



Australian Government
Department of Resources, Energy and Tourism

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's domestic tourism statistics
Tim Quinn, National Tourism Policy

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



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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.



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What is domestic tourism?

To qualify as an “overnight” domestic tourist, a person must

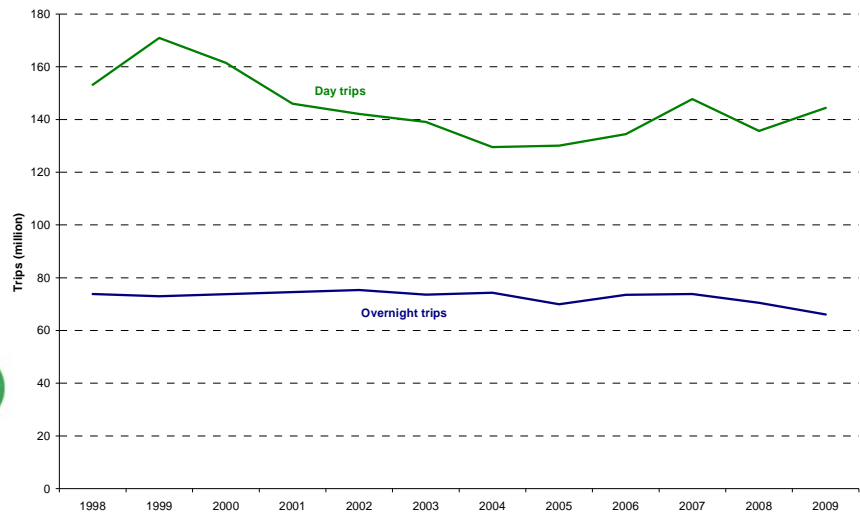
- have been away from their usual place of residence for at least one night
- AND at a place at least 40 kilometres away from home
- AND their trip must have been for a duration of less than twelve months.



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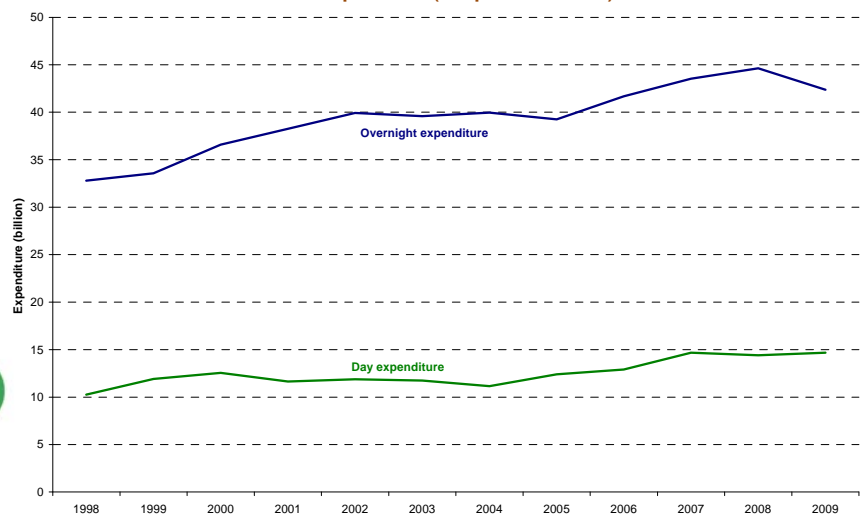
Domestic tourism snapshot (trips)



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Domestic tourism snapshot (expenditure)



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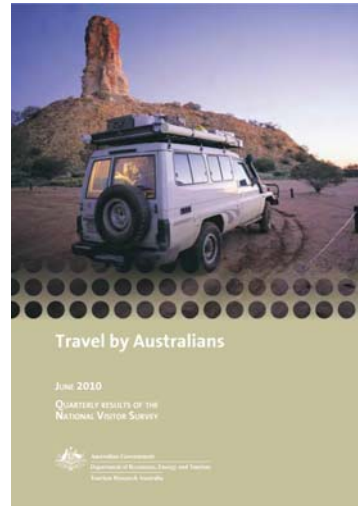
Australia's domestic tourism statistics

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 a telephone interview 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***.



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How is domestic tourism measured?

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?

Table A. Confidence intervals for NVS estimates at the 95% level

Estimate (ooo)	Overnight visitors	Visitor nights	Overnight expenditure	Day visitors	Day visitor expenditure	Overseas trips
20	>50	>100	>100	>100	>100	37.5
50	47.5	>100	>100	>50	>100	23.3
80	37.7	>100	>100	>50	>100	18.3
100	33.8	>100	>100	>50	>100	16.3
200	24.0	>50	>100	42.2	>100	11.3
300	19.6	>50	>100	34.6	>100	9.2
500	15.3	45.7	>100	26.9	>100	7.1
1000	10.8	32.4	>100	19.1	>100	4.9
2000	7.7	23.0	>100	13.5	>100	3.4
3000	6.3	18.8	>100	11.1	>100	2.8
5000	4.9	14.6	>100	8.6	>100	2.1
7000	4.2	12.3	>100	7.3	>100	1.8
10000	3.5	10.3	>100	6.1	>50	
20000	2.5	7.3	>50	4.3	>50	
30000	2.0	6.0	>50	3.6	>50	
50000	1.6	4.6	>50	2.8	45.8	
70000	1.3	3.9	49.5	2.3	39.8	
100000	1.1	3.3	41.8	2.0	34.2	
140000	0.9	2.8	35.7	1.7	29.7	
200000	0.8	2.3	30.1	1.4	25.5	
500000	0.5	1.5	19.5	0.9	17.3	
1000000		1.0	14.1		12.9	
2000000			10.1		9.6	
5000000			6.6		6.5	
10000000			4.7		4.9	
20000000			3.4		3.6	
50000000			2.2		2.5	

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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...

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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

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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

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Australia's domestic tourism statistics

Dissemination

Example table from the publication

	Visitors		Visitor nights	
	'000	%	'000	%
June quarter 2010				
Visitors to:				
New South Wales	5 414	33	16 739	29
Victoria	3 867	24	11 474	20
Queensland	4 016	25	15 510	26
South Australia	1 205	7	4 509	8
Western Australia	1 214	7	5 236	9
Tasmania ^(a)	445	3	1 878	3
Northern Territory	282	2	1 767	3
Australian Capital Territory	551	3	1 481	3
Purpose of visit ^(b)				
Holiday	7 404	45	27 612	47
Visiting friends and relatives	5 265	32	18 146	31
Business	3 150	19	9 349	16
Other	899	5	3 058	5
Total ^(c)	16 365	100	58 596	100

The screenshot shows a web browser displaying the Tourism Australia website. The main content area is titled "NVS Overnight Trips 1998 onwards" and shows a table with the following data:

Counting	Overnight trips (000) ↑	Visitor nights (000) ↑
All destination State / Region / SLA		
New South Wales	5,414	16,739
Victoria	3,867	11,474
Queensland	4,016	15,510
South Australia	1,205	4,509
Western Australia	1,214	5,236
Tasmania	445	1,878
Northern Territory	282	1,767
Australian Capital Territory	551	1,481
Total	16,365	58,595

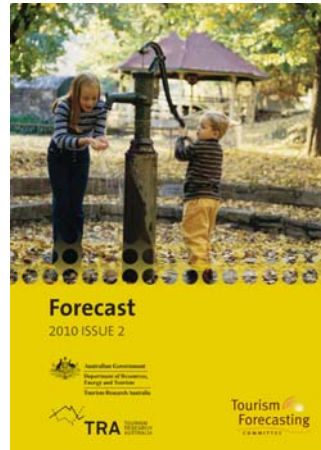
The interface includes a navigation menu on the left with options like "Destination", "Main destination", and "All destination State / Region / SLA". The table is displayed in a "TableVIEW" mode with various options for counting and filtering.

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



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Australia's domestic tourism statistics

Tourism Forecasting Committee – domestic forecasts

Methodology

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

1 → 2 → 3

Tourism Research Australia (Forecasting Unit)

- Economic modelling
- industry / aviation analysis
- policy analysis

Tourism Forecasting Committee (Technical Committee)

- review of forecasts by industry and government analysts

Tourism Forecasting Committee

- Review and confirmation of forecasts by industry and government leaders

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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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Tourism Forecasting Committee – domestic data

	Business	Holiday	VFR ^a	Other	Total	Total change %	HMGSA ^b share %
			('000)			%	%
2000	23 353	40 504	9 217	2 861	75 935	-3.0	25.9
2001	23 933	41 478	9 037	3 069	77 517	2.1	26.8
2002	24 164	41 080	9 621	3 301	78 166	0.8	26.2
2003	25 053	41 873	10 573	2 961	80 460	2.9	27.4
2004	24 150	44 263	11 456	3 229	83 098	3.3	28.0
2005	23 039	41 898	8 683	3 658	77 278	-7.0	28.0
2006	23 385	42 562	8 316	3 111	77 374	0.1	27.1
2007	25 603	44 240	9 264	3 220	82 327	6.4	28.5
2008	24 065	42 388	8 272	2 552	77 277	-6.1	28.4
2009	21 741	38 597	8 118	3 346	71 802	-7.1	28.0
2010	22 570	43 112	8 243	3 488	77 394	7.8	29.7
2011	25 141	43 388	8 597	3 367	80 493	4.0	30.7
2012	25 684	43 778	8 709	3 535	81 706	1.5	31.0
2013	26 202	44 150	8 818	3 705	82 875	1.4	31.3
2014	26 743	44 472	8 932	3 894	84 041	1.4	31.6
2015	27 268	44 809	9 049	4 083	85 209	1.4	31.9
2016	27 804	45 159	9 188	4 275	86 406	1.4	32.2
2017	28 350	45 550	9 301	4 484	87 685	1.5	32.5
2018	28 913	45 941	9 436	4 686	88 976	1.5	32.9
2019	29 502	46 360	9 575	4 903	90 340	1.5	33.2
Compound annual growth rate (%)							
2000-2004	0.8	2.2	5.6	3.1	2.3	-	2.0
2004-2009	-2.1	-2.7	-6.7	0.7	-2.9	-	0.0
2009-2014	4.2	2.9	1.9	3.1	3.2	-	2.5
2014-2019	2.0	0.8	1.4	4.7	1.5	-	1.0
2003-2009	-0.8	-0.5	-1.4	1.8	-0.6	-	0.9
2009-2019	3.1	1.8	1.7	3.9	2.3	-	1.7

^a Visiting friends and relatives

^b Hotels, motels, guesthouses, and serviced apartments

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Government use of domestic tourism statistics



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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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Government use of domestic tourism statistics

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*

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Government use of domestic tourism statistics

Australian 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

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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.