

# Summary of Tourism Data Sources

Welcome to the Summary of Tourism Data Sources and Research. The information provided in this factsheet is designed to help you better understand what information is available and what data sources best meet your needs.

A good approach to research is to source information from a wide range of places to develop a better understanding of the questions you are trying to answer.

Below is an overview of the range of tourism data sources currently available and the information they contain. Following is more detailed information on each source including the types of information collected, how the information is collected and also the limitations of the various data sources.

What Tourism information sources are available?	What information do I require?										
	Frequency	Visitor Origin	Visitation Trends	Visitor Profile	Visitor Behaviour	Visitor Expenditure	Visitor Needs and Wants	Visitor Satisfaction	Local Area Level Data	Economic contribution of tourism and Employment	Type & Supply of Destination Facilities
National Visitor Survey	Quarterly	✓	✓	✓	✓	✓					
International Visitor Survey	Quarterly	✓	✓	✓	✓	✓					
Overseas Arrivals & Departures	Monthly	✓	✓								
Destination Visitor Surveys	Ad hoc	✓		✓	✓	✓		✓	✓		
Survey of Tourist Accommodation	Quarterly		✓			✓			✓	✓	✓
Aviation Trends	Various		✓						✓		✓
TQ's Domestic Market Segmentation	Ad hoc	✓		✓	✓		✓				
Tourism Satellite Account	Annually					✓				✓	
Tourism Forecasting Committee	Ad hoc					✓					



# Summary of Tourism Data Sources

## Domestic Visitor Information

### 1. National Visitor Survey (NVS)

**What it provides:** A review of domestic visitors to Queensland and its regions including the number of visitors, their origin (state or region), reasons for travel, expenditure and a range of other information.

**How is it collected?** Tourism Research Australia's (TRA) NVS is the major source of information on the characteristics and travel patterns of Australians within Australia. The NVS data is collected by phone interviews throughout the year with 120,000 Australian residents over the age of 15 years. Respondents are selected randomly and interviewed about travel undertaken in the last 7 days (day trips), 4 weeks (overnight trips) or 3 months (outbound trips).

**Any limitations?** The data isn't published at the local government area (LGA) level due to reliability issues. However, some visitor profile data at this level can be sourced from LGA Profiles provided by Tourism Research Australia (see LGA Profiles in this doc).

#### ABOUT THE NVS

- Profile of domestic tourism in Australia
- State / region level
- Published quarterly
- See [Domestic Tourism Snapshot](#) for Queensland
- For more info: contact [TRA](#) or [Tourism Queensland \(TQ\)](#)

## International Visitor Information

### 1. International Visitor Survey (IVS)

**What it provides:** A review of international visitors to Queensland and its regions including the number of visitors, their country of residence, reasons for travel, expenditure and a range of other information.

**How is it collected?** TRA's IVS is the main source of information on international visitors to Australia. The IVS is a face-to-face interview conducted with 40,000 short-term international travellers over the age of 15 years at the departure lounges of Australia's 8 major international airports.

**Any limitations?** The data isn't published at LGA level due to reliability issues. However, some visitor profile data at this level can be sourced from LGA Profiles provided by TRA (see LGA Profile in this doc). The IVS provides information on a visitors' activities at a national level only and not by state or region.

#### ABOUT THE IVS

- Profile of international tourism in Australia
- State / region level
- Published quarterly
- See [International Tourism Snapshot](#) for Queensland
- For more info: contact [TRA](#) or [TQ](#)

### 2. Overseas Arrivals & Departures (OAD)

**What it provides:** Highline information on the number of international visitors to Australia (and their country of origin) and also the number of Australians travelling overseas and their respective destinations. Information on an international visitors' main state of stay is also collected.

**How is it collected?** Through incoming and outgoing passenger cards, the Department of Immigration collect key information from travellers at Australian airports and sea ports. Data is available from back as far as 1991. Released just five weeks after it's collected the OAD is one of the timeliest data sources available.

**Any limitations?** The OAD only records the arrivals and departures by the first city visitors arrived into or departed from i.e. domestic flight connections are not recorded. The OAD only provides state visited data based on main state of stay only. OAD data cannot be directly compared with IVS data for this reason and because the OAD collects data for people of all ages whereas the IVS and NVS collect data only for those aged 15 year and over.

#### ABOUT THE OAD

- Number of international arrivals and the destinations visited by outgoing Australians
- State and port / airport level
- Published monthly
- See [Arrivals and Departures Snapshot](#) for Queensland
- For more info: contact [ABS](#)

# Summary of Tourism Data Sources

## Destination Level Information

### 1. NVS & IVS Analysis

A number of reports and snapshots based on further analysis of the NVS and IVS are undertaken by various government agencies, including:

#### a. Regional Visitor Expenditure Data

**What it provides:** A review of how much international and domestic visitors are spending whilst travelling within Australia, Queensland and Queensland's regions. This information includes spend per visitor and spend per night.

**How is it collected?** Regional Visitor Expenditure Data provided by TRA uses a model based approach to allocate the IVS and NVS expenditure to Australian tourism regions.

**Any Limitations?** As the results are based on complex modeling they cannot be provided for geographic areas smaller than tourism region, such as LGAs. Regional Expenditure data is provided at a summary level only and cannot be used with other information from the NVS and IVS.

#### ABOUT REGIONAL EXPENDITURE DATA

- International & domestic expenditure by tourism region
- National, state & regional level
- Published annually
- See [the Expenditure Snapshot](#) for Queensland
- For more info: contact [TRA](#) or [TQ](#)

#### b. Local Government Area Profiles (LGA Profiles)

**What it provides:** The profiles are based on Local Government Area boundaries classified in 2006 by the Australian Bureau of Statistics (ABS). Information is provided (subject to sample size) on the visitor's stay including nights, expenditure, jobs and comparisons with State/Territory and National averages. They also provide estimates of the number of tourism businesses by size and visitor profiles to assist regional localities in identifying growth opportunities.

**How is it collected?** Data for the LGA Profiles have been collated from the IVS & NVS as well as the ABS and are provided for more than half of the 500 LGAs located outside capital city tourism regions.

**Any Limitations?** The LGA Profiles don't provide annual survey data as the survey data is averaged over three or four years. The LGA Profiles cannot therefore be used to look at change over time for domestic or international visitation. LGA Profiles are not available for all LGA's, with data also limited for some LGA's.

#### ABOUT THE LGA PROFILES

- International & domestic visitor profile for LGAs
- Non-urban Local Governments
- See [LGA Profiles](#)
- Published every 3 years
- For more info: contact [TRA](#)

#### c. Factsheets and Snapshots

**What it provides:** Examples include regional tourism profiles, domestic visitor profiles, international visitor profiles and commercial accommodation sector summaries.

**How is it collected?** By analysing existing research and papers, a suite of snapshots and fact sheets are available from both Tourism Queensland (TQ) and TRA. Information from a range of sources (including the ABS, NVS and IVS) is analysed and interpreted to produce these publications.

TRA also publish reports, papers and presentations on special interest topics including accessibility, adventure, arts & culture, backpacking, B&B / farmstay, conventions & incentives, cruise shipping, drive, ecotourism, events, food & wine, gay & lesbian, indigenous and spa and wellness.

#### ABOUT FACTSHEETS & SNAPSHOTS

- Analysis of visitors and trends
- National, state & regional level
- Published as required
- For more info: contact [TQ](#) or [TRA](#)

# Summary of Tourism Data Sources

## 2. Destination Visitor Survey (DVS)

**What it provides:** The DVS is split into two types:

- 1) **Visitor Profile and Satisfaction Program (VPS)** focusing on destination profiles; and
- 2) **Strategic Regional Research Projects (SRR)** focusing on destination issues. Examples of SRR projects include decreasing caravan park supply, tourism product distribution and the financial impact of built attractions.

**How is it collected?** TRA's DVS Program provides customised data for tourism regions. The objectives of the surveys are to:

- Address unique local challenges and problems
- Support growth and development of sustainable tourism, and
- Identify initiatives to make best use of local tourism resources.

The information from a DVS is likely to be of interest to many regional destinations across Australia facing similar issues. For more detailed information read the Visitor Profile and Satisfaction Program - A Guide for Tourism Destinations 2008 on the TRA website [www.ret.gov.au](http://www.ret.gov.au). To have a DVS in your region contact TQ.

**Any Limitations?** The VPS has not been conducted Australia wide and therefore the information is not available for all regions. The SSR projects are also undertaken for specific issues and can be difficult to compare with other regions.



## 3. Survey of Tourist Accommodation (STA)

**What it provides:** An overview of the commercial accommodation sector on an Australian, Queensland and regional level, including; occupancy rates, takings and average room rates. The statistics are used extensively by governments and businesses for policy and planning purposes.

**How is it collected?** The STA is a census of accommodation establishments published by the Australian Bureau of Statistics (ABS). The STA measures activity in short-term commercial accommodation in Australia including hotels, motels, and serviced apartments with 15+ rooms.

**Any limitations?** As many accommodation establishments in tourism (including Bed and Breakfasts) have less than fifteen rooms it does not provide a comprehensive picture of the volume of accommodation in a region or town, but is a guide to the trends over time. To ensure data for individual operators is not exposed, the ABS is not always able to publish all data that has been collected.



# Summary of Tourism Data Sources

## 4. Aviation Trends

**What it provides:** The aviation trends reported include the latest announcements on airline routes; changes in capacity into Queensland and its regions; and between city pairs and international aviation results.

**How is it collected?** TQ speaks directly to airlines and airports to provide the latest aviation news and trends on a monthly basis.

**Any limitations?** The information is updated regularly but for the latest information and future trends you should contact the TQ Aviation team.

### ABOUT AVIATION TRENDS

- Domestic and international aviation trends
- Regional level
- Published at various times
- See [TQ's Aviation Research](#)
- For more info: contact the TQ Aviation Team

## 5. TQ's Domestic Market Segmentation

**What does it provide:** Insights into their holiday needs and wants as well as their travel preferences - accommodation, travel method, dining, social interaction, and holiday patterns.

**How is it collected?** TQ undertook a survey of over 6,000 Australians to better understand their travel needs and wants. This 'psychographic' segmentation approach is more productive in understanding the consumer and thus maximizing the impact of the marketing dollar and communicating more effectively with the consumer.

- *Active Explorers* – want holidays where they can be challenged and feel alive
- *Stylish Travellers* - want holidays where they can stand out from the crowd, and appreciate and enjoy the finer things in life
- *Self Discoverers* - want holidays where they can enrich their mind and nourish their body
- *Unwinders* - want holidays where they can reflect and recharge at their own pace
- *Connectors* - want holidays where they can bond with family and friends
- *Social Fun-seekers* - want holidays where they can share good times with friends, new and old

### ABOUT THE MARKET SEGMENTATION

- Profile of domestic visitors
- See TQ's [Domestic Market Segmentation](#)
- For more info: contact TQ

## General Tourism Trends and Information

### 1. Tourism Satellite Account (TSA)

**What it provides:** The value of tourism is measured in dollar terms and also in *the share that tourism represents of* Gross National Product (GDP), Gross State Product (GSP) for States, or Gross Regional Product (GRP) for Queensland's regions. TSA's also measure the number of people employed in the tourism industry whether directly or indirectly in industries that have no direct contact with tourists but who might supply the tourism industry.

**How is it collected?** Tourism is not recognised as an industry or product in international statistical standards. As such information used to produce satellite accounts cannot be sourced directly from national, state or regional economic data but instead is derived from the underlying information that relates to the various goods and services produced by those industries that are recognised under international standards.

The following time series available: 2003-04, 2006-07, 2007-08 and 2008-09 (Australia only).

**Any limitations?** The data is not available for all tourism regions in Queensland nor at an LGA level.

### ABOUT THE TSA

- Information on the value of tourism to the economy
- National / state / Qld regions
- Published Annually
- See the [Economic & Forecast Data](#) for Queensland
- For more info: contact [ABS](#) (national) and [TRA](#) (state and Qld region)

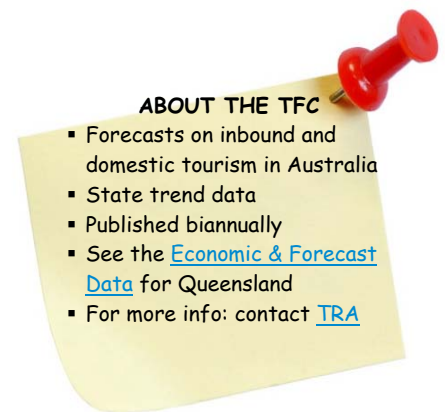
# Summary of Tourism Data Sources

## 2. Tourism Forecasting Committee

**What it provides:** A summary of Australia's Tourism Forecasting Committee's (TFC) projected international visitor (inbound) nights and domestic visitor nights for Australia and Queensland. It also projects Australian resident departures overseas (outbound).

**How is it collected?** The TFC uses an iterative process to produce tourism forecasts. Tourism Research Australia's Forecasting Unit uses a range of data sources and advanced modeling techniques to produce a forecast of tourism activity. Members of the Committee, who are from both the public and private sectors, then draw on their combined expertise and make qualitative adjustments to the forecasts. TRA publishes the *Forecast* publication twice a year providing inbound, domestic and outbound forecasts available for the next 10 years.

**Any limitations?** Forecasts are not available at a tourism region level.

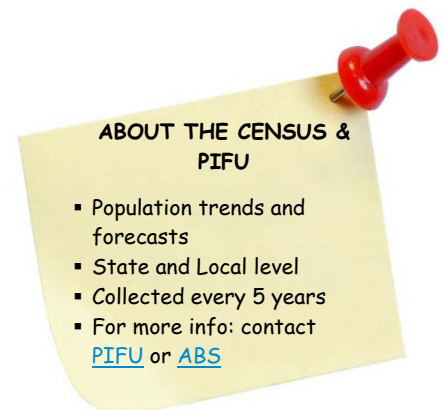


## 3. Population Information

**What does it provide:** The Planning Information and Forecasting Unit (PIFU) within the Office of Economic and Statistical Research (OESR) provides a range of community profiles and factsheets including census factsheets for LGAs. In addition, a consulting service is available on a fee-for-service basis for customised population projection data and analysis.

**How is it collected?** The Australian Census of Population and Housing is the official count of population and dwellings. Once every five years on a given night the Census looks at the characteristics and size of the population and any visitors in Australia at the time. PIFU is a leading provider of strategic planning information and analysis of the Census providing forecasts of population, housing and urban land supply needs.

**Any limitations?** Topics collected by the Census change from time to time. There must be a demonstrated national need for Census data for policy development, planning and program monitoring.



## 4. Additional data sets available on request

- Visitation to the Great Barrier Reef is tracked through the Great Barrier Reef Marine Park Authority ([GBRMPA](#)).
- The Department of Environment and Resource Management (DERM) tracks visitation to National Parks. For more information contact [DERM](#).
- The Department of Main Roads collects road traffic statistics for state controlled roads. For more information contact the Traffic Surveys Area of the [Department of Main Roads](#).

