



Australian Government

Austrade



TOURISM  
RESEARCH  
AUSTRALIA

# SO, YOU'VE BEEN CALLED TO PARTICIPATE IN OUR NATIONAL VISITOR SURVEY...WHAT'S IT ALL ABOUT?

Tourism Research Australia contract a market research company – [ORC International](#) – to contact 120,000 Australian residents each year aged 15 years and over on their mobile phone to participate in our [National Visitor Survey](#). Asking residents about their travel experiences both within Australia and overseas, allows us to collect vital data that helps strengthen Australia's tourism industry and increase jobs for Australians.

## HOW DID YOU GET MY NUMBER?

A computer randomly chose your mobile phone number through a process called Random Digit Dialling.

## HOW LONG WILL THE SURVEY TAKE?

Most surveys take around three to four minutes.

## WHO WILL RING ME?

Staff members of [ORC International](#) conduct our phone surveys. ORC International is a member of the [Association of Market and Social Research Organisations](#) (AMSRO) and as such, our staff abide by the Australian Market and Social Research Society (AMSRS) [Code of Professional Behaviour](#).

## IS MY INFORMATION SAFE?

Yes, absolutely. All data is collected under strict privacy guidelines, compliant with the [Commonwealth Privacy Act 1988](#), and all answers are completely anonymous. The data TRA receive at the end of the survey period does not contain your contact details, or any other information that could identify you.

## INTERNATIONAL VISITOR SURVEY

ORC International also conduct our [International Visitor Survey](#) at Australia's major international airports. The interviewers approach passengers who are returning home at the departure gates and conduct face-to-face interviews using a laptop computer. Only residents of other countries are included in this survey.

## WHAT QUESTIONS WILL I BE ASKED?

We may ask about your travel behaviour, including where you went, your reason for travel, what method of transport you chose, the activities you did, how much you spent, where you stayed, and who travelled with you. We will also ask you some personal details such as your age, marital status and your combined family income. We ask these questions so that we can construct the most accurate picture possible of Australian travellers and their preferences.

## HOW WILL THE SURVEY RESULTS BE USED?

We publish the [National Visitor Survey](#) results in March, June, September and December. The information collected in the [National Visitor Survey](#) helps the tourism industry, researchers, and the Australian Government better understand the way tourism works in our country. With this information, we can work together to improve the tourism experience for all Australians.

## WHAT IF I HAVE MORE QUESTIONS?

You can contact us at [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)

## THANK YOU!

*We appreciate your contribution to the National Visitor Survey, Australia's most respected source on domestic travellers within our country.*

*Your answers will help the tourism industry improve travel experiences for all Australian residents, and grow the tourism industry and jobs.*



## IMPORTANT

Even if you are on the 'Do not call' register or have a silent number, ORC International are still legally able to call you, as they are conducting market research – not selling a product.

TRA.GOV.AU