

## ADDITIONAL DETAIL ON TOURISM DATA AND RESEARCH PROVIDERS

- Tourism Research Australia:
  - *International Visitor Survey (IVS)*
  - *National Visitor Survey (NVS)*
  - *Domestic and International Expenditure*
- *Overseas Arrivals & Departures (OAD)* produced by Australian Bureau of Statistics
- *Survey of Tourist Accommodation (STA)* produced by Tourism Research Australia
- *Domestic and International Tourism Forecasts* produced by Tourism Forecasting Council

### Tourism Research Australia

Tourism Research Australia (TRA) is a business unit of Tourism Australia, a statutory authority which was established on the 1st July 2004. Tourism Research Australia replaces the Bureau of Tourism Research (BTR) and incorporates the former Tourism Forecasting Council (TFC).

TRA provides independent, accurate, timely and strategically relevant statistics and analyses to the tourism industry, government and the community at large in order to enhance the contribution of tourism to the well-being of the Australian community. It is a co-operative venture, funded by the Commonwealth and State/Territory governments.

Included in TRA's research program is the National Visitor Survey, International Visitor Survey and Domestic and International Expenditure data at the State and Regional level.

### The National Visitor Survey

The National Visitor Survey (NVS) is the major source of information on the characteristics and travel patterns of domestic tourists. It measures travel for all reasons, including holiday and leisure travel, business travel and travel to visit friends and/or relatives.

Each year, interviews are conducted with approximately 120 000 Australian residents aged 15 years and over. Interviews are undertaken continuously throughout the year, using computer assisted telephone interviewing. The NVS is an origin-based survey. In simple terms, this means that respondents are interviewed in their homes and details are collected about their recent travel. Details are obtained of all travel in Australia — travel involving nights away from home, as well as day trips — and travel by Australians overseas.

### The International Visitor Survey

The International Visitor Survey (IVS) is the major source of information on the characteristics and travel patterns of international tourists.

Each year interviews are conducted with approximately 40,000 short term international visitors (that is, with duration of stay of less than 12 months) aged 15 years or older, at Australia's major international airports: Sydney, Melbourne, Brisbane, Cairns, Gold Coast, Perth, Adelaide and Darwin. All visitors are interviewed as they were departing from Australia.

## **The Survey of Tourist Accommodation**

The Survey of Tourist Accommodation (STA), compiled by the Australian Bureau of Statistics (ABS) is a quarterly statistical collection of data from commercial accommodation establishments. The STA provides coverage of the following accommodation types:

- Licensed hotels and resorts with facilities and 5 or more rooms;
- Motels, private hotels and guest houses with facilities and 5 or more rooms;
- Serviced apartments with 5 or more units;
- Caravan parks with 40 or more powered sites;
- Holiday flats, units and houses of letting entities with 15 or more rooms or units; and
- Visitor hostels with 25 or more bed spaces.

However, it should be noted that smaller regional properties, such as Bed and Breakfasts, are excluded from the survey.

## **Overseas Arrivals and Departures (OAD) Data**

OAD data, compiled by the ABS provides information on data collected from passenger cards for international visitors arriving to Australia and Australian residents departing for overseas. Information collected includes place of residence, main port of arrival, main state of stay and purpose of visit for both arrival and departures.

## **Domestic and International Tourism Forecasts produced by Tourism Forecasting Council**

Inbound, domestic and outbound forecasts for Australia are released by the Tourism Forecasting Committee (TFC) twice a year. The TFC is an independent body charged with providing present and potential tourism investors, industry, and government(s) with consensus forecasts of activity across international, domestic, and outbound tourism sectors. The resources for the TFC are provided by Tourism Australia.

The TFC's membership draws on the combined expertise of the private and public sectors in the tourism and finance industries. Committee members include: Tourism Australia; ATEC; Department of Industry, Tourism and Resources; Australian Bankers' Association; Property Council of Australia (representing major property investors) and Qantas.