



Australian Government  
Tourism Research Australia



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AUSTRALIA

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## MEDIA RELEASE:

### **New app for tourism statistics at your fingertips**

Tourism Research Australia (TRA) has launched a new app to help users stay up-to-date with the latest statistics on the Australian tourism industry.

The app, *TRA Statistics*, is a new way of delivering TRA's data by providing quick and easy access to the latest tourism intelligence.

Dr Leo Jago, TRA's Chief Economist and General Manager, said the app helped to make tourism data more accessible for users on the go and would inform decision making and underpin government policy.

'*TRA Statistics* is handy for when you need statistics quickly and you don't have the time to access our website,' Dr Jago said.

'It's particularly useful when you need to reference tourism data in last minute meetings or impromptu presentations,' he said.

*TRA Statistics* includes data on:

- international markets and purpose of visitation
- domestic overnight trips by destination states and purpose
- domestic day trips by purpose
- tourism and the Australian economy.

*TRA Statistics* can be found by searching "TRA Statistics" in the App Store on your Apple or Android device.

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