



Travel by Australians

DECEMBER 2010

QUARTERLY RESULTS OF THE
NATIONAL VISITOR SURVEY



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



TRA TOURISM
RESEARCH
AUSTRALIA

Travel by Australians

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

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MAIN FINDINGS

Overnight travel within Australia: Year ended 31 December 2010

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

Total trips	There were 67.4 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 2% higher than the number of overnight trips for the equivalent period in 2009.
Visitor nights	Australians spent 260 million nights away from home. This was 1% higher than the number recorded from the equivalent period in 2009.
Travel	Two thirds of visitors travelled within their state or territory of residence. The remaining 34% travelled interstate.
State/ territory visits	New South Wales received the most visitors (34%), followed by Queensland (25%) and Victoria (23%).
State/ territory nights	New South Wales received the most visitor nights (30%), followed by Queensland (27%) and Victoria (19%).
Purpose	Overnight travellers who had holiday as their main purpose of visit contributed 49% of domestic visitor nights, followed by those visiting friends and relatives (30%) and business (15%).
Accommodation	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (37%), followed by a hotel, resort, motel or motor inn (27%).
Transport	The most common forms of transport used on overnight trips were a private vehicle (70%) and air transport (25%).
Expenditure	Expenditure by overnight visitors amounted to \$42.8 billion, an increase of 1% compared with the same period in 2009 (Figure 1).

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

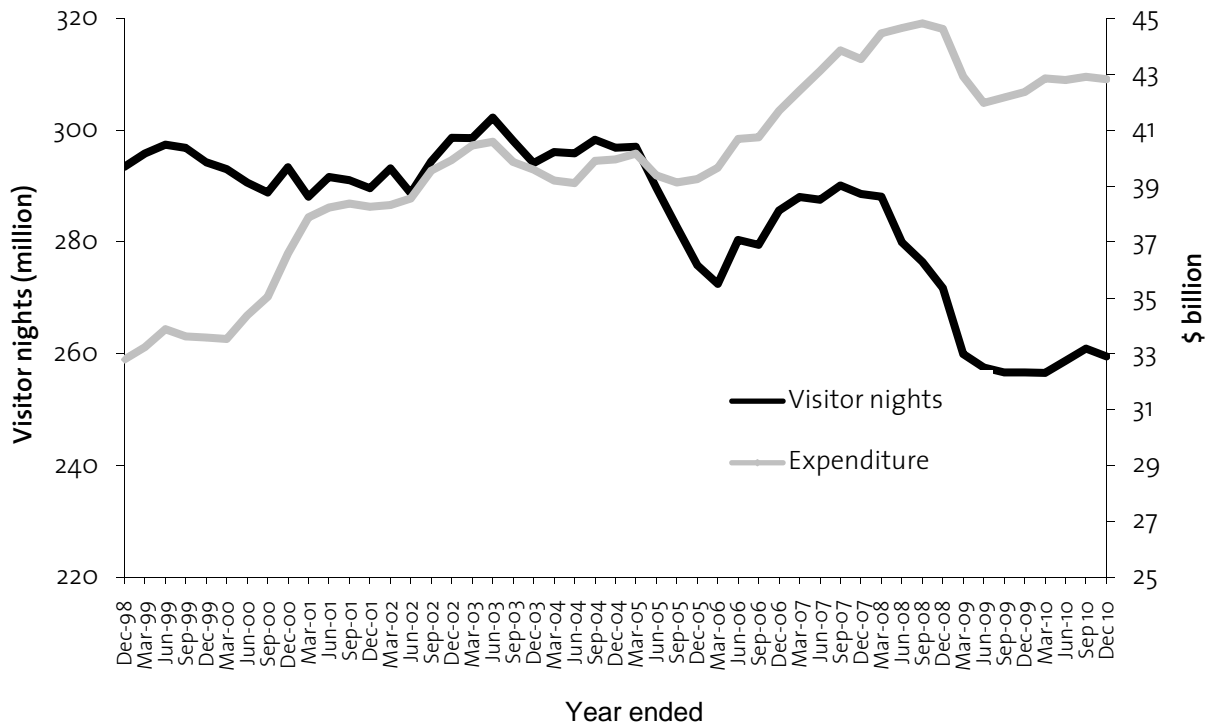
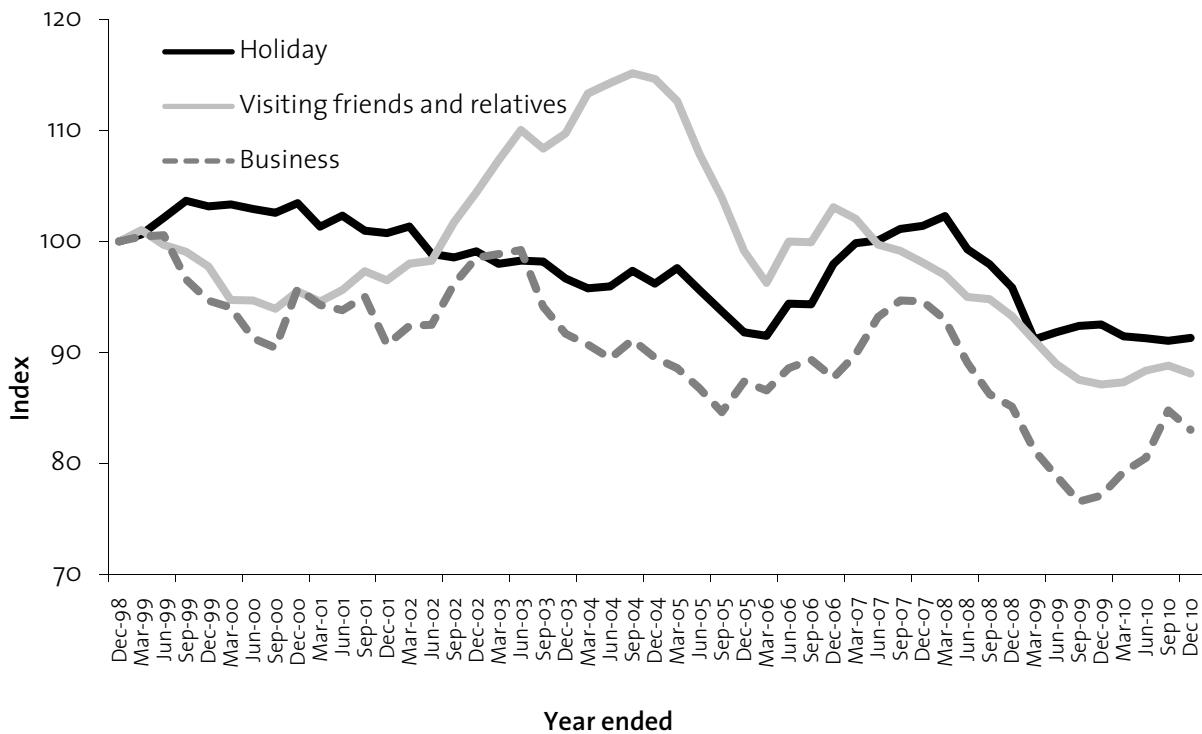


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to December 2010



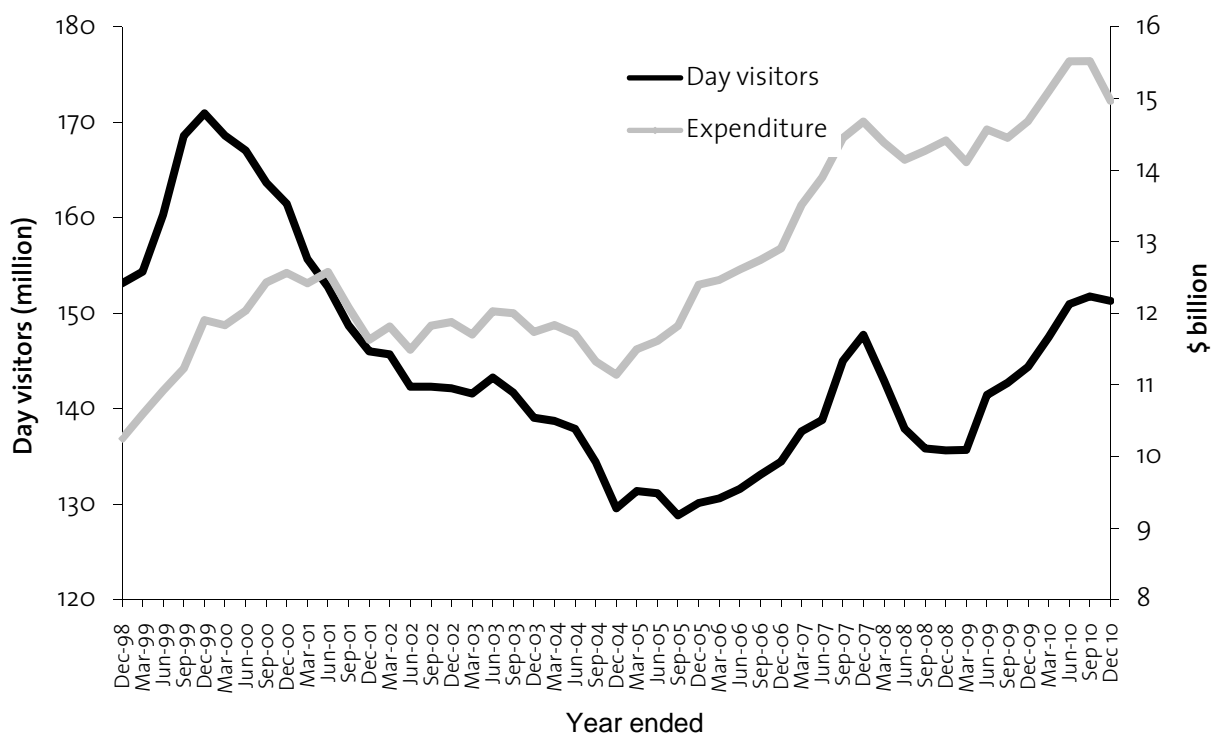
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

Day trips within Australia: Year ended 31 December 2010

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

Total trips	There were 151.3 million day trips taken in Australia by Australian residents aged 15 years and over. This was 5% higher than the number of day trips for the equivalent period in 2009.
Purpose	The most popular reason for a day trip was holiday (49%), followed by visiting friends and relatives (29%) and business (10%).
State/territory	New South Wales received the most day visitors (32%), followed by Victoria (25%) and Queensland (23%).
Transport	The most common form of transport used was a private vehicle, with 91% of day visitors using this method of travel.
Expenditure	Expenditure by same day visitors amounted to \$15 billion compared with \$14.7 billion for the same period in 2009 (Figure 3).

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



Outbound travel by Australians: Year ended 30 September 2010

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

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

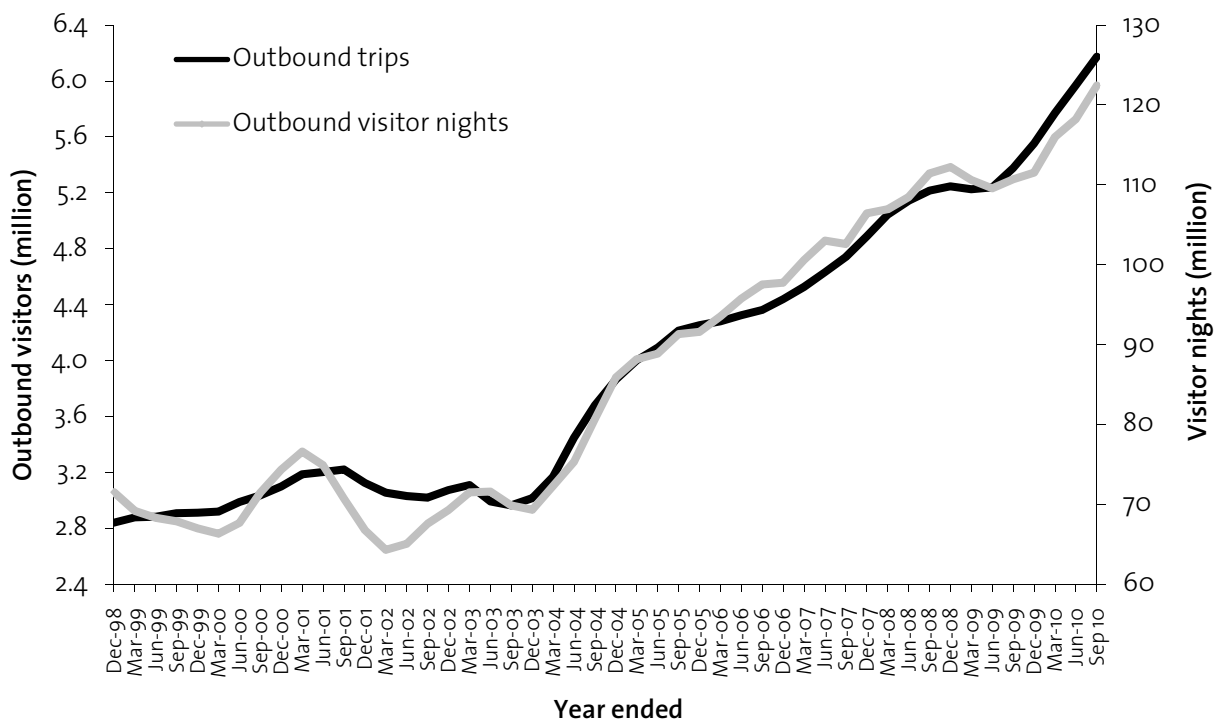
Total trips Australians aged 15 years and over took 6.2 million international trips (Figure 4).

Nights Australians spent 122 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 (15%), followed by the USA and Canada (11%), Indonesia (10%) and the United Kingdom (7%).

Purpose The most popular reason for outbound travel was holiday (56%), followed by visiting friends and relatives (24%) and business (18%).

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



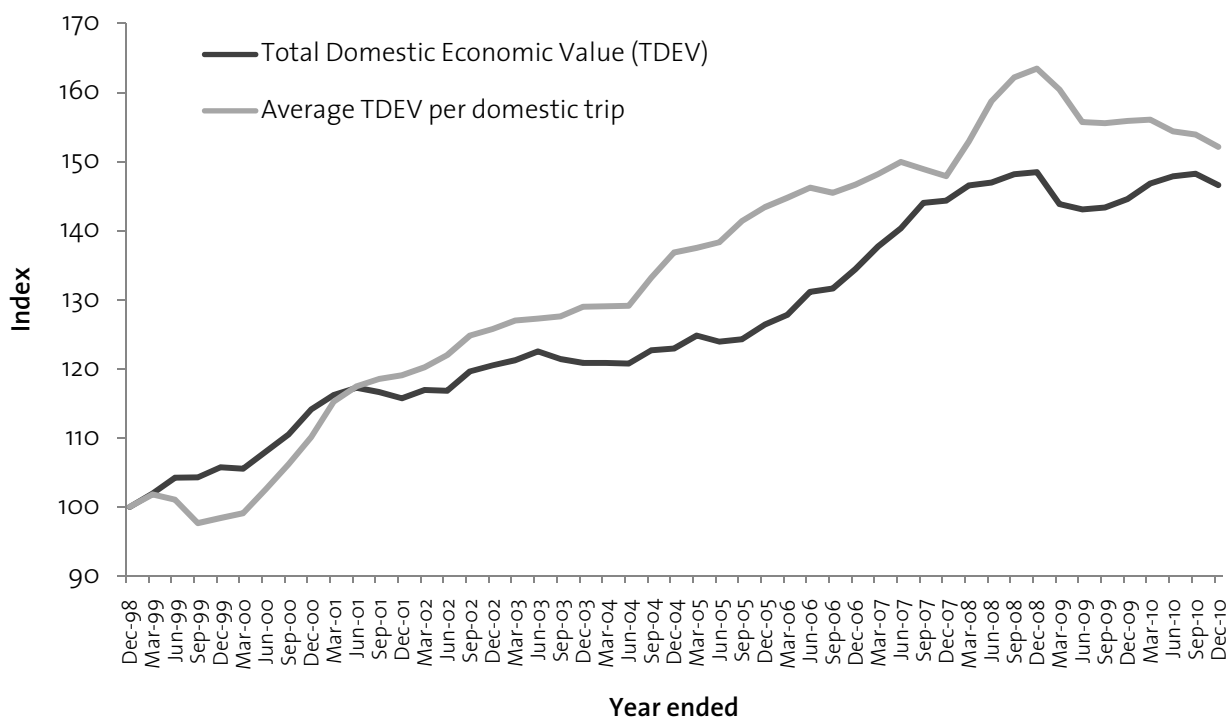
Total Domestic Economic Value (TDEV)

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

TDEV

For the year ended 31 December 2010, the total economic value of domestic tourism increased by 1.4%, or \$965 million (in nominal terms), to reach \$70.1 billion. Average TDEV per trip (overnight and day trips combined) decreased over that period, by 2.4% (in nominal terms) to \$321.

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

Total expenditure	For the year ended 31 December 2010, modelled overnight expenditure increased 1.1% to \$42.8 billion and modelled day expenditure increased 2% to \$15 billion compared with the same period in 2009.
States/territories	Spending by domestic overnight visitors was highest in New South Wales (\$12.4 billion, up 1%), followed by Queensland (\$11.5 billion, down 2%) and Victoria (\$8.6 billion, up 3%). Spending by domestic day visitors was highest in New South Wales (\$4.8 billion, no change), followed by Queensland (\$3.7 billion, up 16%) and Victoria (\$3.5 billion, down 6%).
Regional expenditure	Over half of expenditure by both domestic overnight visitors (53%) and domestic day visitors (56%) was spent in regional areas of Australia (\$22.5 billion and \$8.4 billion respectively). New South Wales was the most reliant on expenditure by domestic overnight visitors in regional areas (63% of their total), followed by Tasmania (59%) and Queensland (53%). Tasmania was most reliant on expenditure by domestic day visitors in regional areas (74%), followed by New South Wales (65%) and South Australia (59%).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$4.7 billion), followed by Sydney (\$4.6 billion). For domestic day visitors, expenditure was highest in Sydney (\$1.7 billion), followed by Melbourne (\$1.5 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Sunshine Coast (\$1.6 billion), followed by Mid North Coast (\$1.5 billion), Tropical North Queensland (\$1.4 billion) and South Coast (\$1.3 billion). For domestic day visitors, expenditure was highest in the Mid North Coast (\$512 million), Hunter (\$479 million), South Coast (\$397 million), and Sunshine Coast (\$358 million).</p>
Expenditure per visitor	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Whitsundays (\$1,113), followed by Tropical North Queensland (\$1,106), Darwin (\$1,045) and Gold Coast (\$843). For domestic day visitors, expenditure per visitor was highest in Canberra (\$164), followed by Mid North Coast (\$137), and Central Queensland (\$132).
Expenditure per night	The highest average expenditure per night was in Whitsundays (\$257), followed by Melbourne (\$256), Sydney (\$227), and Adelaide (\$225).
Intrastate and interstate expenditure	<p>For the year ended 31 December 2010, interstate visitor expenditure remained steady at \$17.4 billion, and intrastate visitor expenditure increased 1% to \$17.6 billion.</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.4 billion), followed by Queensland (\$4.5 billion) and Victoria (\$3.5 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5 billion), followed by New South Wales (\$4.1 billion) and Victoria (\$3.6 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.5 billion) than residents of the other states or territories. Most of this was spent in Queensland (\$2.3 billion), followed by Victoria (\$1.6 billion). Victorian residents spent \$4.9 billion on interstate travel, including \$1.7 billion in Queensland and \$1.5 billion in New South Wales.</p>
Purpose	<p>Holiday visitors contributed 61% of both domestic overnight and day trip expenditure in Australia with overnight steady at \$21.4 billion and day trip up 1% to \$8.2 billion.</p> <p>New South Wales received the most expenditure from domestic overnight visitors travelling for the purpose of holiday (\$6.3 billion), followed by Queensland (\$6.0 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.7 billion), followed by Queensland (\$2.1 billion) and Victoria (\$1.9 billion).</p>

TABLES

Table 1

Overnight visitors and visitor nights by state/territory visited and purpose of visit

December quarter 2010 and year ended 31 December 2010

	Visitors		Visitor nights	
	'000	%	'000	%
December quarter 2010				
Visitors to:				
New South Wales	5 689	33	18 619	30
Victoria	3 869	23	11 387	18
Queensland	4 441	26	17 708	29
South Australia	1 215	7	4 300	7
Western Australia	1 337	8	5 916	10
Tasmania ^(a)	431	3	1 674	3
Northern Territory	197	1	1 152	2
Australian Capital Territory	446	3	1 202	2
Purpose of visit ^(b)				
Holiday	7 047	41	29 516	48
Visiting friends and relatives	5 925	35	19 448	31
Business	3 383	20	9 669	16
Other	1 011	6	3 187	5
Total ^(c)	17 029	100	61 974	100
Year ended 31 December 2010				
Visitors to:				
New South Wales	23 066	34	78 330	30
Victoria	15 812	23	49 406	19
Queensland	16 582	25	71 208	27
South Australia	4 585	7	16 989	7
Western Australia	4 985	7	23 597	9
Tasmania ^(a)	1 822	3	8 148	3
Northern Territory	978	1	6 273	2
Australian Capital Territory	2 064	3	5 574	2
Purpose of visit ^(b)				
Holiday	30 049	45	127 427	49
Visiting friends and relatives	22 099	33	78 311	30
Business	12 902	19	38 762	15
Other	3 788	6	12 757	5
Total ^(c)	67 402	100	259 541	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 December quarter 2010, 3,869,000 people visited destinations in Victoria and stayed for 11,387,000 nights, while during the year ended 31 December 2010, visitors whose main purpose was visiting friends and/or relatives totalled 78,311,000 nights.

Table 2
Overnight visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2009									
December quarter	1 868	1 387	1 323	516	294	219	136	na	5 822
2010									
March quarter	1 804	1 268	1 235	374	276	275	88	na	5 671
June quarter	1 647	1 325	1 225	449	279	186	178	na	5 568
September quarter	1 893	1 366	1 563	386	281	145	225	na	5 950
December quarter	1 781	1 315	1 390	466	260	205	114	na	5 716
Year ended 31 December									
2009	7 162	5 254	5 061	1 803	947	904	645	na	22 298
2010	7 125	5 273	5 413	1 676	1 095	811	605	na	22 905
Intrastate visitors									
2009									
December quarter	4 158	2 364	2 497	744	925	230	64	na	10 640
2010									
March quarter	4 319	3 238	2 415	778	941	327	78	na	11 788
June quarter	3 767	2 542	2 791	755	936	259	103	na	10 797
September quarter	3 947	2 204	2 912	626	936	199	108	na	10 598
December quarter	3 908	2 554	3 052	749	1 077	226	84	na	11 313
Year ended 31 December									
2009	15 461	10 487	10 667	2 943	4 174	978	380	na	43 779
2010	15 941	10 539	11 169	2 909	3 890	1 011	373	na	44 496
Total visitors									
2009									
December quarter	6 026	3 751	3 820	1 260	1 220	449	201	414	16 462
2010									
March quarter	6 123	4 506	3 650	1 152	1 216	602	166	612	17 459
June quarter	5 414	3 867	4 016	1 205	1 214	445	282	551	16 365
September quarter	5 840	3 570	4 475	1 012	1 217	344	333	455	16 549
December quarter	5 689	3 869	4 441	1 215	1 337	431	197	446	17 029
Year ended 31 December									
2009	22 623	15 741	15 729	4 746	5 122	1 882	1 026	1 728	66 077
2010	23 066	15 812	16 582	4 585	4 985	1 822	978	2 064	67 402

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 December 2010, there were 3,890,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3
Visitor nights by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitor nights									
2009									
December quarter	7 517	5 836	8 374	2 657	2 080	1 408	1 062	na	30 014
2010									
March quarter	8 574	5 800	7 052	2 032	1 904	2 369	577	na	30 016
June quarter	5 855	5 172	6 552	2 227	2 134	1 306	1 485	na	26 211
September quarter	7 724	5 332	11 776	1 829	2 561	739	2 246	na	33 390
December quarter	6 837	5 118	8 398	2 074	2 176	1 153	935	na	27 891
Year ended 31 December									
2009	29 507	20 986	33 061	9 486	7 556	6 248	5 025	na	116 448
2010	28 990	21 422	33 777	8 162	8 775	5 567	5 242	na	117 508
Intrastate visitor nights									
2009									
December quarter	12 492	6 121	8 652	2 117	3 088	569	274 *	na	33 365
2010									
March quarter	15 239	10 235	9 500	2 541	3 926	1 026	207 *	na	42 673
June quarter	10 884	6 302	8 958	2 282	3 102	573	283 *	na	32 385
September quarter	11 435	5 178	9 662	1 777	4 055	461 *	324 *	na	32 892
December quarter	11 782	6 269	9 310	2 227	3 740	521	217 *	na	34 083
Year ended 31 December									
2009	47 484	28 464	36 718	8 762	14 936	2 439	1 219	na	140 232
2010	49 340	27 984	37 430	8 827	14 823	2 581	1 031	na	142 033
Total visitor nights									
2009									
December quarter	20 008	11 957	17 027	4 774	5 168	1 978	1 336	1 081	63 379
2010									
March quarter	23 813	16 035	16 552	4 573	5 830	3 395	784	1 707	72 689
June quarter	16 739	11 474	15 510	4 509	5 236	1 878	1 767	1 481	58 596
September quarter	19 159	10 509	21 438	3 606	6 616	1 200	2 570	1 184	66 283
December quarter	18 619	11 387	17 708	4 300	5 916	1 674	1 152	1 202	61 974
Year ended 31 December									
2009	76 991	49 451	69 779	18 248	22 492	8 686	6 244	4 649	256 680
2010	78 330	49 406	71 208	16 989	23 597	8 148	6 273	5 574	259 541

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 December 2010, a total of 71,208,000 visitor nights were spent in Queensland, while during the December quarter 2010, 8,398,000 nights were spent in Queensland by interstate visitors.

Table 4
Overnight visitors: State/territory visited by main purpose of visit
 Year ended 31 December 2010

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	2 999	31	2 296	31	1 673	27	342	31	7 125	31
Vic	1 940	20	1 639	22	1 564	25	260	23	5 273	23
Qld	2 393	24	1 751	23	1 161	19	211	19	5 413	24
SA	615	6	520	7	480	8	87	8	1 676	7
WA	356	4	319	4	440	7	33 *	3 *	1 095	5
Tas ^(b)	442	4	194	3	182	3	24 *	2 *	811	4
NT	326	3	109	1	146	2	29 *	3 *	605	3
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	9 832	100	7 462	100	6 186	100	1 111	100	22 905	100
Intrastate visitors to:										
NSW	7 311	34	5 797	38	2 123	30	961	35	15 941	36
Vic	5 491	26	3 603	24	1 066	15	471	17	10 539	24
Qld	4 660	22	3 477	23	2 399	34	742	27	11 169	25
SA	1 496	7	837	6	378	5	225	8	2 909	7
WA	1 839	9	1 069	7	734	10	291	10	3 890	9
Tas ^(b)	511	2	278	2	163	2	62	2	1 011	2
NT	148	1	31 *	0 *	169	2	27 *	1 *	373	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	21 457	100	15 093	100	7 033	100	2 778	100	44 496	100
Total visitors to:										
NSW	10 310	34	8 093	37	3 796	29	1 302	34	23 066	34
Vic	7 430	25	5 242	24	2 630	20	730	19	15 812	23
Qld	7 053	23	5 228	24	3 560	28	953	25	16 582	25
SA	2 111	7	1 357	6	858	7	312	8	4 585	7
WA	2 195	7	1 388	6	1 174	9	324	9	4 985	7
Tas ^(b)	953	3	472	2	345	3	86	2	1 822	3
NT	474	2	140	1	315	2	56	1	978	1
ACT ^(c)	761	3	634	3	540	4	126	3	2 064	3
Total ^(d)	30 049	100	22 099	100	12 902	100	3 788	100	67 402	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 December 2010, 31% of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 30,049,000 visitors travelled for holiday purposes.

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

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
December quarter 2010										
Visitor nights in:										
NSW	8 529	29	6 829	35	2 379	25	870	27	18 619	30
Vic	5 143	17	3 977	20	1 646	17	601	19	11 387	18
Qld	9 364	32	4 800	25	2 787	29	732	23	17 708	29
SA	2 044	7	1 290	7	547	6	391 *	12 *	4 300	7
WA	2 492	8	1 561	8	1 486	15	335 *	11 *	5 916	10
Tas ^(b)	957	3	343 *	2 *	320 *	3 *	50 **	2 **	1 674	3
NT	666	2	130 *	1 *	231 *	2 *	104 *	3 *	1 152	2
ACT	305 *	1 *	517	3	273 *	3 *	104 *	3 *	1 202	2
Total ^(c)	29 516	100	19 448	100	9 669	100	3 187	100	61 974	100
Year ended 31 December 2010										
Visitor nights in:										
NSW	38 469	30	26 343	34	9 447	24	3 881	30	78 330	30
Vic	24 879	20	15 314	20	6 756	17	2 362	19	49 406	19
Qld	35 204	28	20 731	26	11 407	29	3 035	24	71 208	27
SA	8 144	6	4 912	6	2 484	6	1 199	9	16 989	7
WA	10 608	8	6 048	8	5 112	13	1 320	10	23 597	9
Tas ^(b)	5 005	4	1 845	2	969	2	300 *	2 *	8 148	3
NT	3 303	3	1 055	1	1 236	3	315 *	2 *	6 273	2
ACT	1 799	1	2 062	3	1 350	3	345 *	3 *	5 574	2
Total ^(c)	127 427	100	78 311	100	38 762	100	12 757	100	259 541	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 December 2010, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 969,000 nights, while during the December quarter 2010, Victoria accounted for 20% of visitor nights where the main purpose of visit was visiting friends and/or relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2009										
December quarter	6 959	42	5 718	35	3 318	20	887	5	16 462	100
2010										
March quarter	8 776	50	5 616	32	2 671	15	829	5	17 459	100
June quarter	7 404	45	5 265	32	3 150	19	899	5	16 365	100
September quarter	6 822	41	5 293	32	3 697	22	1 049	6	16 549	100
December quarter	7 047	41	5 925	35	3 383	20	1 011	6	17 029	100
Year ended 31 December										
2009	29 954	45	21 975	33	12 276	19	3 358	5	66 077	100
2010	30 049	45	22 099	33	12 902	19	3 788	6	67 402	100
Visitor nights										
2009										
December quarter	29 152	46	20 086	32	10 484	17	2 819	4	63 379	100
2010										
March quarter	39 419	54	22 566	31	8 084	11	2 574	4	72 689	100
June quarter	27 612	47	18 146	31	9 349	16	3 058	5	58 596	100
September quarter	30 881	47	18 150	27	11 660	18	3 938	6	66 283	100
December quarter	29 516	48	19 448	31	9 669	16	3 187	5	61 974	100
Year ended 31 December										
2009	129 127	50	77 442	30	35 998	14	11 329	4	256 680	100
2010	127 427	49	78 311	30	38 762	15	12 757	5	259 541	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 December quarter 2010, 3,383,000 visitors were travelling for business purposes and they stayed a total of 9,669,000 nights.

Table 7
Overnight visitors: State/territory visited by state/territory of origin
 December quarter 2010 and year ended 31 December 2010

	State/territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	
'000									
December quarter 2010									
Visitors to:									
NSW	3 908	604	688	115	46 *	30 *	15 *	284	5 689
Vic	601	2 554	204	246	85	93	31 *	56	3 869
Qld	826	370	3 052	70	40 *	35 *	26 *	22 *	4 441
SA	114	220	51 *	749	45 *	7 **	19 *	11 **	1 215
WA	56	103	34 *	39 *	1 077	7 **	17 *	4 **	1 337
Tas ^(a)	55	101	30 *	11 **	2 **	226	1 **	5 **	431
NT	39 *	28 *	7 **	32 *	3 **	4 **	84	0 **	197
ACT	310	78	20 *	19 *	11 **	4 **	3 **	1 **	446
Total ^(b)	5 908	4 058	4 085	1 280	1 311	405	196	384	17 029
Year ended 31 December 2010									
Visitors to:									
NSW	15 941	2 527	2 584	531	257	134	59	1 033	23 066
Vic	2 435	10 539	962	890	309	376	82	218	15 812
Qld	3 107	1 474	11 169	324	170	132	78	128	16 582
SA	465	763	197	2 909	127	25 *	67	33 *	4 585
WA	316	356	148	172	3 890	27 *	44 *	33 *	4 985
Tas ^(a)	250	351	95	39 *	27 *	1 011	9 **	40 *	1 822
NT	180	146	97	117	33 *	16 *	373	16 *	978
ACT	1 332	404	179	76	40 *	23 *	8 **	1 **	2 064
Total ^(b)	24 027	16 560	15 430	5 057	4 855	1 744	720	1 502	67 402

* ** 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 December 2010, 132,000 visitors to Queensland were residents of Tasmania, while during the December quarter 2010, 226,000 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

December quarter 2010 and year ended 31 December 2010

	Origin of visitors		Population ^(a)		Visitor rate ^(b)
	'000	%	'000	%	
December quarter 2010					
State/territory					
New South Wales	5 908	35	5 771	33	1.0
Victoria	4 058	24	4 311	25	0.9
Queensland	4 085	24	3 511	20	1.2
South Australia	1 280	8	1 298	7	1.0
Western Australia	1 311	8	1 761	10	0.7
Tasmania ^(c)	405	2	402	2	1.0
Northern Territory	196	1	165	1	1.2
Australian Capital Territory	384	2	276	2	1.4
Total	17 029	100	17 495	100	1.0
Year ended 31 December 2010					
State/territory					
New South Wales	24 027	36	5 771	33	4.2
Victoria	16 560	25	4 311	25	3.8
Queensland	15 430	23	3 511	20	4.4
South Australia	5 057	8	1 298	7	3.9
Western Australia	4 855	7	1 761	10	2.8
Tasmania ^(c)	1 744	3	402	2	4.3
Northern Territory	720	1	165	1	4.4
Australian Capital Territory	1 502	2	276	2	5.4
Total	67 402	100	17 495	100	3.9

(a) Population figures are as of 31 December 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 December 2010, Northern Territory residents took 720,000 overnight trips. The visitor rate shows that this is an average of 4.4 trips per Northern Territory resident.

Table 9
Overnight visitors: Duration of visit by state/territory visited
 Year ended 31 December 2010

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Duration of visit ^(c)									
1 night	6 274	4 852	4 139	1 165	1 160	444	162	703	18 717
2 nights	6 369	4 286	3 788	1 185	1 198	416	165	629	17 941
3 nights	3 554	2 572	2 485	774	741	248	112	290	10 739
4-7 nights	5 137	3 252	4 200	1 057	1 171	429	302	376	15 724
8-14 nights	1 388	675	1 459	303	494	232	157	46 *	4 700
15-21 nights	263	105	305	56	116	32 *	44 *	15 *	921
22 nights or more	81	70	207	45 *	105	20 *	35 *	6 **	547
Total	23 066	15 812	16 582	4 585	4 985	1 822	978	2 064	67 402
Average duration of visit	3	3.4	3.4	3.4	6	4		3	4
Median duration of visit ^(d)	2	2	3	3	3	2	2		
	%								
Duration of visit ^(c)									
1 night	27	31	25	25	23	24	17	34	28
2 nights	28	27	23	26	24	23	17	30	27
3 nights	15	16	15	17	15	14	11	14	16
4-7 nights	22	21	25	23	23	24	31	18	23
8-14 nights	6	4	9	7	10	13	16	2 *	7
15-21 nights	1	1	2	1	2	2 *	4 *	1 *	1
22 nights or more	0	0	1	1 *	2	1 *	4 *	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 December 2010, 1,165,000 or 25% of all overnight visitors to South Australia stayed for 1 night only.

Table 10
Overnight visitors: Accommodation used by state/territory visited
Year ended 31 December 2010

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	8 671	5 391	6 352	1 429	1 641	728	482	1 081	24 909
Guest house or bed & breakfast	382	305	158	88	93	93	4 **	16 *	1 120
Rented house, apartment, flat or unit	1 705	1 125	1 648	346	462	167	59	89	5 570
Caravan park or commercial camping ground	2 016	1 387	1 055	592	450	172	140	60	5 557
Caravan or camping on private property	921	589	661	220	300	108	133	16 *	2 852
Friend's or relative's property	8 996	6 378	6 421	1 679	1 907	605	196	738	26 568
Own property (e.g. holiday house)	743	743	354	244	148	73	7 **	6 **	2 316
Other	818	496	890	217	305	106	77	59	2 916
Total ^(d)	23 066	15 812	16 582	4 585	4 985	1 822	978	2 064	67 402
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	38	34	38	31	33	40	49	52	37
Guest house or bed & breakfast	2	2	1	2	2	5	0 **	1 *	2
Rented house, apartment, flat or unit	7	7	10	8	9	9	6	4	8
Caravan park or commercial camping ground	9	9	6	13	9	9	14	3	8
Caravan or camping on private property	4	4	4	5	6	6	14	1 *	4
Friend's or relative's property	39	40	39	37	38	33	20	36	39
Own property (e.g. holiday house)	3	5	2	5	3	4	1 **	0 **	3
Other	4	3	5	5	6	6	8	3	4
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 10 shows that during the year ended 31 December 2010, 1,055,000 or 6% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

Table 11
Visitor nights: Accommodation used by state/territory visited
 Year ended 31 December 2010

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	20 611	12 802	20 594	3 912	5 476	2 494	2 078	2 333	70 302
Guest house or bed & breakfast	1 000	605	406 *	202 *	306 *	252 *	8 **	26 **	2 803
Rented house, apartment, flat or unit	7 853	4 060	9 159	1 348	2 173	858	397 *	247 *	26 096
Caravan park or commercial camping ground	9 771	5 381	6 680	2 609	3 415	949	1 326	271 *	30 402
Caravan or camping on private property	3 005	1 774	2 736	763	1 372	407 *	452 *	49 **	10 556
Friend's or relative's property	29 996	19 589	25 367	5 893	7 765	2 433	1 270	2 471	94 798
Own property (e.g. holiday house)	2 800	2 618	1 403	714	603	287 *	18 **	13 **	8 456
Other	2 791	2 410	3 891	1 141	1 898	408 *	339 *	146 *	13 025
Total ^(d)	78 330	49 406	71 208	16 989	23 597	8 148	6 273	5 574	259 541
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	26	26	29	23	23	31	33	42	27
Guest house or bed & breakfast	1	1	1 *	1 *	1 *	3 *	0 **	0 **	1
Rented house, apartment, flat or unit	10	8	13	8	9	11	6 *	4 *	10
Caravan park or commercial camping ground	12	11	9	15	14	12	21	5 *	12
Caravan or camping on private property	4	4	4	4	6	5 *	7 *	1 **	4
Friend's or relative's property	38	40	36	35	33	30	20	44	37
Own property (e.g. holiday house)	4	5	2	4	3	4 *	0 **	0 **	3
Other	4	5	5 8	7	5	53*	*	*	5
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 11 shows that during the year ended 31 December 2010, 27% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,471,000 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 December 2010

	Air transport	Private vehicle	Other transport	Total ^(a)
	'000			
Interstate visitors to:				
NSW	3 134	3 710	547	7 125
Vic	3 589	1 607	428	5 273
Qld	3 782	1 619	433	5 413
SA	996	603	146	1 676
WA	1 021	88	167	1 095
Tas ^(b)	669	113	281	811
NT	473	116	152	605
ACT ^(c)	na	na	na	na
Total interstate visitors ^(d)	14 176	9 291	2 277	22 905
Intrastate visitors to:				
NSW	663	14 065	1 308	15 941
Vic	108	9 545	907	10 539
Qld	1 396	8 987	926	11 169
SA	132	2 635	141	2 909
WA	481	3 178	263	3 890
Tas ^(b)	5 **	937	59	1 011
NT	80	262	34 *	373
ACT ^(c)	na	na	na	na
Total intrastate visitors ^(d)	2 866	39 611	3 639	44 496
Total visitors to:				
NSW	3 797	17 775	1 855	23 066
Vic	3 697	11 152	1 335	15 812
Qld	5 178	10 607	1 359	16 582
SA	1 128	3 238	286	4 585
WA	1 502	3 266	430	4 985
Tas ^(b)	674	1 050	339	1 822
NT	553	378	186	978
ACT	512	1 436	124	2 064
Total ^(d)	16 596	47 427	5 692	67 402

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 December 2010, 9,291,000 overnight visitors used a private vehicle when travelling interstate, while 2,866,000 visitors used air transport when travelling intrastate.

Table 13
Expenditure by overnight visitors: Items of expenditure by main purpose of trip
Year ended 31 December 2010

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 278.7	34.7 *	214.1	54.8	1 582.4
Taxis	184.2	64.7	243.9	25.2 *	518.0
Airline fares	1 888.9	1 425.3	1 511.1	164.5	4 989.8
Organised tours, side trips	325.6	19.5 *	51.0	6.1 **	402.2
Car hire costs	528.5	186.2	217.7	25.7 *	958.1
Fuel (petrol, diesel)	2 141.6	1 235.0	697.2	191.9	4 265.8
Vehicle maintenance or repairs	94.9	39.5 *	14.1 *	9.2 *	157.8
Other long distance transport costs	106.9	59.4	20.0 *	11.3 *	197.7
Other local transport costs	95.6	47.3 *	25.8 *	6.1 **	174.7
Accommodation	7 192.5	1 210.3	1 798.2	380.5	10 581.5
Takeaway & restaurant meals	3 656.3	1 454.0	1 060.6	239.3	6 410.2
Groceries etc for self-catering	1 718.3	622.0	164.8	87.8	2 593.0
Alcohol and drinks (not elsewhere included)	1 450.3	599.6	279.5	66.6	2 396.0
Shopping, gifts, souvenirs	2 599.6	1 322.1	434.0	172.4	4 528.1
Entertainment, museums, movies, zoos etc	1 164.4	206.2	59.0	28.2 *	1 457.8
Horse racing, gambling, casinos	152.6	29.6 *	21.3 *	12.9 *	216.4
Conference fees	1.2 **	0.2 **	156.7	2.5 **	160.6
Education, course fees	4.2 **	1.8 **	84.2	32.3 *	122.5
Other expenditure on trip	452.6	163.2	132.1	144.3	892.2
Total ^(a)	25 233.7	8 726.5	7 204.3	1 661.6	42 826.1

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

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

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

How to read this table:

Table 13 shows that during the year ended 31 December 2010, overnight holiday visitors spent a total of \$1,888.9 million on airline fares. The total expenditure for all overnight visitors for the same period was \$42.8 billion.

Table 14

Day visitors: State/territory visited by main purpose of visit

December quarter 2010 and year ended 31 December 2010

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
December quarter 2010										
Day visitors to:										
NSW	5 623	32	3 722	33	1 094	30	1 265	31	11 705	32
Vic	4 382	25	3 167	28	971	27	877	21	9 396	26
Qld	4 211	24	2 385	21	891	25	1 180	29	8 668	24
SA	1 268	7	791	7	142	4	243	6	2 444	7
WA	1 414	8	860	8	333	9	349	8	2 957	8
Tas	578	3	220	2	90 *	2 *	156	4	1 044	3
NT	110 *	1 *	24 **	0 **	13 **	0 **	31 *	1 *	179	0
ACT	203	1	51 *	0 *	99 *	3 *	34 *	1 *	386	1
Total ^(a)	17 789	100	11 220	100	3 634	100	4 135	100	36 778	100
Year ended 31 December 2010										
Day visitors to:										
NSW	24 215	33	14 207	32	4 966	32	5 683	31	49 071	32
Vic	18 459	25	11 961	27	3 782	24	4 368	24	38 569	25
Qld	16 250	22	10 018	23	3 794	24	4 643	25	34 705	23
SA	5 081	7	2 879	7	897	6	1 252	7	10 108	7
WA	5 978	8	3 427	8	1 309	8	1 328	7	12 043	8
Tas	2 317	3	1 017	2	398	3	579	3	4 311	3
NT	595	1	101 *	0 *	78 *	1 *	93 *	1 *	866	1
ACT	781	1	203	0	276	2	355	2	1 615	1
Total ^(a)	73 676	100	43 812	100	15 500	100	18 300	100	151 288	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 December 2010, there were a total of 151,288,000 day visitors, of whom 8% visited destinations in Western Australia.

Table 15
Day visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total ^(a)
	'000								
2008									
December quarter	11 706	8 977	7 442	2 601	3 109	1 136	260	347	35 578
2009									
March quarter	10 691	9 557	7 821	2 437	2 880	1 136	187	378	35 089
June quarter	12 122	9 404	8 201	2 523	2 846	1 107	272	319	36 794
September quarter	11 671	8 920	7 775	2 527	2 708	1 018	321	314	35 253
December quarter	12 062	9 996	7 779	2 360	3 124	1 235	246	456	37 257
2010									
March quarter	12 608	9 985	8 286	2 508	3 106	1 160	235	310	38 197
June quarter	12 988	10 026	9 672	2 641	2 984	1 131	255	558	40 255
September quarter	11 770	9 161	8 078	2 515	2 997	976	198	361	36 058
December quarter	11 705	9 396	8 668	2 444	2 957	1 044	179	386	36 778
Year ended 31 December									
2009	46 546	37 877	31 575	9 848	11 558	4 496	1 026	1 467	144 393
2010	49 071	38 569	34 705	10 108	12 043	4 311	866	1 615	151 288

(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 December 2010, destinations in New South Wales had 49,071,000 day visitors, while during the December quarter 2010, destinations in the Australian Capital Territory had 386,000 day visitors.

Table 16

Day visitors: State/territory visited by main transport used

Year ended 31 December 2010

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	495	43 730	4 846	49 071
Victoria	379	34 872	3 318	38 569
Queensland	385	32 266	2 054	34 705
South Australia	122 *	9 640	346	10 108
Western Australia	132 *	11 040	871	12 043
Tasmania	15 **	4 161	134 *	4 311
Northern Territory	35 *	792	40 *	866
Australian Capital Territory	97 *	1 410	108 *	1 615
Total ^(a)	1 659	137 912	11 718	151 288

* ** 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 December 2010, 385,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 866,000 day visitors during the same period.

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

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	22.6	1.8 **	2.4 **	0.6 **	27.4
Taxis	10.4 *	5.2 *	39.4	5.7 *	60.7
Airline fares	32.2	25.9	222.4	25.3	305.9
Organised tours, side trips	33.9	1.0 **	0.0 **	7.7 *	42.6
Car hire costs	29.9	14.2 *	16.5 *	3.5 *	64.1
Fuel (petrol, diesel)	1 694.8	1 102.2	402.9	464.7	3 664.6
Vehicle maintenance or repairs	24.7	10.1 *	1.5 **	84.6	120.9
Other long distance transport costs	28.4	9.8 *	4.8 *	7.0 *	50.0
Other local transport costs	63.7	24.3	12.6 *	13.6 *	114.2
Takeaway & restaurant meals	1 883.7	760.6	215.0	253.5	3 112.7
Groceries etc for self-catering	453.1	222.1	40.9	112.0	828.2
Alcohol and drinks (not elsewhere included)	431.8	267.2	32.7	32.3	764.0
Shopping, gifts, souvenirs	3 198.5	503.9	182.5	496.3	4 381.2
Entertainment, museums, movies, zoos, etc	547.8	48.9	7.5 *	16.1 *	620.2
Horse racing, gambling, casinos	63.1	5.0 *	0.9 **	7.0 *	76.0
Conference fees	3.3 **	0.0 **	9.5 *	1.1 **	13.9 *
Education, course fees	6.5 *	0.1 **	4.5 *	20.2 *	31.2
Other expenditure on trip	244.9	58.8	42.0	345.7	691.4
Total ^(a)	8 773.3	3 061.0	1 237.9	1 896.9	14 969.1

* ** 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 December 2010, day visitors spent \$64.1 million on car hire.

The overall total spent by day visitors during the same period was \$15.0 billion.

Table 18
Australians travelling overseas: Visitors and average number of nights
per trip by main destination and purpose of trip
Year ended 30 September 2010^(a)

	Visitors ^(b)		Average nights per trip
	'000	%	
Main destination			
United Kingdom	414	7	35
Other Europe	596	10	35
New Zealand	943	15	11
USA and Canada	681	11	24
Hong Kong	198	3	12
Singapore	243	4	9
Malaysia	221	4	16
Indonesia	608	10	11
Thailand	396	6	15
China	287	5	21
Other Asia	766	12	26
Other countries	820	13	18
Purpose of visit ^(c)			
Holiday	3 459	56	19
Visiting friends and relatives	1 463	24	25
Business	1 126	18	12
Other	124	2	51
Total	6 173	100	20

(a) Data for outbound trips is presented for the year ended 30 September 2010 due to the three month recall period in the National Visitor Survey.

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

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

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

How to read this table:

Table 18 shows that of the Australians who travelled overseas for the year ended 30 September 2010, 7% had the United Kingdom as their main destination, staying overseas on average for 35 nights.

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

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
\$ million				
2000	12 563	36 593	49 156	54 591
2001	11 630	38 262	49 892	55 364
2002	11 878	39 929	51 808	57 653
2003	11 739	39 589	51 328	57 824
2004	11 142	39 955	51 097	58 810
2005	12 397	39 253	51 650	60 470
2006	12 906	41 697	54 603	64 315
2007	14 675	43 545	58 220	69 063
2008	14 414	44 625	59 039	71 031
2009	14 683	42 369	57 051	69 164
2010	14 969	42 826	57 795	70 128

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 December 2006 was \$12.9 billion and Total Domestic Economic Value for the year ended 31 December 2010 was \$70.1 billion.

Table 20

Modelled domestic day visitor expenditure^(a) in the top 20 regions (ranked by expenditure)

Year ended 31 December 2010

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	1 682	11	17 435	96
2	Melbourne	Vic	1 478	10	14 313	103
3	Brisbane	Qld	1 159	8	11 210	103
4	Experience Perth	WA	786	5	8 407	93
5	Gold Coast	Qld	692	5	6 778	102
6	Mid North Coast	NSW	512	3	3 737	137
7	Hunter	NSW	479	3	5 169	93
8	South Coast	NSW	397	3	5 032	79
9	Adelaide	SA	362	2	3 074	118
10	Sunshine Coast	Qld	358	2	4 515	79
11	Northern Rivers	NSW	337	2	3 386	99
12	Darling Downs	Qld	331	2	3 286	101
13	Australia's South West	WA	280	2	2 477	113
14	Canberra	ACT	265	2	1 615	164
15	Central NSW	NSW	262	2	2 250	116
16	Central Coast	NSW	252	2	3 263	77
17	Central Queensland	Qld	244	2	1 844	132
18	Tropical North Queensland	Qld	230	2	2 113	109
19	Peninsula	Vic	226	2	2 881	79
20	Western	Vic	215	1	2 213	97
Top 20 regions ^(c)			10 546	70	104 997	100
Total Australia ^(d)			14 969	100	151 288	99

(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 December 2010, there were 5.2 million domestic day visitors to the Hunter who spent a total of \$479 million in the region or 3% of total domestic day visitor expenditure in Australia.

Table 21

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

Year ended 31 December 2010

State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 682	35	17 435	96
Regional NSW	3 159	65	31 636	100
Total NSW	4 841	100	49 071	99
Melbourne	1 478	42	14 313	103
Regional Vic	2 046	58	24 256	84
Total Vic	3 524	100	38 569	91
Gold Coast	692	19	6 778	102
Brisbane	1 159	31	11 210	103
Regional Qld	1 867	50	16 717	112
Total Qld	3 717	100	34 705	107
Adelaide	362	41	3 074	118
Regional SA	530	59	7 034	75
Total SA	892	100	10 108	88
Experience Perth	786	66	8 407	93
Regional WA	414	34	3 637	114
Total WA	1 200	100	12 043	100
Hobart	112	26	1 024	109
Regional Tas	310	74	3 286	94
Total Tas	422	100	4 311	98
Darwin	67	61	486	137
Regional NT	42	39	380	110
Total NT	108	100	866	125
Canberra	265	100	1 615	164
Total ACT	265	100	1 615	164
Total capitals	6 601	44	64 341	103
Total regional	8 368	56	86 947	96
Total Australia ^(c)	14 969	100	151 288	99

(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 December 2010, there were 16.7 million domestic day visitors in regional Queensland, who spent a total of \$1.9 billion in this area, or 50% of total domestic day visitor expenditure in Queensland.

Table 22

Modelled domestic day visitor expenditure^(a) (destination expenditure only)
by purpose of visit for each state/territory

Year ended 31 December 2010

State/territory	Holiday		Visiting friends and relatives		Business		Other ^(b)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 685	33	894	34	303	31	538	31	4 420	32
Vic	1 935	24	703	27	210	21	358	21	3 206	24
Qld	2 055	25	618	23	265	27	456	26	3 395	25
SA	476	6	142	5	56	6	119	7	794	6
WA	661	8	205	8	85	9	145	8	1 095	8
Tas	226	3	63	2	31	3	59	3	378	3
NT	59	1	9	0	6	1	11	1	84	1
ACT	135	2	17	1	28	3	50	3	229	2
Total Australia ^(c)	8 232	100	2 650	100	984	100	1 736	100	13 602	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 December 2010, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$205 million, or 8% of total expenditure in Australia for this purpose.

Table 23

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

Year ended 31 December 2010

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 660	11	6 260	18 167	744	256	3
2	Sydney	NSW	4 614	11	7 152	20 317	645	227	3
3	Gold Coast	Qld	2 862	7	3 396	13 755	843	208	4
4	Brisbane	Qld	2 518	6	4 862	15 540	518	162	3
5	Experience Perth	WA	1 803	4	2 485	9 390	726	192	4
6	Sunshine Coast	Qld	1 590	4	2 604	10 186	611	156	4
7	Mid North Coast	NSW	1 530	4	3 075	11 760	497	130	4
8	Adelaide	SA	1 524	4	1 902	6 771	801	225	4
9	Tropical North Queensland	Qld	1 440	3	1 303	8 321	1 106	173	6
10	South Coast	NSW	1 268	3	2 746	10 173	462	125	4
11	Canberra	ACT	1 087	3	2 064	5 574	527	195	3
12	Northern Rivers	NSW	846	2	1 826	6 357	463	133	3
13	Hunter	NSW	807	2	1 995	5 096	404	158	3
14	Australia's South West	WA	793	2	1 482	5 724	535	139	4
15	Hobart and Surrounds	Tas	663	2	823	3 068	806	216	4
16	Western	Vic	645	2	1 424	4 365	453	148	3
17	Central NSW	NSW	603	1	1 591	4 327	379	139	3
18	Darwin	NT	574	1	549	3 110	1 045	185	6
19	Whitsundays	Qld	558	1	501	2 172	1 113	257	4
20	High Country	Vic	548	1	981	3 005	558	182	3
	Top 20 regions ^(c)		30 931	72	45 883	167 176	674	185	4
	Total Australia ^(d)		42 826	100	67 402	259 541	635	165	4

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

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

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

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

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

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

How to read this table:

Table 23 shows that during the year ended 31 December 2010, there were 1.3 million domestic overnight visitors to Tropical North Queensland who spent a total of \$1.4 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24

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

Year ended 31 December 2010

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	3 705	10	7 152	20 317	518	182	3
2	Melbourne	Vic	3 639	10	6 260	18 167	581	200	3
3	Gold Coast	Qld	2 578	7	3 396	13 755	759	187	4
4	Brisbane	Qld	1 970	5	4 862	15 540	405	127	3
5	Mid North Coast	NSW	1 469	4	3 075	11 760	478	125	4
6	Sunshine Coast	Qld	1 463	4	2 604	10 186	562	144	4
7	Experience Perth	WA	1 340	4	2 485	9 390	539	143	4
8	Tropical North Queensland	Qld	1 210	3	1 303	8 321	929	145	6
9	South Coast	NSW	1 200	3	2 746	10 173	437	118	4
10	Adelaide	SA	1 118	3	1 902	6 771	588	165	4
11	Canberra	ACT	928	3	2 064	5 574	450	167	3
12	Northern Rivers	NSW	779	2	1 826	6 357	427	123	3
13	Australia's South West	WA	743	2	1 482	5 724	502	130	4
14	Hunter	NSW	736	2	1 995	5 096	369	144	3
15	Western	Vic	614	2	1 424	4 365	431	141	3
16	Central NSW	NSW	573	2	1 591	4 327	360	132	3
17	High Country	Vic	520	1	981	3 005	530	173	3
18	Hobart and Surrounds	Tas	515	1	823	3 068	627	168	4
19	Whitsundays	Qld	479	1	501	2 172	956	220	4
20	Snowy Mountains	NSW	456	1	679	2 463	672	185	4
	Top 20 regions ^(c)		26 035	71	45 929	166 530	567	156	4
	Total Australia ^(d)		36 701	100	67 402	259 541	545	141	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 December 2010, there were 3.4 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^(a) in capital cities and regional areas for each state/territory, including airfares and long distance transport costs

Year ended 31 December 2010

State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	4 614	37	7 152	20 317	645	227	3
Regional NSW	7 810	63	16 584	58 013	471	135	3
Total NSW	12 425	100	23 066	78 330	539	159	3
Melbourne	4 660	54	6 260	18 167	744	256	3
Regional Vic	3 959	46	10 017	31 239	395	127	3
Total Vic	8 619	100	15 812	49 406	545	174	3
Gold Coast	2 862	25	3 396	13 755	843	208	4
Brisbane	2 518	22	4 862	15 540	518	162	3
Regional Qld	6 074	53	9 096	41 913	668	145	5
Total Qld	11 454	100	16 582	71 208	691	161	4
Adelaide	1 524	54	1 902	6 771	801	225	4
Regional SA	1 279	46	2 902	10 218	441	125	4
Total SA	2 803	100	4 585	16 989	611	165	4
Perth	1 803	48	2 485	9 390	726	192	4
Regional WA	1 942	52	2 739	14 208	709	137	5
Total WA	3 745	100	4 985	23 597	751	159	5
Hobart	663	41	823	3 068	806	216	4
Regional Tas	973	59	1 250	5 080	778	192	4
Total Tas	1 636	100	1 822	8 148	898	201	4
Darwin	574	54	549	3 110	1 045	185	6
Regional NT	482	46	589	3 164	818	152	5
Total NT	1 056	100	978	6 273	1 080	168	6
Canberra	1 087	100	2 064	5 574	527	195	3
Total ACT	1 087	100	2 064	5 574	527	195	3
Total capitals	20 305	47	28 633	95 691	709	212	3
Total regional	22 521	53	41 994	163 850	536	137	4
Total Australia ^(c)	42 826	100	67 402	259 541	635	165	4

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

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

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

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

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

How to read this table:

Table 25 shows that during the year ended 31 December 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 59% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

Table 26

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

Year ended 31 December 2010

State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	3 705	34	7 152	20 317	518	182	3
Regional NSW	7 336	66	16 584	58 013	442	126	3
Total NSW	11 041	100	23 066	78 330	479	141	3
Melbourne	3 639	49	6 260	18 167	581	200	3
Regional Vic	3 793	51	10 017	31 239	379	121	3
Total Vic	7 432	100	15 812	49 406	470	150	3
Gold Coast	2 578	26	3 396	13 755	759	187	4
Brisbane	1 970	20	4 862	15 540	405	127	3
Regional Qld	5 263	54	9 096	41 913	579	126	5
Total Qld	9 811	100	16 582	71 208	592	138	4
Adelaide	1 118	49	1 902	6 771	588	165	4
Regional SA	1 180	51	2 902	10 218	407	115	4
Total SA	2 298	100	4 585	16 989	501	135	4
Perth	1 340	44	2 485	9 390	539	143	4
Regional WA	1 716	56	2 739	14 208	626	121	5
Total WA	3 055	100	4 985	23 597	613	129	5
Hobart	515	40	823	3 068	627	168	4
Regional Tas	786	60	1 250	5 080	629	155	4
Total Tas	1 301	100	1 822	8 148	714	160	4
Darwin	437	52	549	3 110	797	141	6
Regional NT	396	48	589	3 164	672	125	5
Total NT	834	100	978	6 273	853	133	6
Canberra	928	100	2 064	5 574	450	167	3
Total ACT	928	100	2 064	5 574	450	167	3
Total capitals	16 231	44	28 633	95 691	567	170	3
Total regional	20 470	56	41 994	163 850	487	125	4
Total Australia ^(c)	36 701	100	67 402	259 541	545	141	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 December 2010, there were 2.7 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.7 billion, or 56% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

Table 27

Modelled domestic overnight visitor expenditure^(a) (destination expenditure only)
by total intrastate and interstate origin for each state/territory

Year ended 31 December 2010

State/territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 382	-	1 522	1 416	303	229	94	60	509	4 133	10 515
Vic	3 513	1 556	-	662	525	337	291	76	115	3 561	7 074
Qld	4 480	2 257	1 702	-	398	211	194	98	92	4 952	9 432
SA	972	333	490	151	-	118	18	77	np	1 202	2 173
WA	1 845	339	378	99	131	-	43	43	np	1 054	2 899
Tas	296	303	372	153	47	38	-	np	np	969	1 265
NT	141	256	177	64	106	37	21	-	np	667	808
ACT	0	461	260	np	38	np	np	np	-	887	887
Total Australia ^(b)	17 629	5 505	4 901	2 632	1 548	994	671	375	798	17 424	35 054

(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 December 2010, Queensland residents spent \$4.5 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$5.0 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.3 billion), followed by Victoria (\$1.7 billion) and South Australia (\$398 million).

Table 28

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

Year ended 31 December 2010

State/territory	Holiday		Visiting friends and relatives		Business		Other ^(b)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 283	29	2 386	35	1 427	27	418	24	10 515	30
Vic	4 400	21	1 393	21	1 003	19	278	16	7 074	20
Qld	6 022	28	1 675	25	1 300	25	435	26	9 432	27
SA	1 239	6	454	7	321	6	159	9	2 173	6
WA	1 602	8	471	7	548	11	278	16	2 899	8
Tas	939	4	149	2	148	3	29	2	1 265	4
NT	490	2	85	1	158	3	76	4	808	2
ACT	378	2	182	3	294	6	33	2	887	3
Total Australia ^(c)	21 353	100	6 796	100	5 200	100	1 705	100	35 054	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 December 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 Organization and therefore interviews are conducted with people who have travelled for purposes including holiday, visiting friends and relatives, business, education and employment. These travellers must not have been away from home continuously for more than 364 days, or in a leap year 365 days.

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

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

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

Survey methodology

Break in series between NVS and DTM

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

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

Weighting and benchmarking

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

Determining domestic visitor expenditure in regional Australia

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

Data reliability

Reliability of NVS data

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Items that are not collected for long trips

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

Indications of reliability in data tables

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

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

Use of symbols in tables

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

Row and column totals

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

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

State and territory specific surveys

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

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

Regional expenditure

Regional expenditure allocation methodology

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

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

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

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

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

Overnight trips expenditure allocation process

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

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

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

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

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

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

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

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

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

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

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

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

The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

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

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

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

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

Experience has shown:

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

Day trips expenditure allocation process

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

Glossary of terms

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

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

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

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

Total Domestic Economic Value

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

Visitor nights

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

Example

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

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

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

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

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

State and territory abbreviations

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

About Tourism Research Australia

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

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

Research publications and reports

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

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

Statistical Enquiry Service

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

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

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

For further information on the Statistical Enquiry Service, please contact tourism.research@ret.gov.au

Online Data Package

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

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

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

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

Online Student Data Package

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

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

Data Desk

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

For more information, please email tourism.research@ret.gov.au

Destination Visitor Surveys

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

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

Visitor Profile and Satisfaction Program

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

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

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

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

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

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Canberra ACT 2601
ABN: 46 252 861 927

Contact us at www.ret.gov.au/tra



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