

Appendix 1 DATA SOURCES

Tourism Research Australia, International & National Visitors Survey

Note: Outliers have been removed from the international and domestic data.

*Europe (excluding the United Kingdom and Germany)

The National Visitor Survey (NVS) is managed by Tourism Research Australia (TRA). This monitor is a household survey involving face-to-face interviews with an annual national sample of approximately 80,000 Australian residents aged 14 years and over. The International Visitor Survey (IVS) involves a detailed single-purpose questionnaire, which is administered by personal interviews with a sample of “overseas visitors” aged 15 years and older, departing from Australia’s nine major international airports. These surveys use the Australian Bureau of Statistics/TRA regions.

Standard Statistical Error

Research used in this publication, such as that conducted by Tourism Research Australia, had inherent weaknesses resulting from the process of sampling. Where only a portion of the entire population of visitors is surveyed, Tourism Queensland (TQ) cannot be 100% certain that the information collected is a perfect reflection of the total population.

The net result of the sampling process is information that is accurate, but only within certain limits. Typically, these limits are referred to as confidence intervals. For the purpose of tourism data sources such as the NVS and IVS, TQ utilise the 95% confidence interval, wherein we can be confident, i.e. 95 chances in 100 that data generated from the respective survey is likely to fall within a certain range.

How large the range is depends on the size of the sample collected and is called the standard error. For many of Queensland’s regions with smaller numbers of visitors, sample sizes are reduced and the corresponding standard errors are increased. Caution should be used when interpreting data from all regions but particularly those with smaller visitor numbers

The size of the standard error must be considered when analysing information contained within this publication. The standard error that is applicable to the Brisbane destination at the 95% confidence interval is as follows; International YE September 2007 95% confidence interval, percentage of estimate is 27%, and domestic YE September 2007 95% confidence interval, percentage of estimate is 17%. This means that there are 95 chances in 100 that the number of international visitor nights spent in the Brisbane destination will be within the range of plus or minus 27%, and there are 95 chances in 100 that the number of domestic visitor nights spent in the Brisbane destination will be within the range of plus or minus 17%.

Local Government Area (LGA) Profiles

The LGA profiles are standardised statistical reports generated by the Office of Economic and Statistical Research (OESR) – a division of Queensland Treasury. The LGA Profiles are customised reports generated for the user selected region(s) and bring together recent and comprehensive data on the respective regional economies using a variety of government sources. Topics such as population (including growth rates), business, building activity, agriculture and employment are covered in each report.

Roy Morgan Holiday Tracking Survey (HTS)

Roy Morgan Research’s HTS is a component of Roy Morgan Single Source, which uses the same methodology as the Morgan Gallup Poll. Roy Morgan Single Source uses a stratified random probability sample to ensure that all states, then metropolitan and country areas are correctly represented.

The HTS has two components: a face-to-face interview and a self-completion questionnaire. All people who complete the face-to-face component are offered the self-completion survey. Only one person aged 14 years and over is interviewed per dwelling. A large sample collected continuously over the year means that samples of lower incidence populations can be accumulated week by week to the desired size.

The HTS information is collected as part of the self-completion questionnaire. Approximately 25,000 of these are processed in each 12-month period. These are weighted by age, sex and area to be representative of the Australian population.

Survey of Tourism Accommodation (STA)

The STA is a quarterly survey of all establishments providing predominantly short-term accommodation (i.e. for less than two months) to the general public. It is conducted by the ABS. From January 1998 the survey includes establishments with 15 or more rooms and provides information relating to the following categories: licensed hotels with facilities; motels and guesthouses with facilities; and serviced apartments (daily servicing must be available, although this service may not necessarily be used). This survey uses the ABS/TRA regions.

Appendix 1 DATA SOURCES

Economic Contribution

The economic contribution of tourism has been developed by the Office of Economic and Statistical Research (OESR). The figures used in this report come from *The Contribution of International and Domestic Visitor Expenditure to the Queensland Regional Economies 1998-99*.

Destination Positioning Research

Destination Positioning Research is conducted every three years by TQ to examine the positioning of the established tourism regions in Queensland in the domestic marketplace. This research is an integral part of refining the marketing strategies for the regions. The regions examined are the Gold Coast, the Sunshine Coast, Tropical North Queensland and the Whitsundays. The research involves telephone surveys with residents in Brisbane, Sydney and Melbourne.

A range of research and information available for the Brisbane destination includes:

- Research that tracks and forecasts tourism demand and supply
- Estimates of the contribution of tourism to Queensland and its destinations
- Tools that model the impact of shocks or tourism policy initiatives on the Queensland economy
- Standard visitor surveys that profile visitors to Queensland destinations as well as identifying issues with tourism infrastructure, products and services
- Research that profiles market and accommodation sectors
- Research that assists market segmentation

This and other useful research can be accessed through the TQ website www.tq.com.au/research

Research specific to the Brisbane destination includes:

- Brisbane Regional Update – a brief overview of regional tourism trends produced biannually

Appendix 2 GLOSSARY

ABS – Australian Bureau of Statistics	OUM – Office of Urban Management
ACC – Area Consultative Committee	QEC – Queensland Events Corporation
APEC – Australia and Pacific Economic Cooperation	QERDP – Queensland Events Regional Development Program
ATDW – Australian Tourism Data Warehouse	QHA – Queensland Hotel Association
ATE – Australian Tourism Exchange	QR – Queensland Rail
ATEC – Australian Tourism Export Council	QT – Queensland Transport
B&B – Bed and Breakfast Accommodation	QTIC – Queensland Tourism Industry Council
BCC – Brisbane City Council	QTS – Queensland Tourism Strategy
BBFQ – Bed and Breakfast Farmstay Queensland	QWIA – Queensland Wine industry Association
BM – Brisbane Marketing	RMCN – Regional Managers Coordination Network
CEO – Chief Executive Officer	ROC – Regional Organisation of Councils
DAG – Destination Action Group	RSC – Route Steering Committee
DAP – Destination Action Plan	RTO – Regional Tourism Organisation
DETA – Department of Education, Training and the Arts	SD – Statistical Division
DITR – Department of Industry, Tourism and Resources	SEQ – South East Queensland
DLGSR – Department of Local Government, Sport and Recreation	SEQC – South East Queensland Country
DMP – Destination Management Plan	SLA – Statistical Local Area
DMR – Department of Main Roads	STA – Survey of Tourist Accommodation
DNRMW – The Department of Natural Resources Mines and Water	STO – State Tourism Organisation
DPIF – Department of Primary Industries and Fisheries	SVS – Standard Visitor Survey
DTM – Domestic Tourism Monitor	SWOT – Strengths, Weaknesses, Opportunities, Threats
DTRDI – Department of Tourism, Regional Development and Industry	TA – Tourism Australia
DTP – Drive Tourism Plan	TAG – Tourism Advisory Group
DTP2 – Drive Tourism Plan 2	TFC – Tourism Forecasting Committee
DTRS – Department of Transport and Regional Services	TQ – Tourism Queensland
EEC – European Economic Community	TRA – Tourism Research Australia
EPA – Environmental Protection Agency	TTF – Tourism Task Force
GRP – Gross Regional Product	UK – United Kingdom
GSP – Gross State Product	VFR – Visiting Friends and Relatives
HTS – Holiday Tracking Survey	VIC – Visitor Information Centres
ITO – Inbound Tour Operator	YE – Year ended
IVS – International Visitor Survey	
LG – Local Government	
LTO – Local Tourism Organisation	
NSW – New South Wales	
NVS – National Visitor Survey	
NVSP – National Visitor Safety Program	
OESR – Office of Economic and Statistical Research	

