



# Travel by Australians

**DECEMBER 2012**

**QUARTERLY RESULTS OF THE  
NATIONAL VISITOR SURVEY**



**Australian Government**  
**Tourism Research Australia**



**TRA** TOURISM  
RESEARCH  
AUSTRALIA



# **Travel by Australians**

**December 2012  
Quarterly Results of the  
National Visitor Survey**

Image: Royal Botanic Gardens, Melbourne  
Courtesy of Tourism Victoria

ISSN: 1447 2422

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Acknowledgements: ORC International

Publication Date: 21 March 2013



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# Changes to National Visitor Survey Data

## Tourism regions

In December 2010, the Australian Bureau of Statistics (ABS) released the Australian Statistical Geography Standard (ASGS). This new geographical standard is based on population and replaces the previous Australian Statistical Geography Classification (ASGC) that was based on legal boundaries. The ASGS took effect from 1 July 2011.

This change required the tourism regions to be redefined under the ASGS classification. Tourism Research Australia (TRA) in consultation with the state and territory tourism offices and the ABS completed this review in June 2011. The new geographical structure for the tourism regions was published in the Non-ABS Structures publication 1270.0.55.003 - *Australian Statistical Geography Standard (ASGS): Volume 3 - Non ABS Structures, July 2011* on 22 July 2011. The publication contains the digital boundaries, labels and codes for the tourism regions.

To preserve time series data for the National Visitor Survey (NVS), TRA undertook an extensive backcasting exercise during 2011–12. All NVS data back to 1998 has been converted to the new ASGS classification enabling users to continue to use the full time series for trend analysis and comparative purposes at the regional level.

## Weighting methodology

The NVS results are benchmarked to the estimated resident population aged 15 years and over as provided by the ABS. 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.

From 2012 onwards, the NVS has been benchmarked against an improved set of population estimates provided by the ABS. To maintain the time series TRA implemented and back cast updated population estimates. The changes made to the methodology will produce improved estimates and increase stability in the time series including more stable tourism region boundaries.

## Business expenditure

During 2010, TRA became aware of some instances of missing overnight expenditure for business travellers in the NVS survey. The issue was caused by an interviewer prompt that had been omitted from the overnight interview. With the backcasting exercise being undertaken TRA took the opportunity to repair the interview file and also impute for these missing values. The imputation included backcasting for previous years to 2003.



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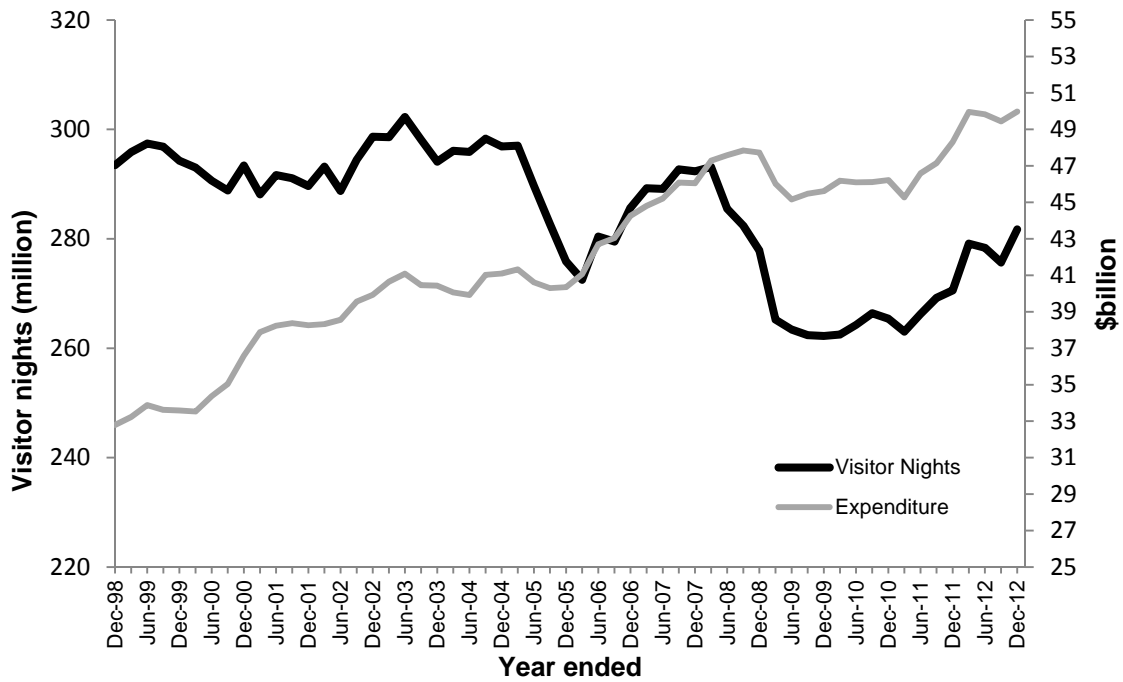
## **MAIN FINDINGS**

## Overnight travel within Australia: Year ended 31 December 2012

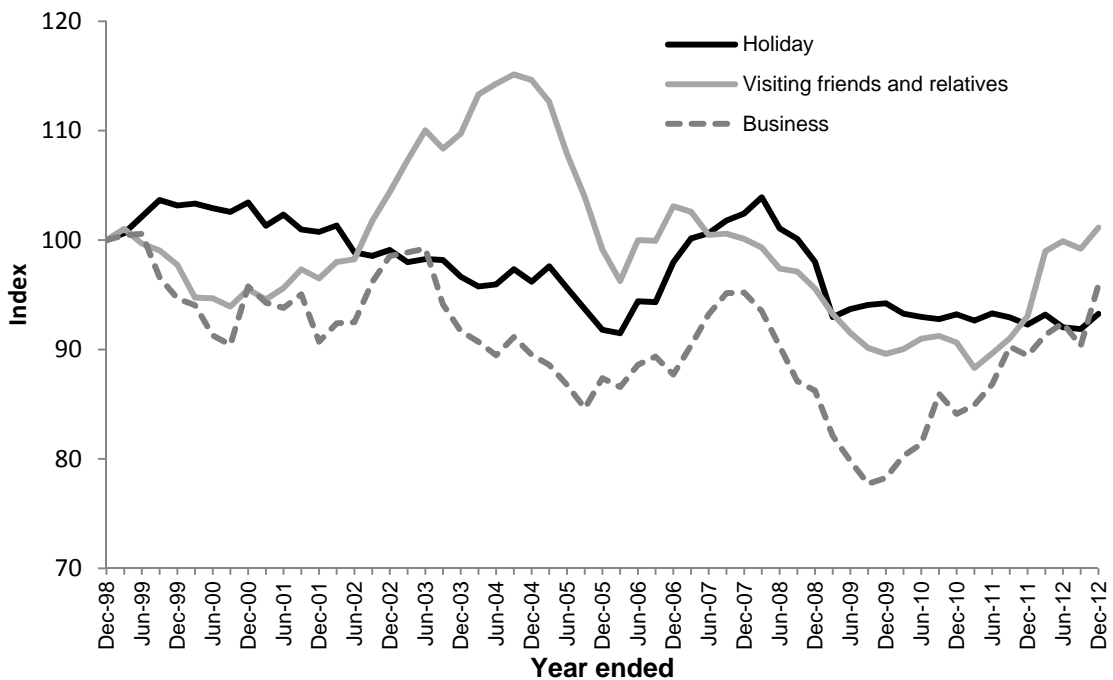
Overnight travel involves a stay away from home of at least one night, at a place at least 40 kilometres from home. A person is an overnight visitor to a location if they stay one or more nights in the location while travelling.

<b>Total trips</b>	There were 74.5 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 2011.
<b>Visitor nights</b>	Australians spent 282 million nights away from home. This was 4% higher than the number recorded from the equivalent period in 2011.
<b>Travel</b>	Two-thirds (68%) of visitors travelled within their state or territory of residence. The remaining 32% travelled interstate.
<b>State/ territory visits</b>	New South Wales received the most visitors (33%), followed by Queensland (24%) and Victoria (24%).
<b>State/ territory nights</b>	New South Wales received the most visitor nights (30%), followed by Queensland (26%) and Victoria (20%).
<b>Purpose</b>	Overnight travellers who had holiday as their purpose of visit contributed 46% of domestic visitor nights, followed by those visiting friends and relatives (32%) and business (16%).
<b>Accommodation</b>	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (38%), followed by a hotel, resort, motel or motor inn (25%).
<b>Transport</b>	The most common forms of transport used on overnight trips were a private vehicle (72%) and air transport (23%).
<b>Expenditure</b>	Expenditure by overnight visitors amounted to \$50.0 billion, an increase of 3% compared with the same period in 2011 (Figure 1).

**Figure 1: Visitor nights and overnight expenditure, year ending December 1998 to December 2012**



**Figure 2: Visitor nights by purpose of visit, year ending December 1998 to December 2012**



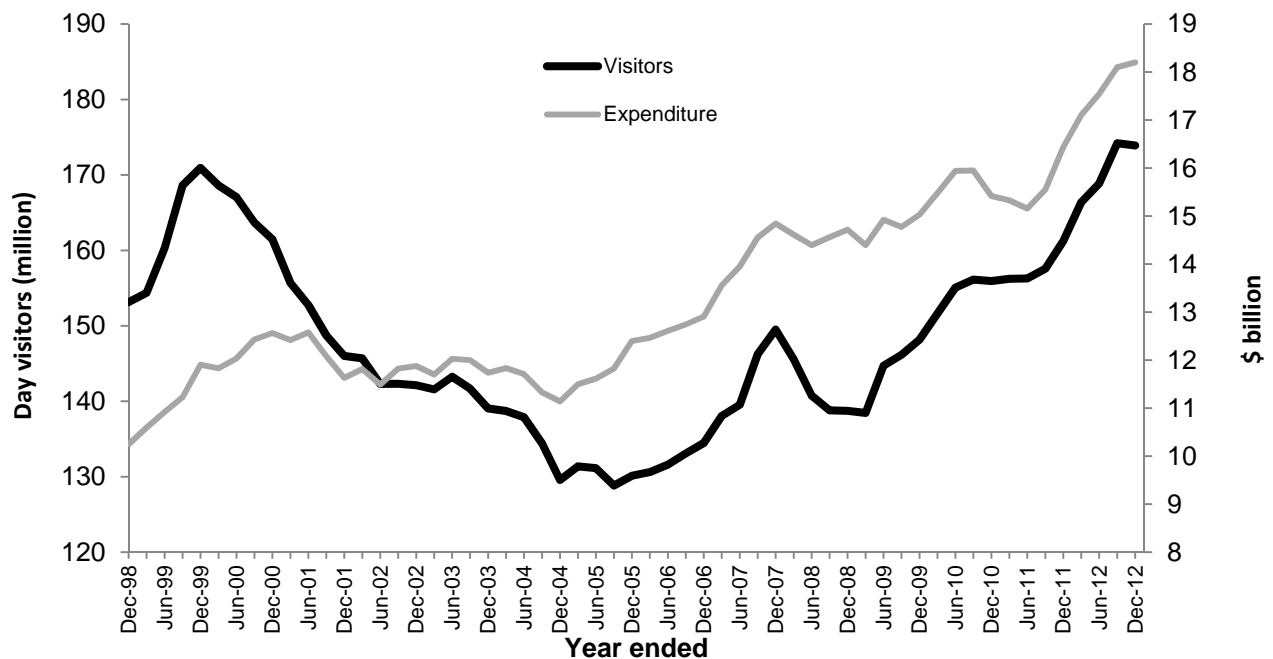
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

## Day trips within Australia: Year ended 31 December 2012

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

<b>Total trips</b>	There were 173.9 million day trips taken in Australia by Australian residents aged 15 years and over. This was 8% higher than the number of day trips for the equivalent period in 2011.
<b>Purpose</b>	The most popular reason for a day trip was holiday (47%), followed by visiting friends and relatives (30%) and business (10%).
<b>State/territory</b>	New South Wales received the most day visitors (32%), followed by Victoria (26%) and Queensland (23%).
<b>Transport</b>	The most common form of transport used was a private vehicle, with 92% of day visitors using this method of travel.
<b>Expenditure</b>	Expenditure by same day visitors amounted to \$18.2 billion compared with \$16.4 billion for the same period in 2011 (Figure 3).

Figure 3: Day visitors and day expenditure, year ending December 1998 to December 2012



## Outbound travel by Australians: Year ended 30 September 2012

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

Data for outbound trips is presented for the year ending September 2012 due to the 3 month recall period in the National Visitor Survey.

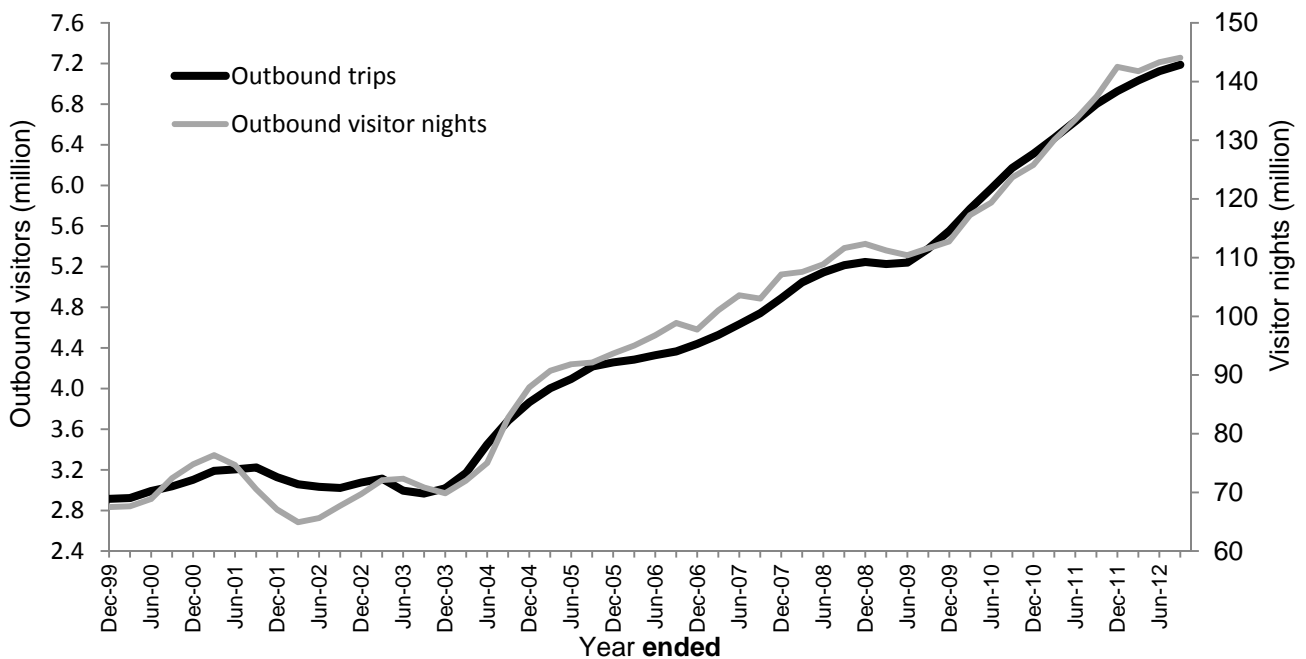
**Total trips** Australians aged 15 years and over took 7.2 million international trips (Figure 4).

**Nights** Australians spent 144 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 Indonesia (11%), the USA (10%), Thailand (8%) and the United Kingdom (6%).

**Purpose** The most popular reason for outbound travel was holiday (57%), followed by visiting friends and relatives (23%) and business (18%).

**Figure 4: Outbound travel, year ending December 1999 to September 2012**



## **Total Domestic Economic Value (TDEV)**

Domestic consumption estimates from the ABS' Tourism Satellite Accounts (TSA) publication are based on the NVS' domestic expenditure estimates. The calculation of Tourism Domestic Economic Value (TDEV) is then benchmarked against the TSA domestic visitor consumption series.

TRA has discontinued publishing the TDEV series in the National Visitor Survey until after the next release of the TSA in April 2013. The large upward revisions to historical estimates due to TRA's backcasting means the new domestic expenditure estimates are inconsistent with the TSA historic estimates for domestic consumption.

## Regional expenditure: Year ended 31 December 2012

Total expenditure	For the year ended 31 December 2012, modelled overnight expenditure increased 3.4% to \$50.0 billion and modelled day expenditure increased 10.7% to \$18.2 billion compared with the same period in 2011.
States/territories	Spending by domestic overnight visitors was highest in New South Wales (\$14 billion, down 0.7%), followed by Queensland (\$13.5 billion, up 7.6%) and Victoria (\$10.3 billion, up 4.3%). Spending by domestic day visitors was highest in New South Wales (\$5.8 billion, up 9%), followed by Victoria (\$4.6 billion, up 12.9%) and Queensland (\$4.2 billion, up 13.6%).
Regional expenditure	Over half of expenditure by domestic overnight visitors (51%) was spent in regional areas of Australia (\$25.6 billion). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (61% of their total), followed by Queensland (54%) and Western Australia (53%). Over half of expenditure by domestic day visitors (55%) was spent in regional areas of Australia (\$9.9 billion). For domestic day visitors, Tasmania relied most on expenditure in regional areas (65%), followed by New South Wales (61%) and Victoria (57%).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$6 billion), followed by Sydney (\$5.4 billion). For domestic day visitors, expenditure was highest in Sydney (\$2.3 billion), followed by Melbourne (\$2 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Sunshine Coast (\$1.8 billion), followed by North Coast NSW (\$1.8 billion) and Tropical North Queensland (\$1.7 billion). For domestic day visitors, expenditure was highest in Sunshine Coast (\$573 million), followed by Hunter (\$519 million), and South Coast (\$493 million).</p>
Expenditure per visitor	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Darwin (\$1,503), followed by Australia's North West (\$1,183), and Tropical North Queensland (\$1,105). For domestic day visitors, expenditure per visitor was highest in Canberra (\$179), followed by New England North West (\$160) and Central Queensland (\$132).
Expenditure per night	The highest average expenditure per night was in Melbourne (\$294), followed by Darwin (\$291), and Adelaide (\$249).
Intrastate and interstate expenditure	<p>For the year ended 31 December 2012, overnight interstate visitor expenditure decreased 0.8% to \$18.9 billion, and overnight intrastate visitor expenditure increased 6.7% to \$20.8 billion for expenditure at destination. (This expenditure excludes that attributed to home location such as food and groceries bought pre trip, and airfares and other long distance public transport expenditure such as train, long distance bus or ferry).</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.8 billion), followed by Queensland (\$5.7 billion) and Victoria (\$4 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.1 billion), followed by New South Wales (\$4.7 billion) and Victoria (\$4.2 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.5 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.3 billion), followed by Victoria (\$1.8 billion). Residents of Victoria spent \$5.1 billion on interstate travel, including \$1.7 billion in Queensland and \$1.7 billion in New South Wales.</p>
Purpose of visit	<p>Holiday visitors contributed 53% of domestic overnight expenditure at destination in Australia (\$21.2 billion, up 0.4%) and 57% of day expenditure (\$9.1 billion, up 9.7%).</p> <p>Queensland received the most expenditure from domestic visitors staying overnight for the purpose of holiday (\$6.2 billion), followed by New South Wales (\$6.1 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.9 billion), followed by Victoria (\$2.3 billion) and Queensland (\$2.1 billion).</p>

## TABLES



**Table 1****Overnight visitors and visitor nights by state/territory visited and purpose of visit**

December quarter 2012 and year ended 31 December 2012

	Visitors		Visitor nights	
	'000	%	'000	%
<b>December quarter 2012</b>				
<b>Visitors to:</b>				
New South Wales	6 361	33	20 918	29
Victoria	4 494	23	13 939	20
Queensland	4 729	25	18 706	26
South Australia	1 374	7	4 840	7
Western Australia	1 678	9	7 485	11
Tasmania <sup>(a)</sup>	534	3	1 952	3
Northern Territory	230	1	1 342	2
Australian Capital Territory	520	3	1 773	2
<b>Purpose of visit <sup>(b)</sup></b>				
Holiday	7 917	41	31 296	44
Visiting friends and relatives	7 127	37	23 451	33
Business	3 606	19	12 036	17
Other	917	5	2 837	4
<b>Total <sup>(c)</sup></b>	<b>19 204</b>	<b>100</b>	<b>70 956</b>	<b>100</b>
<b>Year ended 31 December 2012</b>				
<b>Visitors to:</b>				
New South Wales	24 790	33	83 809	30
Victoria	17 970	24	55 896	20
Queensland	18 001	24	74 471	26
South Australia	5 176	7	18 885	7
Western Australia	6 272	8	27 919	10
Tasmania <sup>(a)</sup>	2 051	3	8 850	3
Northern Territory	1 032	1	6 180	2
Australian Capital Territory	1 955	3	5 722	2
<b>Purpose of visit <sup>(b)</sup></b>				
Holiday	31 721	43	130 165	46
Visiting friends and relatives	26 334	35	89 918	32
Business	14 032	19	44 772	16
Other	4 049	5	13 496	5
<b>Total <sup>(c)</sup></b>	<b>74 472</b>	<b>100</b>	<b>281 733</b>	<b>100</b>

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

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

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

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

**How to read this table:**

Table 1 shows that during the December quarter 2012, 4,494,000 people visited destinations in Victoria and stayed for 13,939,000 nights, while during the year ended 31 December 2012, visitors whose main purpose was visiting friends and relatives totalled 89,918,000 nights.

**Table 2**  
**Overnight visitors by state/territory visited**

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
<b>'000</b>									
<b>Interstate visitors</b>									
<b>2011</b>									
December quarter	1 779	1 422	1 299	509	294	219	127	na	5 784
<b>2012</b>									
March quarter	1 988	1 341	1 187	422	254	277	86	na	5 689
June quarter	1 969	1 267	1 263	414	253	196	162	na	5 707
September quarter	1 811	1 437	1 473	423	287	192	234	na	6 010
December quarter	2 100	1 550	1 447	509	318	242	110	na	6 476
<b>Year ended 31 December</b>									
2011	7 885	5 738	5 389	1 887	1 095	838	560	na	23 865
2012	7 868	5 595	5 370	1 768	1 112	908	592	na	23 881
<b>Intrastate visitors</b>									
<b>2011</b>									
December quarter	4 000	2 926	2 965	801	1 250	246	113	na	11 913
<b>2012</b>									
March quarter	4 491	3 847	3 142	1 022	1 399	360	101	na	13 970
June quarter	4 165	3 137	3 119	840	1 274	242	109	na	12 558
September quarter	4 005	2 448	3 089	680	1 127	250	110	na	11 335
December quarter	4 261	2 943	3 281	866	1 360	292	119	na	12 729
<b>Year ended 31 December</b>									
2011	16 657	11 904	11 540	3 222	4 689	1 132	373	na	48 030
2012	16 922	12 375	12 631	3 407	5 160	1 144	440	na	50 591
<b>Total visitors</b>									
<b>2011</b>									
December quarter	5 779	4 348	4 263	1 311	1 544	465	240	476	17 697
<b>2012</b>									
March quarter	6 479	5 188	4 329	1 443	1 653	638	187	450	19 658
June quarter	6 134	4 403	4 382	1 254	1 527	438	271	460	18 265
September quarter	5 816	3 885	4 562	1 103	1 414	442	344	525	17 345
December quarter	6 361	4 494	4 729	1 374	1 678	534	230	520	19 204
<b>Year ended 31 December</b>									
2011	24 542	17 643	16 929	5 109	5 783	1 971	933	1 800	71 895
2012	24 790	17 970	18 001	5 176	6 272	2 051	1 032	1 955	74 472

na Data not available.

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

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

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

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

**How to read this table:**

Table 2 shows that during the year ended 31 December 2012, there were 5,160,000 overnight trips taken within Western Australia by Western Australian residents.

**Table 3**  
**Visitor nights by state/territory visited**

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
<b>'000</b>									
<b>Interstate visitor nights</b>									
<b>2011</b>									
December quarter	7 078	5 173	8 185	2 126	2 697	1 459	1 033	na	28 899
<b>2012</b>									
March quarter	9 957	5 815	6 842	2 309	1 891	2 345	778	na	31 035
June quarter	7 058	4 896	6 381	1 632	1 719	1 361	857	na	25 097
September quarter	7 127	5 469	10 433	2 170	2 383	1 001	2 109	na	32 339
December quarter	8 219	6 615	8 732	2 372	2 983	1 349	838	na	32 881
<b>Year ended 31 December</b>									
2011	31 729	21 995	33 168	9 068	8 483	5 416	4 836	na	119 703
2012	32 361	22 795	32 388	8 483	8 976	6 054	4 582	na	121 352
<b>Intrastate visitor nights</b>									
<b>2011</b>									
December quarter	12 018	6 946	9 748	2 224	4 189	581	289 *	na	35 995
<b>2012</b>									
March quarter	15 844	12 178	11 429	3 645	5 360	1 074	252 *	na	49 792
June quarter	11 395	7 200	10 176	2 552	4 712	561	434 *	na	37 031
September quarter	11 510	6 398	10 504	1 736	4 369	557	408 *	na	35 482
December quarter	12 699	7 324	9 974	2 468	4 502	603	504	na	38 075
<b>Year ended 31 December</b>									
2011	51 251	31 418	37 043	10 074	17 119	2 889	1 075	na	150 870
2012	51 448	33 101	42 083	10 403	18 943	2 796	1 599	na	160 381
<b>Total visitor nights</b>									
<b>2011</b>									
December quarter	19 096	12 119	17 933	4 350	6 886	2 040	1 322	1 149	64 894
<b>2012</b>									
March quarter	25 802	17 993	18 271	5 955	7 251	3 418	1 030	1 108	80 827
June quarter	18 453	12 096	16 557	4 184	6 431	1 922	1 291	1 194	62 128
September quarter	18 636	11 867	20 937	3 906	6 752	1 558	2 517	1 647	67 821
December quarter	20 918	13 939	18 706	4 840	7 485	1 952	1 342	1 773	70 956
<b>Year ended 31 December</b>									
2011	82 981	53 414	70 211	19 142	25 602	8 305	5 912	5 007	270 573
2012	83 809	55 896	74 471	18 885	27 919	8 850	6 180	5 722	281 733

na Data not available.

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

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

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

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

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

How to read this table:

Table 3 shows that during the year ended 31 December 2012, a total of 74,471,000 visitor nights were spent in Queensland, while during the December quarter 2012, 8,732,000 nights were spent in Queensland by interstate visitors.

**Table 4**  
**Overnight visitors: State/territory visited by purpose of visit**

Year ended 31 December 2012

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>Interstate visitors to:</b>										
NSW	3 042	32	2 692	33	2 006	29	320	31	7 868	33
Vic	2 028	21	1 755	21	1 752	26	201	20	5 595	23
Qld	2 408	25	1 816	22	1 061	16	212	21	5 370	22
SA	648	7	503	6	535	8	97	9	1 768	7
WA	292	3	358	4	467	7	38 *	4 *	1 112	5
Tas <sup>(b)</sup>	473	5	256	3	205	3	26 *	3 *	908	4
NT	271	3	131	2	169	2	16 *	2 *	592	2
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
<b>Total interstate visitors <sup>(d)</sup></b>	<b>9 624</b>	<b>100</b>	<b>8 270</b>	<b>100</b>	<b>6 810</b>	<b>100</b>	<b>1 024</b>	<b>100</b>	<b>23 881</b>	<b>100</b>
<b>Intrastate visitors to:</b>										
NSW	7 226	31	6 734	36	2 279	30	937	29	16 922	33
Vic	6 271	27	4 407	24	1 179	16	601	19	12 375	24
Qld	5 237	22	4 511	24	2 154	29	962	30	12 631	25
SA	1 590	7	1 057	6	529	7	262	8	3 407	7
WA	2 280	10	1 584	8	1 038	14	300	9	5 160	10
Tas <sup>(b)</sup>	574	2	324	2	169	2	81	3	1 144	2
NT	182	1	59	0	164	2	36 *	1 *	440	1
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
<b>Total intrastate visitors <sup>(d)</sup></b>	<b>23 362</b>	<b>100</b>	<b>18 677</b>	<b>100</b>	<b>7 516</b>	<b>100</b>	<b>3 179</b>	<b>100</b>	<b>50 591</b>	<b>100</b>
<b>Total visitors to:</b>										
NSW	10 268	32	9 426	36	4 286	31	1 258	31	24 790	33
Vic	8 300	26	6 162	23	2 931	21	802	20	17 970	24
Qld	7 645	24	6 327	24	3 215	23	1 174	29	18 001	24
SA	2 239	7	1 561	6	1 064	8	359	9	5 176	7
WA	2 572	8	1 942	7	1 505	11	338	8	6 272	8
Tas <sup>(b)</sup>	1 047	3	580	2	374	3	107	3	2 051	3
NT	453	1	191	1	333	2	53 *	1 *	1 032	1
ACT <sup>(c)</sup>	462	1	758	3	618	4	113	3	1 955	3
<b>Total <sup>(d)</sup></b>	<b>31 721</b>	<b>100</b>	<b>26 334</b>	<b>100</b>	<b>14 032</b>	<b>100</b>	<b>4 049</b>	<b>100</b>	<b>74 472</b>	<b>100</b>

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 4 shows that during the year ended 31 December 2012, 33% of all interstate visitors travelling for the purpose of visiting friends and relatives visited New South Wales, while nationally, 31,721,000 visitors travelled for holiday purposes.

**Table 5****Visitor nights: State/territory visited by purpose of visit**

December quarter 2012 and year ended 31 December 2012

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>December quarter 2012</b>										
<b>Visitor nights in:</b>										
NSW	9 298	30	7 426	32	2 989	25	1 038	37	20 918	29
Vic	6 267	20	5 064	22	2 085	17	432 *	15 *	13 939	20
Qld	9 153	29	6 046	26	2 384	20	644	23	18 706	26
SA	2 161	7	1 489	6	825	7	224 *	8 *	4 840	7
WA	2 711	9	2 116	9	1 990	17	340 *	12 *	7 485	11
Tas <sup>(b)</sup>	1 184	4	422 *	2 *	274 *	2 *	70 **	2 **	1 952	3
NT	271 *	1 *	287 *	1 *	628	5	31 **	1 **	1 342	2
ACT	250 *	1 *	602	3	860	7	58 **	2 **	1 773	2
<b>Total <sup>(c)</sup></b>	<b>31 296</b>	<b>100</b>	<b>23 451</b>	<b>100</b>	<b>12 036</b>	<b>100</b>	<b>2 837</b>	<b>100</b>	<b>70 956</b>	<b>100</b>
<b>Year ended 31 December 2012</b>										
<b>Visitor nights in:</b>										
NSW	38 756	30	30 077	33	10 473	23 #	4 014	30	83 809	30
Vic	26 887	21	18 275	20	8 099	18	2 424	18	55 896	20
Qld	36 067	28	22 661	25	10 506	23	3 911	29	74 471	26
SA	8 693	7	5 478	6	3 399	8	992	7	18 885	7
WA	11 230	9	7 445	8	7 137	16	1 424	11	27 919	10
Tas <sup>(b)</sup>	4 813	4	2 600	3	1 128	3	261 *	2 *	8 850	3
NT	2 538	2	1 307	1	1 777	4	278 *	2 *	6 180	2
ACT	1 182	1	2 075	2	2 252	5	192 *	1 *	5 722	2
<b>Total <sup>(c)</sup></b>	<b>130 165</b>	<b>100</b>	<b>89 918</b>	<b>100</b>	<b>44 772</b>	<b>100</b>	<b>13 496</b>	<b>100</b>	<b>281 733</b>	<b>100</b>

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

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

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

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

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

How to read this table:

Table 5 shows that during the year ended 31 December 2012, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,128,000 nights, while during the December quarter 2012, Victoria accounted for 22% of visitor nights where the main purpose of visit was visiting friends and relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>Overnight visitors</b>										
<b>2011</b>										
December quarter	7 284	41	6 620	37	3 246	18	949	5	17 697	100
<b>2012</b>										
March quarter	9 169	47	6 834	35	3 044	15	1 098	6	19 658	100
June quarter	7 589	42	6 596	36	3 517	19	994	5	18 265	100
September quarter	7 045	41	5 777	33	3 866	22	1 040	6	17 345	100
December quarter	7 917	41	7 127	37	3 606	19	917	5	19 204	100
<b>Year ended 31 December</b>										
2011	30 857	43	24 513	34	13 921	19	4 106	6	71 895	100
2012	31 721	43	26 334	35	14 032	19	4 049	5	74 472	100
<b>Visitor nights</b>										
<b>2011</b>										
December quarter	29 344	45	21 734	33	9 436	15	2 889	4	64 894	100
<b>2012</b>										
March quarter	40 837	51	26 653	33	9 433	12	3 873	5	80 827	100
June quarter	27 365	44	20 665	33	10 754	17	2 930	5	62 128	100
September quarter	30 666	45	19 149	28	12 549	19	3 856	6	67 821	100
December quarter	31 296	44	23 451	33	12 036	17	2 837	4	70 956	100
<b>Year ended 31 December</b>										
2011	128 782	48	82 707	31	41 757	15	13 427	5	270 573	100
2012	130 165	46	89 918	32	44 772	16	13 496	5	281 733	100

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

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

How to read this table:

Table 6 shows that during the December quarter 2012, 3,606,000 visitors were travelling for business purposes and they stayed a total of 12,036,000 nights.

**Table 7****Overnight visitors: State/territory visited by state/territory of origin**

December quarter 2012 and year ended 31 December 2012

	State/territory of origin							Total	
	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT		ACT
'000									
December quarter 2012									
<b>Visitors to:</b>									
NSW	4 261	766	740	91	85	43 *	18 *	357	6 361
Vic	729	2 943	242	231	153	84	22 *	89	4 494
Qld	871	341	3 281	94	55	35 *	22 *	30 *	4 729
SA	138	227	71	866	38 *	6 **	22 *	6 **	1 374
WA	103	96	74	14 *	1 360	3 **	22 *	7 **	1 678
Tas <sup>(a)</sup>	47 *	138	21 *	19 *	11 **	292	1 **	4 **	534
NT	33 *	16 *	24 *	21 *	14 *	1 **	119	2 **	230
ACT	344	66	69	21 *	10 **	6 **	5 **	0 **	520
<b>Total <sup>(b)</sup></b>	<b>6 527</b>	<b>4 592</b>	<b>4 523</b>	<b>1 356</b>	<b>1 725</b>	<b>470</b>	<b>231</b>	<b>497</b>	<b>19 204</b>
Year ended 31 December 2012									
<b>Visitors to:</b>									
NSW	16 922	2 848	2 728	437	337	145	67	1 307	24 790
Vic	2 622	12 375	904	920	460	326	76	288	17 970
Qld	2 975	1 456	12 631	337	250	120	85	148	18 001
SA	457	799	213	3 407	151	25 *	83	40 *	5 176
WA	359	314	223	87	5 160	19 *	78	33 *	6 272
Tas <sup>(a)</sup>	199	439	146	67	36 *	1 144	8 **	13 *	2 051
NT	119	166	118	99	69	7 **	440	14 *	1 032
ACT	1 324	261	214	67	49 *	24 *	11 **	5 **	1 955
<b>Total <sup>(b)</sup></b>	<b>24 975</b>	<b>18 657</b>	<b>17 178</b>	<b>5 421</b>	<b>6 512</b>	<b>1 811</b>	<b>847</b>	<b>1 846</b>	<b>74 472</b>

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

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

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

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

How to read this table:

Table 7 shows that during the year ended 31 December 2012, 120,000 visitors to Queensland were residents of Tasmania, while during the December quarter 2012, 292,000 Tasmanian residents took an overnight trip in their own state.

**Table 8**  
**Overnight visitors by state/territory of origin and Australian population**  
**by state/territory**

December quarter 2012 and year ended 31 December 2012

	Origin of visitors		Population <sup>(a)</sup>		Visitor rate <sup>(b)</sup>
	'000	%	'000	%	
<b>December quarter 2012</b>					
<b>State/territory</b>					
New South Wales	6 527	34	6 024	32	1.1
Victoria	4 592	24	4 672	25	1.0
Queensland	4 523	24	3 737	20	1.2
South Australia	1 356	7	1 375	7	1.0
Western Australia	1 725	9	1 943	10	0.9
Tasmania <sup>(c)</sup>	470	2	415	2	1.1
Northern Territory	231	1	178	1	1.3
Australian Capital Territory	497	3	304	2	1.6
<b>Total</b>	<b>19 204</b>	<b>100</b>	<b>18 648</b>	<b>100</b>	<b>1.0</b>
<b>Year ended 31 December 2012</b>					
<b>State/territory</b>					
New South Wales	24 975	34	6 024	32	4.1
Victoria	18 657	25	4 672	25	4.0
Queensland	17 178	23	3 737	20	4.6
South Australia	5 421	7	1 375	7	3.9
Western Australia	6 512	9	1 943	10	3.4
Tasmania <sup>(c)</sup>	1 811	2	415	2	4.4
Northern Territory	847	1	178	1	4.8
Australian Capital Territory	1 846	2	304	2	6.1
<b>Total</b>	<b>74 472</b>	<b>100</b>	<b>18 648</b>	<b>100</b>	<b>4.0</b>

(a) Population figures are as of 31 December 2012.

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

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

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

How to read this table:

Table 8 shows that during the year ended 31 December 2012, Northern Territory residents took 847,000 overnight trips. The visitor rate shows that this is an average of 4.8 trips per Northern Territory resident.



**Table 9****Overnight visitors: Duration of visit by state/territory visited**

Year ended 31 December 2012

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	'000								
<b>Duration of visit <sup>(c)</sup></b>									
1 night	7 389	5 656	4 711	1 422	1 474	529	177	757	21 909
2 nights	6 694	5 226	4 064	1 239	1 566	482	191	512	19 905
3 nights	3 708	2 608	2 570	843	1 018	269	139	298	11 422
4-7 nights	5 236	3 458	4 728	1 191	1 393	495	300	319	16 919
8-14 nights	1 346	795	1 410	389	541	213	148	47 *	4 838
15-21 nights	255	120	295	55	148	43 *	49 *	10 **	970
22 nights or more	162	107	224	36 *	133	21 *	27 *	11 **	709
<b>Total</b>	<b>24 790</b>	<b>17 970</b>	<b>18 001</b>	<b>5 176</b>	<b>6 272</b>	<b>2 051</b>	<b>1 032</b>	<b>1 955</b>	<b>74 472</b>
<b>Average duration of visit</b>	3	3	4	4	4	4	6	3	4
<b>Median duration of visit <sup>(d)</sup></b>	2	2	3	2	3	3	4	2	2
	%								
<b>Duration of visit <sup>(c)</sup></b>									
1 night	30	31	26	27	24	26	17	39	29
2 nights	27	29	23	24	25	24	19	26	27
3 nights	15	15	14	16	16	13	13	15	15
4-7 nights	21	19	26	23	22	24	29	16	23
8-14 nights	5	4	8	8	9	10	14	2 *	6
15-21 nights	1	1	2	1	2	2 *	5 *	1 **	1
22 nights or more	1	1	1	1 *	2	1 *	3 *	1 **	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

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

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

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

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

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

How to read this table:

Table 9 shows that during the year ended 31 December 2012, 1,422,000 or 27% of all overnight visitors to South Australia stayed for 1 night only.

**Table 10****Overnight visitors: Accommodation used by state/territory visited**

Year ended 31 December 2012

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	<b>'000</b>								
<b>Accommodation used <sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	8 866	6 145	6 507	1 542	1 808	838	476	960	26 315
Guest house or bed & breakfast	396	321	108	93	115	79	3 **	2 **	1 106
Rented house, apartment, flat or unit	1 677	1 174	1 927	369	608	176	32 *	56	5 967
Caravan park or commercial camping ground	2 064	1 446	1 136	621	580	141	131	53 *	5 837
Caravan or camping on private property	1 091	769	948	266	422	126	137	23 *	3 630
Friend's or relative's property	10 330	7 168	7 235	2 017	2 446	712	245	786	30 475
Own property (e.g. holiday house)	780	1 030	334	263	243	104	11 **	58	2 821
Other	924	617	890	309	528	136	88	26 *	3 471
<b>Total <sup>(d)</sup></b>	<b>24 790</b>	<b>17 970</b>	<b>18 001</b>	<b>5 176</b>	<b>6 272</b>	<b>2 051</b>	<b>1 032</b>	<b>1 955</b>	<b>74 472</b>
	<b>%</b>								
<b>Accommodation used <sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	36	34	36	30	29	41	46	49	35
Guest house or bed & breakfast	2	2	1	2	2	4	0 **	0 **	1
Rented house, apartment, flat or unit	7	7	11	7	10	9	3 *	3	8
Caravan park or commercial camping ground	8	8	6	12	9	7	13	3 *	8
Caravan or camping on private property	4	4	5	5	7	6	13	1 *	5
Friend's or relative's property	42	40	40	39	39	35	24	40	41
Own property (e.g. holiday house)	3	6	2	5	4	5	1 **	3	4
Other	4	3	5	6	8	7	9	1 *	5
<b>Total <sup>(d)</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

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

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

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

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

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

How to read this table:

Table 10 shows that during the year ended 31 December 2012, 1,136,000 or 6% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

**Table 11****Visitor nights: Accommodation used by state/territory visited**

Year ended 31 December 2012

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	<b>'000</b>								
<b>Accommodation used <sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	20 227	14 108	20 317	3 965	5 783	2 733	2 002	2 395	71 530
Guest house or bed & breakfast	931	704	267 *	226 *	258 *	187 *	7 **	5 **	2 585
Rented house, apartment, flat or unit	7 826	3 873	10 321	1 484	3 096	670	192 *	484	27 948
Caravan park or commercial camping ground	10 378	6 213	6 190	2 812	3 188	575	788	171 *	30 314
Caravan or camping on private property	3 633	2 584	3 210	822	1 856	413 *	618	49 **	13 186
Friend's or relative's property	33 954	22 580	26 777	6 963	8 909	3 270	1 588	2 180	106 221
Own property (e.g. holiday house)	3 190	3 298	1 351	955	790	424 *	30 **	301 *	10 340
Other	3 183	2 327	4 719	1 346	3 356	561	675	118 *	16 286
<b>Total <sup>(d)</sup></b>	<b>83 809</b>	<b>55 896</b>	<b>74 471</b>	<b>18 885</b>	<b>27 919</b>	<b>8 850</b>	<b>6 180</b>	<b>5 722</b>	<b>281 733</b>
	<b>%</b>								
<b>Accommodation used <sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	24	25	27	21	21	31	32	42	25
Guest house or bed & breakfast	1	1	0 *	1 *	1 *	2 *	0 **	0 **	1
Rented house, apartment, flat or unit	9	7	14	8	11	8	3 *	8	10
Caravan park or commercial camping ground	12	11	8	15	11	6	13	3 *	11
Caravan or camping on private property	4	5	4	4	7	5 *	10	1 **	5
Friend's or relative's property	41	40	36	37	32	37	26	38	38
Own property (e.g. holiday house)	4	6	2	5	3	5 *	0 **	5 *	4
Other	4	4	6	7	12	6	11	2 *	6
<b>Total <sup>(d)</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

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

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

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

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

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

## How to read this table:

Table 11 shows that during the year ended 31 December 2012, 25% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,180,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

**Table 12****Overnight visitors: State/territory visited by main transport used**

Year ended 31 December 2012

	Air transport	Private vehicle	Other transport	Total <sup>(a)</sup>
	'000			
<b>Interstate visitors to:</b>				
NSW	3 421	4 115	656	7 868
Vic	3 655	1 753	520	5 595
Qld	3 740	1 618	489	5 370
SA	1 029	607	185	1 768
WA	966	156	197	1 112
Tas <sup>(b)</sup>	721	170	283	908
NT	485	90	85	592
ACT <sup>(c)</sup>	na	na	na	na
<b>Total interstate visitors <sup>(d)</sup></b>	<b>14 520</b>	<b>9 819</b>	<b>2 567</b>	<b>23 881</b>
<b>Intrastate visitors to:</b>				
NSW	631	15 026	1 340	16 922
Vic	103	11 259	1 037	12 375
Qld	1 464	10 458	926	12 631
SA	130	3 136	153	3 407
WA	626	4 252	320	5 160
Tas <sup>(b)</sup>	6 **	1 050	77	1 144
NT	87	317	41 *	440
ACT <sup>(c)</sup>	na	na	na	na
<b>Total intrastate visitors <sup>(d)</sup></b>	<b>3 047</b>	<b>45 499</b>	<b>3 898</b>	<b>50 591</b>
<b>Total visitors to:</b>				
NSW	4 052	19 141	1 996	24 790
Vic	3 758	13 012	1 557	17 970
Qld	5 204	12 075	1 415	18 001
SA	1 159	3 743	339	5 176
WA	1 591	4 408	517	6 272
Tas <sup>(b)</sup>	727	1 220	359	2 051
NT	572	407	127	1 032
ACT	504	1 311	157	1 955
<b>Total <sup>(d)</sup></b>	<b>17 084</b>	<b>53 775</b>	<b>6 231</b>	<b>74 472</b>

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 12 shows that during the year ended 31 December 2012, 9,819,000 overnight visitors used a private vehicle when travelling interstate, while 3,047,000 visitors used air transport when travelling intrastate.

**Table 13****Expenditure by overnight visitors: Items of expenditure by main purpose of trip**

Year ended 31 December 2012

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
<b>Expenditure items</b>					
Package tours	1 110.3	40.7 *	303.5	48.2 *	1 502.7
Taxis	186.4	99.5	489.7	18.9 *	794.5
Airline fares	2 025.8	1 889.0	2 960.6	199.6	7 075.0
Organised tours, side trips	342.8	28.8 *	14.0 *	5.4 **	391.1
Car hire costs	441.8	216.1	336.0	32.2 *	1 026.1
Fuel (petrol, diesel)	2 382.9	1 633.8	1 079.4	205.2	5 301.2
Vehicle maintenance or repairs	111.6	46.8 *	24.4 *	5.5 **	188.2
Other long distance transport costs	134.8	81.8	20.1 *	23.1 *	259.7
Other local transport costs	102.4	65.6	31.8 *	11.0 *	210.8
Accommodation	7 174.7	1 504.5	3 546.2	347.0	12 572.4
Takeaway & restaurant meals	3 758.6	1 890.1	1 503.6	216.1	7 368.4
Groceries etc for self-catering	1 853.0	882.3	269.3	83.4	3 088.1
Alcohol and drinks (not elsewhere included)	1 516.6	771.0	420.9	46.6 *	2 755.1
Shopping, gifts, souvenirs	2 495.7	1 560.8	378.5	215.1	4 650.1
Entertainment, museums, movies, zoos etc	1 038.4	250.7	103.6	17.5 *	1 410.1
Horse racing, gambling, casinos	118.4	46.9 *	24.0 *	4.5 **	193.8
Conference fees	12.3 *	7.7 *	236.2	4.7 **	260.9
Education, course fees	17.6 *	1.3 **	69.1	28.0 *	116.0
Other expenditure on trip	201.5	86.8	71.9	119.3	479.5
<b>Total <sup>(a)</sup></b>	<b>25 314.8</b>	<b>11 145.1</b>	<b>11 882.9</b>	<b>1 631.0</b>	<b>49 973.7</b>

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

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

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

How to read this table:

Table 13 shows that during the year ended 31 December 2012, overnight holiday visitors spent a total of \$2,025.8 million on airline fares. The total expenditure for all overnight visitors for the same period was \$50.0 billion.

**Table 14****Day visitors: State/territory visited by main purpose of visit**

December quarter 2012 and year ended 31 December 2012

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>December quarter 2012</b>										
<b>Day visitors to:</b>										
NSW	6 349	33	4 354	33	1 282	32	1 533	31	13 518	33
Vic	4 471	23	3 866	29	1 045	26	1 152	23	10 535	25
Qld	4 469	23	2 548	19	898	23	1 284	26	9 199	22
SA	1 490	8	919	7	215	5	398	8	3 022	7
WA	1 661	9	1 146	9	296	7	355	7	3 458	8
Tas	548	3	312	2	129 *	3 *	185	4	1 174	3
NT	141	1	30 *	0 *	66 *	2 *	18 **	0 **	255	1
ACT	113 *	1 *	94 *	1 *	25 **	1 **	51 *	1 *	282	1
<b>Total (a)</b>	<b>19 243</b>	<b>100</b>	<b>13 268</b>	<b>100</b>	<b>3 956</b>	<b>100</b>	<b>4 976</b>	<b>100</b>	<b>41 443</b>	<b>100</b>
<b>Year ended 31 December 2012</b>										
<b>Day visitors to:</b>										
NSW	25 090	31	16 900	33	6 294	35	6 644	31	54 927	32
Vic	21 284	26	14 941	29	4 138	23	5 100	24	45 463	26
Qld	19 139	23	10 659	21	4 150	23	5 758	27	39 706	23
SA	6 045	7	3 348	6	1 157	6	1 469	7	12 020	7
WA	6 790	8	4 405	8	1 457	8	1 675	8	14 328	8
Tas	2 449	3	1 180	2	547	3	716	3	4 892	3
NT	607	1	134 *	0 *	226	1	58 *	0 *	1 025	1
ACT	667	1	375	1	256	1	247	1	1 545	1
<b>Total (a)</b>	<b>82 071</b>	<b>100</b>	<b>51 942</b>	<b>100</b>	<b>18 225</b>	<b>100</b>	<b>21 667</b>	<b>100</b>	<b>173 905</b>	<b>100</b>

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

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

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

How to read this table:

Table 14 shows that during the year ended 31 December 2012, there were a total of 173,905,000 day visitors, of whom 8% visited destinations in Western Australia.

**Table 15**

## Day visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total <sup>(a)</sup>
	<b>'000</b>								
<b>2010</b>									
December quarter	11 835	9 817	9 062	2 592	3 147	1 057	190	384	38 084
<b>2011</b>									
March quarter	13 255	10 230	7 967	2 998	3 495	1 173	242	390	39 750
June quarter	13 206	10 886	9 329	2 647	3 654	973	290	370	41 354
September quarter	12 491	10 049	8 086	2 533	3 415	1 038	246	521	38 380
December quarter	13 052	10 725	9 284	3 096	3 599	1 250	347	393	41 747
<b>2012</b>									
March quarter	14 361	12 051	9 516	3 162	3 558	1 430	315	505	44 899
June quarter	13 951	11 298	10 407	2 913	3 582	1 171	204	296	43 820
September quarter	13 097	11 579	10 584	2 923	3 731	1 118	250	461	43 742
December quarter	13 518	10 535	9 199	3 022	3 458	1 174	255	282	41 443
<b>Year ended 31 December</b>									
2011	52 005	41 890	34 666	11 275	14 163	4 435	1 124	1 674	161 232
2012	54 927	45 463	39 706	12 020	14 328	4 892	1 025	1 545	173 905

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

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

How to read this table:

Table 15 shows that during the year ended 31 December 2012, destinations in New South Wales had 54,927,000 day visitors, while during the December quarter 2012, destinations in the Australian Capital Territory had 282,000 day visitors.

**Table 16****Day visitors: State/territory visited by main transport used**

Year ended 31 December 2012

	Air transport	Private vehicle	Other transport	Total
	<b>'000</b>			
<b>Day visitors to:</b>				
New South Wales	489	49 111	5 327	54 927
Victoria	543	41 388	3 531	45 463
Queensland	407	37 256	2 043	39 706
South Australia	163	11 397	459	12 020
Western Australia	240	13 076	1 013	14 328
Tasmania	24 **	4 657	210	4 892
Northern Territory	44 *	951	31 *	1 025
Australian Capital Territory	73 *	1 388	84 *	1 545
<b>Total (a)</b>	<b>1 983</b>	<b>159 223</b>	<b>12 699</b>	<b>173 905</b>

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

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

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

How to read this table:

Table 16 shows that during the year ended 31 December 2012, 407,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 1,025,000 day visitors during the same period.



**Table 17****Expenditure by day visitors: Items of expenditure by main purpose of visit**

Year ended 31 December 2012

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
<b>Expenditure items</b>					
Package tours	42.6	1.2 **	1.0 **	7.1 *	51.8
Taxis	12.1 *	12.1 *	66.6	13.8 *	104.6
Airline fares	32.9	36.7	447.6	59.1	576.4
Organised tours, side trips	29.5	1.1 **	0.0 **	5.7 *	36.3
Car hire costs	20.6 *	13.9 *	21.3 *	5.6 *	61.4
Fuel (petrol, diesel)	2 098.5	1 368.6	557.1	620.2	4 644.4
Vehicle maintenance or repairs	24.1	9.4 *	13.6 *	50.3	97.3
Other long distance transport costs	39.6	19.5 *	4.3 *	9.7 *	73.1
Other local transport costs	75.3	25.3	17.3 *	25.4	143.3
Takeaway & restaurant meals	2 085.5	873.5	286.7	318.7	3 564.4
Groceries etc for self-catering	583.6	295.5	54.8	123.0	1 056.9
Alcohol and drinks (not elsewhere included)	476.2	285.5	37.6	41.1	840.4
Shopping, gifts, souvenirs	3 500.4	765.6	199.3	583.4	5 048.7
Entertainment, museums, movies, zoos, etc	671.6	65.1	15.9 *	22.8	775.3
Horse racing, gambling, casinos	56.5	5.5 *	1.8 **	3.3 **	67.0
Conference fees	0.3 **	0.0 **	86.1	0.6 **	87.0
Education, course fees	12.4 *	0.1 **	1.4 **	49.6	63.6
Other expenditure on trip	180.8	40.7	152.4	534.1	908.0
<b>Total <sup>(a)</sup></b>	<b>9 942.3</b>	<b>3 819.2</b>	<b>1 964.9</b>	<b>2 473.4</b>	<b>18 199.9</b>

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

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

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

How to read this table:

Table 17 shows that during the year ended 31 December 2012, day visitors spent \$61.4 million on car hire.

The overall total spent by day visitors during the same period was \$18.2 billion.

**Table 18****Australians travelling overseas: Visitors and average number of nights per trip by main destination and purpose of trip**Year ended 30 September 2012 <sup>(a)</sup>

	Visitors <sup>(b)</sup>		Average nights per trip
	'000	%	
<b>Main destination</b>			
New Zealand	992	14	11
Fiji	257	4	10
Other Pacific	140	2	11
United Kingdom	436	6	37
Italy	145	2	35
France	117	2	31
Germany	76	1	39
Other NW Europe	133	2	36
Other Europe	201	3	40
USA	748	10	23
Canada	101	1	36
Other America	89	1	31
China	344	5	19
Hong Kong	224	3	13
India	169	2	28
Japan	128	2	16
Indonesia	797	11	11
Thailand	545	8	14
Singapore	280	4	9
Malaysia	233	3	15
Vietnam	190	3	18
Philippines	142	2	24
Other SE Asia	72	1	15
Other Asia	191	3	26
North Africa and the Middle East	174	2	41
South Africa	69	1	26
Other Africa	59	1	33
Other countries	137	2	14
<b>Purpose of visit <sup>(c)</sup></b>			
Holiday	4 116	57	20
Visiting friends and relatives	1 658	23	24
Business	1 292	18	14
Other	121	2	52
<b>Total</b>	<b>7 188</b>	<b>100</b>	<b>20</b>

(a) Data for outbound trips is presented for the year ended 30 September 2012 due to the three month recall period in the National Visitor Survey.

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

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

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

How to read this table:

Table 18 shows that of the Australians who travelled overseas for the year ended 30 September 2012, 14% had New Zealand as their main destination, staying overseas on average for 11 nights.

**Table 19****Total Domestic Economic Value (TDEV)****Year ended 31 December 2002–2012**

Domestic consumption estimates from the ABS' Tourism Satellite Accounts (TSA) publication are based on the NVS' domestic expenditure estimates. The calculation of Tourism Domestic Economic Value (TDEV) is then benchmarked against the TSA domestic visitor consumption series.

TRA has discontinued publishing the TDEV series in the National Visitor Survey until after the next release of the TSA in April 2013. The large upward revisions to historical estimates due to TRA's backcasting means the new domestic expenditure estimates are inconsistent with the TSA historic estimates for domestic consumption.

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

Year ended 31 December 2012

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	2 260	12	20 279	111
2	Melbourne	Vic	1 985	11	17 045	116
3	Brisbane	Qld	1 317	7	13 214	100
4	Experience Perth	WA	949	5	9 492	100
5	Gold Coast	Qld	698	4	7 473	93
6	Sunshine Coast	Qld	573	3	6 074	94
7	Adelaide	SA	526	3	4 489	117
8	Hunter	NSW	519	3	5 278	98
9	South Coast	NSW	493	3	5 852	84
10	North Coast NSW	NSW	492	3	4 017	123
11	Darling Downs	Qld	400	2	3 367	119
12	Northern Rivers Tropical NSW	NSW	339	2	3 486	97
13	Central NSW	NSW	332	2	2 630	126
14	Australia's South West	WA	323	2	3 075	105
15	Peninsula	Vic	307	2	4 191	73
16	Canberra	ACT	276	2	1 545	179
17	New England North West	NSW	275	2	1 719	160
18	Tropical North Queensland	Qld	275	2	2 462	112
19	Central Coast	NSW	267	1	3 814	70
20	Central Queensland	Qld	257	1	1 950	132
	<b>Top 20 regions<sup>(c)</sup></b>		<b>12 865</b>	<b>71</b>	<b>121 452</b>	<b>106</b>
	<b>Total Australia<sup>(d)</sup></b>		<b>18 200</b>	<b>100</b>	<b>173 905</b>	<b>105</b>

(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 2012 National Visitor Survey data.

## How to read this table:

Table 20 shows that during the year ended 31 December 2012, there were 4.5 million domestic day visitors to Adelaide who spent a total of \$526 million in the region or 3% of total domestic day visitor expenditure in Australia.

**Table 21****Modelled domestic day visitor expenditure<sup>(a)</sup> in capital cities and regional areas for each state/territory**

Year ended 31 December 2012

State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	2 260	39	20 279	111
Regional NSW	3 555	61	34 648	103
<b>Total NSW</b>	<b>5 815</b>	<b>100</b>	<b>54 927</b>	<b>106</b>
Melbourne	1 985	43	17 045	116
Regional Vic	2 649	57	28 417	93
<b>Total Vic</b>	<b>4 634</b>	<b>100</b>	<b>45 463</b>	<b>102</b>
Gold Coast	698	17	7 473	93
Brisbane	1 317	31	13 214	100
Regional Qld	2 174	52	19 019	114
<b>Total Qld</b>	<b>4 189</b>	<b>100</b>	<b>39 706</b>	<b>106</b>
Adelaide	526	46	4 489	117
Regional SA	630	54	7 530	84
<b>Total SA</b>	<b>1 157</b>	<b>100</b>	<b>12 020</b>	<b>96</b>
Experience Perth	949	64	9 492	100
Regional WA	538	36	4 836	111
<b>Total WA</b>	<b>1 487</b>	<b>100</b>	<b>14 328</b>	<b>104</b>
Hobart	178	35	1 948	91
Regional Tas	331	65	2 944	113
<b>Total Tas</b>	<b>509</b>	<b>100</b>	<b>4 892</b>	<b>104</b>
Darwin	61	46	426	143
Regional NT	71	54	600	119
<b>Total NT</b>	<b>132</b>	<b>100</b>	<b>1 025</b>	<b>129</b>
Canberra	276	100	1 545	179
<b>Total ACT</b>	<b>276</b>	<b>100</b>	<b>1 545</b>	<b>179</b>
Total capitals	8 250	45	75 911	109
Total regional	9 950	55	97 994	102
<b>Total Australia <sup>(c)</sup></b>	<b>18 200</b>	<b>100</b>	<b>173 905</b>	<b>105</b>

(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 2012 National Visitor Survey data.

How to read this table:

Table 21 shows that during the year ended 31 December 2012, there were 19.0 million domestic day visitors in regional Queensland, who spent a total of \$2.2 billion in this area, or 52% of total domestic day visitor expenditure in Queensland.

**Table 22****Modelled domestic day visitor expenditure<sup>(a)</sup> (destination expenditure only<sup>(b)</sup>)  
by purpose of visit for each state/territory**

Year ended 31 December 2012

State/territory	Holiday		Visiting friends and relatives		Business		Other <sup>(c)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 918	32	1 070	34	469	31	646	29	5 102	32
Vic	2 302	25	883	28	344	23	595	26	4 124	26
Qld	2 143	24	634	20	383	25	584	26	3 744	23
SA	594	7	156	5	122	8	141	6	1 014	6
WA	728	8	299	9	100	7	183	8	1 309	8
Tas	256	3	71	2	40	3	82	4	449	3
NT	52	1	15	0	29	2	9	0	106	1
ACT	121	1	52	2	35	2	25	1	232	1
<b>Total Australia<sup>(d)</sup></b>	<b>9 113</b>	<b>100</b>	<b>3 180</b>	<b>100</b>	<b>1 522</b>	<b>100</b>	<b>2 266</b>	<b>100</b>	<b>16 080</b>	<b>100</b>

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

(b) Destination expenditure excludes that attributed to home location such as food and groceries bought pre trip, and airfares and other long distance public transport expenditure such as train, long distance bus or ferry.

(c) Other includes visiting a state/territory for education, employment and medical reasons.

(d) 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 2012 National Visitor Survey data.

How to read this table:

Table 22 shows that during the year ended 31 December 2012, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$299 million, or 9% of total expenditure in Australia for this purpose.

**Table 23****Modelled domestic overnight visitor expenditure<sup>(a)</sup> in the top 20 regions ranked by expenditure, including airfares and long distance transport costs**

Year ended 31 December 2012

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	5 966	12	7 033	20 295	848	294	3
2	Sydney	NSW	5 387	11	7 779	21 822	693	247	3
3	Brisbane	Qld	3 104	6	4 989	15 207	622	204	3
4	Gold Coast	Qld	3 103	6	3 521	14 041	881	221	4
5	Experience Perth	WA	2 379	5	2 808	10 170	847	234	4
6	Sunshine Coast	Qld	1 831	4	2 788	11 009	657	166	4
7	Adelaide	SA	1 785	4	2 227	7 161	802	249	3
8	North Coast NSW	NSW	1 773	4	3 200	12 170	554	146	4
9	Tropical North Queensland	Qld	1 662	3	1 504	7 564	1 105	220	5
10	South Coast	NSW	1 285	3	3 059	10 531	420	122	3
11	Canberra	ACT	1 052	2	1 955	5 714	538	184	3
12	Australia's South West	WA	1 048	2	1 882	6 208	557	169	3
13	Northern Rivers Tropical NSW	NSW	1 025	2	1 874	7 539	547	136	4
14	Hunter	NSW	836	2	2 172	6 237	385	134	3
15	Hobart and the South	Tas	809	2	1 078	4 200	750	193	4
16	Darwin	NT	765	2	509	2 626	1 503	291	5
17	Central NSW	NSW	749	1	1 912	5 373	391	139	3
18	Australia's North West	WA	713	1	603	5 136	1 183	139	9
19	Central Queensland	Qld	713	1	1 360	5 173	524	138	4
20	Darling Downs	Qld	666	1	1 728	5 176	386	129	3
	<b>Top 20 regions<sup>(c)</sup></b>		<b>36 652</b>	<b>73</b>	<b>50 390</b>	<b>183 350</b>	<b>727</b>	<b>200</b>	<b>4</b>
	<b>Total Australia<sup>(d)</sup></b>		<b>49 974</b>	<b>100</b>	<b>74 472</b>	<b>281 733</b>	<b>671</b>	<b>177</b>	<b>4</b>

(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 2012 National Visitor Survey data.

How to read this table:

Table 23 shows that during the year ended 31 December 2012, there were 1.5 million domestic overnight visitors to Tropical North Queensland who spent a total of \$1.7 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

**Table 24****Modelled domestic overnight visitor expenditure<sup>(a)</sup> in the top 20 regions ranked by expenditure, excluding airfares and long distance transport costs**

Year ended 31 December 2012

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 498	11	7 033	20 295	640	222	3
2	Sydney	NSW	4 119	10	7 779	21 822	529	189	3
3	Gold Coast	Qld	2 788	7	3 521	14 041	792	199	4
4	Brisbane	Qld	2 305	6	4 989	15 207	462	152	3
5	Sunshine Coast	Qld	1 654	4	2 788	11 009	593	150	4
6	Experience Perth	WA	1 646	4	2 808	10 170	586	162	4
7	North Coast NSW	NSW	1 597	4	3 200	12 170	499	131	4
8	Tropical North Queensland	Qld	1 342	3	1 504	7 564	892	177	5
9	Adelaide	SA	1 271	3	2 227	7 161	571	177	3
10	South Coast	NSW	1 224	3	3 059	10 531	400	116	3
11	Australia's South West	WA	999	2	1 882	6 208	531	161	3
12	Northern Rivers Tropical NSW	NSW	934	2	1 874	7 539	498	124	4
13	Canberra	ACT	829	2	1 955	5 714	424	145	3
14	Hunter	NSW	823	2	2 172	6 237	379	132	3
15	Central NSW	NSW	700	2	1 912	5 373	366	130	3
16	Hobart and the South	Tas	627	2	1 078	4 200	582	149	4
17	Western	Vic	626	1	1 581	4 708	396	133	3
18	Central Queensland	Qld	604	1	1 360	5 173	444	117	4
19	Darling Downs	Qld	592	1	1 728	5 176	343	114	3
20	High Country	Vic	549	1	1 104	3 581	497	153	3
	<b>Top 20 regions<sup>(c)</sup></b>		<b>29 727</b>	<b>71</b>	<b>51 842</b>	<b>183 877</b>	<b>573</b>	<b>162</b>	<b>4</b>
	<b>Total Australia<sup>(d)</sup></b>		<b>41 785</b>	<b>100</b>	<b>74 472</b>	<b>281 733</b>	<b>561</b>	<b>148</b>	<b>4</b>

(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 2012 National Visitor Survey data.

How to read this table:

Table 24 shows that during the year ended 31 December 2012, there were 3.5 million domestic overnight visitors to Gold Coast who spent a total of \$2.8 billion or 7% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.



**Table 25****Modelled domestic overnight visitor expenditure<sup>(a)</sup> in capital cities and regional areas for each state/territory, including airfares and long distance transport costs**

Year ended 31 December 2012

	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
<b>State/territory</b>							
Sydney	5 387	39	7 779	21 822	693	247	3
Regional NSW	8 575	61	17 648	61 987	486	138	4
<b>Total NSW</b>	<b>13 962</b>	<b>100</b>	<b>24 790</b>	<b>83 809</b>	<b>563</b>	<b>167</b>	<b>3</b>
Melbourne	5 966	58	7 033	20 295	848	294	3
Regional Vic	4 344	42	11 440	35 600	380	122	3
<b>Total Vic</b>	<b>10 310</b>	<b>100</b>	<b>17 970</b>	<b>55 896</b>	<b>574</b>	<b>184</b>	<b>3</b>
Gold Coast	3 103	23	3 521	14 041	881	221	4
Brisbane	3 104	23	4 989	15 207	622	204	3
Regional Qld	7 249	54	10 361	45 224	700	160	4
<b>Total Qld</b>	<b>13 456</b>	<b>100</b>	<b>18 001</b>	<b>74 471</b>	<b>748</b>	<b>181</b>	<b>4</b>
Adelaide	1 785	56	2 227	7 161	802	249	3
Regional SA	1 431	44	3 217	11 725	445	122	4
<b>Total SA</b>	<b>3 217</b>	<b>100</b>	<b>5 176</b>	<b>18 885</b>	<b>621</b>	<b>170</b>	<b>4</b>
Perth	2 379	47	2 808	10 170	847	234	4
Regional WA	2 647	53	3 747	17 749	706	149	5
<b>Total WA</b>	<b>5 025</b>	<b>100</b>	<b>6 272</b>	<b>27 919</b>	<b>801</b>	<b>180</b>	<b>4</b>
Hobart	809	51	1 078	4 200	750	193	4
Regional Tas	768	49	1 206	4 650	637	165	4
<b>Total Tas</b>	<b>1 577</b>	<b>100</b>	<b>2 051</b>	<b>8 850</b>	<b>769</b>	<b>178</b>	<b>4</b>
Darwin	765	56	509	2 626	1 503	291	5
Regional NT	611	44	628	3 554	973	172	6
<b>Total NT</b>	<b>1 375</b>	<b>100</b>	<b>1 032</b>	<b>6 180</b>	<b>1 333</b>	<b>223</b>	<b>6</b>
Canberra	1 052	100	1 955	5 714	538	184	3
<b>Total ACT</b>	<b>1 052</b>	<b>100</b>	<b>1 955</b>	<b>5 722</b>	<b>538</b>	<b>184</b>	<b>3</b>
Total capitals	24 350	49	31 011	101 235	785	241	3
Total regional	25 624	51	46 869	180 498	547	142	4
<b>Total Australia <sup>(c)</sup></b>	<b>49 974</b>	<b>100</b>	<b>74 472</b>	<b>281 733</b>	<b>671</b>	<b>177</b>	<b>4</b>

(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 2012 National Visitor Survey data.

How to read this table:

Table 25 shows that during the year ended 31 December 2012, there were 1.2 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$768 million, or 49% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

**Table 26**  
**Modelled domestic overnight visitor expenditure<sup>(a)</sup> in capital cities and regional areas**  
**for each state/territory, excluding airfares and long distance transport costs**

Year ended 31 December 2012

	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
<b>State/territory</b>							
Sydney	4 119	34	7 779	21 822	529	189	3
Regional NSW	8 037	66	17 648	61 987	455	130	4
<b>Total NSW</b>	<b>12 155</b>	<b>100</b>	<b>24 790</b>	<b>83 809</b>	<b>490</b>	<b>145</b>	<b>3</b>
Melbourne	4 498	52	7 033	20 295	640	222	3
Regional Vic	4 196	48	11 440	35 600	367	118	3
<b>Total Vic</b>	<b>8 694</b>	<b>100</b>	<b>17 970</b>	<b>55 896</b>	<b>484</b>	<b>156</b>	<b>3</b>
Gold Coast	2 788	25	3 521	14 041	792	199	4
Brisbane	2 305	20	4 989	15 207	462	152	3
Regional Qld	6 189	55	10 361	45 224	597	137	4
<b>Total Qld</b>	<b>11 282</b>	<b>100</b>	<b>18 001</b>	<b>74 471</b>	<b>627</b>	<b>151</b>	<b>4</b>
Adelaide	1 271	49	2 227	7 161	571	177	3
Regional SA	1 323	51	3 217	11 725	411	113	4
<b>Total SA</b>	<b>2 593</b>	<b>100</b>	<b>5 176</b>	<b>18 885</b>	<b>501</b>	<b>137</b>	<b>4</b>
Perth	1 646	42	2 808	10 170	586	162	4
Regional WA	2 320	58	3 747	17 749	619	131	5
<b>Total WA</b>	<b>3 966</b>	<b>100</b>	<b>6 272</b>	<b>27 919</b>	<b>632</b>	<b>142</b>	<b>4</b>
Hobart	627	50	1 078	4 200	582	149	4
Regional Tas	619	50	1 206	4 650	513	133	4
<b>Total Tas</b>	<b>1 246</b>	<b>100</b>	<b>2 051</b>	<b>8 850</b>	<b>608</b>	<b>141</b>	<b>4</b>
Darwin	540	53	509	2 626	1 062	206	5
Regional NT	479	47	628	3 554	763	135	6
<b>Total NT</b>	<b>1 019</b>	<b>100</b>	<b>1 032</b>	<b>6 180</b>	<b>988</b>	<b>165</b>	<b>6</b>
Canberra	829	100	1 955	5 714	424	145	3
<b>Total ACT</b>	<b>829</b>	<b>100</b>	<b>1 955</b>	<b>5 722</b>	<b>424</b>	<b>145</b>	<b>3</b>
Total capitals	18 623	45	31 011	101 235	601	184	3
Total regional	23 163	55	46 869	180 498	494	128	4
<b>Total Australia<sup>(c)</sup></b>	<b>41 785</b>	<b>100</b>	<b>74 472</b>	<b>281 733</b>	<b>561</b>	<b>148</b>	<b>4</b>

(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 2012 National Visitor Survey data.

How to read this table:

Table 26 shows that during the year ended 31 December 2012, there were 3.7 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$2.3 billion, or 58% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

**Table 27****Modelled domestic overnight visitor expenditure<sup>(a)</sup> (destination expenditure only<sup>(b)</sup>)  
by total intrastate and interstate origin for each state/territory**

Year ended 31 December 2012

State/territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 764	-	1 714	1 681	263	371	111	95	484	4 717	11 482
Vic	3 981	1 756	-	731	643	524	252	112	185	4 203	8 184
Qld	5 715	2 333	1 733	-	315	331	177	126	109	5 123	10 839
SA	1 172	328	506	179	-	123	18	87	np	1 272	2 444
WA	2 562	339	354	273	70	-	26	97	np	1 183	3 746
Tas	310	172	375	192	87	47	-	np	np	890	1 200
NT	288	113	252	110	140	61	np	-	np	691	979
ACT	1	458	115	109	42	np	np	np	-	787	788
<b>Total Australia<sup>(c)</sup></b>	<b>20 795</b>	<b>5 500</b>	<b>5 050</b>	<b>3 275</b>	<b>1 560</b>	<b>1 492</b>	<b>612</b>	<b>536</b>	<b>842</b>	<b>18 867</b>	<b>39 662</b>

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

(b) Destination expenditure excludes that attributed to home location such as food and groceries bought pre trip, and airfares and other long distance public transport expenditure such as train, long distance bus or ferry.

(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.

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 2012 National Visitor Survey data.

## How to read this table:

Table 27 shows that during the year ended 31 December 2012, Queensland residents spent \$5.7 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$5.1 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.3 billion), followed by Victoria (\$1.7 billion).

**Table 28****Modelled domestic overnight visitor expenditure<sup>(a)</sup> (destination expenditure only<sup>(b)</sup>)  
by purpose of visit for each state/territory**

Year ended 31 December 2012

State/territory	Holiday		Visiting friends and relatives		Business		Other <sup>(c)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 080	29	2 710	32	2 200	27	492	27	11 482	29
Vic	4 534	21	1 728	20	1 685	21	237	13	8 184	21
Qld	6 208	29	2 253	27	1 829	22	548	31	10 839	27
SA	1 196	6	541	6	534	7	172	10	2 444	6
WA	1 781	8	675	8	1 086	13	203	11	3 746	9
Tas	732	3	240	3	184	2	45	2	1 200	3
NT	431	2	127	1	364	4	56	3	979	2
ACT	241	1	207	2	302	4	37	2	788	2
<b>Total Australia<sup>(d)</sup></b>	<b>21 204</b>	<b>100</b>	<b>8 481</b>	<b>100</b>	<b>8 184</b>	<b>100</b>	<b>1 792</b>	<b>100</b>	<b>39 662</b>	<b>100</b>

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

(b) Destination expenditure excludes that attributed to home location such as food and groceries bought pre trip, and airfares and other long distance public transport expenditure such as train, long distance bus or ferry.

(c) Other includes visiting a state/territory for education, employment and medical reasons.

(d) 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 2012 National Visitor Survey data.

How to read this table:

Table 28 shows that during the year ended 31 December 2012, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.8 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. Prior to 2005, the sample size was 80,000, with the increase designed to enhance estimates for smaller states/territories and at a 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 United Nations World Tourism Organization and therefore interviews are conducted with people who have travelled for purposes including holiday, visiting friends and relatives, business, education and employment. These travellers must not have been away from home continuously for more than 364 days, or in a leap year 365 days.

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

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

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

# Survey methodology

## **Break in series between NVS and DTM**

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

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

## **Weighting and benchmarking**

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

## **Determining domestic visitor expenditure in regional Australia**

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

# Data reliability

## Reliability of NVS data

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

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

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

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

Estimate ('000)	Overnight visitors	Visitor nights	Overnight expenditure	Day visitors	Day visitor expenditure	Overseas trips
20	>50	>100	>100	>100	>100	37.5
50	47.5	>100	>100	>50	>100	23.3
80	37.7	>100	>100	>50	>100	18.3
100	33.8	>100	>100	>50	>100	16.3
200	24.0	>50	>100	42.2	>100	11.3
300	19.6	>50	>100	34.6	>100	9.2
500	15.3	45.7	>100	26.9	>100	7.1
1 000	10.8	32.4	>100	19.1	>100	4.9
2 000	7.7	23.0	>100	13.5	>100	3.4
3 000	6.3	18.8	>100	11.1	>100	2.8
5 000	4.9	14.6	>100	8.6	>100	2.1
7 000	4.2	12.3	>100	7.3	>100	1.8
10 000	3.5	10.3	>100	6.1	>50	
20 000	2.5	7.3	>50	4.3	>50	
30 000	2.0	6.0	>50	3.6	>50	
50 000	1.6	4.6	>50	2.8	45.8	
70 000	1.3	3.9	49.5	2.3	39.8	
100 000	1.1	3.3	41.8	2.0	34.2	
140 000	0.9	2.8	35.7	1.7	29.7	
200 000	0.8	2.3	30.1	1.4	25.5	
500 000	0.5	1.5	19.5	0.9	17.3	
1 000 000		1.0	14.1		12.9	
2 000 000			10.1		9.6	
5 000 000			6.6		6.5	
10 000 000			4.7		4.9	
20 000 000			3.4		3.6	
50 000 000			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:

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

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:

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

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).



### Items that are not collected for long trips

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

### Indications of reliability in data tables

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

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

### Use of symbols in tables

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

### Row and column totals

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

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

### State and territory specific surveys

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

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

# Regional expenditure

## Regional expenditure allocation methodology

A brief summary of the process by which expenditure by domestic visitors is allocated to regions is given below. Further explanation of expenditure allocation methods can be found in *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

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

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

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

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

### **Total Domestic Economic Value**

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

### **Visitor nights**

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

### **Example**

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

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

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

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

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

## **State and territory abbreviations**

NSW	New South Wales
Vic	Victoria
Qld	Queensland
SA	South Australia
WA	Western Australia
Tas	Tasmania
NT	Northern Territory
ACT	Australian Capital 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](http://www.ret.gov.au/tra)

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## 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](mailto:tourism.research@ret.gov.au).

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

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- 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**

The Destination Visitor Surveys (DVS) program is a Australian Government funded program that began in 2004–05. The program provides destinations with high quality tourism research at the local or regional level to support their information needs and business decision-making. Projects are determined in collaboration with state tourism organisations (STOs). The research conducted within the DVS program is split into two streams:

### **Visitor Profile and Satisfaction program (VPS)**

The Visitor Profile and Satisfaction (VPS) program profiles visitors to individual regional tourism destinations and reports on their satisfaction with their visit. This information is compiled into the VPS benchmark database, enabling destinations to be benchmarked against others across a number of key indicators.

### **Strategic Regional Research program (SRR)**

Projects in the SRR program focus on broader strategic issues that are affecting regional destinations.

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