



Australian Government  
Department of Resources, Energy and Tourism

# ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australian Government use of domestic  
tourism statistics

## 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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### 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: *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.

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