

Regional Tourism Profiles 2009/2010

Background

Tourism Research Australia currently produces a wide range of tourism research information at the national, state/territory and regional level. Data are gathered from the two primary surveys conducted by Tourism Research Australia – the International Visitor Survey (IVS) and the National Visitor Survey (NVS).

Across Australia, there are 83 tourism regions. The *Regional Tourism Profiles* have been developed to assist the tourism industry, tourism researchers, and planners and policy makers, and to provide comprehensive tourism activity data for the whole of Australia.

Data for each tourism region were examined to determine whether there was an adequate sample size from the IVS and NVS, to produce a robust tourism profile for that tourism region. For those tourism regions where data were not robust enough for a full profile to be compiled, domestic overnight, international and top-line regional tourism profiles have been prepared. In total, there are 89 tourism profiles consisting of 63 full region profiles; eight full profiles for all states and territories; 10 domestic overnight profiles; seven top-line profiles; and one international profile.

Table 1: Regional tourism profiles 2009/10

Full region ^a or state/territory ^b profile	Domestic overnight ^c	International ^d	Top-line ^e
New South Wales			
South Coast	Hunter	Outback NSW	
Sydney	Mid North Coast		
Snowy Mountains	Northern Rivers		
Capital Country	New England North West		
The Murray	Central Coast		
Riverina	Blue Mountains		
Central NSW			
Victoria			
Melbourne	Lakes	Central Murray	Macedon
Mallee	Gippsland	Goulburn	Upper Yarra
Western	Melbourne East	Spa Country	Wimmera
Western Grampians	Geelong	Murray East	
Bendigo Loddon	Ballarat		
Peninsula	Central Highlands		
High Country	Phillip Island		



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Full region ^a or state/territory ^b profile		Domestic overnight ^c	International ^d	Top-line ^e
Queensland				
Gold Coast	Central Queensland			
Brisbane	Mackay			
Sunshine Coast	Whitsundays			
Fraser Coast	Northern			
Darling Downs	Tropical North Qld			
Bundaberg	Outback			
South Australia				
Limestone Coast	Flinders Ranges	Murraylands		Adelaide Hills
Fleurieu Peninsula	Outback	Riverland		
Adelaide	Eyre Peninsula	Clare Valley		
Barossa	Kangaroo Island	Yorke Peninsula		
Western Australia				
Australia's Coral Coast	Experience Perth			
Australia's North West	Australia's Golden Outback			
Australia's South West				
Tasmania				
Hobart and Surrounds	Launceston & Tamar Valley	Northern		
Southern	North West			
East Coast	West Coast			
Northern Territory				
Darwin	Petermann		Tablelands	Arnhem
Kakadu	Alice Springs			MacDonnell
Katherine				Daly

^a Full region profiles include the following:

- Summary of international and domestic visitors, nights and expenditure
- Domestic overnight and international visitor demand, including data for:
 - Top 3 SLAs visited
 - Purpose of visit
 - Top three accommodation types used
 - Transport modes used
 - Experiences participated in by visitors
 - Top three information sources used prior to trip
 - Top three origins of visitors
 - Travel party types of visitors
- Modelled expenditure estimates by item and purpose of visit for domestic and international visitors (where publishable)
- Tourism businesses summary
- Tourist accommodation establishments summary

^b In addition to the above, the full state and territory profiles include an economic contribution of tourism summary table with estimates for tourism employment, GDP and GVA in each state and territory.

^c The domestic overnight profiles include the same information as the full profiles, but only for domestic overnight visitors.

^d The international profiles include the same information as the full profiles, but only for international visitors.

^e The top-line profiles include either the summary of international and domestic visitors, nights and expenditure table, as well as the tourism businesses summary table, or only the visitor summary table.

Data sources

All travel data are sourced from Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS) for the 2009/10 financial year.

The regional expenditure estimates for domestic day, domestic overnight and international visitors are modelled using data from the 2009 and 2010 NVS and IVS.

The Tourism Business data are sourced from the Australian Bureau of Statistics (ABS) and are for the year ending June 2007.

The Tourist Accommodation data are sourced from the ABS Survey of Tourist Accommodation and are for the financial year 2009/10.

The Economic Contribution data are sourced from the CRC for Sustainable Tourism (STCRC) and are for the financial year 2007/08.

Allocating expenditure from the regional expenditure model

The *Regional Tourism Profiles* use expenditure estimates from Tourism Research Australia's regional expenditure modelling process for international, domestic overnight and domestic day visitors. All expenditure estimates exclude purchase of capital goods such as motor vehicles.

Domestic overnight and day expenditure estimates are derived in three steps:

1. Home expenditure – allocated directly to the home tourism region.
2. Long distance fare expenditure – split evenly between the home tourism region and destination tourism region. This includes a portion for package expenditure (domestic overnight only).
3. Itemised destination expenditure – distributed using the proportion of nights spent in each tourism region for overnight visitors and the proportion of visits for day visitors. This includes accommodation (domestic overnight only), food, shopping, local transport, fuel, packages (excluding long distance fare portion), entertainment, conference fees and other expenditure.

International expenditure estimates are obtained by distributing accommodation, food and beverages (AFB), non-AFB and package expenditure using the proportion of nights spent in each tourism region. Home region expenditure is not relevant for international visitors and long distance fare expenditure is not estimated.

For more information on the methodology behind allocating expenditure to tourism regions see *Background and methods – Regional expenditure 2009*, available on the TRA website.

Designing the profiles

The focus of the tables in the profiles has been to provide an overview of international and domestic travel activity, tourism businesses and accommodation establishments in the tourism region, as measured by visitors, nights and spend.

The profile tables draw together important aspects of travel to an area, for example purpose of visit and accommodation used. They also provide some characteristics of visitors such as travel party types.

Applying sample cut-offs & minimum sample requirements for variables

Sample restrictions limit the extent to which IVS and NVS data can reliably be used at the regional level. To enable profiles of robust quality to be published, the following rules were applied to each tourism region:

1. A minimum sample of 40 or greater for either
 - a. All of international visitors, domestic overnight visitors and domestic day visitors
 - b. Both international visitors and domestic overnight visitors, or
 - c. International visitors or domestic overnight visitors (see Table 1).
2. More than half of the cells in more than half of the profile tables must have a sample of 20 or more.

Table 2: Sample cut-offs – Profile combinations

Travel type	International	Domestic overnight	Domestic day
Publishable	40+	40+	40+
	40+	40+	Less than 40
	40+	Less than 40	Less than 40
	Less than 40	40+	Less than 40
Not publishable	Less than 40	Less than 40	40+
	Less than 40	Less than 40	Less than 40

Profile tables

Data for the international and domestic tables have been published for:

1. Those cells with a total sample of 20 or more
2. Cells with a total sample of less than 20 are shown as 'np'

Note: the profile tables include 'Top SLAs', 'Top accommodation', 'Top information sources' and 'Top origins' variables. Sometimes the SLAs, accommodation types, information sources and/or origins listed will be shown as 'np'. This indicates that these SLAs, accommodation types, information sources and/or origins are among the most common for a particular tourism region but the sample is too small for reporting purposes.

Expenditure estimates

In order for expenditure estimates to be published at the tourism region level, the following criteria must be met:

1. The sample size for the single region trips to the tourism region must be 50 observations or more
2. The Relative Standard Error (RSE) of the estimates must be 25% or less

For more details on the publication standards for allocating expenditure to tourism regions see *Background and methods – Regional expenditure 2009*, available on the TRA website.

Confidentialisation of tourism business and tourist accommodation data

When presenting data which are highly disaggregated, it is sometimes necessary to suppress the publication of data cells which contain very small counts. This prevents the potential identification of individual businesses and accommodation establishments, a process known as 'Confidentialisation'.

With tourism business and tourist accommodation data, the ABS does this by rounding cells in their tables to the closest multiples of three or to zero. In some cases, this rounding process results in the production of a series of cells for a particular cross-classification which are sparsely populated.

Effectively this means the sum of published individual cells, in a table for a particular category, will be less than the published total. This includes the contribution of the confidentialised counts.

Feedback

Tourism Research Australia will continue to release the *Regional Tourism Profiles* on a financial year basis. Feedback that may improve the content and/or presentation of the profiles is welcomed. Contact Tourism Research Australia by email at tourism.research@ret.gov.au

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