



Travel by Australians

SEPTEMBER 2008

QUARTERLY RESULTS OF THE
NATIONAL VISITOR SURVEY

Tourism Australia 
Tourism Research Australia

Travel by Australians

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

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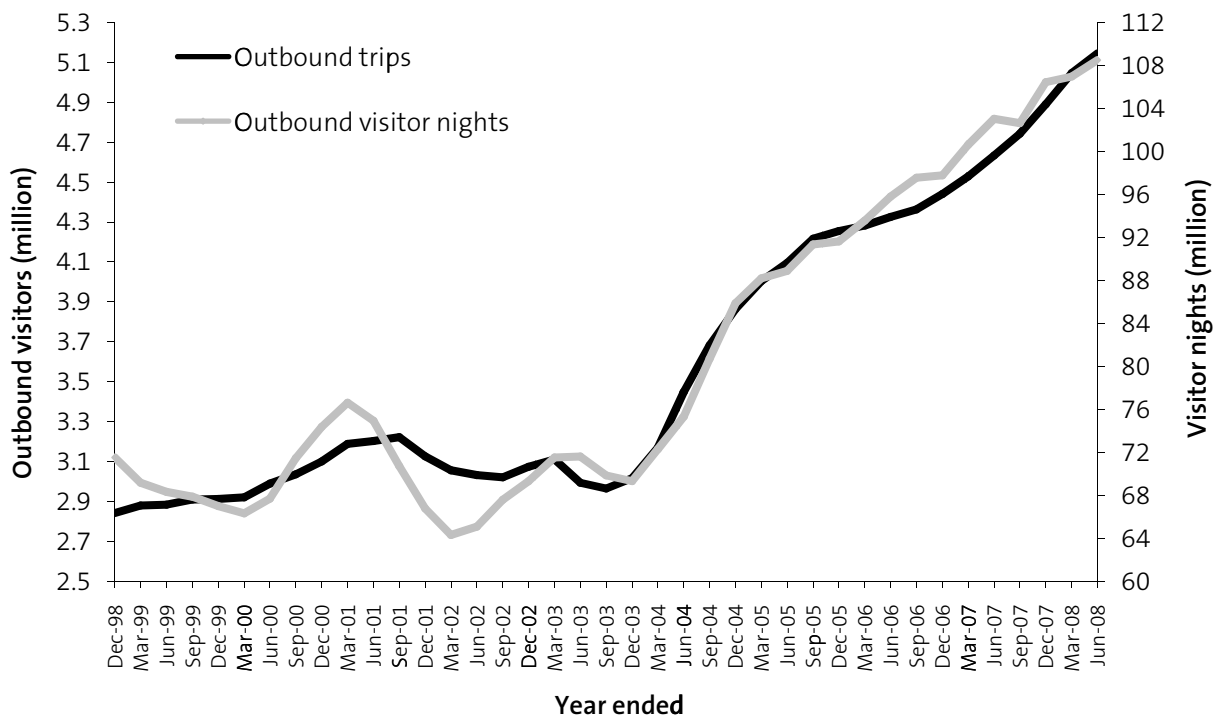
Outbound travel by Australians: Year ended 30 June 2008

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

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

- Total trips** Australians aged 15 years and over took 5.1 million international trips (Figure 4).
- Nights** Australians spent 108 million nights away on outbound travel. This is an average of 21 nights abroad for each overseas trip.
- Countries** The most popular international destination was New Zealand (16%), followed by the USA and Canada (10%) and the United Kingdom (8%).
- Purpose** The most popular reason for outbound travel was holiday or leisure (53%), followed by visiting friends and relatives (23%) and business (21%).

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



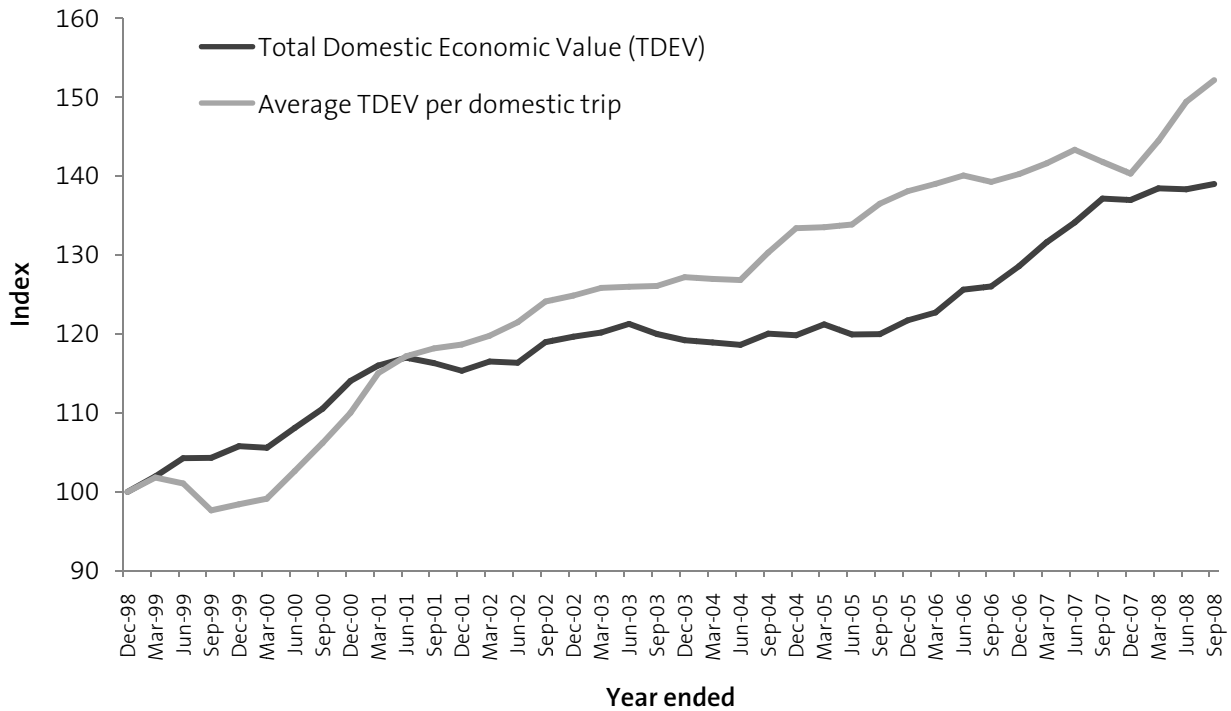
Total Domestic Economic Value (TDEV)

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 47.

TDEV

For the year ended 30 September 2008, the total economic value of domestic tourism increased by 1%, or \$860 million (in nominal terms), to \$64.9 billion. Average TDEV per trip (overnight and day trips combined) increased over the same period by 7% (in nominal terms) to \$313.

Figure 5: Total Domestic Economic Value, year ended December 1998 to September 2008



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

Regional expenditure: Year ended 30 September 2008

Total expenditure	For the year ended 30 September 2008, modelled overnight expenditure increased by 2% to \$44.8 billion, while modelled day expenditure decreased by 1% to \$14.3 billion compared with the same period in 2007.
States/Territories	Spending by domestic overnight visitors was highest in New South Wales (\$12.6 billion), followed by Queensland (\$12.3 billion) and Victoria (\$9 billion). Spending by domestic day visitors was highest in New South Wales (\$4.6 billion), followed by Victoria (\$3.6 billion) and Queensland (\$3.1 billion).
Regional Australia	Over half of expenditure by both domestic overnight visitors (52%) and domestic day visitors (58%) was spent in regional areas of Australia (\$23.4 billion, \$8.3 billion respectively). New South Wales and Tasmania received higher share of expenditure in regional areas than any other State or Territory by both domestic overnight visitors (61%, 57% respectively) and day visitors (67%, 73% respectively).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$5 billion), followed by Sydney (\$4.9 billion). For domestic day visitors, expenditure was highest in Sydney (\$1.5 billion), followed by Melbourne (\$1.4 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in the Sunshine Coast (\$1.9 billion), followed by the Mid North Coast (\$1.6 billion) and Tropical North Queensland (\$1.4 billion). For domestic day visitors, expenditure was highest in the South Coast (\$486 million), followed by the Hunter (\$469 million), and the Sunshine Coast (\$440 million).</p>
Expenditure per visitor	For domestic overnight visitors, expenditure per visitor was highest in Australia's North West (\$1 171), followed by the Whitsundays (\$1 169), and Darwin (\$1 166). For domestic day visitors, expenditure per visitor was highest in Canberra (\$183), followed by Fitzroy (\$170), and Central NSW (\$130).
Expenditure per night	The highest average expenditure per night was in Whitsundays (\$267), followed by Melbourne (\$259), Hobart and Surrounds (\$224), and Sydney (\$222).
Intrastate and Interstate Expenditure	<p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.3 billion), followed by Queensland (\$5.1 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.2 billion), followed by New South Wales (\$4.4 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.7 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.6 billion), followed by Victoria (\$1.5 billion). Victorian residents spent \$4.6 billion on interstate travel, including \$1.6 billion in both New South Wales and Queensland.</p>
Purpose	<p>Visitors who travelled for holiday or leisure purposes accounted for the highest share of expenditure in Australia – 60% of domestic overnight and 61% of day expenditure.</p> <p>Spending by domestic overnight visitors travelling for holiday or leisure purposes was highest in Queensland (\$6.6 billion) while spending by domestic day visitors travelling for holiday or leisure purposes was highest in New South Wales (\$2.5 billion).</p>

TABLES

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

	Visitors		Visitor nights	
	'000	%	'000	%
September quarter 2008				
Visitors to:				
New South Wales	5 661	34	17 337	27
Victoria	3 819	23	10 799	17
Queensland	4 263	25	19 434	30
South Australia	1 085	6	3 835	6
Western Australia	1 392	8	7 996	12
Tasmania ^(a)	384	2	1 285	2
Northern Territory	364	2	2 916	4
Australian Capital Territory	521	3	1 309	2
Purpose of visit ^(b)				
Holiday/leisure	7 119	43	30 419	47
Visiting friends and/or relatives	5 424	32	19 017	29
Business	3 640	22	10 728	17
Other	849	5	2 900	4
Total ^(c)	16 738	100	64 968	100
Year ended 30 September 2008				
Visitors to:				
New South Wales	24 295	34	82 194	30
Victoria	17 177	24	52 719	19
Queensland	16 739	23	72 851	26
South Australia	5 044	7	18 436	7
Western Australia	5 946	8	28 814	10
Tasmania ^(a)	2 069	3	9 232	3
Northern Territory	1 042	1	6 842	2
Australian Capital Territory	1 918	3	5 264	2
Purpose of visit ^(b)				
Holiday/leisure	32 031	45	136 693	49
Visiting friends and/or relatives	24 068	34	84 276	30
Business	13 613	19	40 256	15
Other	3 229	5	12 110	4
Total ^(c)	71 492	100	276 451	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 September quarter 2008, 3,819,000 people visited destinations in Victoria and stayed for 10,799,000 nights, while during the year ended 30 September 2008, visitors whose main purpose was visiting friends and/or relatives totalled 84,276,000 nights.

Table 2
Overnight visitors by State/Territory visited

	NSW	VIC	QLD	SA	WA	TAS ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2007									
September quarter	1 797	1 326	1 684	467	325	129	269	na	6 145
December quarter	1 836	1 425	1 430	487	299	246	114	na	6 018
2008									
March quarter	2 227	1 286	1 448	460	299	321	79	na	6 246
June quarter	1 875	1 378	1 189	452	254	204	184	na	5 733
September quarter	1 923	1 362	1 437	412	301	162	254	na	5 982
Year ended 30 September									
2007	7 728	5 290	5 895	1 993	1 266	923	750	na	24 465
2008	7 860	5 450	5 503	1 812	1 153	932	631	na	23 979
Intrastate visitors									
2007									
September quarter	3 729	2 607	3 061	738	1 207	245	115	na	11 319
December quarter	4 006	2 949	2 786	834	1 232	261	99	na	11 814
2008									
March quarter	4 704	3 848	3 051	992	1 341	393	74	na	13 977
June quarter	3 987	2 473	2 572	732	1 131	261	127	na	10 965
September quarter	3 738	2 457	2 826	674	1 091	222	111	na	10 756
Year ended 30 September									
2007	16 851	11 918	12 453	3 414	5 305	1 133	400	na	50 039
2008	16 435	11 727	11 235	3 232	4 794	1 137	411	na	47 513
Total visitors									
2007									
September quarter	5 526	3 934	4 745	1 205	1 533	374	384	525	17 464
December quarter	5 842	4 374	4 216	1 321	1 530	507	213	459	17 833
2008									
March quarter	6 931	5 134	4 498	1 452	1 640	714	153	460	20 223
June quarter	5 862	3 850	3 761	1 185	1 384	465	311	478	16 699
September quarter	5 661	3 819	4 263	1 085	1 392	384	364	521	16 738
Year ended 30 September									
2007	24 578	17 207	18 347	5 407	6 572	2 056	1 150	1 952	74 504
2008	24 295	17 177	16 739	5 044	5 946	2 069	1 042	1 918	71 492

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 September 2008, there were 4,794,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3
Visitor nights by State/Territory visited

	NSW	VIC	QLD	SA	WA	TAS ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitor nights									
2007									
September quarter	7 132	4 630	12 406	2 206	3 721	748	2 243	na	34 340
December quarter	7 487	5 738	8 687	2 290	3 334	1 715	1 038	na	31 622
2008									
March quarter	10 205	5 939	9 737	2 577	2 219	2 358	574	na	35 033
June quarter	6 771	5 282	6 710	2 007	1 795	1 422	1 342	na	26 505
September quarter	6 859	5 086	10 287	1 958	3 317	800	2 518	na	32 134
Year ended 30 September									
2007	32 463	22 093	38 508	9 580	12 131	6 426	6 142	na	132 973
2008	31 322	22 046	35 421	8 831	10 665	6 295	5 472	na	125 294
Intrastate visitor nights									
2007									
September quarter	10 179	5 774	9 786	1 879	5 497	529	419 *	na	34 134
December quarter	12 620	6 831	9 161	2 270	4 386	746	374 *	na	36 424
2008									
March quarter	16 678	12 520	10 517	3 388	5 061	1 134	222 *	na	49 533
June quarter	11 097	5 609	8 605	2 070	4 023	571	377 *	na	32 366
September quarter	10 477	5 713	9 147	1 877	4 680	485	397 *	na	32 834
Year ended 30 September									
2007	50 698	30 744	40 494	9 757	20 774	2 937	1 371	na	157 135
2008	50 872	30 673	37 430	9 605	18 150	2 937	1 370	na	151 157
Total visitor nights									
2007									
September quarter	17 311	10 404	22 191	4 085	9 218	1 277	2 663	1 254	68 474
December quarter	20 107	12 569	17 848	4 560	7 720	2 461	1 413	1 339	68 045
2008									
March quarter	26 882	18 459	20 254	5 965	7 280	3 493	795	1 425	84 567
June quarter	17 868	10 891	15 315	4 077	5 818	1 993	1 719	1 191	58 872
September quarter	17 337	10 799	19 434	3 835	7 996	1 285	2 916	1 309	64 968
Year ended 30 September									
2007	83 161	52 836	79 002	19 337	32 905	9 363	7 513	5 862	290 108
2008	82 194	52 719	72 851	18 436	28 814	9 232	6 842	5 264	276 451

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 September 2008, a total of 72,851,000 visitor nights were spent in Queensland, while during the September quarter 2008, 10,287,000 nights were spent in Queensland by interstate visitors.

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

	Holiday/leisure		VFR		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	3 063	30	2 505	32	2 121	30	348	36	7 860	33
VIC	2 013	20	1 775	23	1 626	23	204	21	5 450	23
QLD	2 681	27	1 584	20	1 210	17	156	16	5 503	23
SA	582	6	584	7	580	8	92	9	1 812	8
WA	347	3	308	4	503	7	25 *	3 *	1 153	5
TAS ^(b)	512	5	243	3	191	3	18 *	2 *	932	4
NT	327	3	92	1	186	3	21 *	2 *	631	3
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	10 055	100	7 796	100	6 982	100	977	100	23 979	100
Intrastate visitors to:										
NSW	7 476	32	6 128	37	2 201	31	790	33	16 435	35
VIC	6 107	26	4 075	24	1 133	16	500	21	11 727	25
QLD	4 904	21	3 814	23	2 102	30	589	24	11 235	24
SA	1 642	7	981	6	445	6	184	8	3 232	7
WA	2 343	10	1 377	8	835	12	288	12	4 794	10
TAS ^(b)	576	2	324	2	183	3	58	2	1 137	2
NT	146	1	58	0	189	3	20 *	1 *	411	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	23 202	100	16 765	100	7 090	100	2 430	100	47 513	100
Total visitors to:										
NSW	10 539	33	8 633	36	4 321	32	1 138	35	24 295	34
VIC	8 120	25	5 850	24	2 759	20	704	22	17 177	24
QLD	7 585	24	5 397	22	3 312	24	745	23	16 739	23
SA	2 224	7	1 565	7	1 025	8	276	9	5 044	7
WA	2 690	8	1 685	7	1 338	10	312	10	5 946	8
TAS ^(b)	1 088	3	567	2	375	3	76	2	2 069	3
NT	473	1	150	1	375	3	42 *	1 *	1 042	1
ACT	530	2	714	3	565	4	114	4	1 918	3
Total ^(d)	32 031	100	24 068	100	13 613	100	3 229	100	71 492	100

na Dat a 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 September 2008, 32% of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 32,031,000 visitors travelled for holiday/leisure purposes.

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

	Holiday/leisure		VFR		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2008										
Visitor nights in:										
NSW	7 864	26	5 373	28	3 067	29	946	33	17 337	27
VIC	4 549	15	4 081	21	1 636	15	478	16	10 799	17
QLD	9 957	33	5 389	28	2 609	24	823	28	19 434	30
SA	1 646	5	1 119	6	790	7	180 *	6 *	3 835	6
WA	3 900	13	1 666	9	1 589	15	288 *	10 *	7 996	12
TAS ^(b)	637	2	397 *	2 *	224 *	2 *	27 **	1 **	1 285	2
NT	1 429	5	483	3	477	4	73 **	3 **	2 916	4
ACT	380 *	1 *	508	3	337 *	3 *	85 **	3 **	1 309	2
Total ^(c)	30 419	100	19 017	100	10 728	100	2 900	100	64 968	100
Year ended 30 September 2008										
Visitor nights in:										
NSW	39 745	29	27 710	33	10 789	27	3 711	31	82 194	30
VIC	26 474	19	17 353	21	6 834	17	1 853	15	52 719	19
QLD	37 681	28	21 114	25	9 214	23	3 770	31	72 851	26
SA	8 761	6	5 561	7	3 016	7	840	7	18 436	7
WA	13 683	10	6 766	8	6 426	16	1 198	10	28 814	10
TAS ^(b)	5 415	4	2 480	3	1 027	3	237 *	2 *	9 232	3
NT	3 416	2	1 017	1	1 702	4	179 *	1 *	6 842	2
ACT	1 435	1	2 276	3	1 232	3	322 *	3 *	5 264	2
Total ^(c)	136 693	100	84 276	100	40 256	100	12 110	100	276 451	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 September 2008, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,027,000 nights, while during the September quarter 2008, Victoria accounted for 21% of visitor nights where the main purpose of visit was visiting friends and/or relatives.

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

	Holiday/leisure		VFR		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2007										
September quarter	7 130	41	5 757	33	3 888	22	1 060	6	17 464	100
December quarter	7 321	41	6 409	36	3 613	20	912	5	17 833	100
2008										
March quarter	10 381	51	6 716	33	2 832	14	750	4	20 223	100
June quarter	7 210	43	5 519	33	3 529	21	719	4	16 699	100
September quarter	7 119	43	5 424	32	3 640	22	849	5	16 738	100
Year ended 30 September										
2007	32 708	44	25 297	34	14 315	19	3 800	5	74 504	100
2008	32 031	45	24 068	34	13 613	19	3 229	5	71 492	100
Visitor nights										
2007										
September quarter	32 306	47	19 193	28	12 049	18	3 403	5	68 474	100
December quarter	31 874	47	21 820	32	10 751	16	3 057	4	68 045	100
2008										
March quarter	47 441	56	24 323	29	8 925	11	3 712	4	84 567	100
June quarter	26 960	46	19 115	32	9 852	17	2 441	4	58 872	100
September quarter	30 419	47	19 017	29	10 728	17	2 900	4	64 968	100
Year ended 30 September										
2007	141 131	49	88 144	30	44 206	15	13 426	5	290 108	100
2008	136 693	49	84 276	30	40 256	15	12 110	4	276 451	100

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

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

How to read this table:

Table 6 shows that, during the September quarter 2008, 3,640,000 visitors were travelling for business purposes and they stayed a total of 10,728,000 nights.

Glossary of terms

Accommodation used

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

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

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

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

Average nights

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

Day visitors

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

Duration of visit

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

Expenditure

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

Expenditure on capital goods

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

Expenditure – other

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

Intrastate tourism

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

Intrastate visitor night	Any night spent in the same State or Territory as that the traveller resides. In the example at the end of the Glossary, there are 2 intrastate visitor nights spent in NSW.
International visitors	International visitors, or outbound visitors, are those who visit another country. As for overnight travel, only international travel where the respondent is away from home for less than 12 months is included.
Interstate tourism	A person is an interstate visitor when they visit a State or Territory other than that in which they reside. In the example at the end of the Glossary, the traveller was an interstate visitor to Canberra, Melbourne and the High Country regions.
Interstate visitor night	Any night spent in a State or Territory other than that in which the visitor resides. In the example at the end of the Glossary, there could be a total of 10 interstate visitor nights - 2 visitor nights spent in the ACT and the remaining 8 visitor nights spent in Victoria.
Median nights	Represents the mid point length of stay for which 50% of visitors stay less time and 50% stay longer.
Modelling Expenditure	Tourism Research Australia has used a model based approach to derive regional expenditure estimates for domestic day and overnight visitors. This enables the production of consistent estimates of domestic tourism expenditure in Australian States and Territories and in the major Australian tourism regions.
Overnight trips	<p>In the NVS, overnight trips are defined as trips involving a stay away from home for at least one night, at a place at least 40 kilometres from home. Only those trips where the respondent is away from home for less than 12 months are in scope.</p> <p>The trip is the basic collection unit used in the NVS to obtain information about overnight travel undertaken by Australians.</p>
Overnight visitors	<p>Australians who undertake an overnight trip are referred to as overnight visitors or simply visitors. Occasionally in this publication, they are referred to as overnight travellers.</p> <p>A person is a visitor to a location if they stay one or more nights in the location while travelling, and they are said to have made a visit to the location. Therefore, a traveller may be a visitor to several different locations, and consequently a trip may include multiple visits.</p> <p>Within each geographic region, net visitor numbers are reported. That is, a traveller is reported as only one visitor to a geographic region, irrespective of the number of places visited within the area.</p>
Purpose of visit	<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/leisure travel – includes holidays, travel for leisure, entertainment, sport as a participant and spectator, shopping, relaxation and just ‘getting away’. • Visits to friends and relatives (VFR) - travel such as to a friend’s or relative’s wedding or funeral. • Business - includes business, work travel for transport crews, attendance at conferences, conventions, exhibitions and trade fairs, training and research related to employment. • Other - includes for the purposes of education (for example, school excursions), personal appointments, health-related travel, and employment/leisure travel (for example, working holidays).

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

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

Total domestic economic value

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

Visitor nights

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

Example

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

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

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

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

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

State and Territory abbreviations

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

About Tourism Research Australia

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

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

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

Research publications and reports

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

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

Statistical Enquiry Service

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

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

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

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

Online Data Package

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

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

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

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

Tourism Research Australia Destination Visitor Surveys

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

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

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

- **Visitor Profile and Satisfaction Program**

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

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

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

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

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

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