A person wearing a yellow helmet and a white shirt is riding a green bicycle through a vast field of purple lavender. The lavender is planted in neat, curved rows that follow the contours of a hillside. In the background, there are rolling hills and mountains under a clear blue sky. The bottom of the image features a decorative border of colorful dots in shades of green, yellow, and purple.

Travel by Australians

SEPTEMBER 2007

QUARTERLY RESULTS OF THE
NATIONAL VISITOR SURVEY

Tourism Australia 
Tourism Research Australia

Travel by Australians

**September 2007
Quarterly Results of the
National Visitor Survey**

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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.

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Contents

Main findings	1
Overnight travel within Australia	1
Day trips within Australia	2
Outbound travel by Australians	3
Regional expenditure	4

Tables

Overnight trips

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

Day trips

14. Day visitors: State/Territory visited by main purpose of visit	18
15. Day visitors by State/Territory visited	19
16. Day visitors: State/Territory visited by main transport used	20
17. Expenditure by day visitors: Items of expenditure by main purpose of visit.....	21

Outbound trips

18. Australians travelling overseas: Visitors and average number of nights per trip by main destination and purpose of trip	22
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Expenditure

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

Figures

1.	Visitor nights and overnight expenditure	1
2.	Visitor nights by purpose of visit.....	2
3.	Day visitors and day expenditure	3
4.	Outbound travel	3

Introduction to the National Visitor Survey	32
Survey Methodology	33
Expenditure	34
Data Reliability	36
Glossary of Terms	39
State and Territory Abbreviations.....	42
About Tourism Research Australia.....	43

Main findings

Overnight travel within Australia: Year ended 30 September 2007

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 74.5 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 3% higher than the number of overnight trips from the equivalent period in 2006.
Visitor nights	Australians spent 290.1 million nights away from home. This was 4% higher than the level recorded from the equivalent period in 2006.
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 (23%) and Queensland (25%).
State/Territory nights	New South Wales received the most visitor nights with (29%), followed by Queensland (27%) and Victoria (18%).
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 (38%), followed by a hotel, resort, motel or motor inn (27%).
Transport	The most common forms of transport used were a private vehicle (72%) and air transport (22%).
Expenditure	Expenditure by overnight visitors amounted to \$43.9 billion.

Figure 1: Visitor nights and overnight expenditure, year ending December 1998 to September 2007

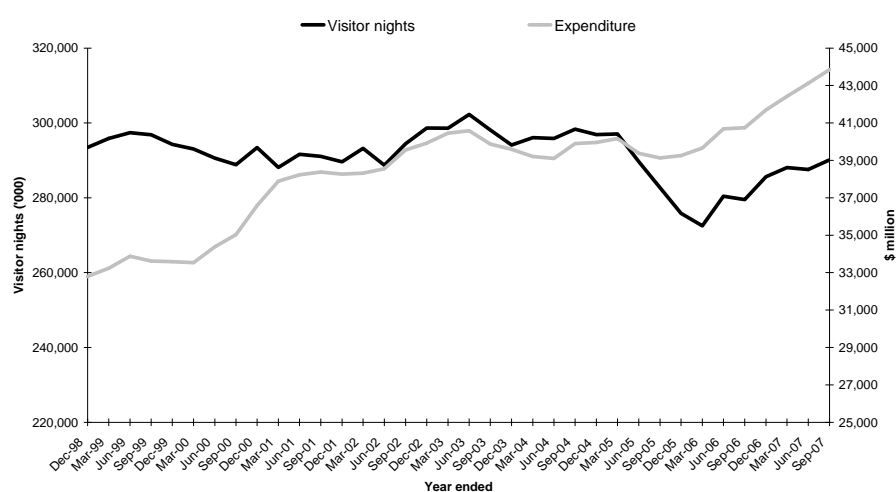
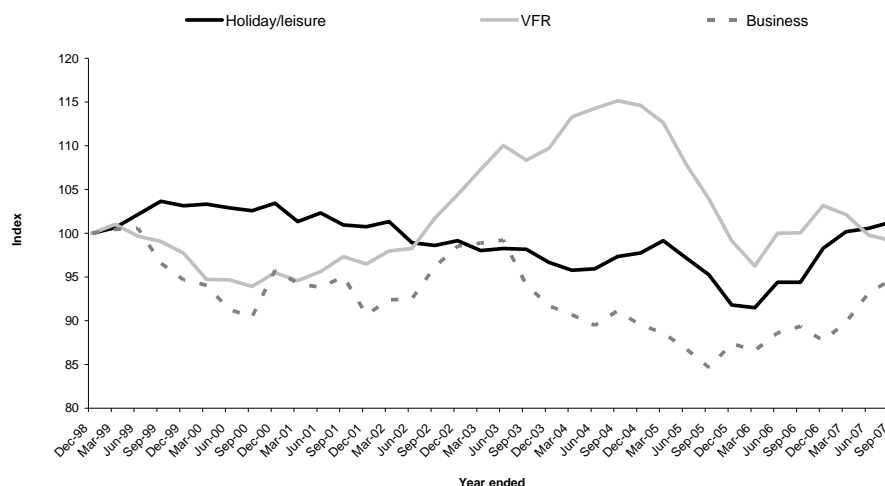


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to September 2007



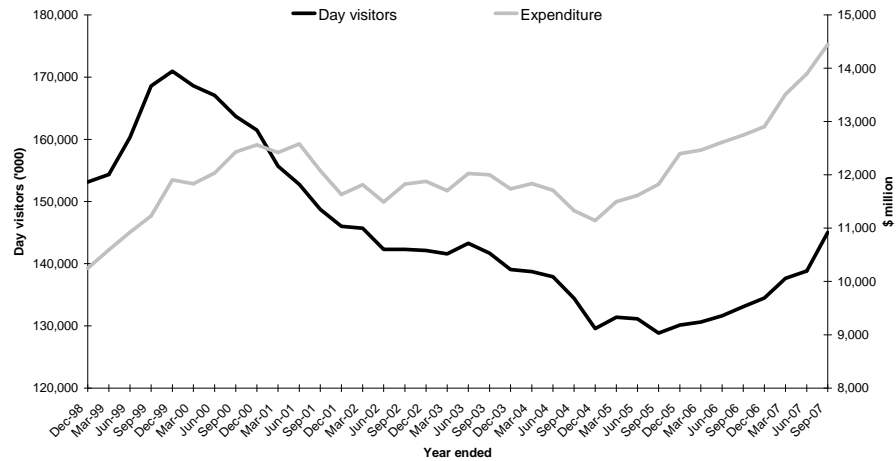
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

Day trips within Australia: Year ended 30 September 2007

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 145 million day trips taken in Australia by Australian residents aged 15 years and over.
- Purpose** The most popular reason for daytrips was holiday or leisure (50%), visiting friends and relatives (29%) and business (10%).
- States/Territories** New South Wales received the most day visitors (33%), followed by Victoria (24%) and Queensland (22%).
- 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 \$14.4 billion compared with \$12.7 billion for the same period in 2006. (Figure 3)

Figure 3: Day visitors and day expenditure, year ending December 1998 to September 2007



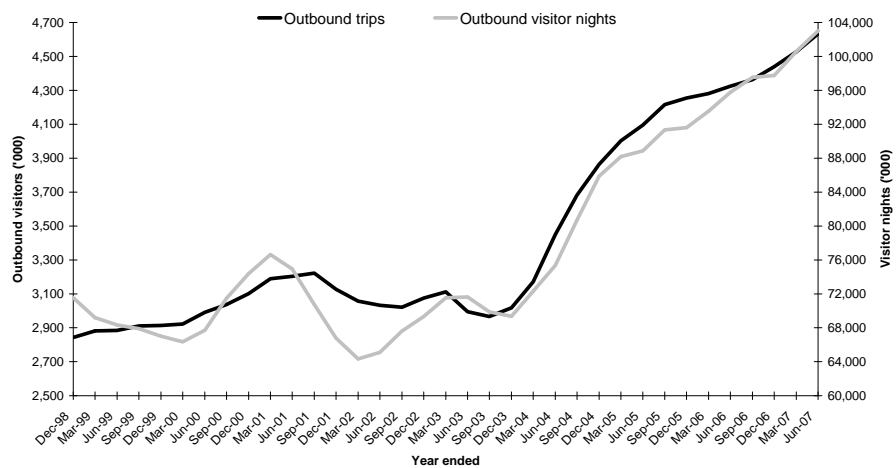
Outbound travel by Australians: Year ended 31 June 2007

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 June 2007 due to the 3 month recall period in the National Visitor Survey.

- Total trips** Australians aged 15 years and over took 4.6 million international trips.
- Nights** Australians spent an average of 22 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 (51%), followed by visiting friends and relatives (24%) and business (22%).

Figure 4: Outbound travel, year ending December 1998 to June 2007



Expenditure: Year ended 30 September 2007

Total expenditure For the year ended 30 September 2007, over half of expenditure by both domestic day visitors (56%) and domestic overnight visitors (52%) was spent in regional areas of Australia.

States/Territories Spending by domestic overnight visitors was highest in Queensland (\$12.4 billion), followed by New South Wales (\$12.1 billion) and Victoria (\$8.2 billion). Spending by domestic day visitors was highest in New South Wales (\$4.8 billion), followed by Victoria (\$3.3 billion) and Queensland (\$3.2 billion).

Tourism regions Among tourism regions in regional areas, spending by domestic overnight visitors was highest in the Sunshine Coast (\$1.7 billion), followed by North Coast NSW (\$1.6 billion). For domestic day visitors, expenditure was highest in the Sunshine Coast (\$477 million), followed by the Hunter (\$443 million).

Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Sydney (\$4.6 billion), followed by Melbourne (\$4.5 billion). For domestic day visitors, expenditure was highest in Sydney (\$1.7 billion), followed by Melbourne (\$1.3 billion).

Expenditure per visitor For domestic overnight visitors, expenditure per visitor was highest in Darwin (\$1,145) and the Whitsundays (\$1,096). For domestic day visitors, expenditure per visitor was highest in Canberra (\$162), followed by Explorer Country, NSW (\$137).

Expenditure per night The highest average expenditure per night was in Melbourne (\$242), followed by the Whitsundays (\$223), and Sydney (\$212).

Intrastate and Interstate expenditure Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$5.9 billion), followed by Queensland (\$4.7 billion).

Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.5 billion), followed by New South Wales (\$4.1 billion).

New South Wales residents spent more on interstate travel (\$5.5 billion) than residents of the other States/Territories. Most of this was spent in Queensland (\$2.6 billion), followed by Victoria (\$1.5 billion). Victorian residents spent \$4.7 billion on interstate travel, including \$1.7 billion in Queensland and \$1.5 billion in New South Wales.

Purpose Visitors who travelled for holiday or leisure purposes accounted for the highest share of expenditure in Australia: 59% of domestic day and 58% of domestic overnight expenditure.

Spending by domestic day visitors travelling for holiday or leisure purposes was highest in New South Wales (\$2.5 billion) while spending by domestic overnight visitors travelling for holiday purposes was highest in Queensland (\$6.3 billion).

Table 1
Overnight visitors and visitor nights by State/Territory visited and purpose of visit
September quarter 2007 and year ended 30 September 2007

	Visitors		Visitor nights	
	'000	Per cent	'000	Per cent
September quarter 2007				
Visitors to:				
New South Wales	5 526	32	17 311	25
Victoria	3 934	23	10 404	15
Queensland	4 745	27	22 191	32
South Australia	1 205	7	4 085	6
Western Australia	1 533	9	9 218	13
Tasmania ^(a)	374	2	1 277	2
Northern Territory	384	2	2 663	4
Australian Capital Territory	525	3	1 254	2
Purpose of visit ^(b)				
Holiday/leisure	7 130	41	32 306	47
Visiting friends and/or relatives	5 757	33	19 193	28
Business	3 888	22	12 049	18
Other	1 060	6	3 403	5
Total ^(c)	17 464	100	68 474	100
Year ended 30 September 2007				
Visitors to:				
New South Wales	24 578	33	83 161	29
Victoria	17 207	23	52 836	18
Queensland	18 347	25	79 002	27
South Australia	5 407	7	19 337	7
Western Australia	6 572	9	32 905	11
Tasmania ^(a)	2 056	3	9 363	3
Northern Territory	1 150	2	7 513	3
Australian Capital Territory	1 952	3	5 862	2
Purpose of visit ^(b)				
Holiday/leisure	32 719	44	141 730	49
Visiting friends and/or relatives	25 299	34	88 149	30
Business	14 315	19	44 206	15
Other	3 801	5	13 433	5
Total ^(c)	74 504	100	290 108	100

(a) See State specific surveys on page 38 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.

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

How to read this table:

Table 1 shows that, during the September quarter 2007, 3,934,000 people visited destinations in Victoria and stayed for 10,404,000 nights, while during the year ended 30 September 2007, visitors whose main purpose was visiting friends and/or relatives totalled 88,149,000 nights.

Table 2
Overnight visitors by State/Territory visited

	NSW	VIC	QLD	SA	WA	TAS ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2006									
September quarter	1 923	1 208	1 617	395	339	195	241	na	5 961
December quarter	1 988	1 296	1 457	463	347	185	167	na	6 056
2007									
March quarter	1 957	1 274	1 357	552	267	343	100	na	6 069
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
Year ended 30 September									
2006	7 960	5 368	5 822	1 876	1 207	1 032	620	na	24 237
2007	7 728	5 290	5 895	1 993	1 266	923	750	na	24 465
Intrastate visitors									
2006									
September quarter	3 695	2 431	2 580	713	1 227	204	91	na	10 570
December quarter	4 258	2 886	3 085	851	1 376	251	93	na	12 480
2007									
March quarter	4 476	3 608	2 863	965	1 419	369	77	na	13 448
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
Year ended 30 September									
2006	16 469	12 011	10 949	3 359	5 365	1 027	346	na	48 027
2007	16 851	11 918	12 453	3 414	5 305	1 133	400	na	50 039
Total visitors									
2006									
September quarter	5 619	3 639	4 197	1 109	1 566	399	332	457	16 532
December quarter	6 246	4 181	4 543	1 315	1 723	437	259	446	18 536
2007									
March quarter	6 433	4 882	4 220	1 517	1 687	712	177	504	19 517
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
Year ended 30 September									
2006	24 429	17 379	16 770	5 236	6 572	2 059	966	1 886	72 264
2007	24 578	17 207	18 347	5 407	6 572	2 056	1 150	1 952	74 504

na Data not available.

(a) See State specific surveys on page 38 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.

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 September 2007, there were 5,305,000 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									
2006									
September quarter	8 501	4 387	11 972	1 645	2 552	991	2 410	na	33 807
December quarter	7 739	5 499	9 250	2 258	3 095	1 051	1 450	na	31 691
2007									
March quarter	10 446	6 704	8 951	3 004	2 279	3 007	703	na	36 801
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
Year ended 30 September									
2006	34 079	21 949	36 696	9 225	9 271	7 026	4 962	na	128 643
2007	32 463	22 093	38 508	9 580	12 131	6 426	6 142	na	132 973
Intrastate visitor nights									
2006									
September quarter	10 510	5 836	8 107	1 836	5 117	441 *	276 *	na	32 138
December quarter	12 353	6 663	10 530	2 533	4 847	555	316 *	na	37 860
2007									
March quarter	15 706	11 706	10 600	3 035	5 523	1 204	246 *	na	48 243
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
Year ended 30 September									
2006	50 412	30 929	36 931	9 680	19 320	2 465	973	na	150 857
2007	50 698	30 744	40 494	9 757	20 774	2 937	1 371	na	157 135
Total visitor nights									
2006									
September quarter	19 011	10 223	20 079	3 482	7 669	1 432	2 686	1 351	65 944
December quarter	20 092	12 162	19 781	4 790	7 941	1 605	1 766	1 356	69 550
2007									
March quarter	26 152	18 410	19 551	6 040	7 802	4 211	950	1 928	85 044
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
Year ended 30 September									
2006	84 491	52 878	73 627	18 906	28 591	9 491	5 935	5 493	279 500
2007	83 161	52 836	79 002	19 337	32 905	9 363	7 513	5 862	290 108

na Data not available.

* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 36 for further information.

(a) See State specific surveys on page 38 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.

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 September 2007, a total of 79,002,000 visitor nights were spent in Queensland, while during the September quarter 2007, 12,406,000 nights were spent in Queensland by interstate visitors.

Table 4
Overnight visitors: State/Territory visited by main purpose of visit
Year ended 30 September 2007

	Holiday/leisure		VFR		Business		Other		Total ^(a)	
	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent
Interstate visitors to:										
NSW	3 150	30	2 488	31	1 867	27	423	37	7 728	32
VIC	1 843	18	1 749	22	1 609	23	220	19	5 290	22
QLD	2 857	27	1 727	22	1 299	19	192	17	5 895	24
SA	748	7	657	8	525	8	94	8	1 993	8
WA	451	4	304	4	524	8	40 *	3 *	1 266	5
TAS ^(b)	483	5	225	3	215	3	25 *	2 *	923	4
NT	391	4	130	2	209	3	24 *	2 *	750	3
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	10 419	100	7 984	100	6 861	100	1 156	100	24 465	100
Intrastate visitors to:										
NSW	7 480	32	6 271	35	2 372	30	995	35	16 851	34
VIC	6 104	26	4 078	23	1 270	16	527	18	11 918	24
QLD	5 277	22	4 343	24	2 308	30	665	23	12 453	25
SA	1 661	7	1 048	6	510	7	222	8	3 414	7
WA	2 355	10	1 700	10	973	13	345	12	5 305	11
TAS ^(b)	573	2	319	2	177	2	75	3	1 133	2
NT	154	1	57	0	164	2	29 *	1 *	400	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	23 605	100	17 818	100	7 781	100	2 860	100	50 039	100
Total visitors to:										
NSW	10 630	32	8 758	35	4 239	30	1 418	37	24 578	33
VIC	7 947	24	5 827	23	2 880	20	747	20	17 207	23
QLD	8 133	25	6 070	24	3 607	25	857	23	18 347	25
SA	2 410	7	1 706	7	1 035	7	316	8	5 407	7
WA	2 806	9	2 004	8	1 497	10	385	10	6 572	9
TAS ^(b)	1 056	3	544	2	392	3	100	3	2 056	3
NT	545	2	186	1	374	3	54	1	1 150	2
ACT	495	2	705	3	616	4	140	4	1 952	3
Total ^(d)	32 719	100	25 299	100	14 315	100	3 801	100	74 504	100

na Data not available.

* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 36 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 38 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 September 2007, 31 per cent of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 32,719,000 visitors travelled for holiday/leisure purposes.

Table 5
Visitor nights: State/Territory visited by main purpose of visit
September quarter 2007 and year ended 30 September 2007

	Holiday/leisure		VFR		Business		Other		Total ^(a)	
	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent
September quarter 2007										
Visitor nights in:										
NSW	7 949	25	5 416	28	2 703	22	1 100	32	17 311	25
VIC	4 447	14	3 414	18	1 986	16	519	15	10 404	15
QLD	11 675	36	6 016	31	3 386	28	851	25	22 191	32
SA	1 662	5	1 219	6	872	7	234 *	7 *	4 085	6
WA	4 123	13	1 982	10	1 942	16	460 *	14 *	9 218	13
TAS ^(b)	535	2	418 *	2 *	235 *	2 *	77 **	2 **	1 277	2
NT	1 573	5	308 *	2 *	453 *	4 *	71 **	2 **	2 663	4
ACT	342 *	1 *	421 *	2 *	399 *	3 *	92 **	3 **	1 254	2
Total ^(c)	32 306	100	19 193	100	12 049	100	3 403	100	68 474	100
Year ended 30 September 2007										
Visitor nights in:										
NSW	40 509	29	27 920	32	10 349	23 #	4 187	31	83 161	29
VIC	25 486	18	17 433	20	7 907	18	1 882	14	52 836	18
QLD	40 632	29	22 740	26	11 317	26	3 804	28	79 002	27
SA	9 237	7	5 962	7	2 935	7	913	7	19 337	7
WA	15 110	11	8 015	9	7 044	16	1 691	13	32 905	11
TAS ^(b)	5 341	4	2 339	3	1 225	3	364 *	3 *	9 363	3
NT	4 048	3	1 363	2	1 580	4	194 *	1 *	7 513	3
ACT	1 349	1	2 376	3	1 739	4	398 *	3 *	5 862	2
Total ^(c)	141 730	100	88 149	100	44 206	100	13 433	100	290 108	100

*** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 36 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 38 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.

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 September 2007, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,225,000 nights, while during the September quarter 2007, Victoria accounted for 18 per cent 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

	<u>Holiday/leisure</u>		<u>VFR</u>		<u>Business</u>		<u>Other</u>		<u>Total ^(a)</u>	
	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent
Overnight visitors										
2006										
September quarter	6 607	40	5 597	34	3 829	23	982	6	16 532	100
December quarter	7 869	42	6 696	36	3 441	19	943	5	18 536	100
2007										
March quarter	9 744	50	6 351	33	3 009	15	839	4	19 517	100
June quarter	7 976	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
Year ended 30 September										
2006	30 969	43	25 456	35	13 667	19	3 870	5	72 264	100
2007	32 719	44	25 299	34	14 315	19	3 801	5	74 504	100
Visitor nights										
2006										
September quarter	30 941	47	19 754	30	11 351	17	3 429	5	65 944	100
December quarter	32 027	46	22 759	33	10 786	16	3 399	5	69 550	100
2007										
March quarter	46 272	54	25 327	30	9 701	11	3 484	4	85 044	100
June quarter	31 125	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
Year ended 30 September										
2006	131 738	47	88 900	32	41 711	15	14 353	5	279 500	100
2007	141 730	49	88 149	30	44 206	15	13 433	5	290 108	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.

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

How to read this table:

Table 6 shows that, during the September quarter 2007, 3,888,000 visitors were travelling for business purposes and they stayed a total of 12,049,000 nights.

Table 7
Overnight visitors: State/Territory visited by State/Territory of origin
September quarter 2007 and year ended 30 September 2007

	State/Territory of origin								Total
	NSW	VIC	QLD	SA	WA	TAS ^(a)	NT	ACT	
'000									
September quarter 2007									
Visitors to:									
NSW	3 729	666	622	126	86	40 *	18 *	241	5 526
VIC	609	2 607	178	258	114	90	16 *	61	3 934
QLD	866	538	3 061	106	67	46 *	18 *	42 *	4 745
SA	137	206	45 *	738	41 *	8 **	17 *	12 *	1 205
WA	100	98	73	33 *	1 207	9 **	5 **	7 **	1 533
TAS ^(a)	46 *	57	7 **	8 **	6 **	245	1 **	4 **	374
NT	65	73	57	33 *	26 *	5 **	115	10 **	384
ACT	332	101	51 *	19 *	14 *	5 **	4 **	0 **	525
Total ^(b)	5 886	4 346	4 093	1 320	1 562	448	194	378	17 464
Year ended 30 September 2007									
Visitors to:									
NSW	16 851	2 860	2 600	483	350	149	61	1 224	24 578
VIC	2 572	11 918	775	920	375	351	58	238	17 207
QLD	3 321	1 648	12 453	334	228	128	96	140	18 347
SA	501	947	202	3 414	155	45 *	72	71	5 407
WA	368	429	235	132	5 305	31 *	42 *	30 *	6 572
TAS ^(a)	231	424	144	54	46 *	1 133	7 **	15 *	2 056
NT	179	173	193	101	80	11	400	13 *	1 150
ACT	1 260	339	183	79	43 *	25 *	16 *	7 **	1 952
Total ^(b)	25 284	18 738	16 786	5 518	6 584	1 874	752	1 737	74 504

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 36 for further information.

(a) See State specific surveys on page 38 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.

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 September 2007, 128,000 visitors to Queensland were residents of Tasmania, while during the September quarter 2007, 245,000 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
September quarter 2007 and year ended 30 September 2007

	Origin of visitors		Population ^(a)		Visitor rate ^(b)
	'000	Per cent	'000	Per cent	
September quarter 2007					
State/Territory of residence					
New South Wales	5 886	34	5 564	33	1.1
Victoria	4 346	25	4 148	25	1.0
Queensland	4 093	23	3 283	20	1.2
South Australia	1 320	8	1 270	8	1.0
Western Australia	1 562	9	1 661	10	0.9
Tasmania ^(c)	448	3	394	2	1.1
Northern Territory	194	1	157	1	1.2
Australian Capital Territory	378	2	267	2	1.4
Total	17 464	100	16 744	100	1.0
Year ended 30 September 2007					
State/Territory of residence					
New South Wales	25 284	34	5 564	33	4.5
Victoria	18 738	25	4 148	25	4.5
Queensland	16 786	23	3 283	20	5.1
South Australia	5 518	7	1 270	8	4.3
Western Australia	6 584	9	1 661	10	4.0
Tasmania ^(c)	1 874	3	394	2	4.8
Northern Territory	752	1	157	1	4.8
Australian Capital Territory	1 737	2	267	2	6.5
Total	74 504	100	16 744	100	4.4

(a) Population figures are as of 30 September 2007.

(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 38 for information about additional data available for Tasmania.

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 September 2007, Northern Territory residents took 752,000 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 September 2007

	NSW	VIC	QLD	SA	WA	TAS ^(a)	NT	ACT	Total ^(b)
'000									
Duration of visit ^(c)									
1 night	7 166	5 248	4 735	1 478	1 645	515	212	701	21 484
2 nights	6 695	5 177	4 151	1 456	1 610	475	147	553	20 142
3 nights	3 623	2 603	2 617	763	946	313	127	262	11 221
4-7 nights	5 301	3 254	4 688	1 249	1 451	421	359	328	16 894
8-14 nights	1 394	716	1 614	350	597	245	207	86	5 128
15-21 nights	252	136	289	75	149	55	55	12 *	1 016
22 nights or more	147	74	252	37 *	173	32 *	43 *	9 **	745
Total	24 578	17 207	18 347	5 407	6 572	2 056	1 150	1 952	74 504
Average duration of visit									
	3	3	4	4	5	5	7	3	4
Median duration of visit ^(d)									
	2	2	3	2	3	3	4	22	
Per cent									
Duration of visit ^(c)									
1 night	29	30	26	27	25	25	18	36	29
2 nights	27	30	23	27	24	23	13	28	27
3 nights	15	15	14	14	14	15	11	13	15
4-7 nights	22	19	26	23	22	20	31	17	23
8-14 nights	6	4	9	6	9	12	18	4	7
15-21 nights	1	1	2	1	2	3	5	1 *	1
22 nights or more	1	0	1	1 *	3	2 *	4 *	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 36 for further information.

(a) See State specific surveys on page 38 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 September 2007, 1,478,000 or 27 per cent 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 September 2007

	NSW	VIC	QLD	SA	WA	TAS ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel, motor inn	8 955	5 778	6 893	1 751	2 187	792	514	981	26 853
Guest house, bed & breakfast	442	360	132	114	110	101	7 **	13 *	1 271
Rented house / apartment / flat / unit	1 609	1 053	1 819	301	505	174	52 *	40 *	5 524
Caravan park, commercial camping ground	2 096	1 377	913	639	651	170	120	60	5 666
Caravan or camping on private property	937	604	851	214	290	122	143	23 *	3 072
Friend's or relative's property	9 910	7 025	7 365	2 078	2 607	713	256	785	30 295
Own property (e.g. holiday house)	718	835	450	270	202	100	9 **	1 **	2 584
Other	953	648	822	266	433	131	140	59	3 387
Total ^(d)	24 578	17 207	18 347	5 407	6 572	2 056	1 150	1 952	74 504
	Per cent								
Accommodation used ^(c)									
Hotel, resort, motel, motor inn	36	34	38	32	33	39	45	50	36
Guest house, bed & breakfast	2	2	1	2	2	5	1 **	1 *	2
Rented house / apartment / flat / unit	7	6	10	6	8	8	5 *	2 *	7
Caravan park, commercial camping ground	9	8	5	12	10	8	10	3	8
Caravan or camping on private property	4	4	5	4	4	6	12	1 *	4
Friend's or relative's property	40	41	40	38	40	35	22	40	41
Own property (e.g. holiday house)	3	5	2	5	3	5	1 **	0 **	3
Other	4	4	4	5	7	6	12	3	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 NVS data on page 36 for further information.

(a) See State specific surveys on page 38 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 September 2007, 912,000 or 5 per cent 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 September 2007

	NSW	VIC	QLD	SA	WA	TAS ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel, motor inn	21 834	14 017	23 691	4 916	7 341	2 474	2 497	2 480	79 268
Guest house, bed & breakfast	1 075	757	343 *	248 *	261 *	404 *	43 **	19 **	3 151
Rented house / apartment / flat / unit	7 113	4 822	10 155	1 311	3 065	813	311 *	161 *	27 751
Caravan park, commercial camping ground	10 313	5 371	6 534	2 670	5 146	1 136	1 107	256 *	32 532
Caravan or camping on private property	2 950	1 885	2 624	795	1 314	450 *	526	47 **	10 590
Friend's or relative's property	33 765	21 230	28 699	7 135	10 528	3 094	1 976	2 711	109 136
Own property (e.g. holiday house)	2 701	2 615	1 842	818	1 110	376 *	50 **	12 **	9 525
Other	3 049	1 942	4 461	1 124	3 098	505	659	176 *	15 127
Total ^(d)	83 161	52 836	79 002	19 337	32 905	9 363	7 513	5 862	290 108
	Per cent								
Accommodation used ^(c)									
Hotel, resort, motel, motor inn	26	27	30	25	22	26	33	42	27
Guest house, bed & breakfast	1	1	0 *	1 *	1 *	4 *	1 **	0 **	1
Rented house / apartment / flat / unit	9	9	13	7	9	9	4 *	3 *	10
Caravan park, commercial camping ground	12	10	8	14	16	12	15	4 *	11
Caravan or camping on private property	4	4	3	4	4	5 *	7	1 **	4
Friend's or relative's property	41	40	36	37	32	33	26	46	38
Own property (e.g. holiday house)	3	5	2	4	3	4 *	1 **	0 **	3
Other	4	4	6	6	9	5	9	3 *	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 36 for further information.

(a) See State specific surveys on page 38 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 September 2007, 27 per cent of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,711,000 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 September 2007

	Air transport	Private vehicle	Other transport	Total ^(a)
	'000			
Interstate visitors to:				
NSW	3 113	4 224	575	7 728
VIC	3 292	1 773	446	5 290
QLD	4 024	1 816	567	5 895
SA	1 048	819	194	1 993
WA	1 081	175	171	1 266
TAS ^(b)	706	171	310	923
NT	523	168	138	750
ACT ^(c)	na	na	na	na
Total interstate visitors ^(d)	14 316	10 413	2 563	24 465
Intrastate visitors to:				
NSW	643	14 920	1 353	16 851
VIC	103	10 911	916	11 918
QLD	1 340	10 298	998	12 453
SA	127	3 097	200	3 414
WA	470	4 526	356	5 305
TAS ^(b)	11 **	1 031	93	1 133
NT	70	289	42 *	400
ACT ^(c)	na	na	na	na
Total intrastate visitors ^(d)	2 764	45 074	3 963	50 039
Total visitors to:				
NSW	3 756	19 144	1 928	24 578
VIC	3 395	12 684	1 362	17 207
QLD	5 363	12 115	1 565	18 347
SA	1 176	3 916	394	5 407
WA	1 551	4 701	526	6 572
TAS ^(b)	716	1 202	403	2 056
NT	593	458	180	1 150
ACT	529	1 268	168	1 952
Total ^(d)	16 604	53 755	6 231	74 504

na Data not available.

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 36 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 38 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 September 2007, 10,413,000 overnight visitors used a private vehicle when travelling interstate, while 2,764,000 visitors used air transport when travelling intrastate.

Table 13
Expenditure by overnight visitors: Items of expenditure by main purpose of trip
Year ended 30 September 2007

	Holiday/leisure	VFR	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 215.4	41.6 *	417.5	111.6	1 786.2
Taxis	163.6	90.9	308.7	16.6 *	579.8
Airline fares	1 760.1	1 548.3	1 767.2	106.5	5 182.1
Organised tours, side trips	382.7	34.5 *	49.8	3.8 **	470.8
Car hire costs	504.0	189.9	255.7	14.5 *	964.1
Fuel (petrol, diesel)	2 324.3	1 366.4	821.0	169.6	4 681.3
Vehicle maintenance or repairs	172.3	94.8	47.6 *	19.8 *	334.5
Other long distance transport costs	183.3	82.4	34.6 *	9.9 *	310.2
Other local transport costs	105.2	42.5 *	19.4 *	7.4 *	174.5
Accommodation	6 472.1	1 093.4	2 297.3	251.4	10 114.2
Takeaway & restaurant meals	3 482.9	1 421.7	1 136.1	181.2	6 222.0
Groceries etc for self-catering	1 717.3	648.6	176.4	92.9	2 635.2
Alcohol and drinks (not elsewhere included)	1 583.3	737.1	364.9	53.8	2 739.1
Shopping, gifts, souvenirs	2 541.1	1 461.9	462.2	189.4	4 654.6
Entertainment, museums, movies, zoos etc	872.0	202.4	61.8	22.1 *	1 158.3
Horse racing, gambling, casinos	232.3	87.0	61.5	6.0 **	386.7
Conference fees	50.3	21.5 *	213.8	3.2 **	288.8
Education, course fees	38.7 *	8.0 *	47.9 *	37.4 *	132.0
Other expenditure on trip	419.3	151.9	130.6	140.2	841.9
Total ^(a)	24 406.9	9 333.6	8 678.4	1 437.4	43 856.2

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 36 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 September 2007, overnight holiday/leisure visitors spent a total of \$1 760.1 million on airline fares. The total expenditure for all overnight visitors for the same period was \$43.9 billion.

Table 14
Day visitors: State/Territory visited by main purpose of visit
September quarter 2007 and year ended 30 September 2007

	Holiday/leisure		VFR		Business		Other		Total	
	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent	'000	Per cent
September quarter 2007										
Day visitors to:										
NSW	5 565	32	3 331	33	1 737	41	1 448	33	12 081	34
VIC	3 980	23	2 637	27	677	16	1 042	24	8 336	23
QLD	4 440	25	1 943	20	840	20	923	21	8 146	23
SA	1 328	8	753	8	247	6	300	7	2 628	7
WA	1 485	8	869	9	449	11	412	9	3 215	9
TAS	465	3	241	2	135 *	3 *	105 *	2 *	945	3
NT	132	1 *	76 *	1 *	33 *	1 *	36 *	1 *	278	1
ACT	148 *	1 *	95 *	1 *	87 *	2 *	83 *	2 *	414	1
Total (a)	17 544	100	9 945	100	4 205	100	4 349	100	36 043	100
Year ended 30 September 2007										
Day visitors to:										
NSW	23 600	33	14 057	33	4 971	36	5 023	31	47 651	33
VIC	16 815	23	11 453	27	2 787	20	3 851	24	34 906	24
QLD	16 355	23	8 346	20	3 022	22	3 901	24	31 623	22
SA	5 454	8	3 033	7	998	7	955	6	10 440	7
WA	6 390	9	3 953	9	1 414	10	1 445	9	13 202	9
TAS	2 462	3	1 186	3	403	3	457	3	4 507	3
NT	581	1	195	0	129	1	72 *	0 *	977	1
ACT	666	1	486	1	224	2	328	2	1 704	1
Total (a)	72 324	100	42 709	100	13 948	100	16 031	100	145 011	100

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 36 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.

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 September 2007, there were a total of 145,011,000 day visitors, of whom 9 per cent visited destinations in Western Australia.

Table 15
Day visitors by State/Territory visited

	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Total ^(a)
	'000								
2005									
December quarter	10 210	7 519	6 917	2 474	2 965	1 040	192	349	31 666
2006									
March quarter	11 883	9 482	7 194	2 700	3 404	1 409	281	303	36 658
June quarter	11 548	7 677	7 907	2 864	3 206	1 085	291	342	34 919
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
Year ended 30 September									
2006	43 570	31 773	28 118	10 379	12 505	4 433	967	1 344	133 089
2007	47 651	34 906	31 623	10 440	13 202	4 507	977	1 704	145 011

(a) Components may not add to total as 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 15 shows that, during the year ended 30 September 2007, destinations in New South Wales had 47,651,000 day visitors, while during the September quarter 2007, destinations in the Australian Capital Territory had 414,000 day visitors.

Table 16
Day visitors: State/Territory visited by main transport used
Year ended 30 September 2007

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	565	42 015	5 071	47 651
Victoria	411	31 416	3 079	34 906
Queensland	452	29 536	1 635	31 623
South Australia	123 *	9 806	512	10 440
Western Australia	116 *	12 405	681	13 202
Tasmania	71 *	4 271	165	4 507
Northern Territory	38 *	906	33 *	977
Australian Capital Territory	104 *	1 436	165 *	1 704
Total ^(a)	1 880	131 790	11 341	145 011

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 36 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 September 2007, 452,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 977,000 day visitors during the the same period.

Table 17
Expenditure by day visitors: Items of expenditure by main purpose of visit
Year ended 30 September 2007

	Holiday/leisure	VFR	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	57.8	12.0 *	0.9 **	2.1 **	72.8
Taxis	13.9	8.9 *	37.1	9.7 *	69.7
Airline fares	30.5 *	61.4 *	221.4	24.2 *	337.6
Organised tours, side trips	33.2	10.1 *	5.1 *	7.6 *	55.9
Car hire costs	32.7	2.8 *	8.9 *	9.8 *	54.2
Fuel (petrol, diesel)	1 728.4	1 139.0	457.1	401.6	3 726.1
Vehicle maintenance or repairs	49.1	27.3	25.5 *	63.2	165.2
Other long distance transport costs	56.4	13.6	7.9 *	8.5	86.5
Other local transport costs	53.0	17.1	20.7	10.5	101.4
Takeaway & restaurant meals	1 571.7	695.4	235.9	218.7	2 721.7
Groceries etc for self-catering	436.2	219.8	27.1	77.7	760.8
Alcohol and drinks (not elsewhere included)	472.0	264.0	50.0	42.5	828.5
Shopping, gifts, souvenirs	2 848.3	638.9	214.5	381.2	4 082.9
Entertainment, museums, movies, zoos, etc	444.0	46.5	8.4 *	16.6	515.4
Horse racing, gambling, casinos	81.3	17.9	6.5 *	9.6 *	115.2
Conference fees	3.2 *	0.5 **	27.9 **	5.0 *	36.6
Education, course fees	5.9 *	1.2 **	6.2 *	36.6 *	49.9
Other expenditure on trip	235.3	59.5	44.7	326.0	665.5
Total ^(a)	8 153.1	3 235.9	1 405.7	1 651.3	14 445.9

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 36 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 September 2007, day visitors spent \$54.2 million on car hire. The overall total spent by day visitors during the same period was \$14.4 billion.

Table 18
Australians travelling overseas: Visitors and average number of nights
per trip by main destination and purpose of trip
Year Ended June 2007 ^(a)

	Visitors ^(b)		Average nights per trip
	'000	Per cent	
Main destination			
United Kingdom	383	8	37
Other Europe	488	11	41
New Zealand	793	17	11
USA and Canada	502	11	27
Hong Kong	183	4	14
Singapore	204	4	12
Malaysia	157	3	16
Indonesia	203	4	14
Thailand	308	7	15
China	245	5	23
Other Asia	546	12	25
Other countries	622	13	20
Purpose of visit ^(c)			
Holiday/leisure	2 343	51	22
Visiting friends and/or relatives	1 101	24	27
Business	1 033	22	15
Other	156	3	46
Total	4 633	100	22

(a) Data for outbound trips is presented for the year ending June 2007 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 30 June 2007, 8 per cent had the United Kingdom as their main destination, staying overseas on average for 37 nights.

Table 19
Modelled domestic day visitor expenditure^(a) in the top 20 regions ranked by expenditure
Year ended 30 September 2007

Rank	Region		Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
			\$ million	Per cent	'000	\$
1	Sydney	NSW	1 738	12	16 926	103
2	Melbourne	VIC	1 299	9	11 700	111
3	Brisbane	QLD	897	6	9 526	94
4	Experience Perth	WA	867	6	9 502	91
5	Gold Coast	QLD	605	4	6 083	99
6	Sunshine Coast	QLD	477	3	4 987	96
7	Hunter	NSW	443	3	4 512	98
8	North Coast NSW	NSW	403	3	3 596	112
9	Adelaide	SA	394	3	3 310	119
10	Explorer Country	NSW	343	2	2 510	137
11	Illawarra	NSW	298	2	3 199	93
12	Australia's South West	WA	281	2	2 349	120
13	New England North West	NSW	277	2	2 197	126
14	Canberra	ACT	276	2	1 704	162
15	Central Coast	NSW	259	2	3 282	79
16	Fitzroy	QLD	244	2	1 942	126
17	Darling Downs	QLD	226	2	2 242	101
18	South Coast	NSW	225	2	2 276	99
19	Peninsula	VIC	224	2	3 278	68
20	Tropical North Queensland	QLD	220	2	1 896	116
	Top 20 regions		9 997	69	97 017	103
	Total Australia^(c)		14 446	100	145 011	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) 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 2007 National Visitor Survey data.

How to read this table:

Table 19 shows that, during the year ended 30 September 2007, there were 9.5 million domestic day visitors to Experience Perth who spent a total of \$867 million in the region or 6% of total domestic day visitor expenditure in Australia.

Table 20
Modelled domestic day visitor expenditure ^(a) in capital cities and regional areas
for each State/Territory
Year ended 30 September 2007

State/Territory	Expenditure ^(a)	Share of	Visitors ^(b)	Expenditure per
	\$ million	expenditure Per cent	'000	visitor \$
Sydney	1 738	36	16 926	103
Regional NSW	3 078	64	30 726	100
Total NSW	4 816	100	47 651	101
Melbourne	1 299	40	11 700	111
Regional VIC	1 971	60	23 206	85
Total VIC	3 270	100	34 906	94
Gold Coast	605	19	6 083	99
Brisbane	897	28	9 526	94
Regional QLD	1 734	54	16 015	108
Total QLD	3 236	100	31 623	102
Adelaide	394	41	3 310	119
Regional SA	562	59	7 130	79
Total SA	956	100	10 440	92
Experience Perth	867	66	9 502	91
Regional WA	456	34	3 700	123
Total WA	1 323	100	13 202	100
Hobart	125	29	1 149	109
Regional TAS	301	71	3 358	90
Total TAS	426	100	4 507	94
Darwin	86	60	565	153
Regional NT	58	40	412	141
Total NT	144	100	977	148
Canberra	276	100	1 704	162
Total ACT	276	100	1 704	162
Total capitals	6 286	44	60 464	104
Total regional	8 160	56	84 548	97
Total Australia ^(c)	14 446	100	145 011	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) 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 2007 National Visitor Survey data.

How to read this table:

Table 20 shows that, during the year ended 30 September 2007, there were 16 million domestic day visitors in regional QLD, who spent a total of \$1.7 billion in QLD, or 54% of total domestic day visitor expenditure in QLD - an average of \$108 per visitor.

Table 21
Modelled domestic day visitor expenditure ^(a) (destination expenditure only) by purpose of visit for each State/Territory
Year ended 30 September 2007

Destination	Holiday/leisure		VFR		Business		Other ^(b)		Total	
	\$ million	Per cent	\$ million	Per cent	\$ million	Per cent	\$ million	Per cent	\$ million	Per cent
NSW	2 516	34	869	33	372	33	499	34	4 256	34
VIC	1 664	22	683	26	222	20	284	19	2 853	22
QLD	1 689	23	593	22	242	22	355	24	2 879	23
SA	506	7	188	7	62	6	79	5	834	7
WA	677	9	196	7	144	13	146	10	1 163	9
TAS	230	3	68	3	28	3	47	3	372	3
NT	54	1	18	1	17	2	23	2	112	1
ACT	113	2	49	2	25	2	40	3	229	2
Total Australia ^(c)	7 449	100	2 664	100	1 112	100	1 473	100	12 699	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 2007 National Visitor Survey data.

How to read this table:

Table 21 shows that, during the year ended 30 September 2007, domestic day visitors who travelled for holiday/leisure purposes in SA spent a total of \$506 million, or 7% of total holiday/leisure expenditure in Australia.

Table 22
Modelled domestic overnight visitor expenditure ^(a) in the top 20 regions ranked by expenditure,
including airfares and long distance transport costs
Year ended 30 September 2007

Rank	Region	State	Expenditure ^(a)	Share of	Visitors ^(b)	Visitor	Expenditure	Expenditure	Average
			\$ million	expenditure	'000	nights	per visitor	per night	length of stay
				Per cent		'000	\$	\$	Nights
1	Sydney	NSW	4 646	11	7 506	21 918	619	212	3
2	Melbourne	VIC	4 472	10	6 451	18 501	693	242	3
3	Gold Coast	QLD	3 056	7	3 801	16 686	804	183	4
4	Brisbane	QLD	2 697	6	4 917	16 060	549	168	3
5	Experience Perth	WA	2 250	5	3 268	12 093	689	186	4
6	Sunshine Coast	QLD	1 688	4	2 804	10 962	602	154	4
7	North Coast NSW	NSW	1 606	4	3 205	12 377	501	130	4
8	Tropical North Queensland	QLD	1 584	4	1 452	8 091	1 091	196	6
9	Adelaide	SA	1 535	4	2 235	8 095	687	190	4
10	Australia's South West	WA	1 012	2	1 971	7 858	513	129	4
11	Canberra	ACT	1 008	2	1 952	5 862	516	172	3
12	South Coast	NSW	852	2	2 147	8 397	397	101	4
13	Northern Rivers Tropical NSW	NSW	806	2	1 876	6 828	430	118	4
14	Darwin	NT	743	2	649	4 155	1 145	179	6
15	Hunter	NSW	677	2	2 128	5 704	318	119	3
16	Hobart and Surrounds	TAS	629	1	879	3 525	716	178	4
17	Whitsundays	QLD	629	1	574	2 820	1 096	223	5
18	Northern	QLD	597	1	1 111	4 231	538	141	4
19	Western	VIC	574	1	1 775	5 297	323	108	3
20	Fitzroy	QLD	573	1	1 221	4 534	470	126	4
Top 20 regions			31 637	72	48 783	183 993	649	172	4
Total Australia ^(c)			43 856	100	74 504	290 108	589	151	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) The number of visitors do not sum to the total as visitor numbers are calculated as net visits.

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

Source: Tourism Research Australia expenditure allocation method applied to 2007 National Visitor Survey data.

How to read this table:

Table 22 shows that, during the year ended 30 September 2007, there were 4.9 million domestic overnight visitors to Brisbane who spent a total of \$2.7 billion or 6% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 23
Modelled domestic overnight visitor expenditure ^(a) in the top 20 regions ranked by expenditure,
excluding airfares and long distance transport costs
Year ended 30 September 2007

Rank	Region	State	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	Per cent	'000	'000	\$	\$	Nights
1	Sydney	NSW	3 603	10	7 506	21 918	480	164	3
2	Melbourne	VIC	3 352	9	6 451	18 501	520	181	3
3	Gold Coast	QLD	2 758	7	3 801	16 686	726	165	4
4	Brisbane	QLD	2 120	6	4 917	16 060	431	132	3
5	Experience Perth	WA	1 653	4	3 268	12 093	506	137	4
6	Sunshine Coast	QLD	1 551	4	2 804	10 962	553	142	4
7	North Coast NSW	NSW	1 479	4	3 205	12 377	462	120	4
8	Tropical North Queensland	QLD	1 352	4	1 452	8 091	931	167	6
9	Adelaide	SA	1 162	3	2 235	8 095	520	144	4
10	Australia's South West	WA	942	3	1 971	7 858	478	120	4
11	South Coast	NSW	824	2	2 147	8 397	384	98	4
12	Canberra	ACT	807	2	1 952	5 862	414	138	3
13	Northern Rivers Tropical NSW	NSW	748	2	1 876	6 828	399	110	4
14	Hunter	NSW	669	2	2 128	5 704	314	117	3
15	Darwin	NT	560	2	649	4 155	863	135	6
16	Western	VIC	556	1	1 775	5 297	313	105	3
17	Whitsundays	QLD	542	1	574	2 820	945	192	5
18	Central Coast	NSW	527	1	1 335	3 999	395	132	3
19	Explorer Country	NSW	513	1	1 809	4 966	284	103	3
20	Northern	QLD	505	1	1 111	4 231	455	119	4
	Top 20 regions		26 223	70	49 611	184 898	529	142	4
	Total Australia ^(c)		37 325	100	74 504	290 108	501	129	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) The number of visitors do not sum to the total as visitor numbers are calculated as net visits.

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

Source: Tourism Research Australia expenditure allocation method applied to 2007 National Visitor Survey data.

How to read this table:

Table 23 shows that, during the year ended 30 September 2007, there were 4.9 million domestic overnight visitors to Brisbane who spent a total of \$2.1 billion or 6% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

Table 24
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 September 2007

State/Territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	Per cent	'000	'000	\$	\$	Nights
Sydney	4 646	38	7 506	21 918	619	212	3
Regional NSW	7 432	62	17 594	61 244	422	121	3
Total NSW	12 078	100	24 578	83 161	491	145	3
Melbourne	4 472	54	6 451	18 501	693	242	3
Regional VIC	3 740	46	11 211	34 336	334	109	3
Total VIC	8 212	100	17 207	52 836	477	155	3
Gold Coast	3 056	25	3 801	16 686	804	183	4
Brisbane	2 697	22	4 917	16 060	549	168	3
Regional QLD	6 647	54	10 432	46 256	637	144	4
Total QLD	12 400	100	18 347	79 002	676	157	4
Adelaide	1 535	55	2 235	8 095	687	190	4
Regional SA	1 273	45	3 366	11 242	378	113	3
Total SA	2 808	100	5 407	19 337	519	145	4
Experience Perth	2 250	50	3 268	12 093	689	186	4
Regional WA	2 296	50	3 652	20 812	629	110	6
Total WA	4 546	100	6 572	32 905	692	138	5
Hobart	629	43	879	3 525	716	178	4
Regional TAS	828	57	1 446	5 838	572	142	4
Total TAS	1 457	100	2 056	9 363	709	156	5
Darwin	743	55	649	4 155	1 145	179	6
Regional NT	597	45	644	3 358	928	178	5
Total NT	1 340	100	1 150	7 513	1 165	178	7
Canberra	1 008	100	1 952	5 862	516	172	3
Total ACT	1 008	100	1 952	5 862	516	172	3
Total capitals	21 037	48	30 749	106 894	684	197	3
Total regional	22 820	52	46 967	183 213	486	125	4
Total Australia ^(c)	43 856	100	74 504	290 108	589	151	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) The number of visitors do not sum to the total as visitor numbers are calculated as net visits.

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

Source: Tourism Research Australia expenditure allocation method applied to 2007 National Visitor Survey data.

How to read this table:

Table 24 shows that, during the year ended 30 September 2007, there were 17.6 million domestic overnight visitors who stayed in regional areas of NSW. These visitors spent a total of \$7.4 billion, or 62% of total domestic overnight visitor expenditure in NSW. This expenditure includes airfares and long distance transport costs.

Table 25
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 September 2007

State/Territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	Per cent	'000	'000	\$	\$	Nights
Sydney	3 603	34	7 506	21 918	480	164	3
Regional NSW	7 011	66	17 594	61 244	399	114	3
Total NSW	10 614	100	24 578	83 161	432	128	3
Melbourne	3 352	48	6 451	18 501	520	181	3
Regional VIC	3 618	52	11 211	34 336	323	105	3
Total VIC	6 969	100	17 207	52 836	405	132	3
Gold Coast	2 758	26	3 801	16 686	726	165	4
Brisbane	2 120	20	4 917	16 060	431	132	3
Regional QLD	5 770	54	10 432	46 256	553	125	4
Total QLD	10 647	100	18 347	79 002	580	135	4
Adelaide	1 162	49	2 235	8 095	520	144	4
Regional SA	1 215	51	3 366	11 242	361	108	3
Total SA	2 377	100	5 407	19 337	440	123	4
Experience Perth	1 653	45	3 268	12 093	506	137	4
Regional WA	2 060	55	3 652	20 812	564	99	6
Total WA	3 713	100	6 572	32 905	565	113	5
Hobart	478	41	879	3 525	544	136	4
Regional TAS	692	59	1 446	5 838	479	119	4
Total TAS	1 170	100	2 056	9 363	569	125	5
Darwin	560	55	649	4 155	863	135	6
Regional NT	461	45	644	3 358	716	137	5
Total NT	1 021	100	1 150	7 513	888	136	7
Canberra	807	100	1 952	5 862	414	138	3
Total ACT	807	100	1 952	5 862	414	138	3
Total capitals	16 492	44	30 749	106 894	536	154	3
Total regional	20 833	56	46 967	183 213	444	114	4
Total Australia ^(c)	37 325	100	74 504	290 108	501	129	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) The number of visitors do not sum to the total as visitor numbers are calculated as net visits.

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

Source: Tourism Research Australia expenditure allocation method applied to 2007 National Visitor Survey data.

How to read this table:

Table 25 shows that, during the year ended 30 September 2007, there were 17.6 million domestic overnight visitors who stayed in regional areas of NSW. These visitors spent a total of \$7 billion, or 66% of total domestic overnight visitor expenditure in NSW. This expenditure excludes airfares and long distance transport costs.

Table 26
Modelled domestic overnight visitor expenditure ^(a) (destination expenditure only) by total intrastate and interstate origin for each State/Territory
Year ended 30 September 2007

Destination State/Territory	Interstate Origin									Total	
	Intrastate	NSW	VIC	QLD	SA	WA	TAS	NT	ACT All interstate		
	\$ million										
NSW	5 902	-	1 499	1 361	325	334	79	52	437	4 079	9 981
VIC	3 295	1 454	-	443	546	416	241	50	103	3 262	6 557
QLD	4 681	2 563	1 686	-	395	321	163	107	211	5 514	10 195
SA	1 000	322	502	150	-	99	43	67	np	1 239	2 239
WA	2 267	359	365	233	165	-	45	49	np	1 241	3 508
TAS	284	228	331	130	65	77	-	np	np	845	1 129
NT	165	180	191	171	132	107	17	-	np	822	987
ACT	46	417	129	np	30	np	21	np	-	722	768
Total Australia ^(c)	17 641	5 526	4 703	2 582	1 659	1 383	609	337	825	17 730	35 370

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.

(c) 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 2007 National Visitor Survey data.

How to read this table:

Table 26 shows that, during the year ended 30 September 2007, QLD residents spent \$4.7 billion on overnight travel within QLD (intrastate travel).

Residents from other states/territories spent \$5.5 billion on travel within QLD.

Domestic overnight visitors from NSW contribute the largest amount of expenditure to QLD (\$2.6 billion), followed by VIC (\$1.7 billion) and SA (\$395 million).

Table 27
Modelled domestic overnight visitor expenditure ^(a) (destination expenditure only) by purpose of visit for each State/Territory
Year ended 30 September 2007

Destination	Holiday/leisure		VFR		Business		Other ^(b)		Total	
	\$ million	Per cent	\$ million	Per cent	\$ million	Per cent	\$ million	Per cent	\$ million	Per cent
NSW	5 608	27	2 267	32	1 664	27	443	29	9 981	28
VIC	3 786	18	1 364	19	1 185	19	223	14	6 557	19
QLD	6 326	31	1 920	27	1 598	26	352	23	10 195	29
SA	1 220	6	498	7	377	6	144	9	2 239	6
WA	1 999	10	555	8	724	12	230	15	3 508	10
TAS	791	4	150	2	142	2	46	3	1 129	3
NT	635	3	113	2	175	3	64	4	987	3
ACT	239	1	184	3	300	5	46	3	768	2
Total Australia ^(c)	20 606	100	7 049	100	6 169	100	1 547	100	35 370	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 2007 National Visitor Survey data.

How to read this table:

Table 27 shows that, during the year ended 30 September 2007, domestic overnight visitors who travelled for holiday/leisure purposes in WA spent a total of \$2 billion, or 10% 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 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, TRA uses a model based approach to allocate visitors' expenditure to Australia's tourism regions.

Expenditure

Regional Expenditure Allocation Methodology

A very brief summary of the process by which expenditure by domestic visitors is allocated to regions is given below. A full explanation of expenditure allocation methods can be found in Collins, D. and Galliano, K. (2006). 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, and
- 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 20 expenditure items. 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 are included in the expenditure estimates for domestic day and overnight visitors.

Overnight trips expenditure allocation process

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, and
- expenditure on long trips.

All *expenditure spent by the traveller in the home region* (the region where the survey respondent lives) before and after the trip, is allocated to a single 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.

Airfares and other long-distance expenditure are allocated equally according to where each air or long-distance leg of the trip started and 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 TRA has shown that, on average, about 60 per cent of package expenditure is taken up by airfares and other long distance fares and the remaining 40 per cent by other items like accommodation, food and car hire. Package expenditure is split into these proportions, with the airfare and other long distance component allocated with other reported airfare expenditure, and the remaining 40 per cent allocated by the iteration process.

Destination region expenditure excludes expenditure on capital items, includes 40 per cent of package expenditure, and 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

3. New 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 cost indicators for the current iteration differ from estimates from the previous iteration by less than an agreed amount the process is stopped, otherwise it is repeated from step 2.

Experience has shown:

- Cost indicators for most regions reach a value close to their final value after four or five iterations, however 15 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 is much simpler because 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.

Reference:

Collins, D. and Galliano, K., 2006, *Travel expenditure by domestic and international visitors in Australia's regions, 2005*, Tourism Research, Canberra.

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, that is, they 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 per cent 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 per cent 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 per cent of the estimate above the solid line, and between 50 per cent and 100 per cent of the estimate in the area between the dotted and solid lines). These estimates are subject to sampling variability that 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 per cent 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 per cent confidence interval of plus or minus 4.2 per cent. Thus, 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 4.2 per cent of this estimate, that is, in the range 6 709 000 to 7 291 000.

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:

$$\text{LN (RSE)} = A + B \cdot \text{LN(ESTIMATE)}$$

where RSE is the relative standard error and the model parameters are:

	Overnight Visitors	Visitor Nights	Overnight Expenditure	Day Visitors	Day Visitor Expenditure	Overseas Trips
A	0.51	1.63	3.91	1.08	3.12	-0.10
B	-0.49	-0.50	-0.47	-0.49	-0.42	-0.52

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

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

$$\begin{aligned} \text{LN (RSE)} &= 0.51 + -0.49 \cdot \text{LN}(7000) \\ &= -3.86 \end{aligned}$$

$$\begin{aligned} \text{RSE} &= \text{EXP} (-3.86) \\ &= 0.021 \end{aligned}$$

$$\begin{aligned} \text{CI (95\%)} &= \text{RSE} \cdot 1.96 \\ &= 0.021 \cdot 1.96 \\ &= 0.042 \\ &= 4.2 \text{ per cent} \end{aligned}$$

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.

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 individual locations visited on long trips. A long trip is defined as one where a person stops overnight in more than 21 different locations.

State and Territory specific surveys

The Tasmanian Government conducts 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

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 / motor inn
- Guest house/bed and breakfast
- Friend's or relative's property
- Rented house/apartment/flat/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/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. In 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, 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. Hence, a traveller may be a visitor to several different locations, and thus 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.

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 well-being 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 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, and
- access from any computer with an internet service, allowing the user improved flexibility.

If you would like to receive information about the Online Data subscription costs 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 2007](#) on our website at www.tra.australia.com

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