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Tourism Research Australia



**TOURISM
RESEARCH
AUSTRALIA**

TRAVEL BY AUSTRALIANS

Quarterly results of the
National Visitor Survey

JUNE 2013

A photograph of a man and a woman on a sailboat. The man is in the foreground, wearing a blue polo shirt, looking towards the woman. The woman is in the background, wearing a white polo shirt and sunglasses, smiling and holding a rope. They are on a body of water with a blurred background of buildings and a blue flag.

TRAVEL BY AUSTRALIANS

Travel by Australians

**June 2013
Quarterly Results of the
National Visitor Survey**

Image: Sailing, Canberra, ACT
Courtesy of Tourism Australia

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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 backcast 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 30 June 2013

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

Total trips	There were 75.3 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 3% higher than the number of overnight trips for the equivalent period in 2012.
Visitor nights	Australians spent 288 million nights away from home. This was 3% higher than the number recorded from the equivalent period in 2012.
Travel	Two-thirds (67%) of visitors travelled within their state or territory of residence. The remaining 33% travelled interstate.
State/ territory visits	New South Wales received the most visitors (33%), followed by Queensland (24%) and Victoria (24%).
State/ territory nights	New South Wales received the most visitor nights (29%), followed by Queensland (26%) and Victoria (20%).
Purpose	Overnight travellers who had holiday as their purpose of visit contributed 47% of domestic visitor nights, followed by those visiting friends and relatives (31%) and for business (16%).
Accommodation	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (37%), followed by a hotel, resort, motel or motor inn (26%).
Transport	The most common forms of transport used on overnight trips were a private vehicle (72%) and air transport (24%).
Expenditure	Expenditure by overnight visitors amounted to \$51.4 billion, an increase of 3% compared with the same period in 2012 (Figure 1).

Figure 1: Visitor nights and overnight expenditure, year ending December 1998 to June 2013

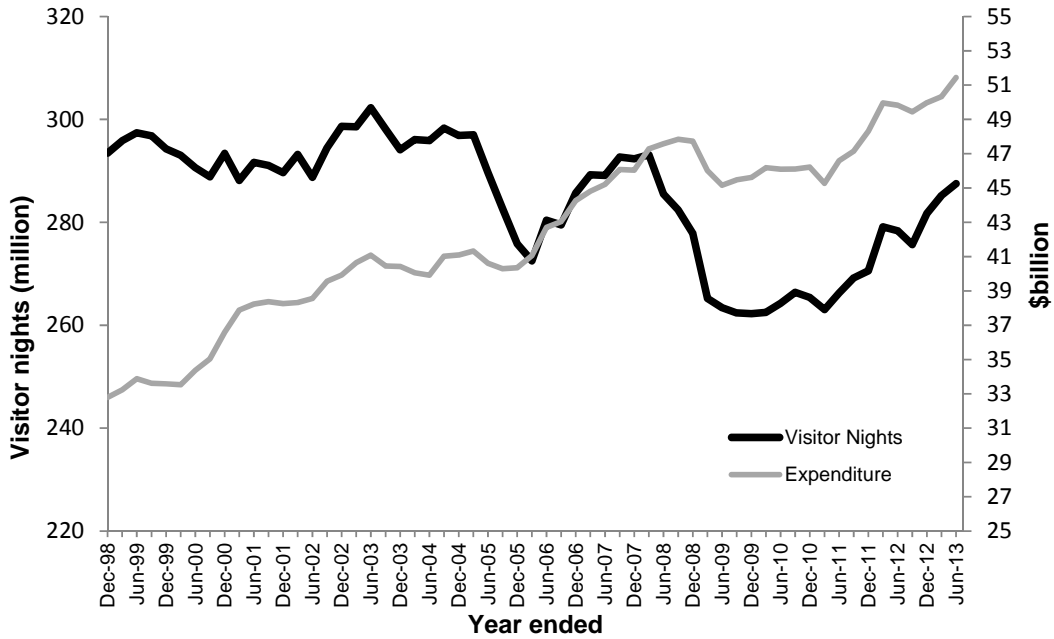
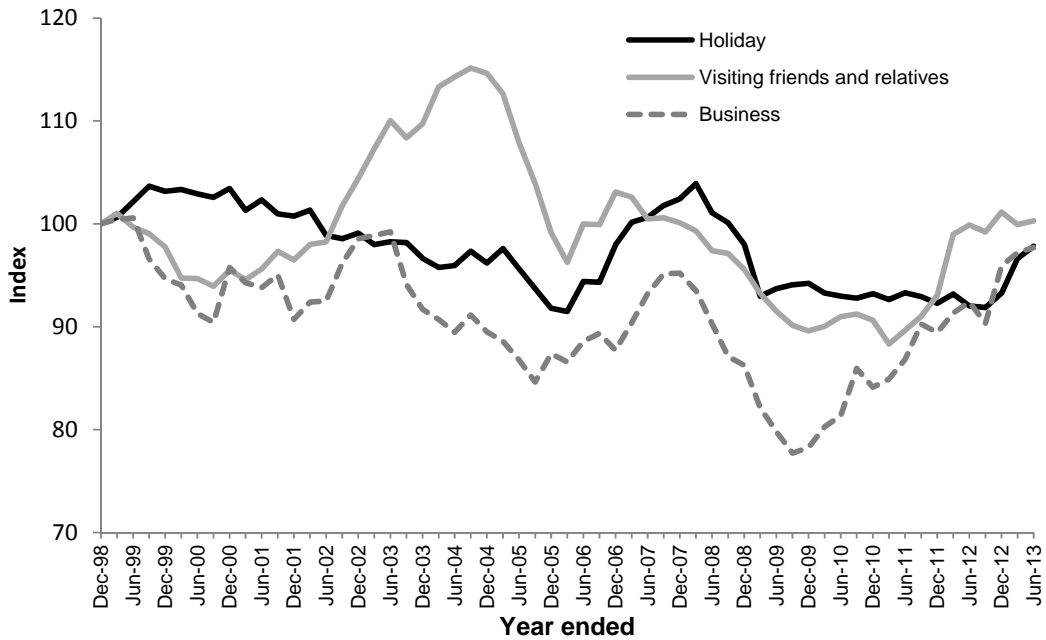


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to June 2013



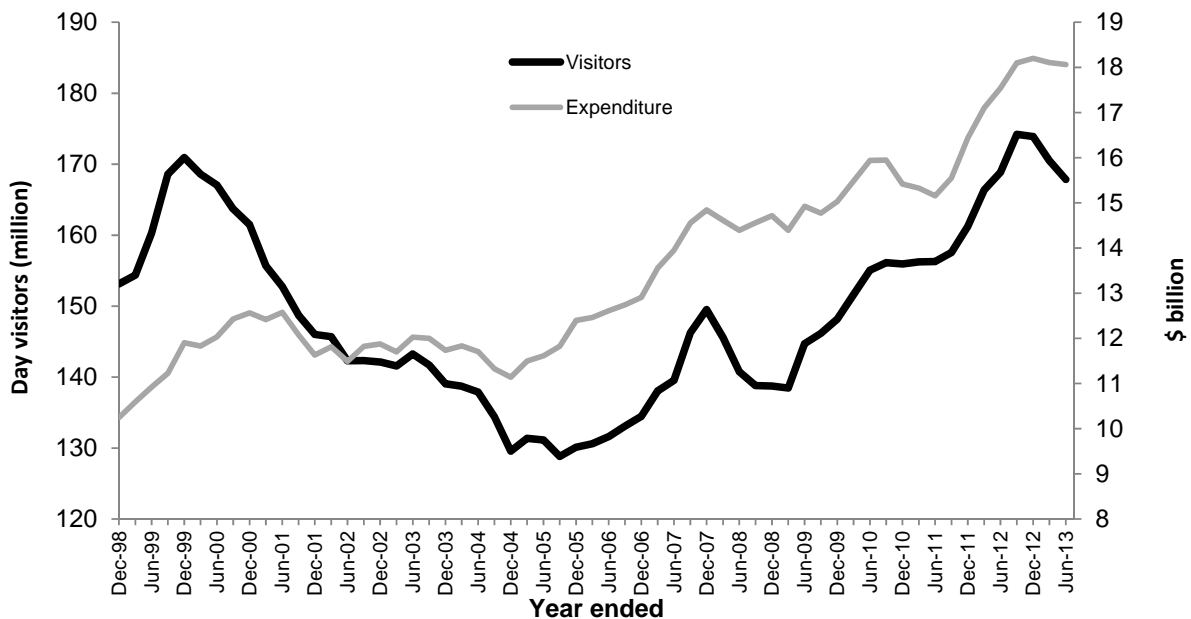
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

Day trips within Australia: Year ended 30 June 2013

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

Total trips	There were 167.9 million day trips taken in Australia by Australian residents aged 15 years and over. This was 1% lower than the number of day trips for the equivalent period in 2012.
Purpose	The most popular reason for a day trip was holiday (47%), followed by visiting friends and relatives (30%) and business (10%).
State/territory	New South Wales received the most day visitors (31%), followed by Victoria (26%) and Queensland (23%).
Transport	The most common form of transport used was a private vehicle, with 92% of day visitors using this method of travel.
Expenditure	Expenditure by same day visitors amounted to \$18.1 billion compared with \$17.5 billion for the same period in 2012 (Figure 3).

Figure 3: Day visitors and day expenditure, year ending December 1998 to June 2013



Outbound travel by Australians: Year ended 31 March 2013

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 March 2013 due to the 3 month recall period in the National Visitor Survey.

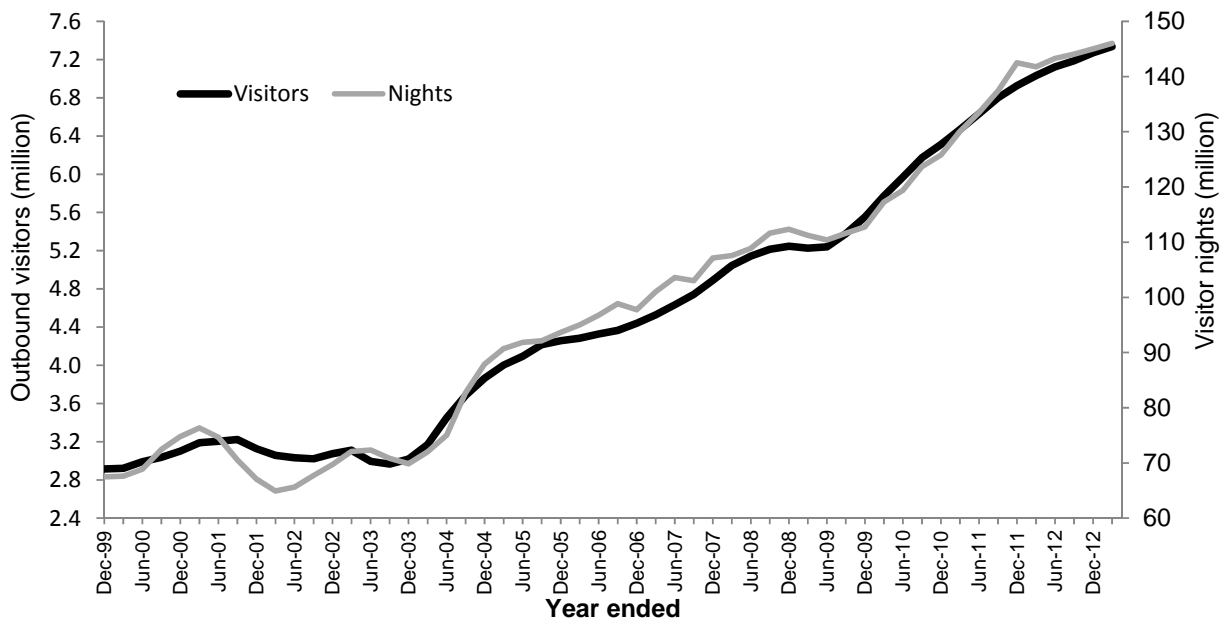
Total trips Australians aged 15 years and over took 7.1 million international trips (Figure 4).

Nights Australians spent 143 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 (7%) and the United Kingdom (6%).

Purpose The most popular reason for outbound travel was holiday (58%), followed by visiting friends and relatives (22%) and business (18%).

Figure 4: Outbound travel, year ending December 1999 to March 2013



Total Domestic Economic Value (TDEV)

TRA has discontinued publishing the TDEV series in the National Visitor Survey at this time.

Regional expenditure: Year ended 30 June 2013

Total expenditure	For the year ended 30 June 2013, modelled overnight expenditure increased 3.2% to \$51.4 billion and modelled day expenditure increased 3.0% to \$18.1 billion compared with the same period in 2012.
States/territories	Spending by domestic overnight visitors was highest in New South Wales (\$14.5 billion, up 4.9%), followed by Queensland (\$14.1 billion, up 3.1%) and Victoria (\$10.3 billion, up 3%). Spending by domestic day visitors was highest in New South Wales (\$5.7 billion, up 1.1%), followed by Victoria (\$4.5 billion, up 1.5%) and Queensland (\$4.4 billion, up 7.8%).
Regional expenditure	Over half of expenditure by domestic overnight visitors (51%) was spent in regional areas of Australia (\$26.5 billion). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (62% of their total), followed by Queensland (55%) and Western Australia (49%). Over half of expenditure by domestic day visitors (55%) was spent in regional areas of Australia (\$10 billion). For domestic day visitors, Tasmania relied most on expenditure in regional areas (64%), followed by New South Wales (63%) and Victoria (57%).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$5.9 billion), followed by Sydney (\$5.5 billion). For domestic day visitors, expenditure was highest in Sydney (\$2.1 billion), followed by Melbourne (\$1.9 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Sunshine Coast (\$2.1 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 (\$542 million), followed by South Coast (\$530 million), and Hunter (\$464 million).</p>
Expenditure per visitor	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Darwin (\$1,480), followed by Australia's North West (\$1,104), and Tropical North Queensland (\$1,034). For domestic day visitors, expenditure per visitor was highest in Central NSW (\$159), followed by Canberra (\$155) and Adelaide (\$125).
Expenditure per night	The highest average expenditure per night was in Darwin (\$288), followed by Sydney (\$266), and Melbourne (\$264).
Intrastate and interstate expenditure	<p>For the year ended 30 June 2013, overnight interstate visitor expenditure increased 3.7% to \$19.7 billion, and overnight intrastate visitor expenditure increased 3% to \$21.1 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 (\$7 billion), followed by Queensland (\$5.8 billion) and Victoria (\$4 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.4 billion), followed by New South Wales (\$4.9 billion) and Victoria (\$4.2 billion).</p> <p>New South Wales residents spent more on interstate travel (\$6 billion) than residents of the other states or territories. Most of this was spent in Queensland (\$2.6 billion), followed by Victoria (\$1.8 billion). Residents of Victoria spent \$5 billion on interstate travel, including \$1.7 billion in New South Wales and \$1.7 billion in Queensland.</p>
Purpose of visit	<p>Holiday visitors contributed 56% of domestic overnight expenditure at destination in Australia (\$22.7 billion, up 5.4%) and 56% of day expenditure (\$8.9 billion, up 2%).</p> <p>Queensland received the most expenditure from domestic visitors staying overnight for the purpose of holiday (\$6.7 billion), followed by New South Wales (\$6.5 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.9 billion), followed by Victoria (\$2.1 billion) and Queensland (\$2.1 billion).</p>

TABLES

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

June quarter 2013 and year ended 30 June 2013

	Visitors		Visitor nights	
	'000	%	'000	%
June quarter 2013				
Visitors to:				
New South Wales	6 289	33	18 688	29
Victoria	4 504	24	12 419	19
Queensland	4 296	23	16 208	25
South Australia	1 332	7	4 630	7
Western Australia	1 797	10	7 848	12
Tasmania ^(a)	544	3	1 950	3
Northern Territory	260	1	1 405	2
Australian Capital Territory	477	3	1 282	2
Purpose of visit ^(b)				
Holiday	7 948	42	29 007	45
Visiting friends and relatives	6 503	34	20 994	33
Business	3 819	20	10 983	17
Other	995	5	3 089	5
Total ^(c)	18 912	100	64 430	100
Year ended 30 June 2013				
Visitors to:				
New South Wales	25 021	33	84 498	29
Victoria	17 935	24	57 589	20
Queensland	17 958	24	75 309	26
South Australia	5 220	7	18 962	7
Western Australia	6 601	9	29 975	10
Tasmania ^(a)	2 233	3	9 002	3
Northern Territory	956	1	5 956	2
Australian Capital Territory	2 049	3	6 233	2
Purpose of visit ^(b)				
Holiday	32 646	43	136 534	47
Visiting friends and relatives	26 133	35	89 159	31
Business	14 139	19	45 612	16
Other	3 906	5	12 860	4
Total ^(c)	75 268	100	287 524	100

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

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

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

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

How to read this table:

Table 1 shows that during the June quarter 2013, 4,504,000 people visited destinations in Victoria and stayed for 12,419,000 nights, while during the year ended 30 June 2013, visitors whose main purpose was visiting friends and relatives totalled 89,159,000 nights.

Table 2
Overnight visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2012									
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
2013									
March quarter	2 110	1 357	1 358	418	286	370	62	na	6 188
June quarter	1 875	1 504	1 285	421	329	243	156	na	6 003
Year ended 30 June									
2012	7 665	5 454	5 377	1 779	1 106	851	601	na	23 348
2013	7 896	5 848	5 564	1 771	1 221	1 048	563	na	24 677
Intrastate visitors									
2012									
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
2013									
March quarter	4 445	3 695	3 013	992	1 426	344	61	na	13 620
June quarter	4 414	3 001	3 011	911	1 468	300	103	na	12 908
Year ended 30 June									
2012	16 605	12 475	12 596	3 322	4 999	1 141	419	na	50 021
2013	17 125	12 087	12 394	3 449	5 381	1 185	393	na	50 592
Total visitors									
2012									
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
2013									
March quarter	6 555	5 052	4 371	1 411	1 712	714	123	526	19 808
June quarter	6 289	4 504	4 296	1 332	1 797	544	260	477	18 912
Year ended 30 June									
2012	24 270	17 929	17 973	5 101	6 105	1 992	1 020	1 879	73 369
2013	25 021	17 935	17 958	5 220	6 601	2 233	956	2 049	75 268

na Data not available.

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

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

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

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

How to read this table:

Table 2 shows that during the year ended 30 June 2013, there were 5,381,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3
Visitor nights by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitor nights									
2012									
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
2013									
March quarter	10 607	6 074	8 338	2 239	2 553	2 521	515	na	34 352
June quarter	6 961	5 620	6 735	1 888	3 106	1 309	1 091	na	27 991
Year ended 30 June									
2012	31 826	21 566	32 112	8 231	8 721	5 944	4 970	na	118 411
2013	32 914	23 778	34 237	8 669	11 025	6 180	4 553	na	127 564
Intrastate visitor nights									
2012									
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
2013									
March quarter	15 648	13 290	11 120	3 346	5 336	1 022	176 *	na	49 964
June quarter	11 727	6 800	9 473	2 742	4 742	640	314 *	na	36 439
Year ended 30 June									
2012	51 023	32 562	43 061	10 595	18 526	2 830	1 331	na	159 937
2013	51 584	33 811	41 071	10 293	18 950	2 822	1 403	na	159 960
Total visitor nights									
2012									
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
2013									
March quarter	26 255	19 363	19 458	5 585	7 889	3 543	691	1 531	84 316
June quarter	18 688	12 419	16 208	4 630	7 848	1 950	1 405	1 282	64 430
Year ended 30 June									
2012	82 849	54 129	75 173	18 826	27 247	8 774	6 302	5 049	278 348
2013	84 498	57 589	75 309	18 962	29 975	9 002	5 956	6 233	287 524

na Data not available.

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

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

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

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

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

How to read this table:

Table 3 shows that during the year ended 30 June 2013, a total of 75,309,000 visitor nights were spent in Queensland, while during the June quarter 2013, 6,735,000 nights were spent in Queensland by interstate visitors.

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

Year ended 30 June 2013

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	3 124	31	2 691	31	1 950	28	331	32	7 896	32
Vic	2 013	20	1 906	22	1 827	26	219	21	5 848	24
Qld	2 546	26	1 808	21	1 161	17	184	18	5 564	23
SA	649	7	593	7	476	7	91	9	1 771	7
WA	313	3	401	5	504	7	36 *	4 *	1 221	5
Tas ^(b)	520	5	294	3	241	3	26 *	3 *	1 048	4
NT	263	3	121	1	160	2	17 *	2 *	563	2
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	9 960	100	8 597	100	6 909	100	1 028	100	24 677	100
Intrastate visitors to:										
NSW	7 498	31	6 504	36	2 377	32	983	33	17 125	34
Vic	6 205	26	4 239	23	1 244	16	469	16	12 087	24
Qld	5 275	22	4 271	24	2 170	29	883	29	12 394	24
SA	1 735	7	1 073	6	440	6	229	8	3 449	7
WA	2 444	10	1 677	9	974	13	325	11	5 381	11
Tas ^(b)	582	2	335	2	187	2	85	3	1 185	2
NT	169	1	50 *	0 *	149	2	28 *	1 *	393	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	23 925	100	18 149	100	7 541	100	3 002	100	50 592	100
Total visitors to:										
NSW	10 622	33	9 195	35	4 327	31	1 313	34	25 021	33
Vic	8 218	25	6 146	24	3 071	22	688	18	17 935	24
Qld	7 821	24	6 080	23	3 331	24	1 066	27	17 958	24
SA	2 384	7	1 666	6	915	6	320	8	5 220	7
WA	2 757	8	2 077	8	1 479	10	362	9	6 601	9
Tas ^(b)	1 102	3	629	2	428	3	110	3	2 233	3
NT	433	1	170	1	308	2	45 *	1 *	956	1
ACT ^(c)	548	2	782	3	591	4	125	3	2 049	3
Total ^(d)	32 646	100	26 133	100	14 139	100	3 906	100	75 268	100

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 4 shows that during the year ended 30 June 2013, 31% of all interstate visitors travelling for the purpose of visiting friends and relatives visited New South Wales, while nationally, 32,646,000 visitors travelled for holiday purposes.

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

June quarter 2013 and year ended 30 June 2013

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
June quarter 2013										
Visitor nights in:										
NSW	9 125	31	6 054	29	2 418	22	1 047	34	18 688	29
Vic	5 749	20	4 517	22	1 694	15	396 *	13 *	12 419	19
Qld	7 457	26	4 951	24	3 053	28	715	23	16 208	25
SA	2 244	8	1 464	7	532	5	331 *	11 *	4 630	7
WA	2 618	9	2 539	12	2 219	20	380 *	12 *	7 848	12
Tas ^(b)	943	3	730	3	201 *	2 *	47 **	2 **	1 950	3
NT	595	2	211 *	1 *	537	5	30 **	1 **	1 405	2
ACT	275 *	1 *	528	3	329 *	3 *	143 *	5 *	1 282	2
Total ^(c)	29 007	100	20 994	100	10 983	100	3 089	100	64 430	100
Year ended 30 June 2013										
Visitor nights in:										
NSW	40 581	30	27 705	31	11 236	25	4 562	35	84 498	29
Vic	28 694	21	18 279	21	8 393	18	2 009	16	57 589	20
Qld	37 549	28	22 404	25	10 939	24	3 142	24	75 309	26
SA	8 904	7	5 999	7	2 671	6	1 031	8	18 962	7
WA	12 020	9	8 711	10	7 089	16	1 397	11	29 975	10
Tas ^(b)	5 042	4	2 478	3	1 172	3	276 *	2 *	9 002	3
NT	2 381	2	1 147	1	2 013	4	119 *	1 *	5 956	2
ACT	1 363	1	2 435	3	2 099	5	324 *	3 *	6 233	2
Total ^(c)	136 534	100	89 159	100	45 612	100	12 860	100	287 524	100

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

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

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

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

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

How to read this table:

Table 5 shows that during the year ended 30 June 2013, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,172,000 nights, while during the June quarter 2013, 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 ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2012										
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
2013										
March quarter	9 736	49	6 726	34	2 849	14	954	5	19 808	100
June quarter	7 948	42	6 503	34	3 819	20	995	5	18 912	100
Year ended 30 June										
2012	31 028	42	25 882	35	14 099	19	4 138	6	73 369	100
2013	32 646	43	26 133	35	14 139	19	3 906	5	75 268	100
Visitor nights										
2012										
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
2013										
March quarter	45 564	54	25 565	30	10 044	12	3 078	4	84 316	100
June quarter	29 007	45	20 994	33	10 983	17	3 089	5	64 430	100
Year ended 30 June										
2012	128 440	46	88 808	32	43 140	15	13 832	5	278 348	100
2013	136 534	47	89 159	31	45 612	16	12 860	4	287 524	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 June quarter 2013, 3,819,000 visitors were travelling for business purposes and they stayed a total of 10,983,000 nights.

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

June quarter 2013 and year ended 30 June 2013

	State/territory of origin							Total	
	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT		ACT
'000									
June quarter 2013									
Visitors to:									
NSW	4 414	671	633	130	71	41 *	25 *	305	6 289
Vic	690	3 001	241	255	107	120	28 *	63	4 504
Qld	744	325	3 011	58	78	26 *	26 *	28 *	4 296
SA	105	199	47 *	911	32 *	14 *	19 *	5 **	1 332
WA	90	70	98	36 *	1 468	10 **	17 *	8 **	1 797
Tas ^(a)	63	107	48 *	5 **	19 *	300	3 **	0 **	544
NT	51 *	32 *	25 *	34 *	10 **	4 **	103	1 **	260
ACT	321	57	45 *	27 *	18 *	4 **	6 **	0 **	477
Total ^(b)	6 478	4 461	4 148	1 454	1 803	518	226	410	18 912
Year ended 30 June 2013									
Visitors to:									
NSW	17 125	2 726	2 749	432	305	161	77	1 447	25 021
Vic	2 728	12 087	908	936	468	365	89	354	17 935
Qld	3 157	1 429	12 394	309	245	132	105	187	17 958
SA	428	804	246	3 449	148	37 *	71	37 *	5 220
WA	372	325	297	107	5 381	26 *	69	24 *	6 601
Tas ^(a)	226	528	153	66	57	1 185	9 **	9 **	2 233
NT	137	128	105	105	68	8 **	393	12 *	956
ACT	1 325	276	223	94	63	32 *	17 *	19 *	2 049
Total ^(b)	25 497	18 303	17 075	5 499	6 735	1 947	828	2 088	75 268

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

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

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

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

How to read this table:

Table 7 shows that during the year ended 30 June 2013, 132,000 visitors to Queensland were residents of Tasmania, while during the June quarter 2013, 300,000 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

June quarter 2013 and year ended 30 June 2013

	Origin of visitors		Population ^(a)		Visitor rate ^(b)
	'000	%	'000	%	
June quarter 2013					
State/territory					
New South Wales	6 478	34	6 041	32	1.1
Victoria	4 461	24	4 691	25	1.0
Queensland	4 148	22	3 757	20	1.1
South Australia	1 454	8	1 378	7	1.1
Western Australia	1 803	10	1 965	10	0.9
Tasmania ^(c)	518	3	416	2	1.2
Northern Territory	226	1	180	1	1.3
Australian Capital Territory	410	2	305	2	1.3
Total	18 912	100	18 733	100	1.0
Year ended 30 June 2013					
State/territory					
New South Wales	25 497	34	6 041	32	4.2
Victoria	18 303	24	4 691	25	3.9
Queensland	17 075	23	3 757	20	4.5
South Australia	5 499	7	1 378	7	4.0
Western Australia	6 735	9	1 965	10	3.4
Tasmania ^(c)	1 947	3	416	2	4.7
Northern Territory	828	1	180	1	4.6
Australian Capital Territory	2 088	3	305	2	6.8
Total	75 268	100	18 733	100	4.0

(a) Population figures are as of 30 June 2013.

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

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

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

How to read this table:

Table 8 shows that during the year ended 30 June 2013, Northern Territory residents took 828,000 overnight trips. The visitor rate shows that this is an average of 4.6 trips per Northern Territory resident.

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

Year ended 30 June 2013

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Duration of visit ^(c)									
1 night	7 508	5 629	4 584	1 431	1 629	618	176	753	22 134
2 nights	6 687	5 108	4 031	1 331	1 608	513	147	538	19 897
3 nights	3 830	2 727	2 559	807	1 116	278	112	319	11 715
4-7 nights	5 271	3 429	4 724	1 166	1 388	540	293	358	17 003
8-14 nights	1 319	829	1 544	377	550	201	154	55	4 974
15-21 nights	246	105	294	63	155	68	46 *	12 *	982
22 nights or more	160	108	222	44 *	156	14 *	29 *	14 *	731
Total	25 021	17 935	17 958	5 220	6 601	2 233	956	2 049	75 268
Average duration of visit	3	3	4	4	5	4	6	3	4
Median duration of visit ^(d)	2	2	3	2	3	2	4	2	2
	%								
Duration of visit ^(c)									
1 night	30	31	26	27	25	28	18	37	29
2 nights	27	28	22	25	24	23	15	26	26
3 nights	15	15	14	15	17	12	12	16	16
4-7 nights	21	19	26	22	21	24	31	17	23
8-14 nights	5	5	9	7	8	9	16	3	7
15-21 nights	1	1	2	1	2	3	5 *	1 *	1
22 nights or more	1	1	1	1 *	2	1 *	3 *	1 *	1
Total	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 9 shows that during the year ended 30 June 2013, 1,431,000 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 30 June 2013

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	8 896	6 234	6 683	1 536	1 846	915	481	976	26 760
Guest house or bed & breakfast	359	282	139	92	107	108	4 **	3 **	1 088
Rented house, apartment, flat or unit	1 739	1 144	1 974	403	659	178	44 *	91	6 172
Caravan park or commercial camping ground	2 282	1 520	1 096	662	539	166	131	69	6 131
Caravan or camping on private property	1 094	766	1 042	287	379	102	110	16 *	3 666
Friend's or relative's property	10 254	6 931	6 907	1 969	2 747	771	195	800	30 103
Own property (e.g. holiday house)	796	1 130	374	299	258	100	6 **	62	3 025
Other	939	530	822	257	522	163	99	42 *	3 328
Total ^(d)	25 021	17 935	17 958	5 220	6 601	2 233	956	2 049	75 268
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	36	35	37	29	28	41	50	48	36
Guest house or bed & breakfast	1	2	1	2	2	5	0 **	0 **	1
Rented house, apartment, flat or unit	7	6	11	8	10	8	5 *	4	8
Caravan park or commercial camping ground	9	8	6	13	8	7	14	3	8
Caravan or camping on private property	4	4	6	5	6	5	12	1 *	5
Friend's or relative's property	41	39	38	38	42	35	20	39	40
Own property (e.g. holiday house)	3	6	2	6	4	4	1 **	3	4
Other	4	3	5	5	8	7	10	2 *	4
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 10 shows that during the year ended 30 June 2013, 1,096,000 or 6% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

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

Year ended 30 June 2013

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	20 118	15 904	21 340	4 025	5 556	2 897	2 114	2 358	74 311
Guest house or bed & breakfast	885	606	421 *	240 *	304 *	268 *	12 **	13 **	2 749
Rented house, apartment, flat or unit	8 508	4 097	10 780	1 610	3 102	672	259 *	612	29 638
Caravan park or commercial camping ground	11 228	6 165	5 889	2 896	3 195	701	815	242 *	31 131
Caravan or camping on private property	3 415	2 709	3 754	873	1 609	348 *	485	59 **	13 252
Friend's or relative's property	33 387	22 251	25 944	6 987	10 706	3 008	1 138	2 484	105 904
Own property (e.g. holiday house)	2 999	3 762	1 693	948	931	375 *	22 **	262 *	10 991
Other	3 556	1 885	4 232	1 052	3 829	712	829	191 *	16 285
Total ^(d)	84 498	57 589	75 309	18 962	29 975	9 002	5 956	6 233	287 524
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	24	28	28	21	19	32	35	38	26
Guest house or bed & breakfast	1	1	1 *	1 *	1 *	3 *	0 **	0 **	1
Rented house, apartment, flat or unit	10	7	14	8	10	7	4 *	10	10
Caravan park or commercial camping ground	13	11	8	15	11	8	14	4 *	11
Caravan or camping on private property	4	5	5	5	5	4 *	8	1 **	5
Friend's or relative's property	40	39	34	37	36	33	19	40	37
Own property (e.g. holiday house)	4	7	2	5	3	4 *	0 **	4 *	4
Other	4	3	6	6	13	8	14	3 *	6
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 11 shows that during the year ended 30 June 2013, 26% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,484,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

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

Year ended 30 June 2013

	Air transport	Private vehicle	Other transport	Total ^(a)
	'000			
Interstate visitors to:				
NSW	3 373	4 275	589	7 896
Vic	3 856	1 831	500	5 848
Qld	3 903	1 656	486	5 564
SA	1 021	647	182	1 771
WA	1 085	159	205	1 221
Tas ^(b)	919	125	251	1 048
NT	448	86	100	563
ACT ^(c)	na	na	na	na
Total interstate visitors ^(d)	15 123	10 160	2 461	24 677
Intrastate visitors to:				
NSW	653	15 235	1 301	17 125
Vic	86	11 010	1 007	12 087
Qld	1 551	10 164	920	12 394
SA	137	3 180	137	3 449
WA	647	4 459	339	5 381
Tas ^(b)	3 **	1 101	70	1 185
NT	94	283	22 *	393
ACT ^(c)	na	na	na	na
Total intrastate visitors ^(d)	3 169	45 449	3 797	50 592
Total visitors to:				
NSW	4 026	19 510	1 890	25 021
Vic	3 942	12 841	1 507	17 935
Qld	5 453	11 821	1 406	17 958
SA	1 158	3 826	319	5 220
WA	1 731	4 618	544	6 601
Tas ^(b)	922	1 226	321	2 233
NT	542	369	121	956
ACT	518	1 399	148	2 049
Total ^(d)	17 826	54 061	6 053	75 268

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 12 shows that during the year ended 30 June 2013, 10,160,000 overnight visitors used a private vehicle when travelling interstate, while 3,169,000 visitors used air transport when travelling intrastate.

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

Year ended 30 June 2013

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 138.6	47.3 *	309.3	53.5	1 548.7
Taxis	201.8	113.1	477.2	18.3 *	810.4
Airline fares	2 111.0	2 041.5	2 867.1	195.0	7 214.6
Organised tours, side trips	334.1	31.6 *	12.2 *	6.8 **	384.7
Car hire costs	492.9	249.0	331.3	31.9 *	1 105.1
Fuel (petrol, diesel)	2 478.0	1 597.3	1 096.9	224.9	5 397.0
Vehicle maintenance or repairs	120.6	50.3	15.0 *	17.6 *	203.4
Other long distance transport costs	135.1	85.8	17.5 *	11.8 *	250.2
Other local transport costs	125.6	61.4	36.3 *	9.8 *	233.0
Accommodation	7 625.7	1 561.5	3 499.4	367.2	13 053.8
Takeaway & restaurant meals	3 979.7	1 845.1	1 390.7	214.4	7 429.9
Groceries etc for self-catering	1 939.6	890.2	288.7	92.1	3 210.6
Alcohol and drinks (not elsewhere included)	1 655.0	800.0	379.6	53.8	2 888.4
Shopping, gifts, souvenirs	2 530.2	1 476.1	411.6	186.2	4 604.1
Entertainment, museums, movies, zoos etc	1 127.2	255.2	72.7	22.6 *	1 477.7
Horse racing, gambling, casinos	140.3	75.6	45.4 *	4.9 **	266.2
Conference fees	8.3 *	2.0 **	239.3	0.9 **	250.5
Education, course fees	15.0 *	1.5 **	59.6	23.6 *	99.7
Other expenditure on trip	232.7	86.3	74.0	248.7	641.8
Total ^(a)	26 736.3	11 298.0	11 623.7	1 784.1	51 442.0

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

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

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

How to read this table:

Table 13 shows that during the year ended 30 June 2013, overnight holiday visitors spent a total of \$2,111.0 million on airline fares. The total expenditure for all overnight visitors for the same period was \$51.4 billion.

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

June quarter 2013 and year ended 30 June 2013

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
June quarter 2013										
Day visitors to:										
NSW	5 645	30	3 454	28	1 599	35	1 386	26	12 084	29
Vic	4 743	25	3 509	29	1 071	23	1 210	23	10 532	26
Qld	4 541	24	2 782	23	1 103	24	1 520	28	9 946	24
SA	1 425	8	820	7	196	4	311	6	2 752	7
WA	1 622	9	1 281	10	289	6	577	11	3 769	9
Tas	590	3	295	2	151	3	235	4	1 270	3
NT	150	1	23 **	0 **	77 *	2 *	32 *	1 *	282	1
ACT	279	1	82 *	1 *	107 *	2 *	71 *	1 *	539	1
Total (a)	18 994	100	12 246	100	4 592	100	5 341	100	41 174	100
Year ended 30 June 2013										
Day visitors to:										
NSW	24 657	31	15 407	30	5 376	31	6 092	29	51 531	31
Vic	19 925	25	14 926	29	4 177	24	4 802	23	43 830	26
Qld	18 465	23	10 421	21	4 268	25	5 479	27	38 634	23
SA	5 843	7	3 278	6	904	5	1 379	7	11 403	7
WA	6 730	8	4 773	9	1 490	9	1 725	8	14 717	9
Tas	2 343	3	1 267	3	510	3	793	4	4 912	3
NT	587	1	127 *	0 *	204	1	93 *	0 *	1 011	1
ACT	851	1	424	1	253	1	291	1	1 819	1
Total (a)	79 400	100	50 622	100	17 181	100	20 655	100	167 857	100

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

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

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

How to read this table:

Table 14 shows that during the year ended 30 June 2013, there were a total of 167,857,000 day visitors, of whom 9% visited destinations in Western Australia.

Table 15
Day visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total ^(a)
	'000								
2011									
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
2012									
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
2013									
March quarter	12 831	11 184	8 905	2 707	3 760	1 351	223	537	41 498
June quarter	12 084	10 532	9 946	2 752	3 769	1 270	282	539	41 174
Year ended 30 June									
2012	53 855	44 123	37 293	11 705	14 154	4 889	1 112	1 715	168 847
2013	51 531	43 830	38 634	11 403	14 717	4 912	1 011	1 819	167 857

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

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

How to read this table:

Table 15 shows that during the year ended 30 June 2013, destinations in New South Wales had 51,531,000 day visitors, while during the June quarter 2013, destinations in the Australian Capital Territory had 539,000 day visitors.

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

Year ended 30 June 2013

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	506	46 207	4 817	51 531
Victoria	560	39 789	3 481	43 830
Queensland	413	36 546	1 675	38 634
South Australia	126 *	10 838	439	11 403
Western Australia	201	13 445	1 071	14 717
Tasmania	40 *	4 713	160	4 912
Northern Territory	17 **	971	22 **	1 011
Australian Capital Territory	52 *	1 651	117 *	1 819
Total ^(a)	1 915	154 161	11 781	167 857

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

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

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

How to read this table:

Table 16 shows that during the year ended 30 June 2013, 413,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 1,011,000 day visitors during the same period.

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

Year ended 30 June 2013

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	39.0	0.2 **	0.8 **	4.5 *	44.5
Taxis	15.2 *	8.8 *	67.8	10.0 *	101.7
Airline fares	42.7	52.7	492.4	44.9	632.6
Organised tours, side trips	40.8	0.6 **	0.4 **	2.4 **	44.2
Car hire costs	15.1 *	16.2 *	28.1	11.3 *	70.6
Fuel (petrol, diesel)	2 024.9	1 367.2	612.5	596.7	4 601.3
Vehicle maintenance or repairs	28.7	10.8 *	13.2 *	71.2	123.9
Other long distance transport costs	38.9	14.7 *	7.7 *	9.2 *	70.6
Other local transport costs	71.8	24.2	16.3 *	20.9 *	133.2
Takeaway & restaurant meals	1 999.5	846.4	281.8	284.9	3 412.6
Groceries etc for self-catering	565.7	313.1	49.6	130.0	1 058.4
Alcohol and drinks (not elsewhere included)	445.2	305.9	39.1	51.9	842.1
Shopping, gifts, souvenirs	3 463.0	767.0	198.8	631.5	5 060.3
Entertainment, museums, movies, zoos, etc	715.7	70.3	7.3 *	21.8 *	815.1
Horse racing, gambling, casinos	61.7	11.2 *	0.4 **	2.9 **	76.2
Conference fees	1.8 **	0.0 **	37.4	1.1 **	40.3
Education, course fees	9.7 *	0.1 **	2.9 **	25.7	38.4
Other expenditure on trip	180.7	40.1	109.0	569.4	899.2
Total ^(a)	9 759.9	3 849.4	1 965.5	2 490.3	18 065.2

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

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

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

How to read this table:

Table 17 shows that during the year ended 30 June 2013, day visitors spent \$70.6 million on car hire.

The overall total spent by day visitors during the same period was \$18.1 billion.

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

Year ended 31 March 2013 ^(a)

	Visitors ^(b)		Average nights per trip
	'000	%	
Main destination			
New Zealand	989	14	11
Fiji	258	4	10
Other Pacific	135	2	11
United Kingdom	451	6	37
Italy	141	2	34
France	115	2	33
Germany	76	1	32
Other NW Europe	127	2	36
Other Europe	201	3	42
USA	739	10	23
Canada	98	1	36
Other America	86	1	32
China	344	5	20
Hong Kong	220	3	12
India	166	2	29
Japan	121	2	16
Indonesia	798	11	11
Thailand	533	7	14
Singapore	276	4	9
Malaysia	233	3	15
Vietnam	192	3	18
Philippines	139	2	25
Other SE Asia	71	1	16
Other Asia	183	3	26
North Africa and the Middle East	170	2	42
South Africa	68	1	24
Other Africa	56	1	29
Other countries	138	2	14
Purpose of visit ^(c)			
Holiday	4 102	58	20
Visiting friends and relatives	1 578	22	24
Business	1 316	18	13
Other	128	2	54
Total	7 124	100	20

(a) Data for outbound trips is presented for the year ended 31 March 2013 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 31 March 2013, 14% had New Zealand as their main destination, staying overseas on average for 11 nights.

Table 19
Total Domestic Economic Value (TDEV)

TRA has discontinued publishing the TDEV series in the National Visitor Survey at this time.

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

Year ended 30 June 2013

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	2 075	11	18 706	111
2	Melbourne	Vic	1 949	11	17 070	114
3	Brisbane	Qld	1 332	7	11 994	111
4	Experience Perth	WA	930	5	9 928	94
5	Gold Coast	Qld	716	4	7 401	97
6	Sunshine Coast	Qld	542	3	5 993	91
7	South Coast	NSW	530	3	6 116	87
8	Adelaide	SA	519	3	4 167	125
9	Hunter	NSW	464	3	4 743	98
10	North Coast NSW	NSW	457	3	3 898	117
11	Darling Downs	Qld	427	2	3 542	121
12	Central NSW	NSW	381	2	2 397	159
13	Northern Rivers Tropical NSW	NSW	348	2	2 990	117
14	Australia's South West	WA	314	2	2 980	105
15	Tropical North Queensland	Qld	301	2	2 565	117
16	Peninsula	Vic	292	2	4 125	71
17	Central Coast	NSW	282	2	3 707	76
18	Canberra	ACT	282	2	1 819	155
19	Bendigo Loddon	Vic	278	2	2 485	112
20	Geelong	Vic	257	1	2 876	89
	Top 20 regions^(c)		12 675	70	119 502	106
	Total Australia^(d)		18 065	100	167 857	108

(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 2013 National Visitor Survey data.

How to read this table:

Table 20 shows that during the year ended 30 June 2013, there were 6.1 million domestic day visitors to South Coast who spent a total of \$530 million in the region or 3% of total domestic day visitor expenditure in Australia.

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

Year ended 30 June 2013

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
	\$ million	%	'000	\$
State/territory				
Sydney	2 075	37	18 706	111
Regional NSW	3 578	63	32 825	109
Total NSW	5 652	100	51 531	110
Melbourne	1 949	43	17 070	114
Regional Vic	2 534	57	26 760	95
Total Vic	4 483	100	43 830	102
Gold Coast	716	16	7 401	97
Brisbane	1 332	30	11 994	111
Regional Qld	2 332	53	19 239	121
Total Qld	4 379	100	38 634	113
Adelaide	519	45	4 167	125
Regional SA	633	55	7 236	88
Total SA	1 153	100	11 403	101
Experience Perth	930	63	9 928	94
Regional WA	545	37	4 789	114
Total WA	1 474	100	14 717	100
Hobart	188	36	1 947	97
Regional Tas	329	64	2 965	111
Total Tas	517	100	4 912	105
Darwin	70	56	419	167
Regional NT	55	44	592	93
Total NT	125	100	1 011	124
Canberra	282	100	1 819	155
Total ACT	282	100	1 819	155
Total capitals	8 060	45	73 451	110
Total regional	10 005	55	94 406	106
Total Australia ^(c)	18 065	100	167 857	108

(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 2013 National Visitor Survey data.

How to read this table:

Table 21 shows that during the year ended 30 June 2013, there were 19.2 million domestic day visitors in regional Queensland, who spent a total of \$2.3 billion in this area, or 53% of total domestic day visitor expenditure in Queensland.

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

Year ended 30 June 2013

	Holiday		Visiting friends and relatives		Business		Other ^(c)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
State/territory										
NSW	2 885	32	969	30	409	27	690	30	4 953	31
Vic	2 144	24	931	29	363	24	526	23	3 964	25
Qld	2 128	24	690	22	470	31	593	26	3 881	24
SA	624	7	179	6	71	5	133	6	1 007	6
WA	705	8	301	9	103	7	183	8	1 291	8
Tas	253	3	77	2	33	2	89	4	452	3
NT	55	1	np	np	22	1	np	np	107	1
ACT	104	1	np	np	np	np	np	np	240	2
Total Australia^(d)	8 899	100	3 210	100	1 511	100	2 277	100	15 897	100

(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 2013 National Visitor Survey data.

How to read this table:

Table 22 shows that during the year ended 30 June 2013, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$301 million, or 9% of total expenditure in Australia for this purpose.

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

Year ended 30 June 2013

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	5 856	11	7 050	22 214	831	264	3
2	Sydney	NSW	5 539	11	7 707	20 806	719	266	3
3	Brisbane	Qld	3 272	6	5 104	15 366	641	213	3
4	Gold Coast	Qld	3 104	6	3 664	14 790	847	210	4
5	Experience Perth	WA	2 616	5	3 078	11 602	850	226	4
6	Sunshine Coast	Qld	2 076	4	2 667	10 919	778	190	4
7	North Coast NSW	NSW	1 822	4	3 339	12 240	546	149	4
8	Adelaide	SA	1 709	3	2 160	7 212	791	237	3
9	Tropical North Queensland	Qld	1 701	3	1 645	8 039	1 034	212	5
10	South Coast	NSW	1 422	3	3 030	11 127	469	128	4
11	Canberra	ACT	1 207	2	2 049	6 233	589	194	3
12	Australia's South West	WA	1 015	2	1 997	6 675	508	152	3
13	Northern Rivers Tropical NSW	NSW	975	2	1 881	7 524	518	130	4
14	Hobart and the South	Tas	960	2	1 192	4 283	805	224	4
15	Hunter	NSW	813	2	2 220	5 772	366	141	3
16	Central Queensland	Qld	769	1	1 276	5 306	602	145	4
17	Central NSW	NSW	737	1	1 872	5 613	394	131	3
18	Darwin	NT	727	1	492	2 528	1 480	288	5
19	Darling Downs	Qld	669	1	1 661	5 201	403	129	3
20	Australia's North West	WA	643	1	582	5 019	1 104	128	9
Top 20 regions^(c)			37 632	73	51 050	188 469	737	200	4
Total Australia^(d)			51 442	100	75 268	287 524	683	179	4

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2013 National Visitor Survey data.

How to read this table:

Table 23 shows that during the year ended 30 June 2013, there were 1.6 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^(a) in the top 20 regions ranked by expenditure, excluding airfares and long distance transport costs**

Year ended 30 June 2013

Rank	Region	State/territory	Expenditure ^(a)	Share of	Visitors ^(b)		Expenditure	Expenditure	Average
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 380	10	7 050	22 214	621	197	3
2	Sydney	NSW	4 263	10	7 707	20 806	553	205	3
3	Gold Coast	Qld	2 798	6	3 664	14 790	764	189	4
4	Brisbane	Qld	2 425	6	5 104	15 366	475	158	3
5	Sunshine Coast	Qld	1 880	4	2 667	10 919	705	172	4
6	Experience Perth	WA	1 831	4	3 078	11 602	595	158	4
7	North Coast NSW	NSW	1 630	4	3 339	12 240	488	133	4
8	Tropical North Queensland	Qld	1 370	3	1 645	8 039	833	170	5
9	South Coast	NSW	1 366	3	3 030	11 127	451	123	4
10	Adelaide	SA	1 226	3	2 160	7 212	568	170	3
11	Australia's South West	WA	971	2	1 997	6 675	486	145	3
12	Canberra	ACT	965	2	2 049	6 233	471	155	3
13	Northern Rivers Tropical NSW	NSW	890	2	1 881	7 524	473	118	4
14	Hunter	NSW	798	2	2 220	5 772	359	138	3
15	Hobart and the South	Tas	753	2	1 192	4 283	631	176	4
16	Central NSW	NSW	696	2	1 872	5 613	372	124	3
17	Central Queensland	Qld	646	2	1 276	5 306	507	122	4
18	Western	Vic	609	1	1 566	4 686	389	130	3
19	Darling Downs	Qld	597	1	1 661	5 201	359	115	3
20	Central Coast	NSW	546	1	1 381	4 114	395	133	3
Top 20 regions^(c)			30 640	71	52 778	189 722	581	161	4
Total Australia^(d)			43 072	100	75 268	287 524	572	150	4

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2013 National Visitor Survey data.

How to read this table:

Table 24 shows that during the year ended 30 June 2013, there were 3.7 million domestic overnight visitors to Gold Coast who spent a total of \$2.8 billion or 6% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

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

Year ended 30 June 2013

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/territory							
Sydney	5 539	38	7 707	20 806	719	266	3
Regional NSW	8 933	62	17 972	63 692	497	140	4
Total NSW	14 472	100	25 021	84 498	578	171	3
Melbourne	5 856	57	7 050	22 214	831	264	3
Regional Vic	4 478	43	11 375	35 375	394	127	3
Total Vic	10 333	100	17 935	57 589	576	179	3
Gold Coast	3 104	22	3 664	14 790	847	210	4
Brisbane	3 272	23	5 104	15 366	641	213	3
Regional Qld	7 685	55	10 019	45 153	767	170	5
Total Qld	14 061	100	17 958	75 309	783	187	4
Adelaide	1 709	54	2 160	7 212	791	237	3
Regional SA	1 438	46	3 311	11 750	434	122	4
Total SA	3 147	100	5 220	18 962	603	166	4
Perth	2 616	51	3 078	11 602	850	226	4
Regional WA	2 478	49	3 833	18 373	647	135	5
Total WA	5 094	100	6 601	29 975	772	170	5
Hobart	960	53	1 192	4 283	805	224	4
Regional Tas	845	47	1 288	4 720	656	179	4
Total Tas	1 805	100	2 233	9 002	808	201	4
Darwin	727	55	492	2 528	1 480	288	5
Regional NT	595	45	578	3 428	1 030	174	6
Total NT	1 322	100	956	5 956	1 383	222	6
Canberra	1 207	100	2 049	6 233	589	194	3
Total ACT	1 207	100	2 049	6 233	589	194	3
Total capitals	24 991	49	31 629	105 034	790	238	3
Total regional	26 451	51	46 999	182 490	563	145	4
Total Australia ^(c)	51 442	100	75 268	287 524	683	179	4

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2013 National Visitor Survey data.

How to read this table:

Table 25 shows that during the year ended 30 June 2013, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$845 million, or 47% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

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

Year ended 30 June 2013

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/territory							
Sydney	4 263	34	7 707	20 806	553	205	3
Regional NSW	8 364	66	17 972	63 692	465	131	4
Total NSW	12 626	100	25 021	84 498	505	149	3
Melbourne	4 380	50	7 050	22 214	621	197	3
Regional Vic	4 347	50	11 375	35 375	382	123	3
Total Vic	8 727	100	17 935	57 589	487	152	3
Gold Coast	2 798	24	3 664	14 790	764	189	4
Brisbane	2 425	21	5 104	15 366	475	158	3
Regional Qld	6 538	56	10 019	45 153	653	145	5
Total Qld	11 761	100	17 958	75 309	655	156	4
Adelaide	1 226	48	2 160	7 212	568	170	3
Regional SA	1 341	52	3 311	11 750	405	114	4
Total SA	2 568	100	5 220	18 962	492	135	4
Perth	1 831	46	3 078	11 602	595	158	4
Regional WA	2 177	54	3 833	18 373	568	119	5
Total WA	4 008	100	6 601	29 975	607	134	5
Hobart	753	52	1 192	4 283	631	176	4
Regional Tas	692	48	1 288	4 720	537	147	4
Total Tas	1 444	100	2 233	9 002	647	160	4
Darwin	500	51	492	2 528	1 017	198	5
Regional NT	471	49	578	3 428	816	138	6
Total NT	972	100	956	5 956	1 016	163	6
Canberra	965	100	2 049	6 233	471	155	3
Total ACT	965	100	2 049	6 233	471	155	3
Total capitals	19 141	44	31 629	105 034	605	182	3
Total regional	23 931	56	46 999	182 490	509	131	4
Total Australia^(c)	43 072	100	75 268	287 524	572	150	4

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2013 National Visitor Survey data.

How to read this table:

Table 26 shows that during the year ended 30 June 2013, there were 3.8 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$2.2 billion, or 54% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

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

Year ended 30 June 2013

	Interstate origin									All interstate	Total	
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT			
	\$ million											
State/territory												
NSW	7 013	-	1 719	1 765	262	340	136	113	533	4 867	11 879	
Vic	4 009	1 780	-	710	611	482	308	114	213	4 219	8 228	
Qld	5 817	2 631	1 707	-	309	319	177	153	151	5 447	11 263	
SA	1 127	321	524	196	-	106	42	77	np	1 290	2 418	
WA	2 534	331	341	355	86	-	66	80	np	1 273	3 807	
Tas	366	234	410	230	68	54	-	np	np	1 020	1 386	
NT	234	147	212	np	129	70	np	-	np	699	934	
ACT	np	520	133	117	58	40	30	np	-	910	912	
Total Australia^(c)	21 103	5 964	5 046	3 489	1 523	1 411	782	566	944	19 725	40 827	

(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 2013 National Visitor Survey data.

How to read this table:

Table 27 shows that during the year ended 30 June 2013, Queensland residents spent \$5.8 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$5.4 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.6 billion), followed by Victoria (\$1.7 billion).

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

Year ended 30 June 2013

	Holiday		Visiting friends and relatives		Business		Other ^(c)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
State/territory										
NSW	6 473	29	2 583	30	2 289	28	535	34	11 879	29
Vic	4 607	20	1 773	21	1 645	20	202	13	8 228	20
Qld	6 655	29	2 200	26	1 940	24	469	29	11 263	28
SA	1 293	6	577	7	427	5	120	8	2 418	6
WA	1 931	9	776	9	931	12	169	11	3 807	9
Tas	905	4	249	3	198	2	34	2	1 386	3
NT	503	2	110	1	303	4	18	1	934	2
ACT	310	1	258	3	301	4	43	3	912	2
Total Australia^(d)	22 676	100	8 526	100	8 034	100	1 591	100	40 827	100

(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 2013 National Visitor Survey data.

How to read this table:

Table 28 shows that during the year ended 30 June 2013, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.9 billion, or 9% 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.tra.gov.au

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
Web site: www.tourismtasmania.com.au

Regional expenditure

Regional expenditure allocation methodology

A brief summary of the process by which expenditure by domestic visitors is allocated to regions is given below. Further explanation of expenditure allocation methods can be found in *Travel expenditure by domestic and international visitors in Australia's regions, 1999-2010*, Tourism Research Australia, Canberra. Expenditure in the NVS is collected for the respondent's entire journey, not for individual stops. For both overnight and day visitors, information is collected on the following three types of expenditure:

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

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

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

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

Overnight trips expenditure allocation process

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

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

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

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

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

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

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

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

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

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

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

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

The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

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

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

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

Experience has shown:

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

Day trips expenditure allocation process

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

Glossary of terms

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

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

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 is a branch within the Department of Resources, Energy and Tourism. We are Australia's leading provider of quality tourism intelligence across both international and domestic markets.

We equip industry with information to strengthen their marketing and business decisions. Our data underpin government tourism policy and help improve the performance of the tourism industry for the benefit of the Australian community.

Our team of research analysts, forecasters, economists and communication professionals are committed to producing robust tourism research and analysis, which includes:

- results from the International Visitor Survey (IVS) and National Visitor Survey (NVS),
- State of the Industry report, which assesses the current performance of the tourism industry and the emerging trends that will affect the industry
- key information about travellers, including demographics; expenditure; places visited; activities; accommodation; and transportation
- biannual forecasts of tourism activity for the next ten years
- tourism business and employment data
- economic impact data
- regional expenditure data
- customised research at a regional level (Destination Visitor Surveys).

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Customised data

TRA offers a Statsline service, which provides specialised domestic and international research customised to your requirements based on International Visitor Survey and National Visitor Survey data. For more information, please email tourism.research@ret.gov.au.

TRA Online

TRA Online allows paid subscribers access to real time research using TRA databases. This online environment allows users to manipulate data to generate tables including:

- immediate access to new data each quarter on the day of release
- capability to store and update customised tables, of user-specified data, in a password protected online folder
- saved tables which can automatically update when quarterly data is uploaded by TRA
- access from any computer with an internet service.

A TRA Online package includes licenses for five password users, one face-to-face training session, online e-manual, and help desk assistance during business hours.

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Available to subscribing educational institutions, Online Student Data is accessible to students through their educational institutions' online library services.

Data includes results from the International and National Visitor Surveys and enables students to research visitor demographics and behaviours. Students have access to online help, including an online training manual and information buttons.

For more information on TRA Online or the Online Student Data package, please email tourism.research@ret.gov.au.

