



Australian Government
Department of Resources, Energy and Tourism

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

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

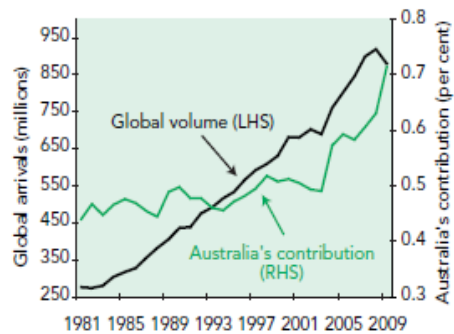
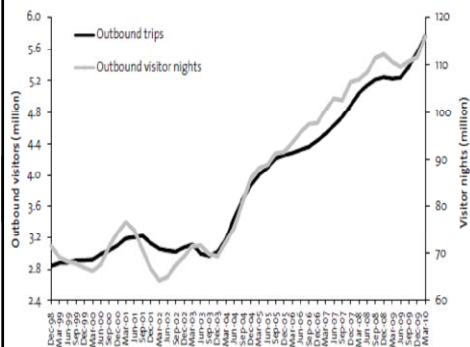
ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Snapshot of Australia's outbound tourism sector...

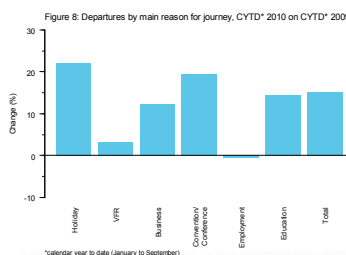
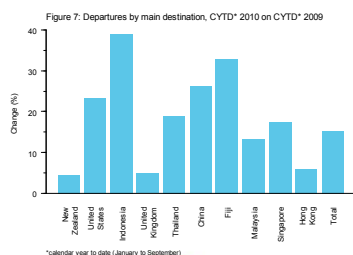
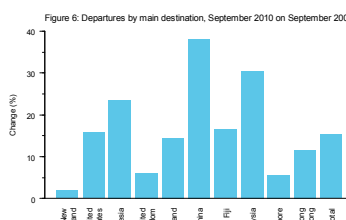
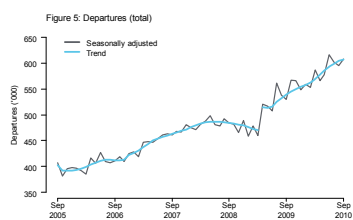
Over the past decade...

- Significant growth led by the economic growth and changes in consumer preferences



Australia's outbound tourism statistics

Snapshot of Australia's outbound tourism sector...

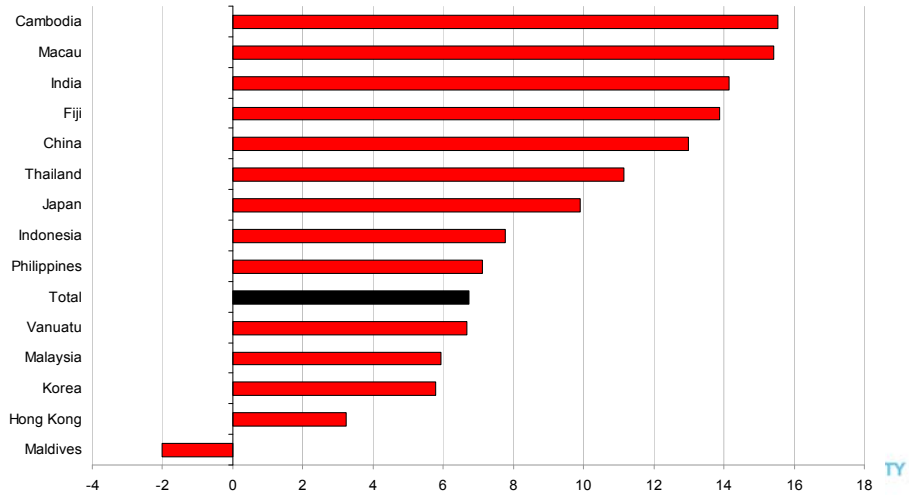


*calendar year to date (January to September)
ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Snapshot of Australia's outbound tourism sector...

Average annual growth over the last 10 years

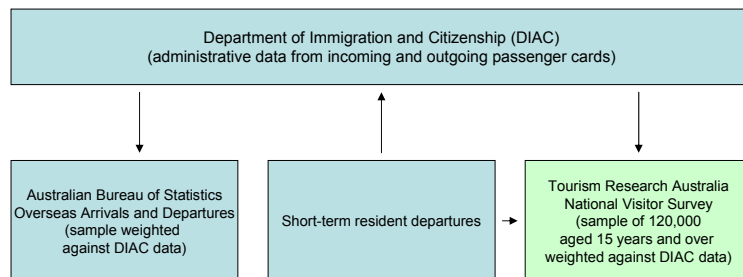


Australia's outbound tourism statistics

Outbound tourism statistics

Key outbound collections:

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



ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Collection and dissemination

Key government distributors of outbound data and analysis...

- Australian Bureau of Statistics
www.abs.gov.au
- Tourism Research Australia
www.ret.gov.au/tourism/tra
- Department of Resources, Energy and Tourism
www.ret.gov.au

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

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

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Passenger cards...

The image shows two versions of the Australian passenger card. The top card is for incoming passengers, and the bottom card is for outgoing passengers. Both cards have sections for contact details, migration status, and main reason for travel. Red circles highlight the 'Country where you spend most time abroad' field in both cards.

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)

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

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

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

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

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

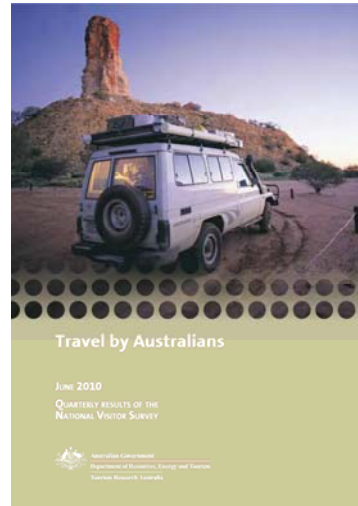
How is outbound tourism measured by TRA?

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.



ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Reliability of estimates

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

Estimate ('000)	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	

NOMIC PROSPERITY

Australia's outbound tourism statistics

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...

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound 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 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

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Dissemination – an example from the publication...

Table 18
Australians travelling overseas: Visitors and average number of nights per trip by main destination and purpose of trip
Year ended 31 March 2010^(a)

	Visitors ^(b)		Average nights per trip
	'000	%	
Main destination			
United Kingdom	407	7	35
Other Europe	525	9	36
New Zealand	931	16	11
USA and Canada	622	11	25
Hong Kong	194	3	12
Singapore	227	4	10
Malaysia	212	4	15
Indonesia	521	9	12
Thailand	379	7	15
China	254	4	22
Other Asia	715	12	28
Other countries	787	14	19
Purpose of visit ^(c)			
Holiday	3 204	56	19
Visiting friends and relatives	1 432	25	25
Business	1 000	17	13
Other	136	2	49
Total	5 772	100	20

IOMIC PROSPERITY

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

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

http://traonline.ret.gov.au/superweb/loadDatabase.do?db=NVS%20Outbound - Windows Internet Explorer

http://traonline.ret.gov.au/superweb/loadDatabase.do?db=NVS%20Outbound

Live Search

File Edit View Favorites Tools Help

http://traonline.ret.gov.au/superweb/loadDet...

Tourism Australia

Save As Languages Logout Help Admin Tools

Databases Tables Fields

TableVIEW CharVIEW ColourVIEW RecordVIEW ExcelVIEW

NVS Outbound

Counting: Outbound trips ('000), Weighted nights on trip ('000), Total expenditure (\$'000-including motor vehicle) Layer:

Fields: Rolling annual by Counting Filters:

Counting	Outbound trips ('000)	Weighted nights on trip ('000)	Total expenditure (\$'000-including motor vehicle)
Rolling annual			
Year ending December 2004	3,864	85,884	18,380,394
Year ending March 2005	4,003	88,178	18,767,931
Year ending June 2005	4,095	88,878	19,145,640
Year ending September 2005	4,216	91,338	19,845,607
Year ending December 2005	4,255	91,614	20,319,009
Year ending March 2006	4,282	93,549	21,515,769
Year ending June 2006	4,325	95,773	22,016,776
Year ending September 2006	4,363	97,432	22,388,808

Done

Internet 100%

Start http://traonlin...

EN 12:52 PM

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



ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

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 → 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

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Tourism Forecasting Committee – outbound forecasts

Dissemination

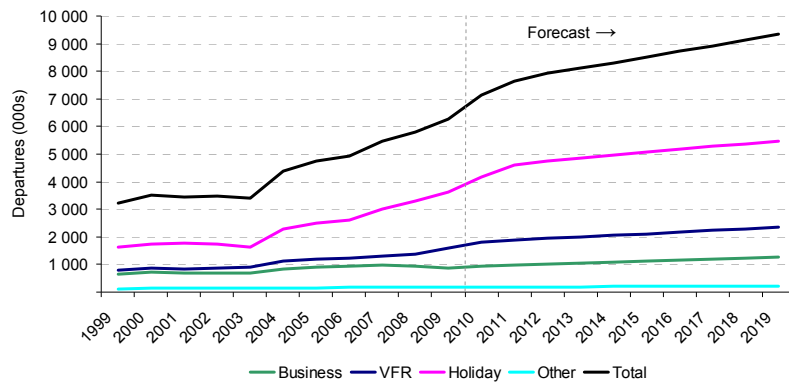
- Outbound forecasts are published twice a year – one full release with one update
- Published forecasts for outbound tourism:
 - Short term resident departures by purpose
 - total outbound visitor nights
- Forecasts are available for free in PDF format from the Tourism Research Australia website (www.ret.gov.au/tourism)

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Australia's outbound tourism statistics

Tourism Forecasting Committee – outbound forecasts

From the TFC's publication *Forecast*



ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY