Australia’s domestic tourism statistics

What is domestic tourism?

Domestic tourism is the travel by Australians within Australia.

Can be:

- Same day
- Overnight (one or more nights)
- Within the same state or territory
- In a different state or territory
Australia’s domestic tourism statistics

What is domestic tourism?

To qualify as a “same day” domestic tourist, a person must:
- have travelled for a round trip distance of at least 50 kilometres from their home...
- AND been away from home for at least four hours...
- AND have not spent a night away from home as part of their travel.

Usual activities such as travelling to work or school, even if they fit the above criteria, are not included as tourism.

Australia’s domestic tourism statistics

What is domestic tourism?

To qualify as an “overnight” domestic tourist, a person must
- have been away from their usual place of residence for at least one night
- AND at a place at least 40 kilometres away from home
- AND their trip must have been for a duration of less than twelve months.
Australia’s domestic tourism statistics

How is domestic tourism measured?

Domestic tourism in Australia is primarily measured by Tourism Research Australia (TRA) in their quarterly National Visitor Survey (NVS).

The NVS is conducted with approximately 120,000 Australians each year (response rate is around 25%).

The NVS presents information on domestic travel taken by Australians aged 15 years and over, whether for the purpose of a holiday, visiting friends or relatives, or travel for work or study***.

The NVS has been conducted in every quarter since the March quarter of 1998 and is jointly funded by federal and state and territory governments.

The Domestic Tourism Monitor (DTM) preceded the NVS.

The NVS was introduced to replace the DTM and give more detailed information on the characteristics and activities of domestic tourists.

The NVS is conducted on behalf of TRA by NWC Opinion Research.

The NVS is a stratified sample and results are weighted to population estimates published by the Australian Bureau of Statistics.

Sampling means that reliability needs to be considered.
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How is domestic tourism measured?

The NVS asks…

- Where did you travel?
- Why did you travel?
- How long did you travel for?
- What state or territory do you live in?
- What activities did you do while travelling?
- What type of accommodation did you use?
- What type of transport did you use?
- How much money did you spend?
- What did you spend money on?

And many more questions…
Australia’s domestic tourism statistics

How is domestic tourism measured?

The NVS provides three estimates of expenditure by domestic tourists:

- Expenditure by overnight visitors;
- Expenditure by same-day visitors;
- Total Domestic Economic Value (TDEV) an interim estimate of total domestic consumption that is benchmarked to the domestic tourism consumption figure from the ABS Tourism Satellite Account

There are subtle differences between each of these spend classifications

Australia’s domestic tourism statistics

TRA National Visitor Survey

Dissemination

- Data released quarterly with 3 month lag
  - E.g. September quarter 2010 will be released in December 2010
- Data available from four main sources
  - Publication available in PDF format from the Tourism Research Australia website
  - Tourism Research Australia’s Statistical Enquiry Service
  - CDMOTA (SuperCross tabulation software) where custom tables can be developed
  - Tourism Research Australia’s online database (TRAOnline, web-based interface available to subscribers only) where custom tables can be developed
### Australia’s domestic tourism statistics

#### Dissemination

Example table from the publication

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Visitors</th>
<th>%</th>
<th>Visitor nights</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>'000</td>
<td></td>
<td>'000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>June quarter 2010</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors to:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New South Wales</td>
<td>5,414</td>
<td>33</td>
<td>16,739</td>
<td>29</td>
</tr>
<tr>
<td>Victoria</td>
<td>3,867</td>
<td>24</td>
<td>11,474</td>
<td>20</td>
</tr>
<tr>
<td>Queensland</td>
<td>4,016</td>
<td>25</td>
<td>15,510</td>
<td>26</td>
</tr>
<tr>
<td>South Australia</td>
<td>1,205</td>
<td>7</td>
<td>4,509</td>
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</tr>
<tr>
<td>Western Australia</td>
<td>1,214</td>
<td>7</td>
<td>5,236</td>
<td>9</td>
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<tr>
<td>Tasmania (h)</td>
<td>446</td>
<td>3</td>
<td>1,828</td>
<td>3</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>282</td>
<td>2</td>
<td>1,767</td>
<td>3</td>
</tr>
<tr>
<td>Australian Capital Territory</td>
<td>551</td>
<td>3</td>
<td>1,481</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total (k)</strong></td>
<td>16,365</td>
<td>100</td>
<td>58,596</td>
<td>100</td>
</tr>
</tbody>
</table>

(k) break, reason to be taken from fig.
Australia’s domestic tourism statistics

Tourism Forecasting Committee – domestic forecasts

Introduction

• An independent forecasting body
• Forecasts inform tourism investors, industry and government
• 10 year forecasts for international, domestic and outbound tourism sectors
• Forecasts are not targets and represent the most likely outcome given:
  - past trends
  - current information
  - the impact of policy and industry changes

Methodology

• Forecasts are derived via three iterations based on economic modelling and industry consultation

1. Tourism Research Australia (Forecasting Unit)
   • Economic modelling
   • Industry / aviation analysis
   • Policy analysis

2. Tourism Forecasting Committee (Technical Committee)
   • Review of forecasts by industry and government analysts

3. Tourism Forecasting Committee
   • Review and confirmation of forecasts by industry and government leaders
Australia’s domestic tourism statistics

Tourism Forecasting Committee – domestic forecasts

Dissemination

- Forecasts are published twice a year – one full release with one update

- Published data for domestic tourism:
  - domestic visitors by purpose
  - total domestic visitor nights and visitor nights by accommodation
  - Total Domestic Economic Value (consumption)
  - Regional forecasts

- Data is available for free in PDF format from the Tourism Research Australia website (www.ret.gov.au/tourism/tra)

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Australia’s domestic tourism statistics

Tourism Forecasting Committee – domestic data

<table>
<thead>
<tr>
<th>Region</th>
<th>Business</th>
<th>Holiday</th>
<th>VFR*</th>
<th>Other</th>
<th>Total</th>
<th>Trend change</th>
<th>Total travel expenditure ($)</th>
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</thead>
<tbody>
<tr>
<td>2006</td>
<td>35,310</td>
<td>40,328</td>
<td>5,189</td>
<td>3,266</td>
<td>76,335</td>
<td>-1.1%</td>
<td>2,185,000</td>
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* VFR: Visiting friends and relatives
* Occupied rooms, guesthouses, and serviced apartments

ENHANCING AUSTRALIA’S ECONOMIC PROSPERITY
Government use of domestic tourism statistics

Why does the Australian Government use tourism statistics?

Statistics underpin Australian Government activity:

- Policy development
- Market development
- Program management
- Policy and program evaluation
- Bilateral discussions
- Ministerial briefings
- Correspondence - Ministerial and Departmental
Government use of domestic tourism statistics

Main collections contributing toward inbound tourism policy, investment, and operations include:

- Tourism Research Australia National Visitor Survey
- Australian Bureau of Statistics Overseas Arrivals and Departures
- Australian Bureau of Statistics Australian Tourism Satellite Account
- Australian Bureau of Statistics Survey of Tourist Accommodation

Government use of domestic tourism statistics

Other collections contributing toward domestic tourism policy, investment, and operations include:

- BITRE aviation data
- OECD data
- Macroeconomic indicators
- Industry indicators
- Consultants data and modelling
Government use of inbound tourism statistics

An example from Australia – Question time

Case study: Australians not using their 4 week leave entitlements

- Issue: Australians are building up significant leave balances as a result of not taking their full 4 week leave entitlements
- Issue: This is resulting in lost revenue for the tourism industry and significant levels of contingent debt for businesses
- Issue: The Prime Minister is asked a question in Parliament’s Question time about what the Australian Government is doing to overcome this issue.