

Tourism Statistics

What statistics are used and where do they come from?

The main sources of information on visitor numbers to the ACT published by VisitCanberra are:

- The *National Visitor Survey (NVS)* for domestic visitor figures (travel by Australian residents) and
- The *International Visitor Survey (IVS)* for international visitor figures (travel by overseas visitors).

Both of these surveys are managed by Tourism Research Australia (TRA).

How are the statistics collected?

The statistics are collected through interviews with visitors after their trip. Both the IVS and NVS operate throughout the year. Only those 15 years or over are interviewed for the surveys. Trips by international and domestic visitors of more than 12 months duration are excluded.

National Visitor Survey (NVS)

The NVS is an 'origin based' survey – where respondents are surveyed over the telephone in their home. Currently, the NVS involves around 120,000 interviews a year. The NVS provides information about the characteristics and travel behaviour of Australian residents. TRA weights the NVS sample survey data to the Australian population to determine estimates of total travel.

The NVS includes questions about:

- Overnight Trips – trips involving a stay of one or more nights away from home at a place at least 40km away from home.
- Day Trips – trips that involve a round trip distance of at least 50km and being away from home for at least 4 hours, but not including an overnight stay away from home. Routine day trips, such as for commuting, are not included.
- Outbound Trips – trips to another country by Australian residents.

International Visitor Survey (IVS)

The IVS is a 'destination-based' survey and is conducted face-to-face in departure lounges of international airports with 40,000 departing international visitors each year. The IVS is a survey about the characteristics and travel behaviour of international visitors to Australia. TRA weights the IVS sample survey data to the Australian Bureau of Statistics' Overseas Arrival and Departure statistics to derive estimates of total travel. International visitors are asked about their entire trip in Australia.

What type of information is collected?

The surveys are comprehensive. For example, for overnight trips, the NVS includes questions about:

- The Visitor – e.g. gender, age, life-cycle stage, income etc.
- The Trip – e.g. travel party, length of trip, number/places of stopovers, information sources, expenditure, etc.
- Each Stopover Visit – e.g. for each place a visitor stopped overnight they are asked about transport used, accommodation, length of stay, leisure activities, purpose of visit etc.

The IVS asks similar questions to those included under the NVS.

FACT SHEET

Are the statistics accurate?

The data is based on a sample of the population. As with all sample surveys, the results are subject to sampling variability. That is, the results are subject to some degree of uncertainty and differ statistically from what would be obtained from a census of the entire population. The sampling approach is designed to optimise reliability of estimates.

Respondents interviewed for the NVS are representative of the Australian population based on place of residence, age and gender. The NVS is benchmarked to population estimates of those aged 15 years or over.

IVS respondents are selected to reflect country of residence of visitors to Australia and the pattern of departure of visitors by airport and month. The IVS is benchmarked to overseas arrivals and departures data as released by the Australian Bureau of Statistics (ABS).

Other key sources used by Australian Capital Tourism include:

The *Survey of Tourist Accommodation (STA)* is a survey of all establishments providing predominantly short-term accommodation (i.e. for less than two months) to the general public – and is conducted by the Australian Bureau of Statistics (ABS).

From 1 July 2013, the collection frequency of the STA moved from quarterly to annual, on a financial year basis.

This survey involves a census of accommodation establishments that are 'in-scope' for the survey. The scope of the STA includes licensed hotels, motels/guest houses with facilities and serviced apartments with 15 or more rooms or units.

Information is available on the number of accommodation establishments, capacity (e.g. rooms available) room nights occupied, takings from accommodation, employees and room nights sold.