



# Travel by Australians

**SEPTEMBER 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**

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



Image: Great Barrier Reef, Queensland (There's Nothing Like Australia Campaign Shoot)  
Courtesy of Tourism Australia

© Commonwealth of Australia 2010

ISSN: 1447 2422

This work is copyright. In addition to any use permitted under the *Commonwealth Copyright Act 1968*, the Commonwealth through Tourism Research Australia permits copies to be made in whole or in part for the purpose of promoting Australian tourism, provided that Tourism Research Australia (representing the Commonwealth) is identified on any copies as the author and the material is reproduced in its current form. In addition, a statement similar to the following must be included on any copy – *'Tourism Research Australia 2010'*.

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

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

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

This work should be referenced as: *Travel by Australians – September 2010 Quarterly Results of the National Visitor Survey*, Tourism Research Australia, Canberra.

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

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

Acknowledgements: NWC Opinion Research

Publication Date: 15 December 2010  
ABN 46 252 861 927

***[www.ret.gov.au/tra](http://www.ret.gov.au/tra)***

# Contents

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

## *Overnight trips*

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

## *Day trips*

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

## *Outbound trips*

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

## *Total Domestic Economic Value (TDEV)*

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

## *Regional expenditure*

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

## *Figures*

1.	Visitor nights and overnight expenditure .....	3	
2.	Visitor nights by purpose of visit .....	3	
3.	Day visitors and day expenditure .....	4	
4.	Outbound travel .....	5	
5.	Total Domestic Economic Value .....	6	
Introduction to the National Visitor Survey .....			37
Survey methodology .....			38
Data reliability .....			39
Regional expenditure .....			42
Glossary of terms .....			45
State and Territory abbreviations .....			47
About Tourism Research Australia .....			48



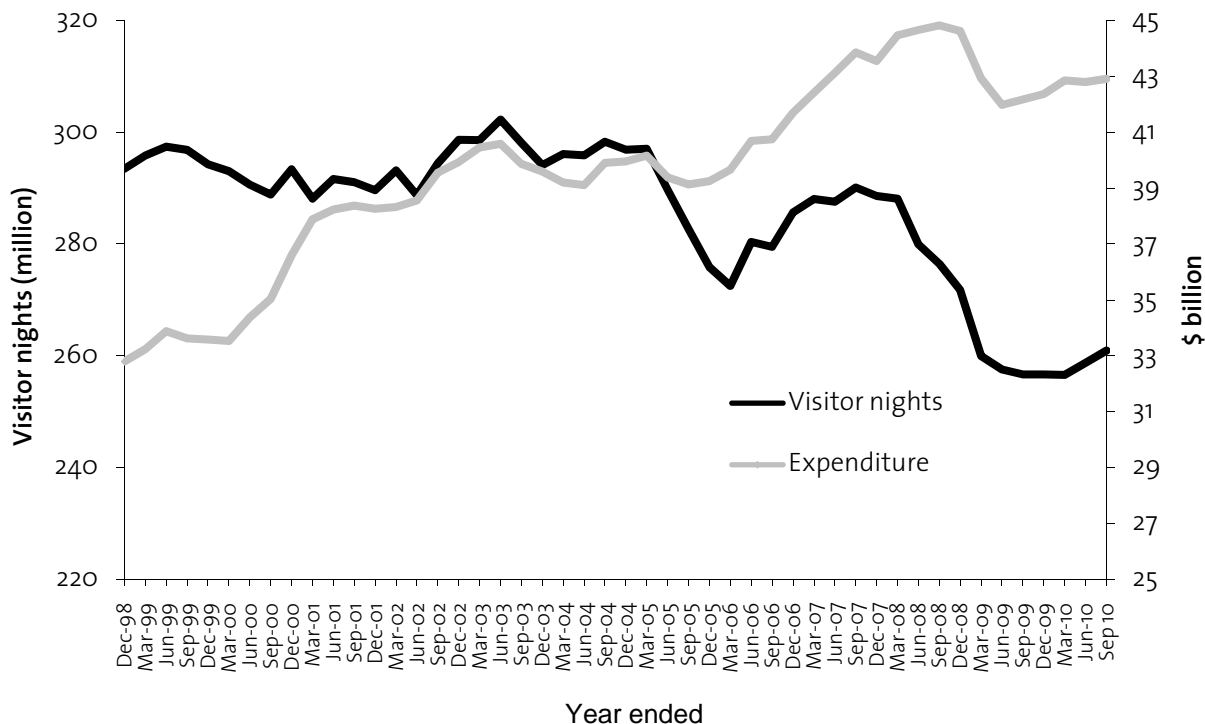
## **MAIN FINDINGS**

## Overnight travel within Australia: Year ended 30 September 2010

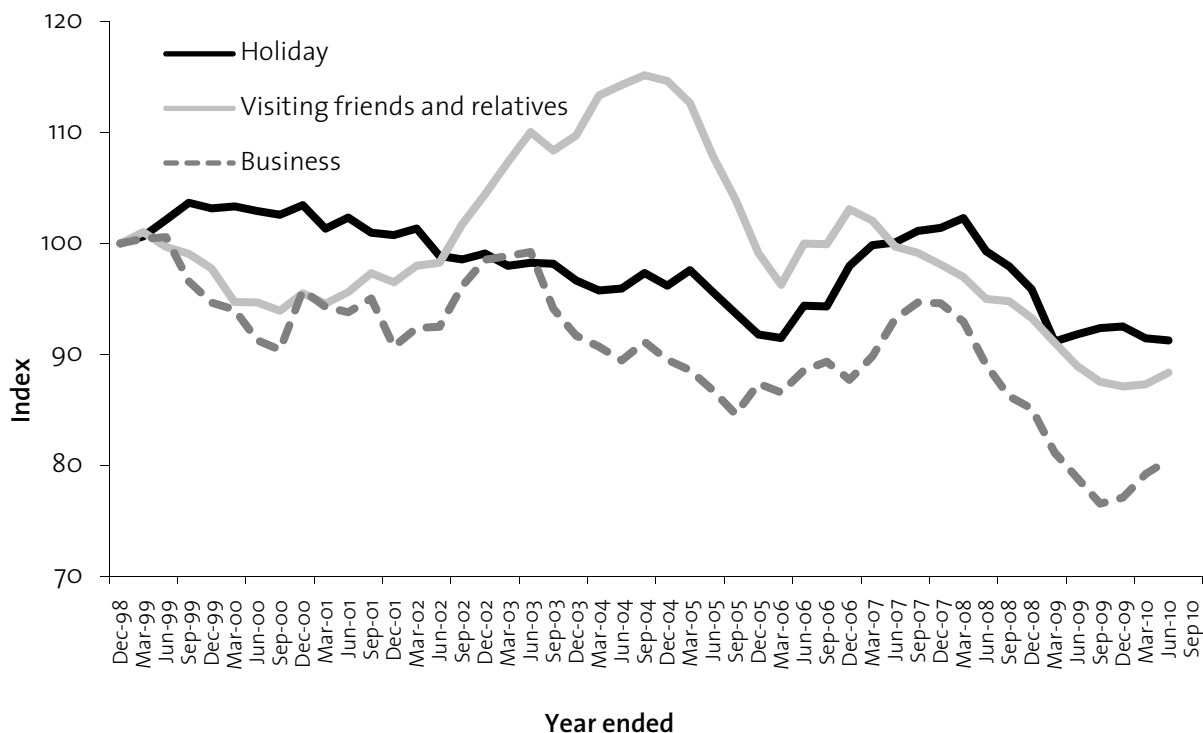
Overnight travel involves a stay away from home for at least one night, at a place at least 40 kilometres from home. A person is an overnight visitor to a location if they stay one or more nights in the location while travelling.

<b>Total trips</b>	There were 66.8 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 1% higher than the number of overnight trips for the equivalent period in 2009.
<b>Visitor nights</b>	Australians spent 261 million nights away from home. This was higher than the number recorded from the equivalent period in 2009.
<b>Travel</b>	Two thirds of visitors travelled within their State or Territory of residence. The remaining 34% travelled interstate.
<b>State/ Territory visits</b>	New South Wales received the most visitors (35%), followed by Queensland (24%) and Victoria (23%).
<b>State/ Territory nights</b>	New South Wales received the most visitor nights (31%), followed by Queensland (27%) and Victoria (19%).
<b>Purpose</b>	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%).
<b>Accommodation</b>	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (36%), followed by a hotel, resort, motel or motor inn (27%).
<b>Transport</b>	The most common forms of transport used on overnight trips were a private vehicle (70%) and air transport (25%).
<b>Expenditure</b>	Expenditure by overnight visitors amounted to \$42.9 billion, an increase of 2% compared with the same period in 2009 (Figure 1).

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



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



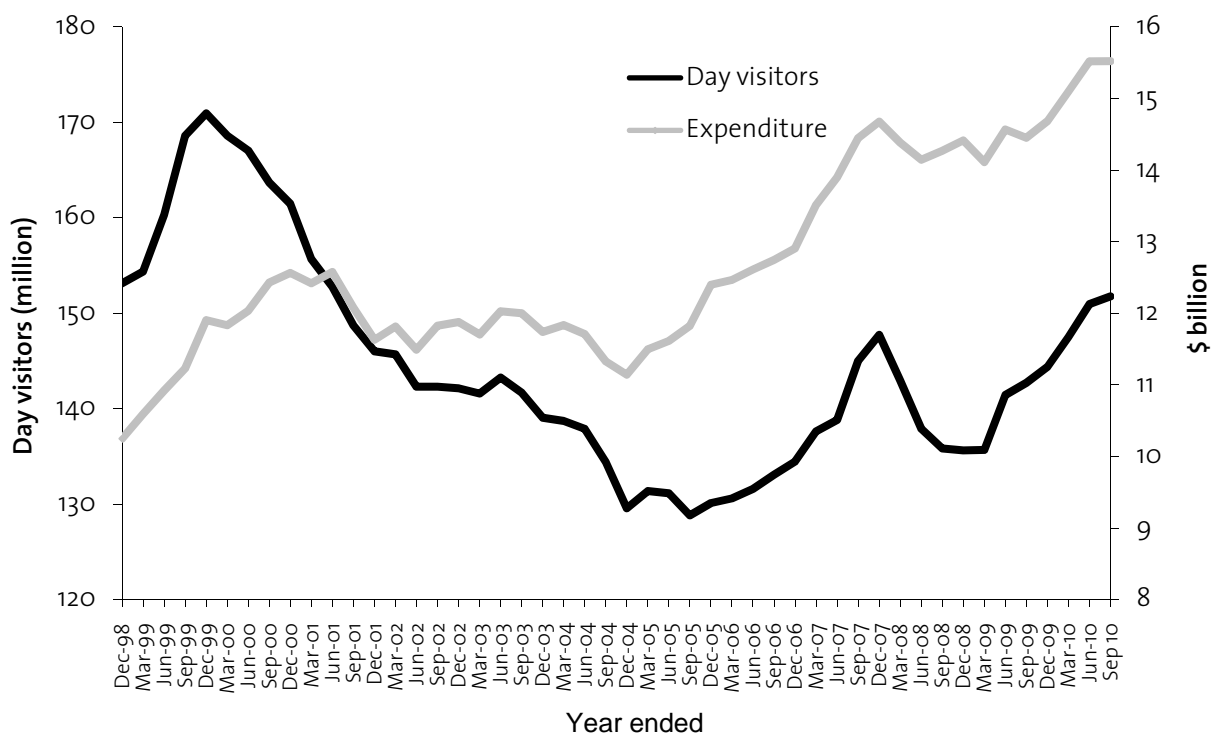
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

## Day trips within Australia: Year ended 30 September 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 151.8 million day trips taken in Australia by Australian residents aged 15 years and over. This was 6% 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 (33%), followed by Victoria (26%) and Queensland (22%).
- 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 \$15.5 billion compared with \$14.4 billion for the same period in 2009 (Figure 3).

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



## Outbound travel by Australians: Year ended 30 June 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 June 2010 due to the 3 month recall period in the National Visitor Survey.

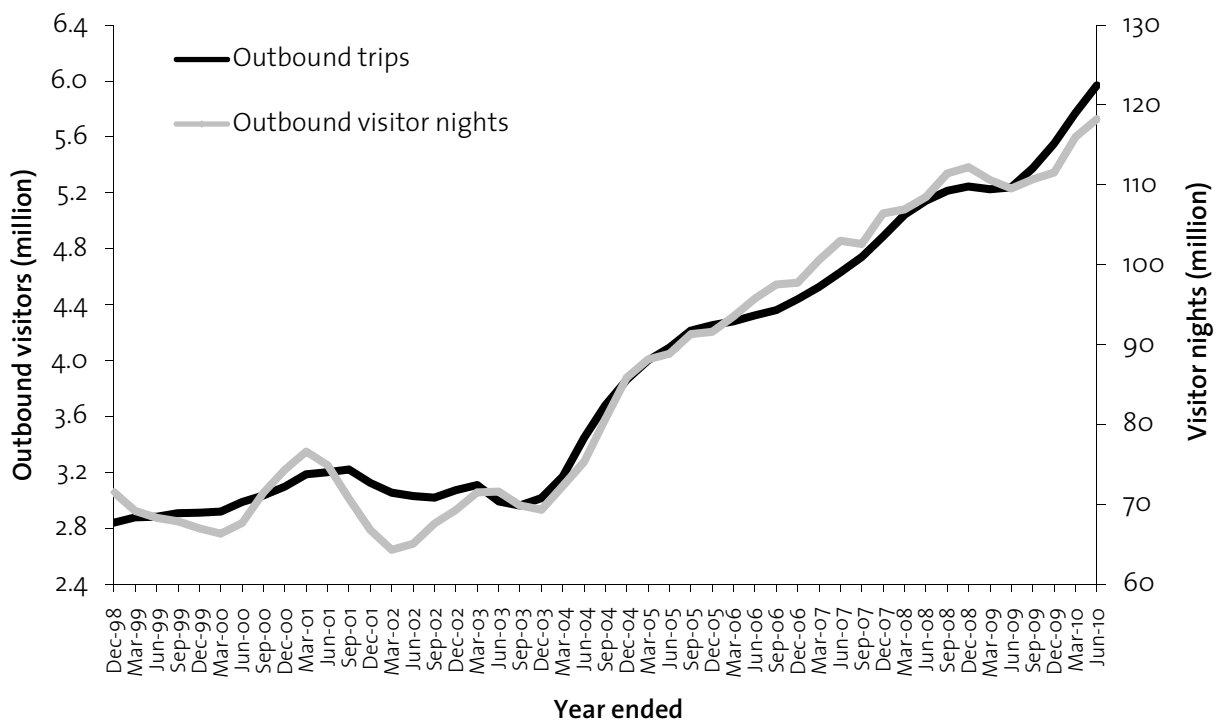
**Total trips** Australians aged 15 years and over took 6 million international trips (Figure 4).

**Nights** Australians spent 118 million nights away on outbound travel. This is an average of 20 nights abroad for each overseas trip.

**Countries** The most popular international destination was New Zealand (16%), followed by the USA and Canada (11%), Indonesia (9%) and the United Kingdom (7%).

**Purpose** The most popular reason for outbound travel was holiday (55%), followed by visiting friends and relatives (24%) and business (18%).

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



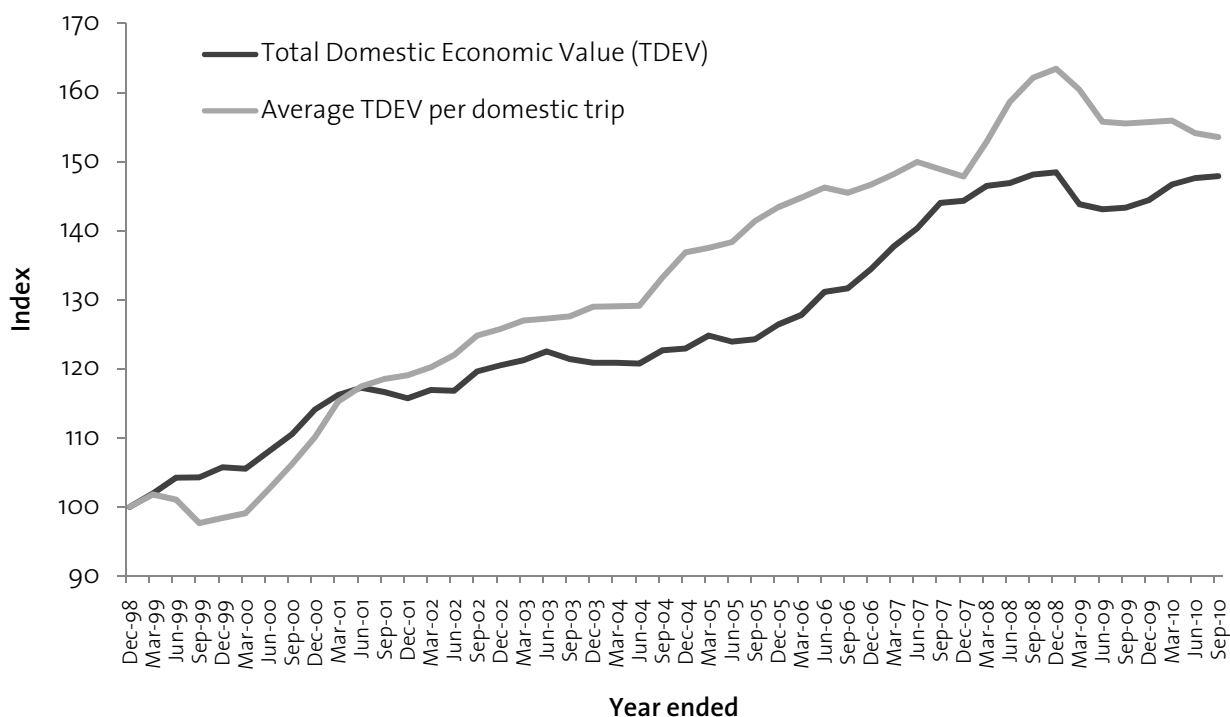
## Total Domestic Economic Value (TDEV)

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 30 September 2010, the total economic value of domestic tourism increased by 3.2%, or \$2.2 billion (in nominal terms), to reach \$70.8 billion. Average TDEV per trip (overnight and day trips combined) decreased over that period, by 1.3% (in nominal terms) to \$324.

**Figure 5: Total Domestic Economic Value, year ending December 1998 to September 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 30 September 2010

<b>Total expenditure</b>	For the year ended 30 September 2010, modelled overnight expenditure increased 2% to \$42.9 billion and modelled day expenditure increased 7% to \$15.5 billion compared with the same period in 2009.
<b>States/Territories</b>	Spending by domestic overnight visitors was highest in New South Wales (\$12.6 billion, up 5%), followed by Queensland (\$11.4 billion, down 3%) and Victoria (\$8.6 billion, up 2%). Spending by domestic day visitors was highest in New South Wales (\$5.1 billion, up 8%), followed by Victoria (\$3.7 billion, up 3%) and Queensland (\$3.7 billion, up 17%).
<b>Regional expenditure</b>	Over half of expenditure by both domestic overnight visitors (53%) and domestic day visitors (55%) was spent in regional areas of Australia (\$22.8 billion and \$8.5 billion respectively). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (63% of their total), followed by Tasmania (61%) and Queensland (55%). For domestic day visitors, Tasmania relied most on expenditure in regional areas (75%), followed by New South Wales (63%) and South Australia (59%).
<b>Tourism regions</b>	<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 (\$1.9 billion), followed by Melbourne (\$1.6 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Sunshine Coast (\$1.7 billion), followed by the Mid North Coast (\$1.6 billion), Tropical North Queensland (\$1.6 billion) and South Coast (\$1.3 billion). For domestic day visitors, expenditure was highest in the Mid North Coast (\$528 million), Hunter (\$485 million), South Coast (\$404 million), and Sunshine Coast (\$372 million).</p>
<b>Expenditure per visitor</b>	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Whitsundays (\$1,147), followed by Tropical North Queensland (\$1,122), and Darwin (\$1,099). For domestic day visitors, expenditure per visitor was highest in Canberra (\$170), followed by Mid North Coast (\$141), Central Queensland (\$127), and Adelaide (\$125).
<b>Expenditure per night</b>	The highest average expenditure per night was in Melbourne (\$255), followed by Whitsundays (\$252), Sydney (\$227), Hobart (\$217), and Adelaide (\$214).
<b>Intrastate and interstate expenditure</b>	<p>For the year ended 30 September 2010, interstate visitor expenditure increased 3% to \$17.7 billion, and intrastate visitor expenditure slightly decreased 2% to \$17.3 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 (\$4.3 billion) and Victoria (\$3.4 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.1 billion), followed by New South Wales (\$4.1 billion) and Victoria (\$3.6 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.7 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.3 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>
<b>Purpose</b>	<p>Holiday visitors contributed 61% of both domestic overnight and day expenditure in Australia (\$21.3 billion, up 0.3% and \$8.6 billion, up 9% respectively).</p> <p>New South Wales received the most expenditure from domestic overnight visitors travelling for the purpose of holiday (\$6.2 billion), followed by Queensland (\$6.1 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.8 billion), followed by Victoria (\$2.1 billion) and Queensland (\$2.0 billion).</p>

## TABLES

Table 1

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

September quarter 2010 and year ended 30 September 2010

	Visitors		Visitor nights	
	'000	%	'000	%
September quarter 2010				
Visitors to:				
New South Wales	5 840	35	19 159	29
Victoria	3 570	22	10 509	16
Queensland	4 475	27	21 438	32
South Australia	1 012	6	3 606	5
Western Australia	1 217	7	6 616	10
Tasmania <sup>(a)</sup>	344	2	1 200	2
Northern Territory	333	2	2 570	4
Australian Capital Territory	455	3	1 184	2
Purpose of visit <sup>(b)</sup>				
Holiday	6 822	41	30 881	47
Visiting friends and relatives	5 293	32	18 150	27
Business	3 697	22	11 660	18
Other	1 049	6	3 938	6
Total <sup>(c)</sup>	16 549	100	66 283	100
Year ended 30 September 2010				
Visitors to:				
New South Wales	23 404	35	79 719	31
Victoria	15 693	23	49 976	19
Queensland	15 960	24	70 526	27
South Australia	4 629	7	17 462	7
Western Australia	4 867	7	22 850	9
Tasmania <sup>(a)</sup>	1 840	3	8 451	3
Northern Territory	981	1	6 457	2
Australian Capital Territory	2 032	3	5 452	2
Purpose of visit <sup>(b)</sup>				
Holiday	29 961	45	127 064	49
Visiting friends and relatives	21 891	33	78 949	30
Business	12 837	19	39 577	15
Other	3 664	5	12 389	5
Total <sup>(c)</sup>	66 834	100	260 946	100

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

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

(c) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip or may report several purposes for visiting various locations on a trip; total includes visitor nights for which purpose of visit has not been reported; total includes unspecified and offshore visits that could not be allocated to a State/Territory.

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

#### How to read this table:

Table 1 shows that, during the September quarter 2010, 3,570,000 people visited destinations in Victoria and stayed for 10,509,000 nights, while during the year ended 30 September 2010, visitors whose main purpose was visiting friends and/or relatives totalled 78,949,000 nights.

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

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
	'000								
	Interstate visitors								
2009									
September quarter	1 778	1 249	1 467	453	223	206	244	na	5 650
December quarter	1 868	1 387	1 323	516	294	219	136	na	5 822
2010									
March quarter	1 804	1 268	1 235	374	276	275	88	na	5 671
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
Year ended 30 September									
2009	7 050	5 319	5 136	1 780	895	875	634	na	22 326
2010	7 213	5 345	5 346	1 725	1 129	825	628	na	23 011
	Intrastate visitors								
2009									
September quarter	3 555	2 569	2 773	665	940	189	105	na	10 468
December quarter	4 158	2 364	2 497	744	925	230	64	na	10 640
2010									
March quarter	4 319	3 238	2 415	778	941	327	78	na	11 788
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
Year ended 30 September									
2009	15 171	10 592	10 962	2 974	4 391	967	423	na	44 121
2010	16 192	10 348	10 614	2 904	3 738	1 015	354	na	43 824
	Total visitors								
2009									
September quarter	5 333	3 818	4 240	1 118	1 163	395	349	406	16 118
December quarter	6 026	3 751	3 820	1 260	1 220	449	201	414	16 462
2010									
March quarter	6 123	4 506	3 650	1 152	1 216	602	166	612	17 459
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
Year ended 30 September									
2009	22 221	15 911	16 098	4 754	5 285	1 842	1 057	1 784	66 446
2010	23 404	15 693	15 960	4 629	4 867	1 840	981	2 032	66 834

na Data not available.

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

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

(c) Components may not add to total as overnight visitors may visit more than one State/Territory on a trip.

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

**How to read this table:**

Table 2 shows that, during the year ended 30 September 2010, there were 3,738,000 overnight trips taken within Western Australia by Western Australian residents.

**Table 3**  
**Visitor nights by State/Territory visited**

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
	'000								
	Interstate visitor nights								
2009									
September quarter	6 489	4 692	11 469	2 449	2 083	1 086	2 178	na	31 621
December quarter	7 517	5 836	8 374	2 657	2 080	1 408	1 062	na	30 014
2010									
March quarter	8 574	5 800	7 052	2 032	1 904	2 369	577	na	30 016
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
Year ended 30 September									
2009	29 385	21 168	32 578	9 398	7 419	6 008	4 854	na	115 606
2010	29 670	22 140	33 754	8 745	8 679	5 822	5 370	na	119 631
	Intrastate visitor nights								
2009									
September quarter	9 916	6 097	10 257	1 777	3 680	402 *	299 *	na	32 444
December quarter	12 492	6 121	8 652	2 117	3 088	569	274 *	na	33 365
2010									
March quarter	15 239	10 235	9 500	2 541	3 926	1 026	207 *	na	42 673
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
Year ended 30 September									
2009	47 155	28 247	37 359	8 853	15 725	2 362	1 203	na	141 067
2010	50 050	27 836	36 773	8 717	14 171	2 629	1 087	na	141 315
	Total visitor nights								
2009									
September quarter	16 406	10 789	21 726	4 225	5 764	1 488	2 477	1 175	64 066
December quarter	20 008	11 957	17 027	4 774	5 168	1 978	1 336	1 081	63 379
2010									
March quarter	23 813	16 035	16 552	4 573	5 830	3 395	784	1 707	72 689
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
Year ended 30 September									
2009	76 541	49 415	69 937	18 251	23 144	8 370	6 058	4 865	256 673
2010	79 719	49 976	70 526	17 462	22 850	8 451	6 457	5 452	260 946

na Data not available.

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

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

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

(c) Total includes unspecified and offshore visits that could not be allocated to a State/Territory.

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

How to read this table:

Table 3 shows that, during the year ended 30 September 2010, a total of 70,526,000 visitor nights were spent in Queensland, while during the September quarter 2010, 11,776,000 nights were spent in Queensland by interstate visitors.

**Table 4**  
**Overnight visitors: State/Territory visited by main purpose of visit**  
 Year ended 30 September 2010

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	2 939	30	2 330	31	1 777	28	379	33	7 213	31
Vic	1 963	20	1 678	23	1 583	25	249	22	5 345	23
Qld	2 437	25	1 654	22	1 168	18	203	18	5 346	23
SA	597	6	515	7	550	9	87	8	1 725	7
WA	385	4	321	4	441	7	45 *	4 *	1 129	5
Tas <sup>(b)</sup>	466	5	201	3	174	3	12 *	1 *	825	4
NT	332	3	116	2	157	2	31 *	3 *	628	3
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
Total interstate visitors <sup>(d)</sup>	9 855	100	7 429	100	6 397	100	1 142	100	23 011	100
Intrastate visitors to:										
NSW	7 493	35	5 772	39	2 237	33	954	36	16 192	37
Vic	5 382	25	3 446	23	1 125	17	477	18	10 348	24
Qld	4 533	21	3 476	23	2 046	30	670	25	10 614	24
SA	1 472	7	880	6	370	5	206	8	2 904	7
WA	1 795	8	1 029	7	706	10	250	9	3 738	9
Tas <sup>(b)</sup>	512	2	279	2	157	2	68	3	1 015	2
NT	140	1	28 *	0 *	166	2	21 *	1 *	354	1
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors <sup>(d)</sup>	21 328	100	14 909	100	6 809	100	2 646	100	43 824	100
Total visitors to:										
NSW	10 432	35	8 102	37	4 014	31	1 334	36	23 404	35
Vic	7 345	25	5 124	23	2 707	21	726	20	15 693	23
Qld	6 970	23	5 130	23	3 214	25	873	24	15 960	24
SA	2 069	7	1 395	6	920	7	292	8	4 629	7
WA	2 180	7	1 349	6	1 148	9	294	8	4 867	7
Tas <sup>(b)</sup>	978	3	480	2	331	3	80	2	1 840	3
NT	472	2	144	1	323	3	52 *	1 *	981	1
ACT <sup>(c)</sup>	735	2	615	3	548	4	136	4	2 032	3
Total <sup>(d)</sup>	29 961	100	21 891	100	12 837	100	3 664	100	66 834	100

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 4 shows that, during the year ended 30 September 2010, 31% of all interstate visitors travelling for the purpose of visiting friends and/or relatives visited New South Wales, while nationally, 29,961,000 visitors travelled for holiday purposes.

Table 5  
 Visitor nights: State/Territory visited by main purpose of visit  
 September quarter 2010 and year ended 30 September 2010

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2010										
Visitor nights in:										
NSW	8 253	27	6 582	36	3 022	26	1 187	30	19 159	29
Vic	4 821	16	3 170	17	1 891	16	588	15	10 509	16
Qld	11 071	36	5 079	28	3 435	29	1 048	27	21 438	32
SA	1 643	5	953	5	694	6	251 *	6 *	3 606	5
WA	3 133	10	1 107	6	1 572	13	543	14	6 616	10
Tas <sup>(b)</sup>	429 *	1 *	434 *	2 *	274 *	2 *	56 **	1 **	1 200	2
NT	1 242	4	373 *	2 *	445 *	4 *	167 *	4 *	2 570	4
ACT	291 *	1 *	453 *	2 *	328 *	3 *	98 *	2 *	1 184	2
Total <sup>(c)</sup>	30 881	100	18 150	100	11 660	100	3 938	100	66 283	100
Year ended 30 September 2010										
Visitor nights in:										
NSW	38 881	31	26 702	34	9 784	25	4 091	33	79 719	31
Vic	25 016	20	15 327	19	7 132	18	2 229	18	49 976	19
Qld	34 472	27	20 957	27	11 141	28	2 821	23	70 526	27
SA	8 116	6	4 933	6	3 042	8	1 078	9	17 462	7
WA	10 238	8	6 022	8	4 767	12	1 238	10	22 850	9
Tas <sup>(b)</sup>	5 253	4	1 901	2	956	2	307 *	2 *	8 451	3
NT	3 311	3	1 141	1	1 342	3	293 *	2 *	6 457	2
ACT	1 778	1	1 965	2	1 362	3	333 *	3 *	5 452	2
Total <sup>(c)</sup>	127 064	100	78 949	100	39 577	100	12 389	100	260 946	100

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

(a) Total includes visitor nights for which purpose of visit was not asked for each stopover.

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

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

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

How to read this table:

Table 5 shows that, during the year ended 30 September 2010, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 956,000 nights, while during the September quarter 2010, Victoria accounted for 17% of visitor nights where the main purpose of visit was visiting friends and/or relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2009										
September quarter	7 126	44	5 094	32	3 345	21	923	6	16 118	100
December quarter	6 959	42	5 718	35	3 318	20	887	5	16 462	100
2010										
March quarter	8 776	50	5 616	32	2 671	15	829	5	17 459	100
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
Year ended 30 September										
2009	30 104	45	22 074	33	12 428	19	3 301	5	66 446	100
2010	29 961	45	21 891	33	12 837	19	3 664	5	66 834	100
Visitor nights										
2009										
September quarter	31 207	49	17 764	28	9 660	15	3 868	6	64 066	100
December quarter	29 152	46	20 086	32	10 484	17	2 819	4	63 379	100
2010										
March quarter	39 419	54	22 566	31	8 084	11	2 574	4	72 689	100
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
Year ended 30 September										
2009	128 931	50	77 810	30	35 742	14	11 362	4	256 673	100
2010	127 064	49	78 949	30	39 577	15	12 389	5	260 946	100

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

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

**How to read this table:**

Table 6 shows that, during the September quarter 2010, 3,697,000 visitors were travelling for business purposes and they stayed a total of 11,660,000 nights.

Table 7

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

September quarter 2010 and year ended 30 September 2010

	State/Territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	
'000									
September quarter 2010									
Visitors to:									
NSW	3 947	727	654	143	72	31 *	15 *	252	5 840
Vic	557	2 204	299	241	95	107	15 *	50 *	3 570
Qld	811	493	2 912	99	56	45 *	21 *	38 *	4 475
SA	131	137	52 *	626	33 *	6 **	17 *	9 **	1 012
WA	74	92	31 *	49 *	936	7 **	9 **	19 *	1 217
Tas <sup>(a)</sup>	35 *	67	23 *	5 **	5 **	199	2 **	8 **	344
NT	55	58	33 *	45 *	19 *	5 **	108	11 **	333
ACT	277	89	59	12 *	11 **	4 **	3 **	0 **	455
Total <sup>(b)</sup>	5 887	3 868	4 063	1 221	1 228	404	190	387	16 549
Year ended 30 September 2010									
Visitors to:									
NSW	16 192	2 617	2 579	526	279	138	56	1 017	23 404
Vic	2 530	10 348	1 027	855	291	364	74	203	15 693
Qld	3 011	1 497	10 614	319	182	119	70	147	15 960
SA	504	797	210	2 904	99	27 *	62	27 *	4 629
WA	379	329	158	164	3 738	30 *	37 *	33 *	4 867
Tas <sup>(a)</sup>	259	348	94	45 *	32 *	1 015	10 **	37 *	1 840
NT	184	155	99	107	42 *	16 *	354	25 *	981
ACT	1 300	400	188	69	41 *	23 *	11 **	0 **	2 032
Total <sup>(b)</sup>	24 360	16 491	14 969	4 990	4 704	1 732	673	1 490	66 834

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

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

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

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

How to read this table:

Table 7 shows that, during the year ended 30 September 2010, 119,000 visitors to Queensland were residents of Tasmania, while during the September quarter 2010, 199,000 Tasmanian residents took an overnight trip in their own State.

**Table 8**  
**Overnight visitors by State/Territory of origin and Australian population**  
**by State/Territory of residence**  
 September quarter 2010 and year ended 30 September 2010

	Origin of visitors		Population <sup>(a)</sup>		Visitor rate <sup>(b)</sup>
	'000	%	'000	%	
September quarter 2010					
State/Territory of residence					
New South Wales	5 887	36	5 755	33	1.0
Victoria	3 868	23	4 299	25	0.9
Queensland	4 063	25	3 493	20	1.2
South Australia	1 221	7	1 296	7	0.9
Western Australia	1 228	7	1 753	10	0.7
Tasmania <sup>(c)</sup>	404	2	401	2	1.0
Northern Territory	190	1	164	1	1.2
Australian Capital Territory	387	2	275	2	1.4
Total	16 549	100	17 438	100	0.9
Year ended 30 September 2010					
State/Territory of residence					
New South Wales	24 360	36	5 755	33	4.2
Victoria	16 491	25	4 299	25	3.8
Queensland	14 969	22	3 493	20	4.3
South Australia	4 990	7	1 296	7	3.9
Western Australia	4 704	7	1 753	10	2.7
Tasmania <sup>(c)</sup>	1 732	3	401	2	4.3
Northern Territory	673	1	164	1	4.1
Australian Capital Territory	1 490	2	275	2	5.4
Total	66 834	100	17 438	100	3.8

(a) Population figures are as of 30 September 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 30 September 2010, Northern Territory residents took 673,000 overnight trips. The visitor rate shows that this is an average of 4.1 trips per Northern Territory resident.

**Table 9**  
**Overnight visitors: Duration of visit by State/Territory visited**  
 Year ended 30 September 2010

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Duration of visit <sup>(c)</sup>									
1 night	6 316	4 843	3 824	1 206	1 109	419	164	677	18 334
2 nights	6 499	4 242	3 498	1 148	1 176	424	154	635	17 688
3 nights	3 573	2 491	2 433	763	681	261	111	291	10 568
4-7 nights	5 256	3 205	4 273	1 092	1 193	443	318	363	15 953
8-14 nights	1 424	716	1 391	302	498	231	158	51 *	4 715
15-21 nights	241	107	327	67	120	38 *	42 *	13 *	940
22 nights or more	96	90	215	50 *	90	24 *	34 *	3 **	579
Total	23 404	15 693	15 960	4 629	4 867	1 840	981	2 032	66 834
Average duration of visit	3	3	4	4	3	3	4		
Median duration of visit <sup>(d)</sup>	2	2	3	3	3	2	2		
	%								
Duration of visit <sup>(c)</sup>									
1 night	27	31	24	26	23	23	17	33	27
2 nights	28	27	22	25	24	23	16	31	26
3 nights	15	16	15	16	14	14	11	14	16
4-7 nights	22	20	27	24	25	24	32	18	24
8-14 nights	6	5	9	7	10	13	16	3 *	7
15-21 nights	1	1	2	1	2	2 *	4 *	1 *	1
22 nights or more	0	1	1	1 *	2	1 *	3 *	0 **	1
Total	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

**How to read this table:**

Table 9 shows that, during the year ended 30 September 2010, 1,206,000 or 26% of all overnight visitors to South Australia stayed for 1 night only.

**Table 10**  
**Overnight visitors: Accommodation used by State/Territory visited**  
Year ended 30 September 2010

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	8 636	5 317	6 188	1 446	1 623	741	504	1 035	24 621
Guest house or bed & breakfast	387	294	142	93	92	85	5 **	11 **	1 093
Rented house, apartment, flat or unit	1 771	1 126	1 741	311	428	183	58	87	5 673
Caravan park or commercial camping ground	2 082	1 366	1 049	589	443	152	121	60	5 540
Caravan or camping on private property	1 051	623	601	245	307	115	129	25 *	2 991
Friend's or relative's property	9 044	6 275	6 019	1 693	1 849	606	186	753	26 069
Own property (e.g. holiday house)	726	731	307	232	147	72	6 **	9 **	2 228
Other	805	531	779	209	306	103	79	56	2 824
Total <sup>(d)</sup>	23 404	15 693	15 960	4 629	4 867	1 840	981	2 032	66 834
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	37	34	39	31	33	40	51	51	37
Guest house or bed & breakfast	2	2	1	2	2	5	1 **	1 **	2
Rented house, apartment, flat or unit	8	7	11	7	9	10	6	4	8
Caravan park or commercial camping ground	9	9	7	13	9	8	12	3	8
Caravan or camping on private property	4	4	4	5	6	6	13	1 *	4
Friend's or relative's property	39	40	38	37	38	33	19	37	39
Own property (e.g. holiday house)	3	5	2	5	3	4	1 **	0 **	3
Other	3	3	5	5	6	6	8	3	4
Total <sup>(d)</sup>	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 10 shows that, during the year ended 30 September 2010, 1,049,000 or 7% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

**Table 11**  
**Visitor nights: Accommodation used by State/Territory visited**  
Year ended 30 September 2010

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	20 560	12 529	20 626	4 244	5 389	2 542	2 147	2 231	70 318
Guest house or bed & breakfast	991	617	379 *	207 *	291 *	273 *	8 **	18 **	2 785
Rented house, apartment, flat or unit	8 082	4 078	9 705	1 298	1 864	975	464	250 *	26 715
Caravan park or commercial camping ground	10 276	5 464	6 493	2 679	3 143	827	1 058	245 *	30 186
Caravan or camping on private property	3 366	1 925	2 502	918	1 218	439 *	463	81 **	10 913
Friend's or relative's property	30 261	19 732	24 297	5 877	7 727	2 418	1 490	2 443	94 245
Own property (e.g. holiday house)	2 891	2 663	1 342	671	599	300 *	16 **	21 **	8 505
Other	2 723	2 549	3 824	1 098	1 941	560	414 *	148 *	13 259
Total <sup>(d)</sup>	79 719	49 976	70 526	17 462	22 850	8 451	6 457	5 452	260 946
	%								
Accommodation used <sup>(c)</sup>									
Hotel, resort, motel or motor inn	26	25	29	24	24	30	33	41	27
Guest house or bed & breakfast	1	1	1 *	1 *	1 *	3 *	0 **	0 **	1
Rented house, apartment, flat or unit	10	8	14	7	8	12	7	5 *	10
Caravan park or commercial camping ground	13	11	9	15	14	10	16	4 *	12
Caravan or camping on private property	4	4	4	5	5	5 *	7	1 **	4
Friend's or relative's property	38	39	34	34	34	29	23	45	36
Own property (e.g. holiday house)	4	5	2	4	3	4 *	0 **	0 **	3
Other	3	5	5	6	8	7	6 *	3 *	5
Total <sup>(d)</sup>	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

**How to read this table:**

Table 11 shows that, during the year ended 30 September 2010, 27% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,443,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

Table 12

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

Year ended 30 September 2010

	Air transport	Private vehicle	Other transport	Total <sup>(a)</sup>
	'000			
Interstate visitors to:				
NSW	3 159	3 784	523	7 213
Vic	3 568	1 678	448	5 345
Qld	3 787	1 531	456	5 346
SA	1 010	632	141	1 725
WA	1 047	112	176	1 129
Tas <sup>(b)</sup>	681	131	261	825
NT	489	112	146	628
ACT <sup>(c)</sup>	na	na	na	na
Total interstate visitors <sup>(d)</sup>	14 264	9 364	2 281	23 011
Intrastate visitors to:				
NSW	715	14 295	1 279	16 192
Vic	103	9 415	831	10 348
Qld	1 325	8 618	814	10 614
SA	108	2 640	153	2 904
WA	483	3 040	244	3 738
Tas <sup>(b)</sup>	5 **	941	55	1 015
NT	75	253	29 *	354
ACT <sup>(c)</sup>	na	na	na	na
Total intrastate visitors <sup>(d)</sup>	2 816	39 204	3 405	43 824
Total visitors to:				
NSW	3 873	18 079	1 802	23 404
Vic	3 671	11 093	1 280	15 693
Qld	5 112	10 149	1 270	15 960
SA	1 119	3 272	294	4 629
WA	1 530	3 152	420	4 867
Tas <sup>(b)</sup>	686	1 072	316	1 840
NT	565	365	175	981
ACT	523	1 384	130	2 032
Total <sup>(d)</sup>	16 645	47 069	5 445	66 834

na Data not available.

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

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

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

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

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

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

## How to read this table:

Table 12 shows that, during the year ended 30 September 2010, 9,364,000 overnight visitors used a private vehicle when travelling interstate, while 2,816,000 visitors used air transport when travelling intrastate.

**Table 13**  
**Expenditure by overnight visitors: Items of expenditure by main purpose of trip**  
 Year ended 30 September 2010

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 272.1	42.2 *	208.2	60.1	1 582.6
Taxis	178.8	63.4	265.8	19.7 *	527.7
Airline fares	1 857.9	1 376.0	1 676.9	170.6	5 081.4
Organised tours, side trips	359.0	18.3 *	50.0	11.5 *	438.7
Car hire costs	536.5	186.7	222.4	24.6 *	970.2
Fuel (petrol, diesel)	2 141.6	1 239.6	711.1	185.8	4 278.1
Vehicle maintenance or repairs	100.3	35.7 *	22.9 *	9.8 *	168.7
Other long distance transport costs	133.5	59.1	19.4 *	8.7 *	220.7
Other local transport costs	112.8	46.4 *	24.3 *	5.7 **	189.2
Accommodation	7 166.6	1 151.8	1 965.7	359.0	10 643.2
Takeaway & restaurant meals	3 639.2	1 400.5	1 121.7	233.0	6 394.4
Groceries etc for self-catering	1 729.3	622.9	175.6	87.4	2 615.2
Alcohol and drinks (not elsewhere included)	1 463.9	615.5	300.9	60.2	2 440.5
Shopping, gifts, souvenirs	2 486.1	1 265.8	369.1	182.5	4 303.4
Entertainment, museums, movies, zoos etc	1 120.7	192.3	59.1	23.0 *	1 395.1
Horse racing, gambling, casinos	166.3	31.6 *	22.6 *	2.8 **	223.3
Conference fees	2.2 **	0.1 **	166.4	2.6 **	171.3
Education, course fees	4.1 **	0.8 **	20.2 *	30.8 *	55.9
Other expenditure on trip	492.8	171.1	136.4	165.8	966.1
Total <sup>(a)</sup>	25 168.7	8 542.8	7 557.5	1 643.6	42 912.7

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

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

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

How to read this table:

Table 13 shows that, during the year ended 30 September 2010, overnight holiday visitors spent a total of \$1,857.9 million on airline fares. The total expenditure for all overnight visitors for the same period was \$42.9 billion.

Table 14  
Day visitors: State/Territory visited by main purpose of visit  
September quarter 2010 and year ended 30 September 2010

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2010										
Day visitors to:										
NSW	5 763	34	3 332	32	1 231	33	1 444	30	11 770	33
Vic	3 980	24	2 969	28	933	25	1 279	26	9 161	25
Qld	3 717	22	2 471	23	794	21	1 097	23	8 078	22
SA	1 222	7	650	6	287	8	357	7	2 515	7
WA	1 494	9	786	7	366	10	351	7	2 997	8
Tas	473	3	242	2	83 *	2 *	179	4	976	3
NT	135 *	1 *	29 **	0 **	28 **	1 **	6 **	0 **	198	1
ACT	142	1	57 *	1 *	28 **	1 **	134 *	3 *	361	1
Total <sup>(a)</sup>	16 926	100	10 536	100	3 750	100	4 846	100	36 058	100
Year ended 30 September 2010										
Day visitors to:										
NSW	24 438	33	14 303	33	4 892	32	5 795	32	49 428	33
Vic	19 505	26	11 621	27	3 614	24	4 429	25	39 169	26
Qld	16 205	22	9 643	22	3 728	25	4 240	23	33 815	22
SA	5 078	7	2 754	6	961	6	1 232	7	10 024	7
WA	6 008	8	3 592	8	1 293	9	1 318	7	12 211	8
Tas	2 401	3	1 106	3	413	3	581	3	4 502	3
NT	644	1	106 *	0 *	96 *	1 *	87 *	0 *	933	1
ACT	836	1	287	1	195	1	367	2	1 685	1
Total <sup>(a)</sup>	75 114	100	43 413	100	15 191	100	18 048	100	151 767	100

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

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

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

How to read this table:

Table 14 shows that, during the year ended 30 September 2010, there were a total of 151,767,000 day visitors, of whom 8% visited destinations in Western Australia.

Table 15  
Day visitors by State/Territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total <sup>(a)</sup>
	'000								
2008									
September quarter	10 610	8 508	7 975	2 291	3 012	942	245	392	33 976
December quarter	11 706	8 977	7 442	2 601	3 109	1 136	260	347	35 578
2009									
March quarter	10 691	9 557	7 821	2 437	2 880	1 136	187	378	35 089
June quarter	12 122	9 404	8 201	2 523	2 846	1 107	272	319	36 794
September quarter	11 671	8 920	7 775	2 527	2 708	1 018	321	314	35 253
December quarter	12 062	9 996	7 779	2 360	3 124	1 235	246	456	37 257
2010									
March quarter	12 608	9 985	8 286	2 508	3 106	1 160	235	310	38 197
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
Year ended 30 September									
2009	46 190	36 858	31 239	10 089	11 543	4 397	1 041	1 358	142 714
2010	49 428	39 169	33 815	10 024	12 211	4 502	933	1 685	151 767

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

How to read this table:

Table 15 shows that, during the year ended 30 September 2010, destinations in New South Wales had 49,428,000 day visitors, while during the September quarter 2010, destinations in the Australian Capital Territory had 361,000 day visitors.

Table 16  
Day visitors: State/Territory visited by main transport used  
Year ended 30 September 2010

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	497	44 071	4 861	49 428
Victoria	367	35 565	3 237	39 169
Queensland	235	31 599	1 981	33 815
South Australia	124 *	9 525	376	10 024
Western Australia	106 *	11 259	846	12 211
Tasmania	15 **	4 308	179	4 502
Northern Territory	31 *	845	57 *	933
Australian Capital Territory	76 *	1 474	134 *	1 685
Total <sup>(a)</sup>	1 450	138 646	11 671	151 767

\* \*\* 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 30 September 2010, 235,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 933,000 day visitors during the same period.

Table 17

## Expenditure by day visitors: Items of expenditure by main purpose of visit

Year ended 30 September 2010

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	21.7 *	1.1 **	2.3 **	0.8 **	26.0
Taxis	8.4 *	4.1 *	38.1	6.2 *	56.8
Airline fares	26.6	18.5 *	211.4	24.4	280.9
Organised tours, side trips	34.5	10.1 *	0.0 **	8.7 *	53.3
Car hire costs	40.7	18.1 *	16.8 *	3.4 **	79.0
Fuel (petrol, diesel)	1 778.9	1 106.8	395.7	491.3	3 772.6
Vehicle maintenance or repairs	39.0	40.8	16.3 *	72.2	168.3
Other long distance transport costs	34.9	10.3 *	5.9 *	9.4 *	60.4
Other local transport costs	66.3	21.9 *	12.6 *	14.6 *	115.4
Takeaway & restaurant meals	1 941.3	769.0	217.0	260.3	3 187.5
Groceries etc for self-catering	498.2	214.9	43.6	119.4	876.0
Alcohol and drinks (not elsewhere included)	455.9	270.2	37.3	32.5	795.9
Shopping, gifts, souvenirs	3 261.5	547.7	165.9	471.2	4 446.3
Entertainment, museums, movies, zoos, etc	583.7	50.3	6.3 *	15.2 *	655.5
Horse racing, gambling, casinos	68.6	13.9 *	0.9 **	6.9 *	90.2
Conference fees	4.5 *	0.0 **	12.7 *	14.9 *	32.1
Education, course fees	7.3 *	0.1 **	4.2 *	19.7 *	31.3
Other expenditure on trip	299.5	72.3	35.5	385.2	792.5
Total <sup>(a)</sup>	9 171.5	3 169.9	1 222.4	1 956.2	15 520.0

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

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

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

How to read this table:

Table 17 shows that, during the year ended 30 September 2010, day visitors spent \$79.0 million on car hire.

The overall total spent by day visitors during the same period was \$15.5 billion.

Table 18  
Australians travelling overseas: Visitors and average number of nights  
per trip by main destination and purpose of trip  
Year ended 30 June 2010 <sup>(a)</sup>

	Visitors <sup>(b)</sup>		Average nights per trip
	'000	%	
Main destination			
United Kingdom	408	7	35
Other Europe	556	9	34
New Zealand	937	16	12
USA and Canada	654	11	24
Hong Kong	197	3	12
Singapore	234	4	10
Malaysia	217	4	15
Indonesia	564	9	11
Thailand	390	7	15
China	270	5	21
Other Asia	742	12	27
Other countries	800	13	18
Purpose of visit <sup>(c)</sup>			
Holiday	3 305	55	19
Visiting friends and relatives	1 462	24	25
Business	1 078	18	12
Other	124	2	49
Total	5 969	100	20

(a) Data for outbound trips is presented for the year ended 30 June 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 June 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 30 September 2000–2010

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
\$ million				
2000	12 430	35 036	47 467	52 868
2001	12 080	38 374	50 454	55 801
2002	11 826	39 556	51 382	57 230
2003	12 001	39 865	51 865	58 085
2004	11 328	39 905	51 233	58 695
2005	11 825	39 132	50 957	59 458
2006	12 745	40 748	53 494	62 976
2007	14 446	43 856	58 302	68 897
2008	14 268	44 823	59 091	70 858
2009	14 450	42 174	56 624	68 561
2010	15 520	42 913	58 433	70 750

Note: Data in nominal terms.

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

Source: Tourism Research Australia, Canberra

How to read this table:

Table 19 shows that, domestic day expenditure for the year ended 30 September 2006 was \$12.7 billion and Total Domestic Economic Value for the year ended 30 September 2010 was \$70.7 billion.

Table 20  
 Modelled domestic day visitor expenditure<sup>(a)</sup> in the top 20 regions (ranked by expenditure)  
 Year ended 30 September 2010

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	1 887	12	17 820	106
2	Melbourne	Vic	1 569	10	14 718	107
3	Brisbane	Qld	1 242	8	11 200	111
4	Experience Perth	WA	792	5	8 643	92
5	Gold Coast	Qld	653	4	6 175	106
6	Mid North Coast	NSW	528	3	3 737	141
7	Hunter	NSW	485	3	5 188	93
8	South Coast	NSW	404	3	5 059	80
9	Adelaide	SA	378	2	3 015	125
10	Sunshine Coast	Qld	372	2	4 758	78
11	Northern Rivers	NSW	323	2	3 350	96
12	Darling Downs	Qld	311	2	3 088	101
13	Canberra	ACT	286	2	1 685	170
14	Central Coast	NSW	276	2	3 264	85
15	Central NSW	NSW	268	2	2 267	118
16	Central Queensland	Qld	267	2	2 104	127
17	Australia's South West	WA	267	2	2 391	112
18	Geelong	Vic	237	2	2 768	85
19	Peninsula	Vic	234	2	3 137	75
20	New England North West	NSW	228	1	1 922	119
	Top 20 regions <sup>(c)</sup>		11 004	71	106 290	104
	Total Australia <sup>(d)</sup>		15 520	100	151 767	102

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

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

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

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

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

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

How to read this table:

Table 20 shows that, during the year ended 30 September 2010, there were 5.2 million domestic day visitors to the Hunter who spent a total of \$485 million in the region or 3% of total domestic day visitor expenditure in Australia.

Table 21

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

Year ended 30 September 2010

State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 887	37	17 820	106
Regional NSW	3 254	63	31 608	103
Total NSW	5 141	100	49 428	104
Melbourne	1 569	42	14 718	107
Regional Vic	2 177	58	24 451	89
Total Vic	3 746	100	39 169	96
Gold Coast	653	18	6 175	106
Brisbane	1 242	34	11 200	111
Regional Qld	1 781	48	16 440	108
Total Qld	3 676	100	33 815	109
Adelaide	378	41	3 015	125
Regional SA	534	59	7 010	76
Total SA	912	100	10 024	91
Experience Perth	792	66	8 643	92
Regional WA	401	34	3 567	112
Total WA	1 193	100	12 211	98
Hobart	112	25	998	112
Regional Tas	330	75	3 503	94
Total Tas	442	100	4 502	98
Darwin	75	61	513	147
Regional NT	49	39	421	115
Total NT	124	100	933	133
Canberra	286	100	1 685	170
Total ACT	286	100	1 685	170
Total capitals	6 994	45	64 766	108
Total regional	8 526	55	87 001	98
Total Australia <sup>(c)</sup>	15 520	100	151 767	102

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

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

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

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

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

### How to read this table:

Table 21 shows that, during the year ended 30 September 2010, there were 16.4 million domestic day visitors in regional Queensland, who spent a total of \$1.8 billion in this area, or 48% of total domestic day visitor expenditure in Queensland.

Table 22

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

Year ended 30 September 2010

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 776	32	992	36	323	33	592	33	4 683	33
Vic	2 125	25	679	25	188	19	403	22	3 395	24
Qld	2 047	24	589	22	268	28	432	24	3 336	24
SA	487	6	147	5	60	6	124	7	818	6
WA	642	8	233	9	76	8	137	8	1 089	8
Tas	247	3	64	2	29	3	52	3	393	3
NT	70	1	7	0	7	1	12	1	96	1
ACT	159	2	26	1	21	2	47	3	253	2
Total Australia <sup>(c)</sup>	8 553	100	2 738	100	974	100	1 800	100	14 064	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 30 September 2010, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$233 million, or 9% of total expenditure in Australia for this purpose.

Table 23

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

Year ended 30 September 2010

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 725	11	6 267	18 516	754	255	3
2	Sydney	NSW	4 612	11	7 157	20 340	644	227	3
3	Gold Coast	Qld	2 840	7	3 330	13 372	853	212	4
4	Brisbane	Qld	2 269	5	4 308	14 433	527	157	3
5	Experience Perth	WA	1 848	4	2 443	9 278	757	199	4
6	Sunshine Coast	Qld	1 672	4	2 539	10 366	659	161	4
7	Mid North Coast	NSW	1 591	4	3 142	11 810	506	135	4
8	Tropical North Queensland	Qld	1 554	4	1 385	8 633	1 122	180	6
9	Adelaide	SA	1 534	4	1 982	7 160	774	214	4
10	South Coast	NSW	1 292	3	2 831	10 359	456	125	4
11	Canberra	ACT	1 033	2	2 032	5 452	509	190	3
12	Northern Rivers	NSW	922	2	1 785	6 764	516	136	4
13	Hunter	NSW	872	2	2 090	5 643	417	154	3
14	Australia's South West	WA	780	2	1 438	5 331	542	146	4
15	Hobart and Surrounds	Tas	660	2	820	3 044	804	217	4
16	Western	Vic	653	2	1 449	4 583	450	142	3
17	Darwin	NT	616	1	560	3 437	1 099	179	6
18	Central NSW	NSW	589	1	1 638	4 478	360	132	3
19	Whitsundays	Qld	571	1	498	2 270	1 147	252	5
20	Central Queensland	Qld	518	1	1 094	4 310	473	120	4
	Top 20 regions <sup>(c)</sup>		31 150	73	45 562	169 580	684	184	4
	Total Australia <sup>(d)</sup>		42 913	100	66 834	260 946	642	164	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 30 September 2010, there were 2.0 million domestic overnight visitors to Adelaide who spent a total of \$1.5 billion or 4% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24

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

Year ended 30 September 2010

Rank	Region	State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	3 687	10	7 157	20 340	515	181	3
2	Melbourne	Vic	3 683	10	6 267	18 516	588	199	3
3	Gold Coast	Qld	2 557	7	3 330	13 372	768	191	4
4	Brisbane	Qld	1 706	5	4 308	14 433	396	118	3
5	Mid North Coast	NSW	1 528	4	3 142	11 810	486	129	4
6	Sunshine Coast	Qld	1 527	4	2 539	10 366	601	147	4
7	Experience Perth	WA	1 338	4	2 443	9 278	548	144	4
8	Tropical North Queensland	Qld	1 308	4	1 385	8 633	944	151	6
9	South Coast	NSW	1 229	3	2 831	10 359	434	119	4
10	Adelaide	SA	1 135	3	1 982	7 160	573	159	4
11	Canberra	ACT	871	2	2 032	5 452	429	160	3
12	Northern Rivers	NSW	851	2	1 785	6 764	477	126	4
13	Hunter	NSW	793	2	2 090	5 643	379	140	3
14	Australia's South West	WA	733	2	1 438	5 331	510	138	4
15	Western	Vic	626	2	1 449	4 583	432	136	3
16	Central NSW	NSW	560	2	1 638	4 478	342	125	3
17	Hobart and Surrounds	Tas	508	1	820	3 044	619	167	4
18	Whitsundays	Qld	490	1	498	2 270	985	216	5
19	High Country	Vic	477	1	947	2 899	504	165	3
20	Darwin	NT	470	1	560	3 437	839	137	6
	Top 20 regions <sup>(c)</sup>		26 076	71	45 481	168 168	573	155	4
	Total Australia <sup>(d)</sup>		36 673	100	66 834	260 946	549	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 30 September 2010, there were 3.3 million domestic overnight visitors to Gold Coast who spent a total of \$2.6 billion or 7% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

Table 25

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

Year ended 30 September 2010

State/Territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	4 612	37	7 157	20 340	644	227	3
Regional NSW	7 939	63	16 887	59 379	470	134	4
Total NSW	12 551	100	23 404	79 719	536	157	3
Melbourne	4 725	55	6 267	18 516	754	255	3
Regional Vic	3 879	45	9 958	31 459	390	123	3
Total Vic	8 604	100	15 693	49 976	548	172	3
Gold Coast	2 840	25	3 330	13 372	853	212	4
Brisbane	2 269	20	4 308	14 433	527	157	3
Regional Qld	6 318	55	9 084	42 721	696	148	5
Total Qld	11 426	100	15 960	70 526	716	162	4
Adelaide	1 534	55	1 982	7 160	774	214	4
Regional SA	1 264	45	2 885	10 303	438	123	4
Total SA	2 797	100	4 629	17 462	604	160	4
Perth	1 848	50	2 443	9 278	757	199	4
Regional WA	1 873	50	2 685	13 572	697	138	5
Total WA	3 721	100	4 867	22 850	765	163	5
Hobart	660	39	820	3 044	804	217	4
Regional Tas	1 024	61	1 264	5 407	810	189	4
Total Tas	1 683	100	1 840	8 451	915	199	5
Darwin	616	56	560	3 437	1 099	179	6
Regional NT	480	44	569	3 020	844	159	5
Total NT	1 096	100	981	6 457	1 117	170	7
Canberra	1 033	100	2 032	5 452	509	190	3
Total ACT	1 033	100	2 032	5 452	509	190	3
Total capitals	20 135	47	28 004	95 032	719	212	3
Total regional	22 777	53	42 083	165 914	541	137	4
Total Australia <sup>(c)</sup>	42 913	100	66 834	260 946	642	164	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 30 September 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 61% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

Table 26

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

Year ended 30 September 2010

	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/Territory							
Sydney	3 687	33	7 157	20 340	515	181	3
Regional NSW	7 467	67	16 887	59 379	442	126	4
Total NSW	11 154	100	23 404	79 719	477	140	3
Melbourne	3 683	50	6 267	18 516	588	199	3
Regional Vic	3 717	50	9 958	31 459	373	118	3
Total Vic	7 400	100	15 693	49 976	472	148	3
Gold Coast	2 557	26	3 330	13 372	768	191	4
Brisbane	1 706	18	4 308	14 433	396	118	3
Regional Qld	5 479	56	9 084	42 721	603	128	5
Total Qld	9 741	100	15 960	70 526	610	138	4
Adelaide	1 135	49	1 982	7 160	573	159	4
Regional SA	1 169	51	2 885	10 303	405	114	4
Total SA	2 304	100	4 629	17 462	498	132	4
Perth	1 338	45	2 443	9 278	548	144	4
Regional WA	1 657	55	2 685	13 572	617	122	5
Total WA	2 995	100	4 867	22 850	615	131	5
Hobart	508	38	820	3 044	619	167	4
Regional Tas	830	62	1 264	5 407	657	154	4
Total Tas	1 338	100	1 840	8 451	727	158	5
Darwin	470	54	560	3 437	839	137	6
Regional NT	399	46	569	3 020	702	132	5
Total NT	870	100	981	6 457	887	135	7
Canberra	871	100	2 032	5 452	429	160	3
Total ACT	871	100	2 032	5 452	429	160	3
Total capitals	15 955	44	28 004	95 032	570	168	3
Total regional	20 718	56	42 083	165 914	492	125	4
Total Australia <sup>(c)</sup>	36 673	100	66 834	260 946	549	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 30 September 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 55% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

Table 27

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

Year ended 30 September 2010

State/Territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 444	-	1 522	1 482	291	243	98	52	429	4 117	10 560
Vic	3 418	1 609	-	712	528	321	256	78	113	3 617	7 034
Qld	4 301	2 349	1 699	-	434	254	156	84	88	5 065	9 366
SA	940	369	515	155	-	93	21	70	np	1 239	2 179
WA	1 748	389	353	126	127	-	37	36	np	1 086	2 834
Tas	295	314	404	np	61	41	-	np	np	1 007	1 302
NT	146	249	220	72	85	47	22	-	np	701	846
ACT	np	453	206	np	34	np	np	np	-	840	840
Total Australia <sup>(b)</sup>	17 291	5 732	4 919	2 785	1 561	1 025	599	350	700	17 670	34 961

(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 30 September 2010, Queensland residents spent \$4.3 billion on overnight travel within Queensland (intrastate travel). Residents from other States/Territories spent \$5.1 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.3 billion), followed by Victoria (\$1.7 billion) and South Australia (\$434 million).

Table 28

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

Year ended 30 September 2010

State/Territory	Holiday		Visiting friends and relatives		Business		Other <sup>(b)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 236	29	2 346	35	1 536	29	442	26	10 560	30
Vic	4 335	20	1 388	21	1 048	20	263	16	7 034	20
Qld	6 060	28	1 619	24	1 280	24	407	24	9 366	27
SA	1 206	6	439	7	370	7	163	10	2 179	6
WA	1 576	7	464	7	528	10	265	16	2 834	8
Tas	995	5	143	2	136	3	29	2	1 302	4
NT	531	2	96	1	155	3	64	4	846	2
ACT	364	2	156	2	261	5	59	3	840	2
Total Australia <sup>(c)</sup>	21 303	100	6 652	100	5 313	100	1 692	100	34 961	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 30 September 2010, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.6 billion, or 7% 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](http://www.ret.gov.au/tra)

# Survey methodology

## Break in series between NVS and DTM

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

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

## Weighting and benchmarking

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

## Determining domestic visitor expenditure in regional Australia

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

# Data reliability

## Reliability of NVS data

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Items that are not collected for long trips

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

### Indications of reliability in data tables

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

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

### Use of symbols in tables

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

### Row and column totals

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

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

### State and Territory specific surveys

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

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

# Regional expenditure

## Regional expenditure allocation methodology

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

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

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

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

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

### *Overnight trips expenditure allocation process*

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

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

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

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

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

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

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

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

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

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

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

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

## The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

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

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

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

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

Experience has shown:

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

### *Day trips expenditure allocation process*

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

# Glossary of terms

## Accommodation used

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

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

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

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

## Average nights

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

## Day visitors

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

## Duration of visit

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

## Expenditure

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

## Expenditure on capital goods

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

## Expenditure – other

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

## Intrastate tourism

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

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

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

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

### **Total Domestic Economic Value**

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

### **Visitor nights**

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

### **Example**

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

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

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

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

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

## **State and Territory abbreviations**

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

# About Tourism Research Australia

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

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

## Research publications and reports

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

If you would like to receive email alerts advising of new releases, go to [www.ret.gov.au/tra](http://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](mailto:tourism.research@ret.gov.au)

## Online Data Package

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

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

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

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

## Online Student Data Package

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

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

## Data Desk

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

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

## Destination Visitor Surveys

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

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

## Visitor Profile and Satisfaction Program

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

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

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

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

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

Tourism Research Australia  
Department of Resources,  
Energy and Tourism  
GPO Box 1564  
Canberra ACT 2601  
ABN: 46 252 861 927

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



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



**TRA** TOURISM  
RESEARCH  
AUSTRALIA