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AUSTRALIA

TRAVEL BY AUSTRALIANS

Quarterly results of the
National Visitor Survey

SEPTEMBER 2013

TRAVEL BY AUSTRALIANS

Travel by Australians

September 2013
Quarterly results of the
National Visitor Survey

Image: Royal Coast Walks, Royal National Park, New South Wales
Courtesy of James Pipino and Destination NSW

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Tourism Research Australia
GPO Box 1564 Canberra ACT 2601
ABN 74 599 608 295

For further information on the National Visitor Survey, contact Steve Matthews,
Tourism Research Australia on 02 6243 7733.

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Changes to National Visitor Survey Data

Tourism regions

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

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

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

Weighting methodology

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

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

Business expenditure

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

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MAIN FINDINGS

Overnight travel within Australia: Year ended 30 September 2013

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

Total trips	There were 76.0 million overnight trips taken in Australia by Australian residents aged 15 years and over. This was 4% higher than the number of overnight trips for the equivalent period in 2012.
Visitor nights	Australians spent 284 million nights away from home. This was 3% higher than the number recorded from the equivalent period in 2012.
Travel	Two-thirds (67%) of visitors travelled within their state or territory of residence. The remaining 33% travelled interstate.
State/ territory visits	New South Wales received the most visitors (34%), followed by Victoria (24%) and Queensland (24%).
State/ territory nights	New South Wales received the most visitor nights (30%), followed by Queensland (26%) and Victoria (19%).
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 those travelling for business (16%).
Accommodation	In terms of visitor nights, the most popular type of accommodation was a friend's or relative's property (37%), followed by a hotel, resort, motel or motor inn (26%).
Transport	The most common forms of transport used on overnight trips were a private vehicle (72%) and air transport (24%).
Expenditure	Expenditure by overnight visitors amounted to \$51.7 billion, an increase of 5% compared with the same period in 2012 (Figure 1).

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

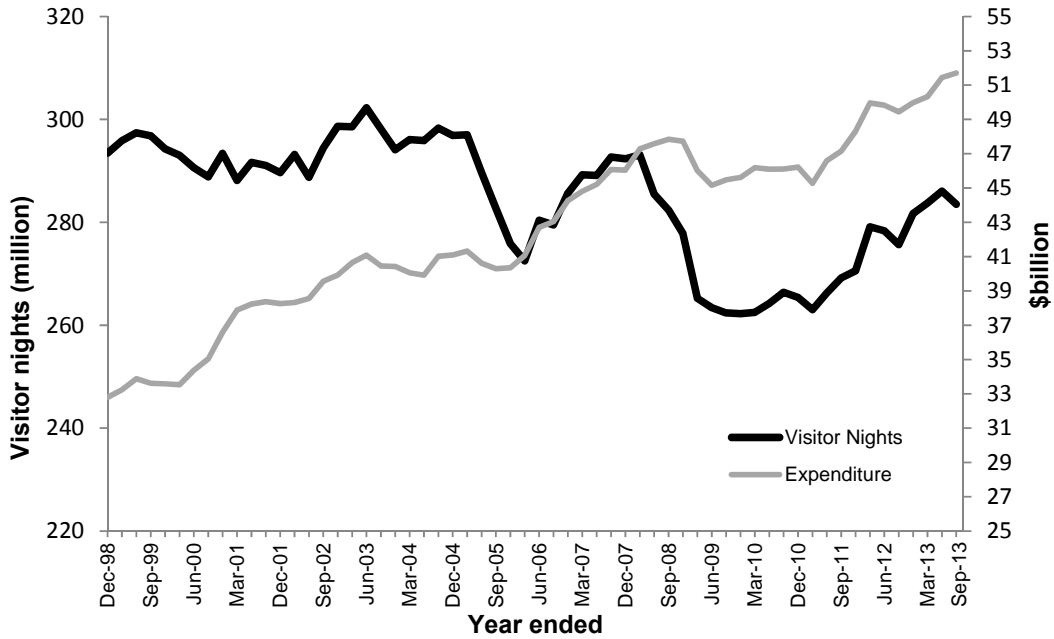
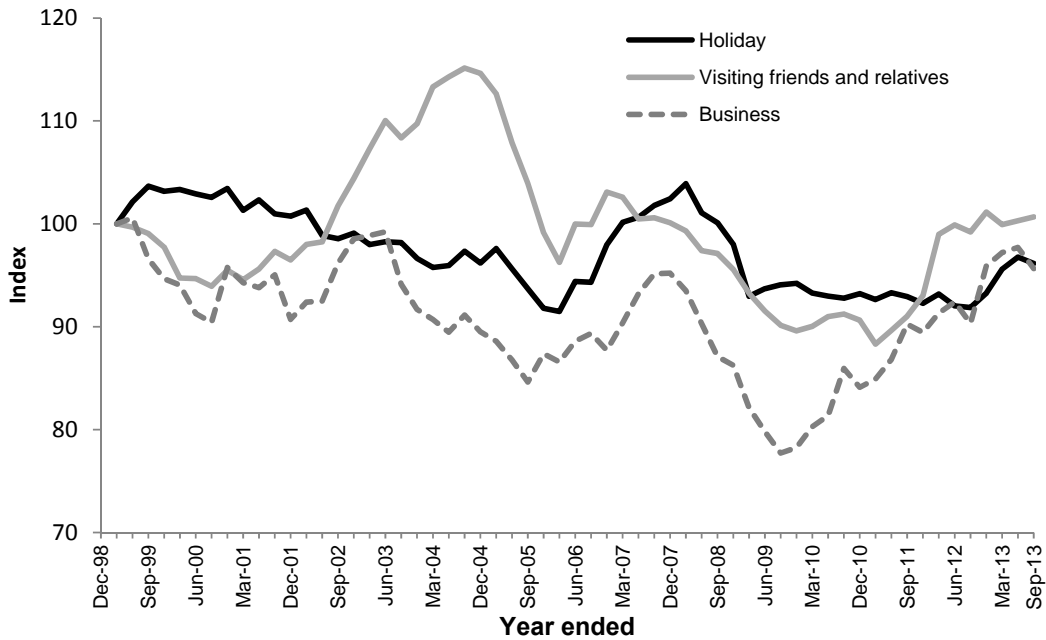


Figure 2: Visitor nights by purpose of visit, year ending December 1998 to September 2013



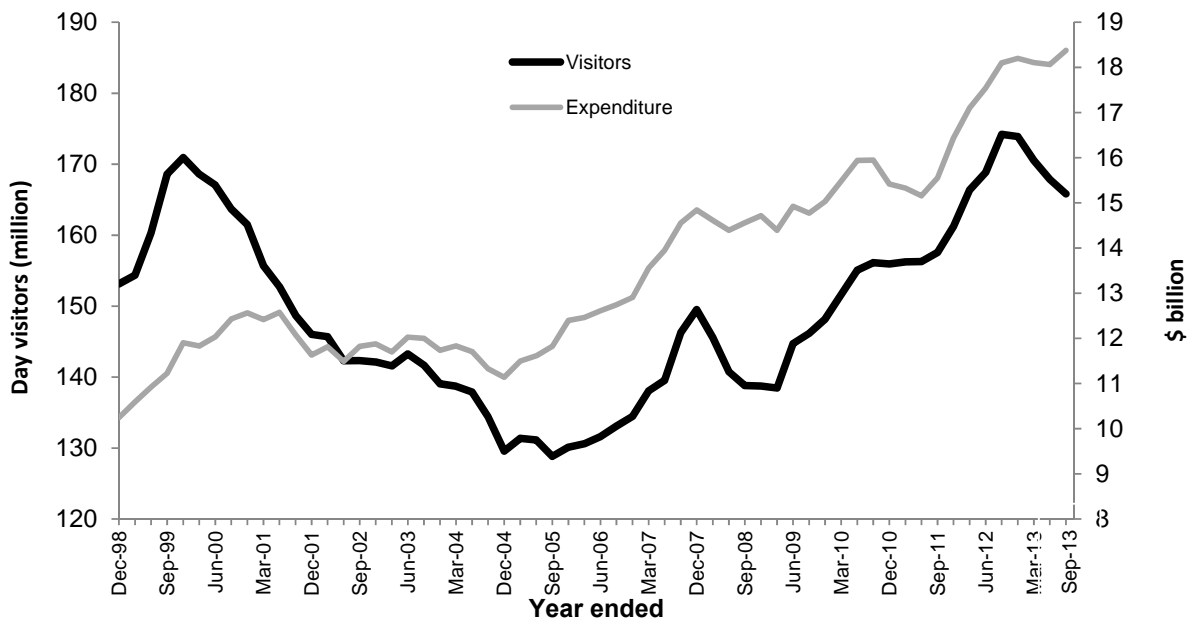
Note: This figure makes use of a rolling annual index. The index plots percentage change over time against a base year. The 1998 calendar year is used as the base year and is assigned a value of 100. Where later values exceed 100 it indicates growth in comparison to the base year while values less than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

Day trips within Australia: Year ended 30 September 2013

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

Total trips	There were 165.8 million day trips taken in Australia by Australian residents aged 15 years and over. This was 5% lower than the number of day trips for the equivalent period in 2012.
Purpose	The most popular reason for a day trip was holiday (48%), followed by visiting friends and relatives (30%) and business (10%).
State/territory	New South Wales received the most day visitors (31%), followed by Victoria (26%) and Queensland (22%).
Transport	The most common form of transport used was a private vehicle, with 92% of day visitors using this method of travel.
Expenditure	Expenditure by same day visitors amounted to \$18.4 billion compared with \$18.1 billion for the same period in 2012 (Figure 3).

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



Outbound travel by Australians: Year ended 30 June 2013

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

Data for outbound trips is presented for the year ending June 2013 due to the 3-month recall period in the National Visitor Survey.

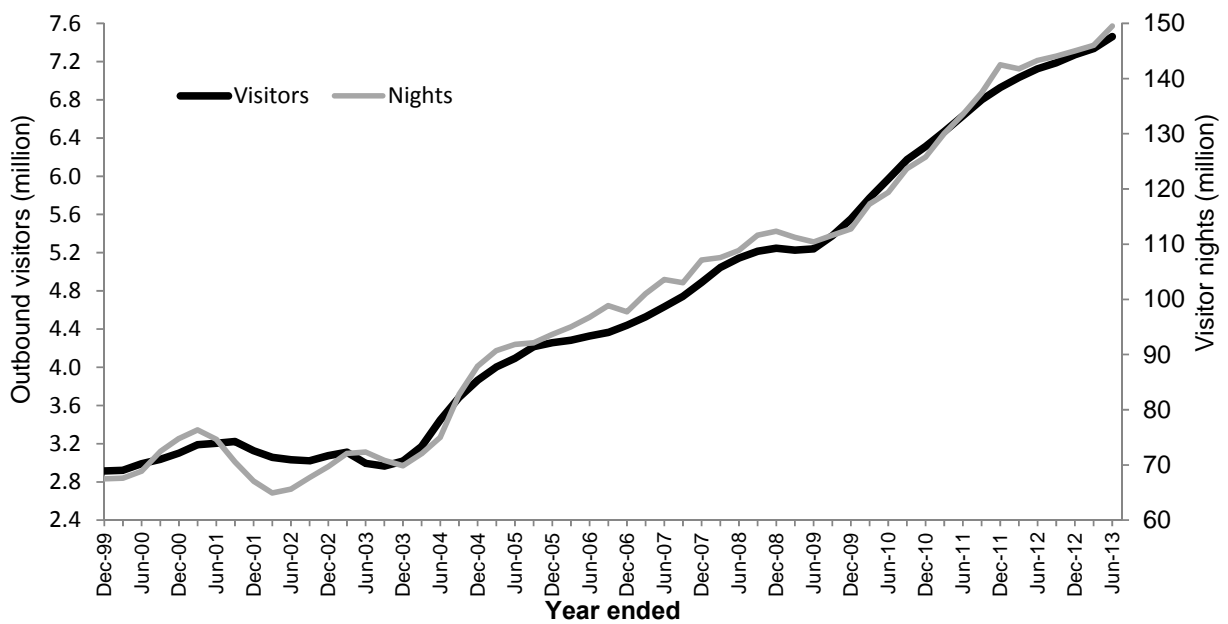
Total trips Australians aged 15 years and over took 7.5 million international trips (Figure 4).

Nights Australians spent 150 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 the USA (11%), Indonesia (11%), Thailand (8%) and the United Kingdom (6%).

Purpose The most popular reason for outbound travel was holiday (58%), followed by visiting friends and relatives (22%) and business (17%).

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



Total Domestic Economic Value (TDEV)

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

Regional expenditure: Year ended 30 September 2013

Total expenditure	For the year ended 30 September 2013, modelled overnight expenditure increased 4.6% to \$51.7 billion and modelled day expenditure increased 1.5% to \$18.4 billion compared with the same period in 2012.
States/territories	Spending by domestic overnight visitors was highest in New South Wales (\$15.1 billion, up 9.5%), followed by Queensland (\$14 billion, up 6.1%) and Victoria (\$10 billion, down 1.7%). Spending by domestic day visitors was highest in New South Wales (\$6 billion, up 7.2%), followed by Victoria (\$4.4 billion, down 5.3%) and Queensland (\$4.3 billion, down 1.7%).
Regional expenditure	Over half of expenditure by domestic overnight visitors (51%) was spent in regional areas of Australia (\$26.6 billion). For domestic overnight visitors, New South Wales was the most reliant on expenditure in regional areas (62% of their total), followed by Queensland (54%) and Tasmania (49%). Over half of expenditure by domestic day visitors (55%) was spent in regional areas of Australia (\$10.1 billion). For domestic day visitors, Tasmania relied most on expenditure in regional areas (64%), followed by New South Wales (63%) and Victoria (57%).
Tourism regions	<p>Among the capital cities and the Gold Coast, spending by domestic overnight visitors was highest in Sydney (\$5.7 billion), followed by Melbourne (\$5.7 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 (\$1.9 billion), followed by North Coast NSW (\$1.8 billion) and Tropical North Queensland (\$1.7 billion). For domestic day visitors, expenditure was highest in Sunshine Coast (\$552 million), followed by South Coast (\$551 million), and Hunter (\$485 million).</p>
Expenditure per visitor	For domestic overnight visitors, the highest expenditure per visitor in the top 20 expenditure tourism regions was in Darwin (\$1,519), followed by Tropical North Queensland (\$1,040), and Experience Perth (\$868). For domestic day visitors, expenditure per visitor was highest in Riverina (\$191), followed by Central NSW (\$163) and Canberra (\$163).
Expenditure per night	The highest average expenditure per night was in Darwin (\$312), followed by Melbourne (\$280), and Sydney (\$271).
Intrastate and interstate expenditure	<p>For the year ended 30 September 2013, overnight interstate visitor expenditure increased 4.4% to \$19.7 billion, and overnight intrastate visitor expenditure increased 4.3% to \$21.3 billion for expenditure at destination. (This expenditure excludes that attributed to home location such as food and groceries bought pre-trip, and airfares and other long distance public transport expenditure such as train, long distance bus or ferry).</p> <p>Of all domestic overnight intrastate visitors, those travelling within New South Wales had the highest expenditure (\$7.2 billion), followed by Queensland (\$5.9 billion) and Victoria (\$3.9 billion).</p> <p>Of all domestic overnight interstate visitors, those travelling to Queensland had the highest expenditure (\$5.3 billion), followed by New South Wales (\$5.1 billion) and Victoria (\$4.1 billion).</p> <p>New South Wales residents spent more on interstate travel (\$6.1 billion) than residents of the other states or territories. Most of this was spent in Queensland (\$2.8 billion), followed by Victoria (\$1.7 billion). Residents of Victoria spent \$4.9 billion on interstate travel, including \$1.8 billion in New South Wales and \$1.6 billion in Queensland.</p>
Purpose of visit	<p>Holiday visitors contributed 55% of domestic overnight expenditure at destination in Australia (\$22.7 billion, up 6.7%) and 55% of day expenditure (\$8.8 billion, down 2%).</p> <p>New South Wales received the most expenditure from domestic visitors staying overnight for the purpose of holiday (\$6.8 billion), followed by Queensland (\$6.6 billion). For domestic day visitors, New South Wales received the highest expenditure for holiday travel (\$3 billion), followed by Queensland (\$2.1 billion) and Victoria (\$2 billion).</p>

TABLES

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

September quarter 2013 and year ended 30 September 2013

	Visitors		Visitor nights	
	'000	%	'000	%
September quarter 2013				
Visitors to:				
New South Wales	6 306	35	19 170	29
Victoria	4 006	22	10 719	16
Queensland	4 476	25	19 884	30
South Australia	1 185	7	3 524	5
Western Australia	1 580	9	7 841	12
Tasmania ^(a)	394	2	1 164	2
Northern Territory	316	2	1 755	3
Australian Capital Territory	515	3	1 219	2
Purpose of visit ^(b)				
Holiday	7 484	42	29 801	46
Visiting friends and relatives	6 069	34	19 481	30
Business	3 861	21	11 591	18
Other	1 117	6	3 382	5
Total ^(c)	18 032	100	65 277	100
Year ended 30 September 2013				
Visitors to:				
New South Wales	25 511	34	85 032	30
Victoria	18 056	24	54 973	19
Queensland	17 872	24	74 256	26
South Australia	5 302	7	18 580	7
Western Australia	6 768	9	31 064	11
Tasmania ^(a)	2 185	3	8 609	3
Northern Territory	928	1	5 193	2
Australian Capital Territory	2 039	3	5 805	2
Purpose of visit ^(b)				
Holiday	33 085	44	134 200	47
Visiting friends and relatives	26 426	35	89 491	32
Business	14 135	19	44 655	16
Other	3 983	5	12 386	4
Total ^(c)	75 955	100	283 512	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 2013, 4,006,000 people visited destinations in Victoria and stayed for 10,719,000 nights, while during the year ended 30 September 2013, visitors whose main purpose was visiting friends and relatives totalled 89,491,000 nights.

Table 2
Overnight visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitors									
2012									
September quarter	1 811	1 437	1 473	423	287	192	234	na	6 010
December quarter	2 100	1 550	1 447	509	318	242	110	na	6 476
2013									
March quarter	2 110	1 357	1 358	418	286	370	62	na	6 188
June quarter	1 875	1 504	1 285	421	329	243	156	na	6 003
September quarter	1 930	1 422	1 450	408	381	142	188	na	6 086
Year ended 30 September									
2012	7 547	5 467	5 221	1 769	1 088	885	609	na	23 189
2013	8 015	5 833	5 541	1 757	1 315	998	517	na	24 752
Intrastate visitors									
2012									
September quarter	4 005	2 448	3 089	680	1 127	250	110	na	11 335
December quarter	4 261	2 943	3 281	866	1 360	292	119	na	12 729
2013									
March quarter	4 445	3 695	3 013	992	1 426	344	61	na	13 620
June quarter	4 414	3 001	3 011	911	1 468	300	103	na	12 908
September quarter	4 376	2 584	3 027	777	1 199	253	128	na	11 946
Year ended 30 September									
2012	16 660	12 357	12 315	3 343	5 050	1 098	433	na	49 776
2013	17 496	12 223	12 331	3 545	5 453	1 188	411	na	51 203
Total visitors									
2012									
September quarter	5 816	3 885	4 562	1 103	1 414	442	344	525	17 345
December quarter	6 361	4 494	4 729	1 374	1 678	534	230	520	19 204
2013									
March quarter	6 555	5 052	4 371	1 411	1 712	714	123	526	19 808
June quarter	6 289	4 504	4 296	1 332	1 797	544	260	477	18 912
September quarter	6 306	4 006	4 476	1 185	1 580	394	316	515	18 032
Year ended 30 September									
2012	24 207	17 824	17 536	5 112	6 138	1 983	1 042	1 910	72 965
2013	25 511	18 056	17 872	5 302	6 768	2 185	928	2 039	75 955

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 2013, there were 5,453,000 overnight trips taken within Western Australia by Western Australian residents.

Table 3
Visitor nights by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT ^(b)	Total ^(c)
'000									
Interstate visitor nights									
2012									
September quarter	7 127	5 469	10 433	2 170	2 383	1 001	2 109	na	32 339
December quarter	8 219	6 615	8 732	2 372	2 983	1 349	838	na	32 881
2013									
March quarter	10 607	6 074	8 338	2 239	2 553	2 521	515	na	34 352
June quarter	6 961	5 620	6 735	1 888	3 106	1 309	1 091	na	27 991
September quarter	7 134	4 918	10 166	1 464	3 058	636	1 394	na	29 990
Year ended 30 September									
2012	31 220	21 352	31 841	8 237	8 690	6 165	4 777	na	117 370
2013	32 922	23 226	33 970	7 963	11 700	5 815	3 838	na	125 215
Intrastate visitor nights									
2012									
September quarter	11 510	6 398	10 504	1 736	4 369	557	408 *	na	35 482
December quarter	12 699	7 324	9 974	2 468	4 502	603	504	na	38 075
2013									
March quarter	15 648	11 822	11 120	3 346	5 336	1 022	176 *	na	48 496
June quarter	11 727	6 800	9 473	2 742	4 742	640	314 *	na	36 439
September quarter	12 036	5 802	9 718	2 060	4 783	528	360 *	na	35 287
Year ended 30 September									
2012	50 767	32 723	41 857	10 158	18 630	2 773	1 384	na	158 301
2013	52 110	31 747	40 286	10 617	19 364	2 794	1 355	na	158 297
Total visitor nights									
2012									
September quarter	18 636	11 867	20 937	3 906	6 752	1 558	2 517	1 647	67 821
December quarter	20 918	13 939	18 706	4 840	7 485	1 952	1 342	1 773	70 956
2013									
March quarter	26 255	17 896	19 458	5 585	7 889	3 543	691	1 531	82 848
June quarter	18 688	12 419	16 208	4 630	7 848	1 950	1 405	1 282	64 430
September quarter	19 170	10 719	19 884	3 524	7 841	1 164	1 755	1 219	65 277
Year ended 30 September									
2012	81 987	54 075	73 698	18 395	27 320	8 938	6 161	5 097	275 671
2013	85 032	54 973	74 256	18 580	31 064	8 609	5 193	5 805	283 512

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 2013, a total of 74,256,000 visitor nights were spent in Queensland, while during the September quarter 2013, 10,166,000 nights were spent in Queensland by interstate visitors.

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

Year ended 30 September 2013

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
Interstate visitors to:										
NSW	3 199	32	2 669	31	1 983	29	374	35	8 015	32
Vic	2 091	21	1 942	23	1 722	25	221	20	5 833	24
Qld	2 486	25	1 881	22	1 144	17	186	17	5 541	22
SA	629	6	583	7	502	7	99	9	1 757	7
WA	343	3	414	5	574	8	34 *	3 *	1 315	5
Tas ^(b)	527	5	281	3	184	3	25 *	2 *	998	4
NT	236	2	101	1	156	2	19 *	2 *	517	2
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total interstate visitors ^(d)	10 094	100	8 615	100	6 831	100	1 084	100	24 752	100
Intrastate visitors to:										
NSW	7 739	32	6 579	36	2 403	32	1 032	34	17 496	34
Vic	6 223	26	4 341	24	1 248	16	493	16	12 223	24
Qld	5 259	22	4 248	23	2 182	29	828	27	12 331	24
SA	1 769	7	1 134	6	437	6	236	8	3 545	7
WA	2 470	10	1 688	9	1 017	13	334	11	5 453	11
Tas ^(b)	601	2	348	2	173	2	74	2	1 188	2
NT	173	1	52 *	0 *	160	2	27 *	1 *	411	1
ACT ^(c)	na	na	na	na	na	na	na	na	na	na
Total intrastate visitors ^(d)	24 251	100	18 389	100	7 622	100	3 026	100	51 203	100
Total visitors to:										
NSW	10 938	33	9 248	35	4 386	31	1 406	35	25 511	34
Vic	8 314	25	6 282	24	2 971	21	714	18	18 056	24
Qld	7 744	23	6 128	23	3 325	24	1 014	25	17 872	24
SA	2 398	7	1 716	6	939	7	336	8	5 302	7
WA	2 813	9	2 103	8	1 591	11	367	9	6 768	9
Tas ^(b)	1 128	3	629	2	357	3	99	2	2 185	3
NT	410	1	153	1	317	2	46 *	1 *	928	1
ACT ^(c)	599	2	743	3	567	4	128	3	2 039	3
Total ^(d)	33 085	100	26 426	100	14 135	100	3 983	100	75 955	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 2013, 31% of all interstate visitors travelling for the purpose of visiting friends and relatives visited New South Wales, while nationally, 33,085,000 visitors travelled for holiday purposes.

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

September quarter 2013 and year ended 30 September 2013

	Holiday		Visiting friends and relatives		Business		Other		Total ^(a)	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2013										
Visitor nights in:										
NSW	8 522	29	6 275	32	2 742	24	1 438	43	19 170	29
Vic	4 713	16	3 523	18	1 923	17	532	16	10 719	16
Qld	9 726	33	5 608	29	3 299	28	759	22	19 884	30
SA	1 496	5	1 063	5	656	6	260 *	8 *	3 524	5
WA	3 507	12	1 815	9	2 185	19	233 *	7 *	7 841	12
Tas ^(b)	588	2	381 *	2 *	150 *	1 *	44 **	1 **	1 164	2
NT	847	3	397 *	2 *	322 *	3 *	30 **	1 **	1 755	3
ACT	402 *	1 *	418 *	2 *	314 *	3 *	86 **	3 **	1 219	2
Total ^(c)	29 801	100	19 481	100	11 591	100	3 382	100	65 277	100
Year ended 30 September 2013										
Visitor nights in:										
NSW	41 305	31	27 421	31	11 280	25	4 609	37	85 032	30
Vic	27 400	20	18 299	20	7 323	16	1 766	14	54 973	19
Qld	35 734	27	23 262	26	11 283	25	2 958	24	74 256	26
SA	8 765	7	5 909	7	2 609	6	1 041	8	18 580	7
WA	12 682	9	8 798	10	7 745	17	1 304	11	31 064	11
Tas ^(b)	4 994	4	2 501	3	865	2	217 *	2 *	8 609	3
NT	1 911	1	1 021	1	1 813	4	122 *	1 *	5 193	2
ACT	1 410	1	2 279	3	1 737	4	371 *	3 *	5 805	2
Total ^(c)	134 200	100	89 491	100	44 655	100	12 386	100	283 512	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 2013, visitors to locations in Tasmania who travelled for the purpose of business spent a total of 865,000 nights, while during the September quarter 2013, 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										
2012										
September quarter	7 045	41	5 777	33	3 866	22	1 040	6	17 345	100
December quarter	7 917	41	7 127	37	3 606	19	917	5	19 204	100
2013										
March quarter	9 736	49	6 726	34	2 849	14	954	5	19 808	100
June quarter	7 948	42	6 503	34	3 819	20	995	5	18 912	100
September quarter	7 484	42	6 069	34	3 861	21	1 117	6	18 032	100
Year ended 30 September										
2012	31 087	43	25 826	35	13 672	19	4 081	6	72 965	100
2013	33 085	44	26 426	35	14 135	19	3 983	5	75 955	100
Visitor nights										
2012										
September quarter	30 666	45	19 149	28	12 549	19	3 856	6	67 821	100
December quarter	31 296	44	23 451	33	12 036	17	2 837	4	70 956	100
2013										
March quarter	44 097	53	25 565	31	10 044	12	3 078	4	82 848	100
June quarter	29 007	45	20 994	33	10 983	17	3 089	5	64 430	100
September quarter	29 801	46	19 481	30	11 591	18	3 382	5	65 277	100
Year ended 30 September										
2012	128 212	47	88 201	32	42 172	15	13 548	5	275 671	100
2013	134 200	47	89 491	32	44 655	16	12 386	4	283 512	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 2013, 3,861,000 visitors were travelling for business purposes and they stayed a total of 11,591,000 nights.

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

September quarter 2013 and year ended 30 September 2013

	State/territory of origin							Total	
	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT		ACT
'000									
September quarter 2013									
Visitors to:									
NSW	4 376	690	629	173	69	44 *	21 *	302	6 306
Vic	608	2 584	220	263	127	105	25 *	74	4 006
Qld	757	453	3 027	96	66	31 *	30 *	16 *	4 476
SA	135	149	48 *	777	30 *	6 **	23 *	16 *	1 185
WA	90	151	83	32 *	1 199	6 **	18 *	1 **	1 580
Tas ^(a)	47 *	71	10 **	4 **	5 **	253	1 **	4 **	394
NT	48 *	40 *	39 *	21 *	36 *	2 **	128	1 **	316
ACT	331	81	70	16 *	10 **	5 **	2 **	0 **	515
Total ^(b)	6 393	4 220	4 127	1 382	1 541	452	248	415	18 032
Year ended 30 September 2013									
Visitors to:									
NSW	17 496	2 811	2 656	501	312	167	85	1 484	25 511
Vic	2 631	12 223	932	937	485	381	99	368	18 056
Qld	3 232	1 385	12 331	314	245	125	109	131	17 872
SA	472	756	239	3 545	139	35 *	79	36 *	5 302
WA	384	396	321	106	5 453	28 *	65	17 *	6 768
Tas ^(a)	245	498	131	55	51 *	1 188	6 **	11 **	2 185
NT	146	104	95	91	72	6 **	411	4 **	928
ACT	1 315	287	224	89	58	32 *	14 *	19 *	2 039
Total ^(b)	25 921	18 461	16 927	5 636	6 816	1 962	867	2 071	75 955

* ** 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 2013, 125,000 visitors to Queensland were residents of Tasmania, while during the September quarter 2013, 253,000 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 2013 and year ended 30 September 2013

	Origin of visitors		Population ^(a)		Visitor rate ^(b)
	'000	%	'000	%	
September quarter 2013					
State/territory					
New South Wales	6 393	35	6 076	32	1.1
Victoria	4 220	23	4 729	25	0.9
Queensland	4 127	23	3 801	20	1.1
South Australia	1 382	8	1 386	7	1.0
Western Australia	1 541	9	2 011	11	0.8
Tasmania ^(c)	452	3	416	2	1.1
Northern Territory	248	1	183	1	1.4
Australian Capital Territory	415	2	308	2	1.3
Total	18 032	100	18 910	100	1.0
Year ended 30 September 2013					
State/territory					
New South Wales	25 921	34	6 076	32	4.3
Victoria	18 461	24	4 729	25	3.9
Queensland	16 927	22	3 801	20	4.5
South Australia	5 636	7	1 386	7	4.1
Western Australia	6 816	9	2 011	11	3.4
Tasmania ^(c)	1 962	3	416	2	4.7
Northern Territory	867	1	183	1	4.7
Australian Capital Territory	2 071	3	308	2	6.7
Total	75 955	100	18 910	100	4.0

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

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

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

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

How to read this table:

Table 8 shows that during the year ended 30 September 2013, Northern Territory residents took 867,000 overnight trips. The visitor rate shows that this is an average of 4.7 trips per Northern Territory resident.

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

Year ended 30 September 2013

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Duration of visit ^(c)									
1 night	7 703	5 738	4 572	1 486	1 668	609	193	753	22 523
2 nights	6 862	5 156	3 926	1 388	1 577	513	173	534	20 065
3 nights	3 857	2 752	2 583	809	1 132	269	97	317	11 785
4-7 nights	5 409	3 413	4 690	1 153	1 487	527	275	357	17 120
8-14 nights	1 301	805	1 570	376	576	197	138	61	4 962
15-21 nights	240	102	334	55	165	56	29 *	11 **	985
22 nights or more	140	90	197	36 *	162	15 *	23 *	5 **	656
Total	25 511	18 056	17 872	5 302	6 768	2 185	928	2 039	75 955
Average duration of visit	3	3	4	4	5	4	6	3	4
Median duration of visit ^(d)	2	2	3	2	3	2	4	2	2
	%								
Duration of visit ^(c)									
1 night	30	32	26	28	25	28	21	37	30
2 nights	27	29	22	26	23	23	19	26	26
3 nights	15	15	14	15	17	12	10	16	16
4-7 nights	21	19	26	22	22	24	30	18	23
8-14 nights	5	4	9	7	9	9	15	3	7
15-21 nights	1	1	2	1	2	3	3 *	1 **	1
22 nights or more	1	0	1	1 *	2	1 *	2 *	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 2013, 1,486,000 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 2013

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	9 240	6 034	6 737	1 549	1 914	873	485	1 025	27 045
Guest house or bed & breakfast	352	278	148	80	116	105	2 **	1 **	1 077
Rented house, apartment, flat or unit	1 797	1 175	1 903	410	688	179	39 *	100	6 243
Caravan park or commercial camping ground	2 387	1 500	1 041	655	548	166	109	51 *	6 124
Caravan or camping on private property	1 181	808	1 000	318	353	106	105	23 *	3 756
Friend's or relative's property	10 172	7 140	6 911	2 025	2 801	777	179	777	30 304
Own property (e.g. holiday house)	833	1 163	355	290	266	104	9 **	31 *	3 049
Other	943	555	884	275	541	167	106	41 *	3 480
Total ^(d)	25 511	18 056	17 872	5 302	6 768	2 185	928	2 039	75 955
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	36	33	38	29	28	40	52	50	36
Guest house or bed & breakfast	1	2	1	2	2	5	0 **	0 **	1
Rented house, apartment, flat or unit	7	7	11	8	10	8	4 *	5	8
Caravan park or commercial camping ground	9	8	6	12	8	8	12	3 *	8
Caravan or camping on private property	5	4	6	6	5	5	11	1 *	5
Friend's or relative's property	40	40	39	38	41	36	19	38	40
Own property (e.g. holiday house)	3	6	2	5	4	5	1 **	2 *	4
Other	4	3	5	5	8	8	11	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 2013, 1,041,000 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 2013

	NSW	Vic	Qld	SA	WA	Tas ^(a)	NT	ACT	Total ^(b)
	'000								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	20 927	14 164	21 493	3 945	6 240	2 688	1 938	2 177	73 571
Guest house or bed & breakfast	800	627	517	196 *	333 *	269 *	7 **	9 **	2 758
Rented house, apartment, flat or unit	8 483	4 049	10 130	1 631	3 216	633	237 *	663	29 042
Caravan park or commercial camping ground	11 641	5 891	5 258	2 777	3 442	683	615	140 *	30 447
Caravan or camping on private property	3 450	2 815	3 371	941	1 481	352 *	400 *	73 **	12 882
Friend's or relative's property	32 981	21 321	26 436	6 866	11 019	2 935	893	2 392	104 843
Own property (e.g. holiday house)	2 921	4 034	1 611	923	959	388 *	50 **	148 *	11 033
Other	3 434	1 891	4 468	1 083	3 872	639	739	195 *	16 322
Total ^(d)	85 032	54 973	74 256	18 580	31 064	8 609	5 193	5 805	283 512
	%								
Accommodation used ^(c)									
Hotel, resort, motel or motor inn	25	26	29	21	20	31	37	38	26
Guest house or bed & breakfast	1	1	1	1 *	1 *	3 *	0 **	0 **	1
Rented house, apartment, flat or unit	10	7	14	9	10	7	5 *	11	10
Caravan park or commercial camping ground	14	11	7	15	11	8	12	2 *	11
Caravan or camping on private property	4	5	5	5	5	4 *	8 *	1 **	5
Friend's or relative's property	39	39	36	37	35	34	17	41	37
Own property (e.g. holiday house)	3	7	2	5	3	5 *	1 **	3 *	4
Other	4	3	6	6	12	7	14	3 *	6
Total ^(d)	100	100	100	100	100	100	100	100	100

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

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

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

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

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

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

How to read this table:

Table 11 shows that during the year ended 30 September 2013, 26% of all visitor nights were spent in a hotel, resort, motel or motor inn, while 2,392,000 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 2013

	Air transport	Private vehicle	Other transport	Total ^(a)
	'000			
Interstate visitors to:				
NSW	3 508	4 264	629	8 015
Vic	3 812	1 877	515	5 833
Qld	3 852	1 638	510	5 541
SA	1 064	615	161	1 757
WA	1 186	169	213	1 315
Tas ^(b)	879	123	250	998
NT	407	92	81	517
ACT ^(c)	na	na	na	na
Total interstate visitors ^(d)	15 226	10 165	2 490	24 752
Intrastate visitors to:				
NSW	723	15 469	1 392	17 496
Vic	78	11 102	1 063	12 223
Qld	1 555	10 114	922	12 331
SA	142	3 260	144	3 545
WA	638	4 552	333	5 453
Tas ^(b)	5 **	1 109	63	1 188
NT	106	288	21 *	411
ACT ^(c)	na	na	na	na
Total intrastate visitors ^(d)	3 246	45 911	3 940	51 203
Total visitors to:				
NSW	4 230	19 733	2 021	25 511
Vic	3 890	12 979	1 578	18 056
Qld	5 406	11 753	1 432	17 872
SA	1 205	3 876	305	5 302
WA	1 824	4 720	546	6 768
Tas ^(b)	883	1 232	314	2 185
NT	513	379	103	928
ACT	519	1 403	132	2 039
Total ^(d)	18 039	54 461	6 213	75 955

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 2013, 10,165,000 overnight visitors used a private vehicle when travelling interstate, while 3,246,000 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 2013

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	1 156.5	46.7 *	347.2	73.4	1 623.8
Taxis	188.9	108.6	453.2	18.2 *	768.8
Airline fares	2 117.2	2 067.7	2 926.2	181.4	7 292.5
Organised tours, side trips	338.0	30.4 *	10.7 *	6.2 **	385.4
Car hire costs	486.7	268.1	364.2	26.9 *	1 146.0
Fuel (petrol, diesel)	2 523.9	1 630.2	1 080.4	231.0	5 465.5
Vehicle maintenance or repairs	88.8	46.4 *	18.4 *	21.3 *	174.9
Other long distance transport costs	136.2	87.2	19.7 *	11.3 *	254.4
Other local transport costs	142.5	65.9	48.3 *	11.8 *	268.5
Accommodation	7 636.9	1 598.6	3 366.9	374.7	12 977.2
Takeaway & restaurant meals	4 085.4	1 868.0	1 340.0	226.4	7 519.8
Groceries etc for self-catering	1 961.9	915.8	277.6	92.3	3 247.5
Alcohol and drinks (not elsewhere included)	1 670.6	824.9	365.1	56.1	2 916.7
Shopping, gifts, souvenirs	2 428.5	1 523.9	412.9	191.4	4 556.7
Entertainment, museums, movies, zoos etc	1 165.9	260.3	42.4 *	21.9 *	1 490.5
Horse racing, gambling, casinos	133.4	71.7	45.5 *	2.8 **	253.4
Conference fees	4.7 **	0.6 **	265.2	3.8 **	274.4
Education, course fees	8.0 *	1.5 **	78.2	44.8 *	132.5
Other expenditure on trip	205.6	79.6	67.0	292.5	644.7
Total ^(a)	26 782.3	11 503.9	11 529.0	1 888.1	51 703.3

* ** 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 2013, overnight holiday visitors spent a total of \$2,117.2 million on airline fares. The total expenditure for all overnight visitors for the same period was \$51.7 billion.

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

September quarter 2013 and year ended 30 September 2013

	Holiday		Visiting friends and relatives		Business		Other		Total	
	'000	%	'000	%	'000	%	'000	%	'000	%
September quarter 2013										
Day visitors to:										
NSW	6 109	32	3 912	32	1 710	38	1 947	35	13 678	33
Vic	4 715	24	3 732	30	997	22	1 287	23	10 732	26
Qld	4 575	24	2 434	20	835	19	1 277	23	9 121	22
SA	1 305	7	822	7	374	8	319	6	2 820	7
WA	1 609	8	991	8	391	9	529	10	3 520	8
Tas	527	3	244	2	121 *	3 *	129 *	2 *	1 021	2
NT	218	1	73 *	1 *	38 *	1 *	15 **	0 **	343	1
ACT	276	1	114 *	1 *	31 *	1 *	49 *	1 *	470	1
Total (a)	19 335	100	12 324	100	4 496	100	5 551	100	41 706	100
Year ended 30 September 2013										
Day visitors to:										
NSW	24 742	31	15 513	31	5 515	32	6 342	31	52 112	31
Vic	19 589	25	14 588	29	4 191	25	4 615	23	42 983	26
Qld	18 062	23	10 082	20	3 969	23	5 059	25	37 172	22
SA	5 632	7	3 380	7	985	6	1 304	6	11 301	7
WA	6 746	9	4 481	9	1 416	8	1 864	9	14 507	9
Tas	2 379	3	1 209	2	523	3	704	3	4 815	3
NT	663	1	158	0	190	1	93 *	0 *	1 104	1
ACT	963	1	433	1	195	1	237	1	1 828	1
Total (a)	78 776	100	49 843	100	16 983	100	20 219	100	165 821	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 2013, there were a total of 165,821,000 day visitors, of whom 9% visited destinations in Western Australia.

Table 15
Day visitors by state/territory visited

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Total ^(a)
	'000								
2011									
September quarter	12 491	10 049	8 086	2 533	3 415	1 038	246	521	38 380
December quarter	13 052	10 725	9 284	3 096	3 599	1 250	347	393	41 747
2012									
March quarter	14 361	12 051	9 516	3 162	3 558	1 430	315	505	44 899
June quarter	13 951	11 298	10 407	2 913	3 582	1 171	204	296	43 820
September quarter	13 097	11 579	10 584	2 923	3 731	1 118	250	461	43 742
December quarter	13 518	10 535	9 199	3 022	3 458	1 174	255	282	41 443
2013									
March quarter	12 831	11 184	8 905	2 707	3 760	1 351	223	537	41 498
June quarter	12 084	10 532	9 946	2 752	3 769	1 270	282	539	41 174
September quarter	13 678	10 732	9 121	2 820	3 520	1 021	343	470	41 706
Year ended 30 September									
2012	54 461	45 653	39 791	12 094	14 470	4 968	1 117	1 656	174 209
2013	52 112	42 983	37 172	11 301	14 507	4 815	1 104	1 828	165 821

(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 2013, destinations in New South Wales had 52,112,000 day visitors, while during the September quarter 2013, destinations in the Australian Capital Territory had 470,000 day visitors.

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

Year ended 30 September 2013

	Air transport	Private vehicle	Other transport	Total
	'000			
Day visitors to:				
New South Wales	674	46 665	4 773	52 112
Victoria	506	39 185	3 292	42 983
Queensland	375	35 173	1 624	37 172
South Australia	165	10 765	371	11 301
Western Australia	183	13 259	1 065	14 507
Tasmania	54 *	4 606	156	4 815
Northern Territory	23 **	1 058	23 **	1 104
Australian Capital Territory	57 *	1 685	86 *	1 828
Total ^(a)	2 035	152 396	11 390	165 821

* ** 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 2013, 375,000 day visitors to destinations in Queensland used air transport to travel to their destination, while destinations in the Northern Territory had 1,104,000 day visitors during the same period.

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

Year ended 30 September 2013

	Holiday	Visiting friends and relatives	Business	Other	Total
	\$ million				
Expenditure items					
Package tours	33.7	0.6 **	0.2 **	4.2 *	38.8
Taxis	18.3 *	10.4 *	76.0	7.1 *	111.8
Airline fares	39.5	56.8	551.0	26.8	674.1
Organised tours, side trips	43.7	0.5 **	0.4 **	2.4 **	46.9
Car hire costs	16.3 *	13.5 *	34.1	10.6 *	74.6
Fuel (petrol, diesel)	2 099.7	1 388.0	694.1	620.8	4 802.6
Vehicle maintenance or repairs	30.4	9.0 *	13.4 *	74.1	126.9
Other long distance transport costs	40.9	14.1 *	7.7 *	10.1 *	72.8
Other local transport costs	74.9	27.3	22.0 *	20.5 *	144.7
Takeaway & restaurant meals	2 014.9	895.4	306.0	287.4	3 503.7
Groceries etc for self-catering	556.0	291.4	51.7	135.5	1 034.6
Alcohol and drinks (not elsewhere included)	455.0	322.6	45.8	55.4	878.8
Shopping, gifts, souvenirs	3 344.2	766.7	176.8	749.2	5 036.9
Entertainment, museums, movies, zoos, etc	724.9	65.4	10.2 *	17.8 *	818.4
Horse racing, gambling, casinos	59.0	10.6 *	0.4 **	3.8 *	73.8
Conference fees	1.7 **	0.0 **	36.3	0.8 **	38.8
Education, course fees	7.2 *	0.1 **	5.1 *	23.5	35.9
Other expenditure on trip	154.4	35.4	74.2	600.2	864.3
Total ^(a)	9 714.6	3 907.9	2 105.6	2 650.2	18 378.4

* ** 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 2013, day visitors spent \$74.6 million on car hire. The overall total spent by day visitors during the same period was \$18.4 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 2013^(a)

	Visitors ^(b)		Average nights per trip
	'000	%	
Main destination			
New Zealand	1 009	14	10
Fiji	260	3	9
Other Pacific	145	2	10
United Kingdom	443	6	37
Italy	151	2	31
France	123	2	32
Germany	80	1	35
Other NW Europe	136	2	37
Other Europe	208	3	41
USA	812	11	22
Canada	103	1	41
Other America	88	1	46
China	354	5	19
Hong Kong	215	3	13
India	182	2	29
Japan	159	2	17
Indonesia	787	11	11
Thailand	566	8	15
Singapore	303	4	10
Malaysia	239	3	14
Vietnam	193	3	17
Philippines	157	2	22
Other SE Asia	84	1	21
Other Asia	202	3	28
North Africa and the Middle East	185	2	31
South Africa	73	1	25
Other Africa	59	1	48
Other countries	146	2	15
Purpose of visit^(c)			
Holiday	4 363	58	20
Visiting friends and relatives	1 674	22	24
Business	1 297	17	15
Other	127	2	40
Total	7 461	100	20

(a) Data for outbound trips is presented for the year ended 30 June 2013 due to the three month recall period in the National Visitor Survey.

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

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

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

How to read this table:

Table 18 shows that of the Australians who travelled overseas for the year ended 30 June 2013, 14% had New Zealand as their main destination, staying overseas on average for 10 nights.

Table 19
Total Domestic Economic Value (TDEV)

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

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

Year ended 30 September 2013

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
			\$ million	%	'000	\$
1	Sydney	NSW	2 199	12	19 168	115
2	Melbourne	Vic	1 869	10	16 161	116
3	Brisbane	Qld	1 363	7	11 613	117
4	Experience Perth	WA	1 085	6	9 801	111
5	Gold Coast	Qld	686	4	6 826	100
6	Sunshine Coast	Qld	552	3	5 731	96
7	South Coast	NSW	551	3	6 129	90
8	Adelaide	SA	511	3	4 080	125
9	Hunter	NSW	485	3	4 962	98
10	North Coast NSW	NSW	463	3	3 651	127
11	Central NSW	NSW	413	2	2 532	163
12	Australia's South West	WA	372	2	3 051	122
13	Darling Downs	Qld	363	2	3 311	110
14	Northern Rivers Tropical NSW	NSW	347	2	2 923	119
15	Bendigo Loddon	Vic	311	2	2 492	125
16	Central Coast	NSW	304	2	3 659	83
17	Canberra	ACT	298	2	1 828	163
18	Tropical North Queensland	Qld	293	2	2 670	110
19	Peninsula	Vic	269	1	3 970	68
20	Riverina	NSW	267	1	1 401	191
	Top 20 regions^(c)		13 000	71	115 957	112
	Total Australia^(d)		18 378	100	165 821	111

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

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

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

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

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

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

How to read this table:

Table 20 shows that during the year ended 30 September 2013, there were 6.1 million domestic day visitors to South Coast who spent a total of \$551 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 2013

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Expenditure per visitor
	\$ million	%	'000	\$
State/territory				
Sydney	2 199	37	19 168	115
Regional NSW	3 757	63	32 943	114
Total NSW	5 956	100	52 112	114
Melbourne	1 869	43	16 161	116
Regional Vic	2 499	57	26 822	93
Total Vic	4 368	100	42 983	102
Gold Coast	686	16	6 826	100
Brisbane	1 363	32	11 613	117
Regional Qld	2 240	52	18 732	120
Total Qld	4 289	100	37 172	115
Adelaide	511	44	4 080	125
Regional SA	654	56	7 221	91
Total SA	1 165	100	11 301	103
Experience Perth	1 085	65	9 801	111
Regional WA	573	35	4 706	122
Total WA	1 658	100	14 507	114
Hobart	182	36	1 929	94
Regional Tas	325	64	2 886	112
Total Tas	506	100	4 815	105
Darwin	70	50	429	162
Regional NT	69	50	675	103
Total NT	139	100	1 104	126
Canberra	298	100	1 828	163
Total ACT	298	100	1 828	163
Total capitals	8 261	45	71 834	115
Total regional	10 117	55	93 987	108
Total Australia^(c)	18 378	100	165 821	111

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

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

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

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

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

How to read this table:

Table 21 shows that during the year ended 30 September 2013, there were 18.7 million domestic day visitors in regional Queensland, who spent a total of \$2.2 billion in this area, or 52% of total domestic day visitor expenditure in Queensland.

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

Year ended 30 September 2013

State/territory	Holiday		Visiting friends and relatives		Business		Other ^(c)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	3 019	34	991	31	506	32	732	30	5 248	33
Vic	2 037	23	956	30	324	21	453	19	3 770	23
Qld	2 081	24	641	20	452	29	617	25	3 791	24
SA	573	6	213	7	88	6	136	6	1 010	6
WA	711	8	302	9	107	7	343	14	1 462	9
Tas	228	3	76	2	33	2	106	4	443	3
NT	70	1	11	0	22	1	np	np	120	1
ACT	123	1	49	1	np	np	np	np	245	2
Total Australia^(d)	8 843	100	3 238	100	1 573	100	2 435	100	16 088	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.

np Not published due to reliability concerns.

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

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

How to read this table:

Table 22 shows that during the year ended 30 September 2013, domestic day visitors who travelled to visit friends and relatives in Western Australia spent a total of \$302 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 2013

Rank	Region	State/territory	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
			\$ million	%	'000	'000	\$	\$	Nights
1	Sydney	NSW	5 737	11	7 980	21 151	719	271	3
2	Melbourne	Vic	5 723	11	7 129	20 425	803	280	3
3	Brisbane	Qld	3 241	6	5 043	15 355	643	211	3
4	Gold Coast	Qld	3 159	6	3 637	14 435	868	219	4
5	Experience Perth	WA	2 754	5	3 171	11 959	868	230	4
6	Sunshine Coast	Qld	1 923	4	2 617	10 577	735	182	4
7	North Coast NSW	NSW	1 826	4	3 424	12 432	533	147	4
8	Tropical North Queensland	Qld	1 739	3	1 672	8 499	1 040	205	5
9	Adelaide	SA	1 708	3	2 205	6 900	775	248	3
10	South Coast	NSW	1 497	3	3 190	11 691	469	128	4
11	Canberra	ACT	1 193	2	2 039	5 805	585	205	3
12	Northern Rivers Tropical NSW	NSW	1 051	2	1 842	7 145	571	147	4
13	Australia's South West	WA	1 037	2	2 089	7 215	496	144	3
14	Hobart and the South	Tas	900	2	1 112	3 987	809	226	4
15	Hunter	NSW	860	2	2 248	5 533	382	155	2
16	Central NSW	NSW	748	1	1 884	5 593	397	134	3
17	Darwin	NT	733	1	482	2 351	1 519	312	5
18	Central Queensland	Qld	732	1	1 142	4 363	641	168	4
19	Northern	Qld	686	1	955	4 110	718	167	4
20	Darling Downs	Qld	669	1	1 736	5 532	385	121	3
Top 20 regions^(c)			37 915	73	51 782	185 059	732	205	4
Total Australia^(d)			51 703	100	75 955	283 512	681	182	4

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

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

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

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

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

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

How to read this table:

Table 23 shows that during the year ended 30 September 2013, there were 2.2 million domestic overnight visitors to Adelaide who spent a total of \$1.7 billion or 3% of total domestic overnight visitor expenditure in Australia. This expenditure includes airfares and long distance transport costs.

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

Year ended 30 September 2013

Rank	Region	State/territory	Expenditure ^(a)	Share of	Visitor		Expenditure	Expenditure	Average
			\$ million	%	Visitors ^(b)	nights	per visitor	per night	length of stay
					'000	'000	\$	\$	Nights
1	Sydney	NSW	4 434	10	7 980	21 151	556	210	3
2	Melbourne	Vic	4 239	10	7 129	20 425	595	208	3
3	Gold Coast	Qld	2 847	7	3 637	14 435	783	197	4
4	Brisbane	Qld	2 378	6	5 043	15 355	471	155	3
5	Experience Perth	WA	1 913	4	3 171	11 959	603	160	4
6	Sunshine Coast	Qld	1 731	4	2 617	10 577	661	164	4
7	North Coast NSW	NSW	1 620	4	3 424	12 432	473	130	4
8	South Coast	NSW	1 424	3	3 190	11 691	446	122	4
9	Tropical North Queensland	Qld	1 418	3	1 672	8 499	848	167	5
10	Adelaide	SA	1 215	3	2 205	6 900	551	176	3
11	Australia's South West	WA	990	2	2 089	7 215	474	137	3
12	Canberra	ACT	967	2	2 039	5 805	474	167	3
13	Northern Rivers Tropical NSW	NSW	960	2	1 842	7 145	521	134	4
14	Hunter	NSW	849	2	2 248	5 533	377	153	2
15	Central NSW	NSW	714	2	1 884	5 593	379	128	3
16	Hobart and the South	Tas	703	2	1 112	3 987	633	176	4
17	Western	Vic	612	1	1 622	4 863	377	126	3
18	Central Queensland	Qld	609	1	1 142	4 363	533	140	4
19	Darling Downs	Qld	606	1	1 736	5 532	349	110	3
20	Central Coast	NSW	555	1	1 329	4 038	417	137	3
Top 20 regions^(c)			30 782	71	53 280	187 499	578	164	4
Total Australia^(d)			43 206	100	75 955	283 512	569	152	4

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

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

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

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

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

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

How to read this table:

Table 24 shows that during the year ended 30 September 2013, there were 3.6 million domestic overnight visitors to Gold Coast who spent a total of \$2.8 billion or 7% of total domestic overnight visitor expenditure in Australia. This expenditure excludes airfares and long distance transport costs.

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

Year ended 30 September 2013

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/territory							
Sydney	5 737	38	7 980	21 151	719	271	3
Regional NSW	9 316	62	18 210	63 881	512	146	4
Total NSW	15 053	100	25 511	85 032	590	177	3
Melbourne	5 723	57	7 129	20 425	803	280	3
Regional Vic	4 282	43	11 416	34 548	375	124	3
Total Vic	10 005	100	18 056	54 973	554	182	3
Gold Coast	3 159	22	3 637	14 435	868	219	4
Brisbane	3 241	23	5 043	15 355	643	211	3
Regional Qld	7 646	54	10 007	44 465	764	172	4
Total Qld	14 045	100	17 872	74 256	786	189	4
Adelaide	1 708	54	2 205	6 900	775	248	3
Regional SA	1 432	46	3 358	11 680	426	123	3
Total SA	3 140	100	5 302	18 580	592	169	4
Perth	2 754	52	3 171	11 959	868	230	4
Regional WA	2 511	48	3 947	19 105	636	131	5
Total WA	5 265	100	6 768	31 064	778	169	5
Hobart	900	51	1 112	3 987	809	226	4
Regional Tas	854	49	1 325	4 622	645	185	3
Total Tas	1 754	100	2 185	8 609	802	204	4
Darwin	733	59	482	2 351	1 519	312	5
Regional NT	517	41	539	2 842	958	182	5
Total NT	1 249	100	928	5 193	1 347	241	6
Canberra	1 193	100	2 039	5 805	585	205	3
Total ACT	1 193	100	2 039	5 805	585	205	3
Total capitals	25 147	49	31 896	102 370	788	246	3
Total regional	26 556	51	47 381	181 142	560	147	4
Total Australia^(c)	51 703	100	75 955	283 512	681	182	4

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

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

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

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

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

How to read this table:

Table 25 shows that during the year ended 30 September 2013, there were 1.3 million domestic overnight visitors who stayed in regional areas of Tasmania. These visitors spent a total of \$854 million, or 49% of total domestic overnight visitor expenditure in Tasmania. This expenditure includes airfares and long distance transport costs.

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

Year ended 30 September 2013

	Expenditure ^(a)	Share of expenditure	Visitors ^(b)	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
State/territory							
Sydney	4 434	34	7 980	21 151	556	210	3
Regional NSW	8 713	66	18 210	63 881	478	136	4
Total NSW	13 147	100	25 511	85 032	515	155	3
Melbourne	4 239	51	7 129	20 425	595	208	3
Regional Vic	4 148	49	11 416	34 548	363	120	3
Total Vic	8 386	100	18 056	54 973	464	153	3
Gold Coast	2 847	24	3 637	14 435	783	197	4
Brisbane	2 378	20	5 043	15 355	471	155	3
Regional Qld	6 509	55	10 007	44 465	650	146	4
Total Qld	11 734	100	17 872	74 256	657	158	4
Adelaide	1 215	48	2 205	6 900	551	176	3
Regional SA	1 341	52	3 358	11 680	399	115	3
Total SA	2 556	100	5 302	18 580	482	138	4
Perth	1 913	46	3 171	11 959	603	160	4
Regional WA	2 209	54	3 947	19 105	560	116	5
Total WA	4 122	100	6 768	31 064	609	133	5
Hobart	703	50	1 112	3 987	633	176	4
Regional Tas	700	50	1 325	4 622	528	151	3
Total Tas	1 403	100	2 185	8 609	642	163	4
Darwin	500	56	482	2 351	1 037	213	5
Regional NT	391	44	539	2 842	724	138	5
Total NT	891	100	928	5 193	961	172	6
Canberra	967	100	2 039	5 805	474	167	3
Total ACT	967	100	2 039	5 805	474	167	3
Total capitals	19 195	44	31 896	102 370	602	188	3
Total regional	24 010	56	47 381	181 142	507	133	4
Total Australia^(c)	43 206	100	75 955	283 512	569	152	4

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

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

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

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

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

How to read this table:

Table 26 shows that during the year ended 30 September 2013, there were 3.9 million domestic overnight visitors who stayed in regional areas of Western Australia. These visitors spent a total of \$2.2 billion, or 54% of total domestic overnight visitor expenditure in Western Australia. This expenditure excludes airfares and long distance transport costs.

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

Year ended 30 September 2013

State/territory	Interstate origin									All interstate	Total
	Intrastate	NSW	Vic	Qld	SA	WA	Tas	NT	ACT		
\$ million											
NSW	7 239	-	1 828	1 729	378	363	147	112	578	5 134	12 374
Vic	3 866	1 719	-	674	560	458	310	150	202	4 071	7 937
Qld	5 913	2 753	1 552	-	303	298	155	142	125	5 327	11 240
SA	1 176	332	470	165	-	93	42	85	np	1 215	2 391
WA	2 509	364	436	383	88	-	60	66	np	1 410	3 919
Tas	372	247	377	219	52	np	-	np	np	973	1 345
NT	233	170	139	np	106	79	np	-	np	620	853
ACT	np	508	138	137	55	34	30	np	-	914	916
Total Australia^(c)	21 310	6 092	4 939	3 412	1 541	1 377	764	578	961	19 664	40 974

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

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

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

np Not published due to reliability concerns.

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

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

How to read this table:

Table 27 shows that during the year ended 30 September 2013, Queensland residents spent \$5.9 billion on overnight travel within Queensland (intrastate travel). Residents from other states/territories spent \$5.3 billion on travel within Queensland. Domestic overnight visitors from New South Wales contributed the largest amount of interstate expenditure to Queensland (\$2.8 billion), followed by Victoria (\$1.6 billion).

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

Year ended 30 September 2013

State/territory	Holiday		Visiting friends and relatives		Business		Other ^(c)		Total	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
NSW	6 784	30	2 659	31	2 305	29	626	37	12 374	30
Vic	4 483	20	1 787	21	1 464	19	204	12	7 937	19
Qld	6 551	29	2 300	26	1 945	25	444	26	11 240	27
SA	1 264	6	555	6	421	5	151	9	2 391	6
WA	1 930	8	795	9	1 029	13	165	10	3 919	10
Tas	926	4	240	3	143	2	36	2	1 345	3
NT	468	2	103	1	263	3	19	1	853	2
ACT	309	1	257	3	298	4	51	3	916	2
Total Australia^(d)	22 715	100	8 695	100	7 867	100	1 697	100	40 974	100

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

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

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

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

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

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

How to read this table:

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

Survey methodology

Break in series between NVS and DTM

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

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

Weighting and benchmarking

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

Determining domestic visitor expenditure in regional Australia

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

Data reliability

Reliability of NVS data

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

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

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

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

Estimate ('000)	Overnight visitors	Visitor nights	Overnight expenditure	Day visitors	Day visitor expenditure	Overseas trips
20	>50	>100	>100	>100	>100	37.5
50	47.5	>100	>100	>50	>100	23.3
80	37.7	>100	>100	>50	>100	18.3
100	33.8	>100	>100	>50	>100	16.3
200	24.0	>50	>100	42.2	>100	11.3
300	19.6	>50	>100	34.6	>100	9.2
500	15.3	45.7	>100	26.9	>100	7.1
1 000	10.8	32.4	>100	19.1	>100	4.9
2 000	7.7	23.0	>100	13.5	>100	3.4
3 000	6.3	18.8	>100	11.1	>100	2.8
5 000	4.9	14.6	>100	8.6	>100	2.1
7 000	4.2	12.3	>100	7.3	>100	1.8
10 000	3.5	10.3	>100	6.1	>50	
20 000	2.5	7.3	>50	4.3	>50	
30 000	2.0	6.0	>50	3.6	>50	
50 000	1.6	4.6	>50	2.8	45.8	
70 000	1.3	3.9	49.5	2.3	39.8	
100 000	1.1	3.3	41.8	2.0	34.2	
140 000	0.9	2.8	35.7	1.7	29.7	
200 000	0.8	2.3	30.1	1.4	25.5	
500 000	0.5	1.5	19.5	0.9	17.3	
1 000 000		1.0	14.1		12.9	
2 000 000			10.1		9.6	
5 000 000			6.6		6.5	
10 000 000			4.7		4.9	
20 000 000			3.4		3.6	
50 000 000			2.2		2.5	

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Items that are not collected for long trips

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

Indications of reliability in data tables

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

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

Use of symbols in tables

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

Row and column totals

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

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

State and territory specific surveys

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

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

Regional expenditure

Regional expenditure allocation methodology

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

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

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

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

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

Overnight trips expenditure allocation process

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

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

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

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

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

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

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

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

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

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

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

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

The iterative process

Overnight trips expenditure is allocated by iteration in three steps:

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

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

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

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

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

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

Experience has shown:

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

Day trips expenditure allocation process

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

Glossary of terms

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

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

Total Domestic Economic Value

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

Visitor nights

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

Example

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

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

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

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

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

State and territory abbreviations

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

About Tourism Research Australia

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

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

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

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

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

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

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

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

For more information on TRA Online or the Online Student Data package, please email info@tra.gov.au.

