



# Travel by Australians

JUNE 2009

QUARTERLY RESULTS OF THE  
NATIONAL VISITOR SURVEY

Tourism Australia   
Tourism Research Australia



# **Travel by Australians**

**June 2009  
Quarterly Results of the  
National Visitor Survey**



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**Table 17**  
**Expenditure by day visitors: Items of expenditure by main purpose of visit**  
Year ended 30 June 2009

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
<b>Expenditure items</b>					
Package tours	27.8	2.9 **	0.3 **	1.5 **	32.5
Taxis	4.3 *	6.7 *	26.3	4.4 *	41.7
Airline fares	36.4	62.5	130.4	11.7 *	241.0
Organised tours, side trips	47.5	17.8 *	2.2 **	1.8 **	69.3
Car hire costs	10.8 *	12.6 *	13.7 *	5.2 *	42.3
Fuel (petrol, diesel)	1 862.7	1 118.0	441.0	380.6	3 802.3
Vehicle maintenance or repairs	32.8	26.1	10.2 *	53.7	122.7
Other long distance transport costs	40.8	16.2 *	10.2 *	8.0 *	75.1
Other local transport costs	62.1	20.7 *	10.8 *	11.8 *	105.3
Takeaway & restaurant meals	1 700.6	666.7	227.1	182.6	2 777.0
Groceries etc for self-catering	465.1	205.3	35.8	94.6	800.8
Alcohol and drinks (not elsewhere included)	458.4	243.7	31.2	25.4	758.8
Shopping, gifts, souvenirs	3 033.1	578.0	171.2	368.8	4 151.1
Entertainment, museums, movies, zoos, etc	470.3	63.0	3.4 **	9.7 *	546.4
Horse racing, gambling, casinos	64.4	17.5 *	24.9	1.7 **	108.5
Conference fees	1.5 **	0.9 **	49.1	0.4 **	51.9
Education, course fees	8.3 *	20.4 *	1.1 **	6.1 *	35.8
Other expenditure on trip	249.8	68.4	60.7	424.8	803.7
<b>Total (a)</b>	<b>8 576.7</b>	<b>3 147.4</b>	<b>1 249.4</b>	<b>1 592.8</b>	<b>14 566.3</b>

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

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

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

**How to read this table:**

Table 17 shows that, during the year ended 30 June 2009, day visitors spent \$42.3 million on car hire.

The overall total spent by day visitors during the same period was \$14.6 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 2009 <sup>(a)</sup>

	Visitors <sup>(b)</sup>		Average nights per trip
	'000	%	
<b>Main destination</b>			
United Kingdom	398	8	37
Other Europe	526	10	34
New Zealand	830	16	13
USA and Canada	539	10	25
Hong Kong	196	4	12
Singapore	218	4	11
Malaysia	183	4	17
Indonesia	350	7	13
Thailand	366	7	15
China	246	5	23
Other Asia	646	12	23
Other countries	727	14	22
<b>Purpose of visit <sup>(c)</sup></b>			
Holiday	2 787	53	21
Visiting friends and relatives	1 255	24	26
Business	1 092	21	14
Other	92	2	48
<b>Total</b>	<b>5 226</b>	<b>100</b>	<b>21</b>

(a) Data for outbound trips is presented for the year ended 31 March 2009 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 2009, 8% had the United Kingdom as their main destination, staying overseas on average for 37 nights.

**Table 19**  
**Total Domestic Economic Value (TDEV)**  
 Year ended 30 June 1999 - 2009

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
<b>\$ million</b>				
1999	10 922	33 878	44 800	48 680
2000	12 035	34 373	46 408	50 471
2001	12 578	38 230	50 808	54 621
2002	11 491	38 559	50 050	54 317
2003	12 027	40 586	52 613	56 621
2004	11 709	39 106	50 815	55 382
2005	11 614	39 381	50 995	55 993
2006	12 611	40 691	53 302	58 649
2007	13 897	43 122	57 018	62 637
2008	14 144	44 660	58 803	65 311
2009	14 566	41 979	56 545	62 758

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 2005 was \$11.6 billion and Total Domestic Economic Value for the year ended 30 June 2009 was \$62.8 billion.

**Table 20**  
**Modelled domestic day visitor expenditure<sup>(a)</sup> in the top 20 regions (ranked by expenditure)**  
 Year ended 30 June 2009

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	1 598	11	15 767	101
2	Melbourne	VIC	1 569	11	12 950	121
3	Brisbane	QLD	912	6	10 489	87
4	Experience Perth	WA	779	5	8 445	92
5	Gold Coast	QLD	681	5	5 961	114
6	Hunter	NSW	435	3	4 330	101
7	South Coast	NSW	433	3	5 115	85
8	Adelaide	SA	397	3	3 193	124
9	Sunshine Coast	QLD	374	3	4 620	81
10	Mid North Coast	NSW	350	2	3 080	114
11	Northern Rivers	NSW	343	2	3 151	109
12	Central NSW	NSW	291	2	2 375	123
13	Darling Downs	QLD	284	2	2 623	108
14	Australia's South West	WA	264	2	2 205	120
15	Geelong	VIC	256	2	2 932	87
16	Tropical North Queensland	QLD	255	2	2 033	125
17	Central Coast	NSW	244	2	2 917	84
18	Western	VIC	221	2	2 359	94
19	Capital Country	NSW	213	1	2 183	98
20	Canberra	ACT	212	1	1 437	147
	Top 20 regions		10 111	69	98 165	103
	<b>Total Australia<sup>(c)</sup></b>		<b>14 566</b>	<b>100</b>	<b>141 437</b>	<b>103</b>

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 20 shows that, during the year ended 30 June 2009, there were 5.1 million domestic day visitors to the South Coast who spent a total of \$433 million in the region or 3% of total domestic day visitor expenditure in Australia.

**Table 21****Modelled domestic day visitor expenditure<sup>(a)</sup> in capital cities and regional areas for each State/Territory**

Year ended 30 June 2009

State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 598	34	15 767	101
Regional NSW	3 116	66	29 362	106
<b>Total NSW</b>	<b>4 714</b>	<b>100</b>	<b>45 129</b>	<b>104</b>
Melbourne	1 569	42	12 950	121
Regional Vic	2 204	58	23 497	94
<b>Total Vic</b>	<b>3 773</b>	<b>100</b>	<b>36 447</b>	<b>104</b>
Gold Coast	681	21	5 961	114
Brisbane	912	29	10 489	87
Regional Qld	1 582	50	14 988	106
<b>Total Qld</b>	<b>3 175</b>	<b>100</b>	<b>31 438</b>	<b>101</b>
Adelaide	397	41	3 193	124
Regional SA	572	59	6 659	86
<b>Total SA</b>	<b>968</b>	<b>100</b>	<b>9 852</b>	<b>98</b>
Experience Perth	779	66	8 445	92
Regional WA	397	34	3 402	117
<b>Total WA</b>	<b>1 176</b>	<b>100</b>	<b>11 847</b>	<b>99</b>
Hobart	121	29	1 135	106
Regional Tas	297	71	3 187	93
<b>Total Tas</b>	<b>417</b>	<b>100</b>	<b>4 322</b>	<b>97</b>
Darwin	83	64	592	141
Regional NT	47	36	373	125
<b>Total NT</b>	<b>130</b>	<b>100</b>	<b>965</b>	<b>135</b>
Canberra	212	100	1 437	147
<b>Total ACT</b>	<b>212</b>	<b>100</b>	<b>1 437</b>	<b>147</b>
Total capitals	6 353	44	59 968	106
Total regional	8 214	56	81 469	101
<b>Total Australia<sup>(c)</sup></b>	<b>14 566</b>	<b>100</b>	<b>141 437</b>	<b>103</b>

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 21 shows that, during the year ended 30 June 2009, there were 15.0 million domestic day visitors in regional Queensland, who spent a total of \$1.6 billion in this area, or 50% of total domestic day visitor expenditure in Queensland.

**Table 22**

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

Year ended 30 June 2009

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 507	32	983	37	324	32	391	27	4 204	32
Vic	1 944	25	755	29	271	27	440	31	3 411	26
Qld	1 907	24	440	17	192	19	314	22	2 853	22
SA	529	7	150	6	76	7	101	7	855	7
WA	619	8	207	8	84	8	118	8	1 028	8
Tas	243	3	56	2	23	2	45	3	366	3
NT	56	1	26	1	16	2	13	1	111	1
ACT	108	1	31	1	36	4	20	1	195	1
<b>Total Australia<sup>(c)</sup></b>	<b>7 913</b>	<b>100</b>	<b>2 648</b>	<b>100</b>	<b>1 021</b>	<b>100</b>	<b>1 441</b>	<b>100</b>	<b>13 023</b>	<b>100</b>

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 22 shows that, during the year ended 30 June 2009, domestic day visitors who travelled for visiting friends and relatives purposes in Western Australia spent a total of \$207 million, or 8% of total VFR expenditure in Australia.

**Table 23****Modelled domestic overnight visitor expenditure<sup>(a)</sup> in the top 20 regions ranked by expenditure, including airfares and long distance transport costs**

Year ended 30 June 2009

Rank	Region	State	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 705	11	6 376	18 830	738	250	3
2	Sydney	NSW	4 387	10	7 039	19 676	623	223	3
3	Gold Coast	Qld	2 669	6	3 180	13 300	839	201	4
4	Brisbane	Qld	2 589	6	4 647	15 013	557	172	3
5	Experience Perth	WA	1 866	4	2 670	10 631	699	176	4
6	Sunshine Coast	Qld	1 654	4	2 300	9 233	719	179	4
7	Adelaide	SA	1 547	4	1 995	6 940	775	223	3
8	Tropical North Queensland	Qld	1 458	3	1 504	7 064	969	206	5
9	Mid North Coast	NSW	1 369	3	2 952	11 704	464	117	4
10	South Coast	NSW	1 263	3	2 983	10 906	423	116	4
11	Canberra	ACT	898	2	1 899	4 999	473	180	3
12	Northern Rivers	NSW	831	2	1 546	6 423	538	129	4
13	Australia's South West	WA	808	2	1 685	5 688	480	142	3
14	Hunter	NSW	769	2	1 895	4 989	406	154	3
15	Western	Vic	703	2	1 392	4 244	505	166	3
16	Darwin	NT	689	2	600	3 166	1 148	218	5
17	Hobart and Surrounds	Tas	578	1	801	2 931	721	197	4
18	Central NSW	NSW	566	1	1 608	4 414	352	128	3
19	Central Coast	NSW	493	1	1 156	3 419	427	144	3
20	Hervey Bay/Maryborough	Qld	493	1	1 110	4 630	444	107	4
	Top 20 regions		30 335	72	46 158	168 202	657	180	4
	<b>Total Australia<sup>(d)</sup></b>		<b>41 979</b>	<b>100</b>	<b>67 066</b>	<b>257 575</b>	<b>626</b>	<b>163</b>	<b>4</b>

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 23 shows that, during the year ended 30 June 2009, there were 3.0 million domestic overnight visitors to Mid North Coast who spent a total of \$1.4 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24

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

Year ended 30 June 2009

Rank	Region	State	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	3 646	10	6 376	18 830	572	194	3
2	Sydney	NSW	3 474	10	7 039	19 676	494	177	3
3	Gold Coast	Qld	2 412	7	3 180	13 300	758	181	4
4	Brisbane	Qld	2 043	6	4 647	15 013	440	136	3
5	Sunshine Coast	Qld	1 526	4	2 300	9 233	664	165	4
6	Experience Perth	WA	1 419	4	2 670	10 631	532	134	4
7	Mid North Coast	NSW	1 318	4	2 952	11 704	446	113	4
8	South Coast	NSW	1 202	3	2 983	10 906	403	110	4
9	Adelaide	SA	1 197	3	1 995	6 940	600	172	3
10	Tropical North Queensland	Qld	1 188	3	1 504	7 064	790	168	5
11	Australia's South West	WA	773	2	1 685	5 688	459	136	3
12	Northern Rivers	NSW	772	2	1 546	6 423	499	120	4
13	Canberra	ACT	745	2	1 899	4 999	392	149	3
14	Hunter	NSW	702	2	1 895	4 989	370	141	3
15	Western	Vic	681	2	1 392	4 244	489	161	3
16	Central NSW	NSW	527	1	1 608	4 414	328	119	3
17	Darwin	NT	512	1	600	3 166	853	162	5
18	Central Coast	NSW	490	1	1 156	3 419	424	143	3
19	Snowy Mountains	NSW	476	1	626	2 331	760	204	4
20	Hobart and Surrounds	Tas	451	1	801	2 931	563	154	4
	Top 20 regions		25 554	71	45 707	165 903	559	154	4
	<b>Total Australia<sup>(c)</sup></b>		<b>36 152</b>	<b>100</b>	<b>67 066</b>	<b>257 575</b>	<b>539</b>	<b>140</b>	<b>4</b>

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 24 shows that, during the year ended 30 June 2009, there were 3.2 million domestic overnight visitors to Gold Coast who spent a total of \$2.4 billion or 7% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

Table 25

## Modelled domestic overnight visitor expenditure<sup>(a)</sup> in capital cities and regional areas for each State/Territory, including airfares and long distance transport costs

Year ended 30 June 2009

	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
<b>State/Territory</b>							
Sydney	4 387	37	7 039	19 676	623	223	3
Regional NSW	7 478	63	16 072	57 795	465	129	4
<b>Total NSW</b>	<b>11 865</b>	<b>100</b>	<b>22 550</b>	<b>77 471</b>	<b>526</b>	<b>153</b>	<b>3</b>
Melbourne	4 705	55	6 376	18 830	738	250	3
Regional Vic	3 846	45	10 018	30 596	384	126	3
<b>Total Vic</b>	<b>8 551</b>	<b>100</b>	<b>15 912</b>	<b>49 426</b>	<b>537</b>	<b>173</b>	<b>3</b>
Gold Coast	2 669	23	3 180	13 300	839	201	4
Brisbane	2 589	23	4 647	15 013	557	172	3
Regional Qld	6 170	54	9 042	39 332	682	157	4
<b>Total Qld</b>	<b>11 428</b>	<b>100</b>	<b>16 121</b>	<b>67 645</b>	<b>709</b>	<b>169</b>	<b>4</b>
Adelaide	1 547	56	1 995	6 940	775	223	3
Regional SA	1 233	44	2 948	10 920	418	113	4
<b>Total SA</b>	<b>2 780</b>	<b>100</b>	<b>4 721</b>	<b>17 860</b>	<b>589</b>	<b>156</b>	<b>4</b>
Experience Perth	1 866	49	2 670	10 631	699	176	4
Regional WA	1 922	51	3 130	14 745	614	130	5
<b>Total WA</b>	<b>3 788</b>	<b>100</b>	<b>5 514</b>	<b>25 376</b>	<b>687</b>	<b>149</b>	<b>5</b>
Hobart	578	42	801	2 931	721	197	4
Regional Tas	811	58	1 285	5 236	631	155	4
<b>Total Tas</b>	<b>1 389</b>	<b>100</b>	<b>1 831</b>	<b>8 167</b>	<b>759</b>	<b>170</b>	<b>4</b>
Darwin	689	55	600	3 166	1 148	218	5
Regional NT	569	45	611	3 330	931	171	5
<b>Total NT</b>	<b>1 257</b>	<b>100</b>	<b>1 072</b>	<b>6 496</b>	<b>1 173</b>	<b>194</b>	<b>6</b>
Canberra	898	100	1 899	4 999	473	180	3
<b>Total ACT</b>	<b>898</b>	<b>100</b>	<b>1 899</b>	<b>4 999</b>	<b>473</b>	<b>180</b>	<b>3</b>
Total capitals	19 927	47	28 304	95 487	704	209	3
Total regional	22 052	53	41 862	162 088	527	136	4
<b>Total Australia<sup>(c)</sup></b>	<b>41 979</b>	<b>100</b>	<b>67 066</b>	<b>257 575</b>	<b>626</b>	<b>163</b>	<b>4</b>

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 25 shows that, during the year ended 30 June 2009, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$811 million, or 58% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

**Table 26****Modelled domestic overnight visitor expenditure<sup>(a)</sup> in capital cities and regional areas for each State/Territory, excluding airfares and long distance transport costs**

Year ended 30 June 2009

	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
<b>State/Territory</b>							
Sydney	3 474	33	7 039	19 676	494	177	3
Regional NSW	7 053	67	16 072	57 795	439	122	4
<b>Total NSW</b>	<b>10 527</b>	<b>100</b>	<b>22 550</b>	<b>77 471</b>	<b>467</b>	<b>136</b>	<b>3</b>
Melbourne	3 646	50	6 376	18 830	572	194	3
Regional Vic	3 719	50	10 018	30 596	371	122	3
<b>Total Vic</b>	<b>7 366</b>	<b>100</b>	<b>15 912</b>	<b>49 426</b>	<b>463</b>	<b>149</b>	<b>3</b>
Gold Coast	2 412	25	3 180	13 300	758	181	4
Brisbane	2 043	21	4 647	15 013	440	136	3
Regional Qld	5 375	55	9 042	39 332	594	137	4
<b>Total Qld</b>	<b>9 829</b>	<b>100</b>	<b>16 121</b>	<b>67 645</b>	<b>610</b>	<b>145</b>	<b>4</b>
Adelaide	1 197	51	1 995	6 940	600	172	3
Regional SA	1 169	49	2 948	10 920	396	107	4
<b>Total SA</b>	<b>2 365</b>	<b>100</b>	<b>4 721</b>	<b>17 860</b>	<b>501</b>	<b>132</b>	<b>4</b>
Experience Perth	1 419	45	2 670	10 631	532	134	4
Regional WA	1 754	55	3 130	14 745	560	119	5
<b>Total WA</b>	<b>3 173</b>	<b>100</b>	<b>5 514</b>	<b>25 376</b>	<b>575</b>	<b>125</b>	<b>5</b>
Hobart	451	39	801	2 931	563	154	4
Regional Tas	692	61	1 285	5 236	539	132	4
<b>Total Tas</b>	<b>1 143</b>	<b>100</b>	<b>1 831</b>	<b>8 167</b>	<b>624</b>	<b>140</b>	<b>4</b>
Darwin	512	52	600	3 166	853	162	5
Regional NT	472	48	611	3 330	773	142	5
<b>Total NT</b>	<b>984</b>	<b>100</b>	<b>1 072</b>	<b>6 496</b>	<b>918</b>	<b>151</b>	<b>6</b>
Canberra	745	100	1 899	4 999	392	149	3
<b>Total ACT</b>	<b>745</b>	<b>100</b>	<b>1 899</b>	<b>4 999</b>	<b>392</b>	<b>149</b>	<b>3</b>
Total capitals	15 899	44	28 304	95 487	562	167	3
Total regional	20 253	56	41 862	162 088	484	125	4
<b>Total Australia<sup>(c)</sup></b>	<b>36 152</b>	<b>100</b>	<b>67 066</b>	<b>257 575</b>	<b>539</b>	<b>140</b>	<b>4</b>

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 26 shows that, during the year ended 30 June 2009, there were 3.1 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.8 billion, or 55% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

**Table 27****Modelled domestic overnight visitor expenditure<sup>(a)</sup> (destination expenditure only)  
by total intrastate and interstate origin for each State/Territory**

Year ended 30 June 2009

State/Territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
	\$ million										
NSW	5 954	-	1 537	1 311	287	222	111	84	487	4 039	9 993
Vic	3 439	1 544	-	602	587	355	271	60	169	3 588	7 027
Qld	4 640	2 330	1 442	-	388	238	148	124	93	4 762	9 402
SA	1 020	437	443	104	-	129	27	57	np	1 228	2 248
WA	2 055	269	340	151	127	-	14	41	np	961	3 016
Tas	281	267	323	57	90	46	-	np	np	823	1 104
NT	186	175	206	174	105	80	np	-	np	772	958
ACT	1	415	116	np	38	np	np	np	-	708	709
<b>Total Australia<sup>(b)</sup></b>	<b>17 576</b>	<b>5 437</b>	<b>4 419</b>	<b>2 503</b>	<b>1 622</b>	<b>1 090</b>	<b>602</b>	<b>386</b>	<b>844</b>	<b>16 902</b>	<b>34 477</b>

**Base:** All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

np Not published due to reliability concerns.

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 27 shows that, during the year ended 30 June 2009, Queensland residents spent \$4.6 billion on overnight travel within Queensland (intrastate travel). Residents from other States/Territories spent \$4.8 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 (\$1.4 billion) and South Australia (\$388 million).

**Table 28****Modelled domestic overnight visitor expenditure<sup>(a)</sup> (destination expenditure only)  
by purpose of visit for each State/Territory**

Year ended 30 June 2009

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	5 895	29	2 229	32	1 468	27	401	25	9 993	29
Vic	4 142	20	1 533	22	1 129	21	223	14	7 027	20
Qld	5 949	29	1 675	24	1 344	25	434	27	9 402	27
SA	1 123	5	455	7	529	10	9 141		2 248	7
WA	1 792	9	542	8	457	8	226	14	3 016	9
Tas	772	4	177	3	135	2	1 20		1 104	3
NT	3 552		89	1	200	4	7 117		958	3
ACT	285	1	194	3	197	4	32	2	709	2
<b>Total Australia<sup>(c)</sup></b>	<b>20 527</b>	<b>100</b>	<b>6 895</b>	<b>100</b>	<b>5 461</b>	<b>100</b>	<b>1 595</b>	<b>100</b>	<b>34 477</b>	<b>100</b>

**Base:** All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2009 National Visitor Survey data.

**How to read this table:**

Table 28 shows that, during the year ended 30 June 2009, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.8 billion, or 9% of total holiday expenditure in Australia.

# Introduction to the National Visitor Survey

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

Since 1 January 2005, interviews have been conducted with approximately 120,000 Australian residents aged 15 years and over on an annual basis. This sample was increased from just 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 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.

National Visitor Survey (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 Australian, State and Territory governments under the auspices of the Australian Standing Committee on Tourism (ASCOT).

Results from the NVS are published quarterly and are available for free download in PDF format from the Tourism Research Australia website, go to [www.tra.australia.com](http://www.tra.australia.com)

# Survey methodology

## Break in series between NVS and DTM

The previous major source of domestic tourism data, the Domestic Tourism Monitor (DTM), was conducted by the Bureau of Tourism Research (BTR) until March 1998. 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 ('000s)	Overnight visitors	Visitor nights	Overnight expenditure	Day visitors	Day visitor expenditure	Overseas trips
20	>50	>100	>100	>100	>100	37.5
50	47.5	>100	>100	>50	>100	23.3
80	37.7	>100	>100	>50	>100	18.3
100	33.8	>100	>100	>50	>100	16.3
200	24.0	>50	>100	42.2	>100	11.3
300	19.6	>50	>100	34.6	>100	9.2
500	15.3	45.7	>100	26.9	>100	7.1
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:

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

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

	<b>Overnight Visitors</b>	<b>Visitor Nights</b>	<b>Overnight Expenditure</b>	<b>Day Visitors</b>	<b>Day Visitor Expenditure</b>	<b>Overseas Trips</b>
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:

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

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

$$95\% \text{CI} = \pm 4.2\%$$

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:

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

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% ( $1.4142 \cdot 4.2\%$ ) or more. Therefore, if another estimate is outside the range 6,587,000 to 7,413,000 ( $\pm 5.9\%$ ), 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 6228 6100.

### Items that are not collected for long trips

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

### Indications of reliability in data tables

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

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

### Use of symbols in tables

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

### Row and column totals

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

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

### State and Territory specific surveys

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

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

# Regional expenditure

## Regional expenditure allocation methodology

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

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

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

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

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

### *Overnight trips expenditure allocation process*

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

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

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

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

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

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

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

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

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

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

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

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

## The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

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

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

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

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

Experience has shown:

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

### *Day trips expenditure allocation process*

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

# Glossary of terms

## Accommodation used

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

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

There were some modifications made to the accommodation categories and definitions used from the March quarter 2003 to align with the Australian Bureau of Statistics Survey of Tourist Accommodation and to bring consistency between the International Visitor Survey (IVS) and the NVS. In 2003, the main change was the splitting of hotel, resort, motel 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.

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.

## Average nights

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

## Day visitors

Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least 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.

## Duration of visit

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.

## Expenditure

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

## Expenditure on capital goods

The purchase of motor vehicles is not included in the estimates, as this is not regarded as tourism expenditure.

## Expenditure – other

This includes miscellaneous trip expenditure such as phone calls, postage, film processing, medical expenses, repairs and dry cleaning.

## Intrastate tourism

A person is an intrastate visitor when they visit a location in the State or Territory in which they reside. In the example at the end of the Glossary of terms, the traveller was an intrastate visitor to the Sydney region.

<b>Intrastate visitor night</b>	Any night spent in the same State or Territory the traveller lives in. In the example at the end of the Glossary, there are two intrastate visitor nights spent in NSW.
<b>International visitors</b>	International visitors, or outbound visitors, are those who visit another country. As for overnight travel, only international travel where the respondent is away from home for less than 12 months is included.
<b>Interstate tourism</b>	A person is an interstate visitor when they visit a State or Territory other than that in which they reside. In the example at the end of the Glossary, the traveller was an interstate visitor to Canberra, Melbourne and the High Country regions.
<b>Interstate visitor night</b>	Any night spent in a State or Territory other than that in which the visitor resides. In the example at the end of the Glossary, there could be a total of 10 interstate visitor nights - two visitor nights spent in the ACT and the remaining eight visitor nights spent in Victoria.
<b>Median nights</b>	Represents the midpoint length of stay for which 50% of visitors stay less time and 50% stay longer.
<b>Modelling Expenditure</b>	Tourism Research Australia has used a model based approach to derive regional expenditure estimates for domestic day and overnight visitors. This enables the production of consistent estimates of domestic tourism expenditure in Australian States and Territories and in the major Australian tourism regions.
<b>Overnight trips</b>	<p>In the NVS, overnight trips are defined as trips involving a stay away from home for at least one night, at a place at least 40 kilometres from home. Only those trips where the respondent is away from home for less than 12 months are in scope.</p> <p>The trip is the basic collection unit used in the NVS to obtain information about overnight travel undertaken by Australians.</p>
<b>Overnight visitors</b>	<p>Australians who undertake an overnight trip are referred to as overnight visitors or simply visitors. Occasionally in this publication, they are referred to as overnight travellers.</p> <p>A person is a visitor to a location if they stay one or more nights in the location while travelling, and they are said to have made a visit to the location. Therefore, a traveller may be a visitor to several different locations, and consequently a trip may include multiple visits.</p> <p>Within each geographic region, net visitor numbers are reported. That is, a traveller is reported as only one visitor to a geographic region, irrespective of the number of places visited within the area.</p>
<b>Purpose of visit</b>	<p>The purpose of visit is the main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit are:</p> <ul style="list-style-type: none"> <li>• <b>Holiday travel</b> – includes holidays, travel for leisure, entertainment, sport as a participant and spectator, shopping, relaxation and just ‘getting away’.</li> <li>• <b>Visits to friends and relatives</b> - travel such as to a friend’s or relative’s wedding or to a funeral.</li> <li>• <b>Business</b> - includes business, work travel for transport crews, attendance at conferences, conventions, exhibitions and trade fairs, training and research related to employment.</li> <li>• <b>Other</b> - includes for the purposes of education (for example, school excursions), personal appointments, health-related travel, and employment/leisure travel (for example, working holidays).</li> </ul>

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

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

### **Total Domestic Economic Value**

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

### **Visitor nights**

Visitor nights refer to the number of nights spent away from home in association with individual visits. In the preceding example, there was a total of 12 visitor nights, with 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 is a business unit of Tourism Australia, a Federal Government statutory authority established 1 July 2004.

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

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

## Research publications and reports

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

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

## Statistical Enquiry Service

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

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

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

For further information on the Statistical Enquiry Service please contact [research@tourism.australia.com](mailto:research@tourism.australia.com)

## Online Data Package

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

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

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

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

## Online Student Data Package

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

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

### **Tourism Research Australia Destination Visitor Surveys**

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

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

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

### **Visitor Profile and Satisfaction Program**

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

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

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

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

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

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