



Travel by Australians

JUNE 2010

**QUARTERLY RESULTS OF THE
NATIONAL VISITOR SURVEY**



Australian Government
Department of Resources, Energy and Tourism
Tourism Research Australia

Travel by Australians

**June 2010
Quarterly Results of the
National Visitor Survey**

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Courtesy of Tourism NT

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MAIN FINDINGS

Overnight travel within Australia: Year ended 30 June 2010

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 66.4 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 1% lower than the number of overnight trips for the equivalent period in 2009.
Visitor nights	Australians spent 259 million nights away from home. This was similar to the number recorded from the equivalent period in 2009.
Travel	Two thirds of visitors travelled within their State or Territory of residence. The remaining 34% travelled interstate.
State/ Territory visits	New South Wales received the most visitors (34%), followed by Victoria (24%) and Queensland (24%).
State/ Territory nights	New South Wales received the most visitor nights (30%), followed by Queensland (27%) and Victoria (19%).
Purpose	Overnight travellers who had holiday as their main purpose of visit contributed 49% of domestic visitor nights, followed by those visiting friends and relatives (30%) and business (15%).
Accommodation	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (36%), followed by a hotel, resort, motel or motor inn (27%).
Transport	The most common forms of transport used on overnight trips were a private vehicle (71%) and air transport (24%).
Expenditure	Expenditure by overnight visitors amounted to \$42.8 billion, an increase of 2% compared with the same period in 2009 (Figure 1).

Figure 1: Visitor nights and overnight expenditure, year ending December 1998 to June 2010

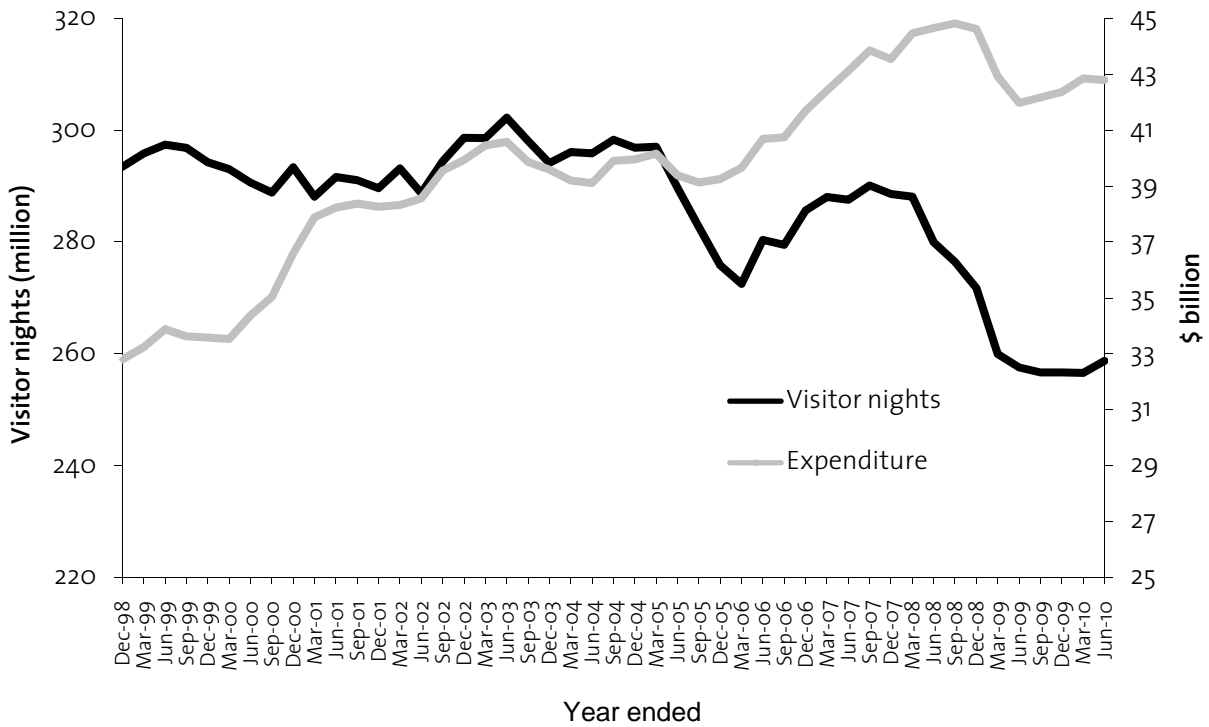
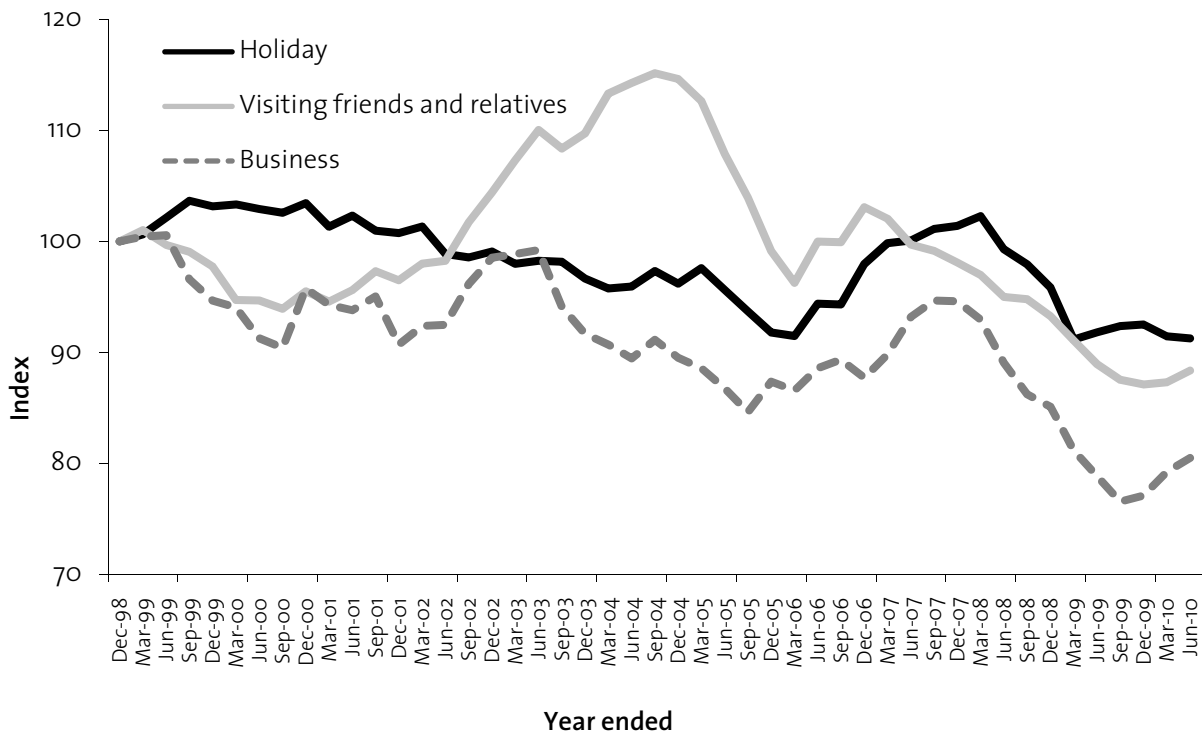


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to June 2010



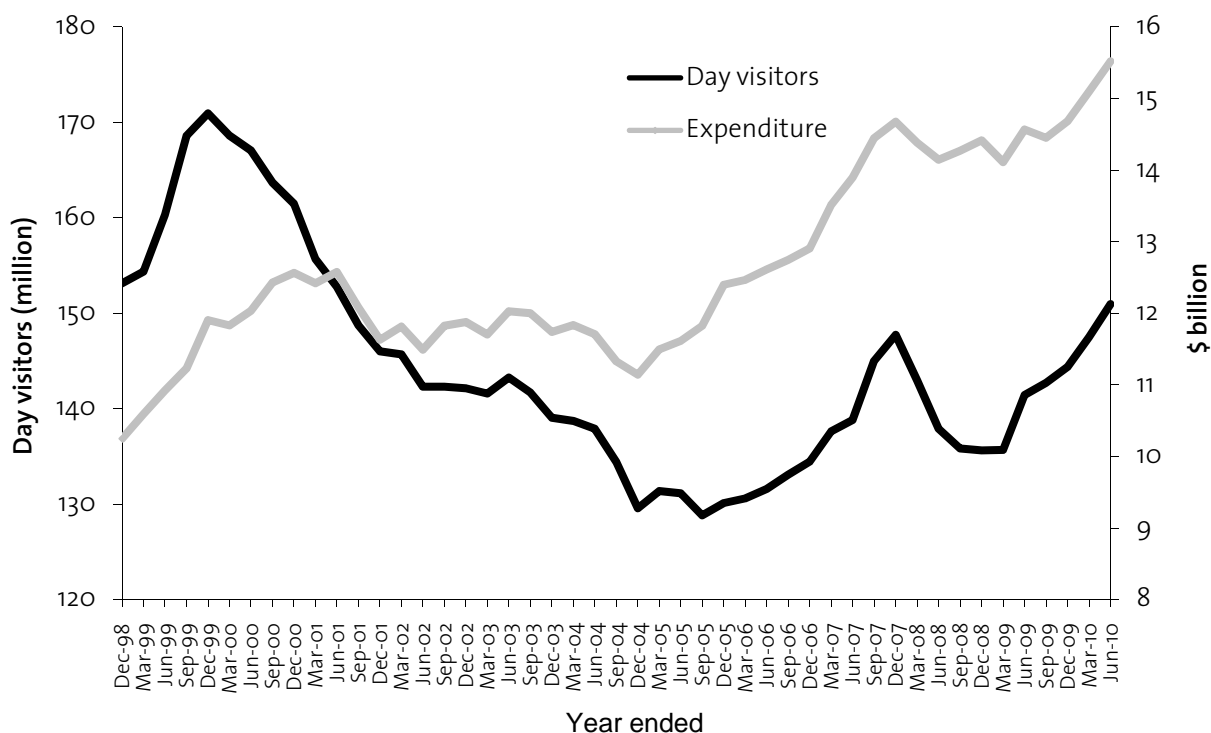
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

Day trips within Australia: Year ended 30 June 2010

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 151.0 million day trips taken in Australia by Australian residents aged 15 years and over. This was 7% higher than the number of day trips for the equivalent period in 2009.
Purpose	The most popular reason for a day trip was holiday (50%), followed by visiting friends and relatives (28%) and business (10%).
State/Territory	New South Wales received the most day visitors (33%), followed by Victoria (26%) 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 \$15.5 billion compared with \$14.6 billion for the same period in 2009 (Figure 3).

Figure 3: Day visitors and day expenditure, year ending December 1998 to June 2010



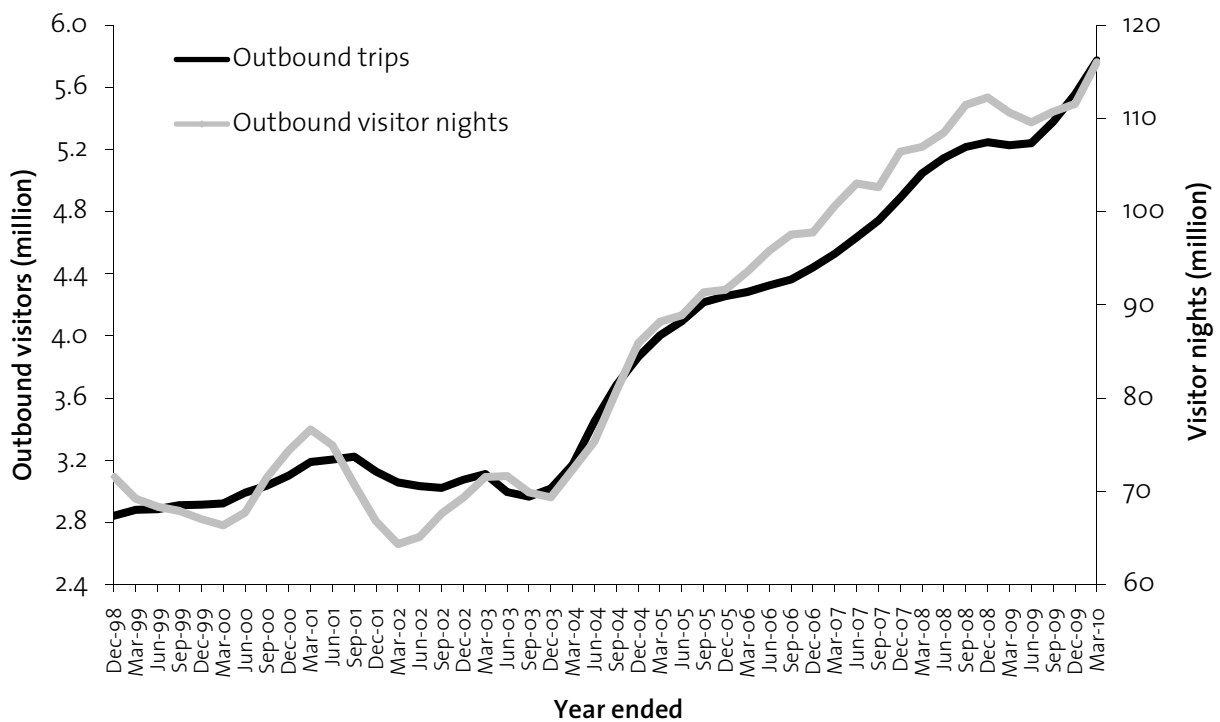
Outbound travel by Australians: Year ended 31 March 2010

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

Data for outbound trips is presented for the year ending March 2010 due to the 3 month recall period in the National Visitor Survey.

- Total trips** Australians aged 15 years and over took 5.8 million international trips (Figure 4).
- Nights** Australians spent 116 million nights away on outbound travel. This is an average of 20 nights abroad for each overseas trip.
- Countries** The most popular international destination was New Zealand (16%), followed by the USA and Canada (11%), Indonesia (9%) and the United Kingdom (7%).
- Purpose** The most popular reason for outbound travel was holiday (56%), followed by visiting friends and relatives (25%) and business (17%).

Figure 4: Outbound travel, year ending December 1998 to March 2010



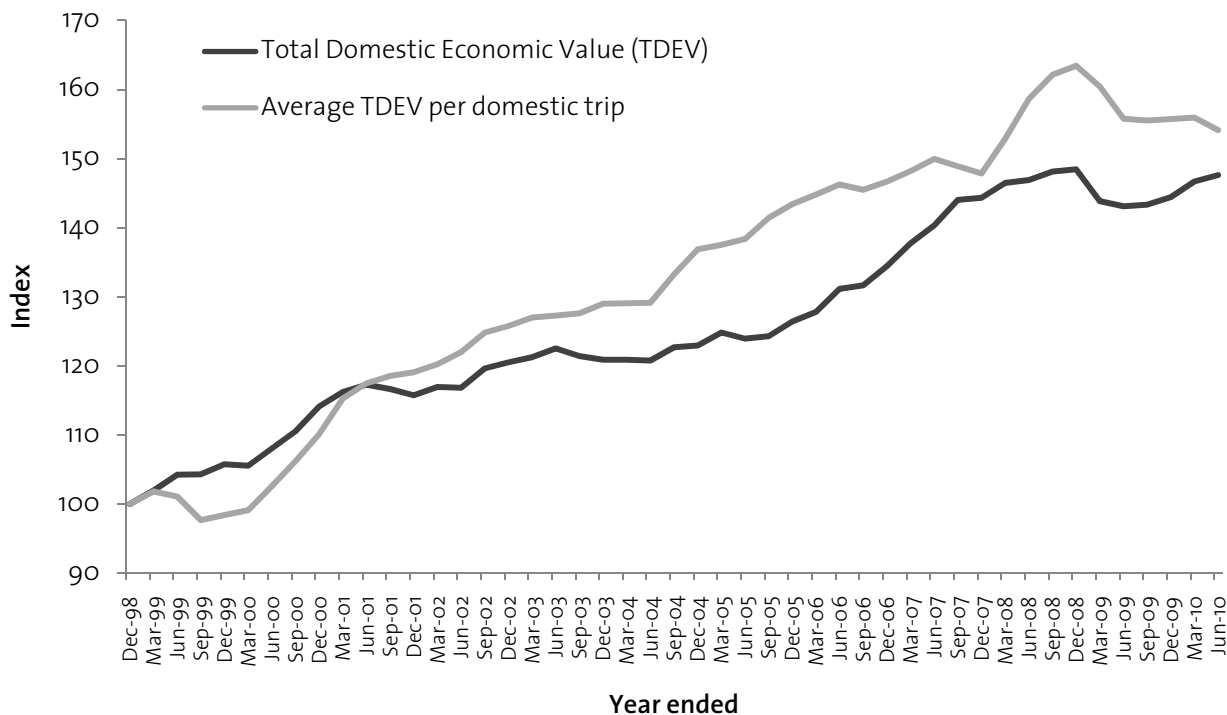
Total Domestic Economic Value (TDEV)

The TDEV methodology was developed by Tourism Research Australia on behalf of the Tourism Forecasting Committee. TDEV is calculated from quarterly expenditure data collected in the National Visitor Survey and benchmarked to annual 'Domestic tourism consumption' data in the ABS Tourism Satellite Account. For further information on TDEV, see the Glossary on page 45.

TDEV

For the year ended 30 June 2010, the total economic value of domestic tourism increased by 3.2%, or \$2.2 billion (in nominal terms), to reach \$70.6 billion. Average TDEV per trip (overnight and day trips combined) decreased over that period, by 1.1% (in nominal terms) to \$325.

Figure 5: Total Domestic Economic Value, year ending December 1998 to June 2010



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

Regional expenditure: Year ended 30 June 2010

Total expenditure	For the year ended 30 June 2010, modelled overnight expenditure increased 2% to \$42.8 billion and modelled day expenditure increased 7% to \$15.5 billion compared with the same period in 2009.
States/Territories	Spending by domestic overnight visitors was highest in New South Wales (\$12.4 billion, up 4%), followed by Queensland (\$11.5 billion, up 1%) and Victoria (\$8.5 billion, down 1%). Spending by domestic day visitors was highest in New South Wales (\$5.1 billion, up 9%), followed by Victoria (\$3.8 billion, up 1%) and Queensland (\$3.6 billion, up 14%).
Regional expenditure	Over half of expenditure by both domestic overnight visitors (54%) and domestic day visitors (56%) occurred in regional areas of Australia (\$23 billion and \$8.6 billion respectively). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (64% of their total), followed by Tasmania (61%) and Queensland (55%). For domestic day visitors, Tasmania relied most on expenditure in regional areas (73%), followed by New South Wales (63%).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$4.5 billion), followed by Sydney (\$4.4 billion). For domestic day visitors, expenditure was highest in Sydney (\$1.9 billion), followed by Melbourne (\$1.6 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Tropical North Queensland (\$1.7 billion), followed by the Sunshine Coast (\$1.6 billion), Mid North Coast (\$1.6 billion) and South Coast (\$1.3 billion). For domestic day visitors, expenditure was highest in the Mid North Coast (\$575 million), Hunter (\$486 million), Sunshine Coast (\$446 million), and South Coast (\$405 million).</p>
Expenditure per visitor	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Darwin (\$1,163), followed by Tropical North Queensland (\$1,156), Gold Coast (\$913), and Snowy Mountains (\$895). For domestic day visitors, expenditure per visitor was highest in Canberra (\$170), followed by Mid North Coast (\$141), Adelaide (\$129), and New England North West (\$124).
Expenditure per night	The highest average expenditure per night was in the Snowy Mountains (\$249), followed by Melbourne (\$248), Sydney (\$230), Gold Coast (\$215), Hobart (\$211), and Adelaide (\$205).
Intrastate and interstate expenditure	<p>For the year ended 30 June 2010, domestic overnight interstate visitor expenditure increased 4% to \$17.6 billion, and intrastate visitor expenditure decreased slightly (0.4%) to \$17.5 billion.</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.4 billion), followed by Queensland (\$4.4 billion) and Victoria (\$3.5 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.1 billion), followed by New South Wales (\$4 billion) and Victoria (\$3.4 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.5 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.3 billion), followed by Victoria (\$1.6 billion). Victorian residents spent \$5.0 billion on interstate travel, including \$1.8 billion in Queensland and \$1.4 billion in New South Wales.</p>
Purpose	<p>Holiday visitors contributed 62% of both domestic overnight and day expenditure in Australia (\$21.8 billion, up 6% and \$8.7 billion, up 10% respectively).</p> <p>New South Wales and Queensland received the most expenditure from domestic overnight visitors travelling for the purpose of holiday (both \$6.3 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.8 billion), followed by Queensland and Victoria (both \$2.1 billion).</p>

TABLES

Table 1

Overnight visitors and visitor nights by State/Territory visited and purpose of visit

June quarter 2010 and year ended 30 June 2010

	Visitors		Visitor nights	
	'000	%	'000	%
June quarter 2010				
Visitors to:				
New South Wales	5 414	33	16 739	29
Victoria	3 867	24	11 474	20
Queensland	4 016	25	15 510	26
South Australia	1 205	7	4 509	8
Western Australia	1 214	7	5 236	9
Tasmania ^(a)	445	3	1 878	3
Northern Territory	282	2	1 767	3
Australian Capital Territory	551	3	1 481	3
Purpose of visit ^(b)				
Holiday	7 404	45	27 612	47
Visiting friends and relatives	5 265	32	18 146	31
Business	3 150	19	9 349	16
Other	899	5	3 058	5
Total ^(c)	16 365	100	58 596	100
Year ended 30 June 2010				
Visitors to:				
New South Wales	22 896	34	76 966	30
Victoria	15 942	24	50 255	19
Queensland	15 726	24	70 814	27
South Australia	4 735	7	18 082	7
Western Australia	4 814	7	21 997	9
Tasmania ^(a)	1 891	3	8 739	3
Northern Territory	997	2	6 365	2
Australian Capital Territory	1 983	3	5 443	2
Purpose of visit ^(b)				
Holiday	30 265	46	127 390	49
Visiting friends and relatives	21 692	33	78 563	30
Business	12 485	19	37 577	15
Other	3 538	5	12 319	5
Total ^(c)	66 404	100	258 729	100

(a) See State specific surveys on page 41 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 June quarter 2010, 3,867,000 people visited destinations in Victoria and stayed for 11,474,000 nights, while during the year ended 30 June 2010, visitors whose main purpose was visiting friends and/or relatives totalled 78,563,000 nights.

Table 2
Overnight visitors by State/Territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2009									
June quarter	1 621	1 359	1 068	427	225	233	184	na	5 289
September quarter	1 778	1 249	1 467	453	223	206	244	na	5 650
December quarter	1 868	1 387	1 323	516	294	219	136	na	5 822
2010									
March quarter	1 804	1 268	1 235	374	276	275	88	na	5 671
June quarter	1 647	1 325	1 225	449	279	186	178	na	5 568
Year ended 30 June									
2009	7 195	5 432	5 105	1 739	973	830	643	na	22 657
2010	7 097	5 229	5 251	1 793	1 072	886	647	na	22 710
Intrastate visitors									
2009									
June quarter	3 589	2 423	2 753	705	1 103	251	124	na	10 669
September quarter	3 555	2 569	2 773	665	940	189	105	na	10 468
December quarter	4 158	2 364	2 497	744	925	230	64	na	10 640
2010									
March quarter	4 319	3 238	2 415	778	941	327	78	na	11 788
June quarter	3 767	2 542	2 791	755	936	259	103	na	10 797
Year ended 30 June									
2009	15 354	10 480	11 015	2 982	4 541	1 000	429	na	44 409
2010	15 799	10 713	10 475	2 942	3 742	1 005	350	na	43 693
Total visitors									
2009									
June quarter	5 210	3 782	3 821	1 132	1 328	484	308	402	15 958
September quarter	5 333	3 818	4 240	1 118	1 163	395	349	406	16 118
December quarter	6 026	3 751	3 820	1 260	1 220	449	201	414	16 462
2010									
March quarter	6 123	4 506	3 650	1 152	1 216	602	166	612	17 459
June quarter	5 414	3 867	4 016	1 205	1 214	445	282	551	16 365
Year ended 30 June									
2009	22 550	15 912	16 121	4 721	5 514	1 831	1 072	1 899	67 066
2010	22 896	15 942	15 726	4 735	4 814	1 891	997	1 983	66 404

na Data not available.

(a) See State specific surveys on page 41 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 June 2010, there were 3,742,000 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								
2009									
June quarter	6 304	4 976	6 076	1 897	1 641	1 513	1 274	na	24 717
September quarter	6 489	4 692	11 469	2 449	2 083	1 086	2 178	na	31 621
December quarter	7 517	5 836	8 374	2 657	2 080	1 408	1 062	na	30 014
2010									
March quarter	8 574	5 800	7 052	2 032	1 904	2 369	577	na	30 016
June quarter	5 855	5 172	6 552	2 227	2 134	1 306	1 485	na	26 211
Year ended 30 June									
2009	29 755	21 561	31 396	8 907	8 652	5 722	5 194	na	116 118
2010	28 435	21 500	33 447	9 365	8 201	6 169	5 303	na	117 863
	Intrastate visitor nights								
2009									
June quarter	10 154	6 287	8 476	2 132	3 596	572	398 *	na	31 745
September quarter	9 916	6 097	10 257	1 777	3 680	402 *	299 *	na	32 444
December quarter	12 492	6 121	8 652	2 117	3 088	569	274 *	na	33 365
2010									
March quarter	15 239	10 235	9 500	2 541	3 926	1 026	207 *	na	42 673
June quarter	10 884	6 302	8 958	2 282	3 102	573	283 *	na	32 385
Year ended 30 June									
2009	47 716	27 864	36 249	8 953	16 724	2 445	1 302	na	141 457
2010	48 531	28 754	37 367	8 717	13 796	2 570	1 062	na	140 867
	Total visitor nights								
2009									
June quarter	16 458	11 263	14 553	4 029	5 237	2 085	1 672	1 105	56 463
September quarter	16 406	10 789	21 726	4 225	5 764	1 488	2 477	1 175	64 066
December quarter	20 008	11 957	17 027	4 774	5 168	1 978	1 336	1 081	63 379
2010									
March quarter	23 813	16 035	16 552	4 573	5 830	3 395	784	1 707	72 689
June quarter	16 739	11 474	15 510	4 509	5 236	1 878	1 767	1 481	58 596
Year ended 30 June									
2009	77 471	49 426	67 645	17 860	25 376	8 167	6 496	4 999	257 575
2010	76 966	50 255	70 814	18 082	21 997	8 739	6 365	5 443	258 729

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) See State specific surveys on page 41 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 June 2010, a total of 70,814,000 visitor nights were spent in Queensland, while during the June quarter 2010, 6,552,000 nights were spent in Queensland by interstate visitors.

Table 4
Overnight visitors: State/Territory visited by main purpose of visit
 Year ended 30 June 2010

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	2 953	30	2 213	30	1 815	29	302	29	7 097	31
Vic	1 963	20	1 656	23	1 500	24	245	24	5 229	23
Qld	2 433	24	1 639	22	1 117	18	189	18	5 251	23
SA	652	7	553	8	517	8	88	9	1 793	8
WA	367	4	336	5	399	6	43 *	4 *	1 072	5
Tas ^(b)	518	5	213	3	172	3	16 *	2 *	886	4
NT	355	4	112	2	170	3	24 *	2 *	647	3
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	9 962	100	7 314	100	6 245	100	1 030	100	22 710	100
Intrastate visitors to:										
NSW	7 519	35	5 468	37	2 114	32	968	37	15 799	36
Vic	5 541	26	3 547	24	1 173	18	535	20	10 713	25
Qld	4 584	21	3 497	24	1 910	29	607	23	10 475	24
SA	1 458	7	933	6	372	6	211	8	2 942	7
WA	1 769	8	1 077	7	705	11	235	9	3 742	9
Tas ^(b)	511	2	281	2	158	2	58	2	1 005	2
NT	135	1	26 *	0 *	170	3	21 *	1 *	350	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	21 518	100	14 830	100	6 601	100	2 635	100	43 693	100
Total visitors to:										
NSW	10 472	35	7 681	35	3 929	31	1 270	36	22 896	34
Vic	7 505	25	5 204	24	2 672	21	780	22	15 942	24
Qld	7 018	23	5 136	24	3 027	24	796	22	15 726	24
SA	2 110	7	1 486	7	889	7	299	8	4 735	7
WA	2 137	7	1 413	7	1 104	9	277	8	4 814	7
Tas ^(b)	1 029	3	494	2	330	3	74	2	1 891	3
NT	490	2	138	1	340	3	45 *	1 *	997	2
ACT ^(c)	720	2	592	3	555	4	124	4	1 983	3
Total ^(d)	30 265	100	21 692	100	12 485	100	3 538	100	66 404	100

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 overnight visitors may report several purposes for visiting various locations on a 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 4 shows that, during the year ended 30 June 2010, 30% of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 30,265,000 visitors travelled for holiday purposes.

Table 5
 Visitor nights: State/Territory visited by main purpose of visit
 June quarter 2010 and year ended 30 June 2010

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
June quarter 2010										
Visitor nights in:										
NSW	8 199	30	5 333	29	2 281	24	884	29	16 739	29
Vic	5 338	19	3 650	20	1 808	19	645	21	11 474	20
Qld	7 148	26	5 253	29	2 426	26	684	22	15 510	26
SA	1 901	7	1 281	7	827	9	350 *	11 *	4 509	8
WA	2 322	8	1 413	8	1 060	11	236 *	8 *	5 236	9
Tas ^(b)	1 171	4	390 *	2 *	188 *	2 *	129 *	4 *	1 878	3
NT	1 050	4	355 *	2 *	325 *	3 *	37 **	1 **	1 767	3
ACT	482	2	473	3	431 *	5 *	94 *	3 *	1 481	3
Total ^(c)	27 612	100	18 146	100	9 349	100	3 058	100	58 596	100
Year ended 30 June 2010										
Visitor nights in:										
NSW	38 541	30	25 053	32	9 341	25	3 687	30	76 966	30
Vic	25 076	20	15 543	20	6 728	18	2 574	21	50 255	19
Qld	34 646	27	21 275	27	10 539	28	3 213	26	70 814	27
SA	8 447	7	5 279	7	2 879	8	1 118	9	18 082	7
WA	9 755	8	6 336	8	4 523	12	907	7	21 997	9
Tas ^(b)	5 548	4	1 916	2	948	3	298 *	2 *	8 739	3
NT	3 605	3	1 125	1	1 271	3	172 *	1 *	6 365	2
ACT	1 755	1	2 035	3	1 296	3	349 *	3 *	5 443	2
Total ^(c)	127 390	100	78 563	100	37 577	100	12 319	100	258 729	100

* ** 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 visitor nights for which purpose of visit was not asked for each stopover.

(b) See State specific surveys on page 41 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 June 2010, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 948,000 nights, while during the June quarter 2010, Victoria accounted for 20% of visitor nights where the main purpose of visit was visiting friends and/or relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2009										
June quarter	7 063	44	5 382	34	3 056	19	762	5	15 958	100
September quarter	7 126	44	5 094	32	3 345	21	923	6	16 118	100
December quarter	6 959	42	5 718	35	3 318	20	887	5	16 462	100
2010										
March quarter	8 776	50	5 616	32	2 671	15	829	5	17 459	100
June quarter	7 404	45	5 265	32	3 150	19	899	5	16 365	100
Year ended 30 June										
2009	30 098	45	22 405	33	12 723	19	3 227	5	67 066	100
2010	30 265	46	21 692	33	12 485	19	3 538	5	66 404	100
Visitor nights										
2009										
June quarter	27 859	49	17 209	30	8 765	16	2 444	4	56 463	100
September quarter	31 207	49	17 764	28	9 660	15	3 868	6	64 066	100
December quarter	29 152	46	20 086	32	10 484	17	2 819	4	63 379	100
2010										
March quarter	39 419	54	22 566	31	8 084	11	2 574	4	72 689	100
June quarter	27 612	47	18 146	31	9 349	16	3 058	5	58 596	100
Year ended 30 June										
2009	128 142	50	79 063	31	36 809	14	10 394	4	257 575	100
2010	127 390	49	78 563	30	37 577	15	12 319	5	258 729	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 June quarter 2010, 3,150,000 visitors were travelling for business purposes and they stayed a total of 9,349,000 nights.

Table 7

Overnight visitors: State/Territory visited by State/Territory of origin

June quarter 2010 and year ended 30 June 2010

	State/Territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	
'000									
June quarter 2010									
Visitors to:									
NSW	3 767	605	596	132	78	45 *	14 *	178	5 414
Vic	647	2 542	224	223	67	95	21 *	48 *	3 867
Qld	710	322	2 791	71	47 *	33 *	16 *	26 *	4 016
SA	117	218	62	755	20 *	6 **	19 *	9 **	1 205
WA	87	89	32 *	47 *	936	10 **	10 **	4 **	1 214
Tas ^(a)	70	80	17 *	7 **	3 **	259	1 **	9 **	445
NT	62	36 *	35 *	29 *	6 **	3 **	103	6 **	282
ACT	368	102	44 *	22 *	4 **	10 **	1 **	0 **	551
Total ^(b)	5 829	3 994	3 800	1 284	1 161	461	187	279	16 365
Year ended 30 June 2010									
Visitors to:									
NSW	15 799	2 556	2 534	527	255	142	57	1 026	22 896
Vic	2 552	10 713	886	862	278	357	72	223	15 942
Qld	2 937	1 482	10 475	309	166	113	81	164	15 726
SA	468	906	183	2 942	99	40 *	64	32 *	4 735
WA	344	294	185	152	3 742	31 *	44 *	23 *	4 814
Tas ^(a)	265	378	106	56	34 *	1 005	12 *	35 *	1 891
NT	169	178	106	107	50 *	16 *	350	21 *	997
ACT	1 300	361	170	68	47 *	29 *	10 **	0 **	1 983
Total ^(b)	23 834	16 867	14 646	5 022	4 673	1 731	690	1 524	66 404

* ** 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 30 June 2010, 113,000 visitors to Queensland were residents of Tasmania, while during the June quarter 2010, 259,000 Tasmanian residents took an overnight trip in their own State.

Table 8
Overnight visitors by State/Territory of origin and Australian population
by State/Territory of residence
 June quarter 2010 and year ended 30 June 2010

	Origin of visitors		Population ^(a)		Visitor rate ^(b)
	'000	%	'000	%	
June quarter 2010					
State/Territory of residence					
New South Wales	5 829	36	5 740	33	1.0
Victoria	3 994	24	4 286	25	0.9
Queensland	3 800	23	3 476	20	1.1
South Australia	1 284	8	1 294	7	1.0
Western Australia	1 161	7	1 746	10	0.7
Tasmania ^(c)	461	3	401	2	1.1
Northern Territory	187	1	164	1	1.1
Australian Capital Territory	279	2	274	2	1.0
Total	16 365	100	17 380	100	0.9
Year ended 30 June 2010					
State/Territory of residence					
New South Wales	23 834	36	5 740	33	4.2
Victoria	16 867	25	4 286	25	3.9
Queensland	14 646	22	3 476	20	4.2
South Australia	5 022	8	1 294	7	3.9
Western Australia	4 673	7	1 746	10	2.7
Tasmania ^(c)	1 731	3	401	2	4.3
Northern Territory	690	1	164	1	4.2
Australian Capital Territory	1 524	2	274	2	5.6
Total	66 404	100	17 380	100	3.8

(a) Population figures are as of 30 June 2010.

(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 30 June 2010, Northern Territory residents took 690,000 overnight trips. The visitor rate shows that this is an average of 4.2 trips per Northern Territory resident.

Table 9
Overnight visitors: Duration of visit by State/Territory visited
 Year ended 30 June 2010

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Duration of visit ^(c)									
1 night	6 302	4 979	3 749	1 211	1 139	427	165	657	18 410
2 nights	6 380	4 456	3 444	1 164	1 160	409	160	637	17 729
3 nights	3 457	2 422	2 432	740	648	291	125	268	10 350
4-7 nights	5 036	3 146	4 158	1 171	1 180	448	327	344	15 620
8-14 nights	1 410	725	1 372	321	485	253	152	56	4 713
15-21 nights	220	127	334	77	116	37 *	39 *	19 *	955
22 nights or more	90	87	237	51 *	85	25 *	30 *	2 **	588
Total	22 896	15 942	15 726	4 735	4 814	1 891	997	1 983	66 404
Average duration of visit	3	3.4	5		6	5		3	4
Median duration of visit ^(d)	2	2	3	3	3	2		2	
	%								
Duration of visit ^(c)									
1 night	28	31	24	26	24	23	17	33	28
2 nights	28	28	22	25	24	22	16	32	27
3 nights	15	15	15	16	13	15	13	14	16
4-7 nights	22	20	26	25	25	24	33	17	24
8-14 nights	6	5	9	7	10	13	15	3	7
15-21 nights	1	1	2	2	2	2 *	4 *	1 *	1
22 nights or more	0	1	2	1 *	2	1 *	3 *	0 **	1
Total	100	100	100	100	100	100	100	100	100

* ** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 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 30 June 2010, 1,211,000 or 26% of all overnight visitors to South Australia stayed for 1 night only.

Table 10
Overnight visitors: Accommodation used by State/Territory visited
 Year ended 30 June 2010

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	8 449	5 497	6 138	1 441	1 544	772	526	1 003	24 503
Guest house or bed & breakfast	395	330	100	102	92	97	3 **	5 **	1 119
Rented house, apartment, flat or unit	1 790	1 150	1 711	359	443	194	46 *	85	5 742
Caravan park or commercial camping ground	2 106	1 389	1 038	609	441	154	143	66	5 586
Caravan or camping on private property	1 010	591	674	241	320	118	143	26 *	3 013
Friend's or relative's property	8 699	6 290	6 008	1 775	1 828	624	181	749	25 806
Own property (e.g. holiday house)	663	752	300	223	147	79	8 **	12 *	2 182
Other	768	533	707	195	296	104	61	51 *	2 669
Total ^(d)	22 896	15 942	15 726	4 735	4 814	1 891	997	1 983	66 404
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	37	34	39	30	32	41	53	51	37
Guest house or bed & breakfast	2	2	1	2	2	5	0 **	0 **	2
Rented house, apartment, flat or unit	8	7	11	8	9	10	5 *	4	9
Caravan park or commercial camping ground	9	9	7	13	9	8	14	3	8
Caravan or camping on private property	4	4	4	5	7	6	14	1 *	5
Friend's or relative's property	38	39	38	37	38	33	18	38	39
Own property (e.g. holiday house)	3	5	2	5	3	4	1 **	1 *	3
Other	3	3	4	4	6	5	6	3 *	4
Total ^(d)	100	100	100	100	100	100	100	100	100

*** Subject to sampling variability too high for practical purposes; see section on Reliability of NVS data on page 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 30 June 2010, 1,038,000 or 7% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

Table 11
Visitor nights: Accommodation used by State/Territory visited
 Year ended 30 June 2010

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	20 562	12 757	21 228	4 400	5 057	2 736	2 124	2 092	71 008
Guest house or bed & breakfast	951	663	297 *	240 *	301 *	281 *	4 **	8 **	2 745
Rented house, apartment, flat or unit	7 832	4 051	10 032	1 433	1 903	1 009	336 *	236 *	26 831
Caravan park or commercial camping ground	9 815	5 648	6 706	2 768	2 970	828	1 019	253 *	30 008
Caravan or camping on private property	3 513	1 852	2 180	943	968	449 *	552	78 **	10 534
Friend's or relative's property	28 769	19 482	24 232	6 173	7 698	2 417	1 670	2 598	93 056
Own property (e.g. holiday house)	2 708	2 779	1 291	648	627	320 *	43 **	32 **	8 448
Other	2 358	2 604	3 534	1 031	1 923	581	347 *	139 *	12 518
Total ^(d)	76 966	50 255	70 814	18 082	21 997	8 739	6 365	5 443	258 729
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	27	25	30	24	23	31	33	38	27
Guest house or bed & breakfast	1	1	0 *	1 *	1 *	3 *	0 **	0 **	1
Rented house, apartment, flat or unit	10	8	14	8	9	12	5 *	4 *	10
Caravan park or commercial camping ground	13	11	9	15	14	9	16	5 *	12
Caravan or camping on private property	5	4	3	5	4	5 *	9	1 **	4
Friend's or relative's property	37	39	34	34	35	28	26	48	36
Own property (e.g. holiday house)	4	6	2	4	3	4 *	1 **	1 **	3
Other	3	5	5	6	9	7	5 *	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 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 30 June 2010, 27% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,598,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

Table 12
Overnight visitors: State/Territory visited by main transport used
Year ended 30 June 2010

	Air transport	Private vehicle	Other transport	Total ^(a)
	'000			
Interstate visitors to:				
NSW	3 025	3 767	483	7 097
Vic	3 382	1 745	431	5 229
Qld	3 685	1 526	458	5 251
SA	977	743	147	1 793
WA	986	116	146	1 072
Tas ^(b)	727	141	290	886
NT	508	121	126	647
ACT ^(c)	na	na	na	na
Total interstate visitors ^(d)	13 812	9 497	2 219	22 710
Intrastate visitors to:				
NSW	684	13 934	1 266	15 799
Vic	92	9 760	857	10 713
Qld	1 232	8 540	832	10 475
SA	105	2 700	143	2 942
WA	478	3 049	246	3 742
Tas ^(b)	6 **	929	59	1 005
NT	91	235	29 *	350
ACT ^(c)	na	na	na	na
Total intrastate visitors ^(d)	2 688	39 147	3 432	43 693
Total visitors to:				
NSW	3 709	17 701	1 749	22 896
Vic	3 474	11 505	1 288	15 942
Qld	4 918	10 066	1 290	15 726
SA	1 082	3 443	290	4 735
WA	1 464	3 165	393	4 814
Tas ^(b)	733	1 071	349	1 891
NT	599	356	155	997
ACT	521	1 337	137	1 983
Total ^(d)	16 071	47 094	5 418	66 404

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 30 June 2010, 9,497,000 overnight visitors used a private vehicle when travelling interstate, while 2,688,000 visitors used air transport when travelling intrastate.

Table 13
Expenditure by overnight visitors: Items of expenditure by main purpose of trip
 Year ended 30 June 2010

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 196.0	41.8 *	185.9	63.7	1 487.4
Taxis	160.4	62.7	235.1	15.8 *	474.0
Airline fares	1 844.9	1 360.3	1 484.3	143.0	4 832.4
Organised tours, side trips	413.3	23.4 *	46.8 *	12.0 *	495.6
Car hire costs	541.0	181.5	201.5	23.8 *	947.8
Fuel (petrol, diesel)	2 231.0	1 232.7	730.1	183.7	4 377.5
Vehicle maintenance or repairs	151.9	39.5 *	35.1 *	9.1 *	235.7
Other long distance transport costs	161.0	59.5	22.8 *	10.3 *	253.5
Other local transport costs	121.7	42.7 *	23.3 *	7.5 *	195.2
Accommodation	7 338.1	1 105.5	1 805.3	320.9	10 569.8
Takeaway & restaurant meals	3 650.4	1 399.1	1 038.0	217.7	6 305.2
Groceries etc for self-catering	1 782.3	630.9	182.0	87.0	2 682.2
Alcohol and drinks (not elsewhere included)	1 517.4	622.2	306.1	45.5 *	2 491.1
Shopping, gifts, souvenirs	2 537.0	1 321.6	351.7	214.7	4 424.9
Entertainment, museums, movies, zoos etc	1 077.5	202.4	57.2	19.7 *	1 356.9
Horse racing, gambling, casinos	161.9	29.7 *	25.6 *	2.7 **	219.9
Conference fees	5.5 **	1.5 **	169.4	2.8 **	179.2
Education, course fees	9.1 *	2.3 **	30.3 *	14.7 *	56.5
Other expenditure on trip	547.2	163.2	123.3	163.1	996.8
Total ^(a)	25 627.0	8 539.7	7 070.7	1 557.7	42 795.1

* ** 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 30 June 2010, overnight holiday visitors spent a total of \$1,844.9 million on airline fares. The total expenditure for all overnight visitors for the same period was \$42.8 billion.

Table 14
Day visitors: State/Territory visited by main purpose of visit
June quarter 2010 and year ended 30 June 2010

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
June quarter 2010										
Day visitors to:										
NSW	6 538	33	3 599	31	1 466	33	1 385	29	12 988	32
Vic	4 930	25	2 961	26	962	22	1 173	25	10 026	25
Qld	4 296	22	3 020	26	1 214	27	1 142	24	9 672	24
SA	1 328	7	720	6	262	6	331	7	2 641	7
WA	1 429	7	851	7	339	8	364	8	2 984	7
Tas	561	3	295	3	139 *	3 *	135 *	3 *	1 131	3
NT	164	1	27 **	0 **	12 **	0 **	51 *	1 *	255	1
ACT	306	2	60 *	1 *	77 *	2 *	114 *	2 *	558	1
Total ^(a)	19 553	100	11 535	100	4 472	100	4 695	100	40 255	100
Year ended 30 June 2010										
Day visitors to:										
NSW	24 064	32	14 370	34	5 177	33	5 718	33	49 329	33
Vic	19 714	26	11 363	27	3 462	22	4 388	25	38 927	26
Qld	16 580	22	9 053	21	3 819	25	4 060	23	33 512	22
SA	5 194	7	2 760	7	898	6	1 184	7	10 036	7
WA	5 919	8	3 425	8	1 313	8	1 264	7	11 922	8
Tas	2 428	3	1 082	3	457	3	577	3	4 543	3
NT	719	1	98 *	0 *	139 *	1 *	100 *	1 *	1 056	1
ACT	828	1	299	1	245	2	265	2	1 637	1
Total ^(a)	75 445	100	42 450	100	15 511	100	17 556	100	150 963	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 30 June 2010, there were a total of 150,963,000 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 ^(a)
	'000								
2008									
June quarter	10 467	7 561	6 506	2 170	2 818	922	232	362	31 039
September quarter	10 610	8 508	7 975	2 291	3 012	942	245	392	33 976
December quarter	11 706	8 977	7 442	2 601	3 109	1 136	260	347	35 578
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
Year ended 30 June									
2009	45 129	36 447	31 438	9 852	11 847	4 322	965	1 437	141 437
2010	49 329	38 927	33 512	10 036	11 922	4 543	1 056	1 637	150 963

(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 June 2010, destinations in New South Wales had 49,329,000 day visitors, while during the June quarter 2010, destinations in the Australian Capital Territory had 558,000 day visitors.

Table 16
Day visitors: State/Territory visited by main transport used
Year ended 30 June 2010

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	509	43 761	5 058	49 329
Victoria	349	35 190	3 388	38 927
Queensland	267	31 371	1 874	33 512
South Australia	119 *	9 532	385	10 036
Western Australia	102 *	10 945	874	11 922
Tasmania	2 **	4 366	175	4 543
Northern Territory	37 *	972	48 *	1 056
Australian Capital Territory	76 *	1 431	130 *	1 637
Total ^(a)	1 459	137 569	11 934	150 963

*** 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 30 June 2010, 267,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 1,056,000 day visitors during the same period.

Table 17
Expenditure by day visitors: Items of expenditure by main purpose of visit
 Year ended 30 June 2010

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	27.4	1.1 **	2.0 **	1.1 **	31.5
Taxis	6.8 *	5.6 *	39.1	6.0 *	57.5
Airline fares	25.3	22.5	190.9	16.5 *	255.1
Organised tours, side trips	33.0	9.6 *	0.5 **	11.5 *	54.7
Car hire costs	32.4	17.7 *	14.9 *	3.0 **	68.0
Fuel (petrol, diesel)	1 794.9	1 081.4	412.4	469.4	3 758.1
Vehicle maintenance or repairs	49.2	38.0	16.3 *	90.6	194.0
Other long distance transport costs	37.7	9.8 *	8.1 *	9.5 *	65.1
Other local transport costs	71.9	19.1 *	11.7 *	15.6 *	118.3
Takeaway & restaurant meals	1 941.7	744.8	242.9	259.6	3 189.0
Groceries etc for self-catering	489.0	209.3	40.8	99.4	838.5
Alcohol and drinks (not elsewhere included)	444.3	258.5	35.5	27.6	765.9
Shopping, gifts, souvenirs	3 388.0	520.6	152.2	403.8	4 464.6
Entertainment, museums, movies, zoos, etc	607.1	47.4	11.5 *	14.4 *	680.4
Horse racing, gambling, casinos	64.6	15.6 *	0.7 **	7.6 *	88.6
Conference fees	4.6 *	0.7 **	10.2 *	15.2 *	30.7
Education, course fees	7.6 *	0.0 **	10.2 *	20.4 *	38.2
Other expenditure on trip	308.9	67.5	50.8	393.0	820.2
Total ^(a)	9 334.4	3 069.2	1 250.6	1 864.1	15 518.4

* ** 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 30 June 2010, day visitors spent \$68.0 million on car hire.

The overall total spent by day visitors during the same period was \$15.5 billion.

Table 18
Australians travelling overseas: Visitors and average number of nights
per trip by main destination and purpose of trip
 Year ended 31 March 2010^(a)

	Visitors ^(b)		Average nights per trip
	'000	%	
Main destination			
United Kingdom	407	7	35
Other Europe	525	9	36
New Zealand	931	16	11
USA and Canada	622	11	25
Hong Kong	194	3	12
Singapore	227	4	10
Malaysia	212	4	15
Indonesia	521	9	12
Thailand	379	7	15
China	254	4	22
Other Asia	715	12	28
Other countries	787	14	19
Purpose of visit ^(c)			
Holiday	3 204	56	19
Visiting friends and relatives	1 432	25	25
Business	1 000	17	13
Other	136	2	49
Total	5 772	100	20

(a) Data for outbound trips is presented for the year ended 31 March 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 March 2010, 7% had the United Kingdom as their main destination, staying overseas on average for 35 nights.

Table 19
Total Domestic Economic Value (TDEV)

Year ended 30 June 2000–2010

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
\$ million				
2000	12 035	34 373	46 408	51 683
2001	12 578	38 230	50 808	56 104
2002	11 491	38 559	50 050	55 892
2003	12 027	40 586	52 613	58 612
2004	11 709	39 106	50 815	57 769
2005	11 614	39 381	50 995	59 292
2006	12 611	40 691	53 302	62 739
2007	13 897	43 122	57 018	67 137
2008	14 144	44 660	58 803	70 268
2009	14 566	41 979	56 545	68 456
2010	15 518	42 795	58 313	70 617

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 30 June 2006 was \$12.6 billion and Total Domestic Economic Value for the year ended 30 June 2010 was \$70.6 billion.

Table 20
 Modelled domestic day visitor expenditure^(a) in the top 20 regions (ranked by expenditure)
 Year ended 30 June 2010

Rank	Region	State/Territory	Expenditure ^(a)	Share of	Visitors ^(b)	Expenditure per
			\$ million	expenditure	'000	visitor
				%		\$
1	Sydney	NSW	1 872	12	17 421	107
2	Melbourne	Vic	1 619	10	14 369	113
3	Brisbane	Qld	1 183	8	11 019	107
4	Experience Perth	WA	797	5	8 335	96
5	Mid North Coast	NSW	575	4	4 076	141
6	Gold Coast	Qld	563	4	5 690	99
7	Hunter	NSW	486	3	5 234	93
8	Sunshine Coast	Qld	446	3	5 156	87
9	South Coast	NSW	405	3	5 028	81
10	Adelaide	SA	392	3	3 037	129
11	Darling Downs	Qld	312	2	2 933	106
12	Northern Rivers	NSW	310	2	3 270	95
13	Central Coast	NSW	280	2	3 379	83
14	Canberra	ACT	279	2	1 637	170
15	Australia's South West	WA	269	2	2 395	112
16	Geelong	Vic	251	2	2 900	87
17	Central Queensland	Qld	249	2	2 096	119
18	Central NSW	NSW	247	2	2 260	109
19	Peninsula	Vic	245	2	3 392	72
20	New England North West	NSW	240	2	1 925	124
Top 20 regions ^(c)			11 020	71	105 554	104
Total Australia ^(d)			15 518	100	150 963	103

(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 2010 National Visitor Survey data.

How to read this table:

Table 20 shows that, during the year ended 30 June 2010, there were 5.2 million domestic day visitors to the Hunter who spent a total of \$486 million in the region or 3% of total domestic day visitor expenditure in Australia.

Table 21

Modelled domestic day visitor expenditure^(a) in capital cities and regional areas for each State/Territory

Year ended 30 June 2010

State/Territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 872	37	17 421	107
Regional NSW	3 248	63	31 908	102
Total NSW	5 121	100	49 329	104
Melbourne	1 619	43	14 369	113
Regional Vic	2 188	57	24 558	89
Total Vic	3 806	100	38 927	98
Gold Coast	563	16	5 690	99
Brisbane	1 183	33	11 019	107
Regional Qld	1 857	52	16 804	111
Total Qld	3 604	100	33 512	108
Adelaide	392	42	3 037	129
Regional SA	546	58	6 999	78
Total SA	938	100	10 036	93
Experience Perth	797	67	8 335	96
Regional WA	397	33	3 587	111
Total WA	1 194	100	11 922	100
Hobart	118	27	1 010	117
Regional Tas	321	73	3 533	91
Total Tas	439	100	4 543	97
Darwin	81	59	612	132
Regional NT	56	41	444	127
Total NT	138	100	1 056	130
Canberra	279	100	1 637	170
Total ACT	279	100	1 637	170
Total capitals	6 905	44	63 131	109
Total regional	8 614	56	87 832	98
Total Australia ^(c)	15 518	100	150 963	103

(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 2010 National Visitor Survey data.

How to read this table:

Table 21 shows that, during the year ended 30 June 2010, there were 16.8 million domestic day visitors in regional Queensland, who spent a total of \$1.9 billion in this area, or 52% of total domestic day visitor expenditure in Queensland.

Table 22
 Modelled domestic day visitor expenditure^(a) (destination expenditure only)
 by purpose of visit for each State/Territory
 Year ended 30 June 2010

State/Territory	Holiday		Visiting friends and relatives		Business		Other ^(b)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 771	32	968	37	347	34	560	33	4 646	33
Vic	2 146	25	670	26	194	19	431	25	3 441	24
Qld	2 111	24	530	20	268	27	373	22	3 282	23
SA	520	6	150	6	53	5	117	7	841	6
WA	651	7	216	8	81	8	136	8	1 083	8
Tas	252	3	60	2	31	3	50	3	392	3
NT	79	1	7	0	9	1	17	1	111	1
ACT	172	2	24	1	26	3	27	2	249	2
Total Australia ^(c)	8 701	100	2 624	100	1 009	100	1 710	100	14 045	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 2010 National Visitor Survey data.

How to read this table:

Table 22 shows that, during the year ended 30 June 2010, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$216 million, or 8% of total expenditure in Australia for this purpose.

Table 23

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

Year ended 30 June 2010

Rank	Region	State/Territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 528	11	6 293	18 233	719	248	3
2	Sydney	NSW	4 431	10	6 788	19 266	653	230	3
3	Gold Coast	Qld	2 987	7	3 270	13 898	913	215	4
4	Brisbane	Qld	2 186	5	4 260	13 639	513	160	3
5	Experience Perth	WA	1 761	4	2 378	9 042	741	195	4
6	Tropical North Queensland	Qld	1 654	4	1 432	8 657	1 156	191	6
7	Sunshine Coast	Qld	1 633	4	2 439	10 602	670	154	4
8	Adelaide	SA	1 586	4	2 090	7 727	759	205	4
9	Mid North Coast	NSW	1 556	4	2 991	11 146	520	140	4
10	South Coast	NSW	1 274	3	2 751	10 044	463	127	4
11	Canberra	ACT	979	2	1 983	5 443	494	180	3
12	Northern Rivers	NSW	901	2	1 811	6 672	498	135	4
13	Hunter	NSW	851	2	2 085	5 525	408	154	3
14	Australia's South West	WA	800	2	1 472	5 270	544	152	4
15	Western	Vic	674	2	1 449	4 580	465	147	3
16	Darwin	NT	671	2	577	3 413	1 163	197	6
17	Hobart and Surrounds	Tas	668	2	858	3 171	779	211	4
18	Central Queensland	Qld	589	1	1 128	4 908	522	120	4
19	Snowy Mountains	NSW	567	1	634	2 278	895	249	4
20	Central NSW	NSW	562	1	1 573	4 380	357	128	3
	Top 20 regions ^(c)		30 859	72	45 162	167 895	683	184	4
	Total Australia ^(d)		42 795	100	66 404	258 729	644	165	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 2010 National Visitor Survey data.

How to read this table:

Table 23 shows that, during the year ended 30 June 2010, there were 3.0 million domestic overnight visitors to Mid North Coast who spent a total of \$1.6 billion or 4% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24

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

Year ended 30 June 2010

Rank	Region	State/Territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	3 565	10	6 788	19 266	525	185	3
2	Melbourne	Vic	3 549	10	6 293	18 233	564	195	3
3	Gold Coast	Qld	2 696	7	3 270	13 898	824	194	4
4	Brisbane	Qld	1 670	5	4 260	13 639	392	122	3
5	Sunshine Coast	Qld	1 503	4	2 439	10 602	616	142	4
6	Mid North Coast	NSW	1 500	4	2 991	11 146	501	135	4
7	Tropical North Queensland	Qld	1 428	4	1 432	8 657	998	165	6
8	Experience Perth	WA	1 280	3	2 378	9 042	538	142	4
9	Adelaide	SA	1 210	3	2 090	7 727	579	157	4
10	South Coast	NSW	1 206	3	2 751	10 044	438	120	4
11	Northern Rivers	NSW	833	2	1 811	6 672	460	125	4
12	Canberra	ACT	826	2	1 983	5 443	416	152	3
13	Hunter	NSW	766	2	2 085	5 525	368	139	3
14	Australia's South West	WA	755	2	1 472	5 270	513	143	4
15	Western	Vic	652	2	1 449	4 580	450	142	3
16	Snowy Mountains	NSW	551	1	634	2 278	870	242	4
17	Central NSW	NSW	535	1	1 573	4 380	340	122	3
18	Darwin	NT	515	1	577	3 413	892	151	6
19	Hobart and Surrounds	Tas	514	1	858	3 171	599	162	4
20	Central Queensland	Qld	497	1	1 128	4 908	440	101	4
	Top 20 regions ^(c)		26 048	71	45 162	167 895	577	155	4
	Total Australia ^(d)		36 837	100	66 404	258 729	555	142	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 2010 National Visitor Survey data.

How to read this table:

Table 24 shows that, during the year ended 30 June 2010, there were 3.3 million domestic overnight visitors to Gold Coast who spent a total of \$2.7 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^(a) in capital cities and regional areas for each State/Territory, including airfares and long distance transport costs

Year ended 30 June 2010

State/Territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	4 431	36	6 788	19 266	653	230	3
Regional NSW	7 936	64	16 634	57 700	477	138	3
Total NSW	12 367	100	22 896	76 966	540	161	3
Melbourne	4 528	53	6 293	18 233	719	248	3
Regional Vic	3 949	47	10 181	32 022	388	123	3
Total Vic	8 477	100	15 942	50 255	532	169	3
Gold Coast	2 987	26	3 270	13 898	913	215	4
Brisbane	2 186	19	4 260	13 639	513	160	3
Regional Qld	6 369	55	8 974	43 277	710	147	5
Total Qld	11 541	100	15 726	70 814	734	163	5
Adelaide	1 586	55	2 090	7 727	759	205	4
Regional SA	1 316	45	2 907	10 355	453	127	4
Total SA	2 902	100	4 735	18 082	613	160	4
Perth	1 761	49	2 378	9 042	741	195	4
Regional WA	1 806	51	2 685	12 956	673	139	5
Total WA	3 568	100	4 814	21 997	741	162	5
Hobart	668	39	858	3 171	779	211	4
Regional Tas	1 045	61	1 302	5 568	803	188	4
Total Tas	1 713	100	1 891	8 739	906	196	5
Darwin	671	54	577	3 413	1 163	197	6
Regional NT	577	46	548	2 952	1 052	195	5
Total NT	1 248	100	997	6 365	1 252	196	6
Canberra	979	100	1 983	5 443	494	180	3
Total ACT	979	100	1 983	5 443	494	180	3
Total capitals	19 797	46	27 643	93 832	716	211	3
Total regional	22 998	54	41 942	164 897	548	139	4
Total Australia ^(c)	42 795	100	66 404	258 729	644	165	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 2010 National Visitor Survey data.

How to read this table:

Table 25 shows that, during the year ended 30 June 2010, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$1 billion, or 61% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

Table 26

Modelled domestic overnight visitor expenditure^(a) in capital cities and regional areas for each State/Territory, excluding airfares and long distance transport costs

Year ended 30 June 2010

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/Territory							
Sydney	3 565	32	6 788	19 266	525	185	3
Regional NSW	7 465	68	16 634	57 700	449	129	3
Total NSW	11 030	100	22 896	76 966	482	143	3
Melbourne	3 549	48	6 293	18 233	564	195	3
Regional Vic	3 795	52	10 181	32 022	373	119	3
Total Vic	7 344	100	15 942	50 255	461	146	3
Gold Coast	2 696	27	3 270	13 898	824	194	4
Brisbane	1 670	17	4 260	13 639	392	122	3
Regional Qld	5 588	56	8 974	43 277	623	129	5
Total Qld	9 954	100	15 726	70 814	633	141	5
Adelaide	1 210	50	2 090	7 727	579	157	4
Regional SA	1 225	50	2 907	10 355	421	118	4
Total SA	2 434	100	4 735	18 082	514	135	4
Perth	1 280	44	2 378	9 042	538	142	4
Regional WA	1 613	56	2 685	12 956	601	125	5
Total WA	2 893	100	4 814	21 997	601	132	5
Hobart	514	38	858	3 171	599	162	4
Regional Tas	844	62	1 302	5 568	648	152	4
Total Tas	1 357	100	1 891	8 739	718	155	5
Darwin	515	52	577	3 413	892	151	6
Regional NT	483	48	548	2 952	881	164	5
Total NT	998	100	997	6 365	1 001	157	6
Canberra	826	100	1 983	5 443	416	152	3
Total ACT	826	100	1 983	5 443	416	152	3
Total capitals	15 823	43	27 643	93 832	572	169	3
Total regional	21 014	57	41 942	164 897	501	127	4
Total Australia ^(c)	36 837	100	66 404	258 729	555	142	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 2010 National Visitor Survey data.

How to read this table:

Table 26 shows that, during the year ended 30 June 2010, there were 2.7 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.6 billion, or 56% 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^(a) (destination expenditure only)
by total intrastate and interstate origin for each State/Territory

Year ended 30 June 2010

State/Territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 392	-	1 389	1 464	307	237	104	47	495	4 044	10 436
Vic	3 498	1 564	-	588	545	302	246	74	127	3 445	6 943
Qld	4 445	2 318	1 765	-	446	243	149	102	106	5 128	9 573
SA	992	349	625	142	-	90	33	61	np	1 318	2 310
WA	1 749	312	292	163	129	-	40	36	np	998	2 747
Tas	285	313	426	131	72	41	-	np	np	1 035	1 320
NT	147	217	297	95	93	79	np	-	np	826	973
ACT	np	456	175	np	28	np	11	np	-	796	796
Total Australia ^(b)	17 508	5 529	4 970	2 683	1 619	1 014	613	350	813	17 591	35 099

(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 2010 National Visitor Survey data.

How to read this table:

Table 27 shows that, during the year ended 30 June 2010, Queensland residents spent \$4.4 billion on overnight travel within Queensland (intrastate travel). Residents from other States/Territories spent \$5.1 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.3 billion), followed by Victoria (\$1.8 billion) and South Australia (\$446 million).

Table 28

Modelled domestic overnight visitor expenditure^(a) (destination expenditure only)
by purpose of visit for each State/Territory

Year ended 30 June 2010

State/Territory	Holiday		Visiting friends and relatives		Business		Other ^(b)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 339	29	2 225	33	1 449	29	424	27	10 436	30
Vic	4 288	20	1 406	21	970	19	280	18	6 943	20
Qld	6 263	29	1 703	25	1 238	25	369	24	9 573	27
SA	1 313	6	499	7	341	7	157	10	2 310	7
WA	1 580	7	478	7	482	10	207	13	2 747	8
Tas	1 003	5	142	2	143	3	31	2	1 320	4
NT	682	3	92	1	162	3	36	2	973	3
ACT	346	2	155	2	231	5	64	4	796	2
Total Australia ^(c)	21 816	100	6 700	100	5 016	100	1 568	100	35 099	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 2010 National Visitor Survey data.

How to read this table:

Table 28 shows that, during the year ended 30 June 2010, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.6 billion, or 7% 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 Organisation 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

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
Web site: 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

Accommodation used	<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">• Hotel, resort, motel or motor inn• Guest house or bed and breakfast• Friend's or relative's property• Rented house, apartment, flat or unit• Caravan park or commercial camping ground• Caravan or camping on private property• Own property (e.g. holiday house). <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>
Average nights	<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>
Day visitors	<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>
Duration of visit	<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>
Expenditure	<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>
Expenditure on capital goods	<p>The purchase of motor vehicles is not included in the estimates, as this is not regarded as tourism expenditure.</p>
Expenditure – other	<p>This includes miscellaneous trip expenditure such as phone calls, postage, film processing, medical expenses, repairs and dry cleaning.</p>
Intrastate tourism	<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>

Intrastate visitor night	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.
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 is a total of 10 interstate visitor nights - two visitor nights spent in the ACT and the remaining eight visitor nights spent in Victoria.
Median nights	Represents the midpoint length of stay for which 50% of visitors stay less time and 50% stay longer.
Modelling expenditure	Tourism Research Australia has used a model based approach to derive regional expenditure estimates for domestic day and overnight visitors. This enables the production of consistent estimates of domestic tourism expenditure in Australian States and Territories and in the major Australian tourism regions.
Overnight trips	<p>In the NVS, overnight trips are defined as trips involving a stay away from home for at least one night, at a place at least 40 kilometres from home. Only those trips where the respondent is away from home for less than 12 months are in scope.</p> <p>The trip is the basic collection unit used in the NVS to obtain information about overnight travel undertaken by Australians.</p>
Overnight visitors	<p>Australians who undertake an overnight trip are referred to as overnight visitors or simply visitors. Occasionally in this publication, they are referred to as overnight travellers.</p> <p>A person is a visitor to a location if they stay one or more nights in the location while travelling and they are said to have made a visit to the location. Therefore, a traveller may be a visitor to several different locations and consequently a trip may include multiple visits.</p> <p>Within each geographic region, net visitor numbers are reported. That is, a traveller is reported as only one visitor to a geographic region, irrespective of the number of places visited within the area.</p>
Purpose of visit	<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"> • Holiday travel - includes holidays, travel for leisure, entertainment, sport as a participant and spectator, shopping, relaxation and just 'getting away'. • Visits to friends and relatives - travel such as to a friend's or relative's wedding or to a funeral. • Business - includes business, work travel for transport crews, attendance at conferences, conventions, exhibitions and trade fairs, training and research related to employment. • Other - includes for the purposes of education (for example, school excursions), personal appointments, health-related travel and employment/leisure travel (for example, working holidays).

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

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

Total Domestic Economic Value

The TDEV methodology was developed by Tourism Research Australia on behalf of the Tourism Forecasting Committee. TDEV is calculated from quarterly expenditure data collected in the 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

If you would like to receive email alerts advising of new releases, go to 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

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

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

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

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

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

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

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Canberra ACT 2601
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Contact us at www.ret.gov.au/tra



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