



Background - Regional tourism profiles 2007

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 84 tourism regions. The *Regional tourism profiles* have been developed to assist the tourism industry, tourism researchers, planners and policy makers, and to provide comprehensive tourism activity data for the whole of Australia. Individual profiles are provided for over 85% of the tourism regions in 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 profile to be compiled, combined regional tourism profiles have been prepared. In total, 82 tourism profiles have been completed, of which 72 are for individual regions, three are for combined tourism regions, and seven are for all States and the Northern Territory.

For each of the selected tourism regions, the profile comprises nine tables. These tables are:

- Summary of international and domestic visitors, nights and expenditure
- Top three origins of domestic overnight and international visitors
- Purpose of visit of domestic overnight and international visitors
- Top three accommodation types used by domestic overnight and international visitors
- Transport modes used by domestic overnight and international visitors
- Lifecycle groups of domestic overnight and international visitors
- Experiences participated in by domestic overnight and international visitors
- Tourism businesses summary
- Tourist accommodation establishments summary

In addition to the nine data tables, modelled expenditure estimates by item and purpose of visit for domestic day, domestic overnight and international visitors are provided (where publishable), for each of the 72 individual tourism regions.

Data sources

All travel data are sourced from Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS) for the 2007 calendar year.

The regional expenditure estimates for domestic day, domestic overnight and international visitors are modelled using data from the 2007 NVS and IVS.

The Tourism Business data are sourced from the Australian Bureau of Statistics (ABS) and are for the year ending June 2007. For more information on how tourism businesses are counted, see 'Tourism businesses user guide' available at www.tra.australia.com

The Tourist Accommodation data are sourced from the ABS Survey of Tourist Accommodation and are for the 2007 calendar year.

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 2007' available at www.tra.australia.com

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 lifecycle group.

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, or
 - b. both international visitors and domestic overnight visitors, or
 - c. either 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 1: 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:

- those cells with a total sample of 20 or more
- cells with a total sample of less than 20 are shown as 'np'

Note: the profile tables include 'Top origins' and 'Top accommodation' variables. Sometimes origins and/or accommodation types listed will be shown as 'np'. This indicates that these origins and/or accommodation types 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:

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

For some smaller tourism regions, the above criteria were not met and therefore expenditure estimates were not able to be included in the profiles for those regions. Expenditure estimates for domestic day, domestic overnight or international visitors have been included in profiles where possible, and in some instances tourism region profiles for smaller tourism regions may contain expenditure estimates for only one or two of the visitor types.

For more details on the publication standards for allocating expenditure to tourism regions see 'Background and methods – Regional expenditure 2007' available at www.tra.australia.com

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.

Combined tourism regions

Tourism regions within a State/Territory that did not satisfy the above sample requirements have been combined together into one 'Other regions' group for that State/Territory. In this way, all tourism regions are accounted for in the *Regional tourism profiles*, and the region level profiles will aggregate up to the State/Territory level profiles. Three combined areas profiles have been compiled – Other Victoria regions, Other South Australia regions, and Other Northern Territory regions.

Regional tourism profiles

The following table lists the individual and combined regional tourism profiles for 2007.

Table 2: Regional tourism profiles

New South Wales		
South Coast	Hunter	
Illawarra	Mid North Coast	
Sydney	Northern Rivers	
Snowy Mountains	New England North West	
Capital Country	Outback NSW	
The Murray	Central Coast	
Riverina	Blue Mountains	
Central NSW		
Victoria		
Melbourne	High Country	Other Victoria regions
Mallee	Lakes	- Combines Wimmera, Macedon,
Western	Gippsland	Spa Country and Upper Yarra tourism
Western Grampians	Melbourne East	regions
Bendigo Loddon	Geelong	
Peninsula	Ballarat	
Central Murray	Central Highlands	
Goulburn	Murray East	
	Phillip Island	
Queensland		
Gold Coast	Fitzroy	
Brisbane	Mackay	
Sunshine Coast	Whitsundays	
Hervey Bay/Maryborough	Northern	
Darling Downs	Tropical North Queensland	
Bundaberg	Outback	
South Australia		
Limestone Coast	Riverland	Other South Australia regions
Murraylands	Flinders Ranges	- Combines Clare Valley, Adelaide Hills
Fleurieu Peninsula	Outback	and Yorke Peninsula tourism regions
Adelaide	Eyre Peninsula	
Barossa	Kangaroo Island	
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	
Southern	North West	
East Coast	West Coast	
Northern		
Northern Territory		
Darwin	Petermann	Other Northern Territory regions
Kakadu	Alice Springs	- Combines Arnhem, Tablelands,
Katherine		MacDonnell and Daly tourism regions
Australian Capital Territory		
Canberra		

Feedback

Tourism Research Australia will release the *Regional tourism profiles* on an annual basis. Feedback that may improve the content and/or presentation of the profiles is welcomed. Contact Tourism Research Australia by email at tra@tourism.australia.com or phone 02 6228 6100.

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