Recent improvements in Australia’s demand side surveys

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An overview of today’s presentation

National visitor survey
International Visitor Survey
Conclusion
National Visitor Survey

Overview

• Been in operation since 1998
• Computer assisted telephone interview (CATI)
• Australia’s primary volume and value collection
• Behavioural information
• Continuous development – methodology and information sought
• Sample design weighted to population 15+

National Visitor Survey

NVS sample design and weighting

• New weighting process which constrains:
  • Household size to 7 persons over 14 years
  • Reported overnight trips to 6 during the reference period
  • Reported daytrips to 6 during the reference period
• New process trims remaining high weights during iterative process to match marginal distributions of sample to known population margins (raking across origin, age, and gender)
• Sample design updated for 2012 in conjunction with the new weighting process
• Intention is to optimise sample distribution and yield reliability…
National Visitor Survey

Population benchmarks

• NVS relies on ABS population estimates to benchmark its sample for both domestic travel and outbound travel…

• NVS redesigned to use new ABS population estimates which includes revisions for immigration

• New benchmarks for population (15 years or older) will be applied from March quarter 2012

• Back-casting to March quarter 2007 will occur and be published in the March quarter 2012 publication (for release in June 2012)
National Visitor Survey

Addressing under-reporting of expenditure

• Significant issue with the trend increasing (refer table)
  • often rests with interviewer
  • sometimes rests with respondent due to third party bookings and activity

• Prompt missing from overnight CATI

• TRA to back-cast expenditure imputation

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International Visitor Survey

Overview

• Been in operation since 1999

• Computer assisted personal interview (in 8 major airports)

• Australia’s primary volume and value collection

• Behavioural information

• Continuous development – methodology and information sought

• Sample design weighted to population 15+
International Visitor Survey

Updated flight strata

• Significant growth in air capacity and re-routing in recent years

• Current flight strata is long overdue for an update

• Current flight strata is based on carrier and country/region of destination of the flight

• Current flight strata approach is unreliable due to increasing deregulation and code-sharing

International Visitor Survey

The new flight strata will be:

• Spreading the sample more evenly across more services

• Based on the dominant country/region of disembarkation of the passenger

• Less likely to contribute to sampling or weighting errors

• Likely to be more stable into the future
National Surveys program

Other improvements

- NVS, IVS - annual review of questionnaires
- Supplementary questions to align more closely with policy
- Access to lounges
- Splitting Education and Employment which are currently aggregated
- Reducing interview length with the aim to reduce costs - respondent burden and financial

National Surveys program

Interview length

- Significant reduction in time by CAPI
- TRA also looking at other ways technology may be applied to reduce costs
Conclusions

Constant and progressive improvements are essential

- **Investment** in technology must occur to maximise productivity
- **Technology** and methodology needs to be integrated effectively
- **Research communities** and partnerships need to develop

Questions

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