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
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Australian 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

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

- BITRE aviation data
- OECD data
- Macroeconomic indicators
- Industry indicators
- Consultants data and modelling

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An example from Australia – Question time

Case study: The impact of tourism marketing

• 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.