



# Travel by Australians

**MARCH 2010**

**QUARTERLY RESULTS OF THE  
NATIONAL VISITOR SURVEY**



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



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**Quarterly Results of the  
National Visitor Survey**



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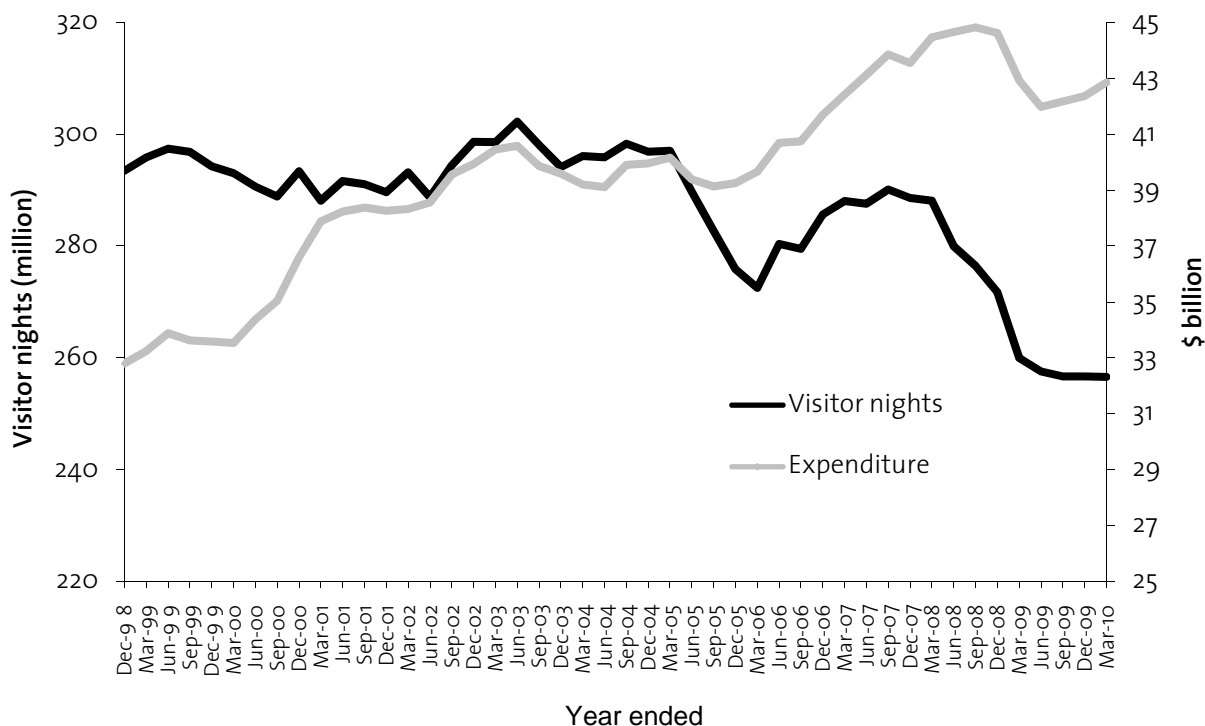
## **MAIN FINDINGS**

## Overnight travel within Australia: Year ended 31 March 2010

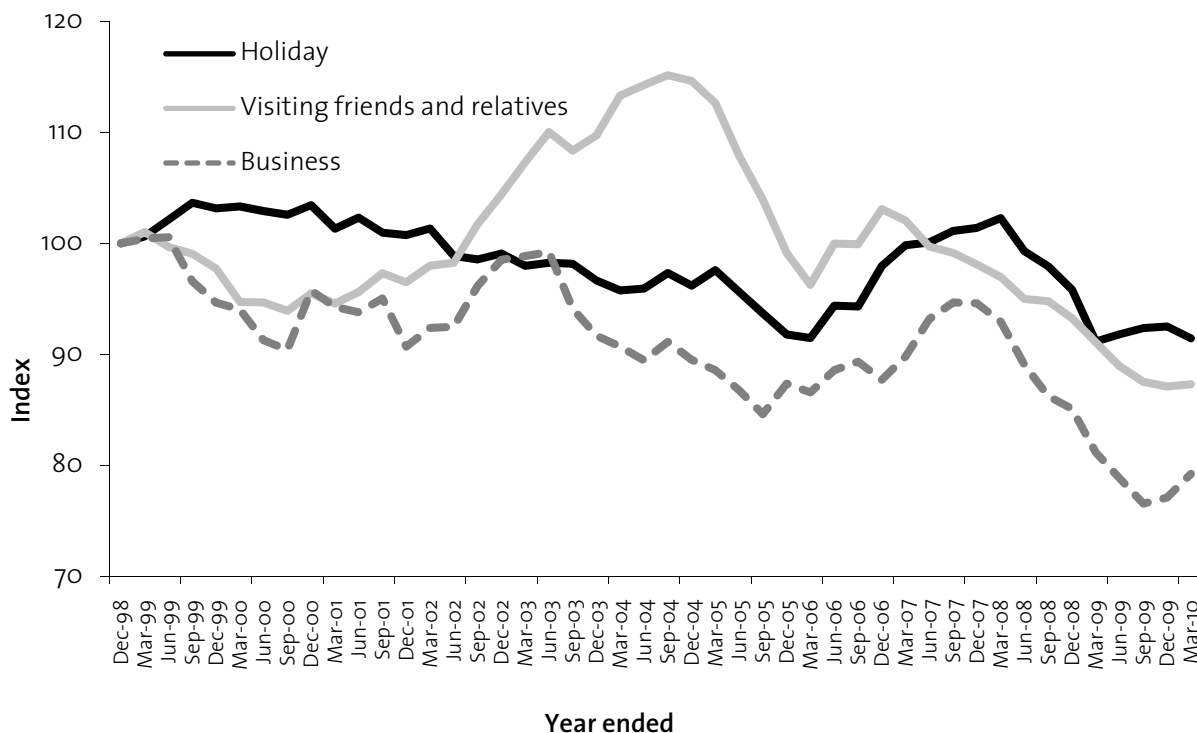
Overnight travel involves a stay away from home for at least one night, at a place at least 40 kilometres from home. A person is an overnight visitor to a location if they stay one or more nights in the location while travelling.

<b>Total trips</b>	There were 66.0 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 3% lower than the number of overnight trips for the equivalent period in 2009.
<b>Visitor nights</b>	Australians spent 257 million nights away from home. This was 1% lower than the number recorded from the equivalent period in 2009.
<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 (34%), followed by Victoria (24%) and Queensland (24%).
<b>State/ Territory nights</b>	New South Wales received the most visitor nights (30%), followed by Queensland (27%) and Victoria (20%).
<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 (36%), 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 (24%).
<b>Expenditure</b>	Expenditure by overnight visitors amounted to \$42.9 billion, steady when compared with the same period in 2009 (Figure 1).

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



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



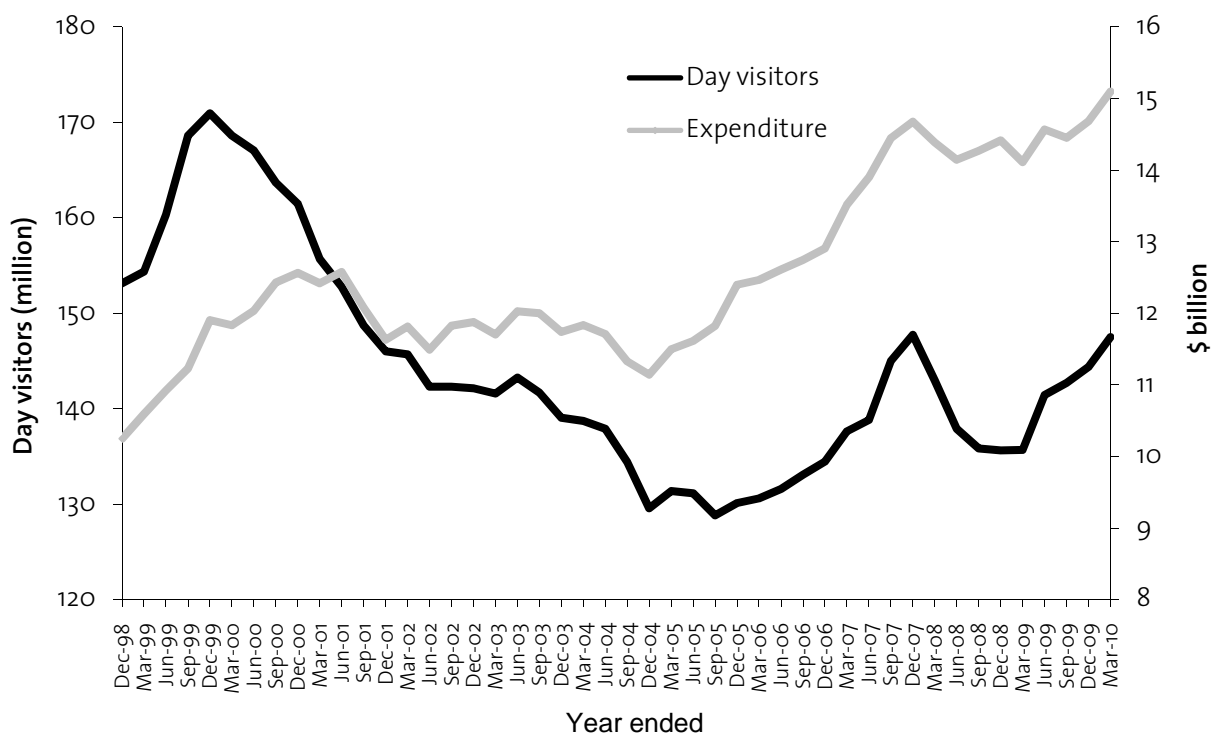
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

## Day trips within Australia: Year ended 31 March 2010

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

<b>Total trips</b>	There were 147.5 million day trips taken in Australia by Australian residents aged 15 years and over. This was 9% higher than the number of day trips for the equivalent period in 2009.
<b>Purpose</b>	The most popular reason for a day trip was holiday (50%), followed by visiting friends and relatives (28%) and business (10%).
<b>State/Territory</b>	New South Wales received the most day visitors (33%), 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 \$15.1 billion compared with \$14.1 billion for the same period in 2009 (Figure 3).

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



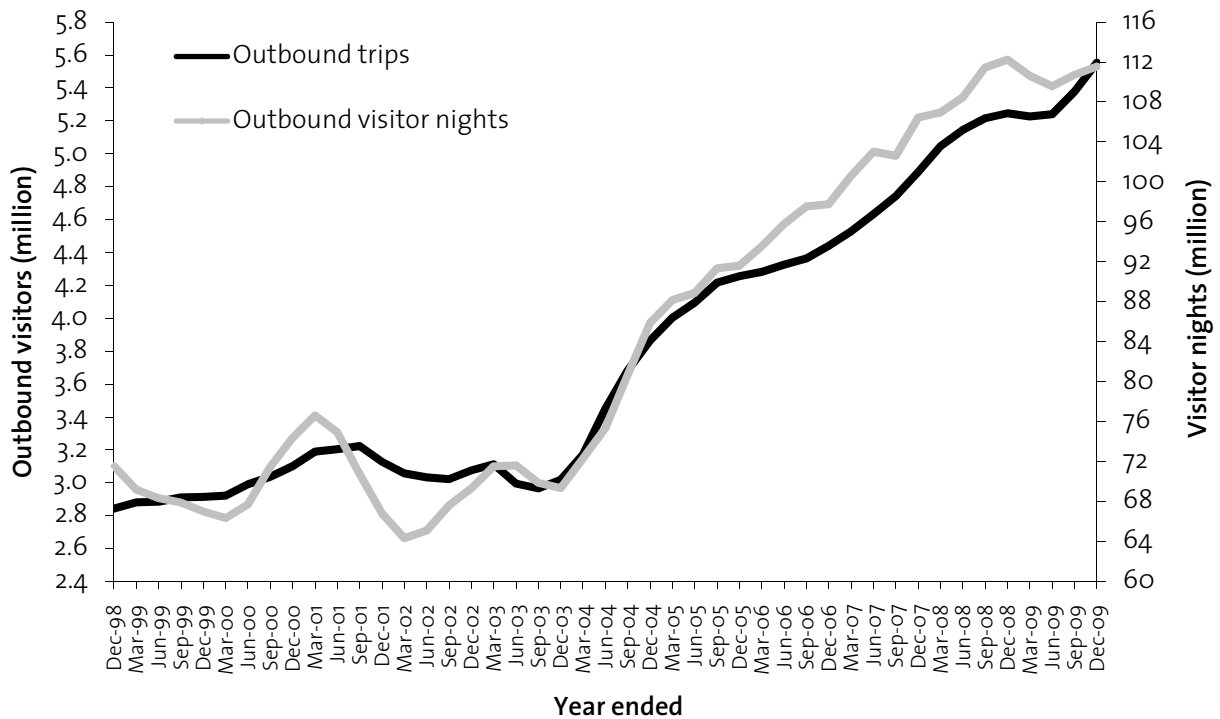
## Outbound travel by Australians: Year ended 31 December 2009

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

- Total trips**                      Australians aged 15 years and over took 5.6 million international trips (Figure 4).
- Nights**                              Australians spent 112 million nights away on outbound travel. This is an average of 20 nights abroad for each overseas trip.
- Countries**                        The most popular international destination was New Zealand (16%), followed by the USA and Canada (11%), Indonesia (9%) and the United Kingdom (7%).
- Purpose**                              The most popular reason for outbound travel was holiday (55%), followed by visiting friends and relatives (25%) and business (18%).

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



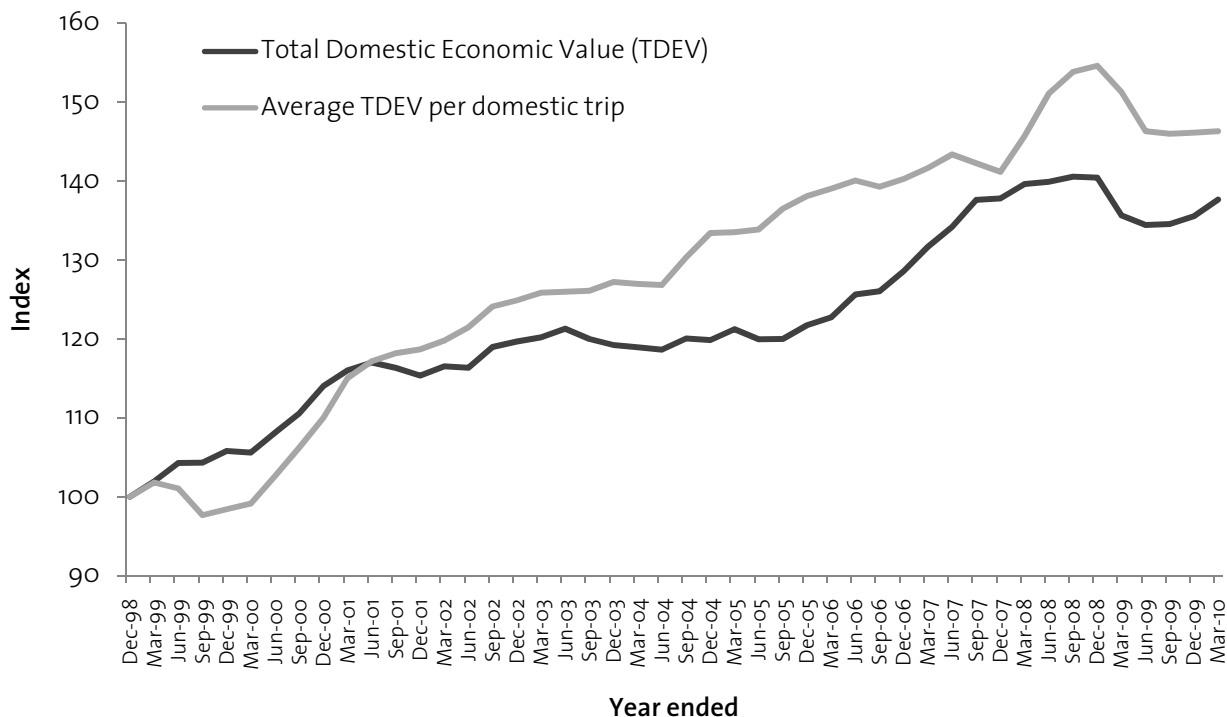
## Total Domestic Economic Value (TDEV)

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 31 March 2010, the total economic value of domestic tourism increased by 1%, or \$937 million (in nominal terms), to reach \$64.3 billion. Average TDEV per trip (overnight and day trips combined) decreased over that period, by 3% (in nominal terms) to \$301.

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



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

## Regional expenditure: Year ended 31 March 2010

<b>Total expenditure</b>	For the year ended 31 March 2010, modelled overnight expenditure decreased 0.2% to \$42.9 billion and modelled day expenditure increased 7% to \$15.1 billion compared with the same period in 2009.
<b>States/Territories</b>	Spending by domestic overnight visitors was highest in New South Wales (\$12.2 billion, down 0.5%), followed by Queensland (\$11.7 billion, down 0.2%) and Victoria (\$8.4 billion, down 3%). Spending by domestic day visitors was highest in New South Wales (\$5 billion, up 11%), followed by Victoria (\$3.8 billion, up 5%) and Queensland (\$3.4 billion, up 9%).
<b>Regional expenditure</b>	Over half of expenditure by both domestic overnight visitors (54%) and domestic day visitors (55%) was spent in regional areas of Australia (\$23 billion and \$8.3 billion respectively). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (63% of their total), followed by Tasmania (62%) and Queensland (57%). For domestic day visitors, Tasmania relied most on expenditure in regional areas (73%), followed by New South Wales (62%).
<b>Tourism regions</b>	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$4.6 billion), followed by Sydney (\$4.5 billion). For domestic day visitors, expenditure was highest in Sydney (\$1.9 billion), followed by Melbourne (\$1.6 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Tropical North Queensland (\$1.8 billion), followed by the Sunshine Coast (\$1.7 billion), Mid North Coast (\$1.5 billion) and South Coast (\$1.3 billion). For domestic day visitors, expenditure was highest in the Hunter (\$476 million), Sunshine Coast (\$436 million), Mid North Coast (\$431 million) and South Coast (\$418 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 (\$1,198), followed by Tropical North Queensland (\$1,185) and the Snowy Mountains (\$941). For domestic day visitors, expenditure per visitor was highest in Canberra (\$180), followed by Adelaide (\$130), New England North West (\$127) and Mid North Coast (\$117).
<b>Expenditure per night</b>	The highest average expenditure per night was in the Snowy Mountains (\$259), followed by Melbourne (\$251), Adelaide (\$241), Sydney (\$228), Darwin (\$218) and Gold Coast (\$213).
<b>Intrastate and interstate expenditure</b>	<p>For the year ended 31 March 2010, interstate visitor expenditure increased 3% to \$17.7 billion and intrastate visitor expenditure decreased 4% to \$17.4 billion.</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.3 billion), followed by Queensland (\$4.4 billion) and Victoria (\$3.4 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.2 billion), followed by New South Wales (\$4 billion) and Victoria (\$3.5 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.6 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.4 billion), followed by Victoria (\$1.6 billion). Victorian residents spent \$5 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 62% of both domestic overnight and day expenditure in Australia (\$21.7 billion, up 4% and \$8.4 billion, up 10% respectively).</p> <p>Queensland received the most expenditure from domestic overnight visitors travelling for the purpose of holiday (\$6.4 billion), followed by New South Wales (\$6.2 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.6 billion), followed by Queensland and Victoria (both \$2.1 billion).</p>

## TABLES

Table 1

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

March quarter 2010 and year ended 31 March 2010

	Visitors		Visitor nights	
	'000	%	'000	%
March quarter 2010				
Visitors to:				
New South Wales	6 123	35	23 813	33
Victoria	4 506	26	16 035	22
Queensland	3 650	21	16 552	23
South Australia	1 152	7	4 573	6
Western Australia	1 216	7	5 830	8
Tasmania <sup>(a)</sup>	602	3	3 395	5
Northern Territory	166	1	784	1
Australian Capital Territory	612	4	1 707	2
Purpose of visit <sup>(b)</sup>				
Holiday	8 776	50	39 419	54
Visiting friends and relatives	5 616	32	22 566	31
Business	2 671	15	8 084	11
Other	829	5	2 574	4
Total <sup>(c)</sup>	17 459	100	72 689	100
Year ended 31 March 2010				
Visitors to:				
New South Wales	22 692	34	76 685	30
Victoria	15 856	24	50 044	20
Queensland	15 531	24	69 857	27
South Australia	4 663	7	17 602	7
Western Australia	4 927	7	21 999	9
Tasmania <sup>(a)</sup>	1 930	3	8 946	3
Northern Territory	1 023	2	6 269	2
Australian Capital Territory	1 834	3	5 067	2
Purpose of visit <sup>(b)</sup>				
Holiday	29 925	45	127 637	50
Visiting friends and relatives	21 810	33	77 625	30
Business	12 390	19	36 994	14
Other	3 401	5	11 706	5
Total <sup>(c)</sup>	65 997	100	256 596	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 March quarter 2010, 4,506,000 people visited destinations in Victoria and stayed for 16,035,000 nights, while during the year ended 31 March 2010, visitors whose main purpose was visiting friends and/or relatives totalled 77,625,000 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									
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	5 650
December quarter	1 868	1 387	1 323	516	294	219	136	na	5 822
2010									
March quarter	1 804	1 268	1 235	374	276	275	88	na	5 671
Year ended 31 March									
2009	7 450	5 451	5 226	1 764	1 001	801	643	na	23 101
2010	7 071	5 262	5 093	1 770	1 018	934	652	na	22 432
Intrastate visitors									
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	10 468
December quarter	4 158	2 364	2 497	744	925	230	64	na	10 640
2010									
March quarter	4 319	3 238	2 415	778	941	327	78	na	11 788
Year ended 31 March									
2009	15 752	10 530	10 835	3 010	4 569	1 010	432	na	44 705
2010	15 621	10 594	10 438	2 892	3 909	996	371	na	43 565
Total visitors									
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
December quarter	6 026	3 751	3 820	1 260	1 220	449	201	414	16 462
2010									
March quarter	6 123	4 506	3 650	1 152	1 216	602	166	612	17 459
Year ended 31 March									
2009	23 201	15 981	16 061	4 773	5 570	1 812	1 076	1 975	67 807
2010	22 692	15 856	15 531	4 663	4 927	1 930	1 023	1 834	65 997

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 31 March 2010, there were 3,909,000 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									
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
December quarter	7 517	5 836	8 374	2 657	2 080	1 408	1 062	na	30 014
2010									
March quarter	8 574	5 800	7 052	2 032	1 904	2 369	577	na	30 016
Year ended 31 March									
2009	30 222	21 868	32 029	9 017	8 806	5 631	5 262	na	117 906
2010	28 884	21 304	32 972	9 035	7 708	6 376	5 092	na	116 369
Intrastate visitor nights									
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
December quarter	12 492	6 121	8 652	2 117	3 088	569	274 *	na	33 365
2010									
March quarter	15 239	10 235	9 500	2 541	3 926	1 026	207 *	na	42 673
Year ended 31 March									
2009	48 659	27 186	36 377	8 891	17 151	2 444	1 281	na	142 078
2010	47 801	28 739	36 885	8 567	14 290	2 570	1 177	na	140 227
Total visitor nights									
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
December quarter	20 008	11 957	17 027	4 774	5 168	1 978	1 336	1 081	63 379
2010									
March quarter	23 813	16 035	16 552	4 573	5 830	3 395	784	1 707	72 689
Year ended 31 March									
2009	78 881	49 054	68 407	17 908	25 957	8 076	6 542	5 086	259 984
2010	76 685	50 044	69 857	17 602	21 999	8 946	6 269	5 067	256 596

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 31 March 2010, a total of 69,857,000 visitor nights were spent in Queensland, while during the March quarter 2010, 7,052,000 nights were spent in Queensland by interstate visitors.

**Table 4**  
**Overnight visitors: State/Territory visited by main purpose of visit**  
 Year ended 31 March 2010

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	2 863	29	2 315	31	1 782	29	298	31	7 071	32
Vic	2 000	20	1 643	22	1 542	25	204	21	5 262	23
Qld	2 391	24	1 612	22	1 033	17	188	20	5 093	23
SA	675	7	526	7	507	8	81	8	1 770	8
WA	334	3	330	4	393	6	31 *	3 *	1 018	5
Tas <sup>(b)</sup>	529	5	279	4	155	3	15 *	2 *	934	4
NT	348	4	115	2	170	3	31 *	3 *	652	3
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
Total interstate visitors <sup>(d)</sup>										
	9 780	100	7 397	100	6 079	100	959	100	22 432	100
Intrastate visitors to:										
NSW	7 405	35	5 489	37	2 113	32	886	35	15 621	36
Vic	5 478	26	3 518	24	1 118	17	550	22	10 594	24
Qld	4 587	21	3 418	23	1 962	30	603	24	10 438	24
SA	1 459	7	912	6	349	5	214	8	2 892	7
WA	1 814	8	1 201	8	708	11	227	9	3 909	9
Tas <sup>(b)</sup>	502	2	259	2	186	3	50 *	2 *	996	2
NT	145	1	30 *	0 *	173	3	23 *	1 *	371	1
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors <sup>(d)</sup>										
	21 405	100	14 831	100	6 613	100	2 553	100	43 565	100
Total visitors to:										
NSW	10 268	34	7 804	36	3 896	31	1 185	35	22 692	34
Vic	7 478	25	5 161	24	2 660	21	754	22	15 856	24
Qld	6 979	23	5 030	23	2 995	24	791	23	15 531	24
SA	2 135	7	1 438	7	856	7	295	9	4 663	7
WA	2 149	7	1 531	7	1 100	9	258	8	4 927	7
Tas <sup>(b)</sup>	1 030	3	538	2	341	3	65	2	1 930	3
NT	493	2	145	1	344	3	54	2	1 023	2
ACT <sup>(c)</sup>	651	2	582	3	497	4	111	3	1 834	3
Total <sup>(d)</sup>	29 925	100	21 810	100	12 390	100	3 401	100	65 997	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 31 March 2010, 31% of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 29,925,000 visitors travelled for holiday purposes.

Table 5  
 Visitor nights: State/Territory visited by main purpose of visit  
 March quarter 2010 and year ended 31 March 2010

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
March quarter 2010										
Visitor nights in:										
NSW	13 488	34	7 600	34	1 765	22	941	37	23 813	33
Vic	9 578	24	4 518	20	1 411	17	529	21	16 035	22
Qld	7 621	19	5 599	25	2 760	34	571	22	16 552	23
SA	2 557	6	1 389	6	415 *	5 *	208 *	8 *	4 573	6
WA	2 661	7	1 967	9	993	12	207 *	8 *	5 830	8
Tas <sup>(b)</sup>	2 448	6	678	3	186 *	2 *	64 **	2 **	3 395	5
NT	345 *	1 *	196 *	1 *	235 *	3 *	7 **	0 **	784	1
ACT	722	2	618	3	319 *	4 *	48 **	2 **	1 707	2
Total <sup>(c)</sup>	39 419	100	22 566	100	8 084	100	2 574	100	72 689	100
Year ended 31 March 2010										
Visitor nights in:										
NSW	38 200	30	25 338	33	9 260	25	3 482	30	76 685	30
Vic	25 353	20	15 506	20	6 502	18	2 338	20	50 044	20
Qld	34 998	27	20 089	26	10 407	28	3 203	27	69 857	27
SA	8 702	7	5 048	7	2 610	7	1 030	9	17 602	7
WA	9 811	8	6 278	8	4 737	13	898	8	21 999	9
Tas <sup>(b)</sup>	5 481	4	2 258	3	971	3	206 *	2 *	8 946	3
NT	3 321	3	1 116	1	1 394	4	237 *	2 *	6 269	2
ACT	1 706	1	1 991	3	1 051	3	311 *	3 *	5 067	2
Total <sup>(c)</sup>	127 637	100	77 625	100	36 994	100	11 706	100	256 596	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 31 March 2010, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 971,000 nights, while during the March quarter 2010, Victoria accounted for 20% of visitor nights where the main purpose of visit was visiting friends and/or relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
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
December quarter	6 959	42	5 718	35	3 318	20	887	5	16 462	100
2010										
March quarter	8 776	50	5 616	32	2 671	15	829	5	17 459	100
Year ended 31 March										
2009	30 244	45	22 542	33	13 195	19	3 184	5	67 807	100
2010	29 925	45	21 810	33	12 390	19	3 401	5	65 997	100
Visitor nights										
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
December quarter	29 152	46	20 086	32	10 484	17	2 819	4	63 379	100
2010										
March quarter	39 419	54	22 566	31	8 084	11	2 574	4	72 689	100
Year ended 31 March										
2009	127 244	49	80 969	31	37 896	15	10 391	4	259 984	100
2010	127 637	50	77 625	30	36 994	14	11 706	5	256 596	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 March quarter 2010, 2,671,000 visitors were travelling for business purposes and they stayed a total of 8,084,000 nights.

Table 7

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

March quarter 2010 and year ended 31 March 2010

	State/Territory of origin							Total	
	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT		ACT
'000									
March quarter 2010									
Visitors to:									
NSW	4 319	592	646	142	62	29 *	15 *	320	6 123
Vic	631	3 238	235	181	62	81	15 *	64	4 506
Qld	759	289	2 415	84	28 *	19 *	15 *	41 *	3 650
SA	102	188	32 *	778	29 *	7 **	12 *	3 **	1 152
WA	99	72	52 *	37 *	941	3 **	8 **	6 **	1 216
Tas <sup>(a)</sup>	91	103	25 *	17 *	17 *	327	5 **	19 *	602
NT	24 *	23 *	22 *	11 **	4 **	4 **	78	0 **	166
ACT	377	135	56	23 *	14 *	5 **	2 **	0 **	612
Total <sup>(b)</sup>	6 403	4 640	3 481	1 273	1 156	475	148	452	17 459
Year ended 31 March 2010									
Visitors to:									
NSW	15 621	2 583	2 482	488	232	141	54	1 091	22 692
Vic	2 511	10 594	971	872	270	340	67	231	15 856
Qld	2 874	1 415	10 438	303	166	105	86	145	15 531
SA	458	910	152	2 892	112	40 *	61	38 *	4 663
WA	317	289	187	139	3 909	25 *	43 *	19 *	4 927
Tas <sup>(a)</sup>	243	409	129	71	43 *	996	13 *	26 *	1 930
NT	142	195	120	100	60	15 *	371	20 *	1 023
ACT	1 172	331	169	61	50 *	24 *	10 **	17 *	1 834
Total <sup>(b)</sup>	23 340	16 726	14 647	4 928	4 844	1 686	705	1 587	65 997

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

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

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

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

How to read this table:

Table 7 shows that, during the year ended 31 March 2010, 105,000 visitors to Queensland were residents of Tasmania, while during the March quarter 2010, 327,000 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**  
 March quarter 2010 and year ended 31 March 2010

	Origin of visitors		Population <sup>(a)</sup>		Visitor rate <sup>(b)</sup>
	'000	%	'000	%	
March quarter 2010					
State/Territory of residence					
New South Wales	6 403	37	5 724	33	1.1
Victoria	4 640	27	4 274	25	1.1
Queensland	3 481	20	3 458	20	1.0
South Australia	1 273	7	1 292	7	1.0
Western Australia	1 156	7	1 738	10	0.7
Tasmania <sup>(c)</sup>	475	3	400	2	1.2
Northern Territory	148	1	163	1	0.9
Australian Capital Territory	452	3	273	2	1.7
Total	17 459	100	17 322	100	1.0
Year ended 31 March 2010					
State/Territory of residence					
New South Wales	23 340	35	5 724	33	4.1
Victoria	16 726	25	4 274	25	3.9
Queensland	14 647	22	3 458	20	4.2
South Australia	4 928	7	1 292	7	3.8
Western Australia	4 844	7	1 738	10	2.8
Tasmania <sup>(c)</sup>	1 686	3	400	2	4.2
Northern Territory	705	1	163	1	4.3
Australian Capital Territory	1 587	2	273	2	5.8
Total	65 997	100	17 322	100	3.8

(a) Population figures are as of 31 March 2010.

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

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

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

**How to read this table:**

Table 8 shows that, during the year ended 31 March 2010, Northern Territory residents took 705,000 overnight trips. The visitor rate shows that this is an average of 4.3 trips per Northern Territory resident.

**Table 9**  
**Overnight visitors: Duration of visit by State/Territory visited**  
 Year ended 31 March 2010

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Duration of visit <sup>(c)</sup>									
1 night	6 407	4 873	3 731	1 226	1 208	434	160	609	18 479
2 nights	6 259	4 443	3 325	1 127	1 168	421	185	594	17 457
3 nights	3 389	2 480	2 392	704	677	298	133	245	10 275
4-7 nights	4 861	3 107	4 154	1 181	1 182	443	329	316	15 386
8-14 nights	1 452	732	1 344	314	506	265	160	47 *	4 767
15-21 nights	222	138	350	66	107	45 *	27 *	19 *	965
22 nights or more	102	83	233	44 *	79	24 *	29 *	3 **	582
Total	22 692	15 856	15 531	4 663	4 927	1 930	1 023	1 834	65 997
Average duration of visit	3	4	3	4	4	6	5	3	4
Median duration of visit <sup>(d)</sup>	2	2	3	3	3	2	2	2	2
	%								
Duration of visit <sup>(c)</sup>									
1 night	28	31	24	26	25	22	16	33	28
2 nights	28	28	21	24	24	22	18	32	26
3 nights	15	16	15	15	14	15	13	13	16
4-7 nights	21	20	27	25	24	23	32	17	23
8-14 nights	6	5	9	7	10	14	16	3 *	7
15-21 nights	1	1	2	1	2	2 *	3 *	1 *	1
22 nights or more	0	1	2	1 *	2	1 *	3 *	0 **	1
Total	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 9 shows that, during the year ended 31 March 2010, 1,226,000 or 26% of all overnight visitors to South Australia stayed for 1 night only.

Table 10  
Overnight visitors: Accommodation used by State/Territory visited  
Year ended 31 March 2010

	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	8 165	5 451	5 763	1 452	1 564	788	515	890	23 761
Guest house or bed & breakfast	366	336	100	97	96	99	3 **	8 **	1 103
Rented house, apartment, flat or unit	1 838	1 120	1 739	359	420	204	56	64	5 761
Caravan park or commercial camping ground	1 993	1 346	1 037	613	442	146	141	58	5 396
Caravan or camping on private property	957	608	710	257	320	109	147	46 *	3 053
Friend's or relative's property	8 910	6 233	6 024	1 727	1 975	653	199	726	26 123
Own property (e.g. holiday house)	680	831	284	211	152	68	8 **	15 *	2 246
Other	717	500	812	173	271	111	76	41 *	2 658
Total <sup>(d)</sup>	22 692	15 856	15 531	4 663	4 927	1 930	1 023	1 834	65 997
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	36	34	37	31	32	41	50	49	36
Guest house or bed & breakfast	2	2	1	2	2	5	0 **	0 **	2
Rented house, apartment, flat or unit	8	7	11	8	9	11	5	3	9
Caravan park or commercial camping ground	9	8	7	13	9	8	14	3	8
Caravan or camping on private property	4	4	5	6	6	6	14	3 *	5
Friend's or relative's property	39	39	39	37	40	34	19	40	40
Own property (e.g. holiday house)	3	5	2	5	3	4	1 **	1 *	3
Other	3	3	5	4	6	6	7	2 *	4
Total <sup>(d)</sup>	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 10 shows that, during the year ended 31 March 2010, 1,037,000 or 7% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

**Table 11**  
**Visitor nights: Accommodation used by State/Territory visited**  
Year ended 31 March 2010

	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	19 741	12 626	20 595	4 239	5 102	2 622	2 001	1 881	68 917
Guest house or bed & breakfast	836	697	276 *	237 *	296 *	293 *	5 **	11 **	2 650
Rented house, apartment, flat or unit	8 150	3 867	10 224	1 448	1 752	1 056	360 *	167 *	27 023
Caravan park or commercial camping ground	9 161	5 702	6 862	3 063	2 859	896	909	176 *	29 627
Caravan or camping on private property	3 500	1 863	2 420	1 060	1 141	410 *	609	120 *	11 123
Friend's or relative's property	29 649	19 428	23 395	5 791	7 912	2 670	1 672	2 521	93 054
Own property (e.g. holiday house)	2 728	3 113	1 363	646	674	312 *	38 **	42 **	8 915
Other	2 407	2 317	3 403	793	1 873	574	402 *	142 *	11 911
Total <sup>(d)</sup>	76 685	50 044	69 857	17 602	21 999	8 946	6 269	5 067	256 596
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	26	25	29	24	23	29	32	37	27
Guest house or bed & breakfast	1	1	0 *	1 *	1 *	3 *	0 **	0 **	1
Rented house, apartment, flat or unit	11	8	15	8	8	12	6 *	3 *	11
Caravan park or commercial camping ground	12	11	10	17	13	10	14	3 *	12
Caravan or camping on private property	5	4	3	6	5	5 *	10	2 *	4
Friend's or relative's property	39	39	33	33	36	30	27	50	36
Own property (e.g. holiday house)	4	6	2	4	3	3 *	1 **	1 **	3
Other	3	5	5	5	9	6	6 *	3 *	5
Total <sup>(d)</sup>	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

**How to read this table:**

Table 11 shows that, during the year ended 31 March 2010, 27% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,521,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

Table 12  
Overnight visitors: State/Territory visited by main transport used  
Year ended 31 March 2010

	Air transport	Private vehicle	Other transport	Total <sup>(a)</sup>
	'000			
Interstate visitors to:				
NSW	3 026	3 743	474	7 071
Vic	3 430	1 727	413	5 262
Qld	3 544	1 509	452	5 093
SA	980	709	150	1 770
WA	935	112	140	1 018
Tas <sup>(b)</sup>	768	153	298	934
NT	494	125	120	652
ACT <sup>(c)</sup>	na	na	na	na
Total interstate visitors <sup>(d)</sup>	13 644	9 329	2 158	22 432
Intrastate visitors to:				
NSW	677	13 802	1 228	15 621
Vic	87	9 630	877	10 594
Qld	1 127	8 585	842	10 438
SA	94	2 660	149	2 892
WA	475	3 216	251	3 909
Tas <sup>(b)</sup>	7 **	909	74	996
NT	82	257	36 *	371
ACT <sup>(c)</sup>	na	na	na	na
Total intrastate visitors <sup>(d)</sup>	2 554	39 076	3 456	43 565
Total visitors to:				
NSW	3 703	17 545	1 702	22 692
Vic	3 517	11 356	1 290	15 856
Qld	4 671	10 094	1 294	15 531
SA	1 074	3 369	299	4 663
WA	1 410	3 327	391	4 927
Tas <sup>(b)</sup>	775	1 062	372	1 930
NT	576	383	155	1 023
ACT	467	1 269	112	1 834
Total <sup>(d)</sup>	15 810	46 865	5 413	65 997

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 12 shows that, during the year ended 31 March 2010, 9,329,000 overnight visitors used a private vehicle when travelling interstate, while 2,554,000 visitors used air transport when travelling intrastate.

Table 13

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

Year ended 31 March 2010

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 171.6	38.3 *	172.4	68.1	1 450.4
Taxis	144.6	64.6	235.4	14.0 *	458.6
Airline fares	1 853.2	1 441.2	1 525.7	131.0	4 951.1
Organised tours, side trips	447.3	26.8 *	38.0 *	12.9 *	525.0
Car hire costs	500.6	180.4	203.1	37.7 *	921.8
Fuel (petrol, diesel)	2 256.4	1 201.3	725.6	183.6	4 366.8
Vehicle maintenance or repairs	164.5	27.1 *	24.7 *	8.7 *	225.0
Other long distance transport costs	175.6	65.3	25.2 *	11.0 *	277.1
Other local transport costs	117.6	42.0 *	19.6 *	7.5 *	186.7
Accommodation	7 216.6	1 093.8	1 799.9	284.2	10 394.5
Takeaway & restaurant meals	3 670.0	1 433.6	1 059.3	204.7	6 367.6
Groceries etc for self-catering	1 753.4	637.1	178.3	77.5	2 646.3
Alcohol and drinks (not elsewhere included)	1 512.3	645.0	317.2	47.9 *	2 522.4
Shopping, gifts, souvenirs	2 489.8	1 337.4	539.2	216.9	4 583.2
Entertainment, museums, movies, zoos etc	1 085.3	197.1	51.4	15.1 *	1 348.8
Horse racing, gambling, casinos	167.8	34.6 *	30.7 *	3.8 **	236.8
Conference fees	4.5 **	1.7 **	185.5	1.9 **	193.6
Education, course fees	11.1 *	4.8 **	24.7 *	20.6 *	61.2
Other expenditure on trip	524.2	159.2	128.6	136.1	948.2
Total <sup>(a)</sup>	25 437.5	8 648.5	7 284.3	1 483.1	42 853.4

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

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

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

How to read this table:

Table 13 shows that, during the year ended 31 March 2010, overnight holiday visitors spent a total of \$1,853.2 million on airline fares. The total expenditure for all overnight visitors for the same period was \$42.9 billion.

Table 14  
Day visitors: State/Territory visited by main purpose of visit  
March quarter 2010 and year ended 31 March 2010

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
March quarter 2010										
Day visitors to:										
NSW	6 291	32	3 553	34	1 174	32	1 589	34	12 608	33
Vic	5 167	27	2 863	27	916	25	1 039	22	9 985	26
Qld	4 025	21	2 142	20	894	25	1 224	26	8 286	22
SA	1 264	7	717	7	206	6	321	7	2 508	7
WA	1 641	8	930	9	271	7	264	6	3 106	8
Tas	704	4	260	2	86 *	2 *	110 *	2 *	1 160	3
NT	186	1	21 **	0 **	24 **	1 **	5 **	0 **	235	1
ACT	130 *	1 *	35 *	0 *	73 *	2 *	72 *	2 *	310	1
Total <sup>(a)</sup>	19 408	100	10 521	100	3 644	100	4 624	100	38 197	100
Year ended 31 March 2010										
Day visitors to:										
NSW	23 319	32	14 594	35	5 092	34	5 457	33	48 463	33
Vic	19 033	26	11 495	27	3 405	23	4 371	26	38 305	26
Qld	16 480	22	8 332	20	3 361	23	3 868	23	32 040	22
SA	5 282	7	2 698	6	834	6	1 104	7	9 918	7
WA	6 006	8	3 350	8	1 266	9	1 162	7	11 784	8
Tas	2 451	3	1 084	3	419	3	566	3	4 519	3
NT	751	1	95 *	0 *	161	1	68 *	0 *	1 074	1
ACT	671	1	321	1	238	2	168	1	1 399	1
Total <sup>(a)</sup>	73 993	100	41 969	100	14 776	100	16 763	100	147 501	100

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

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

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

How to read this table:

Table 14 shows that, during the year ended 31 March 2010, there were a total of 147,501,000 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								
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
December quarter	12 062	9 996	7 779	2 360	3 124	1 235	246	456	37 257
2010									
March quarter	12 608	9 985	8 286	2 508	3 106	1 160	235	310	38 197
Year ended 31 March									
2009	43 474	34 604	29 743	9 500	11 819	4 137	925	1 479	135 682
2010	48 463	38 305	32 040	9 918	11 784	4 519	1 074	1 399	147 501

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

How to read this table:

Table 15 shows that, during the year ended 31 March 2010, destinations in New South Wales had 48,463,000 day visitors, while during the March quarter 2010, destinations in the Australian Capital Territory had 310,000 day visitors.

Table 16

## Day visitors: State/Territory visited by main transport used

Year ended 31 March 2010

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	448	43 046	4 968	48 463
Victoria	332	34 449	3 525	38 305
Queensland	160	30 277	1 604	32 040
South Australia	96 *	9 440	382	9 918
Western Australia	80 *	10 808	895	11 784
Tasmania	23 **	4 323	173	4 519
Northern Territory	32 *	981	60 *	1 074
Australian Capital Territory	55 *	1 258	85 *	1 399
Total <sup>(a)</sup>	1 226	134 583	11 692	147 501

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

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

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

## How to read this table:

Table 16 shows that, during the year ended 31 March 2010, 160,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 1,074,000 day visitors during the same period.

Table 17  
Expenditure by day visitors: Items of expenditure by main purpose of visit  
Year ended 31 March 2010

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	24.7	1.1 **	2.1 **	2.5 **	30.4
Taxis	7.6 *	6.6 *	30.2	7.6 *	52.0
Airline fares	35.2	28.3	84.2	16.8 *	164.5
Organised tours, side trips	34.3	9.4 *	0.5 **	11.5 *	55.6
Car hire costs	34.5	19.2 *	10.5 *	3.8 *	68.0
Fuel (petrol, diesel)	1 754.9	1 061.2	400.9	438.9	3 656.0
Vehicle maintenance or repairs	60.8	45.2	16.6 *	95.2	217.9
Other long distance transport costs	39.9	10.0 *	13.8 *	10.9 *	74.5
Other local transport costs	67.8	17.9 *	11.3 *	14.7 *	111.8
Takeaway & restaurant meals	1 906.8	747.0	220.7	233.0	3 107.5
Groceries etc for self-catering	500.9	211.0	31.1	105.8	848.8
Alcohol and drinks (not elsewhere included)	482.9	248.8	32.2	27.3	791.2
Shopping, gifts, souvenirs	3 191.7	567.4	113.4	355.3	4 227.8
Entertainment, museums, movies, zoos, etc	601.7	56.9	10.6 *	15.5 *	684.7
Horse racing, gambling, casinos	71.4	19.9 *	1.3 **	8.3 *	100.8
Conference fees	2.5 **	1.2 **	33.1	15.0 *	51.8
Education, course fees	10.8 *	19.5 *	11.3 *	16.0 *	57.6
Other expenditure on trip	281.1	69.6	51.5	392.0	794.2
Total <sup>(a)</sup>	9 109.7	3 140.2	1 075.2	1 770.2	15 095.2

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

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

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

How to read this table:

Table 17 shows that, during the year ended 31 March 2010, day visitors spent \$68.0 million on car hire.

The overall total spent by day visitors during the same period was \$15.1 billion.

Table 18  
 Australians travelling overseas: Visitors and average number of nights  
 per trip by main destination and purpose of trip  
 Year ended 31 December 2009<sup>(a)</sup>

	Visitors <sup>(b)</sup>		Average nights per trip
	'000	%	
<b>Main destination</b>			
United Kingdom	405	7	34
Other Europe	512	9	35
New Zealand	906	16	11
USA and Canada	592	11	23
Hong Kong	192	3	13
Singapore	221	4	11
Malaysia	208	4	16
Indonesia	473	9	12
Thailand	355	6	15
China	244	4	23
Other Asia	678	12	23
Other countries	767	14	20
<b>Purpose of visit <sup>(c)</sup></b>			
Holiday	3 046	55	19
Visiting friends and relatives	1 403	25	25
Business	973	18	13
Other	131	2	37
<b>Total</b>	<b>5 553</b>	<b>100</b>	<b>20</b>

(a) Data for outbound trips is presented for the year ended 31 December 2009 due to the three month recall period in the National Visitor Survey.

(b) Source for visitors by main destination: Australian Bureau of Statistics.

(c) See Glossary for information about what is included in each purpose of visit category.

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

How to read this table:

Table 18 shows that, of the Australians who travelled overseas for the year ended 31 December 2009, 7% had the United Kingdom as their main destination, staying overseas on average for 34 nights.

**Table 19**  
**Total Domestic Economic Value (TDEV)**  
 Year ended 31 March 2000–2010

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
\$ million				
2000	11 832	33 529	45 361	49 297
2001	12 418	37 883	50 302	54 163
2002	11 815	38 322	50 137	54 395
2003	11 703	40 451	52 153	56 108
2004	11 835	39 201	51 036	55 523
2005	11 497	40 164	51 660	56 590
2006	12 465	39 655	52 120	57 295
2007	13 514	42 420	55 934	61 464
2008	14 384	44 466	58 850	65 178
2009	14 109	42 922	57 032	63 324
2010	15 095	42 853	57 949	64 260

Note: Data in nominal terms.

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

Source: Tourism Research Australia, Canberra

How to read this table:

Table 19 shows that, domestic day expenditure for the year ended 31 March 2006 was \$12.5 billion and Total Domestic Economic Value for the year ended 31 March 2010 was \$64.3 billion.

Table 20

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

Year ended 31 March 2010

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	1 915	13	17 103	112
2	Melbourne	Vic	1 623	11	14 311	113
3	Brisbane	Qld	1 079	7	10 695	101
4	Experience Perth	WA	763	5	8 251	92
5	Gold Coast	Qld	597	4	5 576	107
6	Hunter	NSW	476	3	5 047	94
7	Sunshine Coast	Qld	436	3	5 015	87
8	Mid North Coast	NSW	431	3	3 685	117
9	South Coast	NSW	418	3	5 107	82
10	Adelaide	SA	396	3	3 043	130
11	Northern Rivers	NSW	320	2	3 298	97
12	Darling Downs	Qld	291	2	2 740	106
13	Central Coast	NSW	290	2	3 437	84
14	Central NSW	NSW	265	2	2 312	115
15	Australia's South West	WA	265	2	2 304	115
16	Geelong	Vic	264	2	2 901	91
17	Canberra	ACT	252	2	1 399	180
18	Peninsula	Vic	232	2	3 168	73
19	New England North West	NSW	231	2	1 825	127
20	Western	Vic	211	1	2 336	91
	Top 20 regions <sup>(c)</sup>		10 755	71	103 554	104
	Total Australia <sup>(d)</sup>		15 095	100	147 501	102

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

## How to read this table:

Table 20 shows that, during the year ended 31 March 2010, there were 5.0 million domestic day visitors to the Sunshine Coast who spent a total of \$436 million in the region or 3% of total domestic day visitor expenditure in Australia.

Table 21

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

Year ended 31 March 2010

State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 915	38	17 103	112
Regional NSW	3 127	62	31 360	100
Total NSW	5 042	100	48 463	104
Melbourne	1 623	43	14 311	113
Regional Vic	2 150	57	23 994	90
Total Vic	3 773	100	38 305	98
Gold Coast	597	18	5 576	107
Brisbane	1 079	32	10 695	101
Regional Qld	1 704	50	15 769	108
Total Qld	3 380	100	32 040	105
Adelaide	396	42	3 043	130
Regional SA	550	58	6 875	80
Total SA	946	100	9 918	95
Experience Perth	763	66	8 251	92
Regional WA	387	34	3 532	109
Total WA	1 150	100	11 784	98
Hobart	117	27	1 006	116
Regional Tas	319	73	3 513	91
Total Tas	436	100	4 519	97
Darwin	65	55	616	105
Regional NT	52	45	457	114
Total NT	117	100	1 074	109
Canberra	252	100	1 399	180
Total ACT	252	100	1 399	180
Total capitals	6 806	45	62 001	110
Total regional	8 289	55	85 500	97
Total Australia <sup>(c)</sup>	15 095	100	147 501	102

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

### How to read this table:

Table 21 shows that, during the year ended 31 March 2010, there were 15.8 million domestic day visitors in regional Queensland, who spent a total of \$1.7 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 31 March 2010

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 645	31	1 011	38	344	39	552	34	4 552	33
Vic	2 051	24	728	27	225	25	399	25	3 403	25
Qld	2 052	24	503	19	155	17	345	21	3 055	22
SA	542	6	148	6	47	5	115	7	853	6
WA	662	8	198	7	66	7	120	7	1 045	8
Tas	252	3	59	2	24	3	51	3	386	3
NT	69	1	5	0	6	1	11	1	92	1
ACT	151	2	27	1	21	2	26	2	224	2
Total Australia <sup>(c)</sup>	8 424	100	2 680	100	889	100	1 619	100	13 611	100

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

How to read this table:

Table 22 shows that, during the year ended 31 March 2010, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$198 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 31 March 2010

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 567	11	6 267	18 160	729	251	3
2	Sydney	NSW	4 492	10	6 917	19 726	649	228	3
3	Gold Coast	Qld	2 879	7	3 148	13 512	914	213	4
4	Brisbane	Qld	2 183	5	4 128	13 301	529	164	3
5	Tropical North Queensland	Qld	1 791	4	1 511	8 622	1 185	208	6
6	Experience Perth	WA	1 775	4	2 407	8 985	737	198	4
7	Sunshine Coast	Qld	1 724	4	2 468	11 039	698	156	4
8	Adelaide	SA	1 710	4	2 042	7 083	838	241	3
9	Mid North Coast	NSW	1 454	3	2 911	11 104	499	131	4
10	South Coast	NSW	1 278	3	2 830	10 260	452	125	4
11	Northern Rivers	NSW	891	2	1 673	6 580	533	135	4
12	Canberra	ACT	873	2	1 834	5 067	476	172	3
13	Hunter	NSW	863	2	2 046	5 416	422	159	3
14	Australia's South West	WA	797	2	1 517	5 281	525	151	3
15	Darwin	NT	697	2	582	3 201	1 198	218	5
16	Western	Vic	671	2	1 458	4 624	460	145	3
17	Hobart and Surrounds	Tas	649	2	892	3 385	727	192	4
18	Central Queensland	Qld	636	1	1 172	4 902	543	130	4
19	Snowy Mountains	NSW	586	1	623	2 261	941	259	4
20	Central NSW	NSW	570	1	1 611	4 403	353	129	3
	Top 20 regions <sup>(c)</sup>		31 086	73	45 067	166 912	690	186	4
	Total Australia <sup>(d)</sup>		42 853	100	65 997	256 596	649	167	4

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

How to read this table:

Table 23 shows that, during the year ended 31 March 2010, there were 2.9 million domestic overnight visitors to Mid North Coast who spent a total of \$1.5 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24

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

Year ended 31 March 2010

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	3 621	10	6 917	19 726	524	184	3
2	Melbourne	Vic	3 563	10	6 267	18 160	569	196	3
3	Gold Coast	Qld	2 594	7	3 148	13 512	824	192	4
4	Brisbane	Qld	1 643	4	4 128	13 301	398	124	3
5	Sunshine Coast	Qld	1 578	4	2 468	11 039	640	143	4
6	Tropical North Queensland	Qld	1 496	4	1 511	8 622	990	173	6
7	Mid North Coast	NSW	1 402	4	2 911	11 104	482	126	4
8	Adelaide	SA	1 330	4	2 042	7 083	651	188	3
9	Experience Perth	WA	1 298	4	2 407	8 985	539	144	4
10	South Coast	NSW	1 203	3	2 830	10 260	425	117	4
11	Northern Rivers	NSW	825	2	1 673	6 580	493	125	4
12	Hunter	NSW	780	2	2 046	5 416	381	144	3
13	Australia's South West	WA	752	2	1 517	5 281	496	142	3
14	Canberra	ACT	735	2	1 834	5 067	401	145	3
15	Western	Vic	648	2	1 458	4 624	444	140	3
16	Snowy Mountains	NSW	570	2	623	2 261	915	252	4
17	Central Queensland	Qld	540	1	1 172	4 902	461	110	4
18	Central NSW	NSW	539	1	1 611	4 403	335	122	3
19	Darwin	NT	522	1	582	3 201	897	163	5
20	Hobart and Surrounds	Tas	486	1	892	3 385	545	144	4
	Top 20 regions <sup>(c)</sup>		26 125	71	45 067	166 912	580	157	4
	Total Australia <sup>(d)</sup>		36 777	100	65 997	256 596	557	143	4

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

How to read this table:

Table 24 shows that, during the year ended 31 March 2010, there were 3.1 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 31 March 2010

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	4 492	37	6 917	19 726	649	228	3
Regional NSW	7 723	63	16 303	56 960	474	136	3
Total NSW	12 215	100	22 692	76 685	538	159	3
Melbourne	4 567	54	6 267	18 160	729	251	3
Regional Vic	3 852	46	10 135	31 884	380	121	3
Total Vic	8 418	100	15 856	50 044	531	168	3
Gold Coast	2 879	25	3 148	13 512	914	213	4
Brisbane	2 183	19	4 128	13 301	529	164	3
Regional Qld	6 675	57	8 993	43 045	742	155	5
Total Qld	11 736	100	15 531	69 857	756	168	4
Adelaide	1 710	57	2 042	7 083	838	241	3
Regional SA	1 310	43	2 867	10 519	457	125	4
Total SA	3 020	100	4 663	17 602	648	172	4
Perth	1 775	49	2 407	8 985	737	198	4
Regional WA	1 813	51	2 765	13 013	656	139	5
Total WA	3 588	100	4 927	21 999	728	163	4
Hobart	649	38	892	3 385	727	192	4
Regional Tas	1 043	62	1 313	5 561	794	187	4
Total Tas	1 691	100	1 930	8 946	876	189	5
Darwin	697	53	582	3 201	1 198	218	5
Regional NT	612	47	552	3 068	1 109	199	6
Total NT	1 309	100	1 023	6 269	1 279	209	6
Canberra	873	100	1 834	5 067	476	172	3
Total ACT	873	100	1 834	5 067	476	172	3
Total capitals	19 825	46	27 454	92 419	722	215	3
Total regional	23 028	54	41 627	164 177	553	140	4
Total Australia <sup>(c)</sup>	42 853	100	65 997	256 596	649	167	4

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

How to read this table:

Table 25 shows that, during the year ended 31 March 2010, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$1 billion, or 62% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

Table 26

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

Year ended 31 March 2010

	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	3 621	33	6 917	19 726	524	184	3
Regional NSW	7 265	67	16 303	56 960	446	128	3
Total NSW	10 887	100	22 692	76 685	480	142	3
Melbourne	3 563	49	6 267	18 160	569	196	3
Regional Vic	3 706	51	10 135	31 884	366	116	3
Total Vic	7 270	100	15 856	50 044	458	145	3
Gold Coast	2 594	26	3 148	13 512	824	192	4
Brisbane	1 643	16	4 128	13 301	398	124	3
Regional Qld	5 797	58	8 993	43 045	645	135	5
Total Qld	10 034	100	15 531	69 857	646	144	4
Adelaide	1 330	52	2 042	7 083	651	188	3
Regional SA	1 229	48	2 867	10 519	429	117	4
Total SA	2 559	100	4 663	17 602	549	145	4
Perth	1 298	44	2 407	8 985	539	144	4
Regional WA	1 629	56	2 765	13 013	589	125	5
Total WA	2 927	100	4 927	21 999	594	133	4
Hobart	486	37	892	3 385	545	144	4
Regional Tas	844	63	1 313	5 561	643	152	4
Total Tas	1 331	100	1 930	8 946	689	149	5
Darwin	522	51	582	3 201	897	163	5
Regional NT	510	49	552	3 068	924	166	6
Total NT	1 032	100	1 023	6 269	1 009	165	6
Canberra	735	100	1 834	5 067	401	145	3
Total ACT	735	100	1 834	5 067	401	145	3
Total capitals	15 794	43	27 454	92 419	575	171	3
Total regional	20 983	57	41 627	164 177	504	128	4
Total Australia <sup>(c)</sup>	36 777	100	65 997	256 596	557	143	4

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

How to read this table:

Table 26 shows that, during the year ended 31 March 2010, there were 2.8 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.6 billion, or 56% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

Table 27

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

Year ended 31 March 2010

State/Territory	Intrastate	Interstate origin								All interstate	Total
		NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 314	-	1 403	1 426	305	209	99	43	509	3 993	10 307
Vic	3 423	1 573	-	611	552	279	248	79	135	3 476	6 899
Qld	4 442	2 385	1 767	-	439	264	145	113	98	5 211	9 653
SA	960	498	633	126	-	104	34	56	np	1 474	2 434
WA	1 806	270	338	164	126	-	28	37	np	985	2 790
Tas	285	269	417	131	104	47	-	np	np	1 008	1 293
NT	160	166	311	128	108	93	np	-	np	850	1 010
ACT	1	409	134	np	21	np	np	np	-	703	704
Total Australia <sup>(b)</sup>	17 390	5 570	5 002	2 686	1 655	1 019	591	358	821	17 701	35 091

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

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

np Not published due to reliability concerns.

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

How to read this table:

Table 27 shows that, during the year ended 31 March 2010, Queensland residents spent \$4.4 billion on overnight travel within Queensland (intrastate travel). Residents from other States/Territories spent \$5.2 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.4 billion), followed by Victoria (\$1.8 billion) and South Australia (\$439 million).

Table 28

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

Year ended 31 March 2010

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 182	28	2 244	33	1 458	28	423	28	10 307	29
Vic	4 205	19	1 394	21	1 027	20	273	18	6 899	20
Qld	6 403	30	1 681	25	1 219	24	351	23	9 653	28
SA	1 320	6	475	7	513	10	127	8	2 434	7
WA	1 634	8	497	7	493	10	166	11	2 790	8
Tas	965	4	169	3	131	3	28	2	1 293	4
NT	682	3	95	1	173	3	60	4	1 010	3
ACT	311	1	171	3	154	3	68	5	704	2
Total Australia <sup>(c)</sup>	21 703	100	6 725	100	5 168	100	1 495	100	35 091	100

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey data.

How to read this table:

Table 28 shows that, during the year ended 31 March 2010, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.6 billion, or 8% of total holiday expenditure in Australia.

# Introduction to the National Visitor Survey

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

Since 1 January 2005, interviews have been conducted with approximately 120,000 Australian residents aged 15 years and over on an annual basis. This sample was increased from 80,000 interviews annually between 1998 and 2004 in order to enhance estimates for smaller States/Territories and at the regional level.

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

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

NVS definitions are based on those provided by the World Tourism Organisation and therefore interviews are conducted with people who have travelled for purposes including holiday, visiting friends and relatives, business, education and employment. These travellers must not have been away from home continuously for more than 364 days, or in a leap year 365 days.

The NVS has been designed to optimise the reliability of regional estimates. Respondents interviewed in the NVS are randomly sampled to be representative of the Australian population, based on place of residence, age and sex.

The NVS is funded by the Commonwealth, State and Territory governments under the auspices of the Australian Standing Committee on Tourism (ASCOT).

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

# Survey methodology

## Break in series between NVS and DTM

The previous major source of domestic tourism data, the Domestic Tourism Monitor (DTM), was conducted by the Bureau of Tourism Research (BTR) until March 1998. The NVS was introduced in January 1998 replacing the DTM. The NVS not only provides more information than the DTM on the characteristics and travel behaviour of Australians who travel within Australia, but also collects information on leisure activities, expenditure and outbound travel, which was not available from the DTM.

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

## Weighting and benchmarking

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

## Determining domestic visitor expenditure in regional Australia

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

# Data reliability

## Reliability of NVS data

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Items that are not collected for long trips

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

### Indications of reliability in data tables

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

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

### Use of symbols in tables

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

### Row and column totals

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

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

### State and Territory specific surveys

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

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

# Regional expenditure

## Regional expenditure allocation methodology

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

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

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

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

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

### *Overnight trips expenditure allocation process*

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

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

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

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

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

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

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

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

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

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

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

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

## The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

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

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

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

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

Experience has shown:

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

### *Day trips expenditure allocation process*

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

# Glossary of terms

<b>Accommodation used</b>	<p>This indicates the type of accommodation used by an overnight visitor when visiting a particular location. The main categories of accommodation include:</p> <ul style="list-style-type: none"><li>• Hotel, resort, motel or motor inn</li><li>• Guest house or bed and breakfast</li><li>• Friend's or relative's property</li><li>• Rented house, apartment, flat or unit</li><li>• Caravan park or commercial camping ground</li><li>• Caravan or camping on private property</li><li>• Own property (e.g. holiday house).</li></ul> <p>There were some modifications made to the accommodation categories and definitions used from the March quarter 2003 to align with the Australian Bureau of Statistics Survey of Tourist Accommodation and to bring consistency between the International Visitor Survey (IVS) and the NVS. In 2003, the main change was the splitting of Hotel, resort, motel or motor inn into two categories: Luxury hotel/luxury serviced apartment/luxury resort (4 or 5 star) and Standard hotel/motel/motor inn or standard serviced apartment (below 4 star). The Rented house/apartment/flat/unit category was also refined to indicate this accommodation was not serviced on a daily basis.</p> <p>The introduction of the new accommodation categories and definitions has resulted in some redistribution of response. It appears there has been leakage from the Guest house or bed and breakfast and Caravan park or commercial camping ground categories into Hotel, resort, motel or motor inn. Consequently, care should be taken when comparing estimates with earlier periods.</p>
<b>Average nights</b>	<p>The sum of all nights divided by the sum of all visitors for a particular category. This is commonly referred to as average length of stay.</p>
<b>Day visitors</b>	<p>Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.</p>
<b>Duration of visit</b>	<p>The total amount of time that a visitor spends in a State, Territory or region while on an overnight trip. The example at the end of the Glossary of terms relates to a Newcastle resident, where the duration of visit to NSW was two nights, the duration of their visit to the ACT was two nights and the duration of their visit to Victoria was eight nights. Similarly, their duration of visit to the High Country region was four nights. If the respondent spent another two nights in Sydney before returning home, then their duration of visit to NSW would instead be four nights.</p>
<b>Expenditure</b>	<p>Expenditure in the NVS is collected for the traveller's entire journey. Expenditure amounts include expenditure by and on behalf of, travellers during a trip. Expenditure items include airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip.</p>
<b>Expenditure on capital goods</b>	<p>The purchase of motor vehicles is not included in the estimates, as this is not regarded as tourism expenditure.</p>
<b>Expenditure – other</b>	<p>This includes miscellaneous trip expenditure such as phone calls, postage, film processing, medical expenses, repairs and dry cleaning.</p>
<b>Intrastate tourism</b>	<p>A person is an intrastate visitor when they visit a location in the State or Territory in which they reside. In the example at the end of the Glossary of terms, the traveller was an intrastate visitor to the Sydney region.</p>

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

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

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

### **Total Domestic Economic Value**

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

### **Visitor nights**

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

### **Example**

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

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

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

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

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

## **State and Territory abbreviations**

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

# About Tourism Research Australia

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

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

## Research publications and reports

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

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## Statistical Enquiry Service

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

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

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

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

## Online Data Package

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

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

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

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

## Online Student Data Package

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

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

## Data Desk

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

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

## Destination Visitor Surveys

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

The Destination Visitor Surveys program allows the analysis of visitor type, trip characteristics and destination specific issues. For further information on the regional Destination Visitor Surveys program, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

## Visitor Profile and Satisfaction Program

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

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

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

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

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

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ABN: 46 252 861 927

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



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