



Travel by Australians

SEPTEMBER 2011

**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 2011
Quarterly Results of the
National Visitor Survey**

Image: Flinders Ranges, South Australia
Courtesy of Tourism Australia

ISSN: 1447 2422

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Acknowledgements: ORC International

Publication Date: 14 December 2011



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MAIN FINDINGS

Overnight travel within Australia: Year ended 30 September 2011

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

Total trips	There were 69.6 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 4% higher than the number of overnight trips for the equivalent period in 2010.
Visitor nights	Australians spent 262 million nights away from home. There was no change recorded from the equivalent period in 2010.
Travel	Two thirds of visitors travelled within their state or territory of residence. The remaining 34% travelled interstate.
State/ territory visits	New South Wales received the most visitors (34%), followed by Queensland (24%) and Victoria (24%).
State/ territory nights	New South Wales received the most visitor nights (31%), followed by Queensland (26%) and Victoria (19%).
Purpose	Overnight travellers who had holiday as their main purpose of visit contributed 48% of domestic visitor nights, followed by those visiting friends and relatives (30%) and business (16%).
Accommodation	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (37%), followed by a hotel, resort, motel or motor inn (27%).
Transport	The most common forms of transport used on overnight trips were a private vehicle (71%) and air transport (24%).
Expenditure	Expenditure by overnight visitors amounted to \$43.3 billion, an increase of 1% compared with the same period in 2010 (Figure 1).

Figure 1: Visitor nights and overnight expenditure, year ending December 1998 to September 2011

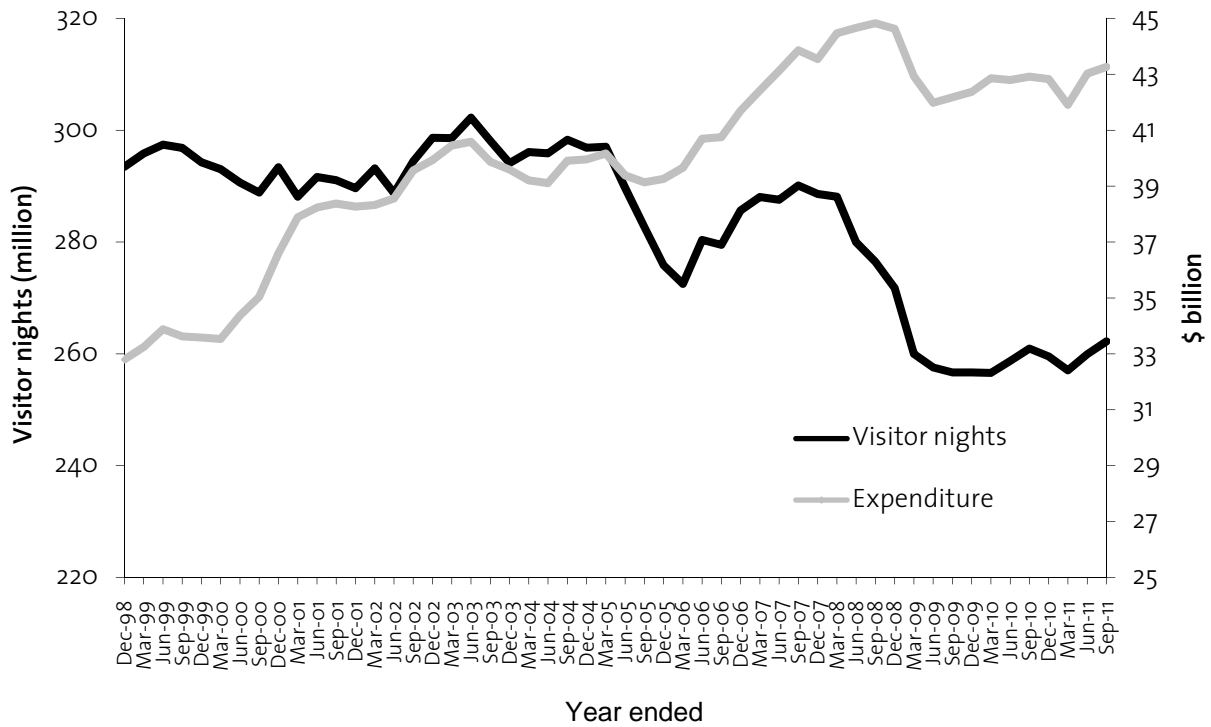
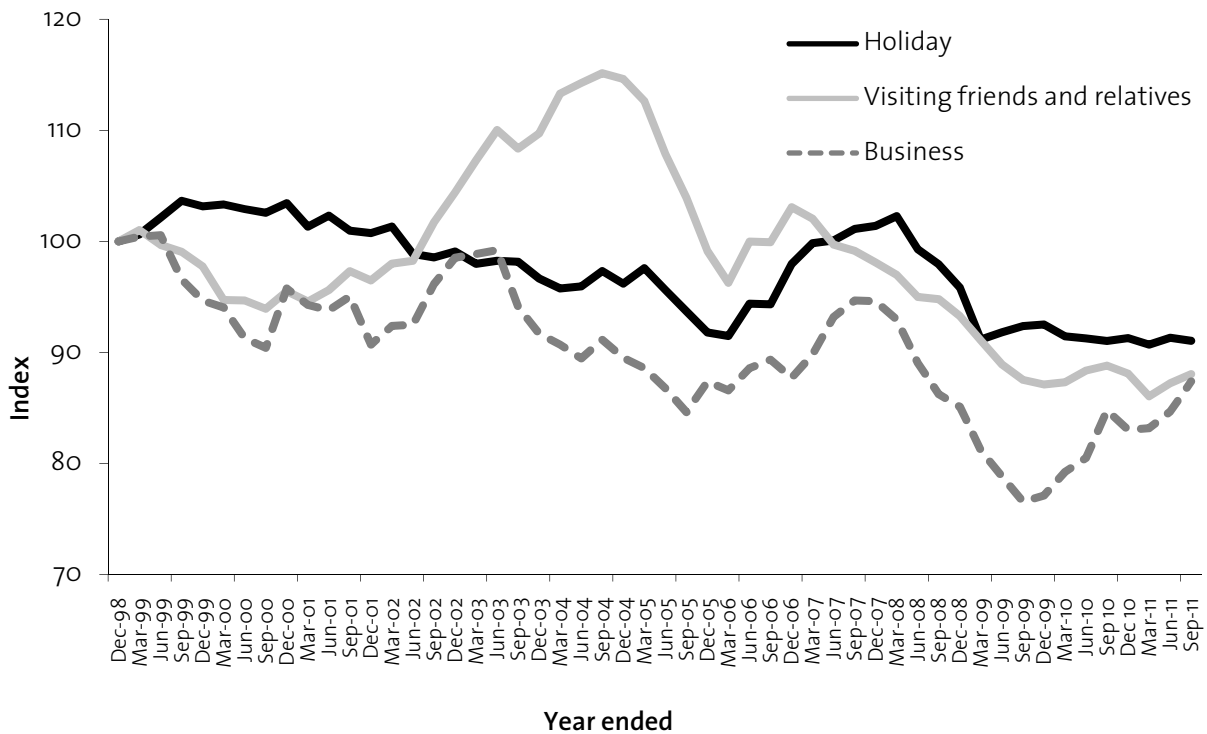


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to September 2011



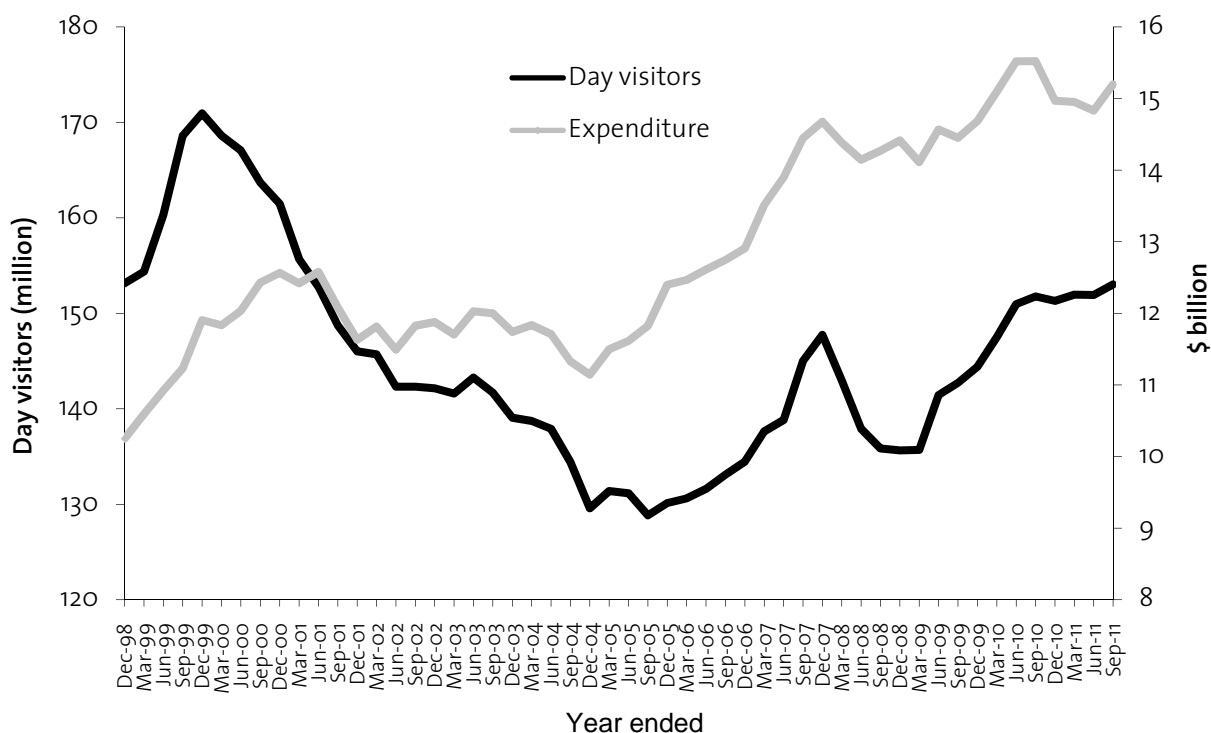
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

Day trips within Australia: Year ended 30 September 2011

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 153.0 million day trips taken in Australia by Australian residents aged 15 years and over. This was 1% higher than the number of day trips for the equivalent period in 2010.
- Purpose** The most popular reason for a day trip was holiday (47%), followed by visiting friends and relatives (30%) 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 \$15.2 billion compared with \$15.5 billion for the same period in 2010 (Figure 3).

Figure 3: Day visitors and day expenditure, year ending December 1998 to September 2011



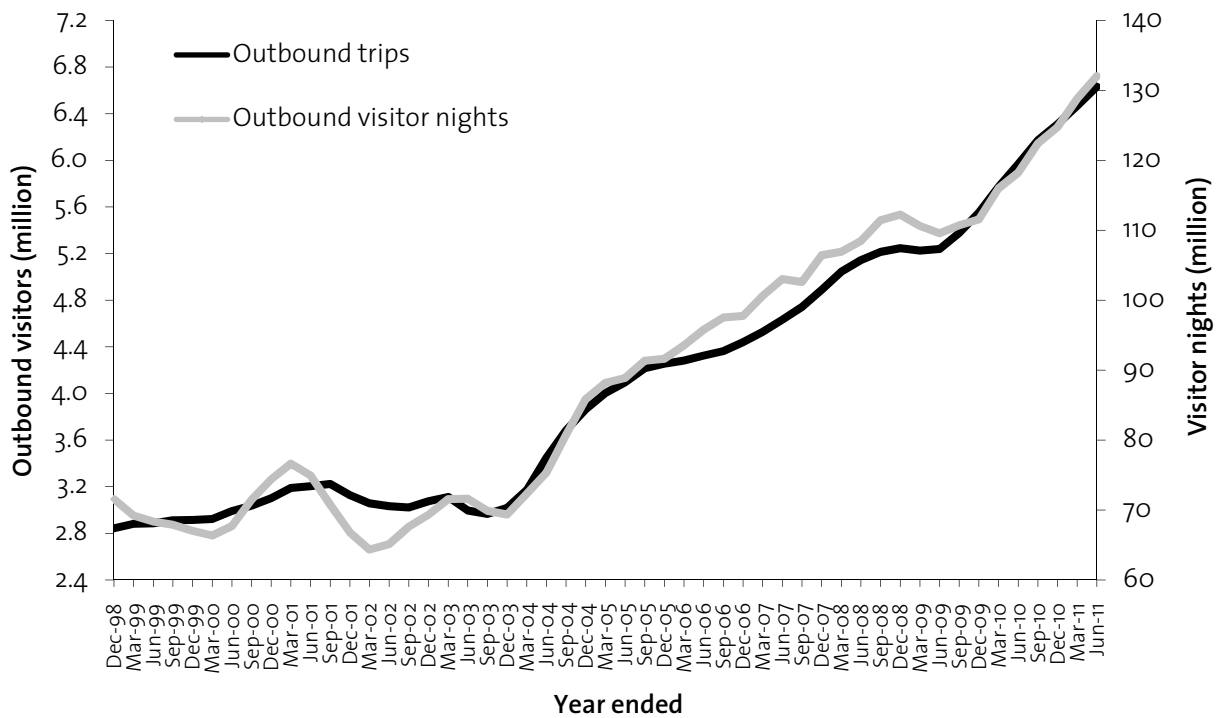
Outbound travel by Australians: Year ended 30 June 2011

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 2011 due to the 3 month recall period in the National Visitor Survey.

- Total trips** Australians aged 15 years and over took 6.6 million international trips (Figure 4).
- Nights** Australians spent 132 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 (14%), followed by the USA and Canada (12%), Indonesia (11%) and the United Kingdom and Thailand (both 6%).
- Purpose** The most popular reason for outbound travel was holiday (57%), followed by visiting friends and relatives (23%) and business (19%).

Figure 4: Outbound travel, year ending December 1998 to June 2011



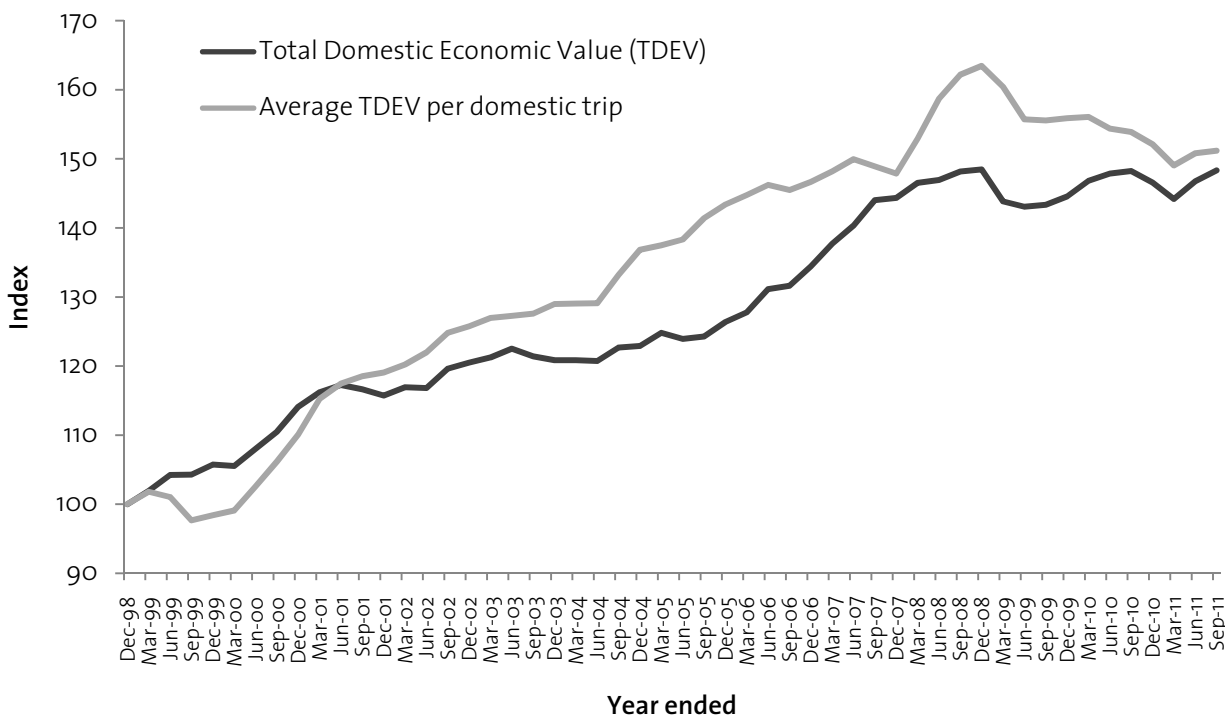
Total Domestic Economic Value (TDEV)

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 2011, the total economic value of domestic tourism remained unchanged at \$71 billion. Average TDEV per trip (overnight and day trips combined) decreased over that period, by 1.8% (in nominal terms) to \$319.

Figure 5: Total Domestic Economic Value, year ending December 1998 to September 2011



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 2011

Total expenditure	For the year ended 30 September 2011, modelled overnight expenditure increased 1% to \$43 billion and modelled day expenditure decreased 2.1% to \$15.2 billion compared with the same period in 2010.
States/territories	Spending by domestic overnight visitors was highest in New South Wales (\$12.9 billion, up 2.6%), followed by Queensland (\$11.3 billion, down 1%) and Victoria (\$9 billion, up 4.8%). Spending by domestic day visitors was highest in New South Wales (\$5.1 billion, down 1.8%), followed by Victoria (\$3.7 billion, unchanged) and Queensland (\$3.4 billion, down 6.7%).
Regional expenditure	Over half of expenditure by both domestic overnight visitors (53%) and domestic day visitors (56%) was spent in regional areas of Australia (\$22.8 billion and \$8.5 billion respectively). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (62% of their total), followed by Tasmania (55%) and Queensland (54%). For domestic day visitors, Tasmania relied most on expenditure in regional areas (70%), followed by South Australia (64%) and New South Wales (63%).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Sydney (\$4.9 billion), followed by Melbourne (\$4.8 billion). For domestic day visitors, expenditure was highest in Sydney (\$1.9 billion), followed by Melbourne (\$1.5 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 (\$1.5 billion) and Tropical North Queensland (\$1.4 billion). For domestic day visitors, expenditure was highest in Hunter (\$494 million), followed by South Coast (\$465 million) and Sunshine Coast (\$412 million).</p>
Expenditure per visitor	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Australia's North West (\$1,212), followed by Tropical North Queensland (\$1,109), and Hobart and Surrounds (\$835). For domestic day visitors, expenditure per visitor was highest in Canberra (\$153), followed by Central NSW (\$132) and Darling Downs (\$130).
Expenditure per night	The highest average expenditure per night was in Melbourne (\$260), followed by Hobart and Surrounds (\$244), Adelaide (\$234), and Sydney (\$229).
Intrastate and interstate expenditure	<p>For the year ended 30 September 2011, interstate visitor expenditure decreased 1.3% to \$17.4 billion, and intrastate visitor expenditure increased 5% to \$18.2 billion.</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.5 billion), followed by Queensland (\$4.6 billion) and Victoria (\$3.5 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$4.8 billion), followed by New South Wales (\$4.4 billion) and Victoria (\$3.9 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.3 billion) than residents of the other states or territories. Most of this was spent in Queensland (\$2.2 billion), followed by Victoria (\$1.5 billion). Victorian residents spent \$4.8 billion on interstate travel, including \$1.7 billion in New South Wales and \$1.6 billion in Queensland.</p>
Purpose	<p>Holiday visitors contributed 58% of domestic overnight and 58% of day expenditure in Australia (\$20.8 billion, down 2.5% and \$8 billion, down 6.9% respectively).</p> <p>New South Wales received the most expenditure from domestic overnight visitors travelling for the purpose of holiday (\$6.3 billion), followed by Queensland (\$5.8 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.6 billion), followed by Victoria (\$2 billion) and Queensland (\$1.8 billion).</p>

TABLES

Table 1

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

September quarter 2011 and year ended 30 September 2011

	Visitors		Visitor nights	
	'000	%	'000	%
September quarter 2011				
Visitors to:				
New South Wales	5 742	33	18 967	28
Victoria	3 853	22	11 634	17
Queensland	4 884	28	21 844	32
South Australia	1 071	6	4 214	6
Western Australia	1 307	8	6 370	9
Tasmania ^(a)	444	3	1 360	2
Northern Territory	305	2	2 574	4
Australian Capital Territory	500	3	1 611	2
Purpose of visit ^(b)				
Holiday	6 842	40	30 513	44
Visiting friends and relatives	5 570	32	18 877	28
Business	4 209	24	12 929	19
Other	1 065	6	4 032	6
Total ^(c)	17 253	100	68 600	100
Year ended 30 September 2011				
Visitors to:				
New South Wales	24 007	34	80 934	31
Victoria	16 642	24	51 130	19
Queensland	16 838	24	68 895	26
South Australia	4 910	7	18 750	7
Western Australia	5 389	8	23 975	9
Tasmania ^(a)	1 912	3	7 850	3
Northern Territory	864	1	5 620	2
Australian Capital Territory	1 769	3	5 046	2
Purpose of visit ^(b)				
Holiday	29 954	43	127 084	48
Visiting friends and relatives	23 073	33	78 277	30
Business	13 953	20	40 799	16
Other	4 073	6	13 465	5
Total ^(c)	69 648	100	262 248	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 2011, 3,853,000 people visited destinations in Victoria and stayed for 11,634,000 nights, while during the year ended 30 September 2011, visitors whose main purpose was visiting friends and relatives totalled 78,277,000 nights.

Table 2
Overnight visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2010									
September quarter	1 893	1 366	1 563	386	281	145	225	na	5 950
December quarter	1 781	1 315	1 390	466	260	205	114	na	5 716
2011									
March quarter	2 040	1 417	1 162	504	198	273	73	na	5 770
June quarter	1 959	1 391	1 263	426	287	188	127	na	5 811
September quarter	1 865	1 396	1 596	430	297	160	217	na	6 041
Year ended 30 September									
2010	7 213	5 345	5 346	1 725	1 129	825	628	na	23 011
2011	7 645	5 519	5 410	1 825	1 042	826	531	na	23 338
Intrastate visitors									
2010									
September quarter	3 947	2 204	2 912	626	936	199	108	na	10 598
December quarter	3 908	2 554	3 052	749	1 077	226	84	na	11 313
2011									
March quarter	4 522	3 362	1 944	815	1 160	351	79	na	11 893
June quarter	4 056	2 751	3 144	880	1 100	225	82	na	11 892
September quarter	3 876	2 456	3 288	641	1 010	284	88	na	11 213
Year ended 30 September									
2010	16 192	10 348	10 614	2 904	3 738	1 015	354	na	43 824
2011	16 362	11 123	11 428	3 085	4 347	1 086	333	na	46 310
Total visitors									
2010									
September quarter	5 840	3 570	4 475	1 012	1 217	344	333	455	16 549
December quarter	5 689	3 869	4 441	1 215	1 337	431	197	446	17 029
2011									
March quarter	6 562	4 778	3 106	1 318	1 358	624	152	384	17 663
June quarter	6 015	4 142	4 407	1 305	1 387	413	209	439	17 703
September quarter	5 742	3 853	4 884	1 071	1 307	444	305	500	17 253
Year ended 30 September									
2010	23 404	15 693	15 960	4 629	4 867	1 840	981	2 032	66 834
2011	24 007	16 642	16 838	4 910	5 389	1 912	864	1 769	69 648

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 2011, there were 4,347,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3
Visitor nights by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
	'000								
	Interstate visitor nights								
2010									
September quarter	7 724	5 332	11 776	1 829	2 561	739	2 246	na	33 390
December quarter	6 837	5 118	8 398	2 074	2 176	1 153	935	na	27 891
2011									
March quarter	8 839	5 518	6 865	2 748	1 639	2 067	612	na	29 376
June quarter	7 325	5 171	7 128	2 019	1 689	1 100	858	na	26 434
September quarter	7 463	5 567	10 528	2 149	2 341	767	2 247	na	32 674
Year ended 30 September									
2010	29 670	22 140	33 754	8 745	8 679	5 822	5 370	na	119 631
2011	30 464	21 375	32 919	8 989	7 845	5 087	4 652	na	116 375
	Intrastate visitor nights								
2010									
September quarter	11 435	5 178	9 662	1 777	4 055	461 *	324 *	na	32 892
December quarter	11 782	6 269	9 310	2 227	3 740	521	217 *	na	34 083
2011									
March quarter	15 768	10 774	5 504	2 850	4 618	1 078	223 *	na	40 813
June quarter	11 416	6 645	9 847	2 620	3 744	571	201 *	na	35 051
September quarter	11 504	6 067	11 316	2 065	4 029	592	328 *	na	35 926
Year ended 30 September									
2010	50 050	27 836	36 773	8 717	14 171	2 629	1 087	na	141 315
2011	50 470	29 755	35 976	9 761	16 130	2 762	968	na	145 873
	Total visitor nights								
2010									
September quarter	19 159	10 509	21 438	3 606	6 616	1 200	2 570	1 184	66 283
December quarter	18 619	11 387	17 708	4 300	5 916	1 674	1 152	1 202	61 974
2011									
March quarter	24 607	16 292	12 369	5 597	6 257	3 145	835	1 088	70 190
June quarter	18 741	11 816	16 975	4 639	5 432	1 671	1 059	1 145	61 485
September quarter	18 967	11 634	21 844	4 214	6 370	1 360	2 574	1 611	68 600
Year ended 30 September									
2010	79 719	49 976	70 526	17 462	22 850	8 451	6 457	5 452	260 946
2011	80 934	51 130	68 895	18 750	23 975	7 850	5 620	5 046	262 248

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 2011, a total of 68,895,000 visitor nights were spent in Queensland, while during the September quarter 2011, 10,528,000 nights were spent in Queensland by interstate visitors.

Table 4
Overnight visitors: State/territory visited by main purpose of visit
 Year ended 30 September 2011

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	2 960	31	2 495	33	1 992	29	366	33	7 645	33
Vic	2 052	22	1 637	21	1 692	25	252	22	5 519	24
Qld	2 297	24	1 706	22	1 323	19	221	20	5 410	23
SA	654	7	562	7	539	8	86	8	1 825	8
WA	271	3	285	4	491	7	29 *	3 *	1 042	4
Tas ^(b)	438	5	212	3	186	3	21 *	2 *	826	4
NT	267	3	112	1	130	2	27 *	2 *	531	2
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	9 456	100	7 623	100	6 870	100	1 126	100	23 338	100
Intrastate visitors to:										
NSW	7 222	33	5 941	37	2 377	32	1 047	34	16 362	35
Vic	5 713	26	3 797	24	1 174	16	519	17	11 123	24
Qld	4 696	22	3 659	23	2 446	33	774	25	11 428	25
SA	1 549	7	874	5	426	6	252	8	3 085	7
WA	1 978	9	1 318	8	749	10	345	11	4 347	9
Tas ^(b)	538	2	299	2	181	2	77	3	1 086	2
NT	110	1	41 *	0 *	143	2	40 *	1 *	333	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	21 811	100	15 931	100	7 496	100	3 055	100	46 310	100
Total visitors to:										
NSW	10 181	34	8 436	37	4 369	31	1 413	35	24 007	34
Vic	7 765	26	5 434	24	2 866	21	771	19	16 642	24
Qld	6 993	23	5 365	23	3 769	27	995	24	16 838	24
SA	2 203	7	1 437	6	965	7	337	8	4 910	7
WA	2 250	8	1 603	7	1 240	9	374	9	5 389	8
Tas ^(b)	976	3	511	2	368	3	97	2	1 912	3
NT	377	1	153	1	273	2	68	2	864	1
ACT ^(c)	517	2	616	3	516	4	125	3	1 769	3
Total ^(d)	29 954	100	23 073	100	13 953	100	4 073	100	69 648	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 2011, 33% of all interstate visitors travelling for the purpose of visiting friends and relatives visited New South Wales, while nationally, 29,954,000 visitors travelled for holiday purposes.

Table 5
Visitor nights: State/territory visited by main purpose of visit
September quarter 2011 and year ended 30 September 2011

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2011										
Visitor nights in:										
NSW	8 208	27	5 975	32	3 360	26	1 113	28	18 967	28
Vic	4 843	16	3 712	20	1 778	14	907	22	11 634	17
Qld	10 549	35	5 296	28	4 157	32	966	24	21 844	32
SA	1 666	5	1 196	6	752	6	385 *	10 *	4 214	6
WA	2 789	9	1 309	7	1 661	13	341 *	8 *	6 370	9
Tas ^(b)	630	2	421 *	2 *	230 *	2 *	79 **	2 **	1 360	2
NT	1 352	4	497	3	403 *	3 *	138 *	3 *	2 574	4
ACT	449 *	1 *	472	3	589	5	102 *	3 *	1 611	2
Total ^(c)	30 513	100	18 877	100	12 929	100	4 032	100	68 600	100
Year ended 30 September 2011										
Visitor nights in:										
NSW	39 346	31	26 494	34	10 914	27	3 777	28	80 934	31
Vic	25 678	20	15 612	20	6 484	16	2 912	22	51 130	19
Qld	33 512	26	19 765	25	11 454	28	3 225	24	68 895	26
SA	9 104	7	5 554	7	2 474	6	1 319	10	18 750	7
WA	10 671	8	5 951	8	5 685	14	1 351	10	23 975	9
Tas ^(b)	4 608	4	1 883	2	1 072	3	277 *	2 *	7 850	3
NT	2 756	2	1 104	1	1 222	3	330 *	2 *	5 620	2
ACT	1 360	1	1 913	2	1 495	4	274 *	2 *	5 046	2
Total ^(c)	127 084	100	78 277	100	40 799	100	13 465	100	262 248	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 2011, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,072,000 nights, while during the September quarter 2011, Victoria accounted for 20% of visitor nights where the main purpose of visit was visiting friends and relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2010										
September quarter	6 822	41	5 293	32	3 697	22	1 049	6	16 549	100
December quarter	7 047	41	5 925	35	3 383	20	1 011	6	17 029	100
2011										
March quarter	8 433	48	5 873	33	2 696	15	956	5	17 663	100
June quarter	7 631	43	5 705	32	3 665	21	1 040	6	17 703	100
September quarter	6 842	40	5 570	32	4 209	24	1 065	6	17 253	100
Year ended 30 September										
2010	29 961	45	21 891	33	12 837	19	3 664	5	66 834	100
2011	29 954	43	23 073	33	13 953	20	4 073	6	69 648	100
Visitor nights										
2010										
September quarter	30 881	47	18 150	27	11 660	18	3 938	6	66 283	100
December quarter	29 516	48	19 448	31	9 669	16	3 187	5	61 974	100
2011										
March quarter	38 588	55	20 750	30	8 155	12	2 675	4	70 190	100
June quarter	28 467	46	19 201	31	10 046	16	3 571	6	61 485	100
September quarter	30 513	44	18 877	28	12 929	19	4 032	6	68 600	100
Year ended 30 September										
2010	127 064	49	78 949	30	39 577	15	12 389	5	260 946	100
2011	127 084	48	78 277	30	40 799	16	13 465	5	262 248	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 2011, 4,209,000 visitors were travelling for business purposes and they stayed a total of 12,929,000 nights.

Table 7
Overnight visitors: State/territory visited by state/territory of origin
 September quarter 2011 and year ended 30 September 2011

	State/territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	
'000									
September quarter 2011									
Visitors to:									
NSW	3 876	667	642	125	98	34 *	11 **	288	5 742
Vic	629	2 456	262	254	81	93	15 *	61	3 853
Qld	808	516	3 288	84	74	40 *	22 *	53 *	4 884
SA	105	217	52 *	641	24 *	8 **	13 *	11 **	1 071
WA	89	109	37 *	41 *	1 010	3 **	11 **	6 **	1 307
Tas ^(a)	26 *	66	36 *	9 **	12 *	284	1 **	10 **	444
NT	48 *	66	32 *	36 *	25 *	5 **	88	5 **	305
ACT	356	55	38 *	24 *	8 **	13 *	5 **	0 **	500
Total ^(b)	5 937	4 154	4 388	1 214	1 334	480	167	434	17 253
Year ended 30 September 2011									
Visitors to:									
NSW	16 362	2 680	2 797	509	301	132	59	1 168	24 007
Vic	2 581	11 123	991	951	363	344	87	203	16 642
Qld	3 028	1 521	11 428	276	210	119	95	161	16 838
SA	504	807	223	3 085	138	37 *	68	48 *	4 910
WA	303	369	143	140	4 347	23 *	46 *	18 *	5 389
Tas ^(a)	220	378	108	54	31 *	1 086	8 **	26 *	1 912
NT	146	137	71	112	42 *	14 *	333	10 **	864
ACT	1 190	249	149	77	50 *	32 *	20 *	1 **	1 769
Total ^(b)	24 335	17 267	15 909	5 205	5 482	1 787	716	1 635	69 648

*** 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 2011, 119,000 visitors to Queensland were residents of Tasmania, while during the September quarter 2011, 284,000 Tasmanian residents took an overnight trip in their own state.

Note: Due to extensive flooding in Queensland during the March quarter 2011, it was not possible to conduct interviews in many locations. As a result, origin estimates for Queensland should be treated with caution.

Table 8
Overnight visitors by state/territory of origin and Australian population
by state/territory
 September quarter 2011 and year ended 30 September 2011

	Origin of visitors		Population ^(a)		Visitor rate ^(b)
	'000	%	'000	%	
September quarter 2011					
State/territory					
New South Wales	5 937	34	5 817	33	1.0
Victoria	4 154	24	4 348	25	1.0
Queensland	4 388	25	3 563	20	1.2
South Australia	1 214	7	1 305	7	0.9
Western Australia	1 334	8	1 783	10	0.7
Tasmania ^(c)	480	3	403	2	1.2
Northern Territory	167	1	167	1	1.0
Australian Capital Territory	434	3	277	2	1.6
Total	17 253	100	17 665	100	1.0
Year ended 30 September 2011					
State/territory					
New South Wales	24 335	35	5 817	33	4.2
Victoria	17 267	25	4 348	25	4.0
Queensland	15 909	23	3 563	20	4.5
South Australia	5 205	7	1 305	7	4.0
Western Australia	5 482	8	1 783	10	3.1
Tasmania ^(c)	1 787	3	403	2	4.4
Northern Territory	716	1	167	1	4.3
Australian Capital Territory	1 635	2	277	2	5.9
Total	69 648	100	17 665	100	3.9

(a) Population figures are as of 30 September 2011.

(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 2011, Northern Territory residents took 716,000 overnight trips. The visitor rate shows that this is an average of 4.3 trips per Northern Territory resident.

Note: Due to extensive flooding in Queensland during the March quarter 2011, it was not possible to conduct interviews in many locations. As a result, origin estimates for Queensland should be treated with caution.

Table 9
Overnight visitors: Duration of visit by state/territory visited
 Year ended 30 September 2011

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Duration of visit ^(c)									
1 night	6 898	5 297	4 456	1 282	1 307	496	139	637	20 302
2 nights	6 479	4 617	4 077	1 203	1 332	440	135	473	18 630
3 nights	3 584	2 545	2 464	779	828	268	120	272	10 807
4-7 nights	5 340	3 342	3 960	1 176	1 235	470	246	339	15 892
8-14 nights	1 344	618	1 429	364	450	186	148	32 *	4 507
15-21 nights	226	150	264	54	134	32 *	42 *	7 **	907
22 nights or more	136	74	189	53 *	102	20 *	35 *	9 **	594
Total	24 007	16 642	16 838	4 910	5 389	1 912	864	1 769	69 648
Average duration of visit	3	3	4	4	4	4	7	3	4
Median duration of visit ^(d)	2	2	2	2	3	3	4	2	2
	%								
Duration of visit ^(c)									
1 night	29	32	26	26	24	26	16	36	29
2 nights	27	28	24	25	25	23	16	27	27
3 nights	15	15	15	16	15	14	14	15	16
4-7 nights	22	20	24	24	23	25	28	19	23
8-14 nights	6	4	8	7	8	10	17	2 *	6
15-21 nights	1	1	2	1	2	2 *	5 *	0 **	1
22 nights or more	1	0	1	1 *	2	1 *	4 *	1 **	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 2011, 1,282,000 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 2011

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	8 999	5 799	6 533	1 546	1 649	797	410	938	25 722
Guest house or bed & breakfast	336	311	129	110	104	78	1 **	17 *	1 078
Rented house, apartment, flat or unit	1 814	1 079	1 607	392	420	158	46 *	50 *	5 535
Caravan park or commercial camping ground	2 029	1 407	1 008	628	517	160	143	64	5 596
Caravan or camping on private property	882	604	901	248	299	88	104	6 **	2 982
Friend's or relative's property	9 548	6 686	6 389	1 762	2 238	640	193	649	27 731
Own property (e.g. holiday house)	833	854	408	269	175	91	4 **	0 **	2 634
Other	859	471	889	233	338	134	87	54	2 995
Total ^(d)	24 007	16 642	16 838	4 910	5 389	1 912	864	1 769	69 648
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	37	35	39	31	31	42	47	53	37
Guest house or bed & breakfast	1	2	1	2	2	4	0 **	1 *	2
Rented house, apartment, flat or unit	8	6	10	8	8	8	5 *	3 *	8
Caravan park or commercial camping ground	8	8	6	13	10	8	17	4	8
Caravan or camping on private property	4	4	5	5	6	5	12	0 **	4
Friend's or relative's property	40	40	38	36	42	33	22	37	40
Own property (e.g. holiday house)	3	5	2	5	3	5	0 **	0 **	4
Other	4	3	5	5	6	7	10	3	4
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 10 shows that during the year ended 30 September 2011, 1,008,000 or 6% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

Table 11
Visitor nights: Accommodation used by state/territory visited
Year ended 30 September 2011

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	21 133	13 697	20 221	4 116	5 698	2 471	1 716	2 170	71 223
Guest house or bed & breakfast	856	648	265 *	274 *	333 *	190 *	6 **	34 **	2 606
Rented house, apartment, flat or unit	7 957	3 713	8 924	1 705	2 113	600	251 *	126 *	25 415
Caravan park or commercial camping ground	10 496	5 935	5 482	2 795	3 108	770	1 136	208 *	29 929
Caravan or camping on private property	2 910	1 854	3 026	779	1 602	269 *	425 *	342 *	11 208
Friend's or relative's property	30 922	20 067	24 457	6 770	8 213	2 636	1 405	1 994	96 479
Own property (e.g. holiday house)	3 252	2 896	1 557	934	779	409 *	14 **	0 **	9 840
Other	3 014	1 880	4 045	1 078	1 812	505	460 *	168 *	12 970
Total ^(d)	80 934	51 130	68 895	18 750	23 975	7 850	5 620	5 046	262 248
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	26	27	29	22	24	31	31	43	27
Guest house or bed & breakfast	1	1	0 *	1 *	1 *	2 *	0 **	1 **	1
Rented house, apartment, flat or unit	10	7	13	9	9	8	4 *	2 *	10
Caravan park or commercial camping ground	13	12	8	15	13	10	20	4 *	11
Caravan or camping on private property	4	4	4	4	7	3 *	8 *	7 *	4
Friend's or relative's property	38	39	35	36	34	34	25	40	37
Own property (e.g. holiday house)	4	6	2	5	3	5 *	0 **	0 **	4
Other	4	4	6	6	8	6	8 *	3 *	5
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 11 shows that during the year ended 30 September 2011, 27% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 1,994,000 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 2011

	Air transport	Private vehicle	Other transport	Total ^(a)
	'000			
Interstate visitors to:				
NSW	3 384	3 932	573	7 645
Vic	3 741	1 624	451	5 519
Qld	3 745	1 659	429	5 410
SA	1 112	618	212	1 825
WA	971	83	150	1 042
Tas ^(b)	687	90	275	826
NT	411	102	110	531
ACT ^(c)	na	na	na	na
Total interstate visitors ^(d)	14 547	9 297	2 295	23 338
Intrastate visitors to:				
NSW	714	14 405	1 321	16 362
Vic	79	10 022	1 057	11 123
Qld	1 276	9 464	820	11 428
SA	146	2 764	180	3 085
WA	479	3 599	316	4 347
Tas ^(b)	10 **	994	77	1 086
NT	84	236	15 *	333
ACT ^(c)	na	na	na	na
Total intrastate visitors ^(d)	2 793	41 485	3 787	46 310
Total visitors to:				
NSW	4 098	18 337	1 893	24 007
Vic	3 821	11 646	1 508	16 642
Qld	5 021	11 122	1 250	16 838
SA	1 258	3 382	392	4 910
WA	1 450	3 682	466	5 389
Tas ^(b)	697	1 084	352	1 912
NT	495	338	125	864
ACT	496	1 192	96	1 769
Total ^(d)	16 845	49 181	5 860	69 648

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 2011, 9,297,000 overnight visitors used a private vehicle when travelling interstate, while 2,793,000 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 2011

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	960.0	32.8 *	160.5	72.4	1 225.7
Taxis	155.2	71.7	295.7	23.0 *	545.6
Airline fares	1 802.1	1 617.3	1 535.0	213.6	5 168.0
Organised tours, side trips	344.3	25.9 *	29.2 *	1.5 **	400.9
Car hire costs	417.7	218.2	233.9	32.5 *	902.3
Fuel (petrol, diesel)	2 224.3	1 266.0	651.5	230.2	4 372.0
Vehicle maintenance or repairs	101.8	29.9 *	8.1 *	7.5 *	147.2
Other long distance transport costs	99.0	59.2	13.1 *	10.6 *	181.9
Other local transport costs	103.7	49.3	26.1 *	7.0 **	186.1
Accommodation	6 790.0	1 228.2	2 048.3	393.3	10 459.7
Takeaway & restaurant meals	3 734.4	1 557.1	1 215.9	246.9	6 754.3
Groceries etc for self-catering	1 754.9	666.7	196.8	83.1	2 701.5
Alcohol and drinks (not elsewhere included)	1 434.6	631.0	302.1	59.3	2 427.0
Shopping, gifts, souvenirs	2 469.5	1 327.7	481.0	490.9	4 769.1
Entertainment, museums, movies, zoos etc	1 133.3	231.6	67.3	28.6 *	1 460.7
Horse racing, gambling, casinos	99.8	31.6 *	16.5 *	12.3 *	160.2
Conference fees	2.3 **	1.3 **	186.8	4.3 **	194.7
Education, course fees	4.6 **	1.4 **	94.6	27.8 *	128.4
Other expenditure on trip	406.2	131.6	79.4	151.7	769.0
Total ^(a)	24 337.2	9 185.9	7 641.7	2 096.6	43 261.4

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

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

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

How to read this table:

Table 13 shows that during the year ended 30 September 2011, overnight holiday visitors spent a total of \$1,802.1 million on airline fares. The total expenditure for all overnight visitors for the same period was \$43.3 billion.

Table 14
Day visitors: State/territory visited by main purpose of visit
 September quarter 2011 and year ended 30 September 2011

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2011										
Day visitors to:										
NSW	5 650	34	3 342	32	1 526	31	1 735	33	12 252	33
Vic	4 276	26	3 157	30	1 156	23	1 027	20	9 616	26
Qld	3 268	20	2 040	19	1 212	24	1 382	26	7 901	21
SA	1 102	7	708	7	350	7	264	5	2 425	7
WA	1 400	8	855	8	459	9	496	9	3 211	9
Tas	461	3	239	2	139 *	3 *	168	3	1 008	3
NT	148	1	44 *	0 *	40 *	1 *	8 **	0 **	240	1
ACT	199	1	107 *	1 *	65 *	1 *	143	3	514	1
Total ^(a)	16 505	100	10 491	100	4 947	100	5 223	100	37 166	100
Year ended 30 September 2011										
Day visitors to:										
NSW	23 961	33	14 791	33	4 895	31	6 503	33	50 150	33
Vic	18 746	26	12 927	29	3 600	23	3 994	20	39 268	26
Qld	15 086	21	9 334	21	4 136	26	4 951	25	33 507	22
SA	5 103	7	3 038	7	1 044	7	1 195	6	10 381	7
WA	5 909	8	3 748	8	1 488	9	1 842	9	12 987	8
Tas	2 143	3	993	2	400	3	630	3	4 166	3
NT	578	1	127 *	0 *	129 *	1 *	89 *	0 *	923	1
ACT	699	1	342	1	302	2	299	2	1 642	1
Total ^(a)	72 225	100	45 300	100	15 994	100	19 503	100	153 023	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 2011, there were a total of 153,023,000 day visitors, of whom 8% visited destinations in Western Australia.

Table 15
Day visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total ^(a)
	'000								
2009									
September quarter	11 671	8 920	7 775	2 527	2 708	1 018	321	314	35 253
December quarter	12 062	9 996	7 779	2 360	3 124	1 235	246	456	37 257
2010									
March quarter	12 608	9 985	8 286	2 508	3 106	1 160	235	310	38 197
June quarter	12 988	10 026	9 672	2 641	2 984	1 131	255	558	40 255
September quarter	11 770	9 161	8 078	2 515	2 997	976	198	361	36 058
December quarter	11 705	9 396	8 668	2 444	2 957	1 044	179	386	36 778
2011									
March quarter	13 174	9 854	7 840	2 927	3 312	1 156	227	368	38 857
June quarter	13 018	10 402	9 098	2 586	3 508	958	277	374	40 222
September quarter	12 252	9 616	7 901	2 425	3 211	1 008	240	514	37 166
Year ended 30 September									
2010	49 428	39 169	33 815	10 024	12 211	4 502	933	1 685	151 767
2011	50 150	39 268	33 507	10 381	12 987	4 166	923	1 642	153 023

(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 2011, destinations in New South Wales had 50,150,000 day visitors, while during the September quarter 2011, destinations in the Australian Capital Territory had 514,000 day visitors.

Table 16
Day visitors: State/territory visited by main transport used
Year ended 30 September 2011

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	558	44 827	4 765	50 150
Victoria	403	35 383	3 482	39 268
Queensland	474	31 280	1 753	33 507
South Australia	84 *	9 902	395	10 381
Western Australia	213	11 785	989	12 987
Tasmania	19 **	4 010	137 *	4 166
Northern Territory	30 *	855	37 *	923
Australian Capital Territory	131 *	1 411	100 *	1 642
Total ^(a)	1 912	139 453	11 658	153 023

* ** 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 2011, 474,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 923,000 day visitors during the same period.

Table 17
Expenditure by day visitors: Items of expenditure by main purpose of visit
 Year ended 30 September 2011

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	23.4	1.1 **	0.1 **	1.4 **	25.9
Taxis	8.1 *	12.0 *	40.5	6.3 *	66.9
Airline fares	38.7	58.2	193.6	24.6	315.1
Organised tours, side trips	31.3	0.7 **	0.0 **	1.7 **	33.7
Car hire costs	10.1 *	8.7 *	13.3 *	7.6 *	39.7
Fuel (petrol, diesel)	1 693.6	1 219.8	453.1	559.0	3 925.6
Vehicle maintenance or repairs	17.0 *	9.9 *	10.9 *	50.8	88.6
Other long distance transport costs	27.2	14.9 *	5.9 *	9.5 *	57.6
Other local transport costs	68.1	25.3	14.3 *	10.5 *	118.3
Takeaway & restaurant meals	1 833.3	793.0	247.7	254.2	3 128.2
Groceries etc for self-catering	443.4	220.4	26.1	112.9	802.7
Alcohol and drinks (not elsewhere included)	418.9	225.0	33.8	31.2	708.8
Shopping, gifts, souvenirs	3 060.7	490.1	149.6	641.7	4 342.1
Entertainment, museums, movies, zoos, etc	612.2	68.0	4.6 *	13.8 *	698.5
Horse racing, gambling, casinos	44.1	10.0 *	0.0 **	1.9 **	56.0
Conference fees	2.8 **	2.2 **	13.6 *	0.7 **	19.3 *
Education, course fees	1.6 **	0.4 **	19.0 *	33.6	54.6
Other expenditure on trip	198.7	30.2	59.7	424.8	713.5
Total ^(a)	8 533.2	3 189.9	1 285.8	2 186.1	15 195.0

* ** 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 2011, day visitors spent \$39.7 million on car hire.

The overall total spent by day visitors during the same period was \$15.2 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 2011

	Visitors ^(b)		Average nights per trip
	'000	%	
Main destination			
United Kingdom	423	6	34
Other Europe	640	10	35
New Zealand	948	14	11
USA and Canada	775	12	24
Hong Kong	208	3	12
Singapore	265	4	11
Malaysia	232	3	16
Indonesia	703	11	12
Thailand	443	7	14
China	329	5	22
Other Asia	806	12	24
Other countries	860	13	19
Purpose of visit ^(c)			
Holiday	3 770	57	19
Visiting friends and relatives	1 499	23	25
Business	1 228	19	14
Other	135	2	45
Total	6 632	100	20

(a) Data for outbound trips is presented for the year ended 30 June 2011 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 2011, 6% had the United Kingdom as their main destination, staying overseas on average for 34 nights.

Table 19
 Total Domestic Economic Value (TDEV)
 Year ended 30 September 2001–2011

	Domestic day visitor expenditure	Domestic overnight visitor expenditure	Total domestic visitor expenditure	Total Domestic Economic Value
\$ million				
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	68 906
2008	14 268	44 826	59 094	70 886
2009	14 450	42 174	56 624	68 586
2010	15 520	42 913	58 433	70 923
2011	15 195	43 261	58 456	70 965

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 2007 was \$14.4 billion and Total Domestic Economic Value for the year ended 30 September 2011 was \$71.0 billion.

Table 20

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

Year ended 30 September 2011

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	1 875	12	18 091	104
2	Melbourne	Vic	1 509	10	14 292	106
3	Brisbane	Qld	1 069	7	11 595	92
4	Experience Perth	WA	835	5	9 223	91
5	Gold Coast	Qld	629	4	6 762	93
6	Hunter	NSW	494	3	5 395	92
7	South Coast	NSW	465	3	5 239	89
8	Sunshine Coast	Qld	412	3	4 605	89
9	Mid North Coast	NSW	377	2	3 430	110
10	Northern Rivers	NSW	352	2	3 520	100
11	Darling Downs	Qld	345	2	2 664	130
12	Adelaide	SA	329	2	3 134	105
13	Australia's South West	WA	308	2	2 674	115
14	Central NSW	NSW	291	2	2 206	132
15	Geelong	Vic	273	2	2 966	92
16	Western	Vic	272	2	2 358	115
17	Canberra	ACT	251	2	1 642	153
18	Peninsula	Vic	245	2	3 314	74
19	Tropical North Queensland	Qld	243	2	1 879	129
20	Central Coast	NSW	217	1	3 031	72
	Top 20 regions ^(c)		10 792	71	108 020	100
	Total Australia ^(d)		15 195	100	153 023	99

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 20 shows that during the year ended 30 September 2011, there were 5.2 million domestic day visitors to the South Coast who spent a total of \$465 million in the region or 3% of total domestic day visitor expenditure in Australia.

Table 21

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

Year ended 30 September 2011

State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	1 875	37	18 091	104
Regional NSW	3 176	63	32 059	99
Total NSW	5 051	100	50 150	101
Melbourne	1 509	40	14 292	106
Regional Vic	2 232	60	24 976	89
Total Vic	3 741	100	39 268	95
Gold Coast	629	18	6 762	93
Brisbane	1 069	31	11 595	92
Regional Qld	1 732	50	15 149	114
Total Qld	3 431	100	33 507	102
Adelaide	329	36	3 134	105
Regional SA	595	64	7 247	82
Total SA	924	100	10 381	89
Experience Perth	835	65	9 223	91
Regional WA	441	35	3 764	117
Total WA	1 276	100	12 987	98
Hobart	122	30	1 012	121
Regional Tas	289	70	3 154	92
Total Tas	411	100	4 166	99
Darwin	72	65	574	126
Regional NT	38	35	349	109
Total NT	111	100	923	120
Canberra	251	100	1 642	153
Total ACT	251	100	1 642	153
Total capitals	6 691	44	66 326	101
Total regional	8 504	56	86 697	98
Total Australia ^(c)	15 195	100	153 023	99

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 21 shows that during the year ended 30 September 2011, there were 15.1 million domestic day visitors in regional Queensland, who spent a total of \$1.7 billion in this area, or 50% of total domestic day visitor expenditure in Queensland.

Table 22

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

Year ended 30 September 2011

State/territory	Holiday		Visiting friends and relatives		Business		Other ^(b)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 576	32	962	36	339	33	666	34	4 543	33
Vic	2 041	26	724	27	224	22	399	20	3 387	25
Qld	1 814	23	555	20	237	23	487	25	3 092	23
SA	474	6	168	6	56	5	125	6	823	6
WA	678	9	199	7	110	11	175	9	1 162	8
Tas	210	3	59	2	27	3	66	3	361	3
NT	60	1	9	0	10	1	15	1	94	1
ACT	107	1	34	1	28	3	53	3	222	2
Total Australia ^(c)	7 959	100	2 709	100	1 031	100	1 985	100	13 683	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 2011 National Visitor Survey data.

How to read this table:

Table 22 shows that during the year ended 30 September 2011, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$199 million, or 7% of total expenditure in Australia for this purpose.

Table 23

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

Year ended 30 September 2011

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	4 913	11	7 713	21 488	637	229	3
2	Melbourne	Vic	4 800	11	6 602	18 455	727	260	3
3	Gold Coast	Qld	2 629	6	3 224	12 705	815	207	4
4	Brisbane	Qld	2 620	6	5 203	16 134	504	162	3
5	Experience Perth	WA	1 746	4	2 681	9 526	651	183	4
6	Adelaide	SA	1 675	4	2 034	7 144	823	234	4
7	Sunshine Coast	Qld	1 652	4	2 700	10 444	612	158	4
8	Mid North Coast	NSW	1 514	3	2 997	11 657	505	130	4
9	Tropical North Queensland	Qld	1 448	3	1 305	7 433	1 109	195	6
10	South Coast	NSW	1 367	3	3 029	10 711	451	128	4
11	Hunter	NSW	921	2	2 188	5 400	421	170	2
12	Canberra	ACT	913	2	1 769	5 046	516	181	3
13	Northern Rivers	NSW	882	2	1 951	7 144	452	123	4
14	Australia's South West	WA	840	2	1 666	5 967	504	141	4
15	Western	Vic	652	2	1 425	4 376	457	149	3
16	Hobart and Surrounds	Tas	631	1	756	2 587	835	244	3
17	Central NSW	NSW	614	1	1 669	4 571	368	134	3
18	Central Queensland	Qld	572	1	1 235	5 030	464	114	4
19	High Country	Vic	531	1	1 126	3 666	472	145	3
20	Australia's North West	WA	515	1	425	3 560	1 212	145	8
	Top 20 regions ^(c)		31 434	73	48 280	173 045	651	182	4
	Total Australia ^(d)		43 261	100	69 648	262 248	621	165	4

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 23 shows that during the year ended 30 September 2011, there were 1.3 million domestic overnight visitors to Tropical North Queensland who spent a total of \$1.4 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

Table 24

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

Year ended 30 September 2011

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	3 959	11	7 713	21 488	513	184	3
2	Melbourne	Vic	3 696	10	6 602	18 455	560	200	3
3	Gold Coast	Qld	2 346	6	3 224	12 705	728	185	4
4	Brisbane	Qld	2 058	6	5 203	16 134	396	128	3
5	Sunshine Coast	Qld	1 518	4	2 700	10 444	562	145	4
6	Mid North Coast	NSW	1 455	4	2 997	11 657	486	125	4
7	Experience Perth	WA	1 312	4	2 681	9 526	490	138	4
8	South Coast	NSW	1 298	3	3 029	10 711	429	121	4
9	Adelaide	SA	1 243	3	2 034	7 144	611	174	4
10	Tropical North Queensland	Qld	1 203	3	1 305	7 433	922	162	6
11	Hunter	NSW	837	2	2 188	5 400	383	155	2
12	Northern Rivers	NSW	805	2	1 951	7 144	412	113	4
13	Australia's South West	WA	787	2	1 666	5 967	473	132	4
14	Canberra	ACT	771	2	1 769	5 046	436	153	3
15	Western	Vic	623	2	1 425	4 376	438	142	3
16	Central NSW	NSW	571	2	1 669	4 571	342	125	3
17	Central Queensland	Qld	519	1	1 235	5 030	420	103	4
18	High Country	Vic	508	1	1 126	3 666	451	139	3
19	Hobart and Surrounds	Tas	505	1	756	2 587	668	195	3
20	Darling Downs	Qld	465	1	1 417	3 866	328	120	3
	Top 20 regions ^(c)		26 479	71	49 038	173 351	540	153	4
	Total Australia ^(d)		37 184	100	69 648	262 248	534	142	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 2011 National Visitor Survey data.

How to read this table:

Table 24 shows that during the year ended 30 September 2011, there were 3.2 million domestic overnight visitors to Gold Coast who spent a total of \$2.3 billion or 6% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

Table 25

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

Year ended 30 September 2011

State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	4 913	38	7 713	21 488	637	229	3
Regional NSW	7 970	62	16 917	59 446	471	134	4
Total NSW	12 883	100	24 007	80 934	537	159	3
Melbourne	4 800	53	6 602	18 455	727	260	3
Regional Vic	4 219	47	10 492	32 675	402	129	3
Total Vic	9 019	100	16 642	51 130	542	176	3
Gold Coast	2 629	23	3 224	12 705	815	207	4
Brisbane	2 620	23	5 203	16 134	504	162	3
Regional Qld	6 085	54	9 191	40 055	662	152	4
Total Qld	11 335	100	16 838	68 895	673	165	4
Adelaide	1 675	55	2 034	7 144	823	234	4
Regional SA	1 383	45	3 113	11 607	444	119	4
Total SA	3 058	100	4 910	18 750	623	163	4
Perth	1 746	48	2 681	9 526	651	183	4
Regional WA	1 915	52	2 917	14 449	656	133	5
Total WA	3 661	100	5 389	23 975	679	153	4
Hobart	631	45	756	2 587	835	244	3
Regional Tas	776	55	1 366	5 262	568	147	4
Total Tas	1 407	100	1 912	7 850	736	179	4
Darwin	501	51	482	2 666	1 040	188	6
Regional NT	477	49	521	2 954	916	162	6
Total NT	978	100	864	5 620	1 132	174	7
Canberra	913	100	1 769	5 046	516	181	3
Total ACT	913	100	1 769	5 046	516	181	3
Total capitals	20 428	47	29 568	95 750	691	213	3
Total regional	22 833	53	43 196	166 498	529	137	4
Total Australia ^(c)	43 261	100	69 648	262 248	621	165	4

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2011 National Visitor Survey data.

How to read this table:

Table 25 shows that during the year ended 30 September 2011, there were 1.4 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$776 million, or 55% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

Table 26

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

Year ended 30 September 2011

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/territory							
Sydney	3 959	35	7 713	21 488	513	184	3
Regional NSW	7 493	65	16 917	59 446	443	126	4
Total NSW	11 451	100	24 007	80 934	477	141	3
Melbourne	3 696	48	6 602	18 455	560	200	3
Regional Vic	4 076	52	10 492	32 675	388	125	3
Total Vic	7 772	100	16 642	51 130	467	152	3
Gold Coast	2 346	24	3 224	12 705	728	185	4
Brisbane	2 058	21	5 203	16 134	396	128	3
Regional Qld	5 350	55	9 191	40 055	582	134	4
Total Qld	9 754	100	16 838	68 895	579	142	4
Adelaide	1 243	49	2 034	7 144	611	174	4
Regional SA	1 293	51	3 113	11 607	416	111	4
Total SA	2 536	100	4 910	18 750	516	135	4
Perth	1 312	43	2 681	9 526	490	138	4
Regional WA	1 710	57	2 917	14 449	586	118	5
Total WA	3 023	100	5 389	23 975	561	126	4
Hobart	505	45	756	2 587	668	195	3
Regional Tas	629	55	1 366	5 262	461	120	4
Total Tas	1 135	100	1 912	7 850	593	145	4
Darwin	348	47	482	2 666	723	131	6
Regional NT	387	53	521	2 954	743	131	6
Total NT	736	100	864	5 620	851	131	7
Canberra	771	100	1 769	5 046	436	153	3
Total ACT	771	100	1 769	5 046	436	153	3
Total capitals	16 239	44	29 568	95 750	549	170	3
Total regional	20 945	56	43 196	166 498	485	126	4
Total Australia ^(c)	37 184	100	69 648	262 248	534	142	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 2011 National Visitor Survey data.

How to read this table:

Table 26 shows that during the year ended 30 September 2011, there were 2.9 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$1.7 billion, or 57% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

Table 27

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

Year ended 30 September 2011

State/territory	Intrastate	Interstate origin								All interstate	Total
		NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 542	-	1 654	1 398	341	291	86	58	583	4 412	10 954
Vic	3 537	1 543	-	988	524	349	262	88	101	3 854	7 391
Qld	4 645	2 207	1 618	-	304	250	159	126	110	4 774	9 420
SA	1 058	348	561	188	-	107	28	64	np	1 333	2 391
WA	1 937	302	330	89	135	-	43	46	np	956	2 894
Tas	313	258	282	120	63	31	-	np	np	788	1 100
NT	121	177	171	np	115	43	np	-	np	595	716
ACT	0	448	156	np	35	np	np	np	-	730	730
Total Australia ^(b)	18 154	5 284	4 777	2 894	1 518	1 092	607	405	872	17 448	35 601

(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 2011 National Visitor Survey data.

How to read this table:

Table 27 shows that during the year ended 30 September 2011, Queensland residents spent \$4.6 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$4.8 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.2 billion), followed by Victoria (\$1.6 billion) and South Australia (\$304 million).

Table 28

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

Year ended 30 September 2011

State/territory	Holiday		Visiting friends and relatives		Business		Other ^(b)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 253	30	2 445	35	1 754	31	502	23	10 954	31
Vic	4 319	21	1 454	21	1 049	19	570	27	7 391	21
Qld	5 755	28	1 715	24	1 429	25	521	24	9 420	26
SA	1 366	7	502	7	333	6	190	9	2 391	7
WA	1 619	8	499	7	543	10	233	11	2 894	8
Tas	748	4	156	2	157	3	39	2	1 100	3
NT	435	2	76	1	139	2	66	3	716	2
ACT	274	1	198	3	232	4	26	1	730	2
Total Australia ^(c)	20 774	100	7 044	100	5 636	100	2 147	100	35 601	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 2011 National Visitor Survey data.

How to read this table:

Table 28 shows that during the year ended 30 September 2011, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.6 billion, or 8% of total holiday expenditure in Australia.

Introduction to the National Visitor Survey

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

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

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

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

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

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

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

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

Survey methodology

Break in series between NVS and DTM

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

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

Weighting and benchmarking

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

Determining domestic visitor expenditure in regional Australia

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

Data reliability

Reliability of NVS data

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

$$95\% \text{CI} = \pm 4.2\%$$

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

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

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

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

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

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

Items that are not collected for long trips

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

Indications of reliability in data tables

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

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

Use of symbols in tables

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

Row and column totals

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

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

State and territory specific surveys

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

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

Regional expenditure

Regional expenditure allocation methodology

A brief summary of the process by which expenditure by domestic visitors is allocated to regions is given below. Further explanation of expenditure allocation methods can be found in *Travel expenditure by domestic and international visitors in Australia's regions, 1999-2010*, 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.

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

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

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

Total Domestic Economic Value

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

Visitor nights

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

Example

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

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

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

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

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

State and territory abbreviations

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

About Tourism Research Australia

Tourism Research Australia (TRA) provides statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry.

TRA is a branch of the Department of Resources, Energy and Tourism.

Research publications and reports

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

If you would like to receive email alerts advising of new releases, go to www.ret.gov.au/tra and register for TRA's Publications Advisory Service.

Statistical Enquiry Service

TRA provides a wide range of data for free download. However if your data needs are more complex, please contact our Statistical Enquiry Service at tourism.research@ret.gov.au.

This service can provide TRA data in excel tables tailored to meet specific research needs. Charges may apply for this service and are dependent on the complexity of the information required. You will receive a quotation via email and a tax invoice upon completion. TRA accepts all major credit cards except Diners.

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

Online Data Package

TRA's Online Data facility allows paid subscribers access to real time research information using our databases.

This online facility allows users to manipulate data to generate tables and offers:

- 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 folder
- saved tables which can be built to automatically update when quarterly data is uploaded by TRA
- access from any computer with an internet service.

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.

Destination Visitor Surveys

Destination Visitor Surveys (DVS) 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.

Visitor Profile and Satisfaction Program

In this program the research design, questionnaires, analysis and reporting are standardised.

The standardised surveys enable regional destinations to work in partnership with TRA 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.

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

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

Tourism Research Australia
Department of Resources,
Energy and Tourism
GPO Box 1564
Canberra ACT 2601
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Contact us at www.ret.gov.au/tra



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