



Travel by Australians

SEPTEMBER 2012

**QUARTERLY RESULTS OF THE
NATIONAL VISITOR SURVEY**

RE-ISSUED 21 MARCH 2013



Australian Government
Tourism Research Australia



TRA TOURISM
RESEARCH
AUSTRALIA

Travel by Australians

September 2012
Quarterly Results of the
National Visitor Survey

Image: Coffin Bay, Eyre Peninsula, South 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 back cast updated population estimates. The changes made to the methodology will produce improved estimates and increase stability in the time series including more stable tourism region boundaries.

Business expenditure

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

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MAIN FINDINGS

Overnight travel within Australia: Year ended 30 September 2012

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

Total trips	There were 73.0 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 2011.
Visitor nights	Australians spent 276 million nights away from home. This was 2% higher than the number recorded from the equivalent period in 2011.
Travel	Two-thirds (68%) of visitors travelled within their state or territory of residence. The remaining 32% travelled interstate.
State/ territory visits	New South Wales received the most visitors (33%), followed by Victoria (24%) and Queensland (24%).
State/ territory nights	New South Wales received the most visitor nights (30%), followed by Queensland (27%) and Victoria (20%).
Purpose	Overnight travellers who had holiday as their purpose of visit contributed 47% of domestic visitor nights, followed by those visiting friends and relatives (32%) and business (15%).
Accommodation	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (38%), followed by a hotel, resort, motel or motor inn (26%).
Transport	The most common forms of transport used on overnight trips were a private vehicle (72%) and air transport (23%).
Expenditure	Expenditure by overnight visitors amounted to \$49.4 billion, an increase of 5% compared with the same period in 2011 (Figure 1).

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

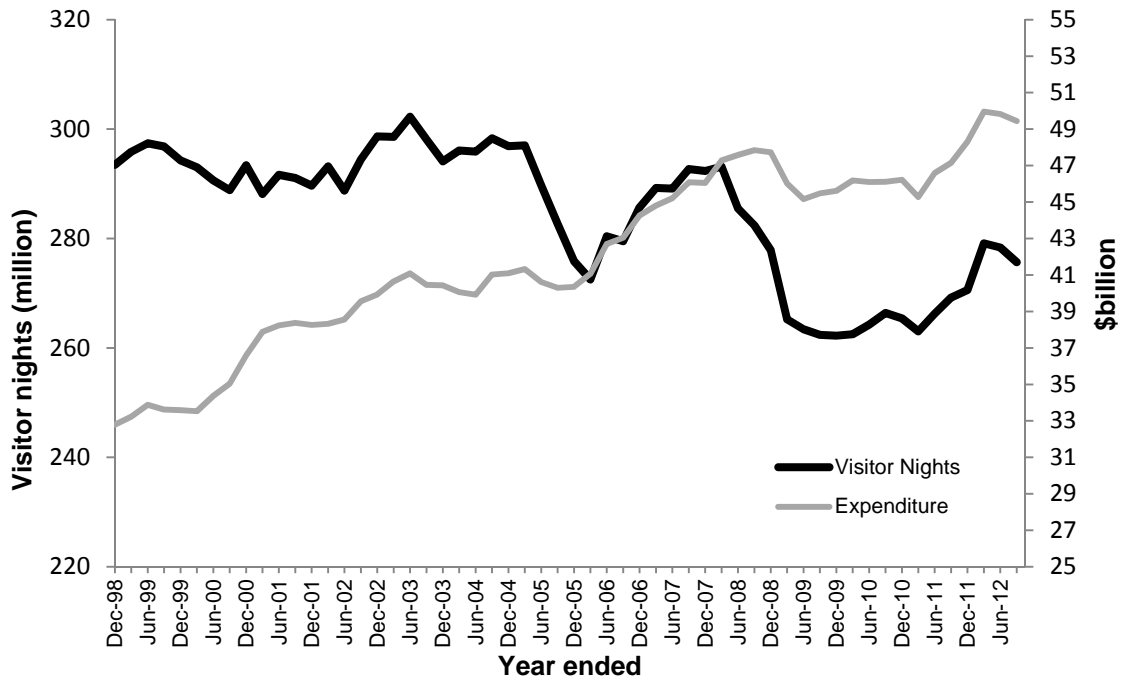
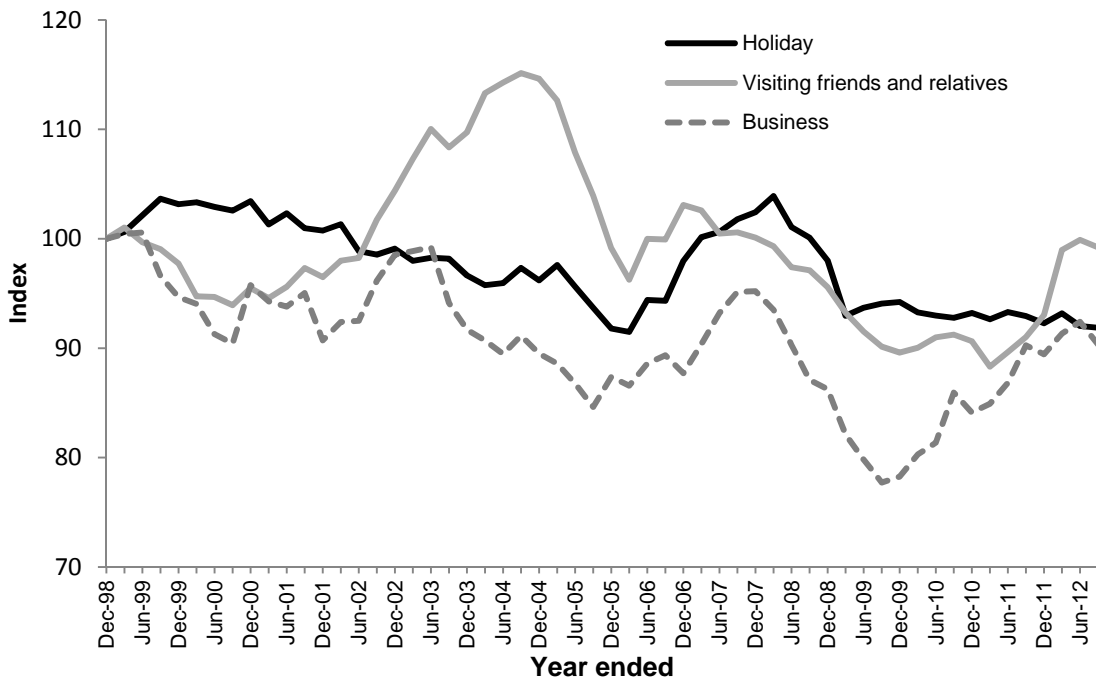


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to September 2012



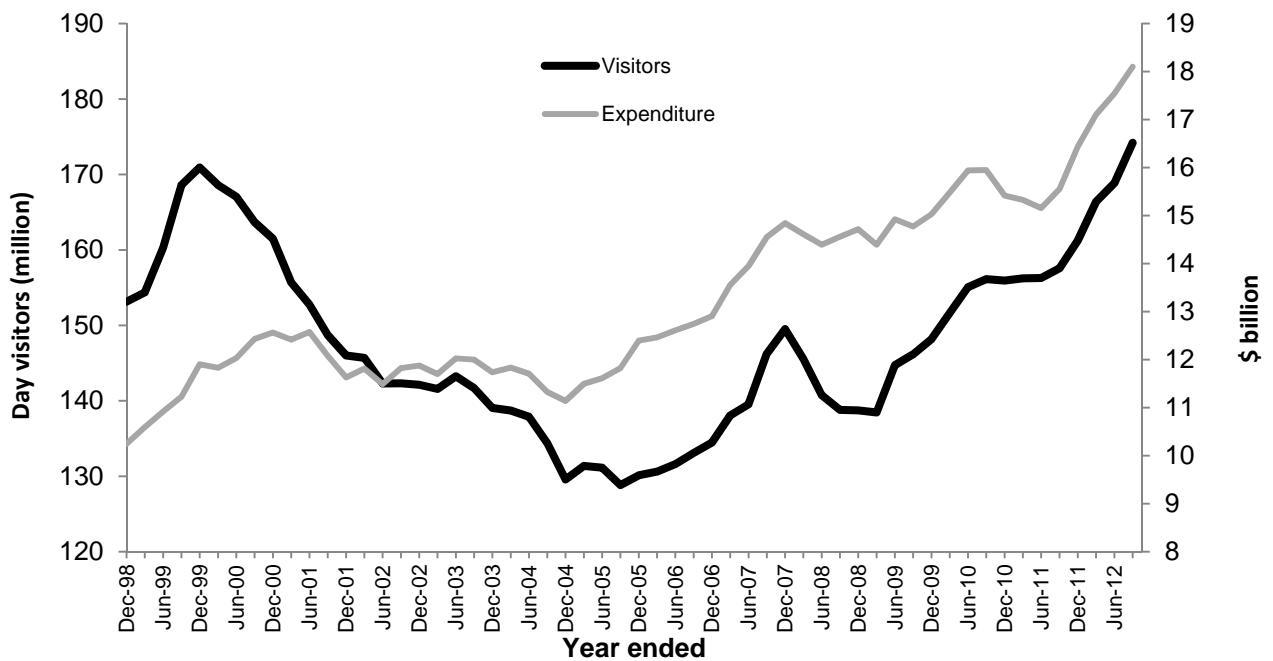
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

Day trips within Australia: Year ended 30 September 2012

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

- Total trips** There were 174.2 million day trips taken in Australia by Australian residents aged 15 years and over. This was 11% higher than the number of day trips for the equivalent period in 2011.
- Purpose** The most popular reason for a day trip was holiday (47%), followed by visiting friends and relatives (29%) and business (11%).
- State/territory** New South Wales received the most day visitors (31%), followed by Victoria (26%) and Queensland (23%).
- Transport** The most common form of transport used was a private vehicle, with 91% of day visitors using this method of travel.
- Expenditure** Expenditure by same day visitors amounted to \$18.1 billion compared with \$15.6 billion for the same period in 2011 (Figure 3).

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



Outbound travel by Australians: Year ended 30 June 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 June 2012 due to the 3 month recall period in the National Visitor Survey.

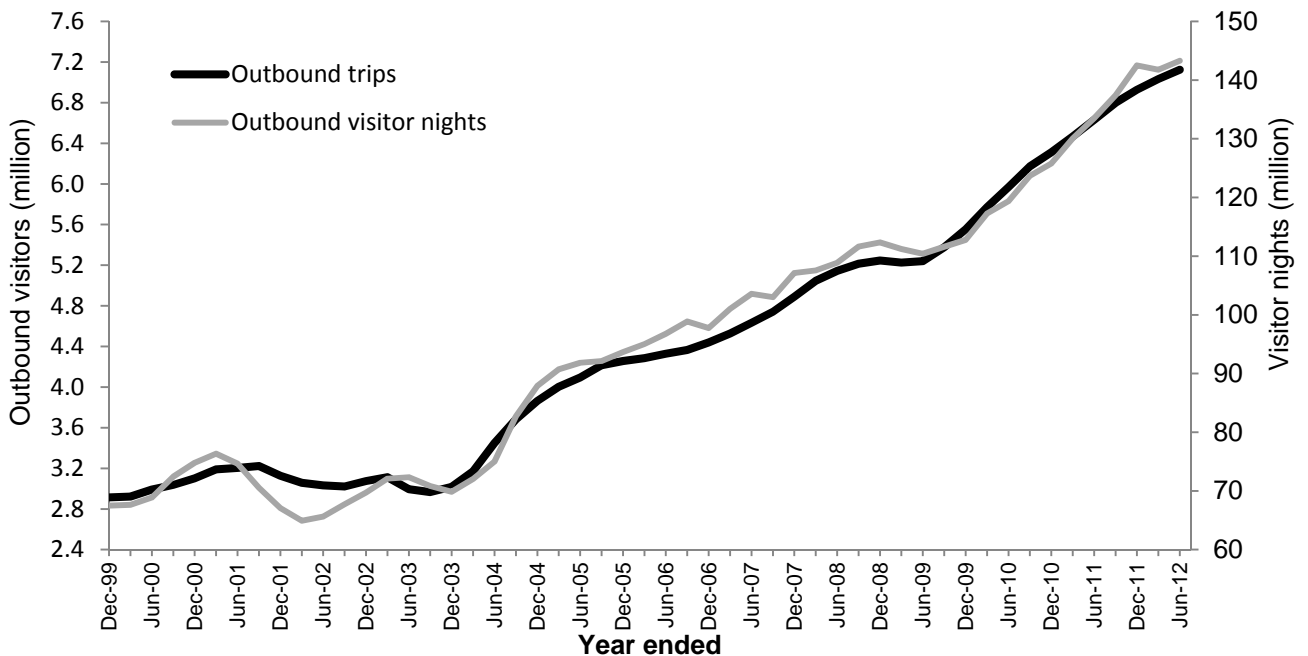
Total trips Australians aged 15 years and over took 7.1 million international trips (Figure 4).

Nights Australians spent 143 million nights away on outbound travel. This is an average of 20 nights abroad for each overseas trip.

Countries The most popular international destination was New Zealand (14%), followed by Indonesia (11%), the USA (10%), Thailand (7%) and the United Kingdom (6%).

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

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



Total Domestic Economic Value (TDEV)

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

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

Regional expenditure: Year ended 30 September 2012

Total expenditure	For the year ended 30 September 2012, modelled overnight expenditure increased 4.9% to \$49.4 billion and modelled day expenditure increased 16.4% to \$18.1 billion compared with the same period in 2011.
States/territories	Spending by domestic overnight visitors was highest in New South Wales (\$13.7 billion, down 0.4%), followed by Queensland (\$13.2 billion, up 9.5%) and Victoria (\$10.2 billion, up 3.9%). Spending by domestic day visitors was highest in New South Wales (\$5.6 billion, up 9.3%), followed by Victoria (\$4.6 billion, up 18.8%) and Queensland (\$4.4 billion, up 24.9%).
Regional expenditure	Over half of expenditure by domestic overnight visitors (51%) was spent in regional areas of Australia (\$25.3 billion). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (60% of their total), followed by Queensland (54%) and Western Australia (51%). Over half of expenditure by domestic day visitors (54%) was spent in regional areas of Australia (\$9.8 billion). For domestic day visitors, Tasmania relied most on expenditure in regional areas (63%), followed by New South Wales (61%) and Victoria (59%).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Melbourne (\$5.8 billion), followed by Sydney (\$5.4 billion). For domestic day visitors, expenditure was highest in Sydney (\$2.2 billion), followed by Melbourne (\$1.9 billion).</p> <p>Among regional areas, spending by domestic overnight visitors was highest in Sunshine Coast (\$1.8 billion), followed by North Coast NSW (\$1.7 billion) and Tropical North Queensland (\$1.6 billion). For domestic day visitors, expenditure was highest in Sunshine Coast (\$544 million), followed by Hunter (\$522 million), and South Coast (\$465 million).</p>
Expenditure per visitor	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Darwin (\$1,469), followed by Australia's North West (\$1,180), and Tropical North Queensland (\$1,137). For domestic day visitors, expenditure per visitor was highest in Canberra (\$169), followed by New England North West (\$150) and Central Queensland (\$142).
Expenditure per night	The highest average expenditure per night was in Melbourne (\$303), followed by Adelaide (\$262), and Darwin (\$261).
Intrastate and interstate expenditure	<p>For the year ended 30 September 2012, overnight interstate visitor expenditure increased 1.3% to \$18.8 billion, and overnight intrastate visitor expenditure increased 6.3% to \$20.4 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 (\$6.7 billion), followed by Queensland (\$5.6 billion) and Victoria (\$3.9 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.1 billion), followed by New South Wales (\$4.6 billion) and Victoria (\$4.2 billion).</p> <p>New South Wales residents spent more on interstate travel (\$5.5 billion) than residents of the other States or Territories. Most of this was spent in Queensland (\$2.3 billion), followed by Victoria (\$1.7 billion). Residents of Victoria spent \$5 billion on interstate travel, including \$1.8 billion in Queensland and \$1.7 billion in New South Wales.</p>
Purpose of visit	<p>Holiday visitors contributed 53% of domestic overnight expenditure at destination in Australia (\$21 billion, down 0.3%) and 57% of day expenditure (\$9 billion, up 10.2%).</p> <p>Queensland received the most expenditure from domestic visitors staying overnight for the purpose of holiday (\$6.2 billion), followed by New South Wales (\$5.9 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$2.7 billion), followed by Victoria (\$2.4 billion) and Queensland (\$2.2 billion).</p>

TABLES

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

September quarter 2012 and year ended 30 September 2012

	Visitors		Visitor nights	
	'000	%	'000	%
September quarter 2012				
Visitors to:				
New South Wales	5 816	34	18 636	27
Victoria	3 885	22	11 867	17
Queensland	4 562	26	20 937	31
South Australia	1 103	6	3 906	6
Western Australia	1 414	8	6 752	10
Tasmania ^(a)	442	3	1 558	2
Northern Territory	344	2	2 517	4
Australian Capital Territory	525	3	1 647	2
Purpose of visit ^(b)				
Holiday	7 045	41	30 666	45
Visiting friends and relatives	5 777	33	19 149	28
Business	3 866	22	12 549	19
Other	1 040	6	3 856	6
Total ^(c)	17 345	100	67 821	100
Year ended 30 September 2012				
Visitors to:				
New South Wales	24 207	33	81 987	30
Victoria	17 824	24	54 075	20
Queensland	17 536	24	73 698	27
South Australia	5 112	7	18 395	7
Western Australia	6 138	8	27 320	10
Tasmania ^(a)	1 983	3	8 938	3
Northern Territory	1 042	1	6 161	2
Australian Capital Territory	1 910	3	5 097	2
Purpose of visit ^(b)				
Holiday	31 087	43	128 212	47
Visiting friends and relatives	25 826	35	88 201	32
Business	13 672	19	42 172	15
Other	4 081	6	13 548	5
Total ^(c)	72 965	100	275 671	100

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

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

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

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

How to read this table:

Table 1 shows that during the September quarter 2012, 3,885,000 people visited destinations in Victoria and stayed for 11,867,000 nights, while during the year ended 30 September 2012, visitors whose main purpose was visiting friends and relatives totalled 88,201,000 nights.

Table 2
Overnight visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2011									
September quarter	1 929	1 425	1 628	433	305	159	226	na	6 169
December quarter	1 779	1 422	1 299	509	294	219	127	na	5 784
2012									
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
Year ended 30 September									
2011	8 001	5 680	5 510	1 868	1 062	828	545	na	24 030
2012	7 547	5 467	5 221	1 769	1 088	885	609	na	23 189
Intrastate visitors									
2011									
September quarter	3 950	2 565	3 371	659	1 076	293	95	na	11 580
December quarter	4 000	2 926	2 965	801	1 250	246	113	na	11 913
2012									
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
Year ended 30 September									
2011	16 623	11 655	11 644	3 209	4 563	1 116	344	na	47 715
2012	16 660	12 357	12 315	3 343	5 050	1 098	433	na	49 776
Total visitors									
2011									
September quarter	5 879	3 990	4 999	1 093	1 381	451	322	494	17 748
December quarter	5 779	4 348	4 263	1 311	1 544	465	240	476	17 697
2012									
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
Year ended 30 September									
2011	24 624	17 335	17 154	5 077	5 625	1 944	889	1 787	71 745
2012	24 207	17 824	17 536	5 112	6 138	1 983	1 042	1 910	72 965

na Data not available.

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

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

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

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

How to read this table:

Table 2 shows that during the year ended 30 September 2012, there were 5,050,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3
Visitor nights by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitor nights									
2011									
September quarter	7 733	5 683	10 704	2 164	2 414	780	2 303	na	33 380
December quarter	7 078	5 173	8 185	2 126	2 697	1 459	1 033	na	28 899
2012									
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
Year ended 30 September									
2011	31 902	22 165	33 527	9 055	7 962	5 141	4 724	na	119 578
2012	31 220	21 352	31 841	8 237	8 690	6 165	4 777	na	117 370
Intrastate visitor nights									
2011									
September quarter	11 766	6 237	11 708	2 174	4 265	614	355 *	na	37 119
December quarter	12 018	6 946	9 748	2 224	4 189	581	289 *	na	35 995
2012									
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
Year ended 30 September									
2011	51 134	31 016	36 682	10 167	16 783	2 833	1 004	na	149 622
2012	50 767	32 723	41 857	10 158	18 630	2 773	1 384	na	158 301
Total visitor nights									
2011									
September quarter	19 499	11 921	22 411	4 337	6 680	1 394	2 658	1 599	70 499
December quarter	19 096	12 119	17 933	4 350	6 886	2 040	1 322	1 149	64 894
2012									
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
Year ended 30 September									
2011	83 036	53 181	70 209	19 222	24 745	7 975	5 728	5 105	269 200
2012	81 987	54 075	73 698	18 395	27 320	8 938	6 161	5 097	275 671

na Data not available.

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

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

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

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

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

How to read this table:

Table 3 shows that during the year ended 30 September 2012, a total of 73,698,000 visitor nights were spent in Queensland, while during the September quarter 2012, 10,433,000 nights were spent in Queensland by interstate visitors.

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

Year ended 30 September 2012

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	2 917	31	2 673	33	1 854	28	294	30	7 547	33
Vic	1 946	21	1 744	22	1 725	26	203	21	5 467	24
Qld	2 356	25	1 722	21	1 063	16	230	23	5 221	23
SA	644	7	504	6	527	8	97	10	1 769	8
WA	271	3	342	4	481	7	27 *	3 *	1 088	5
Tas ^(b)	460	5	259	3	207	3	19 *	2 *	885	4
NT	294	3	129	2	159	2	15 *	2 *	609	3
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	9 392	100	8 093	100	6 593	100	985	100	23 189	100
Intrastate visitors to:										
NSW	6 991	30	6 653	36	2 285	31	1 010	31	16 660	33
Vic	6 277	27	4 336	24	1 213	16	613	19	12 357	25
Qld	5 112	22	4 478	24	2 026	27	925	29	12 315	25
SA	1 546	7	1 000	5	555	7	269	8	3 343	7
WA	2 287	10	1 491	8	1 005	14	315	10	5 050	10
Tas ^(b)	541	2	317	2	173	2	71	2	1 098	2
NT	168	1	60	0	166	2	41 *	1 *	433	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	22 923	100	18 336	100	7 427	100	3 244	100	49 776	100
Total visitors to:										
NSW	9 909	32	9 326	36	4 139	30	1 304	32	24 207	33
Vic	8 222	26	6 080	24	2 938	21	816	20	17 824	24
Qld	7 468	24	6 200	24	3 089	23	1 156	28	17 536	24
SA	2 189	7	1 504	6	1 082	8	366	9	5 112	7
WA	2 558	8	1 834	7	1 486	11	342	8	6 138	8
Tas ^(b)	1 001	3	576	2	380	3	90	2	1 983	3
NT	463	1	190	1	324	2	56	1	1 042	1
ACT ^(c)	506	2	720	3	581	4	100	2	1 910	3
Total ^(d)	31 087	100	25 826	100	13 672	100	4 081	100	72 965	100

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 4 shows that during the year ended 30 September 2012, 33% of all interstate visitors travelling for the purpose of visiting friends and relatives visited New South Wales, while nationally, 31,087,000 visitors travelled for holiday purposes.

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

September quarter 2012 and year ended 30 September 2012

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2012										
Visitor nights in:										
NSW	7 797	25	6 560	34	2 698	21	1 391	36	18 636	27
Vic	4 541	15	3 504	18	2 992	24	775	20	11 867	17
Qld	11 540	38	4 750	25	2 955	24	943	24	20 937	31
SA	1 636	5	1 153	6	718	6	251 *	7 *	3 906	6
WA	2 845	9	1 728	9	1 529	12	326 *	8 *	6 752	10
Tas ^(b)	636	2	358 *	2 *	458 *	4 *	104 *	3 *	1 558	2
NT	1 317	4	522	3	523	4	27 **	1 **	2 517	4
ACT	355 *	1 *	574	3	676	5	38 **	1 **	1 647	2
Total ^(c)	30 666	100	19 149	100	12 549	100	3 856	100	67 821	100
Year ended 30 September 2012										
Visitor nights in:										
NSW	37 554	29	30 034	34	9 934	24	4 061	30	81 987	30
Vic	26 227	20	17 498	20	7 792	18	2 365	17	54 075	20
Qld	35 848	28	22 330	25	10 219	24	3 992	29	73 698	27
SA	8 471	7	5 296	6	3 290	8	1 022	8	18 395	7
WA	11 098	9	7 188	8	6 786	16	1 382	10	27 320	10
Tas ^(b)	4 929	4	2 657	3	1 074	3	228 *	2 *	8 938	3
NT	2 903	2	1 219	1	1 367	3	288 *	2 *	6 161	2
ACT	1 183	1	1 979	2	1 709	4	210 *	2 *	5 097	2
Total ^(c)	128 212	100	88 201	100	42 172	100	13 548	100	275 671	100

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

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

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

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

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

How to read this table:

Table 5 shows that during the year ended 30 September 2012, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 1,074,000 nights, while during the September quarter 2012, Victoria accounted for 18% of visitor nights where the main purpose of visit was visiting friends and relatives.

Table 6
Overnight visitors and visitor nights by purpose of visit

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Overnight visitors										
2011										
September quarter	6 985	39	5 832	33	4 292	24	1 097	6	17 748	100
December quarter	7 284	41	6 620	37	3 246	18	949	5	17 697	100
2012										
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
Year ended 30 September										
2011	30 876	43	24 000	33	14 096	20	4 223	6	71 745	100
2012	31 087	43	25 826	35	13 672	19	4 081	6	72 965	100
Visitor nights										
2011										
September quarter	30 894	44	19 757	28	13 517	19	4 140	6	70 499	100
December quarter	29 344	45	21 734	33	9 436	15	2 889	4	64 894	100
2012										
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
Year ended 30 September										
2011	129 719	48	80 908	30	42 138	16	13 880	5	269 200	100
2012	128 212	47	88 201	32	42 172	15	13 548	5	275 671	100

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

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

How to read this table:

Table 6 shows that during the September quarter 2012, 3,866,000 visitors were travelling for business purposes and they stayed a total of 12,549,000 nights.

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

September quarter 2012 and year ended 30 September 2012

	State/territory of origin								Total
	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	
'000									
September quarter 2012									
Visitors to:									
NSW	4 005	605	723	104	62	38 *	13 *	265	5 816
Vic	705	2 448	196	263	109	89	15 *	60	3 885
Qld	682	497	3 089	91	66	39 *	26 *	72	4 562
SA	91	197	56	680	39 *	8 **	15 *	16 *	1 103
WA	78	81	59	33 *	1 127	5 **	22 *	9 **	1 414
Tas ^(a)	28 *	101	33 *	15 *	10 **	250	4 **	2 **	442
NT	40 *	63	50 *	36 *	32 *	4 **	110	8 **	344
ACT	341	70	69	21 *	15 *	6 **	4 **	0 **	525
Total ^(b)	5 970	4 062	4 275	1 245	1 461	438	209	433	17 345
Year ended 30 September 2012									
Visitors to:									
NSW	16 660	2 766	2 586	453	335	138	60	1 209	24 207
Vic	2 577	12 357	914	892	430	322	76	257	17 824
Qld	2 858	1 425	12 315	336	246	113	82	162	17 536
SA	471	802	196	3 343	146	26 *	76	53 *	5 112
WA	354	288	229	99	5 050	20 *	68	29 *	6 138
Tas ^(a)	210	393	151	65	34 *	1 098	7 **	25 *	1 983
NT	121	185	112	97	65	14 *	433	14 *	1 042
ACT	1 293	291	178	55	61	22 *	8 **	5 **	1 910
Total ^(b)	24 544	18 507	16 680	5 339	6 366	1 754	810	1 753	72 965

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

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

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

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

How to read this table:

Table 7 shows that during the year ended 30 September 2012, 113,000 visitors to Queensland were residents of Tasmania, while during the September quarter 2012, 250,000 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

September quarter 2012 and year ended 30 September 2012

	Origin of visitors		Population ^(a)		Visitor rate ^(b)
	'000	%	'000	%	
September quarter 2012					
State/territory					
New South Wales	5 970	34	6 003	32	1.0
Victoria	4 062	23	4 653	25	0.9
Queensland	4 275	25	3 720	20	1.1
South Australia	1 245	7	1 371	7	0.9
Western Australia	1 461	8	1 930	10	0.8
Tasmania ^(c)	438	3	415	2	1.1
Northern Territory	209	1	178	1	1.2
Australian Capital Territory	433	2	302	2	1.4
Total	17 345	100	18 573	100	0.9
Year ended 30 September 2012					
State/territory					
New South Wales	24 544	34	6 003	32	4.1
Victoria	18 507	25	4 653	25	4.0
Queensland	16 680	23	3 720	20	4.5
South Australia	5 339	7	1 371	7	3.9
Western Australia	6 366	9	1 930	10	3.3
Tasmania ^(c)	1 754	2	415	2	4.2
Northern Territory	810	1	178	1	4.6
Australian Capital Territory	1 753	2	302	2	5.8
Total	72 965	100	18 573	100	3.9

(a) Population figures are as of 30 September 2012.

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

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

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

How to read this table:

Table 8 shows that during the year ended 30 September 2012, Northern Territory residents took 810,000 overnight trips. The visitor rate shows that this is an average of 4.6 trips per Northern Territory resident.

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

Year ended 30 September 2012

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Duration of visit ^(c)									
1 night	7 269	5 615	4 563	1 414	1 480	460	177	777	21 557
2 nights	6 607	5 201	3 900	1 160	1 523	486	185	504	19 486
3 nights	3 616	2 504	2 429	881	939	305	155	285	11 075
4-7 nights	4 985	3 535	4 689	1 219	1 381	449	307	285	16 637
8-14 nights	1 296	786	1 468	350	563	217	145	38 *	4 807
15-21 nights	270	111	274	57	138	42 *	41 *	11 **	936
22 nights or more	164	73	213	31 *	113	24 *	32 *	9 **	646
Total	24 207	17 824	17 536	5 112	6 138	1 983	1 042	1 910	72 965
Average duration of visit	3	3	4	4	4	5	6	3	4
Median duration of visit ^(d)	2	2	3	2	3	3	4	2	2
	%								
Duration of visit ^(c)									
1 night	30	32	26	28	24	23	17	41	30
2 nights	27	29	22	23	25	25	18	26	27
3 nights	15	14	14	17	15	15	15	15	15
4-7 nights	21	20	27	24	22	23	29	15	23
8-14 nights	5	4	8	7	9	11	14	2 *	7
15-21 nights	1	1	2	1	2	2 *	4 *	1 **	1
22 nights or more	1	0	1	1 *	2	1 *	3 *	0 **	1
Total	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 9 shows that during the year ended 30 September 2012, 1,414,000 or 28% of all overnight visitors to South Australia stayed for 1 night only.

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

Year ended 30 September 2012

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	8 815	5 952	6 507	1 573	1 769	823	516	934	26 021
Guest house or bed & breakfast	344	327	117	100	114	81	4 **	6 **	1 083
Rented house, apartment, flat or unit	1 632	1 173	1 839	358	607	153	34 *	45 *	5 792
Caravan park or commercial camping ground	1 990	1 466	1 044	614	574	115	136	62	5 694
Caravan or camping on private property	1 039	725	831	249	395	130	119	23 *	3 345
Friend's or relative's property	9 960	7 175	7 093	1 934	2 357	715	229	765	29 767
Own property (e.g. holiday house)	810	1 043	366	283	241	93	12 *	33 *	2 879
Other	922	669	790	312	515	134	81	44 *	3 419
Total ^(d)	24 207	17 824	17 536	5 112	6 138	1 983	1 042	1 910	72 965
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	36	33	37	31	29	42	50	49	36
Guest house or bed & breakfast	1	2	1	2	2	4	0 **	0 **	1
Rented house, apartment, flat or unit	7	7	10	7	10	8	3 *	2 *	8
Caravan park or commercial camping ground	8	8	6	12	9	6	13	3	8
Caravan or camping on private property	4	4	5	5	6	7	11	1 *	5
Friend's or relative's property	41	40	40	38	38	36	22	40	41
Own property (e.g. holiday house)	3	6	2	6	4	5	1 *	2 *	4
Other	4	4	5	6	8	7	8	2 *	5
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 10 shows that during the year ended 30 September 2012, 1,044,000 or 6% of overnight visitors to Queensland stayed in a caravan park or a commercial camping ground.

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

Year ended 30 September 2012

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	20 200	13 374	20 400	3 914	5 781	2 695	2 074	2 260	70 697
Guest house or bed & breakfast	825	720	279 *	253 *	266 *	193 *	8 **	10 **	2 555
Rented house, apartment, flat or unit	7 872	4 094	10 167	1 514	3 039	636	198 *	146 *	27 666
Caravan park or commercial camping ground	9 963	5 945	6 536	2 700	3 017	496	794	207 *	29 657
Caravan or camping on private property	3 627	2 046	2 918	751	1 795	447 *	483	57 **	12 123
Friend's or relative's property	32 783	21 923	26 394	6 623	8 675	3 425	1 734	2 033	103 589
Own property (e.g. holiday house)	3 330	3 280	1 503	979	796	396 *	29 **	202 *	10 515
Other	2 991	2 502	4 205	1 354	3 085	636	458 *	167 *	15 398
Total ^(d)	81 987	54 075	73 698	18 395	27 320	8 938	6 161	5 097	275 671
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	25	25	28	21	21	30	34	44	26
Guest house or bed & breakfast	1	1	0 *	1 *	1 *	2 *	0 **	0 **	1
Rented house, apartment, flat or unit	10	8	14	8	11	7	3 *	3 *	10
Caravan park or commercial camping ground	12	11	9	15	11	6	13	4 *	11
Caravan or camping on private property	4	4	4	4	7	5 *	8	1 **	4
Friend's or relative's property	40	41	36	36	32	38	28	40	38
Own property (e.g. holiday house)	4	6	2	5	3	4 *	0 **	4 *	4
Other	4	5	6	7	11	7	7 *	3 *	6
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 11 shows that during the year ended 30 September 2012, 26% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,033,000 visitor nights in the Australian Capital Territory were spent in a friend's or relative's property.

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

Year ended 30 September 2012

	Air transport	Private vehicle	Other transport	Total ^(a)
	'000			
Interstate visitors to:				
NSW	3 304	3 904	645	7 547
Vic	3 584	1 723	490	5 467
Qld	3 621	1 545	502	5 221
SA	1 016	626	197	1 769
WA	966	138	175	1 088
Tas ^(b)	712	155	284	885
NT	493	92	98	609
ACT ^(c)	na	na	na	na
Total interstate visitors ^(d)	14 186	9 449	2 552	23 189
Intrastate visitors to:				
NSW	663	14 696	1 375	16 660
Vic	114	11 238	1 036	12 357
Qld	1 507	10 142	931	12 315
SA	141	3 040	175	3 343
WA	631	4 120	349	5 050
Tas ^(b)	8 **	997	82	1 098
NT	88	317	34 *	433
ACT ^(c)	na	na	na	na
Total intrastate visitors ^(d)	3 152	44 553	3 985	49 776
Total visitors to:				
NSW	3 967	18 600	2 020	24 207
Vic	3 698	12 962	1 526	17 824
Qld	5 128	11 687	1 434	17 536
SA	1 156	3 667	372	5 112
WA	1 596	4 258	524	6 138
Tas ^(b)	720	1 152	366	1 983
NT	581	409	131	1 042
ACT	491	1 267	164	1 910
Total ^(d)	16 834	52 490	6 292	72 965

na Data not available.

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

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

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

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

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

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

How to read this table:

Table 12 shows that during the year ended 30 September 2012, 9,449,000 overnight visitors used a private vehicle when travelling interstate, while 3,152,000 visitors used air transport when travelling intrastate.

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

Year ended 30 September 2012

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 105.9	45.1 *	284.3	77.5	1 512.9
Taxis	174.9	97.9	465.3	20.1 *	758.2
Airline fares	1 975.7	1 908.9	2 899.5	194.7	6 978.8
Organised tours, side trips	375.2	23.4 *	14.3 *	6.2 **	419.1
Car hire costs	441.3	206.3	317.5	25.4 *	990.5
Fuel (petrol, diesel)	2 333.1	1 587.3	1 000.2	203.9	5 124.5
Vehicle maintenance or repairs	127.3	34.5 *	22.3 *	4.8 **	189.0
Other long distance transport costs	127.0	73.2	31.1 *	22.5 *	253.8
Other local transport costs	97.3	61.4	40.5 *	11.0 *	210.3
Accommodation	7 003.1	1 454.0	3 633.8	341.3	12 432.2
Takeaway & restaurant meals	3 702.3	1 860.2	1 516.0	216.1	7 294.7
Groceries etc for self-catering	1 837.2	835.0	258.3	78.3	3 008.8
Alcohol and drinks (not elsewhere included)	1 498.0	768.2	414.3	48.0 *	2 728.4
Shopping, gifts, souvenirs	2 513.1	1 478.6	371.5	218.3	4 581.5
Entertainment, museums, movies, zoos etc	1 102.0	254.6	114.9	20.8 *	1 492.3
Horse racing, gambling, casinos	115.2	37.8 *	27.4 *	5.3 **	185.7
Conference fees	15.6 *	7.7 *	252.4	9.2 *	284.8
Education, course fees	16.3 *	2.2 **	91.9	27.6 *	138.0
Other expenditure on trip	223.0	83.6	58.7	132.8	498.2
Total ^(a)	25 100.6	10 860.8	11 820.2	1 664.0	49 445.6

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

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

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

How to read this table:

Table 13 shows that during the year ended 30 September 2012, overnight holiday visitors spent a total of \$1,975.7 million on airline fares. The total expenditure for all overnight visitors for the same period was \$49.4 billion.

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

September quarter 2012 and year ended 30 September 2012

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2012										
Day visitors to:										
NSW	6 024	30	3 806	29	1 570	33	1 697	28	13 097	30
Vic	5 051	25	4 070	31	983	21	1 474	25	11 579	26
Qld	4 978	25	2 774	21	1 134	24	1 697	28	10 584	24
SA	1 516	8	720	5	294	6	393	7	2 923	7
WA	1 593	8	1 283	10	465	10	390	7	3 731	9
Tas	490	2	302	2	108 *	2 *	218	4	1 118	3
NT	142	1	41 *	0 *	52 *	1 *	15 **	0 **	250	1
ACT	164	1	105 *	1 *	89 *	2 *	103 *	2 *	461	1
Total (a)	19 959	100	13 102	100	4 694	100	5 987	100	43 742	100
Year ended 30 September 2012										
Day visitors to:										
NSW	24 459	30	16 589	32	6 588	34	6 825	31	54 461	31
Vic	21 721	27	14 563	28	4 173	22	5 196	23	45 653	26
Qld	18 740	23	10 482	20	4 584	24	5 984	27	39 791	23
SA	6 010	7	3 347	7	1 321	7	1 416	6	12 094	7
WA	6 727	8	4 453	9	1 505	8	1 785	8	14 470	8
Tas	2 488	3	1 243	2	532	3	706	3	4 968	3
NT	625	1	167	0	233	1	91 *	0 *	1 117	1
ACT	697	1	399	1	309	2	250	1	1 656	1
Total (a)	81 466	100	51 242	100	19 246	100	22 254	100	174 209	100

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

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

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

How to read this table:

Table 14 shows that during the year ended 30 September 2012, there were a total of 174,209,000 day visitors, of whom 8% visited destinations in Western Australia.

Table 15

Day visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total ^(a)
	'000								
2010									
September quarter	11 850	9 587	8 344	2 597	3 152	989	208	371	37 098
December quarter	11 835	9 817	9 062	2 592	3 147	1 057	190	384	38 084
2011									
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
2012									
March quarter	14 361	12 051	9 516	3 162	3 558	1 430	315	505	44 899
June quarter	13 951	11 298	10 407	2 913	3 582	1 171	204	296	43 820
September quarter	13 097	11 579	10 584	2 923	3 731	1 118	250	461	43 742
Year ended 30 September									
2011	50 788	40 982	34 443	10 771	13 710	4 242	967	1 665	157 568
2012	54 461	45 653	39 791	12 094	14 470	4 968	1 117	1 656	174 209

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

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

How to read this table:

Table 15 shows that during the year ended 30 September 2012, destinations in New South Wales had 54,461,000 day visitors, while during the September quarter 2012, destinations in the Australian Capital Territory had 461,000 day visitors.

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

Year ended 30 September 2012

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	459	48 712	5 290	54 461
Victoria	545	41 119	3 989	45 653
Queensland	500	37 014	2 276	39 791
South Australia	181	11 521	392	12 094
Western Australia	220	13 328	921	14 470
Tasmania	31 *	4 750	188	4 968
Northern Territory	45 *	1 025	47 *	1 117
Australian Capital Territory	55 *	1 488	113 *	1 656
Total (a)	2 036	158 957	13 216	174 209

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

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

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

How to read this table:

Table 16 shows that during the year ended 30 September 2012, 500,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 1,117,000 day visitors during the same period.

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

Year ended 30 September 2012

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	29.5	1.5 **	1.2 **	2.9 **	35.1
Taxis	7.9 *	10.6 *	82.1	15.0 *	115.6
Airline fares	17.6 *	56.9	526.7	79.4	680.6
Organised tours, side trips	31.4	5.7 *	0.0 **	5.5 *	42.6
Car hire costs	17.2 *	15.2 *	35.1	6.1 *	73.6
Fuel (petrol, diesel)	2 071.1	1 339.1	574.9	638.2	4 623.3
Vehicle maintenance or repairs	22.3	8.8 *	6.5 *	55.9	93.6
Other long distance transport costs	31.6	18.9 *	4.4 *	9.9 *	64.8
Other local transport costs	77.2	23.1	19.1 *	21.5 *	140.8
Takeaway & restaurant meals	2 058.4	835.8	294.9	328.0	3 517.2
Groceries etc for self-catering	569.0	276.9	43.2	138.0	1 027.1
Alcohol and drinks (not elsewhere included)	488.8	267.9	34.4	42.7	833.7
Shopping, gifts, souvenirs	3 478.5	669.4	220.0	619.8	4 987.8
Entertainment, museums, movies, zoos, etc	663.4	45.6	15.3 *	25.1	749.4
Horse racing, gambling, casinos	60.3	5.7 *	2.8 **	2.7 **	71.5
Conference fees	0.2 **	0.0 **	86.1	0.6 **	86.8
Education, course fees	6.1 *	0.0 **	41.2	49.7	97.1
Other expenditure on trip	180.3	32.2	111.8	533.9	858.2
Total ^(a)	9 810.9	3 613.4	2 099.7	2 574.9	18 098.9

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

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

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

How to read this table:

Table 17 shows that during the year ended 30 September 2012, day visitors spent \$73.6 million on car hire. The overall total spent by day visitors during the same period was \$18.1 billion.

Table 18**Australians travelling overseas: Visitors and average number of nights per trip by main destination and purpose of trip**Year ended 30 June 2012 ^(a)

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

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

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

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

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

How to read this table:

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

Table 19
Total Domestic Economic Value (TDEV)
Year ended 30 September 2002–2012

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

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

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

Year ended 30 September 2012

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	2 182	12	20 007	109
2	Melbourne	Vic	1 906	11	16 850	113
3	Brisbane	Qld	1 382	8	13 539	102
4	Experience Perth	WA	899	5	9 668	93
5	Gold Coast	Qld	782	4	7 659	102
6	Sunshine Coast	Qld	544	3	5 721	95
7	Adelaide	SA	524	3	4 384	120
8	Hunter	NSW	522	3	5 315	98
9	South Coast	NSW	465	3	5 834	80
10	Darling Downs	Qld	435	2	3 175	137
11	North Coast NSW	NSW	412	2	3 858	107
12	Australia's South West	WA	341	2	3 031	113
13	Central NSW	NSW	302	2	2 541	119
14	Northern Rivers Tropical NSW	NSW	301	2	3 228	93
15	Peninsula	Vic	297	2	4 156	71
16	New England North West	NSW	282	2	1 879	150
17	Western	Vic	281	2	2 722	103
18	Canberra	ACT	279	2	1 656	169
19	Central Queensland	Qld	278	2	1 958	142
20	Bendigo Loddon	Vic	275	2	2 530	109
Top 20 regions^(c)			12 690	70	119 711	106
Total Australia^(d)			18 099	100	174 209	104

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 20 shows that during the year ended 30 September 2012, there were 4.4 million domestic day visitors to Adelaide who spent a total of \$524 million in the region or 3% of total domestic day visitor expenditure in Australia.

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

Year ended 30 September 2012

State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
	\$ million	%	'000	\$
Sydney	2 182	39	20 007	109
Regional NSW	3 372	61	34 454	98
Total NSW	5 554	100	54 461	102
Melbourne	1 906	41	16 850	113
Regional Vic	2 707	59	28 803	94
Total Vic	4 613	100	45 653	101
Gold Coast	782	18	7 659	102
Brisbane	1 382	32	13 539	102
Regional Qld	2 199	50	18 593	118
Total Qld	4 363	100	39 791	110
Adelaide	524	45	4 384	120
Regional SA	635	55	7 710	82
Total SA	1 160	100	12 094	96
Experience Perth	899	62	9 668	93
Regional WA	552	38	4 802	115
Total WA	1 451	100	14 470	100
Hobart	187	37	1 927	97
Regional Tas	316	63	3 041	104
Total Tas	503	100	4 968	101
Darwin	113	64	556	203
Regional NT	63	36	561	113
Total NT	176	100	1 117	158
Canberra	279	100	1 656	169
Total ACT	279	100	1 656	169
Total capitals	8 255	46	76 245	108
Total regional	9 843	54	97 964	100
Total Australia ^(c)	18 099	100	174 209	104

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 21 shows that during the year ended 30 September 2012, there were 18.6 million domestic day visitors in regional Queensland, who spent a total of \$2.2 billion in this area, or 50% of total domestic day visitor expenditure in Queensland.

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

Year ended 30 September 2012

State/territory	Holiday		Visiting friends and relatives		Business		Other ^(c)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	2 698	30	1 033	35	478	30	638	27	4 846	30
Vic	2 395	27	791	27	350	22	596	25	4 132	26
Qld	2 178	24	608	20	407	25	672	29	3 865	24
SA	601	7	151	5	137	8	136	6	1 026	6
WA	703	8	253	9	109	7	190	8	1 254	8
Tas	267	3	72	2	35	2	67	3	442	3
NT	56	1	18	1	55	3	18	1	147	1
ACT	122	1	43	1	38	2	25	1	227	1
Total Australia^(d)	9 020	100	2 969	100	1 608	100	2 342	100	15 939	100

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 22 shows that during the year ended 30 September 2012, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$253 million, or 9% of total expenditure in Australia for this purpose.

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

Year ended 30 September 2012

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Melbourne	Vic	5 791	12	6 821	19 110	849	303	3
2	Sydney	NSW	5 430	11	7 622	21 813	712	249	3
3	Brisbane	Qld	3 081	6	4 893	14 758	630	209	3
4	Gold Coast	Qld	2 987	6	3 417	14 346	874	208	4
5	Experience Perth	WA	2 432	5	2 792	10 464	871	232	4
6	Adelaide	SA	1 848	4	2 204	7 043	838	262	3
7	Sunshine Coast	Qld	1 778	4	2 793	10 580	637	168	4
8	North Coast NSW	NSW	1 694	3	3 081	11 593	550	146	4
9	Tropical North Queensland	Qld	1 645	3	1 447	7 463	1 137	220	5
10	South Coast	NSW	1 261	3	2 937	10 218	429	123	3
11	Canberra	ACT	1 047	2	1 910	5 089	548	206	3
12	Northern Rivers Tropical NSW	NSW	1 042	2	1 865	7 638	559	136	4
13	Australia's South West	WA	990	2	1 827	5 975	542	166	3
14	Hobart and the South	Tas	812	2	1 033	4 374	786	186	4
15	Central NSW	NSW	792	2	1 880	5 286	421	150	3
16	Hunter	NSW	788	2	2 119	6 037	372	131	3
17	Darwin	NT	764	2	520	2 930	1 469	261	6
18	Australia's North West	WA	722	1	612	4 578	1 180	158	7
19	Central Queensland	Qld	711	1	1 343	5 575	529	127	4
20	Western	Vic	662	1	1 583	4 735	418	140	3
	Top 20 regions^(c)		36 278	73	49 168	179 607	738	202	4
	Total Australia^(d)		49 446	100	72 965	275 671	678	179	4

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 23 shows that during the year ended 30 September 2012, there were 1.4 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^(a) in the top 20 regions ranked by expenditure, excluding airfares and long distance transport costs**

Year ended 30 September 2012

Rank	Region	State/territory	Expenditure ^(a)	Share of	Visitors ^(b)		Visitor	Expenditure	Expenditure	Average
			\$ million	%	'000	'000	nights	per visitor	per night	length of stay
								\$	\$	Nights
1	Melbourne	Vic	4 343	11	6 821	19 110		637	227	3
2	Sydney	NSW	4 190	10	7 622	21 813		550	192	3
3	Gold Coast	Qld	2 667	6	3 417	14 346		781	186	4
4	Brisbane	Qld	2 315	6	4 893	14 758		473	157	3
5	Experience Perth	WA	1 697	4	2 792	10 464		608	162	4
6	Sunshine Coast	Qld	1 625	4	2 793	10 580		582	154	4
7	North Coast NSW	NSW	1 511	4	3 081	11 593		490	130	4
8	Tropical North Queensland	Qld	1 343	3	1 447	7 463		928	180	5
9	Adelaide	SA	1 321	3	2 204	7 043		599	188	3
10	South Coast	NSW	1 199	3	2 937	10 218		408	117	3
11	Northern Rivers Tropical NSW	NSW	956	2	1 865	7 638		512	125	4
12	Australia's South West	WA	943	2	1 827	5 975		516	158	3
13	Canberra	ACT	809	2	1 910	5 089		424	159	3
14	Hunter	NSW	775	2	2 119	6 037		366	128	3
15	Central NSW	NSW	739	2	1 880	5 286		393	140	3
16	Western	Vic	637	2	1 583	4 735		402	135	3
17	Central Queensland	Qld	631	2	1 343	5 575		470	113	4
18	Hobart and the South	Tas	626	2	1 033	4 374		606	143	4
19	Darwin	NT	544	1	520	2 930	1 045		186	6
20	Australia's North West	WA	541	1	612	4 578		884	118	7
	Top 20 regions^(c)		29 412	71	49 168	179 607		598	164	4
	Total Australia^(d)		41 344	100	72 965	275 671		567	150	4

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 24 shows that during the year ended 30 September 2012, there were 3.4 million domestic overnight visitors to Gold Coast who spent a total of \$2.7 billion or 6% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

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

Year ended 30 September 2012

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/territory							
Sydney	5 430	40	7 622	21 813	712	249	3
Regional NSW	8 300	60	17 209	60 173	482	138	3
Total NSW	13 730	100	24 207	81 987	567	167	3
Melbourne	5 791	57	6 821	19 110	849	303	3
Regional Vic	4 376	43	11 503	34 965	380	125	3
Total Vic	10 167	100	17 824	54 075	570	188	3
Gold Coast	2 987	23	3 417	14 346	874	208	4
Brisbane	3 081	23	4 893	14 758	630	209	3
Regional Qld	7 178	54	10 102	44 594	711	161	4
Total Qld	13 246	100	17 536	73 698	755	180	4
Adelaide	1 848	57	2 204	7 043	838	262	3
Regional SA	1 409	43	3 178	11 352	443	124	4
Total SA	3 257	100	5 112	18 395	637	177	4
Perth	2 432	49	2 792	10 464	871	232	4
Regional WA	2 575	51	3 627	16 855	710	153	5
Total WA	5 008	100	6 138	27 320	816	183	4
Hobart	812	50	1 033	4 374	786	186	4
Regional Tas	822	50	1 181	4 564	696	180	4
Total Tas	1 634	100	1 983	8 938	824	183	5
Darwin	764	56	520	2 930	1 469	261	6
Regional NT	593	44	632	3 231	937	183	5
Total NT	1 357	100	1 042	6 161	1 302	220	6
Canberra	1 047	100	1 910	5 089	548	206	3
Total ACT	1 047	100	1 910	5 097	548	205	3
Total capitals	24 192	49	30 265	99 927	799	242	3
Total regional	25 253	51	46 085	175 744	548	144	4
Total Australia^(c)	49 446	100	72 965	275 671	678	179	4

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 25 shows that during the year ended 30 September 2012, there were 1.2 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$822 million, or 50% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

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

Year ended 30 September 2012

State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/territory							
Sydney	4 190	35	7 622	21 813	550	192	3
Regional NSW	7 738	65	17 209	60 173	450	129	3
Total NSW	11 928	100	24 207	81 987	493	145	3
Melbourne	4 343	51	6 821	19 110	637	227	3
Regional Vic	4 215	49	11 503	34 965	366	121	3
Total Vic	8 558	100	17 824	54 075	480	158	3
Gold Coast	2 667	24	3 417	14 346	781	186	4
Brisbane	2 315	21	4 893	14 758	473	157	3
Regional Qld	6 185	55	10 102	44 594	612	139	4
Total Qld	11 167	100	17 536	73 698	637	152	4
Adelaide	1 321	50	2 204	7 043	599	188	3
Regional SA	1 302	50	3 178	11 352	410	115	4
Total SA	2 623	100	5 112	18 395	513	143	4
Perth	1 697	43	2 792	10 464	608	162	4
Regional WA	2 242	57	3 627	16 855	618	133	5
Total WA	3 940	100	6 138	27 320	642	144	4
Hobart	626	48	1 033	4 374	606	143	4
Regional Tas	676	52	1 181	4 564	572	148	4
Total Tas	1 302	100	1 983	8 938	656	146	5
Darwin	544	53	520	2 930	1 045	186	6
Regional NT	473	47	632	3 231	749	147	5
Total NT	1 017	100	1 042	6 161	976	165	6
Canberra	809	100	1 910	5 089	424	159	3
Total ACT	809	100	1 910	5 097	424	159	3
Total capitals	18 512	45	30 265	99 927	612	185	3
Total regional	22 832	55	46 085	175 744	495	130	4
Total Australia^(c)	41 344	100	72 965	275 671	567	150	4

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 26 shows that during the year ended 30 September 2012, there were 3.6 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^(a) (destination expenditure only^(b))
by total intrastate and interstate origin for each state/territory**

Year ended 30 September 2012

State/territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	6 704	-	1 658	1 614	285	380	109	70	482	4 597	11 301
Vic	3 911	1 735	-	728	649	530	247	97	166	4 152	8 063
Qld	5 598	2 286	1 763	-	332	295	158	125	160	5 120	10 717
SA	1 156	321	513	184	-	122	18	87	np	1 313	2 469
WA	2 465	350	352	332	87	-	27	87	np	1 259	3 724
Tas	325	196	369	192	98	46	-	np	np	933	1 258
NT	268	126	265	120	116	64	20	-	np	714	982
ACT	1	469	124	77	27	np	np	np	-	750	751
Total Australia^(c)	20 429	5 483	5 043	3 247	1 594	1 473	591	481	926	18 838	39 267

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

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

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

np Not published due to reliability concerns.

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 27 shows that during the year ended 30 September 2012, Queensland residents spent \$5.6 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$5.1 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.3 billion), followed by Victoria (\$1.8 billion) and South Australia (\$332 million).

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

Year ended 30 September 2012

	Holiday		Visiting friends and relatives		Business		Other ^(c)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
State/territory										
NSW	5 901	28	2 768	34	2 173	26	459	25	11 301	29
Vic	4 439	21	1 672	20	1 711	21	240	13	8 063	21
Qld	6 247	30	2 103	26	1 792	22	576	31	10 717	27
SA	1 209	6	515	6	567	7	179	10	2 469	6
WA	1 735	8	610	7	1 148	14	231	13	3 724	9
Tas	755	4	247	3	221	3	35	2	1 258	3
NT	467	2	115	1	326	4	75	4	982	3
ACT	234	1	200	2	278	3	39	2	751	2
Total Australia^(d)	20 987	100	8 229	100	8 215	100	1 835	100	39 267	100

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

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

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

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

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

Source: Tourism Research Australia expenditure allocation method applied to 2012 National Visitor Survey data.

How to read this table:

Table 28 shows that during the year ended 30 September 2012, domestic overnight visitors who travelled for holiday purposes in Western Australia spent a total of \$1.7 billion, or 8% of total holiday expenditure in Australia.

Introduction to the National Visitor Survey

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

Since 1 January 2005, interviews have been conducted with approximately 120,000 Australian residents aged 15 years and over on an annual basis. Prior to 2005, the sample size was 80,000, with the increase designed to enhance estimates for smaller states/territories and at a regional level.

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

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

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

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

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

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

Survey methodology

Break in series between NVS and DTM

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

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

Weighting and benchmarking

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

Determining domestic visitor expenditure in regional Australia

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

Data reliability

Reliability of NVS data

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Items that are not collected for long trips

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

Indications of reliability in data tables

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

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

Use of symbols in tables

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

Row and column totals

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

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

State and territory specific surveys

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

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

Regional expenditure

Regional expenditure allocation methodology

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

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

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

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

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

Overnight trips expenditure allocation process

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

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

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

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

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

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

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

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

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

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

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

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

The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

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

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

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

Experience has shown:

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

Day trips expenditure allocation process

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

Glossary of terms

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

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

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

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

Total Domestic Economic Value

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

Visitor nights

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

Example

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

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

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

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

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

State and territory abbreviations

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

About Tourism Research Australia

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

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

Research publications and reports

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

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

Statistical Enquiry Service

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

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

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

Online Data Package

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

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

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

Online Student Data Package

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

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

Destination Visitor Surveys

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.

Tourism Research Australia
Department of Resources,
Energy and Tourism
GPO Box 1564
Canberra ACT 2601
ABN: 46 252 861 927

Contact us at www.ret.gov.au/tra



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