



# Travel by Australians

**MARCH 2013**

**QUARTERLY RESULTS OF THE  
NATIONAL VISITOR SURVEY**



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



**TRA** TOURISM  
RESEARCH  
AUSTRALIA



# **Travel by Australians**

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



Image: Great Walks of Australia - The Great Ocean Walk by Bothfeet  
Courtesy of Bothfeet/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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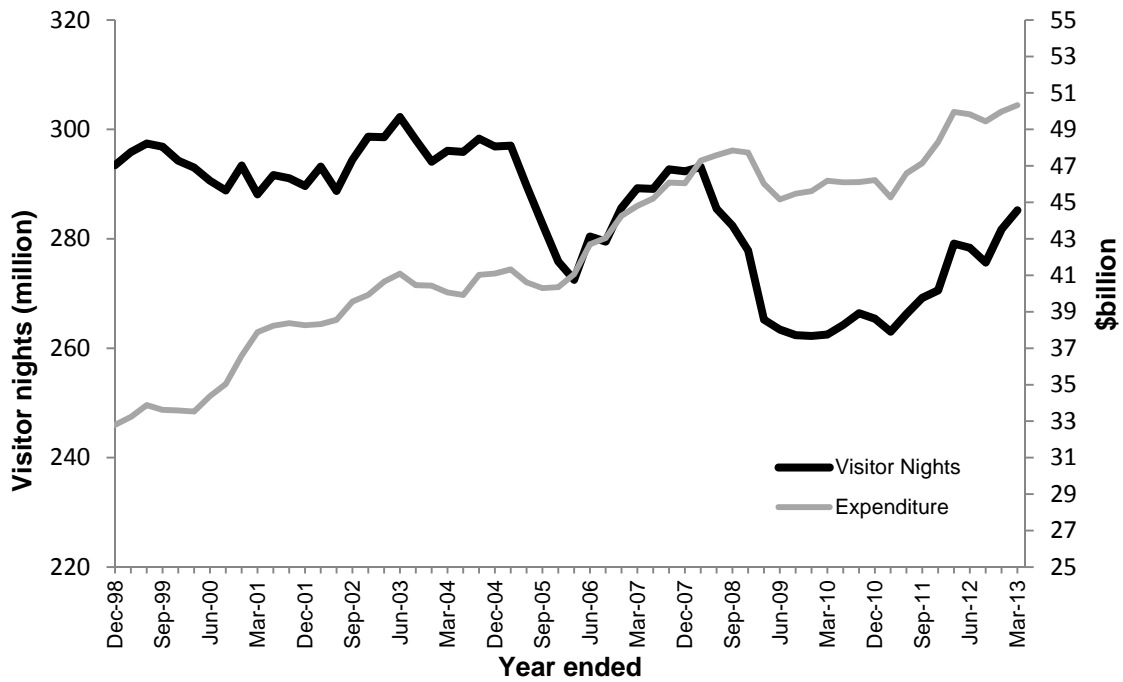
## **MAIN FINDINGS**

## Overnight travel within Australia: Year ended 31 March 2013

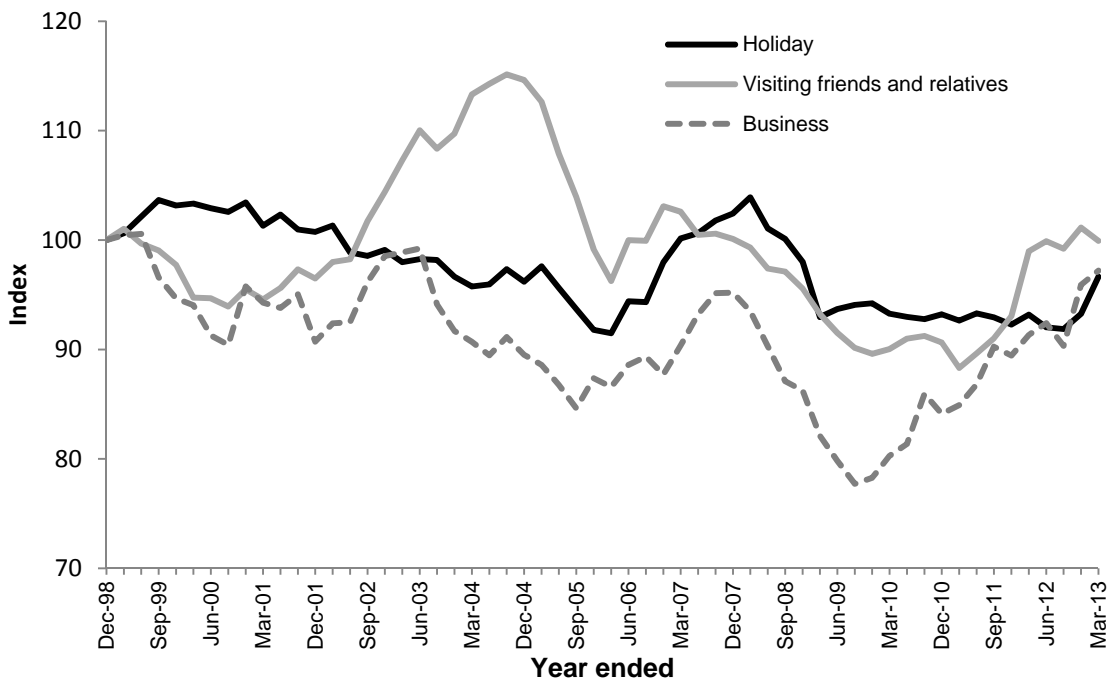
Overnight travel involves a stay away from home of at least one night, at a place at least 40 kilometres from home. A person is an overnight visitor to a location if they stay one or more nights in the location while travelling.

<b>Total trips</b>	There were 74.6 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 2% higher than the number of overnight trips for the equivalent period in 2012.
<b>Visitor nights</b>	Australians spent 285 million nights away from home. This was 2% higher than the number recorded from the equivalent period in 2012.
<b>Travel</b>	Two-thirds (67%) of visitors travelled within their state or territory of residence. The remaining 33% travelled interstate.
<b>State/ territory visits</b>	New South Wales received the most visitors (33%), followed by Queensland (24%) and Victoria (24%).
<b>State/ territory nights</b>	New South Wales received the most visitor nights (30%), followed by Queensland (27%) and Victoria (20%).
<b>Purpose</b>	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%).
<b>Accommodation</b>	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%).
<b>Transport</b>	The most common forms of transport used on overnight trips were a private vehicle (72%) and air transport (23%).
<b>Expenditure</b>	Expenditure by overnight visitors amounted to \$50.3 billion, an increase of 1% compared with the same period in 2012 (Figure 1).

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



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



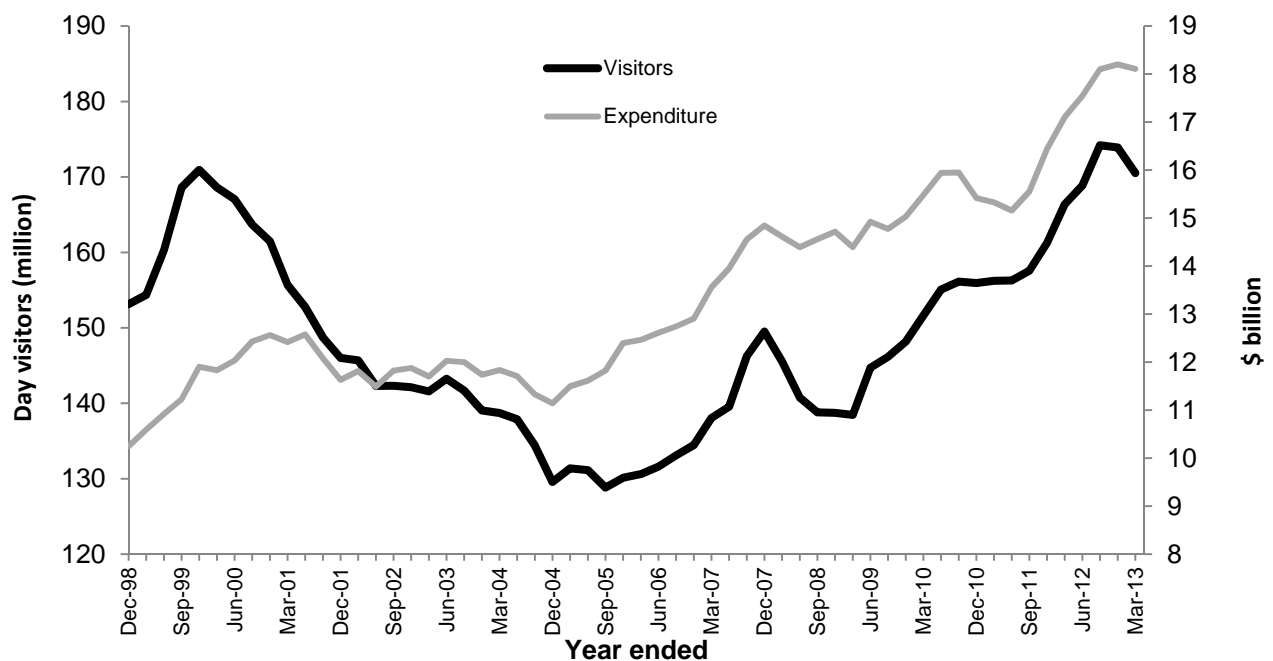
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

## Day trips within Australia: Year ended 31 March 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.

<b>Total trips</b>	There were 170.5 million day trips taken in Australia by Australian residents aged 15 years and over. This was 2% higher than the number of day trips for the equivalent period in 2012.
<b>Purpose</b>	The most popular reason for a day trip was holiday (47%), followed by visiting friends and relatives (30%) and business (10%).
<b>State/territory</b>	New South Wales received the most day visitors (31%), followed by Victoria (26%) and Queensland (23%).
<b>Transport</b>	The most common form of transport used was a private vehicle, with 92% of day visitors using this method of travel.
<b>Expenditure</b>	Expenditure by same day visitors amounted to \$18.1 billion compared with \$17.1 billion for the same period in 2012 (Figure 3).

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



## Outbound travel by Australians: Year ended 31 December 2012

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

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

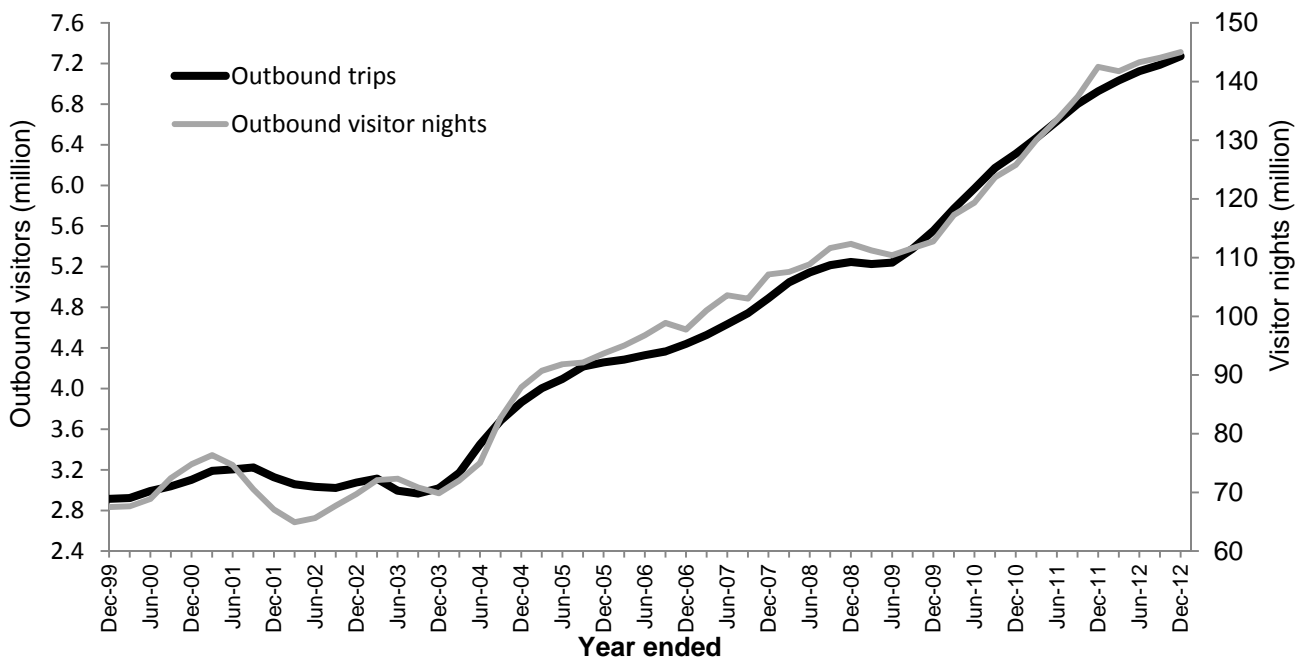
**Total trips** Australians aged 15 years and over took 7.3 million international trips (Figure 4).

**Nights** Australians spent 145 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 (11%), Thailand (8%) and the United Kingdom (6%).

**Purpose** The most popular reason for outbound travel was holiday (58%), followed by visiting friends and relatives (23%) and business (18%).

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



**Total Domestic Economic Value (TDEV)**

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



## Regional expenditure: Year ended 31 March 2013

<b>Total expenditure</b>	For the year ended 31 March 2013, modelled overnight expenditure increased 0.7% to \$50.3 billion and modelled day expenditure increased 5.9% to \$18.1 billion compared with the same period in 2012.
<b>States/territories</b>	Spending by domestic overnight visitors was highest in New South Wales (\$14 billion, down 1.4%), followed by Queensland (\$13.7 billion, up 2.5%) and Victoria (\$10.3 billion, up 2.2%). Spending by domestic day visitors was highest in New South Wales (\$5.8 billion, up 5.7%), followed by Victoria (\$4.5 billion, up 5.5%) and Queensland (\$4.3 billion, up 11%).
<b>Regional expenditure</b>	Over half of expenditure by domestic overnight visitors (51%) was spent in regional areas of Australia (\$25.7 billion). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (62% of their total), followed by Queensland (53%) and Western Australia (51%). 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 (65%), followed by New South Wales (62%) and Victoria (57%).
<b>Tourism regions</b>	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$5.9 billion), followed by Sydney (\$5.3 billion). For domestic day visitors, expenditure was highest in Sydney (\$2.2 billion), followed by Melbourne (\$2 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Sunshine Coast (\$2 billion), followed by North Coast NSW (\$1.8 billion) and Tropical North Queensland (\$1.6 billion). For domestic day visitors, expenditure was highest in Sunshine Coast (\$572 million), followed by South Coast (\$510 million), and North Coast NSW (\$481 million).</p>
<b>Expenditure per visitor</b>	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Darwin (\$1,487), followed by Australia's North West (\$1,195), and Tropical North Queensland (\$1,020). For domestic day visitors, expenditure per visitor was highest in Canberra (\$171), followed by Central NSW (\$143) and Central Queensland (\$134).
<b>Expenditure per night</b>	The highest average expenditure per night was in Darwin (\$297), followed by Melbourne (\$265), and Sydney (\$255).
<b>Intrastate and interstate expenditure</b>	<p>For the year ended 31 March 2013, overnight interstate visitor expenditure decreased 1% to \$19.1 billion, and overnight intrastate visitor expenditure increased 3.1% to \$20.9 billion for expenditure at destination. (This expenditure excludes that attributed to home location such as food and groceries bought pre-trip, and airfares and other long distance public transport expenditure such as train, long distance bus or ferry).</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$6.8 billion), followed by Queensland (\$5.8 billion) and Victoria (\$4 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.3 billion), followed by New South Wales (\$4.7 billion) and Victoria (\$4.1 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.6 billion) than residents of the other states or territories. Most of this was spent in Queensland (\$2.5 billion), followed by Victoria (\$1.7 billion). Residents of Victoria spent \$5.1 billion on interstate travel, including \$1.7 billion in New South Wales and \$1.7 billion in Queensland.</p>
<b>Purpose of visit</b>	<p>Holiday visitors contributed 55% of domestic overnight expenditure at destination in Australia (\$22.1 billion, up 2.6%) and 57% of day expenditure (\$9.1 billion, up 6.5%).</p> <p>Queensland received the most expenditure from domestic visitors staying overnight for the purpose of holiday (\$6.6 billion), followed by New South Wales (\$6.2 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$3 billion), followed by Victoria (\$2.2 billion) and Queensland (\$2.2 billion).</p>

## **TABLES**

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

March quarter 2013 and year ended 31 March 2013

	Visitors		Visitor nights	
	'000	%	'000	%
<b>March quarter 2013</b>				
<b>Visitors to:</b>				
New South Wales	6 555	33	26 255	31
Victoria	5 052	26	19 363	23
Queensland	4 371	22	19 458	23
South Australia	1 411	7	5 585	7
Western Australia	1 712	9	7 889	9
Tasmania <sup>(a)</sup>	714	4	3 543	4
Northern Territory	123	1	691	1
Australian Capital Territory	526	3	1 531	2
<b>Purpose of visit <sup>(b)</sup></b>				
Holiday	9 736	49	45 564	54
Visiting friends and relatives	6 726	34	25 565	30
Business	2 849	14	10 044	12
Other	954	5	3 078	4
<b>Total <sup>(c)</sup></b>	<b>19 808</b>	<b>100</b>	<b>84 316</b>	<b>100</b>
<b>Year ended 31 March 2013</b>				
<b>Visitors to:</b>				
New South Wales	24 866	33	84 262	30
Victoria	17 834	24	57 266	20
Queensland	18 044	24	75 658	27
South Australia	5 143	7	18 516	6
Western Australia	6 331	8	28 558	10
Tasmania <sup>(a)</sup>	2 128	3	8 975	3
Northern Territory	968	1	5 842	2
Australian Capital Territory	2 031	3	6 145	2
<b>Purpose of visit <sup>(b)</sup></b>				
Holiday	32 287	43	134 892	47
Visiting friends and relatives	26 226	35	88 829	31
Business	13 837	19	45 383	16
Other	3 906	5	12 701	4
<b>Total <sup>(c)</sup></b>	<b>74 622</b>	<b>100</b>	<b>285 221</b>	<b>100</b>

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

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

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

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

**How to read this table:**

Table 1 shows that during the March quarter 2013, 5,052,000 people visited destinations in Victoria and stayed for 19,363,000 nights, while during the year ended 31 March 2013, visitors whose main purpose was visiting friends and relatives totalled 88,829,000 nights.

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

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
<b>'000</b>									
<b>Interstate visitors</b>									
<b>2012</b>									
March quarter	1 988	1 341	1 187	422	254	277	86	na	5 689
June quarter	1 969	1 267	1 263	414	253	196	162	na	5 707
September quarter	1 811	1 437	1 473	423	287	192	234	na	6 010
December quarter	2 100	1 550	1 447	509	318	242	110	na	6 476
<b>2013</b>									
March quarter	2 110	1 357	1 358	418	286	370	62	na	6 188
<b>Year ended 31 March</b>									
2012	7 721	5 611	5 381	1 805	1 150	846	564	na	23 591
2013	7 990	5 611	5 542	1 765	1 145	1 000	569	na	24 380
<b>Intrastate visitors</b>									
<b>2012</b>									
March quarter	4 491	3 847	3 142	1 022	1 399	360	101	na	13 970
June quarter	4 165	3 137	3 119	840	1 274	242	109	na	12 558
September quarter	4 005	2 448	3 089	680	1 127	250	110	na	11 335
December quarter	4 261	2 943	3 281	866	1 360	292	119	na	12 729
<b>2013</b>									
March quarter	4 445	3 695	3 013	992	1 426	344	61	na	13 620
<b>Year ended 31 March</b>									
2012	16 569	12 217	12 689	3 405	4 875	1 124	393	na	49 732
2013	16 876	12 223	12 502	3 378	5 187	1 127	399	na	50 242
<b>Total visitors</b>									
<b>2012</b>									
March quarter	6 479	5 188	4 329	1 443	1 653	638	187	450	19 658
June quarter	6 134	4 403	4 382	1 254	1 527	438	271	460	18 265
September quarter	5 816	3 885	4 562	1 103	1 414	442	344	525	17 345
December quarter	6 361	4 494	4 729	1 374	1 678	534	230	520	19 204
<b>2013</b>									
March quarter	6 555	5 052	4 371	1 411	1 712	714	123	526	19 808
<b>Year ended 31 March</b>									
2012	24 290	17 828	18 071	5 210	6 025	1 971	957	1 867	73 323
2013	24 866	17 834	18 044	5 143	6 331	2 128	968	2 031	74 622

na Data not available.

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

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

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

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

**How to read this table:**

Table 2 shows that during the year ended 31 March 2013, there were 5,187,000 overnight trips taken within Western Australia by Western Australian residents.

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

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT <sup>(b)</sup>	Total <sup>(c)</sup>
<b>'000</b>									
<b>Interstate visitor nights</b>									
<b>2012</b>									
March quarter	9 957	5 815	6 842	2 309	1 891	2 345	778	na	31 035
June quarter	7 058	4 896	6 381	1 632	1 719	1 361	857	na	25 097
September quarter	7 127	5 469	10 433	2 170	2 383	1 001	2 109	na	32 339
December quarter	8 219	6 615	8 732	2 372	2 983	1 349	838	na	32 881
<b>2013</b>									
March quarter	10 607	6 074	8 338	2 239	2 553	2 521	515	na	34 352
<b>Year ended 31 March</b>									
2012	32 363	22 025	32 956	8 616	8 737	5 706	4 959	na	120 371
2013	33 010	23 054	33 884	8 412	9 639	6 231	4 319	na	124 669
<b>Intrastate visitor nights</b>									
<b>2012</b>									
March quarter	15 844	12 178	11 429	3 645	5 360	1 074	252 *	na	49 792
June quarter	11 395	7 200	10 176	2 552	4 712	561	434 *	na	37 031
September quarter	11 510	6 398	10 504	1 736	4 369	557	408 *	na	35 482
December quarter	12 699	7 324	9 974	2 468	4 502	603	504	na	38 075
<b>2013</b>									
March quarter	15 648	13 290	11 120	3 346	5 336	1 022	176 *	na	49 964
<b>Year ended 31 March</b>									
2012	51 199	32 308	42 789	10 783	17 721	2 852	1 095	na	158 755
2013	51 252	34 212	41 774	10 104	18 919	2 744	1 523	na	160 552
<b>Total visitor nights</b>									
<b>2012</b>									
March quarter	25 802	17 993	18 271	5 955	7 251	3 418	1 030	1 108	80 827
June quarter	18 453	12 096	16 557	4 184	6 431	1 922	1 291	1 194	62 128
September quarter	18 636	11 867	20 937	3 906	6 752	1 558	2 517	1 647	67 821
December quarter	20 918	13 939	18 706	4 840	7 485	1 952	1 342	1 773	70 956
<b>2013</b>									
March quarter	26 255	19 363	19 458	5 585	7 889	3 543	691	1 531	84 316
<b>Year ended 31 March</b>									
2012	83 561	54 332	75 745	19 399	26 459	8 558	6 054	5 019	279 127
2013	84 262	57 266	75 658	18 516	28 558	8 975	5 842	6 145	285 221

na Data not available.

\*

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

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

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

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

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

How to read this table:

Table 3 shows that during the year ended 31 March 2013, a total of 75,658,000 visitor nights were spent in Queensland, while during the March quarter 2013, 8,338,000 nights were spent in Queensland by interstate visitors.

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

Year ended 31 March 2013

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>Interstate visitors to:</b>										
NSW	3 081	31	2 844	33	1 931	29	319	31	7 990	33
Vic	1 941	20	1 851	22	1 745	26	214	21	5 611	23
Qld	2 505	26	1 867	22	1 097	16	197	19	5 542	23
SA	640	7	526	6	534	8	86	8	1 765	7
WA	311	3	340	4	489	7	39 *	4 *	1 145	5
Tas <sup>(b)</sup>	520	5	255	3	239	4	22 *	2 *	1 000	4
NT	271	3	112	1	162	2	21 *	2 *	569	2
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
<b>Total interstate visitors <sup>(d)</sup></b>	<b>9 788</b>	<b>100</b>	<b>8 601</b>	<b>100</b>	<b>6 764</b>	<b>100</b>	<b>1 015</b>	<b>100</b>	<b>24 380</b>	<b>100</b>
<b>Intrastate visitors to:</b>										
NSW	7 346	31	6 554	36	2 299	31	928	31	16 876	34
Vic	6 210	26	4 338	24	1 226	17	526	17	12 223	24
Qld	5 416	23	4 302	24	2 121	29	904	30	12 502	25
SA	1 633	7	1 055	6	466	6	252	8	3 378	7
WA	2 383	10	1 596	9	949	13	299	10	5 187	10
Tas <sup>(b)</sup>	568	2	330	2	152	2	83	3	1 127	2
NT	170	1	59	0	142	2	33 *	1 *	399	1
ACT <sup>(c)</sup>	na	na	na	na	na	na	na	na	na	na
<b>Total intrastate visitors <sup>(d)</sup></b>	<b>23 743</b>	<b>100</b>	<b>18 234</b>	<b>100</b>	<b>7 355</b>	<b>100</b>	<b>3 025</b>	<b>100</b>	<b>50 242</b>	<b>100</b>
<b>Total visitors to:</b>										
NSW	10 427	32	9 399	36	4 229	31	1 247	32	24 866	33
Vic	8 150	25	6 189	24	2 971	21	740	19	17 834	24
Qld	7 921	25	6 169	24	3 218	23	1 101	28	18 044	24
SA	2 273	7	1 581	6	999	7	339	9	5 143	7
WA	2 695	8	1 937	7	1 438	10	338	9	6 331	8
Tas <sup>(b)</sup>	1 088	3	584	2	391	3	104	3	2 128	3
NT	441	1	172	1	304	2	54	1	968	1
ACT <sup>(c)</sup>	537	2	804	3	568	4	118	3	2 031	3
<b>Total <sup>(d)</sup></b>	<b>32 287</b>	<b>100</b>	<b>26 226</b>	<b>100</b>	<b>13 837</b>	<b>100</b>	<b>3 906</b>	<b>100</b>	<b>74 622</b>	<b>100</b>

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 4 shows that during the year ended 31 March 2013, 33% of all interstate visitors travelling for the purpose of visiting friends and relatives visited New South Wales, while nationally, 32,287,000 visitors travelled for holiday purposes.

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

March quarter 2013 and year ended 31 March 2013

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>March quarter 2013</b>										
<b>Visitor nights in:</b>										
NSW	14 360	32	7 666	30	3 131	31	1 086	35	26 255	31
Vic	12 138	27	5 194	20	1 622	16	405 *	13 *	19 363	23
Qld	9 399	21	6 657	26	2 546	25	840	27	19 458	23
SA	2 863	6	1 894	7	596	6	226 *	7 *	5 585	7
WA	3 845	8	2 329	9	1 351	13	352 *	11 *	7 889	9
Tas <sup>(b)</sup>	2 278	5	967	4	239 *	2 *	56 **	2 **	3 543	4
NT	198 *	0 *	126 *	0 *	325 *	3 *	30 **	1 **	691	1
ACT	482	1	732	3	233 *	2 *	84 **	3 **	1 531	2
<b>Total <sup>(c)</sup></b>	<b>45 564</b>	<b>100</b>	<b>25 565</b>	<b>100</b>	<b>10 044</b>	<b>100</b>	<b>3 078</b>	<b>100</b>	<b>84 316</b>	<b>100</b>
<b>Year ended 31 March 2013</b>										
<b>Visitor nights in:</b>										
NSW	39 451	29	28 738	32	11 275	25 #	4 296	34	84 262	30
Vic	28 530	21	18 010	20	8 238	18	2 275	18	57 266	20
Qld	37 586	28	22 746	26	10 834	24	3 154	25	75 658	27
SA	8 488	6	5 739	6	2 979	7	980	8	18 516	6
WA	11 945	9	7 747	9	6 872	15	1 298	10	28 558	10
Tas <sup>(b)</sup>	5 083	4	2 389	3	1 212	3	264 *	2 *	8 975	3
NT	2 477	2	1 103	1	1 778	4	191 *	2 *	5 842	2
ACT	1 332	1	2 357	3	2 195	5	241 *	2 *	6 145	2
<b>Total <sup>(c)</sup></b>	<b>134 892</b>	<b>100</b>	<b>88 829</b>	<b>100</b>	<b>45 383</b>	<b>100</b>	<b>12 701</b>	<b>100</b>	<b>285 221</b>	<b>100</b>

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

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

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

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

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

How to read this table:

Table 5 shows that during the year ended 31 March 2013, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,212,000 nights, while during the March quarter 2013, Victoria accounted for 20% of visitor nights where the main purpose of visit was visiting friends and relatives.

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

	Holiday		Visiting friends and relatives		Business		Other		Total <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>Overnight visitors</b>										
<b>2012</b>										
March quarter	9 169	47	6 834	35	3 044	15	1 098	6	19 658	100
June quarter	7 589	42	6 596	36	3 517	19	994	5	18 265	100
September quarter	7 045	41	5 777	33	3 866	22	1 040	6	17 345	100
December quarter	7 917	41	7 127	37	3 606	19	917	5	19 204	100
<b>2013</b>										
March quarter	9 736	49	6 726	34	2 849	14	954	5	19 808	100
<b>Year ended 31 March</b>										
2012	31 290	43	25 242	34	14 264	19	4 215	6	73 323	100
2013	32 287	43	26 226	35	13 837	19	3 906	5	74 622	100
<b>Visitor nights</b>										
<b>2012</b>										
March quarter	40 837	51	26 653	33	9 433	12	3 873	5	80 827	100
June quarter	27 365	44	20 665	33	10 754	17	2 930	5	62 128	100
September quarter	30 666	45	19 149	28	12 549	19	3 856	6	67 821	100
December quarter	31 296	44	23 451	33	12 036	17	2 837	4	70 956	100
<b>2013</b>										
March quarter	45 564	54	25 565	30	10 044	12	3 078	4	84 316	100
<b>Year ended 31 March</b>										
2012	130 063	47	87 991	32	42 636	15	14 527	5	279 127	100
2013	134 892	47	88 829	31	45 383	16	12 701	4	285 221	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 March quarter 2013, 2,849,000 visitors were travelling for business purposes and they stayed a total of 10,044,000 nights.



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

March quarter 2013 and year ended 31 March 2013

	State/territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	
<b>'000</b>									
<b>March quarter 2013</b>									
<b>Visitors to:</b>									
NSW	4 445	684	654	106	88	38 *	21 *	519	6 555
Vic	603	3 695	229	188	99	72	24 *	142	5 052
Qld	859	266	3 013	66	46 *	33 *	31 *	57	4 371
SA	94	181	71	992	39 *	9 **	15 *	9 **	1 411
WA	101	79	65	24 *	1 426	9 **	8 **	0 **	1 712
Tas <sup>(a)</sup>	88	182	51 *	27 *	16 *	344	2 **	3 **	714
NT	13 *	17 *	6 **	15 *	12 *	0 **	61	0 **	123
ACT	319	83	40 *	26 *	20 *	17 *	2 **	19 *	526
<b>Total <sup>(b)</sup></b>	<b>6 523</b>	<b>5 188</b>	<b>4 130</b>	<b>1 444</b>	<b>1 747</b>	<b>521</b>	<b>163</b>	<b>748</b>	<b>19 808</b>
<b>Year ended 31 March 2013</b>									
<b>Visitors to:</b>									
NSW	16 876	2 842	2 703	423	308	146	69	1 500	24 866
Vic	2 606	12 223	897	880	467	333	75	354	17 834
Qld	3 106	1 441	12 502	325	249	135	97	189	18 044
SA	434	809	234	3 378	155	28 *	68	37 *	5 143
WA	370	333	226	93	5 187	24 *	72	27 *	6 331
Tas <sup>(a)</sup>	197	506	161	74	46 *	1 127	7 **	9 **	2 128
NT	118	157	96	101	77	7 **	399	14 *	968
ACT	1 336	283	207	85	56	34 *	12 *	19 *	2 031
<b>Total <sup>(b)</sup></b>	<b>25 043</b>	<b>18 594</b>	<b>17 025</b>	<b>5 359</b>	<b>6 545</b>	<b>1 834</b>	<b>798</b>	<b>2 148</b>	<b>74 622</b>

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

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

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

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

How to read this table:

Table 7 shows that during the year ended 31 March 2013, 135,000 visitors to Queensland were residents of Tasmania, while during the March quarter 2013, 344,000 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**

March quarter 2013 and year ended 31 March 2013

	Origin of visitors		Population <sup>(a)</sup>		Visitor rate <sup>(b)</sup>
	'000	%	'000	%	
<b>March quarter 2013</b>					
<b>State/territory</b>					
New South Wales	6 523	33	6 041	32	1.1
Victoria	5 188	26	4 691	25	1.1
Queensland	4 130	21	3 757	20	1.1
South Australia	1 444	7	1 378	7	1.0
Western Australia	1 747	9	1 965	10	0.9
Tasmania <sup>(c)</sup>	521	3	416	2	1.3
Northern Territory	163	1	180	1	0.9
Australian Capital Territory	748	4	305	2	2.5
<b>Total</b>	<b>19 808</b>	<b>100</b>	<b>18 733</b>	<b>100</b>	<b>1.1</b>
<b>Year ended 31 March 2013</b>					
<b>State/territory</b>					
New South Wales	25 043	34	6 041	32	4.1
Victoria	18 594	25	4 691	25	4.0
Queensland	17 025	23	3 757	20	4.5
South Australia	5 359	7	1 378	7	3.9
Western Australia	6 545	9	1 965	10	3.3
Tasmania <sup>(c)</sup>	1 834	2	416	2	4.4
Northern Territory	798	1	180	1	4.4
Australian Capital Territory	2 148	3	305	2	7.0
<b>Total</b>	<b>74 622</b>	<b>100</b>	<b>18 733</b>	<b>100</b>	<b>4.0</b>

(a) Population figures are as of 31 March 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 31 March 2013, Northern Territory residents took 798,000 overnight trips. The visitor rate shows that this is an average of 4.4 trips per Northern Territory resident.

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

Year ended 31 March 2013

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	<b>'000</b>								
<b>Duration of visit <sup>(c)</sup></b>									
1 night	7 510	5 494	4 562	1 403	1 519	567	167	790	21 851
2 nights	6 691	5 209	4 039	1 298	1 556	475	153	487	19 853
3 nights	3 691	2 642	2 611	802	1 021	286	136	305	11 458
4-7 nights	5 246	3 494	4 773	1 174	1 383	504	300	379	17 050
8-14 nights	1 306	776	1 561	365	557	214	139	43 *	4 916
15-21 nights	247	108	277	62	151	67	46 *	14 *	966
22 nights or more	175	111	221	39 *	143	15 *	27 *	13 *	730
<b>Total</b>	<b>24 866</b>	<b>17 834</b>	<b>18 044</b>	<b>5 143</b>	<b>6 331</b>	<b>2 128</b>	<b>968</b>	<b>2 031</b>	<b>74 622</b>
<b>Average duration of visit</b>	3	3	4	4	5	4	6	3	4
<b>Median duration of visit <sup>(d)</sup></b>	2	2	3	2	3	3	4	2	2
	<b>%</b>								
<b>Duration of visit <sup>(c)</sup></b>									
1 night	30	31	25	27	24	27	17	39	29
2 nights	27	29	22	25	25	22	16	24	27
3 nights	15	15	14	16	16	13	14	15	15
4-7 nights	21	20	26	23	22	24	31	19	23
8-14 nights	5	4	9	7	9	10	14	2 *	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
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

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

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

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

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

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

How to read this table:

Table 9 shows that during the year ended 31 March 2013, 1,403,000 or 27% of all overnight visitors to South Australia stayed for 1 night only.

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

Year ended 31 March 2013

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	<b>'000</b>								
<b>Accommodation used <sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	8 644	6 171	6 534	1 514	1 800	859	453	955	26 149
Guest house or bed & breakfast	352	297	125	88	108	88	4 **	3 **	1 058
Rented house, apartment, flat or unit	1 740	1 136	2 037	380	607	181	44 *	86	6 147
Caravan park or commercial camping ground	2 191	1 577	1 187	622	573	158	124	58	6 161
Caravan or camping on private property	1 068	717	971	263	435	107	125	17 *	3 559
Friend's or relative's property	10 408	6 942	7 048	2 000	2 586	751	219	820	30 284
Own property (e.g. holiday house)	804	1 062	389	281	227	108	6 **	62	2 939
Other	937	574	841	266	487	143	90	38 *	3 330
<b>Total <sup>(d)</sup></b>	<b>24 866</b>	<b>17 834</b>	<b>18 044</b>	<b>5 143</b>	<b>6 331</b>	<b>2 128</b>	<b>968</b>	<b>2 031</b>	<b>74 622</b>
	<b>%</b>								
<b>Accommodation used <sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	35	35	36	29	28	40	47	47	35
Guest house or bed & breakfast	1	2	1	2	2	4	0 **	0 **	1
Rented house, apartment, flat or unit	7	6	11	7	10	9	5 *	4	8
Caravan park or commercial camping ground	9	9	7	12	9	7	13	3	8
Caravan or camping on private property	4	4	5	5	7	5	13	1 *	5
Friend's or relative's property	42	39	39	39	41	35	23	40	41
Own property (e.g. holiday house)	3	6	2	5	4	5	1 **	3	4
Other	4	3	5	5	8	7	9	2 *	4
<b>Total <sup>(d)</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

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

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

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

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

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

How to read this table:

Table 10 shows that during the year ended 31 March 2013, 1,187,000 or 7% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

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

Year ended 31 March 2013

	NSW	Vic	Qld	SA	WA	Tas <sup>(a)</sup>	NT	ACT	Total <sup>(b)</sup>
	<b>'000</b>								
<b>Accommodation used<sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	19 673	15 794	20 750	3 895	5 743	2 879	1 933	2 429	73 096
Guest house or bed & breakfast	786	679	325 *	214 *	328 *	231 *	12 **	13 **	2 587
Rented house, apartment, flat or unit	8 553	3 959	10 781	1 519	2 949	700	206 *	610	29 277
Caravan park or commercial camping ground	10 586	6 350	6 354	2 753	3 313	611	779	197 *	30 942
Caravan or camping on private property	3 437	2 556	3 606	793	1 794	362 *	630	31 **	13 208
Friend's or relative's property	34 282	22 105	26 561	7 015	9 711	3 112	1 278	2 398	106 462
Own property (e.g. holiday house)	2 963	3 517	1 662	912	886	402 *	16 **	317 *	10 675
Other	3 496	2 098	4 300	1 105	3 152	661	707	130 *	15 651
<b>Total<sup>(d)</sup></b>	<b>84 262</b>	<b>57 266</b>	<b>75 658</b>	<b>18 516</b>	<b>28 558</b>	<b>8 975</b>	<b>5 842</b>	<b>6 145</b>	<b>285 221</b>
	<b>%</b>								
<b>Accommodation used<sup>(c)</sup></b>									
Hotel, resort, motel or motor inn	23	28	27	21	20	32	33	40	26
Guest house or bed & breakfast	1	1	0 *	1 *	1 *	3 *	0 **	0 **	1
Rented house, apartment, flat or unit	10	7	14	8	10	8	4 *	10	10
Caravan park or commercial camping ground	13	11	8	15	12	7	13	3 *	11
Caravan or camping on private property	4	4	5	4	6	4 *	11	1 **	5
Friend's or relative's property	41	39	35	38	34	35	22	39	37
Own property (e.g. holiday house)	4	6	2	5	3	4 *	0 **	5 *	4
Other	4	4	6	6	11	7	12	2 *	5
<b>Total<sup>(d)</sup></b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

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

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

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

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

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

## How to read this table:

Table 11 shows that during the year ended 31 March 2013, 26% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,398,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

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

Year ended 31 March 2013

	Air transport	Private vehicle	Other transport	Total <sup>(a)</sup>
	'000			
<b>Interstate visitors to:</b>				
NSW	3 336	4 371	586	7 990
Vic	3 699	1 730	519	5 611
Qld	3 830	1 693	504	5 542
SA	1 033	620	173	1 765
WA	992	168	188	1 145
Tas <sup>(b)</sup>	858	118	277	1 000
NT	464	87	84	569
ACT <sup>(c)</sup>	na	na	na	na
<b>Total interstate visitors <sup>(d)</sup></b>	<b>14 702</b>	<b>10 168</b>	<b>2 488</b>	<b>24 380</b>
<b>Intrastate visitors to:</b>				
NSW	613	14 982	1 347	16 876
Vic	69	11 187	984	12 223
Qld	1 567	10 288	902	12 502
SA	126	3 118	141	3 378
WA	598	4 320	315	5 187
Tas <sup>(b)</sup>	4 **	1 044	69	1 127
NT	87	293	24 *	399
ACT <sup>(c)</sup>	na	na	na	na
<b>Total intrastate visitors <sup>(d)</sup></b>	<b>3 065</b>	<b>45 250</b>	<b>3 784</b>	<b>50 242</b>
<b>Total visitors to:</b>				
NSW	3 949	19 353	1 933	24 866
Vic	3 769	12 917	1 503	17 834
Qld	5 397	11 981	1 407	18 044
SA	1 159	3 738	313	5 143
WA	1 590	4 488	503	6 331
Tas <sup>(b)</sup>	862	1 162	347	2 128
NT	551	381	109	968
ACT	490	1 398	157	2 031
<b>Total <sup>(d)</sup></b>	<b>17 306</b>	<b>53 899</b>	<b>6 054</b>	<b>74 622</b>

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 12 shows that during the year ended 31 March 2013, 10,168,000 overnight visitors used a private vehicle when travelling interstate, while 3,065,000 visitors used air transport when travelling intrastate.

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

Year ended 31 March 2013

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
<b>Expenditure items</b>					
Package tours	1 069.1	47.2 *	325.0	44.3 *	1 485.7
Taxis	193.2	110.8	485.0	18.6 *	807.6
Airline fares	2 070.9	1 965.5	2 855.6	198.3	7 090.3
Organised tours, side trips	313.8	27.2 *	13.8 *	6.1 **	360.9
Car hire costs	476.9	227.9	342.4	28.8 *	1 075.9
Fuel (petrol, diesel)	2 441.2	1 619.0	1 092.7	211.5	5 364.4
Vehicle maintenance or repairs	116.9	42.6 *	20.8 *	7.2 **	187.6
Other long distance transport costs	134.7	79.5	20.5 *	10.7 *	245.4
Other local transport costs	116.7	56.7	32.0 *	10.0 *	215.3
Accommodation	7 485.7	1 489.0	3 424.9	337.7	12 737.3
Takeaway & restaurant meals	3 842.5	1 844.3	1 425.0	210.0	7 321.8
Groceries etc for self-catering	1 886.3	900.7	272.8	87.9	3 147.7
Alcohol and drinks (not elsewhere included)	1 570.2	782.2	384.1	47.9 *	2 784.5
Shopping, gifts, souvenirs	2 534.6	1 540.9	357.0	201.0	4 633.5
Entertainment, museums, movies, zoos etc	1 079.7	253.6	82.5	19.2 *	1 435.0
Horse racing, gambling, casinos	125.4	47.9 *	35.7 *	4.4 **	213.4
Conference fees	8.5 *	3.5 **	208.5	4.4 **	224.8
Education, course fees	19.8 *	0.9 **	68.8	26.8 *	116.3
Other expenditure on trip	200.5	87.7	71.4	187.0	546.5
<b>Total <sup>(a)</sup></b>	<b>25 975.8</b>	<b>11 167.9</b>	<b>11 518.4</b>	<b>1 661.9</b>	<b>50 323.9</b>

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

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

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

How to read this table:

Table 13 shows that during the year ended 31 March 2013, overnight holiday visitors spent a total of \$2,070.9 million on airline fares. The total expenditure for all overnight visitors for the same period was \$50.3 billion.

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

March quarter 2013 and year ended 31 March 2013

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
<b>March quarter 2013</b>										
<b>Day visitors to:</b>										
NSW	6 639	31	3 792	32	925	23	1 475	34	12 831	31
Vic	5 660	27	3 481	29	1 077	27	967	22	11 184	27
Qld	4 477	21	2 317	19	1 133	29	979	23	8 905	21
SA	1 411	7	819	7	200	5	277	6	2 707	7
WA	1 855	9	1 062	9	440	11	403	9	3 760	9
Tas	714	3	358	3	123 *	3 *	155	4	1 351	3
NT	153	1	32 *	0 *	9 **	0 **	28 **	1 **	223	1
ACT	295	1	143	1	33 *	1 *	67 *	2 *	537	1
<b>Total (a)</b>	<b>21 204</b>	<b>100</b>	<b>12 005</b>	<b>100</b>	<b>3 939</b>	<b>100</b>	<b>4 350</b>	<b>100</b>	<b>41 498</b>	<b>100</b>
<b>Year ended 31 March 2013</b>										
<b>Day visitors to:</b>										
NSW	25 189	31	16 379	32	5 536	31	6 293	30	53 397	31
Vic	20 641	26	14 846	29	4 266	24	4 842	23	44 595	26
Qld	18 845	23	10 356	20	4 397	25	5 497	27	39 095	23
SA	5 789	7	3 268	6	1 092	6	1 415	7	11 565	7
WA	6 867	8	4 490	9	1 562	9	1 612	8	14 531	9
Tas	2 336	3	1 214	2	556	3	707	3	4 813	3
NT	580	1	117 *	0 *	159	1	76 *	0 *	933	1
ACT	695	1	359	1	278	2	244	1	1 576	1
<b>Total (a)</b>	<b>80 941</b>	<b>100</b>	<b>51 029</b>	<b>100</b>	<b>17 848</b>	<b>100</b>	<b>20 687</b>	<b>100</b>	<b>170 504</b>	<b>100</b>

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

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

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

How to read this table:

Table 14 shows that during the year ended 31 March 2013, there were a total of 170,504,000 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 <sup>(a)</sup>
	'000								
<b>2011</b>									
March quarter	13 255	10 230	7 967	2 998	3 495	1 173	242	390	39 750
June quarter	13 206	10 886	9 329	2 647	3 654	973	290	370	41 354
September quarter	12 491	10 049	8 086	2 533	3 415	1 038	246	521	38 380
December quarter	13 052	10 725	9 284	3 096	3 599	1 250	347	393	41 747
<b>2012</b>									
March quarter	14 361	12 051	9 516	3 162	3 558	1 430	315	505	44 899
June quarter	13 951	11 298	10 407	2 913	3 582	1 171	204	296	43 820
September quarter	13 097	11 579	10 584	2 923	3 731	1 118	250	461	43 742
December quarter	13 518	10 535	9 199	3 022	3 458	1 174	255	282	41 443
<b>2013</b>									
March quarter	12 831	11 184	8 905	2 707	3 760	1 351	223	537	41 498
<b>Year ended 31 March</b>									
2012	53 111	43 712	36 215	11 439	14 226	4 691	1 198	1 789	166 381
2013	53 397	44 595	39 095	11 565	14 531	4 813	933	1 576	170 504

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

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

How to read this table:

Table 15 shows that during the year ended 31 March 2013, destinations in New South Wales had 53,397,000 day visitors, while during the March quarter 2013, destinations in the Australian Capital Territory had 537,000 day visitors.

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

Year ended 31 March 2013

	Air transport	Private vehicle	Other transport	Total
	'000			
<b>Day visitors to:</b>				
New South Wales	463	47 789	5 145	53 397
Victoria	469	40 431	3 695	44 595
Queensland	415	36 843	1 837	39 095
South Australia	147	10 988	430	11 565
Western Australia	251	13 301	979	14 531
Tasmania	57 *	4 552	204	4 813
Northern Territory	27 **	888	18 **	933
Australian Capital Territory	69 *	1 431	77 *	1 576
<b>Total (a)</b>	<b>1 896</b>	<b>156 223</b>	<b>12 385</b>	<b>170 504</b>

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

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

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

How to read this table:

Table 16 shows that during the year ended 31 March 2013, 415,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 933,000 day visitors during the same period.

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

Year ended 31 March 2013

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
<b>Expenditure items</b>					
Package tours	39.9	0.3 **	0.8 **	4.5 *	45.4
Taxis	13.2 *	9.9 *	71.6	14.1 *	108.8
Airline fares	41.2	35.5	485.3	53.5	615.6
Organised tours, side trips	29.7	1.1 **	0.4 **	5.6 *	36.8
Car hire costs	18.6 *	18.2 *	24.8	6.1 *	67.7
Fuel (petrol, diesel)	2 088.7	1 347.4	576.8	586.9	4 599.7
Vehicle maintenance or repairs	11.9 *	4.0 *	15.0 *	51.0	81.9
Other long distance transport costs	35.4	16.1 *	5.0 *	8.1 *	64.6
Other local transport costs	82.3	24.6	17.1 *	23.4	147.3
Takeaway & restaurant meals	2 054.6	822.5	289.4	310.0	3 476.5
Groceries etc for self-catering	567.7	309.7	61.3	125.3	1 064.0
Alcohol and drinks (not elsewhere included)	469.8	287.1	40.0	40.2	837.1
Shopping, gifts, souvenirs	3 472.5	682.9	180.7	664.1	5 000.2
Entertainment, museums, movies, zoos, etc	720.6	71.8	15.2 *	21.0 *	828.5
Horse racing, gambling, casinos	57.0	4.8 *	1.4 **	3.3 **	66.4
Conference fees	0.8 **	0.0 **	59.1	0.9 **	60.8
Education, course fees	12.1 *	0.1 **	2.1 **	57.5	71.8
Other expenditure on trip	205.2	40.4	116.1	572.0	933.7
<b>Total <sup>(a)</sup></b>	<b>9 921.2</b>	<b>3 676.4</b>	<b>1 961.9</b>	<b>2 547.3</b>	<b>18 106.8</b>

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

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

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

How to read this table:

Table 17 shows that during the year ended 31 March 2013, day visitors spent \$67.7 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 December 2012 <sup>(a)</sup>

	Visitors <sup>(b)</sup>		Average nights per trip
	'000	%	
<b>Main destination</b>			
New Zealand	986	14	10
Fiji	255	4	10
Other Pacific	142	2	11
United Kingdom	437	6	34
Italy	147	2	35
France	118	2	32
Germany	80	1	33
Other NW Europe	136	2	39
Other Europe	202	3	40
USA	771	11	23
Canada	102	1	38
Other America	91	1	39
China	345	5	19
Hong Kong	222	3	12
India	172	2	29
Japan	135	2	17
Indonesia	790	11	11
Thailand	564	8	15
Singapore	285	4	9
Malaysia	235	3	15
Vietnam	189	3	18
Philippines	145	2	22
Other SE Asia	75	1	16
Other Asia	199	3	29
North Africa and the Middle East	177	2	35
South Africa	71	1	23
Other Africa	59	1	46
Other countries	142	2	15
<b>Purpose of visit <sup>(c)</sup></b>			
Holiday	4 195	58	20
Visiting friends and relatives	1 677	23	23
Business	1 282	18	15
Other	116	2	39
<b>Total</b>	<b>7 270</b>	<b>100</b>	<b>20</b>

(a) Data for outbound trips is presented for the year ended 31 December 2012 due to the three month recall period in the National Visitor Survey.

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

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

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

How to read this table:

Table 18 shows that of the Australians who travelled overseas for the year ended 31 December 2012, 14% had New Zealand as their main destination, staying overseas on average for 10 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<sup>(a)</sup> in the top 20 regions**  
**(ranked by expenditure)**

Year ended 31 March 2013

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	2 230	12	19 762	113
2	Melbourne	Vic	1 957	11	17 102	114
3	Brisbane	Qld	1 328	7	12 652	105
4	Experience Perth	WA	916	5	9 644	95
5	Gold Coast	Qld	710	4	7 566	94
6	Sunshine Coast	Qld	572	3	6 013	95
7	South Coast	NSW	510	3	5 846	87
8	Adelaide	SA	483	3	4 264	113
9	North Coast NSW	NSW	481	3	3 994	121
10	Hunter	NSW	464	3	5 014	93
11	Darling Downs	Qld	407	2	3 496	116
12	Central NSW	NSW	370	2	2 583	143
13	Northern Rivers Tropical NSW	NSW	337	2	3 272	103
14	Australia's South West	WA	332	2	3 042	109
15	Tropical North Queensland	Qld	297	2	2 426	122
16	Peninsula	Vic	282	2	3 963	71
17	Central Coast	NSW	279	2	3 721	75
18	Canberra	ACT	270	1	1 576	171
19	Western	Vic	262	1	2 568	102
20	Central Queensland	Qld	259	1	1 938	134
	<b>Top 20 regions<sup>(c)</sup></b>		<b>12 748</b>	<b>70</b>	<b>120 443</b>	<b>106</b>
	<b>Total Australia<sup>(d)</sup></b>		<b>18 107</b>	<b>100</b>	<b>170 504</b>	<b>106</b>

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

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

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

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

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

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

How to read this table:

Table 20 shows that during the year ended 31 March 2013, there were 5.8 million domestic day visitors to South Coast who spent a total of \$510 million in the region or 3% of total domestic day visitor expenditure in Australia.

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

Year ended 31 March 2013

State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	2 230	38	19 762	113
Regional NSW	3 570	62	33 635	106
<b>Total NSW</b>	<b>5 800</b>	<b>100</b>	<b>53 397</b>	<b>109</b>
Melbourne	1 957	43	17 102	114
Regional Vic	2 567	57	27 493	93
<b>Total Vic</b>	<b>4 524</b>	<b>100</b>	<b>44 595</b>	<b>101</b>
Gold Coast	710	17	7 566	94
Brisbane	1 328	31	12 652	105
Regional Qld	2 258	53	18 877	120
<b>Total Qld</b>	<b>4 296</b>	<b>100</b>	<b>39 095</b>	<b>110</b>
Adelaide	483	44	4 264	113
Regional SA	620	56	7 301	85
<b>Total SA</b>	<b>1 103</b>	<b>100</b>	<b>11 565</b>	<b>95</b>
Experience Perth	916	62	9 644	95
Regional WA	564	38	4 887	115
<b>Total WA</b>	<b>1 480</b>	<b>100</b>	<b>14 531</b>	<b>102</b>
Hobart	180	35	1 870	96
Regional Tas	335	65	2 943	114
<b>Total Tas</b>	<b>515</b>	<b>100</b>	<b>4 813</b>	<b>107</b>
Darwin	64	54	399	159
Regional NT	55	46	534	103
<b>Total NT</b>	<b>119</b>	<b>100</b>	<b>933</b>	<b>127</b>
Canberra	270	100	1 576	171
<b>Total ACT</b>	<b>270</b>	<b>100</b>	<b>1 576</b>	<b>171</b>
Total capitals	8 138	45	74 834	109
Total regional	9 969	55	95 670	104
<b>Total Australia<sup>(c)</sup></b>	<b>18 107</b>	<b>100</b>	<b>170 504</b>	<b>106</b>

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

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

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

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

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

## How to read this table:

Table 21 shows that during the year ended 31 March 2013, there were 18.9 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<sup>(a)</sup> (destination expenditure only<sup>(b)</sup>)****by purpose of visit for each state/territory**

Year ended 31 March 2013

State/territory	Holiday		Visiting friends and relatives		Business		Other <sup>(c)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 988	33	999	32	404	27	697	30	5 088	32
Vic	2 190	24	888	29	352	23	569	24	4 000	25
Qld	2 188	24	609	20	444	29	636	27	3 877	24
SA	570	6	175	6	93	6	137	6	975	6
WA	750	8	269	9	108	7	179	8	1 305	8
Tas	246	3	79	3	48	3	83	4	456	3
NT	53	1	np	np	26	2	np	np	100	1
ACT	101	1	np	np	np	np	np	np	228	1
<b>Total Australia<sup>(d)</sup></b>	<b>9 086</b>	<b>100</b>	<b>3 077</b>	<b>100</b>	<b>1 523</b>	<b>100</b>	<b>2 343</b>	<b>100</b>	<b>16 028</b>	<b>100</b>

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

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

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

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

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

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

## How to read this table:

Table 22 shows that during the year ended 31 March 2013, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$269 million, or 9% of total expenditure in Australia for this purpose.



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

Year ended 31 March 2013

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	5 883	12	6 987	22 228	842	265	3
2	Sydney	NSW	5 269	10	7 543	20 637	699	255	3
3	Brisbane	Qld	3 250	6	5 095	15 731	638	207	3
4	Gold Coast	Qld	3 149	6	3 651	14 698	863	214	4
5	Experience Perth	WA	2 449	5	2 901	10 587	844	231	4
6	Sunshine Coast	Qld	1 964	4	2 731	11 045	719	178	4
7	North Coast NSW	NSW	1 758	3	3 230	11 905	544	148	4
8	Adelaide	SA	1 736	3	2 197	7 212	790	241	3
9	Tropical North Queensland	Qld	1 585	3	1 554	7 637	1 020	207	5
10	South Coast	NSW	1 363	3	3 092	11 011	441	124	4
11	Canberra	ACT	1 180	2	2 031	6 145	581	192	3
12	Northern Rivers Tropical	NSW	1 041	2	1 943	7 793	536	134	4
13	Australia's South West	WA	1 028	2	1 869	6 420	550	160	3
14	Hobart and the South	Tas	945	2	1 125	4 166	840	227	4
15	Hunter	NSW	809	2	2 167	5 780	373	140	3
16	Central Queensland	Qld	777	2	1 364	5 706	570	136	4
17	Darwin	NT	737	1	495	2 478	1 487	297	5
18	Australia's North West	WA	725	1	607	5 313	1 195	137	9
19	Central NSW	NSW	712	1	1 849	5 719	385	125	3
20	Darling Downs	Qld	643	1	1 633	5 101	394	126	3
<b>Top 20 regions<sup>(c)</sup></b>			<b>37 004</b>	<b>74</b>	<b>50 509</b>	<b>187 311</b>	<b>733</b>	<b>198</b>	<b>4</b>
<b>Total Australia<sup>(d)</sup></b>			<b>50 324</b>	<b>100</b>	<b>74 622</b>	<b>285 221</b>	<b>674</b>	<b>176</b>	<b>4</b>

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

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

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

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

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

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

## How to read this table:

Table 23 shows that during the year ended 31 March 2013, there were 1.6 million domestic overnight visitors to Tropical North Queensland who spent a total of \$1.6 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

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

Year ended 31 March 2013

Rank	Region	State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	4 412	10	6 987	22 228	631	198	3
2	Sydney	NSW	4 030	10	7 543	20 637	534	195	3
3	Gold Coast	Qld	2 844	7	3 651	14 698	779	194	4
4	Brisbane	Qld	2 434	6	5 095	15 731	478	155	3
5	Sunshine Coast	Qld	1 765	4	2 731	11 045	646	160	4
6	Experience Perth	WA	1 698	4	2 901	10 587	585	160	4
7	North Coast NSW	NSW	1 585	4	3 230	11 905	491	133	4
8	South Coast	NSW	1 311	3	3 092	11 011	424	119	4
9	Tropical North Queensland	Qld	1 283	3	1 554	7 637	826	168	5
10	Adelaide	SA	1 250	3	2 197	7 212	569	173	3
11	Australia's South West	WA	986	2	1 869	6 420	527	154	3
12	Northern Rivers Tropical	NSW	951	2	1 943	7 793	489	122	4
13	Canberra	ACT	928	2	2 031	6 145	457	151	3
14	Hunter	NSW	797	2	2 167	5 780	368	138	3
15	Hobart and the South	Tas	738	2	1 125	4 166	656	177	4
16	Central NSW	NSW	670	2	1 849	5 719	362	117	3
17	Central Queensland	Qld	659	2	1 364	5 706	483	115	4
18	Western	Vic	605	1	1 571	4 550	385	133	3
19	Darling Downs	Qld	575	1	1 633	5 101	352	113	3
20	Australia's North West	WA	556	1	607	5 313	916	105	9
<b>Top 20 regions<sup>(c)</sup></b>			<b>30 077</b>	<b>71</b>	<b>51 549</b>	<b>189 383</b>	<b>583</b>	<b>159</b>	<b>4</b>
<b>Total Australia<sup>(d)</sup></b>			<b>42 122</b>	<b>100</b>	<b>74 622</b>	<b>285 221</b>	<b>564</b>	<b>148</b>	<b>4</b>

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

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

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

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

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

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

How to read this table:

Table 24 shows that during the year ended 31 March 2013, there were 3.7 million domestic overnight visitors to Gold Coast who spent a total of \$2.8 billion or 7% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

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

Year ended 31 March 2013

State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Sydney	5 269	38	7 543	20 637	699	255	3
Regional NSW	8 684	62	17 932	63 626	484	136	4
<b>Total NSW</b>	<b>13 953</b>	<b>100</b>	<b>24 866</b>	<b>84 262</b>	<b>561</b>	<b>166</b>	<b>3</b>
Melbourne	5 883	57	6 987	22 228	842	265	3
Regional Vic	4 397	43	11 338	35 038	388	125	3
<b>Total Vic</b>	<b>10 280</b>	<b>100</b>	<b>17 834</b>	<b>57 266</b>	<b>576</b>	<b>180</b>	<b>3</b>
Gold Coast	3 149	23	3 651	14 698	863	214	4
Brisbane	3 250	24	5 095	15 731	638	207	3
Regional Qld	7 328	53	10 168	45 229	721	162	4
<b>Total Qld</b>	<b>13 727</b>	<b>100</b>	<b>18 044</b>	<b>75 658</b>	<b>761</b>	<b>181</b>	<b>4</b>
Adelaide	1 736	56	2 197	7 212	790	241	3
Regional SA	1 354	44	3 206	11 304	422	120	4
<b>Total SA</b>	<b>3 089</b>	<b>100</b>	<b>5 143</b>	<b>18 516</b>	<b>601</b>	<b>167</b>	<b>4</b>
Perth	2 449	49	2 901	10 587	844	231	4
Regional WA	2 564	51	3 737	17 971	686	143	5
<b>Total WA</b>	<b>5 013</b>	<b>100</b>	<b>6 331</b>	<b>28 558</b>	<b>792</b>	<b>176</b>	<b>5</b>
Hobart	945	53	1 125	4 166	840	227	4
Regional Tas	840	47	1 251	4 809	672	175	4
<b>Total Tas</b>	<b>1 786</b>	<b>100</b>	<b>2 128</b>	<b>8 975</b>	<b>839</b>	<b>199</b>	<b>4</b>
Darwin	737	57	495	2 478	1 487	297	5
Regional NT	559	43	585	3 364	956	166	6
<b>Total NT</b>	<b>1 296</b>	<b>100</b>	<b>968</b>	<b>5 842</b>	<b>1 339</b>	<b>222</b>	<b>6</b>
Canberra	1 180	100	2 031	6 145	581	192	3
<b>Total ACT</b>	<b>1 180</b>	<b>100</b>	<b>2 031</b>	<b>6 145</b>	<b>581</b>	<b>192</b>	<b>3</b>
Total capitals	24 598	49	31 162	103 881	789	237	3
Total regional	25 726	51	46 856	181 340	549	142	4
<b>Total Australia<sup>(c)</sup></b>	<b>50 324</b>	<b>100</b>	<b>74 622</b>	<b>285 221</b>	<b>674</b>	<b>176</b>	<b>4</b>

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

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

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

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

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

How to read this table:

Table 25 shows that during the year ended 31 March 2013, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$840 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<sup>(a)</sup> in capital cities and regional areas for each state/territory, excluding airfares and long distance transport costs**

Year ended 31 March 2013

State/territory	Expenditure <sup>(a)</sup>	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
<b>State/territory</b>							
Sydney	4 030	33	7 543	20 637	534	195	3
Regional NSW	8 154	67	17 932	63 626	455	128	4
<b>Total NSW</b>	<b>12 184</b>	<b>100</b>	<b>24 866</b>	<b>84 262</b>	<b>490</b>	<b>145</b>	<b>3</b>
Melbourne	4 412	51	6 987	22 228	631	198	3
Regional Vic	4 268	49	11 338	35 038	376	122	3
<b>Total Vic</b>	<b>8 680</b>	<b>100</b>	<b>17 834</b>	<b>57 266</b>	<b>487</b>	<b>152</b>	<b>3</b>
Gold Coast	2 844	25	3 651	14 698	779	194	4
Brisbane	2 434	21	5 095	15 731	478	155	3
Regional Qld	6 245	54	10 168	45 229	614	138	4
<b>Total Qld</b>	<b>11 523</b>	<b>100</b>	<b>18 044</b>	<b>75 658</b>	<b>639</b>	<b>152</b>	<b>4</b>
Adelaide	1 250	50	2 197	7 212	569	173	3
Regional SA	1 256	50	3 206	11 304	392	111	4
<b>Total SA</b>	<b>2 506</b>	<b>100</b>	<b>5 143</b>	<b>18 516</b>	<b>487</b>	<b>135</b>	<b>4</b>
Perth	1 698	43	2 901	10 587	585	160	4
Regional WA	2 248	57	3 737	17 971	602	125	5
<b>Total WA</b>	<b>3 946</b>	<b>100</b>	<b>6 331</b>	<b>28 558</b>	<b>623</b>	<b>138</b>	<b>5</b>
Hobart	738	52	1 125	4 166	656	177	4
Regional Tas	679	48	1 251	4 809	543	141	4
<b>Total Tas</b>	<b>1 417</b>	<b>100</b>	<b>2 128</b>	<b>8 975</b>	<b>666</b>	<b>158</b>	<b>4</b>
Darwin	506	54	495	2 478	1 021	204	5
Regional NT	431	46	585	3 364	737	128	6
<b>Total NT</b>	<b>937</b>	<b>100</b>	<b>968</b>	<b>5 842</b>	<b>968</b>	<b>160</b>	<b>6</b>
Canberra	928	100	2 031	6 145	457	151	3
<b>Total ACT</b>	<b>928</b>	<b>100</b>	<b>2 031</b>	<b>6 145</b>	<b>457</b>	<b>151</b>	<b>3</b>
Total capitals	18 841	45	31 162	103 881	605	181	3
Total regional	23 282	55	46 856	181 340	497	128	4
<b>Total Australia<sup>(c)</sup></b>	<b>42 122</b>	<b>100</b>	<b>74 622</b>	<b>285 221</b>	<b>564</b>	<b>148</b>	<b>4</b>

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

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

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

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

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

How to read this table:

Table 26 shows that during the year ended 31 March 2013, there were 3.7 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$2.2 billion, or 57% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

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

Year ended 31 March 2013

State/territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 773	-	1 748	1 650	261	332	111	108	532	4 741	11 514
Vic	4 041	1 722	-	719	597	488	288	93	232	4 140	8 181
Qld	5 807	2 485	1 652	-	314	330	183	156	149	5 268	11 075
SA	1 091	310	515	201	-	125	26	74	np	1 278	2 368
WA	2 572	330	381	251	69	-	np	84	np	1 163	3 735
Tas	330	206	412	269	80	np	-	np	np	1 036	1 367
NT	251	109	241	np	126	69	np	-	np	649	900
ACT	np	482	134	116	53	48	31	np	-	874	876
<b>Total Australia<sup>(c)</sup></b>	<b>20 867</b>	<b>5 644</b>	<b>5 083</b>	<b>3 297</b>	<b>1 499</b>	<b>1 442</b>	<b>683</b>	<b>537</b>	<b>964</b>	<b>19 149</b>	<b>40 017</b>

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

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

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

np Not published due to reliability concerns.

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

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

## How to read this table:

Table 27 shows that during the year ended 31 March 2013, Queensland residents spent \$5.8 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$5.3 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.5 billion), followed by Victoria (\$1.7 billion).

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

Year ended 31 March 2013

State/territory	Holiday		Visiting friends and relatives		Business		Other <sup>(c)</sup>		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 184	28	2 620	31	2 233	28	477	32	11 514	29
Vic	4 572	21	1 775	21	1 610	20	224	15	8 181	20
Qld	6 573	30	2 222	26	1 847	23	432	29	11 075	28
SA	1 210	5	565	7	481	6	112	7	2 368	6
WA	1 916	9	697	8	976	12	147	10	3 735	9
Tas	909	4	240	3	184	2	34	2	1 367	3
NT	461	2	109	1	300	4	30	2	900	2
ACT	286	1	262	3	284	4	44	3	876	2
<b>Total Australia<sup>(d)</sup></b>	<b>22 110</b>	<b>100</b>	<b>8 491</b>	<b>100</b>	<b>7 915</b>	<b>100</b>	<b>1 501</b>	<b>100</b>	<b>40 017</b>	<b>100</b>

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

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

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

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

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

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

How to read this table:

Table 28 shows that during the year ended 31 March 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](http://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](mailto:statistics@tourism.tas.gov.au)  
Web site: [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)

# Regional expenditure

## Regional expenditure allocation methodology

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

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

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

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

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

### *Overnight trips expenditure allocation process*

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

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

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

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

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

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

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

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

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

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

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

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

## The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

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

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

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

Experience has shown:

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

### *Day trips expenditure allocation process*

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

# Glossary of terms

<b>Accommodation used</b>	<p>This indicates the type of accommodation used by an overnight visitor when visiting a particular location. The main categories of accommodation include:</p> <ul style="list-style-type: none"><li>• Hotel, resort, motel or motor inn</li><li>• Guest house or bed and breakfast</li><li>• Friend's or relative's property</li><li>• Rented house, apartment, flat or unit</li><li>• Caravan park or commercial camping ground</li><li>• Caravan or camping on private property</li><li>• Own property (e.g. holiday house).</li></ul> <p>There were some modifications made to the accommodation categories and definitions used from the March quarter 2003 to align with the Australian Bureau of Statistics Survey of Tourist Accommodation and to bring consistency between the International Visitor Survey (IVS) and the NVS. In 2003, the main change was the splitting of Hotel, resort, motel or motor inn into two categories: Luxury hotel/luxury serviced apartment/luxury resort (4 or 5 star) and Standard hotel/motel/motor inn or standard serviced apartment (below 4 star). The Rented house/apartment/flat/unit category was also refined to indicate this accommodation was not serviced on a daily basis.</p> <p>The introduction of the new accommodation categories and definitions has resulted in some redistribution of response. It appears there has been leakage from the Guest house or bed and breakfast and Caravan park or commercial camping ground categories into Hotel, resort, motel or motor inn. Consequently, care should be taken when comparing estimates with earlier periods.</p>
<b>Average nights</b>	<p>The sum of all nights divided by the sum of all visitors for a particular category. This is commonly referred to as average length of stay.</p>
<b>Day visitors</b>	<p>Day visitors (or same day visitors) are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.</p>
<b>Duration of visit</b>	<p>The total amount of time that a visitor spends in a state, territory or region while on an overnight trip. The example at the end of the Glossary of terms relates to a Newcastle resident, where the duration of visit to NSW was two nights, the duration of their visit to the ACT was two nights and the duration of their visit to Victoria was eight nights. Similarly, their duration of visit to the High Country region was four nights. If the respondent spent another two nights in Sydney before returning home, then their duration of visit to NSW would instead be four nights.</p>
<b>Expenditure</b>	<p>Expenditure in the NVS is collected for the traveller's entire journey. Expenditure amounts include expenditure by and on behalf of, travellers during a trip. Expenditure items include airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip.</p>
<b>Expenditure on capital goods</b>	<p>The purchase of motor vehicles is not included in the estimates, as this is not regarded as tourism expenditure.</p>
<b>Expenditure – other</b>	<p>This includes miscellaneous trip expenditure such as phone calls, postage, film processing, medical expenses, repairs and dry cleaning.</p>
<b>Intrastate tourism</b>	<p>A person is an intrastate visitor when they visit a location in the state or territory in which they reside. In the example at the end of the Glossary of terms, the traveller was an intrastate visitor to the Sydney region.</p>
<b>Intrastate visitor night</b>	<p>Any night spent in the same state or territory the traveller lives in. In the example at the end of the Glossary, there are two intrastate visitor nights spent in NSW.</p>
<b>International visitors</b>	<p>International visitors, or outbound visitors, are those who visit another country. As for overnight travel, only international travel where the respondent is away from home for less than 12 months is included.</p>

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



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

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

### **Total Domestic Economic Value**

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

### **Visitor nights**

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

### **Example**

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

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

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

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

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

## **State and territory abbreviations**

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

# About Tourism Research Australia

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

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

## Research publications and reports

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

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## Statistical Enquiry Service

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

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

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- capability to store and update customised tables of user specified data in a password protected online folder
- saved tables which can be built to automatically update when quarterly data is uploaded by TRA
- access from any computer with an internet service.

## Online Student Data Package

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

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

## **Destination Visitor Surveys**

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

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

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

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

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



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