Australia’s outbound tourism statistics

**What is outbound tourism?**

Scope of outbound tourism:

- Short-term visitor departures who travel overseas for less than 12 months
- Statistics relate to the number of movements of travellers rather than the number of travellers
- Statistics exclude the movements of operational air and ships’ crew, transit passengers who pass through Australia but are not cleared for entry, passengers on pleasure cruises commencing and finishing in Australia, and unauthorised arrivals
- Australia has a range of outbound collections that both stand alone and complement each other
Australia’s outbound tourism statistics

Snapshot of Australia’s outbound tourism sector…

Over the past decade…

• Significant growth led by the economic growth and changes in consumer preferences
Australia’s outbound tourism statistics

Snapshot of Australia’s outbound tourism sector…

Average annual growth over the last 10 years

Outbound tourism statistics

Key outbound collections:

- Overseas Arrivals and Departures, Australian Bureau of Statistics
- International Visitor Survey, Tourism Research Australia
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Collection and dissemination

Key government distributors of outbound data and analysis...

- Australian Bureau of Statistics

- Tourism Research Australia

- Department of Resources, Energy and Tourism

Australia’s outbound tourism statistics

ABS Overseas Arrivals and Departures

Introduction

- Australian Bureau of Statistics (ABS catalogue number 3401.0)
  - Collection is managed by Labour and Demography Statistics

- Funding is met by the Commonwealth Government

- Primary information collected by the Department of Immigration and Citizenship on incoming and outgoing passenger cards
  - Datacards are fundamental to outbound statistics collections

- Data provided to the ABS as ‘administrative’ data
Australia’s outbound tourism statistics

ABS Overseas Arrivals and Departures

An overview of ABS OAD methodology

- Australian resident fills out card(s)
- cards are collected at border (Customs)
- cards are scanned to collect data (DIAC)
- some manual intervention may be required due to incorrect completion of cards or difficulty scanning (DIAC)
- a sample of passenger cards is used for the Overseas Arrivals and Departures data (ABS)
- survey results are weighted to information from the datacard using ‘country of citizenship’ as the benchmark variable (ABS using DIAC data)
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Overseas Arrivals and Departures

Dataset critical for evaluating the industry

Main variables available:
• age and gender
• airport/port of arrival
• arrival date
• category of travel
• citizenship and country of birth
• country of embarkation/disembarkation
• marital status (not available for New Zealand citizens)
• country of residence
  - Intended/actual length of stay
  - Main reason for journey
• state or territory of intended address/in which most time was spent

Comprehensive set of data used extensively by policy makers, investors, and industry

ABS Overseas Arrivals and Departures

Dissemination
• data released monthly by the Australian Bureau of Statistics
• Six-week lag (e.g. September 2010 data released in November 2010)
• published data items:
  - Short-term resident departures
  - country of residence
  - intended length of stay
  - main reason for journey
• Modelled indicators (seasonally adjusted, trend)
• Refer to www.abs.gov.au for key figures and time series spreadsheets
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How is outbound tourism measured by TRA?

The NVS is managed by Tourism Research Australia and conducted on behalf of TRA by NWC Opinion Research.

The NVS is a stratified sample survey.

Results are weighted to population and immigration estimates published by the Australian Bureau of Statistics.

Sampling means that reliability needs to be considered.
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How is outbound tourism measured in the NVS?

The NVS is a “factual” survey – it seeks to understand what you did and not so much what you ‘feel’…

• 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…

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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 for free in PDF format from the Tourism Research Australia website
  • Tourism Research Australia’s Statistical Enquiry Service
  • CDMOTA (SuperCross tabulation software) where custom tables may be developed
  • Tourism Research Australia’s online database (TRAOnline) web-based interface available to subscribers only) where custom tables can be developed

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Australia’s outbound tourism statistics

Dissemination – an example from the publication...

Table 18
Australiaans travelling overseas: Visitors and average number of nights per trip by main destination and purpose of trip
Year ended 30 March 2009

<table>
<thead>
<tr>
<th>Main Destination</th>
<th>Visitors</th>
<th>%</th>
<th>Average nights per trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>407</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>Other Europe</td>
<td>545</td>
<td>9</td>
<td>38</td>
</tr>
<tr>
<td>New Zealand</td>
<td>231</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>USA and Canada</td>
<td>612</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>104</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Singapore</td>
<td>227</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Malaysia</td>
<td>210</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>Indonesia</td>
<td>321</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Thailand</td>
<td>379</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>China</td>
<td>254</td>
<td>4</td>
<td>22</td>
</tr>
<tr>
<td>Other Asia</td>
<td>715</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Other countries</td>
<td>287</td>
<td>14</td>
<td>19</td>
</tr>
<tr>
<td>Purpose of visit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday</td>
<td>3,254</td>
<td>50</td>
<td>19</td>
</tr>
<tr>
<td>Visiting friends and relatives</td>
<td>1,462</td>
<td>23</td>
<td>75</td>
</tr>
<tr>
<td>Business</td>
<td>1,060</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Other</td>
<td>120</td>
<td>2</td>
<td>49</td>
</tr>
</tbody>
</table>
| Total            | 3,772    | 100| 20                     

Australia’s outbound tourism statistics

Online database

Dissemination can be more than reports with cross sectional tables...

- allows paid subscribers access to real time information using Tourism Research Australia databases
- use data to generate tables which are relevant to specific needs
- immediate access to data on the day of release
- capability to store and update customised tables in a password protected online database
- access from any computer with internet service
Australia’s outbound tourism statistics

Tourism Forecasting Committee – outbound 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
Australia’s outbound tourism statistics
Tourism Forecasting Committee – outbound forecasts

Methodology
- Outbound 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

Dissemination
- Outbound forecasts are published twice a year – one full release with one update

- Published forecasts for outbound tourism:
  - Short term resident departures by purpose
  - Total outbound visitor nights

- Forecasts are available for free in PDF format from the Tourism Research Australia website (www.ret.gov.au/tourism)
Australia’s outbound tourism statistics
Tourism Forecasting Committee – outbound forecasts

From the TFC’s publication *Forecast*