



# Travel by Australians

SEPTEMBER 2009

QUARTERLY RESULTS OF THE  
NATIONAL VISITOR SURVEY



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia



# **Travel by Australians**

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



Photo credit  
Name of Image: Ningaloo Reef, WA  
Photographer: Anson Smart  
© Tourism Australia

© Commonwealth of Australia 2009.

ISSN: 1447 8595

This work is copyright. In addition to any use permitted under the *Commonwealth Copyright Act 1968*, the Commonwealth through Tourism Research Australia permits copies to be made in whole or in part for the purpose of promoting Australian tourism, provided that Tourism Research Australia (representing the Commonwealth) is identified on any copies as the author and the material is reproduced in its current form. In addition, a statement similar to the following must be included on any copy – ‘*Tourism Research Australia 2009*’.

Copies may not be made for a commercial purpose, that is, for sale, without the permission of Tourism Research Australia (representing the Commonwealth).

The information in this data is presented in good faith and on the basis that neither the Commonwealth, nor its agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication.

Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data.

This work should be referenced as: *Travel by Australians – September 2009 Quarterly Results of the National Visitor Survey*, Tourism Research Australia, Canberra.

Tourism Research Australia  
Department of Resources, Energy and Tourism  
GPO Box 1564  
Canberra ACT 2601

For further information on the National Visitor Survey contact: Steve Matthews, Tourism Research Australia on 02 6243 7733.

Acknowledgements: NWC Opinion Research

Publication Date: 16 December 2009  
ABN 46 252 861 927

[www.trea.australia.com](http://www.trea.australia.com)

# Contents

<b>Main findings.....</b>	<b>1</b>
Overnight travel within Australia.....	2
Day trips within Australia.....	4
Outbound travel by Australians.....	5
Total Domestic Economic Value (TDEV).....	6
Regional expenditure.....	7

## *Overnight trips*

Table 1	Overnight visitors and visitor nights by State/Territory visited and purpose of visit.....	9
Table 2	Overnight visitors by State/Territory visited.....	10
Table 3	Visitor nights by State/Territory visited.....	11
Table 4	Overnight visitors: State/Territory visited by main purpose of visit.....	12
Table 5	Visitor nights: State/Territory visited by main purpose of visit.....	13
Table 6	Overnight visitors and visitor nights by main purpose of visit.....	14
Table 7	Overnight visitors: State/Territory visited by State/Territory of origin.....	15
Table 8	Overnight visitors by State/Territory of origin, and Australian population by State/Territory of residence.....	16
Table 9	Overnight visitors: Duration of visit by State/Territory visited.....	17
Table 10	Overnight visitors: Accommodation used by State/Territory visited.....	18
Table 11	Visitor nights: Accommodation used by State/Territory visited.....	19
Table 12	Overnight visitors: State/Territory visited by main transport used.....	20
Table 13	Expenditure by overnight visitors: Items of expenditure by main purpose of trip.....	21

## *Day trips*

Table 14	Day visitors: State/Territory visited by main purpose of visit.....	22
Table 15	Day visitors by State/Territory visited.....	23
Table 16	Day visitors: State/Territory visited by main transport used.....	24
Table 17	Expenditure by day visitors: Items of expenditure by main purpose of visit.....	25

## *Outbound trips*

Table 18	Australians travelling overseas: Visitors and average number of nights per trip by main destination and purpose of trip .....	26
----------	---	----

## *Total Domestic Economic Value (TDEV)*

Table 19	Total Domestic Economic Value .....	27
----------	-------------------------------------	----

## *Regional expenditure*

Table 20	Modelled domestic day visitor expenditure in the top 20 regions ranked by expenditure .....	28
Table 21	Modelled domestic day visitor expenditure in capital cities and regional areas for each State/Territory .....	29
Table 22	Modelled domestic day visitor expenditure (destination expenditure only) by purpose of visit for each State/Territory .....	30
Table 23	Modelled domestic overnight visitor expenditure in the top 20 regions ranked by expenditure, including airfares and long distance transport costs .....	31
Table 24	Modelled domestic overnight visitor expenditure in the top 20 regions ranked by expenditure, excluding airfares and long distance transport costs .....	32
Table 25	Modelled domestic overnight visitor expenditure in capital cities and regional areas for each State/Territory, including airfares and long distance transport costs .....	33
Table 26	Modelled domestic overnight visitor expenditure in capital cities and regional areas for each State/Territory, excluding airfares and long distance transport costs .....	34
Table 27	Modelled domestic overnight visitor expenditure (destination expenditure only) by total intrastate and interstate origin for each State/Territory .....	35
Table 28	Modelled domestic overnight visitor expenditure (destination expenditure only) by purpose of visit for each State/Territory .....	36

## *Figures*

1.	Visitor nights and overnight expenditure .....	3
2.	Visitor nights by purpose of visit .....	3
3.	Day visitors and day expenditure .....	4
4.	Outbound travel .....	5
5.	Total Domestic Economic Value .....	6

Introduction to the National Visitor Survey .....	37
Survey methodology .....	38
Data reliability .....	39
Regional expenditure .....	42
Glossary of terms .....	45
State and Territory abbreviations .....	47
About Tourism Research Australia .....	48



## **MAIN FINDINGS**

## Overnight travel within Australia: Year ended 30 September 2009

Overnight travel involves a stay away from home for at least one night, at a place at least 40 kilometres from home. A person is an overnight visitor to a location if they stay one or more nights in the location while travelling.

<b>Total trips</b>	There were 66.4 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 7% lower than the number of overnight trips for the equivalent period in 2008.
<b>Visitor nights</b>	Australians spent 257 million nights away from home. This was 7% lower than the number recorded from the equivalent period in 2008.
<b>Travel</b>	Two thirds of visitors travelled within their State or Territory of residence. The remaining 34% travelled interstate.
<b>State/ Territory visits</b>	New South Wales received the most visitors (33%), followed by Queensland (24%) and Victoria (24%).
<b>State/ Territory nights</b>	New South Wales received the most visitor nights (30%), followed by Queensland (27%) and Victoria (19%).
<b>Purpose</b>	Overnight travellers who had holiday as their main purpose of visit contributed 50% of domestic visitor nights, followed by those visiting friends and relatives (30%) and business (14%).
<b>Accommodation</b>	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (37%), followed by a hotel, resort, motel or motor inn (27%).
<b>Transport</b>	The most common forms of transport used on overnight trips were a private vehicle (71%) and air transport (23%).
<b>Expenditure</b>	Expenditure by overnight visitors amounted to \$42.2 billion, a decrease of 6% compared with the same period in 2008 (Figure 1).

Figure 1: Visitor nights and overnight expenditure, year ending December 1998 to September 2009

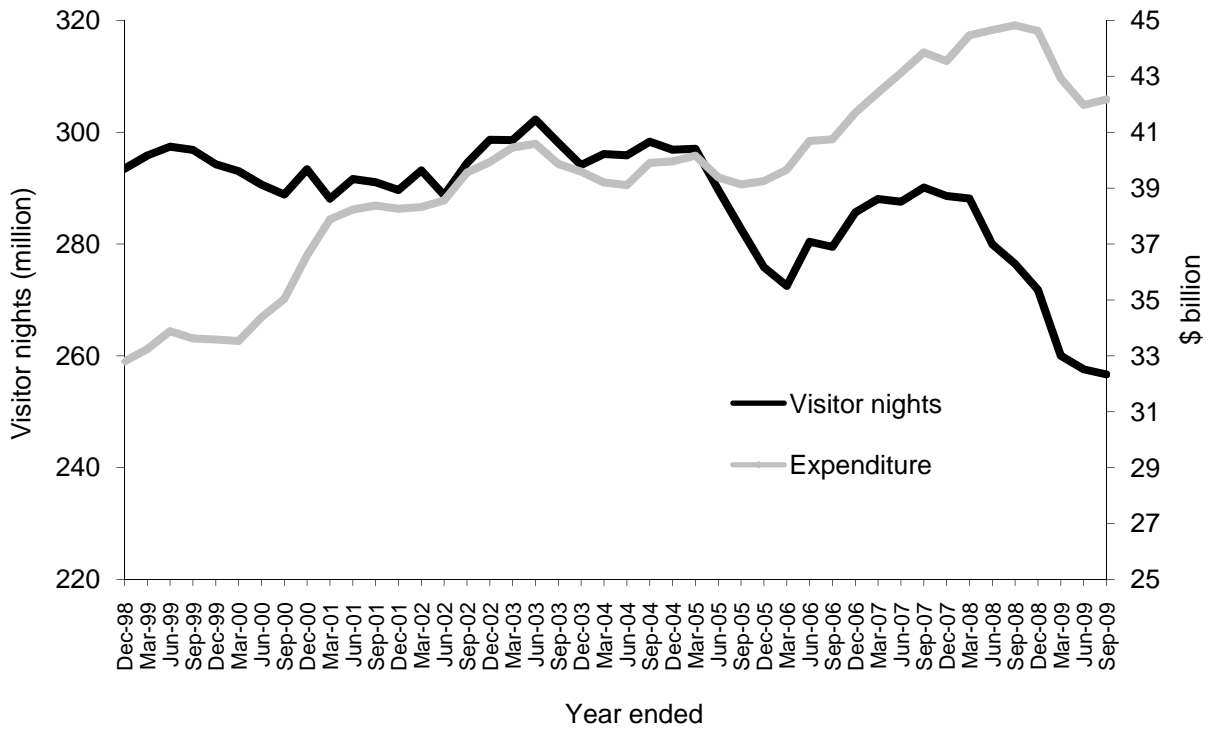
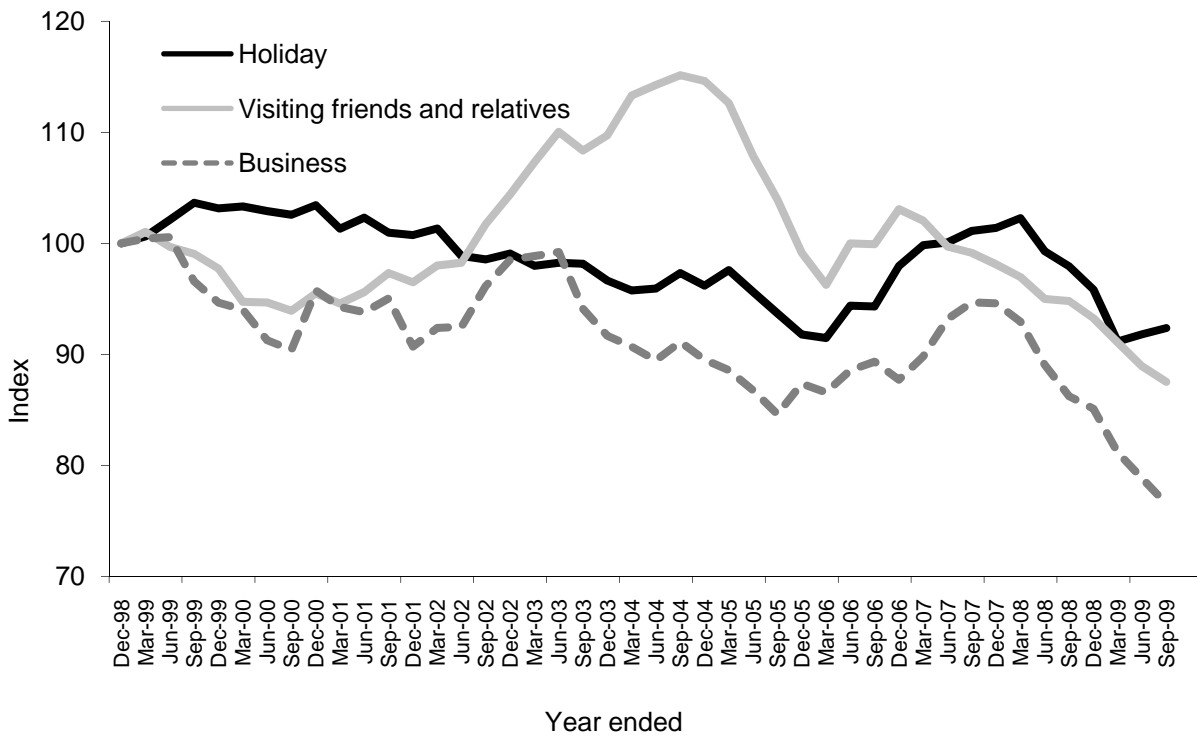


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to September 2009



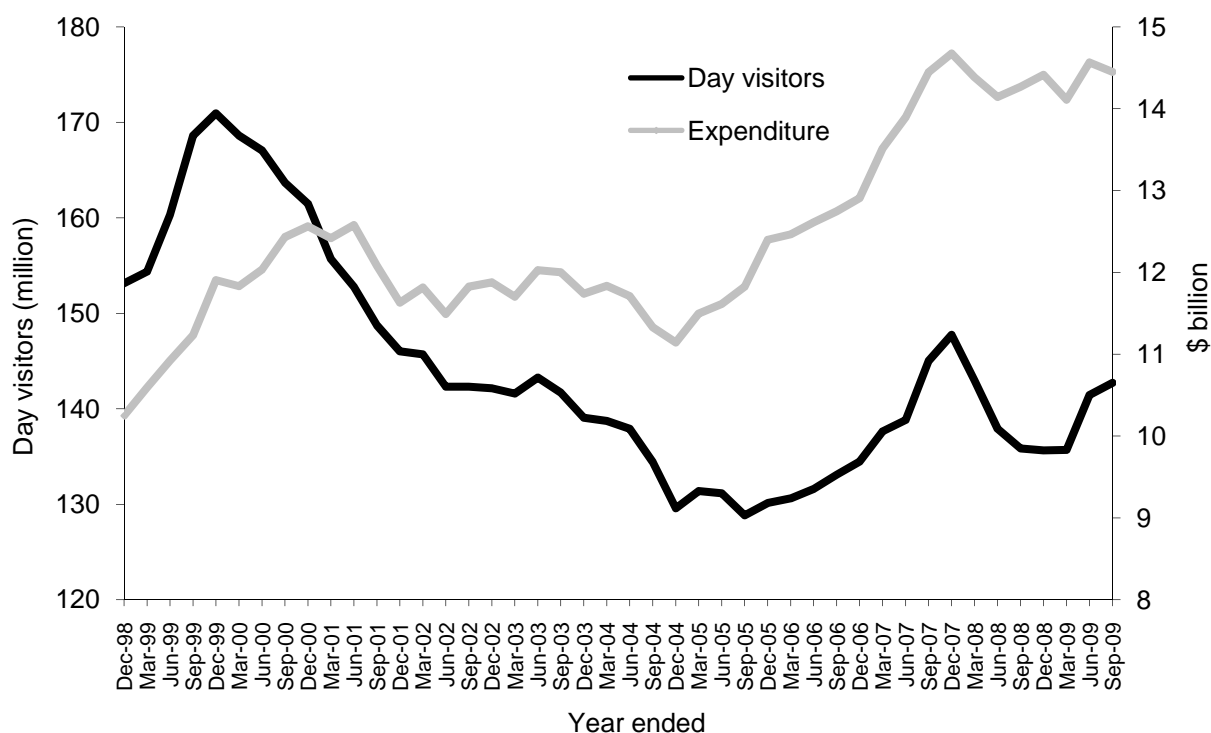
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

## Day trips within Australia: Year ended 30 September 2009

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.

<b>Total trips</b>	There were 142.7 million day trips taken in Australia by Australian residents aged 15 years and over. This was 5% higher than the number of day trips for the equivalent period in 2008.
<b>Purpose</b>	The most popular reason for a day trip was holiday (50%), followed by visiting friends and relatives (29%) and business (10%).
<b>State/Territory</b>	New South Wales received the most day visitors (32%), followed by Victoria (26%) and Queensland (22%).
<b>Transport</b>	The most common form of transport used was a private vehicle, with 91% of day visitors using this method of travel.
<b>Expenditure</b>	Expenditure by same day visitors amounted to \$14.4 billion compared with \$14.3 billion for the same period in 2008 (Figure 3).

Figure 3: Day visitors and day expenditure, year ending December 1998 to September 2009



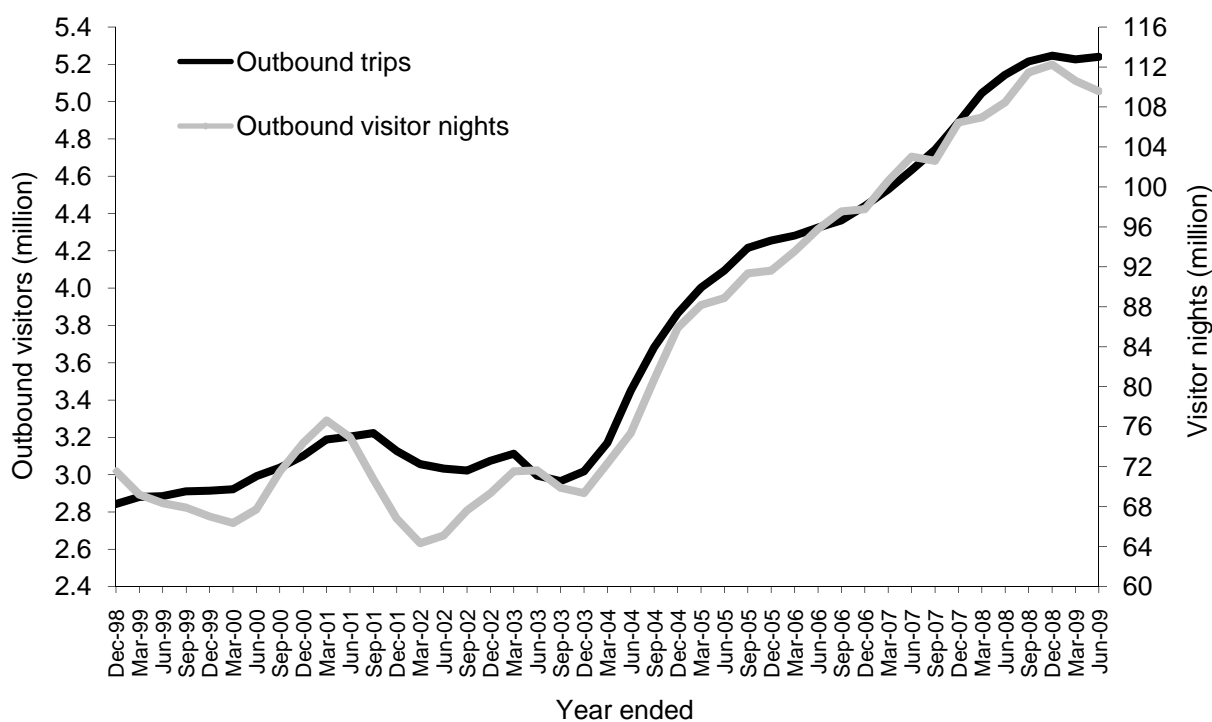
## Outbound travel by Australians: Year ended 30 June 2009

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 2009 due to the 3 month recall period in the National Visitor Survey.

- Total trips**                      Australians aged 15 years and over took 5.2 million international trips (Figure 4).
- Nights**                              Australians spent 110 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 (53%), followed by visiting friends and relatives (25%) and business (20%).

**Figure 4: Outbound travel, year ending December 1998 to June 2009**



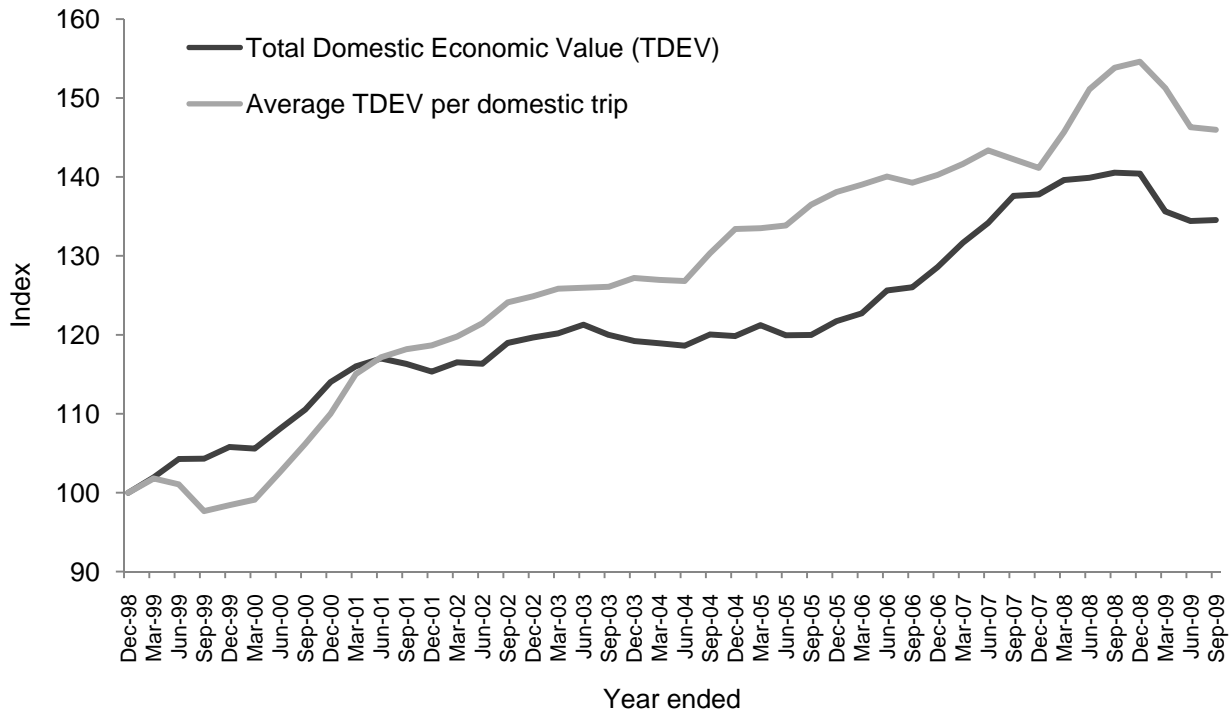
## Total Domestic Economic Value (TDEV)

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

### TDEV

For the year ended 30 September 2009, the total economic value of domestic tourism decreased by 4%, or \$2.8 billion (in nominal terms), to reach \$62.8 billion. Average TDEV per trip (overnight and day trips combined) decreased over that period by 5% (in nominal terms) to \$300.

**Figure 5: Total Domestic Economic Value, year ending December 1998 to September 2009**



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 2009

<b>Total expenditure</b>	For the year ended 30 September 2009, modelled overnight expenditure decreased 6% to \$42.2 billion and modelled day expenditure increased 1% to \$14.5 billion compared with the same period in 2008.
<b>States/Territories</b>	Spending by domestic overnight visitors was highest in New South Wales (\$11.9 billion), followed by Queensland (\$11.8 billion) and Victoria (\$8.4 billion). Spending by domestic day visitors was highest in New South Wales (\$4.8 billion), followed by Victoria (\$3.6 billion) and Queensland (\$3.1 billion).
<b>Regional expenditure</b>	Over half of expenditure by both domestic overnight visitors (54%) and domestic day visitors (56%) was spent in regional areas of Australia (\$22.6 billion and \$8.1 billion respectively). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (65% of their total), followed by Tasmania (59%) and Queensland (54%). For domestic day visitors, Tasmania relied most on expenditure in regional areas (70%), followed by New South Wales (66%).
<b>Tourism regions</b>	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$4.5 billion), followed by Sydney (\$4.2 billion). For domestic day visitors, expenditure was highest in Sydney (\$1.6 billion), followed by Melbourne (\$1.5 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Tropical North Queensland (\$1.7 billion), followed by the Sunshine Coast (\$1.7 billion), the Mid North Coast (\$1.4 billion) and the South Coast (\$1.2 billion). For domestic day visitors, expenditure was highest in the South Coast (\$445 million), the Hunter (\$437 million), the Sunshine Coast (\$400 million) and the Mid North Coast (\$388 million).</p>
<b>Expenditure per visitor</b>	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Darwin (\$1,205), followed by Tropical North Queensland (\$1,070), the Snowy Mountains (\$981) and the Gold Coast (\$909). For domestic day visitors, expenditure per visitor was highest in Adelaide (\$134), followed by New England North West (\$118), Central NSW (\$116), Melbourne and Australia's South West (both \$115).
<b>Expenditure per night</b>	The highest average expenditure per night was in the Snowy Mountains (\$266) followed by Melbourne (\$248), Darwin (\$234), Sydney (\$227), Adelaide (\$222), Tropical North Queensland (\$220) and the Gold Coast (\$212).
<b>Intrastate and interstate expenditure</b>	<p>For the year ended 30 September 2009, interstate visitor expenditure decreased 6% to \$17.2 billion, and intrastate visitor expenditure decreased 5% to \$17.6 billion.</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.1 billion), followed by Queensland (\$4.7 billion) and Victoria (\$3.4 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.1 billion), followed by New South Wales (\$4.0 billion) and Victoria (\$3.5 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.3 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.3 billion), followed by Victoria (\$1.6 billion). Victorian residents spent \$4.8 billion on interstate travel, including \$1.8 billion in Queensland and \$1.4 billion in New South Wales.</p>
<b>Purpose</b>	<p>Holiday visitors contributed 61% of both domestic overnight and day expenditure in Australia (\$21.2 billion and \$7.8 billion respectively).</p> <p>Queensland received the most expenditure from domestic overnight visitors travelling for holiday purpose (\$6.4 billion), followed by New South Wales (\$6.1 billion). For domestic day visitors, New South Wales received the highest expenditure for this purpose (\$2.5 billion), followed by Victoria (\$1.9 billion) and Queensland (\$1.8 billion).</p>

## TABLES

Table 1

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

September quarter 2009 and year ended 30 September 2009

	Visitors		Visitor nights	
	'000	%	'000	%
September quarter 2009				
Visitors to:				
New South Wales	5 333	33	16 406	26
Victoria	3 818	24	10 789	17
Queensland	4 240	26	21 726	34
South Australia	1 118	7	4 225	7
Western Australia	1 163	7	5 764	9
Tasmania <sup>(a)</sup>	395	2	1 488	2
Northern Territory	349	2	2 477	4
Australian Capital Territory	406	3	1 175	2
Purpose of visit <sup>(b)</sup>				
Holiday	7 126	44	31 207	49
Visiting friends and relatives	5 094	32	17 764	28
Business	3 345	21	9 660	15
Other	923	6	3 868	6
Total <sup>(c)</sup>	16 118	100	64 066	100
Year ended 30 September 2009				
Visitors to:				
New South Wales	22 221	33	76 541	30
Victoria	15 911	24	49 415	19
Queensland	16 098	24	69 937	27
South Australia	4 754	7	18 251	7
Western Australia	5 285	8	23 144	9
Tasmania <sup>(a)</sup>	1 842	3	8 370	3
Northern Territory	1 057	2	6 058	2
Australian Capital Territory	1 784	3	4 865	2
Purpose of visit <sup>(b)</sup>				
Holiday	30 104	45	128 931	50
Visiting friends and relatives	22 074	33	77 810	30
Business	12 428	19	35 742	14
Other	3 301	5	11 362	4
Total <sup>(c)</sup>	66 446	100	256 673	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 2009, 3,818,000 people visited destinations in Victoria and stayed for 10,789,000 nights, while during the year ended 30 September 2009, visitors whose main purpose was visiting friends and/or relatives totalled 77,810,000 nights.

**Table 2**  
**Overnight visitors by State/Territory visited**

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
	'000								
	Interstate visitors								
2008									
September quarter	1 923	1 362	1 437	412	301	162	254	na	5 982
December quarter	1 757	1 452	1 397	493	242	190	125	na	5 850
2009									
March quarter	1 895	1 260	1 203	407	205	245	81	na	5 536
June quarter	1 621	1 359	1 068	427	225	233	184	na	5 289
September quarter	1 778	1 249	1 467	453	223	206	244	na	5 656
Year ended 30 September									
2008	7 860	5 449	5 503	1 812	1 153	932	631	na	23 979
2009	7 050	5 319	5 136	1 780	895	875	634	na	22 332
	Intrastate visitors								
2008									
September quarter	3 738	2 457	2 826	674	1 091	222	111	na	10 756
December quarter	3 868	2 469	2 792	775	1 142	218	107	na	10 981
2009									
March quarter	4 159	3 131	2 644	829	1 206	309	87	na	12 003
June quarter	3 589	2 423	2 753	705	1 103	251	124	na	10 669
September quarter	3 555	2 569	2 773	665	940	189	105	na	10 462
Year ended 30 September									
2008	16 435	11 727	11 235	3 232	4 794	1 137	411	na	47 513
2009	15 171	10 592	10 962	2 974	4 391	967	423	na	44 114
	Total visitors								
2008									
September quarter	5 661	3 819	4 263	1 085	1 392	384	364	521	16 738
December quarter	5 625	3 921	4 189	1 268	1 383	409	232	470	16 831
2009									
March quarter	6 054	4 391	3 848	1 235	1 411	554	168	505	17 539
June quarter	5 210	3 782	3 821	1 132	1 328	484	308	402	15 958
September quarter	5 333	3 818	4 240	1 118	1 163	395	349	406	16 118
Year ended 30 September									
2008	24 295	17 177	16 739	5 044	5 946	2 069	1 042	1 918	71 492
2009	22 221	15 911	16 098	4 754	5 285	1 842	1 057	1 784	66 446

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 2009, there were 4,391,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3  
Visitor nights by State/Territory visited

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
'000									
Interstate visitor nights									
2008									
September quarter	6 859	5 086	10 287	1 958	3 317	800	2 518	na	32 134
December quarter	7 395	6 018	7 891	2 570	1 942	1 169	892	na	29 172
2009									
March quarter	9 197	5 482	7 142	2 483	1 752	2 241	510	na	30 095
June quarter	6 304	4 976	6 076	1 897	1 641	1 513	1 274	na	24 717
September quarter	6 489	4 692	11 469	2 449	2 083	1 086	2 178	na	31 621
Year ended 30 September									
2008	31 322	22 046	35 421	8 831	10 665	6 295	5 472	na	125 294
2009	29 385	21 168	32 578	9 398	7 419	6 008	4 854	na	115 606
Intrastate visitor nights									
2008									
September quarter	10 477	5 713	9 147	1 877	4 680	485	397 *	na	32 834
December quarter	12 163	5 904	9 293	2 208	3 877	493	258 *	na	34 200
2009									
March quarter	14 922	9 960	9 332	2 737	4 571	895	249 *	na	42 678
June quarter	10 154	6 287	8 476	2 132	3 596	572	398 *	na	31 745
September quarter	9 916	6 097	10 257	1 777	3 680	402 *	299 *	na	32 444
Year ended 30 September									
2008	50 872	30 673	37 430	9 605	18 150	2 937	1 370	na	151 157
2009	47 155	28 247	37 359	8 853	15 725	2 362	1 203	na	141 067
Total visitor nights									
2008									
September quarter	17 337	10 799	19 434	3 835	7 996	1 285	2 916	1 309	64 968
December quarter	19 558	11 921	17 184	4 777	5 820	1 662	1 149	1 296	63 372
2009									
March quarter	24 119	15 442	16 474	5 219	6 323	3 135	759	1 289	72 773
June quarter	16 458	11 263	14 553	4 029	5 237	2 085	1 672	1 105	56 463
September quarter	16 406	10 789	21 726	4 225	5 764	1 488	2 477	1 175	64 066
Year ended 30 September									
2008	82 194	52 719	72 851	18 436	28 814	9 232	6 842	5 264	276 451
2009	76 541	49 415	69 937	18 251	23 144	8 370	6 058	4 865	256 673

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 2009, a total of 69,937,000 visitor nights were spent in Queensland, while during the September quarter 2009, 11,469,000 nights were spent in Queensland by interstate

**Table 4**  
**Overnight visitors: State/Territory visited by main purpose of visit**  
 Year ended 30 September 2009

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	2 831	30	2 315	31	1 824	29	208	24	7 050	32
Vic	1 893	20	1 707	23	1 620	26	246	28	5 319	24
Qld	2 431	26	1 597	21	1 047	17	186	21	5 136	23
SA	603	6	593	8	514	8	89	10	1 780	8
WA	299	3	289	4	328	5	21 *	2 *	895	4
Tas <sup>(b)</sup>	462	5	267	4	167	3	15 *	2 *	875	4
NT	329	4	110	1	178	3	25 *	3 *	634	3
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
Total interstate visitors <sup>(d)</sup>	9 389	100	7 478	100	6 211	100	884	100	22 332	100
Intrastate visitors to:										
NSW	7 247	33	5 368	36	1 954	30	893	35	15 171	34
Vic	5 591	25	3 515	23	1 047	16	478	19	10 592	24
Qld	4 959	23	3 597	24	1 960	30	634	25	10 962	25
SA	1 487	7	943	6	375	6	211	8	2 974	7
WA	2 038	9	1 377	9	775	12	254	10	4 391	10
Tas <sup>(b)</sup>	492	2	244	2	184	3	45 *	2 *	967	2
NT	171	1	33 *	0 *	198	3	23 *	1 *	423	1
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors <sup>(d)</sup>	21 999	100	15 081	100	6 496	100	2 537	100	44 114	100
Total visitors to:										
NSW	10 078	33	7 683	35	3 777	30	1 101	33	22 221	33
Vic	7 484	25	5 222	24	2 667	21	723	22	15 911	24
Qld	7 390	25	5 194	24	3 008	24	820	25	16 098	24
SA	2 090	7	1 536	7	889	7	301	9	4 754	7
WA	2 337	8	1 666	8	1 103	9	274	8	5 285	8
Tas <sup>(b)</sup>	954	3	511	2	351	3	60	2	1 842	3
NT	500	2	143	1	376	3	48 *	1 *	1 057	2
ACT <sup>(c)</sup>	553	2	605	3	533	4	94	3	1 784	3
Total <sup>(d)</sup>	30 104	100	22 074	100	12 428	100	3 301	100	66 446	100

na Data not available.

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

(a) Components may not add to total as overnight visitors may report several purposes for visiting various locations on a trip.

(b) See State specific surveys on page 41 for information about additional data available for Tasmania.

(c) Data for Australian Capital Territory (ACT) not separately identified as interstate/intrastate.

(d) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

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

How to read this table:

Table 4 shows that, during the year ended 30 September 2009, 31% of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 30,104,000 visitors travelled for holiday purposes.

Table 5

## Visitor nights: State/Territory visited by main purpose of visit

September quarter 2009 and year ended 30 September 2009

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2009										
Visitor nights in:										
NSW	7 913	25	4 933	28	2 579	27	783	20	16 406	26
Vic	4 881	16	3 386	19	1 487	15	933	24	10 789	17
Qld	11 246	36	5 397	30	2 833	29	1 440	37	21 726	34
SA	1 974	6	1 299	7	531	5	292 *	8 *	4 225	7
WA	2 650	8	1 420	8	1 329	14	213 *	6 *	5 764	9
Tas <sup>(b)</sup>	724	2	450 *	3 *	267 *	3 *	47 **	1 **	1 488	2
NT	1 535	5	356 *	2 *	373 *	4 *	47 **	1 **	2 477	4
ACT	268 *	1 *	523	3	261 *	3 *	115 *	3 *	1 175	2
Total <sup>(c)</sup>	31 207	100	17 764	100	9 660	100	3 868	100	64 066	100
Year ended 30 September 2009										
Visitor nights in:										
NSW	39 362	31	24 463	31	9 267	26	3 027	27	76 541	30
Vic	24 976	19	16 018	21	6 106	17	2 135	19	49 415	19
Qld	35 988	28	19 976	26	9 454	26	3 399	30	69 937	27
SA	8 322	6	5 787	7	2 637	7	1 215	11	18 251	7
WA	10 737	8	6 265	8	4 667	13	968	9	23 144	9
Tas <sup>(b)</sup>	4 919	4	2 289	3	991	3	159 *	1 *	8 370	3
NT	3 037	2	1 061	1	1 480	4	194 *	2 *	6 058	2
ACT	1 523	1	1 950	3	1 115	3	266 *	2 *	4 865	2
Total <sup>(c)</sup>	128 931	100	77 810	100	35 742	100	11 362	100	256 673	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 2009, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 991,000 nights, while during the September quarter 2009, Victoria accounted for 19% of visitor nights where the main purpose of visit was visiting friends and/or relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2008										
September quarter	7 119	43	5 424	32	3 640	22	849	5	16 738	100
December quarter	7 110	42	5 817	35	3 470	21	830	5	16 831	100
2009										
March quarter	8 805	50	5 781	33	2 557	15	786	4	17 539	100
June quarter	7 063	44	5 382	34	3 056	19	762	5	15 958	100
September quarter	7 126	44	5 094	32	3 345	21	923	6	16 118	100
Year ended 30 September										
2008	32 031	45	24 068	34	13 613	19	3 229	5	71 492	100
2009	30 104	45	22 074	33	12 428	19	3 301	5	66 446	100
Visitor nights										
2008										
September quarter	30 419	47	19 017	29	10 728	17	2 900	4	64 968	100
December quarter	28 956	46	20 454	32	10 228	16	2 853	5	63 372	100
2009										
March quarter	40 909	56	22 383	31	7 088	10	2 197	3	72 773	100
June quarter	27 859	49	17 209	30	8 765	16	2 444	4	56 463	100
September quarter	31 207	49	17 764	28	9 660	15	3 868	6	64 066	100
Year ended 30 September										
2008	136 693	49	84 276	30	40 256	15	12 110	4	276 451	100
2009	128 931	50	77 810	30	35 742	14	11 362	4	256 673	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 2009, 3,345,000 visitors were travelling for business purposes and they stayed a total of 9,660,000 nights.

Table 7

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

September quarter 2009 and year ended 30 September 2009

	State/Territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	
'000									
September quarter 2009									
Visitors to:									
NSW	3 555	665	609	144	48 *	35 *	16 *	262	5 333
Vic	578	2 569	157	248	82	100	14 *	70	3 818
Qld	737	478	2 773	88	39 *	38 *	31 *	55	4 240
SA	95	246	26 *	665	33 *	19 *	19 *	14 *	1 118
WA	40 *	57	57	37 *	940	8 **	16 *	8 **	1 163
Tas <sup>(a)</sup>	41 *	97	36 *	16 *	8 **	189	4 **	6 **	395
NT	40 *	81	40 *	45 *	28 *	5 **	105	6 **	349
ACT	276	50 *	41 *	11 **	17 *	9 **	2 **	0 **	406
Total <sup>(b)</sup>	5 362	4 243	3 740	1 253	1 197	403	206	421	16 118
Year ended 30 September 2009									
Visitors to:									
NSW	15 171	2 607	2 371	471	234	153	61	1 154	22 221
Vic	2 486	10 592	943	881	311	358	56	284	15 911
Qld	2 928	1 380	10 962	284	190	117	106	131	16 098
SA	439	889	147	2 974	149	45 *	67	44 *	4 754
WA	234	278	175	117	4 391	23 *	45 *	22 *	5 285
Tas <sup>(a)</sup>	204	411	115	71	39 *	967	10 **	25 *	1 842
NT	137	179	121	101	62	9 **	423	24 *	1 057
ACT	1 163	253	195	71	44 *	28 *	12 *	17 *	1 784
Total <sup>(b)</sup>	22 764	16 588	15 029	4 972	5 424	1 700	779	1 702	66 446

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

(a) See State specific surveys on page 41 for information about additional data available for Tasmania.

(b) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

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

How to read this table:

Table 7 shows that, during the year ended 30 September 2009, 117,000 visitors to Queensland were residents of Tasmania, while during the September quarter 2009, 189,000 Tasmanian residents took an overnight trip in their own State.

Table 8  
Overnight visitors by State/Territory of origin and Australian population  
by State/Territory of residence

September quarter 2009 and year ended 30 September 2009

	Origin of visitors		Population <sup>(a)</sup>		Visitor rate <sup>(b)</sup>
	'000	%	'000	%	
September quarter 2009					
State/Territory of residence					
New South Wales	5 362	33	5 692	33	0.9
Victoria	4 243	26	4 248	25	1.0
Queensland	3 740	23	3 423	20	1.1
South Australia	1 253	8	1 288	7	1.0
Western Australia	1 195	7	1 723	10	0.7
Tasmania <sup>(c)</sup>	403	3	399	2	1.0
Northern Territory	206	1	162	1	1.3
Australian Capital Territory	421	3	272	2	1.5
Total	16 118	100	17 206	100	0.9
Year ended 30 September 2009					
State/Territory of residence					
New South Wales	22 764	34	5 692	33	4.0
Victoria	16 588	25	4 248	25	3.9
Queensland	15 029	23	3 423	20	4.4
South Australia	4 970	7	1 288	7	3.9
Western Australia	5 420	8	1 723	10	3.1
Tasmania <sup>(c)</sup>	1 700	3	399	2	4.3
Northern Territory	779	1	162	1	4.8
Australian Capital Territory	1 702	3	272	2	6.3
Total	66 446	100	17 206	100	3.9

(a) Population figures are as of 30 September 2009.

(b) The visitor rate is a measure of frequency of travel by Australian residents. It is the ratio of visitors to population for a State/Territory of residence. For example, a rate of 2.0 for Australia would indicate that, on average, Australians took 2.0 overnight trips each during the period.

(c) See State specific surveys on page 41 for information about additional data available for Tasmania.

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

How to read this table:

Table 8 shows that, during the year ended 30 September 2009, Northern Territory residents took 779,000 overnight trips. The visitor rate shows that this is an average of 4.8 trips per Northern Territory resident.

Table 9  
Overnight visitors: Duration of visit by State/Territory visited  
Year ended 30 September 2009

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Duration of visit <sup>(c)</sup>									
1 night	6 269	4 853	4 073	1 180	1 337	399	192	622	18 775
2 nights	6 038	4 551	3 494	1 192	1 306	427	208	569	17 710
3 nights	3 418	2 395	2 354	751	719	288	128	235	10 245
4-7 nights	4 825	3 185	4 220	1 177	1 211	401	304	279	15 379
8-14 nights	1 310	691	1 448	328	501	254	167	65	4 714
15-21 nights	226	178	278	79	127	49 *	34 *	9 **	970
22 nights or more	136	57	230	47 *	87	24 *	24 *	5 **	593
Total	22 221	15 911	16 098	4 754	5 285	1 842	1 057	1 784	66 446
Average duration of visit	3	3	4	4	4	5	6	3	4
Median duration of visit <sup>(d)</sup>	2	2	3	3	3	3	4	2	2
	%								
Duration of visit <sup>(c)</sup>									
1 night	28	31	25	25	25	22	18	35	28
2 nights	27	29	22	25	25	23	20	32	27
3 nights	15	15	15	16	14	16	12	13	15
4-7 nights	22	20	26	25	23	22	29	16	23
8-14 nights	6	4	9	7	9	14	16	4	7
15-21 nights	1	1	2	2	2	3 *	3 *	1 **	1
22 nights or more	1	0	1	1 *	2	1 *	2 *	0 **	1
Total	100	100	100	100	100	100	100	100	100

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

(a) See State specific surveys on page 41 for information about additional data available for Tasmania.

(b) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(c) See Glossary for details of how duration of visit is calculated.

(d) The median is that value at or below which values for half the population fall. For example, a median duration of 2 visitor nights for New South Wales indicates that half the visits to destinations in New South Wales were of two nights or less.

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

How to read this table:

Table 9 shows that, during the year ended 30 September 2009, 1,180,000 or 25% of all overnight visitors to South Australia stayed for 1 night only.

Table 10  
Overnight visitors: Accommodation used by State/Territory visited  
Year ended 30 September 2009

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	8 088	5 731	6 128	1 500	1 605	730	514	915	24 388
Guest house, bed & breakfast	342	323	101	92	112	121	5 **	9 **	1 102
Rented house/apartment/ flat/unit	1 787	1 153	1 695	386	487	200	66	35 *	5 767
Caravan park, commercial camping ground	2 013	1 219	950	609	485	157	145	46 *	5 275
Caravan or camping on private property	842	642	780	208	355	97	124	37 *	2 975
Friend's or relative's property	8 797	6 060	6 341	1 861	2 090	646	229	695	26 308
Own property (e.g. holiday house)	686	916	359	208	178	73	9 **	15 *	2 443
Other	607	429	717	174	319	83	85	39 *	2 417
Total <sup>(d)</sup>	22 221	15 911	16 098	4 754	5 285	1 842	1 057	1 784	66 446
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	36	36	38	32	30	40	49	51	37
Guest house, bed & breakfast	2	2	1	2	2	7	0 **	1 **	2
Rented house/apartment/ flat/unit	8	7	11	8	9	11	6	2 *	9
Caravan park, commercial camping ground	9	8	6	13	9	9	14	3 *	8
Caravan or camping on private property	4	4	5	4	7	5	12	2 *	4
Friend's or relative's property	40	38	39	39	40	35	22	39	40
Own property (e.g. holiday house)	3	6	2	4	3	4	1 **	1 *	4
Other	3	3	4	4	6	5	8	2 *	4
Total <sup>(d)</sup>	100	100	100	100	100	100	100	100	100

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

(a) See State specific surveys on page 41 for information about additional data available for Tasmania.

(b) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

(c) The accommodation categories and definitions changed in the March Quarter 2003. See Glossary for further information.

(d) Components may not add to total as overnight visitors may use several accommodation types on a trip; total includes visits for which accommodation was not asked.

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

How to read this table:

Table 10 shows that, during the year ended 30 September 2009, 950,000 or 6% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

**Table 11**  
**Visitor nights: Accommodation used by State/Territory visited**  
Year ended 30 September 2009

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	19 529	13 588	20 947	4 067	5 209	2 410	1 912	1 964	69 686
Guest house, bed & breakfast	771	613	317 *	240 *	271 *	349 *	8 **	21 **	2 590
Rented house/apartment/ flat/unit	7 904	3 981	9 756	1 567	2 157	759	361 *	105 *	26 603
Caravan park, commercial camping ground	9 437	5 247	5 928	2 810	2 838	940	908	122 *	28 228
Caravan or camping on private property	3 707	1 910	2 806	781	1 188	286 *	599	74 **	11 352
Friend's or relative's property	29 596	19 269	23 872	7 033	8 145	2 895	1 541	2 434	94 799
Own property (e.g. holiday house)	2 602	2 953	1 910	720	769	295 *	39 **	45 **	9 333
Other	2 393	1 620	3 143	663	1 953	371 *	317 *	88 **	10 554
Total <sup>(d)</sup>	76 541	49 415	69 937	18 251	23 144	8 370	6 058	4 865	256 673
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	26	27	30	22	23	29	32	40	27
Guest house, bed & breakfast	1	1	0 *	1 *	1 *	4 *	0 **	0 **	1
Rented house/apartment/ flat/unit	10	8	14	9	9	9	6 *	2 *	10
Caravan park, commercial camping ground	12	11	8	15	12	11	15	3 *	11
Caravan or camping on private property	5	4	4	4	5	3 *	10	2 **	4
Friend's or relative's property	39	39	34	39	35	35	25	50	37
Own property (e.g. holiday house)	3	6	3	4	3	4 *	1 **	1 **	4
Other	3	3	4	4	8	4 *	5 *	2 **	4
Total <sup>(d)</sup>	100	100	100	100	100	100	100	100	100

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

(a) See State specific surveys on page 41 for information about additional data available for Tasmania.

(b) Components may not add to total as total includes unspecified and offshore visits that could not be allocated to a State or Territory.

(c) The accommodation categories and definitions changed in the March Quarter 2003. See Glossary for further information.

(d) Total includes visitor nights where accommodation for each stopover was not asked.

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

**How to read this table:**

Table 11 shows that, during the year ended 30 September 2009, 27% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,434,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

Table 12  
Overnight visitors: State/Territory visited by main transport used  
Year ended 30 September 2009

	Air transport	Private vehicle	Other transport	Total <sup>(a)</sup>
	'000			
Interstate visitors to:				
NSW	2 953	3 824	460	7 050
Vic	3 544	1 661	420	5 319
Qld	3 545	1 533	477	5 136
SA	985	708	176	1 780
WA	800	112	122	895
Tas <sup>(b)</sup>	719 **	128	293	875
NT	474	132	105	634
ACT <sup>(c)</sup>	na	na	na	na
Total interstate visitors <sup>(d)</sup>	13 493	9 285	2 170	22 332
Intrastate visitors to:				
NSW	634	13 382	1 222	15 171
Vic	71	9 716	809	10 592
Qld	1 145	9 034	903	10 962
SA	108	2 749	134	2 974
WA	447	3 689	297	4 391
Tas <sup>(b)</sup>	11 **	886	74	967
NT	90	281	54	423
ACT <sup>(c)</sup>	na	na	na	na
Total intrastate visitors <sup>(d)</sup>	2 505	39 754	3 493	44 114
Total visitors to:				
NSW	3 587	17 206	1 682	22 221
Vic	3 615	11 377	1 230	15 911
Qld	4 690	10 567	1 380	16 098
SA	1 093	3 457	310	4 754
WA	1 247	3 801	419	5 285
Tas <sup>(b)</sup>	730	1 014	366	1 842
NT	564	413	160	1 057
ACT	472	1 203	117	1 784
Total <sup>(d)</sup>	15 583	47 487	5 434	66 446

na Data not available.

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

(a) Components may not add to total as visitors may have used more than one form of transport on their trip.

(b) See State specific surveys on page 41 for information about additional data available for Tasmania.

(c) Data for Australian Capital Territory (ACT) not separately identified as interstate/intrastate.

(d) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

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

How to read this table:

Table 12 shows that, during the year ended 30 September 2009, 9,285,000 overnight visitors used a private vehicle when travelling interstate, while 2,505,000 visitors used air transport when travelling intrastate.

Table 13

## Expenditure by overnight visitors: Items of expenditure by main purpose of trip

Year ended 30 September 2009

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	786.1	22.3 *	223.2	43.1 *	1 074.7
Taxis	124.2	67.5	198.0	9.9 *	399.7
Airline fares	1 766.6	1 447.7	1 418.8	99.0	4 732.1
Organised tours, side trips	417.3	25.7 *	58.8	3.7 **	505.5
Car hire costs	457.3	172.6	206.2	27.9 *	864.0
Fuel (petrol, diesel)	2 345.4	1 232.3	799.6	195.7	4 573.0
Vehicle maintenance or repairs	178.1	41.1 *	23.4 *	7.7 *	250.2
Other long distance transport costs	185.5	71.2	17.0 *	9.7 *	283.5
Other local transport costs	92.7	40.3 *	23.7 *	7.7 *	164.4
Accommodation	7 102.4	1 091.5	1 785.5	258.4	10 237.8
Takeaway & restaurant meals	3 534.7	1 437.5	1 028.4	185.3	6 186.0
Groceries etc for self-catering	1 788.2	668.2	184.8	65.0	2 706.3
Alcohol and drinks (not elsewhere included)	1 490.0	661.8	309.5	51.8	2 513.0
Shopping, gifts, souvenirs	2 587.1	1 368.1	570.2	229.3	4 754.7
Entertainment, museums, movies, zoos etc	1 011.2	194.0	50.8	24.2 *	1 280.2
Horse racing, gambling, casinos	156.1	35.4 *	31.8 *	3.3 **	226.6
Conference fees	9.5 *	6.5 **	178.7	1.3 **	196.0
Education, course fees	27.0 *	4.6 **	28.6 *	25.9 *	86.1
Other expenditure on trip	436.2	139.5	117.5	174.7	867.8
Total <sup>(a)</sup>	24 768.0	8 728.0	7 254.4	1 423.4	42 173.9

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

(a) Total includes visits where detailed expenditure items were not asked but excludes expenditure on capital items and on the purchase of motor vehicles.

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

How to read this table:

Table 13 shows that, during the year ended 30 September 2009, overnight holiday visitors spent a total of \$1,766.6 million on airline fares. The total expenditure for all overnight visitors for the same period was \$42.2 billion.

Table 14  
Day visitors: State/Territory visited by main purpose of visit  
September quarter 2009 and year ended 30 September 2009

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2009										
Day visitors to:										
NSW	5 389	31	3 398	35	1 516	37	1 367	31	11 671	33
Vic	4 189	24	2 710	28	782	19	1 238	28	8 920	25
Qld	4 092	24	1 882	20	885	22	917	21	7 775	22
SA	1 337	8	657	7	224	6	309	7	2 527	7
WA	1 406	8	619	6	386	9	297	7	2 708	8
Tas	500	3	217	2	127 *	3 *	175	4	1 018	3
NT	210	1	21 **	0 **	71 *	2 *	19 **	0 **	321	1
ACT	134 *	1 *	69 *	1 *	78 *	2 *	32 *	1 *	314	1
Total <sup>(a)</sup>	17 257	100	9 573	100	4 069	100	4 354	100	35 253	100
Year ended 30 September 2009										
Day visitors to:										
NSW	22 447	31	14 348	35	4 859	33	4 536	30	46 190	32
Vic	17 878	25	11 533	28	3 385	23	4 062	27	36 858	26
Qld	16 622	23	7 845	19	3 379	23	3 393	23	31 239	22
SA	5 365	7	2 801	7	821	6	1 102	7	10 089	7
WA	5 776	8	3 343	8	1 310	9	1 114	7	11 543	8
Tas	2 309	3	1 067	3	472	3	549	4	4 397	3
NT	637	1	149	0	191	1	65 *	0 *	1 041	1
ACT	661	1	309	1	240	2	148	1	1 358	1
Total <sup>(a)</sup>	71 696	100	41 394	100	14 656	100	14 968	100	142 714	100

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

(a) Components may not add to total as total includes unspecified and offshore visits that could not be allocated to a State or Territory.

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

How to read this table:

Table 14 shows that, during the year ended 30 September 2009, there were a total of 142,714,000 day visitors, of whom 8% visited destinations in Western Australia.

Table 15  
Day visitors by State/Territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total <sup>(a)</sup>
	'000								
2007									
September quarter	12 081	8 336	8 146	2 628	3 215	945	278	414	36 043
December quarter	11 690	9 072	7 211	2 689	3 474	1 126	172	333	35 767
2008									
March quarter	11 479	9 545	6 636	2 508	3 202	1 169	203	308	35 049
June quarter	10 467	7 561	6 506	2 170	2 818	922	232	362	31 039
September quarter	10 610	8 508	7 975	2 291	3 012	942	245	392	33 976
December quarter	11 706	8 977	7 442	2 601	3 109	1 136	260	347	35 578
2009									
March quarter	10 691	9 557	7 821	2 437	2 880	1 136	187	378	35 089
June quarter	12 122	9 404	8 201	2 523	2 846	1 107	272	319	36 794
September quarter	11 671	8 920	7 775	2 527	2 708	1 018	321	314	35 253
Year ended 30 September									
2008	44 246	34 687	28 328	9 658	12 505	4 159	851	1 396	135 831
2009	46 190	36 858	31 239	10 089	11 543	4 397	1 041	1 358	142 714

(a) Components may not add to total as total includes unspecified and offshore visits that could not be allocated to a State/Territory.  
Base: All figures relate to Australian residents aged 15 years and over.

How to read this table:

Table 15 shows that, during the year ended 30 September 2009, destinations in New South Wales had 46,190,000 day visitors, while during the September quarter 2009, destinations in the Australian Capital Territory had 314,000 day visitors.



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

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	24.1	2.5 **	0.2 **	2.3 **	29.1
Taxis	4.6 *	8.3 *	24.4	4.5 *	41.8
Airline fares	25.7	70.9	103.1	12.4 *	212.1
Organised tours, side trips	37.6	17.2 *	2.3 **	4.5 *	61.6
Car hire costs	10.8 *	14.0 *	10.1 *	5.2 *	40.2
Fuel (petrol, diesel)	1 744.0	1 071.8	410.8	382.7	3 609.3
Vehicle maintenance or repairs	41.9	26.8	6.5 *	79.6	154.8
Other long distance transport costs	38.8	14.6 *	11.6 *	9.7 *	74.8
Other local transport costs	64.0	18.3 *	7.7 *	12.4 *	102.4
Takeaway & restaurant meals	1 717.8	698.7	227.0	200.5	2 843.9
Groceries etc for self-catering	484.1	199.5	33.8	93.4	810.9
Alcohol and drinks (not elsewhere included)	457.4	245.7	31.4	26.1	760.6
Shopping, gifts, souvenirs	3 132.9	590.5	177.9	343.0	4 244.3
Entertainment, museums, movies, zoos, etc	465.4	56.7	10.3 *	9.5 *	541.9
Horse racing, gambling, casinos	79.1	19.5 *	24.5	2.3 **	125.4
Conference fees	1.6 **	1.2 **	40.8	0.6 **	44.2
Education, course fees	8.3 *	19.5 *	9.3 *	7.0 *	44.1
Other expenditure on trip	209.1	63.9	68.9	366.5	708.4
Total <sup>(a)</sup>	8 547.1	3 139.8	1 200.5	1 562.3	14 449.8

\* \*\* 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 September 2009, day visitors spent \$40.2 million on car hire.  
The overall total spent by day visitors during the same period was \$14.4 billion.

**Table 18**  
**Australians travelling overseas: Visitors and average number of nights**  
**per trip by main destination and purpose of trip**  
 Year ended 30 June 2009 <sup>(a)</sup>

	Visitors <sup>(b)</sup>		Average nights per trip
	'000	%	
<b>Main destination</b>			
United Kingdom	395	8	37
Other Europe	508	10	35
New Zealand	854	16	12
USA and Canada	541	10	24
Hong Kong	192	4	12
Singapore	217	4	12
Malaysia	189	4	17
Indonesia	378	7	13
Thailand	349	7	15
China	236	5	22
Other Asia	644	12	23
Other countries	736	14	21
<b>Purpose of visit <sup>(c)</sup></b>			
Holiday	2 800	53	20
Visiting friends and relatives	1 286	25	26
Business	1 043	20	15
Other	110	2	48
<b>Total</b>	<b>5 240</b>	<b>100</b>	<b>21</b>

(a) Data for outbound trips is presented for the year ended 30 June 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 30 June 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 September 1999 - 2009

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
\$ million				
1999	11 229	33 618	44 848	48 704
2000	12 430	35 036	47 467	51 604
2001	12 080	38 374	50 454	54 300
2002	11 826	39 556	51 382	55 543
2003	12 001	39 865	51 865	56 021
2004	11 328	39 905	51 233	56 042
2005	11 825	39 132	50 957	56 015
2006	12 745	40 748	53 494	58 838
2007	14 446	43 856	58 302	64 243
2008	14 268	44 823	59 091	65 612
2009	14 450	42 174	56 624	62 813

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 September 2005 was \$11.8 billion and Total Domestic Economic Value for the year ended 30 September 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 September 2009

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of	Visitors <sup>(b)</sup>	Expenditure per
			\$ million	expenditure	'000	visitor
				%		\$
1	Sydney	NSW	1 625	11	15 545	105
2	Melbourne	Vic	1 526	11	13 251	115
3	Brisbane	Qld	921	6	10 489	88
4	Perth	WA	760	5	8 103	94
5	Gold Coast	Qld	648	4	5 901	110
6	South Coast	NSW	445	3	5 279	84
7	Hunter	NSW	437	3	4 574	95
8	Adelaide	SA	436	3	3 243	134
9	Sunshine Coast	Qld	400	3	4 454	90
10	Mid North Coast	NSW	388	3	3 442	113
11	Northern Rivers	NSW	351	2	3 239	108
12	Darling Downs	Qld	280	2	2 574	109
13	Central NSW	NSW	271	2	2 345	116
14	Geelong	Vic	263	2	3 007	87
15	Australia's South West	WA	260	2	2 257	115
16	Central Coast	NSW	252	2	3 169	79
17	New England North West	NSW	219	2	1 861	118
18	Capital Country	NSW	217	1	2 223	97
19	Tropical North Queensland	Qld	211	1	1 842	114
20	Bendigo Loddon	Vic	205	1	2 196	93
Top 20 regions			10 115	70	98 996	102
Total Australia <sup>(c)</sup>			14 450	100	142 714	101

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 September 2009, there were 4.6 million domestic day visitors to the Hunter who spent a total of \$437 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 September 2009

State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 625	34	15 545	105
Regional NSW	3 140	66	30 645	102
Total NSW	4 765	100	46 190	103
Melbourne	1 526	42	13 251	115
Regional Vic	2 098	58	23 607	89
Total Vic	3 624	100	36 858	98
Gold Coast	648	21	5 901	110
Brisbane	921	29	10 489	88
Regional Qld	1 567	50	14 848	106
Total Qld	3 136	100	31 239	100
Adelaide	436	43	3 243	134
Regional SA	579	57	6 846	85
Total SA	1 015	100	10 089	101
Experience Perth	760	66	8 103	94
Regional WA	394	34	3 440	115
Total WA	1 154	100	11 543	100
Hobart	127	30	1 115	114
Regional Tas	299	70	3 282	91
Total Tas	426	100	4 397	97
Darwin	87	65	643	136
Regional NT	46	35	398	116
Total NT	134	100	1 041	128
Canberra	196	100	1 358	145
Total ACT	196	100	1 358	145
Total capitals	6 327	44	59 649	106
Total regional	8 123	56	83 065	98
Total Australia <sup>(c)</sup>	14 450	100	142 714	101

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 September 2009, there were 14.8 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 September 2009

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 529	32	968	37	311	31	421	30	4 230	33
Vic	1 867	24	749	29	276	28	342	24	3 234	25
Qld	1 839	23	443	17	192	19	347	25	2 821	22
SA	576	7	147	6	72	7	109	8	904	7
WA	615	8	192	7	83	8	115	8	1 004	8
Tas	249	3	57	2	21	2	47	3	375	3
NT	65	1	26	1	11	1	11	1	113	1
ACT	106	1	31	1	24	2	15	1	176	1
Total Australia <sup>(c)</sup>	7 846	100	2 614	100	991	100	1 406	100	12 857	100

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

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

How to read this table:

Table 22 shows that, during the year ended 30 September 2009, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$192 million, or 7% of total expenditure in Australia for this purpose.

Table 23

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

Year ended 30 September 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	4 539	11	6 308	18 328	720	248	3
2	Sydney	NSW	4 217	10	6 621	18 587	637	227	3
3	Gold Coast	Qld	2 911	7	3 204	13 725	909	212	4
4	Brisbane	Qld	2 462	6	4 675	14 844	527	166	3
5	Experience Perth	WA	1 721	4	2 520	9 465	683	182	4
6	Tropical North Queensland	Qld	1 674	4	1 564	7 614	1 070	220	5
7	Sunshine Coast	Qld	1 668	4	2 311	9 691	722	172	4
8	Adelaide	SA	1 579	4	2 025	7 112	780	222	4
9	Mid North Coast	NSW	1 391	3	2 944	11 680	472	119	4
10	South Coast	NSW	1 234	3	2 870	10 500	430	118	4
11	Northern Rivers	NSW	831	2	1 646	6 506	505	128	4
12	Hunter	NSW	815	2	1 939	5 060	420	161	3
13	Canberra	ACT	812	2	1 784	4 865	455	167	3
14	Australia's South West	WA	774	2	1 634	5 461	474	142	3
15	Western	Vic	746	2	1 456	4 392	512	170	3
16	Darwin	NT	713	2	591	3 044	1 205	234	5
17	Snowy Mountains	NSW	627	1	640	2 355	981	266	4
18	Hobart and Surrounds	Tas	583	1	824	3 018	707	193	4
19	Fitzroy	Qld	549	1	1 017	4 070	540	135	4
20	Central NSW	NSW	537	1	1 520	4 126	353	130	3
	Top 20 regions		30 382	72	44 958	164 442	676	185	4
	Total Australia <sup>(c)</sup>		42 174	100	66 446	256 673	635	164	4

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

(b) 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 September 2009, there were 2.9 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 September 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	3 513	10	6 308	18 328	557	192	3
2	Sydney	NSW	3 364	9	6 621	18 587	508	181	3
3	Gold Coast	Qld	2 630	7	3 204	13 725	821	192	4
4	Brisbane	Qld	1 950	5	4 675	14 844	417	131	3
5	Sunshine Coast	Qld	1 563	4	2 311	9 691	676	161	4
6	Tropical North Queensland	Qld	1 396	4	1 564	7 614	892	183	5
7	Mid North Coast	NSW	1 339	4	2 944	11 680	455	115	4
8	Experience Perth	WA	1 322	4	2 520	9 465	525	140	4
9	Adelaide	SA	1 236	3	2 025	7 112	610	174	4
10	South Coast	NSW	1 164	3	2 870	10 500	406	111	4
11	Northern Rivers	NSW	773	2	1 646	6 506	470	119	4
12	Hunter	NSW	745	2	1 939	5 060	384	147	3
13	Australia's South West	WA	745	2	1 634	5 461	456	136	3
14	Western	Vic	727	2	1 456	4 392	499	165	3
15	Canberra	ACT	671	2	1 784	4 865	376	138	3
16	Snowy Mountains	NSW	614	2	640	2 355	959	261	4
17	Darwin	NT	525	1	591	3 044	888	173	5
18	Central NSW	NSW	509	1	1 520	4 126	335	123	3
19	Central Coast	NSW	493	1	1 164	3 363	424	147	3
20	Fitzroy	Qld	476	1	1 017	4 070	468	117	4
	Top 20 regions		25 755	70	45 256	164 786	569	156	4
	Total Australia <sup>(c)</sup>		36 532	100	66 446	256 673	550	142	4

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

(b) 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 September 2009, there were 3.2 million domestic overnight visitors to Gold Coast who spent a total of \$2.6 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 September 2009

State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	4 217	35	6 621	18 587	637	227	3
Regional NSW	7 700	65	16 102	57 954	478	133	4
Total NSW	11 916	100	22 221	76 541	536	156	3
Melbourne	4 539	54	6 308	18 328	720	248	3
Regional Vic	3 899	46	10 101	31 087	386	125	3
Total Vic	8 438	100	15 911	49 415	530	171	3
Gold Coast	2 911	25	3 204	13 725	909	212	4
Brisbane	2 462	21	4 675	14 844	527	166	3
Regional Qld	6 401	54	9 071	41 368	706	155	5
Total Qld	11 774	100	16 098	69 937	731	168	4
Adelaide	1 579	54	2 025	7 112	780	222	4
Regional SA	1 368	46	2 975	11 140	460	123	4
Total SA	2 947	100	4 754	18 251	620	161	4
Perth	1 721	49	2 520	9 465	683	182	4
Regional WA	1 804	51	3 027	13 679	596	132	5
Total WA	3 525	100	5 285	23 144	667	152	4
Hobart	583	41	824	3 018	707	193	4
Regional Tas	852	59	1 303	5 352	654	159	4
Total Tas	1 435	100	1 842	8 370	779	171	5
Darwin	713	54	591	3 044	1 205	234	5
Regional NT	612	46	585	3 014	1 046	203	5
Total NT	1 325	100	1 057	6 058	1 253	219	6
Canberra	812	100	1 784	4 865	455	167	3
Total ACT	812	100	1 784	4 865	455	167	3
Total capitals	19 536	46	27 711	92 988	705	210	3
Total regional	22 637	54	41 832	163 685	541	138	4
Total Australia <sup>(c)</sup>	42 174	100	66 446	256 673	635	164	4

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

(b) 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 September 2009, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$852 million, or 59% 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 September 2009

State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/Territory							
Sydney	3 364	32	6 621	18 587	508	181	3
Regional NSW	7 277	68	16 102	57 954	452	126	4
Total NSW	10 642	100	22 221	76 541	479	139	3
Melbourne	3 513	48	6 308	18 328	557	192	3
Regional Vic	3 781	52	10 101	31 087	374	122	3
Total Vic	7 294	100	15 911	49 415	458	148	3
Gold Coast	2 630	26	3 204	13 725	821	192	4
Brisbane	1 950	19	4 675	14 844	417	131	3
Regional Qld	5 652	55	9 071	41 368	623	137	5
Total Qld	10 232	100	16 098	69 937	636	146	4
Adelaide	1 236	49	2 025	7 112	610	174	4
Regional SA	1 289	51	2 975	11 140	433	116	4
Total SA	2 526	100	4 754	18 251	531	138	4
Perth	1 322	45	2 520	9 465	525	140	4
Regional WA	1 645	55	3 027	13 679	544	120	5
Total WA	2 967	100	5 285	23 144	561	128	4
Hobart	450	39	824	3 018	546	149	4
Regional Tas	718	61	1 303	5 352	551	134	4
Total Tas	1 169	100	1 842	8 370	634	140	5
Darwin	525	51	591	3 044	888	173	5
Regional NT	504	49	585	3 014	862	167	5
Total NT	1 029	100	1 057	6 058	974	170	6
Canberra	671	100	1 784	4 865	376	138	3
Total ACT	671	100	1 784	4 865	376	138	3
Total capitals	15 662	43	27 711	92 988	565	168	3
Total regional	20 870	57	41 832	163 685	499	128	4
Total Australia <sup>(c)</sup>	36 532	100	66 446	256 673	550	142	4

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

(b) 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 September 2009, there were 3.0 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.6 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 September 2009

State/Territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
	\$ million										
NSW	6 074	-	1 447	1 315	316	214	117	77	522	4 008	10 082
Vic	3 437	1 567	-	552	560	307	264	62	181	3 493	6 930
Qld	4 680	2 324	1 757	-	376	261	167	133	106	5 125	9 804
SA	1 026	450	559	107	-	127	37	67	np	1 369	2 395
WA	1 963	192	332	127	118	-	20	46	np	855	2 817
Tas	284	275	329	73	86	41	-	np	np	845	1 129
NT	178	132	302	130	117	100	np	-	np	825	1 003
ACT	1	387	87	np	31	np	np	np	-	635	636
Total Australia <sup>(b)</sup>	17 643	5 326	4 813	2 390	1 605	1 071	634	405	912	17 156	34 799

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 September 2009, Queensland residents spent \$4.7 billion on overnight travel within Queensland (intrastate travel). Residents from other States/Territories spent \$5.1 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.3 billion), followed by Victoria (\$1.8 billion) and South Australia (\$376 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 September 2009

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 106	29	2 164	32	1 423	27	390	25	10 082	29
Vic	4 167	20	1 391	21	1 113	21	258	17	6 930	20
Qld	6 376	30	1 715	25	1 282	24	431	28	9 804	28
SA	1 228	6	499	7	518	10	151	10	2 395	7
WA	1 677	8	532	8	424	8	184	12	2 817	8
Tas	774	4	183	3	145	3	28	2	1 129	3
NT	646	3	86	1	192	4	79	5	1 003	3
ACT	256	1	181	3	160	3	38	2	636	2
Total Australia <sup>(c)</sup>	21 232	100	6 751	100	5 257	100	1 559	100	34 799	100

Base: All visitors aged 15 and over.

Figures may not add to the total due to rounding.

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

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

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

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

How to read this table:

Table 28 shows that, during the year ended 30 September 2009, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.7 billion, or 8% of total holiday expenditure in Australia.

# Introduction to the National Visitor Survey

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

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

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 ('000)	Overnight visitors	Visitor nights	Overnight expenditure	Day visitors	Day visitor expenditure	Overseas trips
20	>50	>100	>100	>100	>100	37.5
50	47.5	>100	>100	>50	>100	23.3
80	37.7	>100	>100	>50	>100	18.3
100	33.8	>100	>100	>50	>100	16.3
200	24.0	>50	>100	42.2	>100	11.3
300	19.6	>50	>100	34.6	>100	9.2
500	15.3	45.7	>100	26.9	>100	7.1
1000	10.8	32.4	>100	19.1	>100	4.9
2000	7.7	23.0	>100	13.5	>100	3.4
3000	6.3	18.8	>100	11.1	>100	2.8
5000	4.9	14.6	>100	8.6	>100	2.1
7000	4.2	12.3	>100	7.3	>100	1.8
10000	3.5	10.3	>100	6.1	>50	
20000	2.5	7.3	>50	4.3	>50	
30000	2.0	6.0	>50	3.6	>50	
50000	1.6	4.6	>50	2.8	45.8	
70000	1.3	3.9	49.5	2.3	39.8	
100000	1.1	3.3	41.8	2.0	34.2	
140000	0.9	2.8	35.7	1.7	29.7	
200000	0.8	2.3	30.1	1.4	25.5	
500000	0.5	1.5	19.5	0.9	17.3	
1000000		1.0	14.1		12.9	
2000000			10.1		9.6	
5000000			6.6		6.5	
10000000			4.7		4.9	
20000000			3.4		3.6	
50000000			2.2		2.5	

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

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

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

For users who are familiar with statistical estimation techniques and the use of standard errors, the values in the above table are derived from the following linear regression equation:

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

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

	Overnight visitors	Visitor nights	Overnight expenditure	Day visitors	Day visitor expenditure	Overseas trips
A	0.512561685	1.633627094	3.90523584	1.083439268	3.119586142	-0.100462227
B	-0.493277162	-0.497034255	-0.473357555	-0.494167269	-0.42262391	-0.518776947

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

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

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 \* 4.2%) or more. Therefore, if another estimate is outside the range 6,587,000 to 7,413,000 (+/- 5.9%), we can state that there are 19 chances out of 20 that the apparent movement reflects a true trend in the population.

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

For more information about the use of confidence intervals in the NVS, please contact the Manager, Surveys Section, Tourism Research Australia on 02 6213 6000.

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

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

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

### **Total Domestic Economic Value**

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

### **Visitor nights**

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

### **Example**

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

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

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

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

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

## *State and Territory abbreviations*

NSW	New South Wales
Vic	Victoria
Qld	Queensland
SA	South Australia
WA	Western Australia
Tas	Tasmania
ACT	Australian Capital Territory
NT	Northern Territory

## About Tourism Research Australia

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

Tourism Research Australia is 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 Officer who plays a key role in linking the tourism industry to important tourism research data.

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

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

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

### Online Data Package

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

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

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

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

### Online Student Data Package

Tourism Research Australia has developed an Online Student Data Package. Available to subscribing educational institutions, Online Student Data 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 [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

### **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](#).

Tourism Research Australia

Department of Resources, Energy and Tourism  
GPO Box 1564  
Canberra ACT 2601

[www.tra.australia.com](http://www.tra.australia.com)



**Australian Government**

**Department of Resources, Energy and Tourism**

**Tourism Research Australia**