey estimates. On average, the confidence intervals associated with particular quarterly estimates will reduce by 16%. Year ending estimates will not achieve the same level of improvement until December 2005 as it will take this long for the full flow on effect of the increase in sample to be realised. Tourism Research Australia will review and update the confidence intervals to apply to future NVS estimates in coming months.

For more information about the use of confidence intervals in the NVS or the impact the increase in sample has had on reliability of data, please contact the Manager Surveys on 02 6228 6100.

Items that are not collected for long trips

In the NVS, information on purpose, accommodation, transport, leisure activities and detailed expenditure items are not asked for at individual locations visited on long trips. A long trip is defined as one where a person stops overnight in more than 21 different locations.

Indications of reliability in data tables

All figures reported in this publication are estimates based on the sample surveyed and as such are subject to some degree of uncertainty, indicated by the size of the confidence interval associated with the estimate. Estimates that have a confidence interval width between 50% and 100% are marked with a single asterisk (*) in tables. When the confidence interval width exceeds the estimate (that is, is greater than 100%), the estimate is marked with a double asterisk (**).

Where the estimate is marked with either a * or ** symbol, the estimate is subject to sampling variability which is too high for most practical purposes.

Use of symbols in tables

| | |
|----|--|
| na | data not available |
| * | subject to sampling variability too high for practical purposes (confidence interval width between 50% and 100%) |
| ** | subject to sampling variability too high for practical purposes (confidence interval width of 100% or more) |

Row and column totals

Items within the body of each table may not add exactly to row or column totals. This is due to rounding and to inclusion in totals of unallocated 'not stated' or 'unspecified' responses.

In some tables, the row or column total may be considerably different to the sum of the component values. This occurs due to multiple responses to some questions in the NVS questionnaire. Where items within the body of a table do not add exactly to row or column totals, a footnote has been provided.

State and Territory specific surveys

The Tasmanian Government conducts a regular survey of visitors to the State. Results of the survey are available from Tourism Tasmania:

Tourism Tasmania
GPO Box 399
Hobart TAS 7001
Phone: (03) 6230 8231
Fax: (03) 6230 8353
Email: statistics@tourism.tas.gov.au
Web site: www.tourismtasmania.com.au

Expenditure

Regional expenditure allocation methodology

A brief summary of the process by which expenditure by domestic visitors is allocated to regions is given below. Further explanation of expenditure allocation methods can be found in *Regional Expenditure Tables 2007 – Background and Methods*. Tourism Research Australia, Canberra. Expenditure in the NVS is collected for the respondent's entire journey, not for individual stops. For both overnight and day visitors, information is collected on the following three types of expenditure:

- expenditure by respondent during the trip
- expenditure by respondent before or after the trip
- expenditure paid by employer or other who is not travelling

For each of these three types of expenditure, information is collected on the amount spent on each of the following expenditure items:

- Packages
- Taxis (including to/from airport)
- Airline fares
- Organised tours/side trips
- Car hire costs (rental, leasing)
- Fuel (petrol, diesel)
- Vehicle maintenance or repairs
- Any other long distance transport costs (train, coach, ship etc)
- Any other local transport costs (bus, train, ferry, etc)
- Accommodation (not relevant for domestic day trips)
- Takeaways and restaurant meals
- Groceries etc for self-catering
- Alcohol, drinks (not already reported with food above)
- Shopping, gifts, souvenirs
- Entertainment, museums, movies, zoos etc
- Horse racing, gambling, casinos
- Conference fees
- Education, course fees
- Purchase of motor vehicles or any other major equipment
- Other (phone, postage, medical expenses, repairs, dry cleaning etc)

Expenditure on capital goods (for example, motor vehicles, property, and office equipment) is not included in the published NVS estimates, as it is not regarded as tourism expenditure. All the other expenditure items in the above list are included in the expenditure estimates for domestic day and overnight visitors.

Overnight trips expenditure allocation process

As discussed above, expenditure information in the NVS is collected for entire trips, not for individual stops. A method has been developed by which this amount can be distributed over all the stops on the trip.

The process of allocating money spent on overnight trips begins with the identification of four major sub-components of total expenditure:

- expenditure attributable to the respondent's home region
- expenditure on airfares and other long distance fares
- expenditure attributable to the destination region or regions
- expenditure on long trips

The 'home region' is the region where the survey respondent lives and home region expenditure, by definition, applies to a single region. In taking a trip a traveller may spend some money in the region where they live; this expenditure is identified as home region expenditure. For example, expenditure on taxi fares, fuel and groceries paid for before or after the trip are assigned wholly to the traveller's home region. Fuel expenses

paid by someone other than the respondent and meals paid for before or after the trip are assigned to the home region in the proportion:

$1 / (\text{number of stops} + 1)$ – with the remainder going to destination regions.

Airfare and other long distance fare expenditure is allocated equally between the region where the journey started and where it ended. In the few cases where there is no major airport in the departure and/or arrival region (for example, the Central Coast of NSW or Melbourne East in Victoria) the share of airfare expenditure is allocated to the nearest region with a major airport. For trips where there is more than one destination, information on the transport mode used to get to each stopover is used to allocate airfares and other long distance transport fares to regions. For example, if a traveller uses air travel on three legs of their trip, one third of the airfare expenditure is allocated to the departure and arrival regions for each leg.

Unpublished work by Tourism Research Australia has shown that, on average, about 60% of package expenditure is taken up by airfares and other long distance fares and the remaining 40% by other items like accommodation, food and car hire. The first step in the allocation of package expenditure is to split the expenditure into these proportions. The airfare and other long distance component are allocated together with other airfare expenditure, and the remaining 40% is allocated by the iteration process.

In allocating package expenditure using the iteration method, the 'regional cost indicator' is average package expenditure per night. The end result of iteration is an estimate of package expenditure at each stop on each trip.

Destination region expenditure excludes expenditure on capital items, and includes 40% of package expenditure. Sixteen expenditure items and package expenditure are grouped into nine major expenditure types, which are:

- Packages
- Local transport
- Entertainment
- Fuel
- Food
- Shopping
- Accommodation
- Conference fees
- Any other expenditure

Each of these expenditure types is allocated by the iterative process.

For *expenditure on long trips* (trips with more than 21 stops) a single expenditure figure is collected for these trips, which is equal to total expenditure for the entire trip. This amount is allocated to regions in proportion to the nights spent at each stop.

The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

1. A regional cost indicator is calculated for each region that has an expenditure sample – national average expenditure used for those regions where there is no expenditure sample.
2. Preliminary expenditure estimates for each stop in the trip are calculated by multiplying the cost indicator for the region at the stop by the length of stay at that stop. Preliminary estimates of expenditure are rescaled using the formula:

$$r = p * (E / R)$$

where

- r = rescaled value for this stop
- p = preliminary estimate for this stop
- E = reported total expenditure for the trip
- R = sum of preliminary estimates for the trip

Rescaled values sum to the total reported expenditure for the trip.

3. New estimates of regional cost indicators are calculated by summing rescaled expenditure values for each region, and dividing this number by the total nights spent in that region. If estimates of cost indicators for the current iteration differ from estimates of cost indicators from the previous iteration by less than an agreed amount the process is stopped, otherwise it is repeated from step 2.

Rescaled values at the last iteration are the final estimates of expenditure at each stop.

Experience has shown:

- Cost indicators for most regions reach a value close to their final value after four or five iterations
- Fifteen iterations are usually enough to get successive differences well below \$1.00
- The process is not sensitive to initial estimates of cost indicators
- The main driver of the process is the nights spent at each stop

Day trips expenditure allocation process

Expenditure allocation for day trips is similar in principle to expenditure allocation for overnight trips, but less complicated as each trip has just one destination region. All day trip expenditure is apportioned between home and destination regions using predetermined proportions, which are the same as those for overnight trips. Unlike the overnight trip analysis, there is no need to further apportion expenditure to multiple destination regions.

Glossary of terms

Accommodation used

This indicates the type of accommodation used by an overnight visitor when visiting a particular location. The main categories of accommodation include:

- Hotel, resort, motel or motor inn
- Guest house or bed and breakfast
- Friend's or relative's property
- Rented house, apartment, flat or unit
- Caravan park or commercial camping ground
- Caravan or camping on private property
- Own property (eg holiday house)

There were some modifications made to the accommodation categories and definitions used from the March quarter 2003 to align with the Australian Bureau of Statistics *Survey of Tourist Accommodation* and to bring consistency between the *International Visitor Survey (IVS)* and the NVS. In 2003 the main change was the splitting of Hotel, resort, motel, motor inn into two categories: Luxury hotel/luxury serviced apartment/luxury resort (4 or 5 star) and Standard hotel/motel/motor inn or standard serviced apartment (below 4 star). The Rented house/apartment/flat/unit category was also refined to indicate this accommodation was not serviced on a daily basis.

The introduction of the new accommodation categories and definitions has resulted in some redistribution of response. It appears there has been leakage from the guest house or bed and breakfast and caravan park or commercial camping ground categories into hotel, resort, motel, motor inn. Consequently care should be taken when comparing estimates with earlier periods.

Average nights

The sum of all nights divided by the sum of all visitors for a particular category. This is commonly referred to as average length of stay.

Day visitors

Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.

Duration of visit

The total amount of time that a visitor spends in a State or Territory or region while on an overnight trip. The example at the end of the Glossary of Terms relates to a Newcastle resident, where the duration of visit to NSW was 2 nights, the duration of their visit to the ACT was 2 nights and the duration of their visit to Victoria was 8 nights. Similarly, their duration of visit to the High Country region was 4 nights. If the respondent spent another 2 nights in Sydney before returning home, then their duration of visit to NSW would instead be 4 nights.

Expenditure

Expenditure in the NVS is collected for the traveller's entire journey. Expenditure amounts include expenditure by, and on behalf of, travellers during a trip. Expenditure items include airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip.

| | |
|-------------------------------------|---|
| Expenditure on capital goods | The purchase of motor vehicles is not included in the estimates, as this is not regarded as tourism expenditure. |
| Expenditure – other | This includes miscellaneous trip expenditure such as phone calls, postage, film processing, medical expenses, repairs and dry cleaning. |
| Intrastate tourism | A person is an intrastate visitor when they visit a location in the State or Territory in which they reside. In the example at the end of the Glossary of Terms, the traveller was an intrastate visitor to the Sydney region. |
| Intrastate visitor night | Any night spent in the same State or Territory as that the traveller resides. In the example at the end of the Glossary, there are 2 intrastate visitor nights spent in NSW. |
| International visitors | International visitors, or outbound visitors, are those who visit another country. As for overnight travel, only international travel where the respondent is away from home for less than 12 months is included. |
| Interstate tourism | A person is an interstate visitor when they visit a State or Territory other than that in which they reside. In the example at the end of the Glossary, the traveller was an interstate visitor to Canberra, Melbourne and the High Country regions. |
| Interstate visitor night | Any night spent in a State or Territory other than that in which the visitor resides. In the example at the end of the Glossary, there could be a total of 10 interstate visitor nights - 2 visitor nights spent in the ACT and the remaining 8 visitor nights spent in Victoria. |
| Median nights | Represents the mid point length of stay for which 50% of visitors stay less time and 50% stay longer. |
| Modelling Expenditure | Tourism Research Australia has used a model based approach to derive regional expenditure estimates for domestic day and overnight visitors. This enables the production of consistent estimates of domestic tourism expenditure in Australian States and Territories and in the major Australian tourism regions. |
| Overnight trips | <p>In the NVS, overnight trips are defined as trips involving a stay away from home for at least one night, at a place at least 40 kilometres from home. Only those trips where the respondent is away from home for less than 12 months are in scope.</p> <p>The trip is the basic collection unit used in the NVS to obtain information about overnight travel undertaken by Australians.</p> |
| Overnight visitors | <p>Australians who undertake an overnight trip are referred to as overnight visitors or simply visitors. Occasionally in this publication, they are referred to as overnight travellers.</p> <p>A person is a visitor to a location if they stay one or more nights in the location while travelling, and they are said to have made a visit to the location. Therefore, a traveller may be a visitor to several different locations, and consequently a trip may include multiple visits.</p> <p>Within each geographic region, net visitor numbers are reported. That is, a traveller is reported as only one visitor to a geographic region, irrespective of the number of places visited within the area.</p> |

Purpose of visit

The purpose of visit is the main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit are:

- **Holiday/leisure travel** – includes holidays, travel for leisure, entertainment, sport as a participant and spectator, shopping, relaxation and just ‘getting away’.
- **Visits to friends and relatives (VFR)** - travel such as to a friend’s or relative’s wedding or funeral.
- **Business** - includes business, work travel for transport crews, attendance at conferences, conventions, exhibitions and trade fairs, training and research related to employment.
- **Other** - includes for the purposes of education (for example, school excursions), personal appointments, health-related travel, and employment/leisure travel (for example, working holidays).

Note: the following example highlights an important point – travellers may have different purposes for visiting different locations. As such, the sum of all visitors across purposes will be greater than the overall number of visitors to a particular geographic area.

Example: one trip could include - travel to Sydney to visit friends, a visit to Canberra for holidays, a visit to Melbourne for business and a visit to the High Country for holidays. This visitor is counted as a visitor to NSW to visit friends and/or relatives, a holiday visitor to the ACT, a business visitor as well as a holiday visitor to Victoria.

Total domestic economic value

The TDEV methodology was developed by Tourism Research Australia on behalf of the Tourism Forecasting Committee. TDEV is calculated from quarterly expenditure data collected in the National Visitor Survey and benchmarked to annual ‘Domestic tourism consumption’ data in the ABS Tourism Satellite Account (ABS cat. no.5249.0). TDEV exceeds total domestic visitor expenditure (excluding major items) as this expenditure measure does not capture the full economic value of goods and services consumed by domestic visitors. For example, TDEV includes the value of subsidised services consumed by domestic visitors, such as entrance fees to museums and art galleries. TDEV does not include expenditure on major items bought during a trip, such as motor vehicles and white goods.

Visitor nights

Visitor nights refer to the number of nights spent away from home in association with individual visits. In the preceding example, there was a total of 12 visitor nights, with 2 of these being spent in NSW, 2 in the ACT and the remaining 8 visitor nights being spent in Victoria. At a regional level, there were 2 visitor nights spent in the Sydney region, 2 visitor nights spent in the Canberra region, 4 visitor nights in the Melbourne region and 4 visitor nights spent in the High Country region.

Example

This example is referred to in some of the above definitions:

Consider a 12 night trip from Newcastle, where a person spends 2 nights in Sydney, 2 nights in Canberra, 4 nights in Melbourne, 2 nights in Benalla and 2 nights in Wangaratta.

At the regional level, this respondent would be a visitor to the Sydney region, the Canberra region, the Melbourne region and the High Country region.

The respondent is counted as a single visitor to the High Country region, even though they had 2 stopovers in this region – one in Benalla and one in Wangaratta.

At the State/Territory level, the respondent would be counted as a visitor to Victoria, the ACT and also a visitor to NSW. As with the regional level data, the traveller is counted as a single visitor to Victoria, even though they were a visitor to 2 different regions in this State.

State and Territory abbreviations

| | |
|-----|------------------------------|
| NSW | New South Wales |
| VIC | Victoria |
| QLD | Queensland |
| SA | South Australia |
| WA | Western Australia |
| TAS | Tasmania |
| ACT | Australian Capital Territory |
| NT | Northern Territory |

About Tourism Research Australia

Tourism Research Australia is a business unit of Tourism Australia, a Federal Government statutory authority established 1 July 2004.

Tourism Research Australia provides independent, accurate, timely and strategically relevant statistics and analysis to the tourism industry, government and the community at large to enhance the contribution of tourism to the benefit of the Australian community.

Tourism Research Australia is based in Canberra and is jointly funded by the Commonwealth, State and Territory Governments.

Research publications and reports

Tourism Research Australia publications and reports are available in electronic formats for free PDF download. Selected publications are available for purchase in hardcopy formats. For further information go to www.tra.australia.com

If you would like to receive email alerts advising of new releases, go to www.tra.australia.com and register for the Tourism Research Australia Publications Advisory Service.

Statistical Enquiry Service

Tourism Research Australia Statistical Enquiry Service is available for industry operators, academics and other interested parties. This service is maintained by a Tourism Research Information Officer who plays a key role in linking the tourism industry to important tourism research data.

This service can provide Tourism Research Australia data in excel tables tailored to meet specific research needs.

Tourism Research Australia is a cost recovery organisation and charges apply for some research services. These will be dependent on the complexity of the information required. A consultancy quotation will be provided for data needs via email. All major credit cards are accepted with the exception of Diners. A tax invoice will be supplied on completion.

For further information on the Statistical Enquiry Service please contact research@tourism.australia.com

Online Data Package

Tourism Research Australia has designed an online facility that allows paid subscribers authorised access to real time research information using Tourism Research Australia databases.

This online environment provides users with the ability to manipulate and use data to generate tables which are relevant to specific needs as well as expanded functionality including:

- immediate access to the new data each quarter on the day of release
- capability to store and update customised tables of user specified data in a password protected online database
- saved tables which can be built to update immediately when quarterly data is uploaded by Tourism Research Australia
- access from any computer with an internet service, allowing the user improved flexibility

If you would like to receive information about the Online Data Package subscription or have further enquiries please email tra@tourism.australia.com

Tourism Research Australia Destination Visitor Surveys

In addition to the International Visitor Survey (IVS) and the National Visitor Survey (NVS), Tourism Research Australia has developed a program of Destination Visitor Surveys (DVS). These projects are a regional initiative and are aimed at non-capital city destinations.

The Destination Visitor Surveys program allows the analysis of visitor type, trip characteristics and destination specific issues.

The data from these surveys are weighted to the IVS and NVS data in order to gain accurate and cross-comparable statistics. For further information on the regional Destination Visitor Surveys program, go to www.tra.australia.com

- **Visitor Profile and Satisfaction program**

In response to a number of industry requests, Tourism Research Australia has developed a Visitor Profile and Satisfaction (VPS) program. In this program the research design, questionnaires, analysis and reporting are standardised.

The standardised surveys enable regional destinations to work in partnership with Tourism Research Australia and leading market research companies to support localised marketing and business decision making. This program allows destinations to minimise the cost and time normally taken to complete such projects.

The VPS program is open to any Australian tourism destination - projects are funded by the broader Destination Visitor Survey program. Opportunities are available for destinations to fund their own VPS project. To date those participating in these projects have covered a diverse range of visitor profiles and destination types, from remote outback destinations to some of the busiest tourism destinations in Australia.

For more detailed information read the [Visitor Profile and Satisfaction Program - A Guide for Tourism Destinations 2008](#) on our website at www.tra.australia.com

Please note: initial contact *must* be made with the relevant [State Tourism Organisations](#).

Tourism Research Australia

Level 3 11-17 Swanson Plaza Belconnen ACT 2617

PO Box 1110 Belconnen ACT 2616

Telephone: + 61 2 6228 6100

Facsimile: + 61 2 6228 6180

Email: tra@tourism.australia.com

www.tra.australia.com



Australian Government



Tourism Australia