













































**Table 7**  
**Overnight visitors: State/territory visited by state/territory of origin**  
 March quarter 2011 and year ended 31 March 2011

	State/territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	
'000									
March quarter 2011									
Visitors to:									
NSW	4 522	685	708	166	68	36 *	20 *	357	6 562
Vic	692	3 362	258	213	111	69	27 *	47 *	4 778
Qld	711	240	1 944	61	47 *	16 *	27 *	60	3 106
SA	133	226	67	815	33 *	10 **	19 *	15 *	1 318
WA	50 *	70	32 *	25 *	1 160	7 **	11 **	3 **	1 358
Tas <sup>(a)</sup>	76	127	22 *	21 *	11 **	351	6 **	9 **	624
NT	14 *	16 *	23 *	12 *	2 **	2 **	79	5 **	152
ACT	257	44 *	38 *	18 *	11 **	9 **	6 **	0 **	384
Total <sup>(b)</sup>	6 454	4 770	3 092	1 331	1 444	499	196	496	17 663
Year ended 31 March 2011									
Visitors to:									
NSW	16 145	2 620	2 646	556	263	141	64	1 071	23 505
Vic	2 496	10 662	985	923	359	364	95	201	16 084
Qld	3 059	1 426	10 698	301	189	128	90	147	16 037
SA	495	801	231	2 945	131	28 *	75	44 *	4 751
WA	267	355	128	160	4 109	30 *	47 *	31 *	5 126
Tas <sup>(a)</sup>	235	375	92	43 *	22 *	1 035	10 **	31 *	1 843
NT	170	139	98	118	31 *	14 *	374	21 *	964
ACT	1 212	312	162	71	38 *	27 *	12 *	1 **	1 836
Total <sup>(b)</sup>	24 078	16 690	15 040	5 116	5 143	1 768	768	1 547	67 605

\*\*\* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 39 for further information.

(a) See state specific surveys on page 41 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 31 March 2011, 128,000 visitors to Queensland were residents of Tasmania, while during the March quarter 2011, 351,000 Tasmanian residents took an overnight trip in their own state.

Note: Due to extensive flooding in Queensland during the March quarter 2011, it was not possible to conduct interviews in many locations. As a result, origin estimates for Queensland should be treated with caution.

**Table 8**  
**Overnight visitors by state/territory of origin and Australian population**  
**by state/territory**  
 March quarter 2011 and year ended 31 March 2011

	Origin of visitors		Population <sup>(a)</sup>		Visitor rate <sup>(b)</sup>
	'000	%	'000	%	
March quarter 2011					
State/territory					
New South Wales	6 454	37	5 787	33	1.1
Victoria	4 770	27	4 324	25	1.1
Queensland	3 092	18	3 528	20	0.9
South Australia	1 331	8	1 301	7	1.0
Western Australia	1 444	8	1 768	10	0.8
Tasmania <sup>(c)</sup>	499	3	402	2	1.2
Northern Territory	196	1	166	1	1.2
Australian Capital Territory	496	3	276	2	1.8
Total	17 663	100	17 552	100	1.0
Year ended 31 March 2011					
State/territory					
New South Wales	24 078	36	5 787	33	4.2
Victoria	16 690	25	4 324	25	3.9
Queensland	15 040	22	3 528	20	4.3
South Australia	5 116	8	1 301	7	3.9
Western Australia	5 143	8	1 768	10	2.9
Tasmania <sup>(c)</sup>	1 768	3	402	2	4.4
Northern Territory	768	1	166	1	4.6
Australian Capital Territory	1 547	2	276	2	5.6
Total	67 605	100	17 552	100	3.9

(a) Population figures are as of 31 March 2011.

(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 41 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 31 March 2011, Northern Territory residents took 768,000 overnight trips. The visitor rate shows that this is an average of 4.6 trips per Northern Territory resident.

*Note:* Due to extensive flooding in Queensland during the March quarter 2011, it was not possible to conduct interviews in many locations. As a result, origin estimates for Queensland should be treated with caution.

**Table 9**  
**Overnight visitors: Duration of visit by state/territory visited**  
 Year ended 31 March 2011

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Duration of visit <sup>(c)</sup>									
1 night	6 517	5 006	4 237	1 197	1 194	455	160	647	19 215
2 nights	6 398	4 456	3 758	1 217	1 272	423	149	536	18 107
3 nights	3 661	2 483	2 305	781	779	261	119	265	10 605
4-7 nights	5 354	3 334	3 890	1 105	1 169	467	283	333	15 733
8-14 nights	1 230	620	1 425	347	475	180	170	41 *	4 432
15-21 nights	229	109	241	51 *	134	34 *	50 *	5 **	840
22 nights or more	116	75	181	54	104	23 *	33 *	10 **	575
Total	23 505	16 084	16 037	4 751	5 126	1 843	964	1 836	67 605
Average duration of visit	3	3	4	4	3	3	4		
Median duration of visit <sup>(d)</sup>	2	2	3	3	3	2	2		
	%								
Duration of visit <sup>(c)</sup>									
1 night	28	31	26	25	23	25	17	35	28
2 nights	27	28	23	26	25	23	15	29	27
3 nights	16	15	14	16	15	14	12	14	16
4-7 nights	23	21	24	23	23	25	29	18	23
8-14 nights	5	4	9	7	9	10	18	2 *	7
15-21 nights	1	1	2	1 *	3	2 *	5 *	0 **	1
22 nights or more	0	0	1	1	2	1 *	3 *	1 **	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 39 for further information.

(a) See state specific surveys on page 41 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 31 March 2011, 1,197,000 or 25% of all overnight visitors to South Australia stayed for 1 night only.

**Table 10**  
**Overnight visitors: Accommodation used by state/territory visited**  
 Year ended 31 March 2011

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	8 915	5 558	6 271	1 482	1 624	738	470	939	25 135
Guest house or bed & breakfast	368	313	146	101	100	77	3 **	20 *	1 107
Rented house, apartment, flat or unit	1 728	1 090	1 608	386	458	149	63	73	5 526
Caravan park or commercial camping ground	2 043	1 406	1 008	569	484	173	146	64	5 553
Caravan or camping on private property	884	591	627	218	300	89	108	11 **	2 709
Friend's or relative's property	9 240	6 418	6 203	1 742	2 013	630	208	690	26 771
Own property (e.g. holiday house)	804	803	351	248	155	73	9 **	0 **	2 444
Other	802	490	730	245	325	131	79	41 *	2 795
Total <sup>(d)</sup>	23 505	16 084	16 037	4 751	5 126	1 843	964	1 836	67 605
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	38	35	39	31	32	40	49	51	37
Guest house or bed & breakfast	2	2	1	2	2	4	0 **	1 *	2
Rented house, apartment, flat or unit	7	7	10	8	9	8	7	4	8
Caravan park or commercial camping ground	9	9	6	12	9	9	15	3	8
Caravan or camping on private property	4	4	4	5	6	5	11	1 **	4
Friend's or relative's property	39	40	39	37	39	34	22	38	40
Own property (e.g. holiday house)	3	5	2	5	3	4	1 **	0 **	4
Other	3	3	5	5	6	7	8	2 *	4
Total <sup>(d)</sup>	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 39 for further information.

(a) See state specific surveys on page 41 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 31 March 2011, 1,008,000 or 6% 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 31 March 2011

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	21 041	13 098	19 909	3 938	5 753	2 436	2 085	2 125	70 385
Guest house or bed & breakfast	1 019	599	352 *	253 *	309 *	216 *	6 **	41 **	2 794
Rented house, apartment, flat or unit	7 736	3 799	8 871	1 596	2 266	533	398 *	201 *	25 400
Caravan park or commercial camping ground	10 333	5 879	6 150	2 572	3 423	953	1 341	258 *	30 909
Caravan or camping on private property	2 823	1 864	2 599	748	1 503	278 *	403 *	30 **	10 247
Friend's or relative's property	29 792	19 519	23 450	6 489	7 707	2 573	1 351	2 196	93 092
Own property (e.g. holiday house)	3 189	2 622	1 324	824	551	336 *	28 **	0 **	8 874
Other	2 755	2 121	3 439	1 215	1 955	550	326 *	85 **	12 447
Total <sup>(d)</sup>	79 124	49 663	67 025	18 012	24 025	7 898	6 324	4 955	257 042
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	27	26	30	22	24	31	33	43	27
Guest house or bed & breakfast	1	1	1 *	1 *	1 *	3 *	0 **	1 **	1
Rented house, apartment, flat or unit	10	8	13	9	9	7	6 *	4 *	10
Caravan park or commercial camping ground	13	12	9	14	14	12	21	5 *	12
Caravan or camping on private property	4	4	4	4	6	4 *	6 *	1 **	4
Friend's or relative's property	38	39	35	36	32	33	21	44	36
Own property (e.g. holiday house)	4	5	2	5	2	4 *	0 **	0 **	3
Other	3	4	5	7	8	7	5 *	2 **	5
Total <sup>(d)</sup>	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 39 for further information.

(a) See state specific surveys on page 41 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 31 March 2011, 27% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,196,000 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 31 March 2011

	Air transport	Private vehicle	Other transport	Total <sup>(a)</sup>
	'000			
Interstate visitors to:				
NSW	3 256	3 792	577	7 361
Vic	3 714	1 616	433	5 422
Qld	3 691	1 623	442	5 340
SA	1 083	639	170	1 806
WA	938	94	174	1 017
Tas <sup>(b)</sup>	671	89	270	808
NT	459	122	141	590
ACT <sup>(c)</sup>	na	na	na	na
Total interstate visitors <sup>(d)</sup>	14 281	9 226	2 325	23 004
Intrastate visitors to:				
NSW	655	14 173	1 397	16 145
Vic	89	9 632	960	10 662
Qld	1 312	8 708	810	10 698
SA	139	2 666	139	2 945
WA	458	3 396	290	4 109
Tas <sup>(b)</sup>	6 **	961	61	1 035
NT	86	268	23 *	374
ACT <sup>(c)</sup>	na	na	na	na
Total intrastate visitors <sup>(d)</sup>	2 746	39 807	3 680	44 601
Total visitors to:				
NSW	3 911	17 966	1 974	23 505
Vic	3 803	11 249	1 393	16 084
Qld	5 003	10 331	1 252	16 037
SA	1 221	3 305	309	4 751
WA	1 396	3 490	465	5 126
Tas <sup>(b)</sup>	677	1 050	331	1 843
NT	546	389	164	964
ACT	468	1 253	117	1 836
Total <sup>(d)</sup>	16 590	47 513	5 770	67 605

na Data not available.

\* \*\* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 39 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 41 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 31 March 2011, 9,226,000 overnight visitors used a private vehicle when travelling interstate, while 2,746,000 visitors used air transport when travelling intrastate.

**Table 13**  
**Expenditure by overnight visitors: Items of expenditure by main purpose of trip**  
 Year ended 31 March 2011

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 016.5	38.4 *	170.2	53.0	1 278.0
Taxis	169.4	68.0	244.3	24.8 *	506.6
Airline fares	1 805.8	1 458.5	1 398.9	195.3	4 858.5
Organised tours, side trips	295.5	21.3 *	23.5 *	2.5 **	342.8
Car hire costs	488.4	199.4	209.7	26.2 *	923.6
Fuel (petrol, diesel)	2 130.2	1 217.0	646.3	209.0	4 202.5
Vehicle maintenance or repairs	91.8	40.0 *	14.7 *	6.4 **	152.9
Other long distance transport costs	98.0	54.9	11.8 *	11.2 *	175.9
Other local transport costs	98.8	46.3 *	27.2 *	6.2 **	178.5
Accommodation	6 890.5	1 241.9	1 832.8	379.6	10 344.8
Takeaway & restaurant meals	3 636.9	1 474.1	1 110.5	236.6	6 458.2
Groceries etc for self-catering	1 735.0	610.8	175.0	83.0	2 603.8
Alcohol and drinks (not elsewhere included)	1 361.8	592.5	270.5	69.8	2 294.6
Shopping, gifts, souvenirs	2 569.1	1 283.2	437.3	174.7	4 464.3
Entertainment, museums, movies, zoos etc	1 149.6	203.7	56.6	29.6 *	1 439.5
Horse racing, gambling, casinos	126.0	29.9 *	21.6 *	12.9 *	190.5
Conference fees	1.9 **	0.3 **	164.5	4.1 **	170.8
Education, course fees	2.7 **	1.7 **	85.4	29.1 *	118.9
Other expenditure on trip	518.2	188.8	113.1	160.1	980.2
<b>Total <sup>(a)</sup></b>	<b>24 382.6</b>	<b>8 776.3</b>	<b>7 032.8</b>	<b>1 714.2</b>	<b>41 905.9</b>

\* \*\* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 39 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 31 March 2011, overnight holiday visitors spent a total of \$1,805.8 million on airline fares. The total expenditure for all overnight visitors for the same period was \$41.9 billion.

Table 14  
Day visitors: State/territory visited by main purpose of visit  
March quarter 2011 and year ended 31 March 2011

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
March quarter 2011										
Day visitors to:										
NSW	6 822	35	3 764	32	945	30	1 643	35	13 174	34
Vic	4 943	26	3 146	27	752	24	1 013	21	9 854	25
Qld	3 514	18	2 335	20	786	25	1 204	25	7 840	20
SA	1 578	8	798	7	243	8	307	6	2 927	8
WA	1 525	8	1 116	10	287	9	384	8	3 312	9
Tas	649	3	306	3	51 *	2 *	151	3	1 156	3
NT	124 *	1 *	35 *	0 *	38 *	1 *	31 *	1 *	227	1
ACT	175	1	102 *	1 *	63 *	2 *	28 **	1 **	368	1
Total <sup>(a)</sup>	19 329	100	11 602	100	3 166	100	4 760	100	38 857	100
Year ended 31 March 2011										
Day visitors to:										
NSW	24 746	34	14 417	32	4 737	32	5 737	31	49 638	33
Vic	18 235	25	12 243	27	3 618	24	4 342	24	38 438	25
Qld	15 739	21	10 211	23	3 686	25	4 623	25	34 258	23
SA	5 395	7	2 960	7	934	6	1 238	7	10 527	7
WA	5 863	8	3 613	8	1 325	9	1 448	8	12 249	8
Tas	2 261	3	1 063	2	362	2	620	3	4 307	3
NT	533	1	115 *	0 *	92 *	1 *	118 *	1 *	859	1
ACT	826	1	270	1	267	2	310	2	1 672	1
Total <sup>(a)</sup>	73 597	100	44 892	100	15 021	100	18 437	100	151 948	100

\* \*\* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 39 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 31 March 2011, there were a total of 151,948,000 day visitors, of whom 8% visited destinations in Western Australia.

Table 15  
Day visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total <sup>(a)</sup>
	'000								
2009									
March quarter	10 691	9 557	7 821	2 437	2 880	1 136	187	378	35 089
June quarter	12 122	9 404	8 201	2 523	2 846	1 107	272	319	36 794
September quarter	11 671	8 920	7 775	2 527	2 708	1 018	321	314	35 253
December quarter	12 062	9 996	7 779	2 360	3 124	1 235	246	456	37 257
2010									
March quarter	12 608	9 985	8 286	2 508	3 106	1 160	235	310	38 197
June quarter	12 988	10 026	9 672	2 641	2 984	1 131	255	558	40 255
September quarter	11 770	9 161	8 078	2 515	2 997	976	198	361	36 058
December quarter	11 705	9 396	8 668	2 444	2 957	1 044	179	386	36 778
2011									
March quarter	13 174	9 854	7 840	2 927	3 312	1 156	227	368	38 857
Year ended 31 March									
2010	48 463	38 305	32 040	9 918	11 784	4 519	1 074	1 399	147 501
2011	49 638	38 438	34 258	10 527	12 249	4 307	859	1 672	151 948

(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 31 March 2011, destinations in New South Wales had 49,638,000 day visitors, while during the March quarter 2011, destinations in the Australian Capital Territory had 368,000 day visitors.

Table 16  
Day visitors: State/territory visited by main transport used  
Year ended 31 March 2011

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	453	44 418	4 767	49 638
Victoria	331	34 668	3 439	38 438
Queensland	433	31 846	1 980	34 258
South Australia	122 *	10 022	383	10 527
Western Australia	170	11 129	950	12 249
Tasmania	26 **	4 138	143	4 307
Northern Territory	39 *	780	39 *	859
Australian Capital Territory	94 *	1 470	108 *	1 672
Total <sup>(a)</sup>	1 668	138 471	11 809	151 948

\* \*\* Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 39 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 31 March 2011, 433,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 859,000 day visitors during the same period.

**Table 17**  
**Expenditure by day visitors: Items of expenditure by main purpose of visit**  
 Year ended 31 March 2011

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	21.2 *	1.8 **	0.4 **	0.7 **	24.2
Taxis	7.8 *	5.9 *	29.8	6.7 *	50.1
Airline fares	40.5	24.3	225.8	23.3	313.9
Organised tours, side trips	36.3	1.2 **	0.0 **	0.9 **	38.4
Car hire costs	17.6 *	9.7 *	14.6 *	5.3 *	47.1
Fuel (petrol, diesel)	1 668.5	1 152.8	388.6	508.1	3 718.0
Vehicle maintenance or repairs	17.2 *	8.5 *	1.5 **	53.4	80.5
Other long distance transport costs	29.7	11.5 *	2.4 **	6.2 *	49.8
Other local transport costs	66.5	25.7	9.3 *	12.2 *	113.8
Takeaway & restaurant meals	1 841.5	779.1	226.7	248.2	3 095.5
Groceries etc for self-catering	443.6	224.3	38.2	99.9	806.0
Alcohol and drinks (not elsewhere included)	437.4	242.6	33.3	30.1	743.4
Shopping, gifts, souvenirs	3 160.6	533.7	211.3	508.9	4 414.4
Entertainment, museums, movies, zoos, etc	554.3	48.9	7.5 *	11.6 *	622.2
Horse racing, gambling, casinos	70.2	4.9 *	0.9 **	1.3 **	77.3
Conference fees	5.2 *	0.3 **	13.9 *	1.2 **	20.7 *
Education, course fees	1.1 **	0.5 **	10.4 *	13.9 *	25.9
Other expenditure on trip	242.8	53.5	46.6	365.5	708.4
<b>Total <sup>(a)</sup></b>	<b>8 661.9</b>	<b>3 129.2</b>	<b>1 261.2</b>	<b>1 897.4</b>	<b>14 949.6</b>

\* \*\* Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 39 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 31 March 2011, day visitors spent \$47.1 million on car hire.

The overall total spent by day visitors during the same period was \$14.9 billion.

Table 18  
Australians travelling overseas: Visitors and average number of nights  
per trip by main destination and purpose of trip  
Year ended 31 December 2010<sup>(a)</sup>

	Visitors <sup>(b)</sup>		Average nights per trip
	'000	%	
<b>Main destination</b>			
United Kingdom	416	7	33
Other Europe	613	10	34
New Zealand	945	15	12
USA and Canada	702	11	24
Hong Kong	201	3	12
Singapore	247	4	10
Malaysia	224	4	17
Indonesia	640	10	11
Thailand	400	6	14
China	305	5	19
Other Asia	778	12	27
Other countries	839	13	19
<b>Purpose of visit<sup>(c)</sup></b>			
Holiday	3 539	56	19
Visiting friends and relatives	1 466	23	25
Business	1 184	19	13
Other	121	2	56
<b>Total</b>	<b>6 311</b>	<b>100</b>	<b>20</b>

(a) Data for outbound trips is presented for the year ended 31 December 2010 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 ended 31 December 2010, 7% had the United Kingdom as their main destination, staying overseas on average for 33 nights.

Table 19  
 Total Domestic Economic Value (TDEV)  
 Year ended 31 March 2001–2011

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
\$ million				
2001	12 418	37 883	50 302	55 602
2002	11 815	38 322	50 137	55 944
2003	11 703	40 451	52 153	58 009
2004	11 835	39 201	51 036	57 822
2005	11 497	40 164	51 660	59 716
2006	12 465	39 655	52 120	61 138
2007	13 514	42 420	55 934	65 892
2008	14 384	44 467	58 851	70 106
2009	14 109	42 924	57 034	68 819
2010	15 095	42 853	57 949	70 245
2011	14 950	41 906	56 856	68 987

Note: Data in nominal terms.

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

Source: Tourism Research Australia, Canberra

How to read this table:

Table 19 shows that domestic day expenditure for the year ended 31 March 2007 was \$13.5 billion and Total Domestic Economic Value for the year ended 31 March 2011 was \$69.0 billion.

Table 20

Modelled domestic day visitor expenditure<sup>(a)</sup> in the top 20 regions (ranked by expenditure)

Year ended 31 March 2011

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	1 774	12	17 989	99
2	Melbourne	Vic	1 478	10	14 387	103
3	Brisbane	Qld	1 157	8	11 556	100
4	Experience Perth	WA	757	5	8 532	89
5	Gold Coast	Qld	751	5	7 436	101
6	Mid North Coast	NSW	481	3	3 474	139
7	Hunter	NSW	481	3	5 141	94
8	South Coast	NSW	420	3	5 075	83
9	Adelaide	SA	367	2	3 213	114
10	Sunshine Coast	Qld	351	2	4 136	85
11	Northern Rivers	NSW	314	2	3 465	91
12	Darling Downs	Qld	303	2	2 987	101
13	Australia's South West	WA	294	2	2 574	114
14	Central NSW	NSW	281	2	2 192	128
15	Tropical North Queensland	Qld	256	2	2 025	126
16	Canberra	ACT	241	2	1 672	144
17	Geelong	Vic	237	2	2 886	82
18	New England North West	NSW	222	1	1 954	114
19	Peninsula	Vic	221	1	2 862	77
20	Central Coast	NSW	215	1	3 194	67
	Top 20 regions <sup>(c)</sup>		10 600	71	106 753	99
	Total Australia <sup>(d)</sup>		14 950	100	151 948	98

(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) Figures may not add to the total due to rounding.

(d) Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

## How to read this table:

Table 20 shows that during the year ended 31 March 2011, there were 5.1 million domestic day visitors to the Hunter who spent a total of \$481 million in the region or 3% of total domestic day visitor expenditure in Australia.

Table 21

## Modelled domestic day visitor expenditure<sup>(a)</sup> in capital cities and regional areas for each state/territory

Year ended 31 March 2011

State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 774	36	17 989	99
Regional NSW	3 140	64	31 648	99
Total NSW	4 914	100	49 638	99
Melbourne	1 478	42	14 387	103
Regional Vic	2 045	58	24 050	85
Total Vic	3 523	100	38 438	92
Gold Coast	751	21	7 436	101
Brisbane	1 157	32	11 556	100
Regional Qld	1 719	47	15 266	113
Total Qld	3 627	100	34 258	106
Adelaide	367	39	3 213	114
Regional SA	570	61	7 313	78
Total SA	937	100	10 527	89
Experience Perth	757	64	8 532	89
Regional WA	418	36	3 717	113
Total WA	1 176	100	12 249	96
Hobart	119	28	1 031	115
Regional Tas	301	72	3 276	92
Total Tas	420	100	4 307	98
Darwin	76	68	498	152
Regional NT	36	32	361	99
Total NT	111	100	859	129
Canberra	241	100	1 672	144
Total ACT	241	100	1 672	144
Total capitals	6 720	45	66 316	101
Total regional	8 230	55	85 632	96
Total Australia <sup>(c)</sup>	14 950	100	151 948	98

(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) Figures may not add to the total due to rounding. Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

### How to read this table:

Table 21 shows that during the year ended 31 March 2011, there were 15.3 million domestic day visitors in regional Queensland, who spent a total of \$1.7 billion in this area, or 47% of total domestic day visitor expenditure in Queensland.

Table 22

Modelled domestic day visitor expenditure<sup>(a)</sup> (destination expenditure only)  
by purpose of visit for each state/territory

Year ended 31 March 2011

State/territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 742	34	920	34	297	29	539	31	4 498	33
Vic	1 953	24	678	25	222	22	335	19	3 188	23
Qld	1 872	23	650	24	302	30	493	28	3 317	24
SA	506	6	156	6	58	6	124	7	843	6
WA	634	8	211	8	86	8	136	8	1 067	8
Tas	223	3	61	2	26	3	62	4	373	3
NT	64	1	9	0	6	1	12	1	91	1
ACT	121	1	22	1	23	2	37	2	203	1
Total Australia <sup>(c)</sup>	8 115	100	2 706	100	1 019	100	1 739	100	13 579	100

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

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

(c) Figures may not add to the total due to rounding. Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 22 shows that during the year ended 31 March 2011, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$211 million, or 8% of total expenditure in Australia for this purpose.

Table 23

Modelled domestic overnight visitor expenditure<sup>(a)</sup> in the top 20 regions ranked by expenditure, including airfares and long distance transport costs

Year ended 31 March 2011

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 753	11	6 441	18 379	738	259	3
2	Sydney	NSW	4 703	11	7 357	20 424	639	230	3
3	Gold Coast	Qld	2 674	6	3 382	13 202	791	203	4
4	Brisbane	Qld	2 363	6	4 842	14 794	488	160	3
5	Experience Perth	WA	1 678	4	2 548	9 258	658	181	4
6	Sunshine Coast	Qld	1 646	4	2 688	10 102	612	163	4
7	Mid North Coast	NSW	1 583	4	3 119	12 074	508	131	4
8	Adelaide	SA	1 519	4	1 993	7 116	762	213	4
9	Tropical North Queensland	Qld	1 387	3	1 225	7 891	1 133	176	6
10	South Coast	NSW	1 258	3	2 791	10 058	451	125	4
11	Canberra	ACT	948	2	1 836	4 955	517	191	3
12	Hunter	NSW	849	2	2 042	5 301	416	160	3
13	Australia's South West	WA	812	2	1 575	5 830	515	139	4
14	Northern Rivers	NSW	792	2	1 863	6 501	425	122	3
15	Western	Vic	667	2	1 427	4 403	467	152	3
16	Hobart and Surrounds	Tas	625	1	769	2 651	813	236	3
17	Central NSW	NSW	620	1	1 620	4 319	383	144	3
18	Darwin	NT	574	1	548	3 194	1 047	180	6
19	High Country	Vic	554	1	1 008	3 163	550	175	3
20	Australia's North West	WA	527	1	455	3 810	1 158	138	8
	Top 20 regions <sup>(c)</sup>		30 532	73	46 339	167 424	659	182	4
	Total Australia <sup>(d)</sup>		41 906	100	67 605	257 042	620	163	4

(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) Figures may not add to the total due to rounding.

(d) Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 23 shows that during the year ended 31 March 2011, there were 1.2 million domestic overnight visitors to Tropical North Queensland who spent a total of \$1.4 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24

Modelled domestic overnight visitor expenditure<sup>(a)</sup> in the top 20 regions ranked by expenditure, excluding airfares and long distance transport costs

Year ended 31 March 2011

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	3 810	11	7 357	20 424	518	187	3
2	Melbourne	Vic	3 708	10	6 441	18 379	576	202	3
3	Gold Coast	Qld	2 392	7	3 382	13 202	707	181	4
4	Brisbane	Qld	1 864	5	4 842	14 794	385	126	3
5	Mid North Coast	NSW	1 519	4	3 119	12 074	487	126	4
6	Sunshine Coast	Qld	1 515	4	2 688	10 102	564	150	4
7	Experience Perth	WA	1 260	3	2 548	9 258	494	136	4
8	South Coast	NSW	1 201	3	2 791	10 058	430	119	4
9	Tropical North Queensland	Qld	1 155	3	1 225	7 891	943	146	6
10	Adelaide	SA	1 133	3	1 993	7 116	569	159	4
11	Canberra	ACT	801	2	1 836	4 955	436	162	3
12	Hunter	NSW	779	2	2 042	5 301	381	147	3
13	Australia's South West	WA	766	2	1 575	5 830	486	131	4
14	Northern Rivers	NSW	729	2	1 863	6 501	392	112	3
15	Western	Vic	634	2	1 427	4 403	444	144	3
16	Central NSW	NSW	593	2	1 620	4 319	366	137	3
17	High Country	Vic	528	1	1 008	3 163	524	167	3
18	Hobart and Surrounds	Tas	502	1	769	2 651	653	189	3
19	Central Coast	NSW	462	1	1 162	3 594	398	129	3
20	Snowy Mountains	NSW	461	1	706	2 437	653	189	3
	Top 20 regions <sup>(c)</sup>		25 812	71	47 034	166 451	549	155	4
	Total Australia <sup>(d)</sup>		36 115	100	67 605	257 042	534	141	4

(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) Figures may not add to the total due to rounding.

(d) Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 24 shows that during the year ended 31 March 2011, there were 3.4 million domestic overnight visitors to Gold Coast who spent a total of \$2.4 billion or 7% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

Table 25  
 Modelled domestic overnight visitor expenditure<sup>(a)</sup> in capital cities and regional areas  
 for each state/territory, including airfares and long distance transport costs  
 Year ended 31 March 2011

	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay Nights
	\$ million	%	'000	'000	\$	\$	
State/territory							
Sydney	4 703	37	7 357	20 424	639	230	3
Regional NSW	7 928	63	16 791	58 700	472	135	3
Total NSW	12 631	100	23 505	79 124	537	160	3
Melbourne	4 753	55	6 441	18 379	738	259	3
Regional Vic	3 910	45	10 092	31 284	387	125	3
Total Vic	8 663	100	16 084	49 663	539	174	3
Gold Coast	2 674	25	3 382	13 202	791	203	4
Brisbane	2 363	22	4 842	14 794	488	160	3
Regional Qld	5 720	53	8 597	39 029	665	147	5
Total Qld	10 757	100	16 038	67 025	671	160	4
Adelaide	1 519	54	1 993	7 116	762	213	4
Regional SA	1 297	46	2 983	10 896	435	119	4
Total SA	2 816	100	4 751	18 012	593	156	4
Perth	1 678	47	2 548	9 258	658	181	4
Regional WA	1 920	53	2 816	14 767	682	130	5
Total WA	3 598	100	5 126	24 025	702	150	5
Hobart	625	45	769	2 651	813	236	3
Regional Tas	777	55	1 290	5 247	603	148	4
Total Tas	1 402	100	1 843	7 898	761	178	4
Darwin	574	53	548	3 194	1 047	180	6
Regional NT	516	47	572	3 130	902	165	5
Total NT	1 090	100	964	6 324	1 131	172	7
Canberra	948	100	1 836	4 955	517	191	3
Total ACT	948	100	1 836	4 955	517	191	3
Total capitals	19 836	47	28 823	93 972	688	211	3
Total regional	22 070	53	41 899	163 070	527	135	4
Total Australia <sup>(c)</sup>	41 906	100	67 605	257 042	620	163	4

(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) Figures may not add to the total due to rounding. Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 25 shows that during the year ended 31 March 2011, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$777 million, or 55% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

Table 26

Modelled domestic overnight visitor expenditure<sup>(a)</sup> in capital cities and regional areas for each state/territory, excluding airfares and long distance transport costs

Year ended 31 March 2011

State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	3 810	34	7 357	20 424	518	187	3
Regional NSW	7 486	66	16 791	58 700	446	128	3
Total NSW	11 297	100	23 505	79 124	481	143	3
Melbourne	3 708	50	6 441	18 379	576	202	3
Regional Vic	3 771	50	10 092	31 284	374	121	3
Total Vic	7 479	100	16 084	49 663	465	151	3
Gold Coast	2 392	26	3 382	13 202	707	181	4
Brisbane	1 864	20	4 842	14 794	385	126	3
Regional Qld	4 988	54	8 597	39 029	580	128	5
Total Qld	9 244	100	16 038	67 025	576	138	4
Adelaide	1 133	49	1 993	7 116	569	159	4
Regional SA	1 201	51	2 983	10 896	403	110	4
Total SA	2 335	100	4 751	18 012	491	130	4
Perth	1 260	43	2 548	9 258	494	136	4
Regional WA	1 704	57	2 816	14 767	605	115	5
Total WA	2 964	100	5 126	24 025	578	123	5
Hobart	502	44	769	2 651	653	189	3
Regional Tas	639	56	1 290	5 247	495	122	4
Total Tas	1 141	100	1 843	7 898	619	144	4
Darwin	429	50	548	3 194	782	134	6
Regional NT	426	50	572	3 130	744	136	5
Total NT	855	100	964	6 324	887	135	7
Canberra	801	100	1 836	4 955	436	162	3
Total ACT	801	100	1 836	4 955	436	162	3
Total capitals	15 900	44	28 823	93 972	552	169	3
Total regional	20 215	56	41 899	163 070	482	124	4
Total Australia <sup>(c)</sup>	36 115	100	67 605	257 042	534	141	4

(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) Figures may not add to the total due to rounding. Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 26 shows that during the year ended 31 March 2011, there were 2.8 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.7 billion, or 57% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

Table 27  
 Modelled domestic overnight visitor expenditure<sup>(a)</sup> (destination expenditure only)  
 by total intrastate and interstate origin for each state/territory  
 Year ended 31 March 2011

State/territory	Intrastate	Interstate origin								All interstate	Total
		NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 514	-	1 604	1 435	318	239	104	69	532	4 302	10 816
Vic	3 510	1 521	-	687	540	402	285	101	87	3 623	7 133
Qld	4 191	2 158	1 559	-	365	217	184	121	95	4 700	8 891
SA	1 009	320	489	165	-	98	18	88	np	1 203	2 212
WA	1 893	293	335	71	126	-	43	43	np	926	2 819
Tas	303	284	295	110	46	np	-	np	np	802	1 105
NT	149	244	177	81	118	30	np	-	np	678	827
ACT	0	405	210	np	40	np	np	np	-	761	761
Total Australia <sup>(b)</sup>	17 568	5 225	4 668	2 613	1 553	1 039	663	444	791	16 996	34 564

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

(b) Figures may not add to the total due to rounding. Total Australia includes small amounts that cannot be allocated to a particular state/territory.

np Not published due to reliability concerns.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 27 shows that during the year ended 31 March 2011, Queensland residents spent \$4.2 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$4.7 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.2 billion), followed by Victoria (\$1.6 billion) and South Australia (\$365 million).

Table 28

Modelled domestic overnight visitor expenditure<sup>(a)</sup> (destination expenditure only)  
by purpose of visit for each state/territory

Year ended 31 March 2011

State/territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 341	30	2 434	36	1 631	31	409	24	10 816	31
Vic	4 409	21	1 434	21	1 011	19	279	16	7 133	21
Qld	5 701	27	1 548	23	1 174	23	469	27	8 891	26
SA	1 214	6	491	7	345	7	162	9	2 212	6
WA	1 626	8	477	7	456	9	260	15	2 819	8
Tas	783	4	157	2	135	3	30	2	1 105	3
NT	489	2	92	1	164	3	83	5	827	2
ACT	282	1	177	3	277	5	25	1	761	2
Total Australia <sup>(c)</sup>	20 845	100	6 808	100	5 193	100	1 718	100	34 564	100

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

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

(c) Figures may not add to the total due to rounding. Total Australia includes small amounts that cannot be allocated to a particular state/territory.

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 28 shows that during the year ended 31 March 2011, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.6 billion, or 8% of total holiday expenditure in Australia.

# Introduction to the National Visitor Survey

The National Visitor Survey (NVS) 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. This sample was increased from 80,000 interviews annually between 1998 and 2004 in order to enhance estimates for smaller states/territories and at the regional level.

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

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

NVS definitions are based on those provided by the World Tourism Organization and therefore interviews are conducted with 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 Commonwealth, 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.ret.gov.au/tra](http://www.ret.gov.au/tra)

# 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. The NVS was introduced in January 1998 replacing the DTM. The NVS not only provides more information than the DTM on the characteristics and travel behaviour of Australians who travel within Australia, but also collects information on leisure activities, expenditure and outbound travel, which was not available from the DTM.

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

## Weighting and benchmarking

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

## Determining domestic visitor expenditure in regional Australia

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

# Data reliability

## Reliability of NVS data

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

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

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

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

Estimate ('000)	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
1000	10.8	32.4	>100	19.1	>100	4.9
2000	7.7	23.0	>100	13.5	>100	3.4
3000	6.3	18.8	>100	11.1	>100	2.8
5000	4.9	14.6	>100	8.6	>100	2.1
7000	4.2	12.3	>100	7.3	>100	1.8
10000	3.5	10.3	>100	6.1	>50	
20000	2.5	7.3	>50	4.3	>50	
30000	2.0	6.0	>50	3.6	>50	
50000	1.6	4.6	>50	2.8	45.8	
70000	1.3	3.9	49.5	2.3	39.8	
100000	1.1	3.3	41.8	2.0	34.2	
140000	0.9	2.8	35.7	1.7	29.7	
200000	0.8	2.3	30.1	1.4	25.5	
500000	0.5	1.5	19.5	0.9	17.3	
1000000		1.0	14.1		12.9	
2000000			10.1		9.6	
5000000			6.6		6.5	
10000000			4.7		4.9	
20000000			3.4		3.6	
50000000			2.2		2.5	

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

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

The estimated number of overnight visitors to a particular state was 7,000,000. Looking at the 'Overnight visitors' column this estimate has a 95% confidence interval of plus or minus 4.2%. Therefore, there are 19 chances in 20 that, if the entire population had been included in the survey, we would obtain a figure which is within the range 7,000,000 plus or minus 4.2% of this estimate, that is, in the range 6,706,000 to 7,294,000.

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:

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

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	0.512561685	1.633627094	3.90523584	1.083439268	3.119586142	-0.100462227
B	-0.493277162	-0.497034255	-0.473357555	-0.494167269	-0.42262391	-0.518776947

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

$$\begin{aligned} \text{LN (RSE)} &= 0.512561685 + -0.493277162 * \text{LN}(7000) \\ &= -3.85475 \\ \text{RSE} &= \text{EXP} (-3.85475) \\ &= 0.021 \\ &= 2.1\% \end{aligned}$$

The 95% confidence interval is then found by multiplying the RSE by 1.96

$$95\% \text{CI} = +/- 4.2\%$$

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

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

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

In the example used above, an observed change from our estimate of overnight visitors of 7,000,000 would be significant (at the 95% level), if there is a difference in a subsequent or earlier estimate of 5.9% (1.4142\*4.2%) or more. Therefore, if another estimate is outside the range 6,587,000 to 7,413,000 (+/- 5.9%), we can state that there are 19 chances out of 20 that the apparent movement reflects a true trend in the population.

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

For more information about the use of confidence intervals in the NVS, please contact the Manager, Surveys Section, Tourism Research Australia on 02 6276 1000.

### Items that are not collected for long trips

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

### Indications of reliability in data tables

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

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

### Use of symbols in tables

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

### Row and column totals

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

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

### State and territory specific surveys

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

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

# Regional expenditure

## Regional expenditure allocation methodology

A brief summary of the process by which expenditure by domestic visitors is allocated to regions is given below. Further explanation of expenditure allocation methods can be found in *Regional Expenditure 2008–Background and methods*, Tourism Research Australia, Canberra. Expenditure in the NVS is collected for the respondent's entire journey, not for individual stops. For both overnight and day visitors, information is collected on the following three types of expenditure:

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

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

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

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

### *Overnight trips expenditure allocation process*

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

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

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

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

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

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

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

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

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

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

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

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

## The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

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

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

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

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

Experience has shown:

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

### *Day trips expenditure allocation process*

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

# Glossary of terms

<b>Accommodation used</b>	<p>This indicates the type of accommodation used by an overnight visitor when visiting a particular location. The main categories of accommodation include:</p> <ul style="list-style-type: none"><li>• Hotel, resort, motel or motor inn</li><li>• Guest house or bed and breakfast</li><li>• Friend's or relative's property</li><li>• Rented house, apartment, flat or unit</li><li>• Caravan park or commercial camping ground</li><li>• Caravan or camping on private property</li><li>• Own property (e.g. holiday house).</li></ul> <p>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 or 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.</p> <p>The introduction of the new accommodation categories and definitions has resulted in some redistribution of response. It appears there has been leakage from the Guest house or bed and breakfast and Caravan park or commercial camping ground categories into Hotel, resort, motel or motor inn. Consequently, care should be taken when comparing estimates with earlier periods.</p>
<b>Average nights</b>	<p>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.</p>
<b>Day visitors</b>	<p>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 four 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.</p>
<b>Duration of visit</b>	<p>The total amount of time that a visitor spends in a state, territory or region while on an overnight trip. The example at the end of the Glossary of terms relates to a Newcastle resident, where the duration of visit to NSW was two nights, the duration of their visit to the ACT was two nights and the duration of their visit to Victoria was eight nights. Similarly, their duration of visit to the High Country region was four nights. If the respondent spent another two nights in Sydney before returning home, then their duration of visit to NSW would instead be four nights.</p>
<b>Expenditure</b>	<p>Expenditure in the NVS is collected for the traveller's entire journey. Expenditure amounts include expenditure by and on behalf of, travellers during a trip. Expenditure items include airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip.</p>
<b>Expenditure on capital goods</b>	<p>The purchase of motor vehicles is not included in the estimates, as this is not regarded as tourism expenditure.</p>
<b>Expenditure – other</b>	<p>This includes miscellaneous trip expenditure such as phone calls, postage, film processing, medical expenses, repairs and dry cleaning.</p>
<b>Intrastate tourism</b>	<p>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.</p>

<b>Intrastate visitor night</b>	Any night spent in the same state or territory the traveller lives in. In the example at the end of the Glossary, there are two intrastate visitor nights spent in NSW.
<b>International visitors</b>	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.
<b>Interstate tourism</b>	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.
<b>Interstate visitor night</b>	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 is a total of 10 interstate visitor nights - two visitor nights spent in the ACT and the remaining eight visitor nights spent in Victoria.
<b>Median nights</b>	Represents the midpoint length of stay for which 50% of visitors stay less time and 50% stay longer.
<b>Modelling expenditure</b>	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.
<b>Overnight trips</b>	<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>
<b>Overnight visitors</b>	<p>Australians who undertake an overnight trip are referred to as overnight visitors or simply visitors. Occasionally in this publication, they are referred to as overnight travellers.</p> <p>A person is a visitor to a location if they stay one or more nights in the location while travelling and they are said to have made a visit to the location. Therefore, a traveller may be a visitor to several different locations and consequently a trip may include multiple visits.</p> <p>Within each geographic region, net visitor numbers are reported. That is, a traveller is reported as only one visitor to a geographic region, irrespective of the number of places visited within the area.</p>
<b>Purpose of visit</b>	<p>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:</p> <ul style="list-style-type: none"> <li>• <b>Holiday travel</b> - includes holidays, travel for leisure, entertainment, sport as a participant and spectator, shopping, relaxation and just 'getting away'.</li> <li>• <b>Visits to friends and relatives</b> - travel such as to a friend's or relative's wedding or to a funeral.</li> <li>• <b>Business</b> - includes business, work travel for transport crews, attendance at conferences, conventions, exhibitions and trade fairs, training and research related to employment.</li> <li>• <b>Other</b> - includes for the purposes of education (for example, school excursions), personal appointments, health-related travel and employment/leisure travel (for example, working holidays).</li> </ul>

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

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

### **Total Domestic Economic Value**

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

### **Visitor nights**

Visitor nights refer to the number of nights spent away from home in association with individual visits. In the following example, there is a total of 12 visitor nights, with two of these being spent in NSW, two in the ACT and the remaining eight visitor nights being spent in Victoria. At a regional level, there were two visitor nights spent in the Sydney region, two visitor nights spent in the Canberra region, four visitor nights in the Melbourne region and four 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 two nights in Sydney, two nights in Canberra, four nights in Melbourne, two nights in Benalla and two 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 two 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 two 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 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 for the benefit of the Australian community.

Tourism Research Australia is a unit of the Department of Resources, Energy and Tourism.

## Research publications and reports

Tourism Research Australia publications and reports are available in electronic formats for free PDF download. For further information go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

If you would like to receive email alerts advising of new releases, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra) 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 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 research services. These will be dependent on the complexity of the information required. A consultancy quotation will be provided for data needs via email. All major credit cards are accepted with the exception of Diners. A tax invoice will be supplied on completion.

For further information on the Statistical Enquiry Service, please contact [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

## Online Data Package

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

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

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

If you would like to receive information about the Online Data Package subscription or have further enquiries please email [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

## Online Student Data Package

Tourism Research Australia has developed an Online Student Data Package. Available to subscribing educational institutions, Online Student Data is accessible to students through the educational institutions' online library services.

The data includes results from the International and National Visitor Surveys and enables students to research information on visitor demographics and behaviours. Students have access to online help including an online training manual and information buttons. For more information, please email [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

## Data Desk

The Data Desk facility has been developed for organisations that have elevated information needs, particularly each quarter when the IVS and NVS data are released. Subscribing organisations will receive predetermined tables of data in excel format on the day of each quarterly IVS and NVS release – they are also entitled to 5 additional ad hoc statistical requests each quarter.

For more information, please email [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

## 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. For further information on the regional Destination Visitor Surveys program, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

## Visitor Profile and Satisfaction Program

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

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

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

For more detailed information read the [Visitor Profile and Satisfaction Program - A Guide for Tourism Destinations 2008](#) on our website at [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

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

Tourism Research Australia  
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Contact us at [www.ret.gov.au/tra](http://www.ret.gov.au/tra)



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