

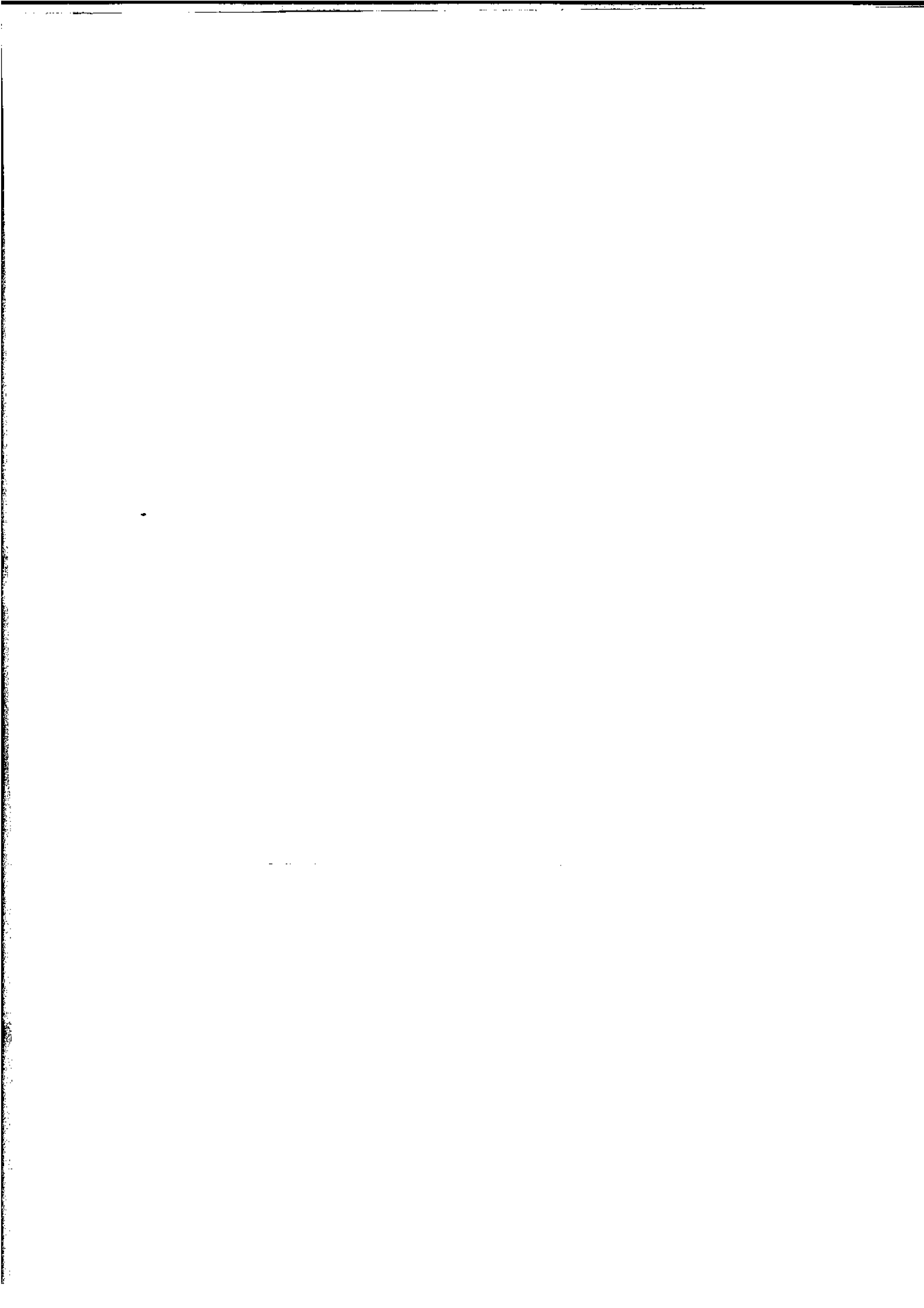
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# Directory of Tourism Statistics





**DIRECTORY OF TOURISM STATISTICS  
1997**

**W. McLennan  
Australian Statistician**

**AUSTRALIAN BUREAU OF STATISTICS**

**CATALOGUE NO. 1130.0**

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## PREFACE

In recent years, tourism in Australia has made a substantial contribution to national economic development. It is estimated by the Bureau of Tourism Research that expenditure by tourists directly and indirectly contributed 6.6% to Gross Domestic Product in 1993-94 and accounted for some 536,000 jobs (6.9% of total employment). In 1993-94, total expenditure derived from domestic tourism was estimated at \$32,500 million. In addition, \$3,800 million was spent domestically by Australian residents visiting overseas. In 1996, international tourism to Australia generated export earnings of \$16,000 million. This accounted for 14.4% of Australia's total export earnings and 67.4% of services exports.

Tourism encompasses most short-term travel away from the normal place of work and residence, including that undertaken for business and pleasure. It includes both domestic and international travel and involves the consumption of a wide range of goods and services provided by, for example, transport and tour operators, accommodation establishments, theme parks and attractions, entertainment and arts venues, museums and historical sites, restaurants, travel agents and souvenir retailers.

It also draws on services provided by the Commonwealth Government, State and Territory Governments and local government organisations without direct charge to tourists, such as the construction and maintenance of roads, airports, harbours, railways and national parks, tourism promotion, immigration and customs services, information services and the provision of a large number of recreational facilities.

Because tourism has become so important to Australia, and because it affects so many sectors of the economy, the Australian Bureau of Statistics (ABS) saw a need to assist people in finding the wealth of statistical information that is available on the various aspects of tourism. In early 1992, the ABS published the first edition of the *Directory of Tourism Statistics* to satisfy this need. The first edition included only State, Territory and Commonwealth government data sources. This, the second edition, has been expanded to cover other sources of data, including the private sector and universities.

Inclusion of information on a statistical collection or a statistical forecast in this Directory should not be taken as an endorsement by the ABS.

The ABS is not responsible for the accuracy of the information provided by organisations for inclusion in this Directory.

The ABS has endeavoured to include all sources of tourism-related data that are available to the public and which relate to the latest five years. Readers should advise the ABS of any data sources not included in this Directory as we plan to produce further editions of the Directory as the need arises. Please contact the ABS on Canberra (06) 252 6348, facsimile (06) 251 5324 or Internet [stan.fleetwood@abs.gov.au](mailto:stan.fleetwood@abs.gov.au).

W. McLennan  
Australian Statistician

May 1997

## INTRODUCTION

The purpose of this Directory is to provide researchers with a ready reference to sources of statistical information about tourism. The Directory is arranged into four chapters followed by two indexes.

### CHAPTER 1

This chapter is the heart of the Directory. It presents details of the tourism-related data sources listed in this directory. Each data source contains the following information:

- name of collection (or forecast);
- contact;
- purpose;
- description;
- data detail;
- geographic coverage;
- frequency of data availability;
- historical data; and
- products and services available.

Some entries also contain an 'Example of information available' which illustrates the type of data that are available from the data source. Please note that these examples constitute only a small amount of the information that is available and that more detailed data are available from the 'Contact' for each data source.

### CHAPTER 2

This chapter briefly describes the Framework for the Collection and Publication of Tourism Statistics. This Framework was first developed by the ABS in 1991 and since then has been undergoing constant revision to reflect continuing development of the statistical standards.

### CHAPTER 3

This chapter provides a brief overview of two developed tourism classifications specifically designed for use in Australia:

- Australian Standard Classification of Visitor Accommodation (ASCOVA); and
- Australian Standard Tourism Activities Classification (ASTAC).

### CHAPTER 4

This chapter provides a description of the various ABS products and services and a listing of ABS bookshop contact details.

## HOW TO USE THIS DIRECTORY

To find your topic of interest in this directory, you can choose any of the methods below.

### SUBJECT INDEX

Use the Subject Index (p. 162) at the end of the publication to find your topic of interest or data source and turn to its page reference in chapter 1.

### CONTRIBUTOR AND DATA SOURCE INDEX

If you already know the name of the organisation or the data source you are seeking, look in the Contributor and Data Source Index (p. 158), which is located immediately before the Subject Index. Once you have found the organisation or the data source of interest, turn to its page reference in chapter 1.

### BROAD SUBJECT HEADING

In chapter 1, all entries are categorised under broad subject headings, for example, International Tourism, Tourism and the Economy. This method is useful if you are interested in all the data sources on a particular topic. You will find the broad subject headings listed in the Contents page, together with the collections classified to these headings and their page references in chapter 1. It should be noted that where the content of a collection is appropriate to a number of headings, the collection has been included under only one relevant heading.

## CHAPTER 1 DATA SOURCES

### DOMESTIC TOURISM

#### NAME OF COLLECTION

**Domestic Tourism Monitor**

#### Contact

Bureau of Tourism Research Statistical Inquiries  
Bureau of Tourism Research  
GPO Box 1545  
CANBERRA ACT 2601

Telephone: Canberra (06) 279 7176

Facsimile: Canberra (06) 279 7298

#### Purpose

To provide estimates of and monitor changes to the volume of domestic travel over time at national, State, Territory and regional levels, as well as providing information about the characteristics and behaviour of domestic travellers.

#### Description

Data are collected by face-to-face personal interviews of Australians aged 14 years and over in 1,000 households every weekend across Australia. Respondents are interviewed regarding their domestic overnight travel behaviour and are asked about recent trips undertaken, for all purposes. Data are presented in three broad parts: level of tourism, behaviour and characteristics of tourists and day trips.

(It should be noted that the Bureau of Tourism Research plans to replace the Domestic Tourism Monitor (DTM) with a National Visitor Survey (NVS) as from the end of 1997. The purpose of the NVS will be the same as the DTM but it will provide more reliable results at regional level.)

#### Data detail

Data are collected on the following topics, which are cross-classified by trips, visits, visitor nights, main destination and origin:

- main purpose of trip;
- type of transport used;
- type of accommodation used;
- length of trip;
- seasonality of trip;
- age and sex of travellers; and
- day trips by type of trip, age and life cycle groups.

#### Geographic coverage

Australia, States and Territories and some capital cities and regions.

## Frequency of data availability

Quarterly.

## Historical data

Data are available from 1984-85 onwards.

## Products and services available

## Publications

*Domestic Tourism Monitor*, quarterly reports*Domestic Tourism Monitor*, annual reports (for each financial year)

Visitors to regions reports (one for each State and the Northern Territory)

*Domestic Tourism Trends In New South Wales*, (data in this publication are compiled by the Bureau of Tourism Research and published by Tourism New South Wales)*Regional Tourism Trends In New South Wales*, (data in this publication are compiled by the Bureau of Tourism Research and published by Tourism New South Wales)

## Other

Detailed tabulations of survey output (quarterly and annual)

CD-MOTA (Monitor of Tourism Activity) (data on compact disk with specialised cross-tabulation software)

Special purpose tables or reports are available on request.

## Example of information available

## TRIPS BY MAIN MODE OF TRANSPORT, 1994-95

Main mode of transport	Intrastate	Interstate	All trips
	trips	trips	
	%	%	%
Plane	3	40	12
Bus/coach	4	7	5
Private vehicle	86	48	77
Rented/hired vehicle	1	1	1
Train	4	3	4
Ship/boat/ferry	1	—	1
Other	1	2	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
Total number of trips(a)	43 385	14 414	57 898

(a) Including transport not stated.

## NAME OF COLLECTION

**Survey of Mature Domestic Travellers**

## Contact

Lecturer in Hospitality Management  
University of Queensland — Gatton College  
LAWES QLD 4343

Telephone: Gatton (074) 60 1381  
Facsimile: Gatton (074) 60 1171

## Purpose

To provide an insight into the mature domestic traveller market in Australia.

## Description

The travel behaviour and demographics of Australian domestic travellers aged 50 years and older were surveyed. A mail-out questionnaire was sent to the consumer panel of the National Seniors Association consisting of 585 members distributed nationally but with a concentration in the eastern States.

## Data detail

- location of selected types of accommodation;
- class of selected accommodation;
- type of traveller (group/independent);
- booking initiatives;
- main mode of transport used;
- frequency of staying in hotels, motels and guest houses;
- reasons for travel; and
- demographic data: age, sex, marital status, employment, occupation and household income.

## Geographic coverage

National, but the sample was concentrated along the east coast of Australia.

## Frequency of data availability

Irregular.

## Historical data

1994.

## Products and services available

*Publications*

Production of a publication is in progress. Contact the author for an abstract and working paper.

## NEW SOUTH WALES TOURISM

### NAME OF COLLECTION

**Domestic Holiday Market Report**

### Contact

Marketing Assistant  
Tourism New South Wales  
GPO Box 7050  
SYDNEY NSW 2001

Telephone: Sydney (02) 9931 1413  
Facsimile: Sydney (02) 9931 1424

### Purpose

To determine the appeal of New South Wales tourism products to different market segments.

### Description

Data collected relate to the profile of domestic holiday makers in Australia. A sample survey was taken of 2,000 persons in households throughout New South Wales, Victoria, Queensland and South Australia. The survey was conducted by personal interview.

### Data detail

- frequency of holidays;
- holiday habits;
- destinations;
- reasons for holiday;
- focus of holiday;
- appeal of holiday; and
- holiday activities.

### Geographic coverage

New South Wales, Victoria, Queensland and South Australia.

### Frequency of data availability

Irregular.

### Historical data

1993 only.

### Products and services available

#### *Publications*

*The Domestic Holiday Market for New South Wales (1993) Sydney Short Breaks Market*



## Example of information available

## HOLIDAY DESTINATIONS ANTICIPATED IN THE NEXT THREE YEARS, 1993

<i>Destination</i>	<i>%</i>
Beach	67
Big city	42
Touring by car from town to town(a)	43
Outback	26
Snowfields	24
Staying in a house, cabin, shack, guesthouse or farm in the country	23
National parks/wilderness areas (not in the outback)	22
Mountain areas near big cities	21
Wine area	18
Waterway or river	16

(a) Refers to those who have taken a car touring holiday from 'time to time', because data are not available about car touring 'anticipated in the next three years'.

NAME OF COLLECTION

**Estimates of Visitation and Visitors' Expenditure for Local Government Areas in New South Wales**

Contact

Marketing Assistant  
Tourism New South Wales  
GPO Box 7050  
SYDNEY NSW 2001

Telephone: Sydney (02) 9931 1413  
Facsimile: Sydney (02) 9931 1424

Purpose

To provide an estimate of the importance of tourism to each local government area in New South Wales.

Description

Estimates of domestic and international visitation are derived for each local government area in New South Wales. The estimates are derived by amalgamating data from several data sources, including the ABS Survey of Tourist Accommodation, NRMA travel guides, unpublished data, Domestic Tourism Monitor, International Visitor Survey and population statistics derived from ABS surveys.

Data detail

- visits;
- visitor nights; and
- visitor expenditure.

Geographic coverage

Local government areas in New South Wales.

Frequency of data availability

Annual (financial year). A publication is released in June each year.

Historical data

Data are available from 1992-93.

Products and services available

*Publications*

*Estimates of Visitation and Visitor's Expenditure for Local Government Areas in New South Wales (ISSN: 1323-8078)*

## NAME OF COLLECTION

**Unstructured Inbound Tourist Market to Sydney**

## Contact

Marketing Assistant  
 Tourism New South Wales  
 GPO Box 7050  
 SYDNEY NSW 2001

Telephone: Sydney (02) 9931 1413  
 Facsimile: Sydney (02) 9931 1424

## Purpose

To provide an understanding of the unstructured inbound tourist market into Sydney and New South Wales.

## Description

Information was collected on unstructured, or free and independent, inbound international travellers to Sydney. Face-to-face interviews with 90 international travellers were conducted in three stages:

- Phase 1, Arrival at the airport;
- Phase 2, In the city (Sydney); and
- Phase 3, Departure at the airport.

## Data detail

- motivations for travel;
- booking arrangements;
- planning process;
- information sources used; and
- destinations and activities in Sydney.

## Geographic coverage

Sydney.

## Frequency of data availability

Irregular.

## Historical data

August 1994.

## Products and services available

*Publications*

*Unstructured Inbound Tourist Market to Sydney*  
 (ISSN: 0 7310 4890 2)

## VICTORIAN TOURISM

### NAME OF COLLECTION

**Victorian Regional Tourism Survey**

### Contact

Project Manager  
Research Branch  
Tourism Victoria  
GPO Box 2219T  
MELBOURNE VIC 3001

Telephone: Melbourne (03) 9653 9757  
Facsimile: Melbourne (03) 9653 9744

### Purpose

To provide a profile of visitors and estimates of visitor levels in regions of Victoria.

### Description

During 1995, sample surveys of guests staying in a panel of commercial accommodation establishments and in a panel of households were conducted. Two self-completion questionnaires were used — one to be given to the host (to send back to the survey company) and the other to be completed at the end of the trip and mailed back by the respondent.

### Data detail

- room occupancy rates;
- origin of visitors;
- main destination of trip;
- transport used;
- travel expenses;
- age;
- sex;
- occupation;
- length of trip;
- places visited;
- accommodation used;
- main reason for trip;
- main transport used;
- activities undertaken on trip; and
- satisfaction with the trip in Victoria.

### Geographic coverage

Victoria and 18 tourism regions within Victoria.

### Frequency of data availability

Irregular.

### Historical data

The survey was carried out in 1995.

Products and services available

*Publications*

*Victorian Regional Tourism Survey 1995*

*Other*

There is also a possibility of producing a CD-ROM tabulation and visual mapping package in 1997.

NAME OF COLLECTION

**Visitors to Victorian Attractions Survey**

Contact

Project Manager  
 Research Branch  
 Tourism Victoria  
 GPO Box 2219T  
 MELBOURNE VIC 3001

Telephone: Melbourne (03) 9653 9748  
 Facsimile: Melbourne (03) 9653 9744

Purpose

To track the visitation trends to Victoria's most popular attractions.

Description

A telephone survey is conducted by Tourism Victoria of major Victorian tourist attractions which exceed 50,000 visitors per year. National parks data are collected by the Department of Conservation and Natural Resources.

Data detail

- visitor numbers to most popular attractions,
- origin of visitors to attractions;
- visitor numbers to Victoria's national, State and regional parks; and
- camper nights to Victoria's national, State and regional parks.

Geographic coverage

Data are available for each attraction and each park surveyed in Victoria.

Frequency of data availability

Annual.

Historical data

Data are available for 1993, 1994 and 1995.

Products and services available

*Publications*

*Visitors to Victoria's Attractions*

## Example of information available

## VISITS TO VICTORIA'S ATTRACTIONS, 1995

<i>Attraction</i>	<i>no.</i>
Crown Casino	9 000 000
Queen Victoria Market	6 838 000
Melbourne Central	6 000 000
Melbourne Cricket Ground	3 457 000
Victorian Arts Centre(a)	2 639 000
Royal Botanic Gardens	1 625 000
Royal Showgrounds	1 400 000
Melbourne (Flinders) Park	1 200 000

(a) Includes concert, theatre, Westpac Gallery, Sunday market and arts museum attendances.

NAME OF COLLECTION

**Visitors to Victoria's National, State and Regional Parks**

Contact

Senior Visitor Research Officer  
 Tourism and Visitor Services  
 Department of Conservation and Natural Resources —  
 National Parks Service  
 1/250 Victoria Parade  
 EAST MELBOURNE VIC 3002

Telephone: Melbourne (03) 9412 4474  
 Facsimile: Melbourne (03) 9412 4166

Purpose

To measure the number of visitors to Victoria's park system.

Description

Numbers of visitors to Victorian national, State and regional parks are collected by a number of methods including:

- vehicle counter;
- ranger observations; and
- pressure plates.

Data detail

- day visitors;
- camper nights; and
- total visits.

Geographic coverage

Victoria

Frequency of data availability

Annual (Annual Report).  
 Ad hoc studies are undertaken on demand.

Historical data

Data are available from 1978.

Products and services available

*Publications*

Department of Conservation and Natural Resources, *Annual Report*

*Other*

Unpublished data may be available on request.



## QUEENSLAND TOURISM

### NAME OF COLLECTION

**Overseas and Interstate Visitors to Queensland Households and Interstate Trips by Queenslanders**

### Contact

Statistical Consultancy Unit  
Australian Bureau of Statistics  
GPO Box 9817  
BRISBANE QLD 4001

Telephone: Brisbane (07) 3222 6308  
Facsimile: Brisbane (07) 3229 3409

### Purpose

To assist the Queensland Government to develop and monitor policies in relation to tourism within the State and to assist in estimating the contribution of tourism to the State and its regions.

### Description

The survey provided data on the number of overseas and interstate visitors to private dwellings in Queensland and the number of interstate trips made by Queenslanders during the three months ended 30 September 1994. The survey was a sub-sample of the Queensland Labour Force Survey. The sample consisted of 4,439 private dwellings (including caravan parks). Information was collected by personal interview from a responsible adult in each randomly selected household.

### Data detail

Number of overseas and interstate visitors and visitor nights to private dwellings in Queensland:

- origin of visitor;
- duration and main purpose of visit; and
- household type.

Number of interstate trips and trip nights by Queensland residents:

- purpose of trip;
- household type;
- package tour/non-package tour; and
- average cost of transport and other expenditure for most recent trip.

### Geographic coverage

Data are available for Queensland and Queensland Statistical Divisions.

### Frequency of data availability

Irregular.

### Historical data

This was a one-off survey relating to the three months ended 30 September 1994.

Products and services available

*Publications*

*Overseas and Interstate Visitors to Queensland Households and Interstate Trips by Queenslanders October 1994 (Cat. no. 8633.3)*

*Other*

Special data services are available on request.

Example of information available

OVERSEAS AND INTERSTATE VISITORS TO QUEENSLAND HOUSEHOLDS

During September quarter 1994, 187,999 (16.2%) Queensland households received one or more visits from overseas or interstate visitors. Of total visitor nights spent in households within Queensland, the majority, 67%, were from interstate visits with the remaining 33% from overseas visits. By far the majority of visitor nights were made to visit family and friends or for recreation.

For September quarter 1994, the majority of the 2,570,500 interstate visitor nights in Queensland households originated from New South Wales or Victoria.

INTERSTATE TRIPS BY QUEENSLAND RESIDENTS

A total of 547,900 interstate trips were made by Queensland residents in September quarter 1994. Almost two-thirds (65%) of these trips were made for visiting family and friends or for recreation purposes, 32% were made for business purposes and just over 1% were made for educational purposes.

NAME OF COLLECTION

**Economic Contribution of the Daintree Area (Far North Queensland) to the Cairns Regional Economy**

Contact

Executive Director  
 Planning Branch  
 Wet Tropics Management Authority  
 PO Box 2050  
 CAIRNS QLD 4870

Telephone: Cairns (070) 52 0555  
 Facsimile: Cairns (070) 31 1364

Purpose

To measure the economic contribution of the Daintree to the Cairns regional economy.

Description

Data were collected on the visitor use and visitor expenditure in the Daintree part of the Wet Tropics of Queensland World Heritage Area. Daintree ferry usage data were based on a survey of vehicle and passenger movements (for four weeks of June 1991) and an interview with the ferry operator. From the survey and the interview, the numbers of resident/ratepayer and commercial/trade movements were deduced.

Expenditure data for accommodation were based on interviews with 15 accommodation proprietors.

Data detail

- visitor numbers;
- visitor types; and
- visitor expenditure.

Geographic coverage

Daintree River to Cape Tribulation, Far North Queensland.

Frequency of data availability

Irregular.

Historical data

This was a one-off report released in 1992.

Products and services available

*Publications*

*Report on the Economic Contribution of Tourism to the Daintree/Cape Tribulation Area*

NAME OF COLLECTION

**Hotel Business Confidence Survey**

Contact

Senior Consultant  
Horwath Asia Pacific  
215 Adelaide Street  
BRISBANE QLD 4001

Telephone: Brisbane (07) 3229 2838  
Facsimile: Brisbane (07) 3229 9421

Purpose

To provide a qualitative and quantitative assessment of the performance of up-market hotels in Queensland.

Description

A sample of approximately 60 general managers of four and five star hotels in Queensland is surveyed. Data are collected by mail-out questionnaire.

Data detail

- level of optimism;
- problems in the industry;
- staff increases/decreases;
- increases/decreases in room rates; and
- increases/decreases in profitability.

Geographic coverage

Major tourist regions in Queensland.

Frequency of data availability

A six monthly publication is usually released in January and July of each year.

Historical data

Data are available from 1986.

Products and services available

*Publications*

*Queensland Hotel Business Confidence Survey*

NAME OF COLLECTION

**Queensland Lodging Industry Trends**

Contact

Senior Consultant  
Horwath Asia Pacific  
215 Adelaide Street  
BRISBANE QLD 4001

Telephone: Brisbane (07) 3229 2838  
Facsimile: Brisbane (07) 3229 9421

Purpose

To provide timely data on occupancy levels and average daily rates in each region of Queensland.

Description

All short-term accommodation establishments are surveyed. Data are collected by mail-out questionnaire.

Data detail

- room numbers;
- room sales;
- food sales;
- beverage sales;
- number of guest nights; and
- number of paid rooms.

Geographic coverage

Queensland.

Frequency of data availability

A monthly publication is released within one month after the close of the reference period.

Historical data

Data are available from 1986.

Products and services available

*Publications*

*Trends: Trends of Business in the Queensland Lodging Industry*

NAME OF COLLECTION

**Queensland Visitor Survey**

Contact

Research Manager  
Queensland Tourist and Travel Corporation  
GPO Box 328  
BRISBANE QLD 4001

Telephone: Brisbane (07) 3833 5382  
Facsimile: Brisbane (07) 3833 3542

Purpose

To obtain detailed information and monitor trends in visitation based in commercial accommodation in Queensland and regions.

Description

The survey covers those persons staying in commercial accommodation throughout Queensland. A tourist is defined as a person who, for any purpose, is away from his or her usual place of residence for a period of at least one night but not more than 90 nights and at a location at least 40 kilometres away from his or her usual place of residence. A combination of self-completion questionnaires and face-to-face interviews is used.

Data detail

- visitors and visitor nights;
- usual place of residence;
- age of visitors;
- average length of stay;
- type of transport used;
- size of travel party;
- expenditure; and
- demographics.

Geographic coverage

Queensland. Data are available for 11 regions of Queensland, generally in accordance with ABS Statistical Divisions.

Frequency of data availability

Annual (financial year). Limited quarterly information is also available.

Historical data

Data are available from 1983-84.

Products and services available

*Publications*

*QVS Executive Summary*

*QVS Regional Executive Summaries*

*QVS Postcode Analysis (Yearly)*

*Trends (Quarterly)*

Other

Sub-regional annual data are available on request.

Example of information available

QUEENSLAND REGIONAL DESTINATIONS: VISITOR NIGHTS BY REGION

Destination	1993-94	1994-95	Growth
	'000	'000	%
Gold Coast	9 491	10 148	7
Brisbane	3 557	3 887	9
Sunshine Coast	5 136	5 275	3
Wide Bay-Burnett	2 331	2 279	-2
Fitzroy	1 717	1 631	-5
Mackay/Whitsunday	2 376	2 578	9
Northern	1 622	1 758	8
Far North	5 739	6 393	11
Western Queensland	786	674	-14
Darling Downs	779	773	-1
Queensland	34 387	36 158	5

## SOUTH AUSTRALIAN TOURISM

### NAME OF COLLECTION

**Survey of Bed and Breakfast and Host Farm Establishments in South Australia**

### Contact

Senior Project Officer  
South Australian Tourism Commission  
GPO Box 1972  
ADELAIDE SA 5001

Telephone: Adelaide (08) 8303 2222  
Facsimile: Adelaide (08) 8303 2295

### Purpose

To provide a measure of the capacity and usage of bed and breakfast and host farm accommodation in South Australia.

### Description

All bed and breakfast and host farm establishments were surveyed by mail-out questionnaire.

### Data detail

- number of establishments and capacity;
- room nights occupied;
- room occupancy rate;
- guest nights;
- bed occupancy rates;
- guest arrivals;
- average length of stay;
- takings from accommodation; and
- employment.

### Geographic coverage

South Australia and ABS Statistical Divisions within South Australia.

### Frequency of data availability

Irregular.

### Historical data

The survey was conducted over the four quarters of 1994-95.

### Products and services available

#### Publications

*Survey of Bed and Breakfast and Host Farm Establishments in South Australia, 1994-95*

#### Other

A summary of quarterly results is available on request.

Special data services are available on request.



## WESTERN AUSTRALIAN TOURISM

### NAME OF COLLECTION

**Western Australia Travel Survey**

### Contact

Market Research Co-ordinator  
Research Division  
Western Australian Tourism Commission  
GPO Box X2261  
PERTH WA 6001

Telephone: Perth (08) 9220 1700  
Facsimile: Perth (08) 9220 1735

### Purpose

To provide relevant tourism information at the State and regional level.

### Description

The Western Australia Travel Survey measures travel activity in the regions of Western Australia. In 1994-95, self-completion questionnaires were distributed to guests by a panel of 150 commercial accommodation operators, resulting in 2,630 questionnaires returned. A telephone survey was also taken of 11,000 Western Australian households.

### Data detail

Commercial accommodation and households were surveyed for data on:

- visitor characteristics (number and origin of visitors, purpose and length of visit, activities undertaken);
- type of accommodation used; and
- expenditure.

### Geographic coverage

Western Australia and 11 tourism regions of Western Australia.

### Frequency of data availability

Annual from 1994-95 (financial year).

### Historical data

Data are available for 1991-92 and 1994-95. The 1994-95 data are not comparable to 1991-92 data due to differences in collection methodology.

### Products and services available

#### *Publications*

*Western Australia Travel Survey — Regional Market*

*Information — Summary Reports* (summary report for each Western Australian tourism region)

#### *Other*

Special data services are available on request.

## TASMANIAN TOURISM

### NAME OF COLLECTION

**Flinders Island Travel Survey**

### Contact

Senior Strategic Research Analyst  
Department of Tourism, Sport and Recreation  
GPO Box 399  
HOBART TAS 7001

Telephone: Hobart (03) 6230 8162  
Facsimile: Hobart (03) 6230 8307

### Purpose

To measure intrastate, interstate and overseas visitor traffic to Flinders Island.

### Description

In 1995, a sample of approximately 1,200 passengers flying out of Flinders Island was surveyed by means of a self-completion questionnaire.

### Data detail

- age and sex;
- place of residence;
- length of stay;
- main purpose of visit;
- main transport on island;
- number of previous visits;
- expenditure on island;
- activities;
- places of interest visited;
- items purchased; and
- type of accommodation used.

(Note: Most items relate to visitors to Flinders Island. For residents, questions were asked on the main purpose of travel, intended length of absence and destination.)

### Geographic coverage

Flinders Island, by origin of visitors, State or Territory in Australia, overseas country.

### Frequency of data availability

Annual.

### Historical data

Data are available for 1993, 1994 and 1995.

Products and services available

*Publications*

*Flinders Island Visitor Survey*

*Other*

Unpublished data may be available on request.

## NAME OF COLLECTION

**King Island Travel Survey**

## Contact

Senior Strategic Research Analyst  
Department of Tourism, Sport and Recreation  
GPO Box 399  
HOBART TAS 7001

Telephone: Hobart (03) 6230 8162

Facsimile: Hobart (03) 6230 8307

## Purpose

To measure intrastate, interstate and overseas visitor traffic to King Island.

## Description

In 1995, a sample of approximately 1,400 passengers flying out of King Island was surveyed by means of a self-completion questionnaire.

## Data detail

- age and sex;
- place of residence;
- length of stay;
- main purpose of travel;
- main transport on island;
- number of previous visits;
- expenditure on island;
- activities;
- places of interest visited;
- items purchased; and
- type of accommodation used.

(Note: Most of these items relate to visitors to King Island. For residents, questions were asked on the main purpose of travel, intended length of absence and destination.)

## Geographic coverage

King Island, by origin of visitors, State or Territory in Australia, overseas country.

## Frequency of data availability

Annual.

## Historical data

Data are available for 1994.

## Products and services available

*Publications*

*King Island Visitor Surveys*

*Other*

Unpublished data may be available on request.

## NAME OF COLLECTION

**Tasmanian Intrastate Travel Survey**

## Contact

Manager — Strategic Research  
 Department of Tourism, Sport and Recreation  
 GPO Box 399  
 HOBART TAS 7001

Telephone: Hobart (03) 6230 8162  
 Facsimile: Hobart (03) 6230 8307

## Purpose

To measure intrastate travel in Tasmania.

## Description

Telephone interviews are conducted on a systematic sample of 2,500 Tasmanian households. Information is collected on travel within Tasmania by Tasmanian residents aged 15 years and over where a stay of one night or more away from home is involved.

The survey is now conducted every second year.

## Data detail

- number of trips (in previous month);
- main purpose of travel;
- duration of last trip;
- stop-overs;
- type of accommodation used;
- trip expenditure;
- intention to return to destination;
- age/sex details;
- number of income earners in household;
- number of children under 15 years; and
- place of residence.

## Geographic coverage

Major tourist regions in Tasmania, by telephone district of origin (62, 63 or 64 telephone districts).

## Frequency of data availability

Annual (except 1994).

## Historical data

From 1990 (except 1994).

## Products and services available

*Publications*

*Intrastate Travel Survey*

*Other*

Unpublished data may be available on request.

## NAME OF COLLECTION

**Tasmanian Visitor Survey**

## Contact

Senior Strategic Research Analyst  
Department of Tourism, Sport and Recreation  
GPO Box 399  
HOBART TAS 7001

Telephone: Hobart (03) 6230 8162  
Facsimile: Hobart (03) 6230 8307

## Purpose

To monitor the level and characteristics of visitors to Tasmania.

## Description

Data are collected from adult visitors to Tasmania by means of a sample survey which is conducted over a full 12 months at the main ports of departure. A combination of face-to-face interviews and self-completion questionnaires of adult visitors to Tasmania (persons 15 years and over who spent one or more nights in the State) is used.

## Data detail

- age and sex;
- place of origin;
- purpose of visit;
- length of stay;
- type of accommodation used;
- type of transport used;
- expenditure;
- towns/localities visited; and
- activities.

## Geographic coverage

Tasmania. Some data are available for seven regions based on ABS Statistical Divisions and Subdivisions.

## Frequency of data availability

Annual. Data are generally available in summary form four to six months after the end of the year.

## Historical data

Data are available from 1990 to present.

## Products and services available

*Publications*

*Tasmanian Visitor Survey*

Example of information available

There were 481,000 visitor departures from Tasmania in 1995-96, a 0.4% increase from 479,600 in 1994-95.

Almost 74,000 visitors were from overseas, a 6.9% growth from 1994-95. Interstate visitors amounted to 407,000, a decrease of 0.8% from 1994-95.

The average length of stay for all visitors to Tasmania was 9.8 days.

Of adult visitors, 73% were travelling for holiday purposes and 27% for business, conference and other purposes. Of the adult visitors on holiday, 63% were touring/sightseeing and 37% were visiting friends and relatives.

Total expenditure by adult visitors amounted to \$570.0 million, of which over 36% was spent on accommodation, 23% on transport and 41% on other goods and services.

## NORTHERN TERRITORY TOURISM

### NAME OF COLLECTION

**Interstate and Overseas Visitors, Northern Territory**

### Contact

Manager  
Client Services Branch  
Australian Bureau of Statistics  
GPO Box 3796  
DARWIN NT 0801

Telephone: Darwin (08) 8943 2120

Facsimile: Darwin (08) 8981 1218

### Purpose

To provide data on the significance to the Northern Territory economy of interstate and overseas visitors who were visiting friends and relatives.

### Description

The survey was designed to provide a range of information about interstate and overseas visitors who were visiting friends and relatives during the 12 months to September 1993 and who stayed for four nights or more. The survey was a supplementary to the ABS Labour Force Survey and was conducted by personal interview.

### Data detail

- type of visitor — friends or relatives;
- visitor numbers;
- visitor nights;
- average length of stay;
- month of visit;
- whether from interstate or overseas (State breakdown from interstate visitors);
- main purpose of visit; and
- mode of travel to and from Northern Territory.

### Geographic coverage

Northern Territory.

### Frequency of data availability

Irregular.

### Historical data

The collection related to the 12 months ended September 1993.

### Products and services available

#### *Publications*

*Interstate and Overseas Visitors, Northern Territory, 1993* (Cat. no. 8633.7)



*Other*

Special data services are available on request.

Example of information available

VISITORS TO NORTHERN TERRITORY(a), YEAR ENDING SEPTEMBER 1993

<i>Usual residence</i>	<i>Visiting friends</i>	<i>Visiting relatives</i>	<i>Total</i>
Interstate	14 108	32 189	46 297
Overseas	3 107	3 700	6 808
<b>Total</b>	<b>17 215</b>	<b>35 889</b>	<b>53 105</b>

(a) Visitors who stayed for four nights or more.

NAME OF COLLECTION

**Holiday Tracking Study**

Contact

Manager, Strategic Research  
Northern Territory Tourism Commission  
GPO Box 1155  
DARWIN NT 0801

Telephone: Darwin (08) 8999 3816  
Facsimile: Darwin (08) 8999 3847

Purpose

To provide an index of actual and intended travel behaviour by  
Australians travelling within Australia.

Description

The collection provides details on domestic travel patterns.  
Information is collected by an omnibus survey involving personal  
interviews with 1,200 persons per month in households Australia-wide.

Data detail

- origin;
- destination;
- duration;
- mode of travel;
- length of stay; and
- future intentions.

Geographic coverage

Australia.

Frequency of data availability

Quarterly.

Historical data

Data are available from 1993.

Products and services available

*Publications*

*State Market Indicators*

*Other*

Electronic delivery of data to subscribers.  
Unpublished data may be available on request.

## NAME OF COLLECTION

**Northern Territory Backpacker Survey**

## Contact

Manager, Strategic Research  
 Northern Territory Tourism Commission  
 GPO Box 1155  
 DARWIN NT 0801

Telephone: Darwin (08) 8999 3816  
 Facsimile: Darwin (08) 8999 3847

## Purpose

To provide market research information relevant to the backpacker market in the Northern Territory.

## Description

The survey was conducted in relation to calendar year 1995. It collected qualitative and quantitative information on the international backpacker market in the Northern Territory. The qualitative information was collected from 25 focus groups, composed of international tourists under 35 years of age. The participants were approached at various entry ports throughout Australia to form the focus groups.

Quantitative information was collected from a sample of 1,000 persons over a 12 month period. The sample comprised international tourists under 35 years of age. Participants were approached at various entry ports throughout Australia and were interviewed face-to-face.

## Data detail

- origin;
- sex;
- age group;
- travel patterns;
- length of stay; and
- perceptions of the Northern Territory.

## Geographic coverage

Australia.

## Frequency of data availability

Irregular.

## Historical data

1995.

## Products and services available

*Publications*

*Backpacker Qualitative Report*

*Backpacker Quantitative Report (due out during 1997)*

NAME OF COLLECTION

**Northern Territory Travel Monitor**

Contact

Manager, Strategic Research  
 Northern Territory Tourism Commission  
 GPO Box 1155  
 DARWIN NT 0801

Telephone: Darwin (08) 8999 3816  
 Facsimile: Darwin (08) 8999 3847

Purpose

To provide performance indicators to the Northern Territory tourism industry.

Description

Visitors to the Northern Territory are surveyed for profile information as well as counts of numbers, nights and expenditure. Continuous sample survey involving face-to-face interviews at Darwin, Kakadu, Katherine, Alice Springs and Uluru; self-completion questionnaires were distributed to accommodation establishments and a telephone survey of local residents was conducted.

Data\_detail

- visitor numbers;
- visitor nights;
- visitor expenditure;
- origin;
- regions visited;
- attractions visited;
- accommodation used;
- mode of transport;
- port of arrival;
- port of departure;
- age group; and
- sex.

Geographic coverage

Statistical Divisions within the Northern Territory as specified by the ABS Australian Standard Geographic Classification.

Frequency of data availability

Quarterly, usually within 12 weeks of close of reference period.

Historical data

Data are available from 1984-85.

## Products and services available

## Publications

*Northern Territory Travel Monitor*

## Other

Unpublished data may be available on request.

## Example of information available

## VISITOR NUMBERS AND VISITOR NIGHTS TO REGIONS OF THE NORTHERN TERRITORY, 1994-95

	<i>Top End</i>	<i>Katherine Region</i>	<i>Tableland Region</i>	<i>Centre Region</i>
VISITOR NUMBERS				
Intrateritory	216 341	70 535	46 333	93 762
Interstate	243 808	106 469	63 637	240 228
International	98 486	46 070	21 526	190 999
<b>Total</b>	<b>558 635</b>	<b>223 074</b>	<b>131 496</b>	<b>524 989</b>
VISITOR NIGHTS				
Intrateritory	619 837	200 107	65 283	302 349
Interstate	2 507 303	419 173	133 611	1 319 468
International	629 575	110 554	42 333	669 812
<b>Total</b>	<b>3 756 715</b>	<b>729 834</b>	<b>241 227</b>	<b>2 291 629</b>

NAME OF COLLECTION

**Telephone Occupancy Survey (TOS)**

Contact

Manager, Strategic Research  
Northern Territory Tourism Commission  
GPO Box 1155  
DARWIN NT 0801

Telephone: Darwin (08) 8999 3816  
Facsimile: Darwin (08) 8999 3847

Purpose

To provide a measure of capacity and usage of accommodation in the Northern Territory.

Description

The collection is a quarterly census of all accommodation establishments. The census is conducted by telephone and is contingent upon the willingness of owners/operators to release figures.

Data detail

- establishments;
- capacity;
- type of establishment; and
- visitor nights by short-term and all guests.

Geographic coverage

Northern Territory.

Frequency of data availability

From 1996, results are available quarterly.

Historical data

Data are available monthly from January 1989.

Products and services available

Unpublished data may be available on request.

## AUSTRALIAN CAPITAL TERRITORY TOURISM

### NAME OF COLLECTION

**Canberra Visitors Survey**

### Contact

Research Manager  
Policy and Planning  
Canberra Tourism  
GPO Box 744  
CANBERRA ACT 2601

Telephone: Canberra (06) 205 0627  
Facsimile: Canberra (06) 205 0629

### Purpose

To establish information on the patterns and characteristics of visitor behaviour and to provide a measure of the economic impact of tourism to the Australian Capital Territory.

### Description

The Canberra Visitors Survey is a destination-based survey using a venue-based methodology. Interviews are carried out at points of high concentration of visitors. These include face-to-face interviews at Canberra Airport and selected attractions, and self-completion questionnaires at hotels and motels. Household surveys are also conducted by telephone to measure the visiting friends and relatives market.

The sample consists of about 360 interviews per year at Canberra airport, 2,880 interviews per year at selected attractions, 200 self-completion questionnaires per year in hotels/motels and 960 telephone interviews per year in Canberra households.

### Data detail

- point of origin;
- purpose of visit;
- expenditure;
- transport used;
- accommodation used;
- length of stay and frequency of visit;
- visitor profile; and
- visitor satisfaction.

### Geographic coverage

Australian Capital Territory.

### Frequency of data availability

Quarterly.

### Historical data

Data are available from September quarter 1989.

Products and services available

*Publications*

*Canberra Visitor Survey: A Summary of Main Findings*

*Other*

Detailed segmentation analysis is available on request.



## INTERNATIONAL TOURISM

### NAME OF COLLECTION

**Overseas Arrivals and Departures**

### Contact

Manager, OAD Statistics  
Demography Section  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6671  
Facsimile: Canberra (06) 252 7494

### Purpose

To measure the number and characteristics of Australian residents and overseas visitors arriving in, and departing from, Australia.

### Description

Persons arriving in, or departing from, Australia are required to complete prescribed questionnaires in the form of Incoming and Outgoing Passenger cards. These cards provide information to the Department of Immigration and Multicultural Affairs (DIMA) for administrative purposes and serve as the source of statistics of overseas arrivals and departures. In some cases, pre-recorded visa data are used in lieu of passenger card data by DIMA. Overseas arrival and departure statistics are derived from a combination of full enumeration and sampling. All permanent movements and all movements with a duration of stay of one year or more are fully enumerated. Movements with a duration of stay of less than one year are sampled.

### Data detail

- category of movement;
- country of residence/main destination;
- country of birth;
- country of citizenship;
- country of embarkation/disembarkation;
- State of clearance/major port of clearance;
- State of residence/stay;
- purpose of journey;
- duration of stay; and
- sex and age.

Other variables are also available on request.

### Geographic coverage

Australia. State of residence/stay. Port of clearance.

### Frequency of data availability

Monthly (released eight weeks after the reference period).

## Historical data

Data are available from May 1965.

## Products and services available

## Publications

*Overseas Arrivals and Departures, Australia*, (Cat. no. 3401.0) monthly

*Tourism Indicators, Australia* (Cat. no. 8634.0) quarterly

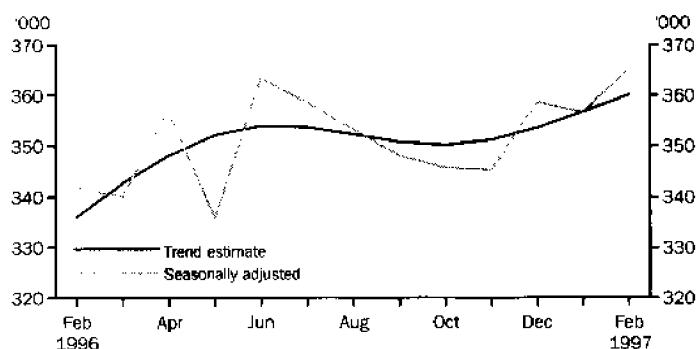
## Other

PC AUSSTATS (06) 252 6017

Special data services are available on request.

## Example of information available

## VISITOR ARRIVALS, SEASONALLY ADJUSTED AND TREND ESTIMATE



## ARRIVALS OF OVERSEAS VISITORS BY COUNTRY OF RESIDENCE

Country of residence	Year ended 31 December		Percentage change 1995 to 1996
	1995	1996	
	'000	'000	%
Oceania and Antarctica	647.2	786.7	21.6
Europe and Former USSR	752.0	798.7	6.2
Middle East and North Africa	28.7	32.5	13.2
Southeast Asia	566.0	648.5	14.6
Northeast Asia	1 278.8	1 409.8	10.2
Southern Asia	27.5	33.2	20.7
The Americas	381.9	401.3	5.1
Africa (excluding North Africa)	42.2	53.0	25.6
Not stated	1.6	1.2	-25.0
<b>Total</b>	<b>3 725.8</b>	<b>4 164.8</b>	<b>11.8</b>

## NAME OF COLLECTION

**Survey of International Trade in Services**

## Contact

Assistant Director  
Balance of Payments Section  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 5336  
Facsimile: Canberra (06) 252 7219

## Purpose

To provide information on international transportation, travel, insurance, financial and miscellaneous services and royalties. These data are used to compile the *shipment, other transportation and other services* and *other property income* items in the balance of payments.

## Description

The survey of international trade in services comprises:

- a quarterly survey which collects information about international trade in services (including transportation, travel, financial and miscellaneous services) and royalties, franchise fees, licence fees, distribution fees, copyright fees, patent fees and trademark fees; and
- an annual survey which collects information about international trade in services not collected in the quarterly survey (including travel and insurance services).

The collection comprises a mail-out census (insurance and travel), partial census (transportation) and sample survey (financial and miscellaneous).

## Data detail

- Earnings and expenditure abroad of Australian resident and non-resident transport operators. (Credits includes freight and insurance on exports by residents, charter and leasing, goods procured in ports by non-residents and other transportation credits. Debits includes freight and insurance on imports by non-residents, passenger services earned by non-residents, charter and leasing, goods procured in ports by residents and other transportation debits.)
- Expenditure abroad by Australian travellers.
- Insurance premiums and claims payable and receivable from non-residents on outward and inward insurance (including reinsurance, general insurance, life insurance and commissions and brokerage).
- Fees receivable from non-residents for financial services provided by Australian residents and fees payable by Australian residents to non-residents for the provision of financial services.

INTERNATIONAL TOURISM

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- Receipts and payments for other services (communication, computer and information, professional, rental and operational leases, technical, agricultural, mining, manufacturing, construction, trade related, management and other business services).

Geographic coverage

Australia.

Frequency of data availability

Quarterly with some annual components.

Historical data

Data are available from September quarter 1959.

Products and services available

*Publications*

Data are incorporated into:

- *International Trade in Goods and Services, Australia* (Cat. no. 5368.0) — monthly
- *Balance of Payments, Australia* (Cat. no. 5302.0) — quarterly
- *Balance of Payments and International Investment Position, Australia* (Cat. no. 5363.0) — Annual

*Other*

Transportation special data service tables are available on request.

## NAME OF COLLECTION

**Survey of Overseas Tourism Marketing Expenditure**

## Contact

Manager, Tourism Statistics  
 Transport and Tourism Section  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 5452  
 Facsimile: Canberra (06) 251 5324

## Purpose

To provide estimates of total expenditure on marketing Australian tourism products overseas.

## Description

A mail-out questionnaire is sent to Australian businesses undertaking tourism-related marketing operations overseas.

## Data detail

- total expenditure on marketing Australian tourism products overseas;
- the proportion of this expenditure in various overseas market regions;
- the proportion of expenditure which was:
  - independent expenditure;
  - co-operative expenditure with the Australian Tourism Commission (ATC);
  - co-operative expenditure with other organisations;
- qualitative information on effectiveness of expenditure;
- whether or not the business was in receipt of (or expected to receive) a grant under the Export Market Development Grant Scheme and the perceived effectiveness of such grants;
- changes in the overall level of overseas marketing expenditure over time;
- the effect of increased marketing expenditure by the ATC on the level of the respondent's own marketing expenditure;
- full-time and part-time employment in Australia and full-time employment overseas; and
- number and language skills of tour guides and tour co-ordinators employed by the respondent's business.

## Geographic coverage

Australia.

## Frequency of data availability

Irregular.

## Historical data

Data are available for 1992-93 and 1994-95.

## Products and services available

*Publications**Overseas Tourism Marketing Expenditure, Australia* (Cat. no. 8691.0)*Other*

Special data services are available on request.

## Example of information available

During 1994-95, the surveyed businesses and organisations expended \$265 million on overseas marketing. This represented an average of \$372,000 per business on such promotional activity. Of the total amount, 26% was expended in Japan and 20% in other Asian countries, 27% in Europe and 20% in the United States of America and Canada.

## OVERSEAS TOURISM MARKETING EXPENDITURE, 1994-95

Market region	Total expenditure \$'000	Operators in market no.	Average expenditure per operator in market
			'000
Japan	67 647	408	166
Other Asia	51 578	462	112
New Zealand	15 155	352	43
USA/Canada	53 243	460	116
UK/Europe	72 076	512	141
Other	5 363	151	36
<b>Total</b>	<b>265 062</b>	<b>713</b>	<b>372</b>

## NAME OF COLLECTION

**Survey of Returned Australian Travellers**

## Contact

Assistant Director  
Balance of Payments Section  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 5336  
Facsimile: Canberra (06) 252 7219

## Purpose

To provide estimates of Australian residents' expenditure and income while abroad for inclusion in Australia's balance of payments accounts.

## Description

Data shows trends in the components of gross expenditure and income abroad by Australian travellers to derive items in the balance of payments. The survey is a sample of returned Australian travellers that is currently conducted by mail-out questionnaire every four years. The survey runs for a full 12 months (financial year) on a monthly basis.

## Data detail

- credit, debit and charge card and traveller cheque expenditure;
- pre-paid expenditure prior to leaving Australia;
- transfers of funds to or from Australia;
- Australian or foreign currency expenditure; and
- income earned while overseas.

## Geographic coverage

Australia.

## Frequency of data availability

Every four years.

## Historical data

The first survey was conducted with respect to the 1991-92 financial year, the second survey is being conducted with respect to the 1995-96 financial year.

## Products and services available

*Publications*

Data are incorporated into:

- *International Trade in Goods and Services, Australia* (Cat. no. 5368.0) — monthly
- *Balance of Payments, Australia* (Cat. no. 5302.0) — quarterly
- *Balance of Payments and International Investment Position, Australia* (Cat. no. 5363.0) — annual

*Other*

Special data services are available on request.

NAME OF COLLECTION

**International Visitor Survey**

Contact

Bureau of Tourism Research Statistical Inquiries  
Bureau of Tourism Research  
GPO Box 1545  
CANBERRA ACT 2601

Telephone: Canberra (06) 279 7176  
Facsimile: Canberra (06) 279 7298

Purpose

To enhance the development of tourism in Australia by measuring the travel behaviour and characteristics of overseas visitors.

Description

Information on characteristics of short-term international visitors aged 15 years and over is collected by face-to-face interviews. A sample of 20,000 departing international visitors is surveyed at departure lounges of international airports throughout the year.

Data detail

Data are collected on the following topics which are cross-classified by country of residence and purpose of visit:

- age, sex, occupation and all reasons for visit;
- travel arrangements (inclusive or group tour);
- size and composition of group and reasons for visit;
- type of fare and pre-paid arrangements;
- type of booking agent and information sources;
- time away from home and stop-overs;
- city of arrival and departure;
- duration of stay and region of stay;
- type of accommodation and transport used;
- sports, activities and enjoyment of stay;
- places of interest visited; and
- expenditure.

Geographic coverage

Australia, States and Territories, capital cities and some regions.

Frequency of data availability

Quarterly.

Historical data

Irregular until 1986; a continuous time series is available from 1988.

Products and services available

*Publications*

*International Visitor Survey, Quarterly Reports*

*International Visitor Survey, Annual Reports (for each calendar year)*



*Publications — continued*

Visitors to Regions reports (one for each State and the Northern Territory)

*International Tourism Trends In New South Wales* (data in this publication are compiled by the Bureau of Tourism Research and published by Tourism New South Wales)

*Other*

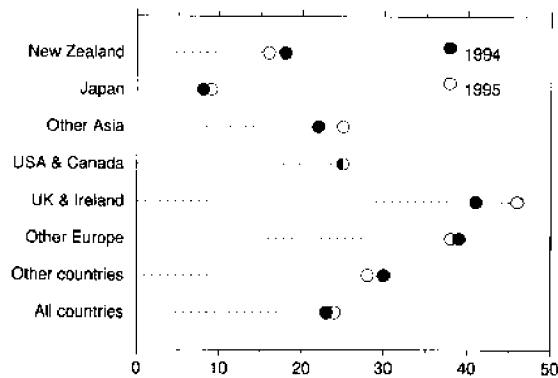
Detailed tabulations of survey output (quarterly and annual)

CD-MOTA (Monitor of Tourism Activity) (data on compact disk with specialised cross-tabulation software)

Special purpose tables or reports are available on request.

## Example of information available

AVERAGE NIGHTS SPENT IN AUSTRALIA BY COUNTRY OF RESIDENCE, YEAR ENDED 30 JUNE



AVERAGE INTERNATIONAL VISITOR EXPENDITURE, 1994-95

Selected countries of residence	Food, drink and accommodation		Total
	Package tours		
	\$A	\$A	\$A
New Zealand	293	457	2 130
Japan	2 857	261	4 589
Hong Kong	609	723	4 324
USA	1 049	1 060	5 300
UK	494	957	4 446
Germany	1 338	1 131	5 912
<b>All countries</b>	<b>1 168</b>	<b>659</b>	<b>4 131</b>

NAME OF COLLECTION

**Pacific Asia Travel Association Statistical Report**

Contact

Pacific Asia Travel Association (PATA)  
1 Montgomery Street,  
Telesis Tower,  
Ste. # 1000  
SAN FRANCISCO CA 94104 USA

Telephone: 1 415 986 4646  
Facsimile: 1 415 986 3458

PATA Pacific Division Office  
PO Box 645  
KINGS CROSS NSW 2011

Telephone: Sydney (02) 9332 3599  
Facsimile: Sydney (02) 9331 6592

Purpose

To provide the travel industry in Asia Pacific countries with data and other tourism-related information for business planning.

Description

This collection provides statistical data on visitor arrivals in Asian and Pacific destinations. Outbound travel data from selected Asian and Pacific countries, hotel room occupancy, visitor expenditures, length of stay and other tourism-related statistics are included. Data are submitted by individual countries on a standard questionnaire. The primary source for visitor arrival data is the Embarkation/Debarcation cards.

Data detail

- origin of visitor arrivals by residence/nationality to Asia Pacific countries;
- visitor expenditure;
- average hotel occupancy rate;
- total number of hotel rooms; and
- national tourist organisation promotion budgets.

Geographic coverage

Asia Pacific region and North America (United States of America and Canada).

Frequency of data availability

Quarterly and annual.

Historical data

Data are available from 1975.

Products and services available

*Publications*

*Annual Statistical Report*

*Quarterly Statistical Report*

## NAME OF COLLECTION

**Visitor Satisfaction Study**

## Contact

Tourism Market Analyst  
 Australian Tourist Commission  
 Level 4, 80 William Street  
 WOOLLOOMOOLOO NSW 2011

Telephone: Sydney (02) 9360 1111  
 Facsimile: Sydney (02) 9332 4017

## Purpose

To highlight possible areas for improvement, provide greater insight into the planning process and enhance information about the structure of the Australian inbound tourist market.

## Description

Short-term visitors to Australia were surveyed about their satisfaction with elements of their trip, e.g. accommodation, prices of clothing, package tour prices and travel costs to/from Australia. Self-completion questionnaires were distributed to respondents at Australian international airports. Between December 1993 and February 1994, 644 persons from Hong Kong were sampled, along with 718 persons from Taiwan. Between October 1993 and December 1993, 1,180 persons from the United Kingdom were sampled. Between January 1994 and June 1994, 520 persons from Malaysia were sampled. Between June 1992 and August 1992, 1,485 persons from the United States were sampled.

## Data detail

- planning and consideration period;
- main sources of information;
- purpose of visit to Australia;
- tour structure;
- length of stay;
- other destinations considered;
- destinations visited;
- expectations;
- overall impressions of Australia;
- Australia's rating as a holiday destination; and
- satisfaction with elements of the trip, e.g. accommodation, prices of clothing, package tour prices, travel costs to/from Australia, etc.

## Geographic coverage

Country specific — Taiwan, Hong Kong, Malaysia, United Kingdom, United States. (An individual report was prepared for each country.)

## Frequency of data availability

Irregular.

## Historical data

These were ad hoc surveys: United States (1992) and United Kingdom, Taiwan, Hong Kong and Malaysia (1994).

Products and services available

Publications

*United States — Visitor Satisfaction Study — Executive Summary, 1992*

*United Kingdom — Visitor Satisfaction Study — Executive Summary, 1994*

*Taiwan — Visitor Satisfaction Study — Executive Summary, 1994*

*Hong Kong — Visitor Satisfaction Study — Executive Summary, 1994*

*Malaysia — Visitor Satisfaction Study — Executive Summary, 1994*

## MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS (MICE) INDUSTRY

### NAME OF COLLECTION

**Statistical Report on the Scope of the Meetings Industry**

### Contact

Executive Director  
Association of Australian Convention Bureaux (AACB)  
Level 2, 80 William Street  
WOOLLOOMOOLOO NSW 2011

Telephone: Sydney (02) 9360 3500  
Facsimile: Sydney (02) 9331 7767

### Purpose

To provide information on the economic significance of the meetings industry.

### Description

The collection was a survey of 772 hotels, including 89 five-star, 170 four-star hotels and 513 accommodation establishments rated as three star or below in all major and some minor destinations across the country. Data were collected by mail-out questionnaire.

### Data detail

- number of hotels used as a meeting venue over the 12 months to 30 October 1993;
- number of small meetings (20 attendees or less);
- number of meetings (more than 20 attendees);
- number and type of meetings — corporate, association, government, incentive, other;
- total number of delegates by type of meeting;
- number of delegates accommodated overnight by type of meeting;
- total number of delegate room nights by type of meeting;
- average number of meeting rooms/meeting by type of meeting;
- total income (\$A) by type of meeting;
- average delegate room rate (\$A) by type of meeting;
- number of meetings — national by type of meeting;
- number of meetings — Australasian or Pacific by type of meeting;
- number of meetings — Asia or Asia Pacific by type of meeting;
- number of meetings — worldwide by type of meeting; and
- energy and property operations and maintenance expenses.

### Geographic coverage

Australia, in all major and some minor destinations across the country.

### Frequency of data availability

Irregular.

### Historical data

This was an ad hoc survey, covering the 12 months to 30 October 1993.

Products and services available

*Publications*

*AACB Statistical Report on the Scope of the Meetings Industry, March 1994*

*AACB Executive Summary*

*Other*

AACB National Database

## NAME OF COLLECTION

**Sydney Convention Delegate Study**

## Contact

Managing Director  
Sydney Convention and Visitors Bureau  
Level 5, 80 William Street  
SYDNEY NSW 2011

Telephone: Sydney (02) 9331 4045  
Facsimile: Sydney (02) 9360 1223

## Purpose

To determine expenditure by, and other key characteristics of, international convention delegates in Sydney.

## Description

Quantitative and qualitative data are collected annually from 2,000 delegates at international conventions held in Sydney. Data are collected by self-completion questionnaire.

## Data detail

- region of origin of international delegates;
- State of origin of domestic delegates;
- pre-convention and post-convention touring patterns;
- intention to return to Australia;
- travel arrangements — length of stay, accompanied travel, composition of personal travel party and number in travel party;
- airline choice;
- sponsored travel;
- delegate expenditure; and
- delegate satisfaction.

## Geographic coverage

Sydney.

## Frequency of data availability

Annual — released in February.

## Historical data

Data are available from 1995.

## Products and services available

*Publications*

*Sydney Convention Delegate Study 1995*



## TOURISM BUSINESSES

### NAME OF COLLECTION

**ABS Business Register Database**

### Contact

Manager  
Statistical Output  
Business Register  
Australian Bureau of Statistics  
GPO Box 2796Y  
MELBOURNE VIC 3001

Telephone: Melbourne (03) 9615 7736

Facsimile: Melbourne (03) 9615 7705

### Purpose

The primary purpose of the Business Register is to provide a comprehensive source of business names and addresses from which selections can be made for inclusion in ABS economic censuses and surveys.

### Description

The Business Register comprises a comprehensive list of businesses which employ wage and salary earners. Data are sourced from:

- group employer registrations (with the Australian Taxation Office); and
- feedback and updating from ABS collections.

### Data detail

- counts of businesses;
- aggregate employment of business:
  - industry type;
  - size of business (employment range); and
- type of legal organisation.

Data are available for the above items for businesses in a number of tourism-related industries. These include:

- Accommodation (Australian and New Zealand Standard Industrial Classification (ANZSIC) Class 5710);
- Pubs, taverns and bars (ANZSIC Class 5720);
- Cafes and restaurants (ANZSIC Class 5730);
- Clubs (hospitality) (ANZSIC Class 5740); and
- Travel agency services (ANZSIC Class 6641).

### Geographic coverage

Postcode areas, municipalities, Statistical Subdivisions and Divisions, States and Australia.

Frequency of data availability

Data are usually available every 12 months.

Historical data

Data are available periodically as from May 1986.

Products and services available

*Publications*

*Profiles of Australian Business* (Cat. no. 1322.0)

*Other*

Special data services are available on request.

Note: Historical data are not recommended for time series analysis.

Example of information available

There were 5,470 employing pubs, taverns and bars in Australia in June 1995, or 31 for each 100,000 population. For Australia as a whole, there were significantly fewer pubs, taverns and bars per 100,000 population in capital cities than elsewhere; 19 locations in capital cities compared with 51 elsewhere per 100,000 population.

Around 64% of the total 17,180 employing cafes and restaurants in Australia were in capital cities. The concentrations of cafes and restaurants Australia-wide was 96 per 100,000 population as at June 1995.

Nationally, there were 5,120 employing clubs (which mainly provide hospitality services to members). This translates into 29 per 100,000 population.

There were 4,600 employing travel agency services recorded on the ABS Business Register at June 1995. These include all travel agencies as well as tourist bureau services and tour guide services.

## NAME OF COLLECTION

**Australian Business Expectations Survey**

## Contact

Assistant Director  
Economy Wide Statistics  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6537  
Facsimile: Canberra (06) 253 1034

## Purpose

To provide better information about expected business conditions and confidence in Australia.

## Description

This survey provides estimates of future economic activity based on the business expectations of senior executives, managers and proprietors of businesses operating in Australia. It provides both a *qualitative* indicator of business confidence (a weighted net balance) and a *quantitative* measure of expected change (a weighted aggregate) for a range of business performance indicators. The survey is conducted by mail each quarter. It is based on a stratified random sample of approximately 3,500 businesses selected from the annual Economic Activity Survey of the ABS.

## Data detail

Estimates of percentage change in key business performance indicators obtained from a sample survey of businesses in all industries except General Government and Agriculture. Expected aggregate percentage change and percentage weighted net balance (weighted percentage of businesses expecting an increase minus the weighted percentage of businesses expecting a decrease) is provided with respect to the next quarter (compared with current quarter), and the same quarter of the following year (compared with the current quarter).

The following indicators are provided:

- sales of goods and services;
- selling prices;
- profits;
- capital expenditure;
- stocks;
- employment;
- wage costs and non-wage labour costs;
- other operating costs; and
- imports and exports.

In relation to tourism, data are available for the above items for the accommodation, cafes and restaurants industries and the cultural and recreational services industries.

TOURISM BUSINESSES

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Geographic coverage

Australia, States and Territories.

Frequency of data availability

Quarterly.

Historical data

First issue: December 1993 and September 1994.

Products and services available

*Publications*

*Australian Business Expectations* (Cat. no. 5250.0)

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Economic Activity Survey (Business Operations and Industry Performance)**

## Contact

Client Support Manager  
 Economy Wide Statistics  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 5288  
 Facsimile: Canberra (06) 253 1497

## Purpose

To provide information on:

- change in industry structure and performance over time; and
- comparative performance of individual businesses with the performance of the broader industry.

## Description

Economic data collected are based on profit and loss and balance sheet accounts of public trading and private employing businesses in most industries of the Australian economy. The Economic Activity Survey is an annual collection carried out by mail-out questionnaire to a sample of about 15,000 businesses across all industries, excluding the General Government sector.

## Data detail

- income and expenditure;
- profit;
- assets;
- liabilities; and
- measures of productivity, profitability, performance and indebtedness are included among the ratios presented.

Data are classified by broad Australian and New Zealand Standard Industrial Classification (ANZSIC) industry.

In relation to tourism, the above data detail is available for the following industries:

- transport and storage;
- accommodation, cafes and restaurants;
- libraries, museums and the arts; and
- sport and recreation.

## Geographic coverage

Australia.

## Frequency of data availability

Annual.

## Historical data

Data are available for each financial year from 1990-91.

## Products and services available

## Publications

*Business Operations and Industry Performance, Australia*  
(Cat. no. 8140.0)

## Other

*Summaries of Industry Performance, Australia*  
(Cat. no. 8140.0.40.002)

Special data services are available on request.

Publication 8140.0 generally presents data at the Division level of ANZSIC and the Summaries of Industry Performance generally present data at the ANZSIC subdivision level. Both of these products present data separately for small and medium businesses and large businesses.

Data can generally be presented according to user-specified size ranges (e.g. based upon employment or assets).

Although data are not currently available at detailed industry levels (e.g. separate data for accommodation or casinos), options for producing these data are being examined.

## Example of information available

## ACCOMMODATION, CAFES AND RESTAURANTS: SUMMARY OF INDUSTRY PERFORMANCE, 1994-95

Item	Unit	Accommodation, cafes and restaurants	Distribution industries	All industries(a)
BUSINESS AVERAGES				
Employment	no.	12.8	9.7	8.5
Income	\$'000	841	1 841	1 417
Expenses	\$'000	782	1 763	1 289
Profit	\$'000	58	76	127
Assets	\$'000	911	1 030	2 786
Net worth	\$'000	384	345	1 157
Gross product	\$'000	316	347	361
INDUSTRY RATIOS				
Profit margin	%	6.9	4.2	9.0
Return on assets	%	6.4	7.6	4.6
Return on net worth	%	15.2	22.6	11.0
Interest coverage	times	2.8	3.8	2.6
Investment rate	%	18.3	16.0	23.2

(a) Comprises Wholesale and Retail Trade and Transport and Storage as well as Accommodation, Cafes and Restaurants.

## NAME OF COLLECTION

**Hospitality Industries — Service Industries Surveys**

## Contact

Manager  
 Service Industry Surveys  
 Australian Bureau of Statistics  
 GPO Box 2796Y  
 MELBOURNE VIC 3001

Telephone: Melbourne (03) 9615 7588  
 Facsimile: Melbourne (03) 9615 7917

## Purpose

To provide information on the economic characteristics of the hospitality industries in Australia.

## Description

The collection comprises several surveys of employing businesses classified to the following classes of the Australian and New Zealand Standard Industrial Classification (ANZSIC):

- 5710 Accommodation;
- 5720 Pubs, bars and taverns;
- 5730 Cafes and restaurants;
- 5740 Licensed clubs; and
- 9322 Casinos.

Data are collected by mail-out questionnaire with full enumeration of larger businesses and a sample of smaller businesses.

## Data detail

- employment details;
- wages and salaries;
- items of income and expenses;
- cost of live entertainment performances;
- operating profit before tax; and
- industry gross product.

## Geographic coverage

Australia, States and Territories.

## Frequency of data availability

Irregular.

## Historical data

Some economic data about the hospitality industries in 1986–87 were published in *Cafes and Restaurants Industry, Australia* (Cat. no. 8655.0), *Hotels and Bars and Accommodation Industries, Australia* (Cat. no. 8656.0), and *Licensed Clubs Industry, Australia* (Cat. no. 8657.0). The 1991–92 data are the latest available data through the publication, *Hospitality Industries, Australia* (Cat. no. 8674.0). A survey of Pubs, taverns, bars and clubs (ANZSIC Class 5720) and

Historical data — continued

Licensed clubs (Class 5740), was conducted with respect to 1994–95. Casinos (ANZSIC Class 9322) are being surveyed annually from 1994–95. Accommodation (ANZSIC Class 5710) is being surveyed in respect of 1995–96.

Products and services available

*Publications*

*Hospitality Industries, Australia* (Cat. no. 8674.0)

*Casinos, Australia* (Cat. no. 8683.0)

*Pubs, Taverns, Bars, Clubs, Australia* (Cat. no. 8687.0)

*Other*

Special data services are available on request.

Example of information available

The major findings of the 1991–92 survey of the hospitality industries showed:

- the number of businesses was 21,221 at 30 June 1992;
- employment at the end of June 1992 was 338,000;
- sales of goods and services was almost \$19,000 million;
- gross expenses were almost \$19,000 million; and
- profit levels were reduced in all industries (excluding casinos) between 1986–87 and 1991–92.



## NAME OF COLLECTION

**Motor Vehicle Hire Industry — Service Industries Surveys**

## Contact

Manager  
 Service Industry Surveys  
 Australian Bureau of Statistics  
 GPO Box 2796Y  
 MELBOURNE VIC 3001

Telephone: Melbourne (03) 9615 7588  
 Facsimile: Melbourne (03) 9615 7917

## Purpose

To provide information on the economic characteristics of the Motor Vehicle Hire Industry in Australia.

## Description

Data were collected from all employing businesses classified to Motor Vehicle Hiring (Australian and New Zealand Standard Industrial Classification Class 7741), apart from fleet management businesses, in respect of 1991–92. The industry includes all those enterprises mainly engaged in leasing, hiring or renting motor vehicles from their own stock, without drivers, and for periods of less than one year. A mail-out questionnaire was sent to all enterprises in the Motor Vehicle Hire Industry.

## Data detail-

- number of enterprises;
- employment;
- wages and salaries;
- components of income and expenses;
- assets and liabilities; and
- details of motor vehicle rentals (including total vehicle rental days and number of vehicles in rental fleet).

## Geographic coverage

Australia, States and Territories.

## Frequency of data availability

Irregular.

## Historical data

Data are available for 1986–87 and 1991–92.

## Products and services available

*Publications*

*Motor Vehicle Hire Industry, Australia (Cat. no. 8652.0)*

*Other*

Special data services are available on request.

NAME OF COLLECTION

**Retail Trade Survey**

Contact

Information Officer  
Retail Surveys Section  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6132  
Facsimile: Canberra (06) 252 5517

Purpose

To show the month-to-month movement of retail and selected services turnover.

Description

The collection provides estimates of the value of turnover for retail and selected service establishments and is a major economic indicator of consumer spending. About 7,000 retail and selected service businesses (covering 20,000 outlets) are surveyed monthly. All large businesses are included in the survey, while a sample of about 4,400 smaller businesses is selected. Information is collected by telephone interview and mail-out questionnaire.

Data detail

In relation to tourism, the value of turnover is collected for hospitality and selected service establishments. In particular, turnover data are available for hotels and licensed clubs and cafes and restaurants.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Monthly.

Historical data

Monthly data are available since March 1961. State by industry data are available from April 1982.

Products and services available

*Publications*

*Retail Trade, Australia* (Cat. no. 8501.0)

*Other*

The Retail Survey Special Data Service provides additional retail trade statistics which include further State industry dissections through to 'top ten' industry reports.

## NAME OF COLLECTION

**Travel Agency Services — Service Industries Surveys**

## Contact

Manager  
 Service Industry Surveys  
 Australian Bureau of Statistics  
 GPO Box 9817  
 BRISBANE QLD 4001

Telephone: Brisbane (07) 3222 6218  
 Facsimile: Brisbane (07) 3222 6284

## Purpose

To provide information on the characteristics of the Travel Agency Services industry in Australia.

## Description

Data were collected from a survey of the Travel Agency Services industry in 1986–87 (Australian Standard Industrial Classification Class 5741). The industry includes those businesses mainly engaged in providing retail and wholesale travel agency services and passenger transport and accommodation booking services.

The collection was conducted by mail-out questionnaire.

## Data detail

- number of businesses;
- employment details;
- operating expenses;
- components of turnover;
- foreign control;
- State government tourism businesses;
- operations of major Australian airlines; and
- offices of foreign airlines.

## Geographic coverage

Australia, States and Territories.

## Frequency of data availability

Irregular. A further survey is scheduled to be conducted in respect of 1996–97.

## Historical data

1986–87.

## Products and services available

*Publications*

*Travel Agency Services Industry, Australia (Cat. no. 8653.0)*

*Other*

Special data services are available on request.

NAME OF COLLECTION

**Taxation Statistics on Tourism Related Industries**

Contact

Assistant Commissioner  
 Revenue Analysis Branch  
 Australian Taxation Office  
 PO Box 900  
 CIVIC SQUARE ACT 2608

Telephone: Canberra (06) 216 2419  
 Facsimile: Canberra (06) 216 2847

Purpose

To provide a summary of the various taxes administered by the Commissioner of Taxation.

Description

Taxation statistics are compiled from taxation returns lodged each financial year. They include statistics from taxation returns of individual taxpayers, partnerships and trusts, companies and superannuation funds.

Data detail

Aggregated data are available on the taxation returns of individual taxpayers, partnerships and trusts, companies and superannuation funds for the following tourism-related industries:

- entertainment, sport and recreation;
- hotels, motels and boarding houses;
- cafes and restaurants;
- road transport;
- water transport;
- air transport; and
- rail transport.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Annual — financial year.

Historical data

From 1965.

Products and services available

*Publications*

*Taxation Statistics*

## TOURISM CONSTRUCTION

### NAME OF COLLECTION

#### **Building Activity Survey**

### Contact

Buildings Research and Output Group  
Australian Bureau of Statistics  
GPO Box 2272  
ADELAIDE SA 5001

Telephone: Adelaide (08) 8237 7496  
Facsimile: Adelaide (08) 8237 7620

### Purpose

To monitor building activity in the residential and non-residential building sectors.

### Description

Quarterly mail questionnaires are collected from builders and other individuals and organisations engaged in building activity. Data are collected for:

- new residential buildings;
- alterations and additions to residential buildings with an approval value of \$10,000 or more; and
- all non-residential building jobs with an approval value of \$50,000 or more.

The survey consists of two components:

- a sample survey of private sector jobs involving new house construction or alterations and additions with an approval value of \$10,000 or more to houses; and
- a complete enumeration of jobs involving construction of new residential buildings other than private houses, all alterations and additions to residential buildings (other than private sector houses) with an approval value of \$10,000 or more, and all non-residential building jobs with an approval value of \$50,000 or more.

### Data detail

Building activity by stage of construction (commenced, under construction, completed), value of work done during period and value of work yet to be done by:

- new residential building (number of dwelling units and value);
- value of non-residential building by class of building (e.g. hotels, offices, etc.);
- value of alterations and additions to residential buildings;
- by private/public sector; and
- value of building activity as seasonally adjusted and trend series and at constant prices.

Data detail — *continued*

In relation to tourism, data on the value of hotels, etc., shops, and entertainment and recreational buildings are available by stage of construction, work done during the period and work yet to be done for both the private and public sectors and for each State and Territory.

Geographic coverage

Australia, States and Territories. Small area data are available for non-residential building.

Frequency of data availability

Quarterly.

Historical data

From March quarter 1948.

Products and services available

*Publications*

*Building Activity*

*Australia* (Cat. no. 8752.0)

*New South Wales* (Cat. no. 8752.1)

*Victoria* (Cat. no. 8752.2)

*Queensland* (Cat. no. 8752.3)

*South Australia* (Cat. no. 8752.4)

*Western Australia* (Cat. no. 8752.5)

*Tasmania* (Cat. no. 8752.6)

*Northern Territory* (Cat. no. 8752.7)

*Australian Capital Territory* (Cat. no. 8752.8)

*Other*

*Building Activity Microfiche Service, Australia* (Cat. no. 8753.0). The Microfiche Service commenced with September quarter 1980 data and contains some information on additional data items and some information by Statistical Local Areas.

Special data services are available on request.

## NAME OF COLLECTION

**Building Approvals**

## Contact

Buildings Research and Output Group  
 Australian Bureau of Statistics  
 GPO Box 2272  
 ADELAIDE SA 5001

Telephone: Adelaide (08) 8237 7496  
 Facsimile: Adelaide (08) 8237 7620

## Purpose

To provide information on the number of dwelling units and value of residential buildings approved and the value and class of non-residential buildings approved.

## Description

Data are collected for approvals of:

- new residential buildings;
- alterations and additions to residential buildings valued at \$10,000 or more; and
- all non-residential building jobs valued at \$50,000 or more.

Statistics of building work approved are compiled from:

- permits issued by local government authorities;
- contracts let or day labour work authorised by Commonwealth, State, semi-government and local government authorities; and
- major building activity in areas not subject to normal administrative approval, e.g. building on remote mine sites.

## Data detail

- number of dwelling units and value of residential buildings approved;
- building (e.g. hotels, offices, etc.) ownership (private/public sector) and value size groups;
- seasonally adjusted and trend estimates for the number of dwelling units and value of building approved; and
- quarterly values of building approved at average 1989-90 prices.

In relation to tourism, data are available on the value of hotels, etc., shops, and entertainment and recreational buildings approved in the private and public sector and by value size groups.

## Geographic coverage

Australia, States and Territories and small area data for all except Australian Capital Territory.

## Frequency of data availability

Monthly, usually released within six weeks of the reference month.

Historical data

Data are available from 1960.

Products and services available

*Publications*

*Building Approvals*

*Australia* (Cat. no. 8731.0)

*New South Wales and Australian Capital Territory* (Cat. no. 8731.1)

*Victoria* (Cat. no. 8731.2)

*Queensland* (Cat. no. 8731.3)

*South Australia* (Cat. no. 8731.4)

*Western Australia* (Cat. no. 8731.5)

*Tasmania* (Cat. no. 8731.6)

*Northern Territory* (Cat. no. 8731.7)

*Other*

Special data services are available on request.

Example of information available

VALUE OF BUILDING APPROVED, AUSTRALIA			
	1993-94	1994-95	1995-96
<i>Class of building</i>	\$m	\$m	\$m
Hotels, motels and other short-term accommodation	622.0	611.2	658.0
All non-residential building	8 785.6	9 614.7	10 728.4



## NAME OF COLLECTION

**Price Index of Materials Used in Building Other than House Building**

## Contact

Assistant Director  
 Producer Price Indexes  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6143  
 Facsimile: Canberra (06) 252 7060

## Purpose

To provide indexes for use by analysts as economic indicators. The indexes are widely used within industry for contract adjustment purposes and to monitor changes in materials prices faced by builders. They specifically relate to prices of building materials used in constructing buildings other than houses (e.g. office blocks, hotels, shopping centres, schools, hospitals, etc.) in the State capital cities. They do not purport to measure changes in prices for building materials in other localities.

## Description

The indexes measure price movements of materials delivered on site for use in the construction of buildings other than houses in the six State capital city statistical divisions. Prices are collected at the midpoint of the month to which the indexes refer, or the nearest trading day. They relate to specific standards of each material and are obtained from representative suppliers of materials used in building. The items are selected and allocated weights in accordance with the estimated average values of materials used in the construction of buildings other than houses completed in each of the six capital cities in the five years ended June 1992.

## Data detail

The index includes 63 items which are combined into the 10 industry of origin groups:

- wood and wood products;
- ceramics;
- cement, plaster and concrete products;
- iron and steel products;
- structural metal products;
- sheet metal products;
- fabricated metal products;
- electrical equipment and appliances;
- industrial machinery and equipment; and
- other materials.

TOURISM CONSTRUCTION

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Geographic coverage

Australia's six State capital cities and the weighted average of the six State capital cities.

Frequency of data availability

Monthly.

Historical data

Data are available from 1972.

Products and services available

*Publications*

*Price Index of Materials Used in Building Other Than House Building*  
(Cat. no. 6407.0)

*Producer and Foreign Trade Price Indexes: Concepts, Sources and Methods* (Cat. no. 6419.0)

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Survey of Tourist Accommodation Developments**

## Contact

Buildings Research and Output Group  
 Australian Bureau of Statistics  
 GPO Box 2272  
 ADELAIDE SA 5001

Telephone: Adelaide (08) 8237 7496  
 Facsimile: Adelaide (08) 8237 7620

## Purpose

To assist in forecasting the supply of tourist accommodation, by number of rooms, by type of accommodation and star grading (where applicable), for major tourism regions.

## Description

The survey collects data on the construction of tourist accommodation from project owners/developers. The scope of the collection is tourist accommodation development projects with an approved completion value of \$2 million or more. (Earlier surveys adopted a cut-off of \$250,000 for approved completion value.) Owners/developers of these projects are sent a questionnaire.

## Data detail

- site address;
- actual or expected date of commencement of construction;
- actual or expected date of completion of construction;
- actual or expected date of opening;
- actual or expected completion value of the building job; and
- accommodation capacity. (For hotels, motels or guest houses, number of new rooms, by expected star rating, number of refurbished rooms by star rating of rooms prior to and after refurbishment. Number of single and multiple bedroom units for holiday flats, units or serviced apartments, number of cabins or sites for caravan parks and number of bed spaces for visitor/backpacker hostels.)

## Geographic coverage

Australia.

## Frequency of data availability

Six monthly.

## Historical data

First collected in respect of the March quarter 1995.

## Products and services available

*Publications*

Included in *Tourism Indicators, Australia* (Cat. no. 8634.0)

## TOURISM AND THE ECONOMY

### NAME OF COLLECTION

#### **Balance of Payments**

### Contact

Assistant Director  
Balance of Payments  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 5540 or (06) 252 6689  
Facsimile: Canberra (06) 252 7219

### Purpose

To provide a measure of Australia's transactions with the rest of the world.

### Description

The collection provides estimates of Australia's balance of payments and its constituent transactions. Latest estimates are preliminary and subject to revision.

The ABS conducts a number of surveys of businesses, individuals and organisations with international transactions and uses a variety of administrative by-product records in the compilation of the balance of payments.

Those ABS collections that are used in estimating the tourism-related components of the balance of payment include:

- *Survey of International Trade in Services* which collects data on a wide range of services including transportation, insurance, financial, travel and miscellaneous services and other property income.
- *Survey of Returned Australian Travellers* which collects data on travel expenditure by Australian residents overseas.

The ABS uses a number of other external data sources to compile travel expenditure, and related education services and labour income. These include:

- *Overseas Arrivals and Departures* compiled by the ABS from incoming and outgoing passenger cards collected by the Department of Immigration and Ethnic Affairs.
- *International Visitors Survey* conducted by the Bureau of Tourism Research.
- *Number of Overseas Students Enrolled in Australian Education Institutions* from the Department of Education, Employment, Training and Youth Affairs.

## Data detail

- balance of payments summary;
- current account;
- seasonally adjusted and trend estimates for current account aggregates;
- capital account; and
- official reserve assets and exchange rates.

In relation to tourism, data are available on:

- current account credits and debits for travel services; and
- transportation.

## Geographic coverage

Australia.

## Frequency of data availability

Monthly for goods and services data only. The balance of payments is available quarterly and annually for comprehensive and more detailed data.

## Historical data

Data are available from September quarter 1959; monthly data are available from July 1971.

## Products and services available

*Publications*

*International Trade in Goods and Services, Australia*  
(Cat. no. 5368.0) — monthly

*Balance of Payments, Australia* (Cat. no. 5302.0) — quarterly

*Balance of Payments and International Investment Position, Australia* (Cat. no. 5363.0)

*Balance of Payments, Australia: Concepts, Sources and Methods*  
(Cat. no. 5331.0)

*Balance of Payments, Australia: Summary of Concepts, Sources and Methods* (Cat. no. 5351.0)

*Information Paper: Quality of Balance of Payments, Australia*  
(Cat. no. 5342.0)

*A Guide to Australian Balance of Payments Statistics*  
(Cat. no. 5362.0)

*Other*

PC AUSSTATS (06) 252 6017

Dial-a-statistic 0055 86 400

Special data services are available on request.

NAME OF COLLECTION

**Consumer Price Index**

Contact

Assistant Director  
 Consumer Price Indexes Section  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6251  
 Facsimile: Canberra (06) 252 6130

Purpose

To monitor the movements in the retail prices of commonly purchased goods and services.

Description

The Consumer Price Index (CPI) measures quarterly changes in the price of a basket of goods and services which account for a high proportion of expenditure by the CPI population group (i.e. metropolitan wage and salary earner households). Prices of goods and services are generally collected quarterly. However, some important items are priced monthly or more frequently (e.g. bread, fresh meat and fish, fresh fruit and vegetables, petrol, alcohol and tobacco) and a small number annually (e.g. seasonal clothing).

Data detail

Data are presented as index numbers.

The goods and services are arranged in the following eight groups: food, clothing, housing, household equipment and operation, transportation, tobacco and alcohol, health and personal care, and recreation and education.

Holiday travel and accommodation in Australia and overseas are included in the recreation and education group.

Geographic coverage

Australia's eight capital cities and a weighted average of the eight capital cities.

Frequency of data availability

Quarterly.

Historical data

Historical data are available on request.

Products and services available

*Publications*

*Consumer Price Index* (Cat. no. 6401.0)

*Average Retail Prices of Selected Items Eight Capital Cities*  
 (Cat. no. 6403.0)

*Other*

Special data services are available on request.

PC AUSSTATS (06) 252 6017.

Example of information available

CONSUMER PRICE INDEX: WEIGHTED AVERAGE EIGHT CAPITAL CITIES, HOLIDAY  
TRAVEL AND ACCOMMODATION

<i>June</i>	<i>Percentage change corresponding quarter previous year</i>		
	<i>Australia</i>	<i>Overseas</i>	<i>Total</i>
1990	9.1	8.1	8.7
1991	-8.2	1.6	-3.3
1992	2.6	-7.7	-2.8
1993	1.3	-0.9	0.2
1994	0.6	4.8	2.5
1995	4.7	3.3	4.2

NAME OF COLLECTION

**Government Finance Statistics**

Contact

Assistant Director  
 Coordination and Dissemination Subsection  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 5834  
 Facsimile: Canberra (06) 251 6470

Purpose

To enable a valid comparison to be made of total outlays, revenue and financing transactions of the various governments, as well as of their outlays for particular purposes.

Description

The collection provides details of the consolidated financial transactions of the non-financial public sector for all levels of government, compiled in accordance with standards promulgated by the International Monetary Fund and the United Nations. Data are sourced as follows:

- General Government — Budget documents and annual reports; and
- Public Trading Enterprises — Annual reports and special returns.

Data detail

- outlays, revenue and financing transactions for both general government and public trading enterprises;
- components of current and capital outlays by purpose (including details of payments from one level of government to another); and
- outlays, revenue and financing transactions excluding inter-governmental transfers, by level of government.

Detailed data relating to transactions on tourism and area promotion by the Commonwealth Government, State, Territory and local governments are unpublished and include amongst other categories:

- final consumption expenditure; and
- gross fixed capital expenditure.

Geographic coverage

Commonwealth Government, State, Territory and local governments, combined and separate.

Frequency of data availability

Annual (financial year).

Historical data

Data are available from 1961-62, unpublished to 1989-90.



Products and services available

*Publications*

*Government Financial Estimates, Australia* (Cat. no. 5501.0)

*Government Finance Statistics, Australia* (Cat. no. 5512.0)

*Government Finance Statistics — Concepts, Sources and Methods*  
(Cat. no. 5514.0)

*Other*

Special data services are available on request.

NAME OF COLLECTION

**ASX Tourism and Leisure Index**

Contact

Australian Stock Exchange  
 PO Box H224  
 Australia Square  
 SYDNEY NSW 2000

Telephone: Sydney (02) 9227 0496  
 Facsimile: Sydney (02) 9227 0455

Purpose

To measure the average movement in the prices of securities of Australian companies listed on the Australian Stock Exchange which operate in the tourism and/or leisure sectors of the economy.

Description

The ASX Tourism and Leisure Index is an index of the prices of the securities of major companies in the tourism and/or leisure fields. Major companies are those with the largest Australian Stock Exchange market capitalisation. Companies' securities prices are those paid on the Australian Stock Exchange. The weights used to combine the prices into an index are based on the companies' market capitalisations.

Data detail

- ASX tourism and leisure price index (measures changes in securities prices only); and
- ASX tourism and leisure accumulation index (measures changes in securities prices assuming reinvestment of dividends).

Geographic coverage

Australia.

Frequency of data availability

The price index is calculated on-line as requested, based on prices operating at that point in time. The accumulation index is calculated daily based on prices as at the end of the day.

Historical data

Data are available from December 1990.

Products and services available

*Publications*

*Monthly Index Analysis*

*Other*

The index is available on-line through all ASX data vendors.

## TOURISM AND EMPLOYMENT

### NAME OF COLLECTION

**Average Weekly Earnings**

### Contact

Labour Statistics Centre Output Group  
 Australian Bureau of Statistics  
 GPO Box K881  
 PERTH WA 6001

Telephone: Perth (08) 9360 5304  
 Facsimile: Perth (08) 9360 5954

### Purpose

To provide data on the average weekly earnings of employees in Australia.

### Description

Data are the result of a quarterly survey conducted in respect of a pay period in the middle of February, May, August and November and include average weekly earnings. The survey is conducted by mail each quarter from a sample of approximately 5,000 employer units to ensure adequate State and industry representation.

### Data detail

- trend, seasonally adjusted and original estimate series;
- sex;
- industry (Australian and New Zealand Standard Industrial Classification);
- ordinary time and total earnings;
- full-time adult and total earnings; and
- sector of employment (public/private).

In relation to tourism, data are available for the above items for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

### Geographic coverage

Australia, States and Territories.

### Frequency of publication

Quarterly (preliminary and final releases).

### Historical data

Data are available from November 1983 to present.

### Products and services available

#### *Publications*

*Average Weekly Earnings, Australia, Preliminary* (Cat. no. 6301.0)

*Average Weekly Earnings, States and Australia* (Cat. no. 6302.0)

#### *Other*

Special data services are available on request.

NAME OF COLLECTION

**Award Rates of Pay Indexes**

Contact

Operations Manager  
 Labour Employer Surveys  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6581  
 Facsimile: Canberra (06) 251 5486

Purpose

To provide an accurate measure of trends in award rates of pay for use in industrial relations and wages policy development as well as contract adjustment processes.

Description

The collection provides indexes for weekly and hourly award rates of pay for full-time adult wage and salary earners. A sample of awards and award classifications is used, with wage rates updated from data supplied by various wage fixing authorities.

Data detail

Index numbers of weighted average weekly and hourly award rates of pay for full-time adult employees, classified by:

- sex;
- industry (Australian Standard Industrial Classification and Australian and New Zealand Standard Industrial Classification); and
- occupation (Australian Standard Classification of Occupations first edition).

In relation to tourism, data are available for the above items for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

Geographic coverage

Australia, States and Territories.

Frequency of publication

Monthly. The publication will cease with the release of the June 1997 edition.

Historical data

Data are available from 1939.

Products and services available

*Publications*

*Award Rate Pay Indexes, Australia* (Cat. no. 6312.0)

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Employee Earnings and Hours**

## Contact

Manager  
 Labour Statistics Centre Output Group  
 Australian Bureau of Statistics  
 GPO Box K881  
 PERTH WA 6001

Telephone: Perth (08) 9360 5305  
 Facsimile: Perth (08) 9360 5954

## Purpose

To provide data on the distribution and composition of employee earnings and hours worked for employees in Australia.

## Description

Data from this survey contain information on the distribution of employees according to weekly earnings and hours worked and on the composition of weekly earnings and hours worked for various categories of employees and principal occupations. An annual sample of approximately 9,000 employers is selected from the ABS register of businesses. A further sample of approximately 70,000 employees is selected from the businesses originally selected. Data are collected by mail-out questionnaire.

## Data detail

Distribution and composition of earnings and hours of employees are classified by:

- sex;
- adult/junior;
- industry;
- occupation;
- sector;
- State and Territory; and
- size of firm.

Earnings are dissected into:

- base pay;
- payment by measured result (e.g. piecework);
- over-award and over-agreement pay; and
- overtime pay.

In relation to tourism, data are available for the above items for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

## Geographic coverage

Australia, States and Territories.

Frequency of publication

Annual. Will not be conducted in 1997 and will be biennial thereafter.  
The next survey will be run in May 1998.

Historical data

Data are available from May 1983 to present.

Products and services available

Publications

*Employee Earnings and Hours, Australia, Preliminary*  
(Cat. no. 6305.0)

*Employee Earnings and Hours, Australia* (Cat. no. 6306.0)

Other

Special data services are available on request.

*Employee Earnings and Hours, States and Australia — Data Service*  
(Cat. no. 6307.0)

## NAME OF COLLECTION

**Industrial Disputes**

## Contact

Supervisor  
 Industrial Disputes Unit  
 Australian Bureau of Statistics  
 GPO Box 2796Y  
 MELBOURNE VIC 3001

Telephone: Melbourne (03) 9615 7980  
 Facsimile: Melbourne (03) 9615 7926

## Purpose

To produce statistics on various aspects of industrial disputes in Australia.

## Description

Information is collected on the number of industrial disputes involving stoppages of work of 10 working days or more. Ten working days is equivalent to the amount of ordinary time worked by 10 people in one day, regardless of the length of the stoppage. For example, 3,000 workers on strike for two hours would be counted as 750 working days lost (assuming they work an 8-hour day).

Reports of stoppages of work are obtained primarily from the national media scanning services, from trade journals, publications and newspapers. The statistics on industrial disputes are compiled mainly from data obtained from employers and employer associations, from trade unions and from reports of government authorities.

## Data detail

- number of disputes;
- number of employees involved;
- number of working days lost and working days lost per thousand employees;
- State;
- industry;
- duration of disputes; and
- cause and method of settlement.

In relation to tourism, data are available for the above items for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

## Geographic coverage

Australia, States and Territories.

## Frequency of data availability

Monthly.

Historical data

Historical data and a range of unpublished data are available on request including dispute details at more detailed industry levels, cross-classified by State/Territory. Considerable time series exist for most variables.

Products and services available

*Publications*

*Industrial Disputes, Australia* (Cat. no. 6321.0) — monthly

*Industrial Disputes, Australia* (Cat. no. 6322.0) — annual



## NAME OF COLLECTION

**Job Vacancies and Overtime**

## Contact

Manager  
Labour Statistics Centre Output Group  
Australian Bureau of Statistics  
GPO Box K881  
PERTH WA 6001

Telephone: Perth (08) 9360 5304  
Facsimile: Perth (08) 9360 5954

## Purpose

To provide data on job vacancies and overtime hours for employees in Australia.

## Description

The survey provides statistics on job vacancies and overtime. A sample of 4,800 employers is selected from the ABS register of businesses. The survey is conducted by mail-out questionnaire quarterly.

## Data detail

- number of job vacancies;
- job vacancy rates;
- average hours of overtime worked (per employee and per employee working overtime);
- proportion of employees working overtime;
- State or Territory; and
- industry.

In relation to tourism, data are available for the above items for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

## Geographic coverage

Australia, States and Territories.

## Frequency of data availability

Quarterly.

## Historical data

Data are available from November 1983.

## Products and services available

*Publications*

*Job Vacancies and Overtime, Australia* (Cat. no. 6354.0)

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Labour Costs**

## Contact

Manager  
Labour Statistics Centre Output Group  
Australian Bureau of Statistics  
GPO Box K881  
PERTH WA 6001

Telephone: Perth (08) 9360 5144  
Facsimile: Perth (08) 9360 5954

## Purpose

To provide data on employee earnings and other labour costs (i.e. superannuation, workers' compensation, payroll tax and fringe benefits tax) for States, Territories and Australia.

## Description

This survey provides estimates of labour costs for the private and public sectors. The sample survey is conducted by mail as follows:

- Information is collected directly from employers on earnings and other labour costs (i.e. superannuation, workers' compensation, payroll tax and fringe benefits tax).
- Superannuation Boards, Treasury Departments, and several Workers' Compensation Boards provide details directly to the ABS on superannuation and workers' compensation, for some government organisations.
- Additional information is obtained from the public accounts of the Commonwealth, States and Territories and from the annual reports of certain agencies.

## Data detail

- employee earnings;
- employer payments for superannuation;
- employer payments for workers' compensation;
- employer payments for payroll tax;
- employer payments for fringe benefits tax;
- industry; and
- employer size.

In relation to tourism, data are available for the above items for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

## Geographic coverage

Australia, States and Territories.

## Frequency of data availability

Data are available annually from 1985-86 to 1991-92 and two-yearly from 1993-94.

## Historical data

Data are available for 1985-86, 1986-87, 1988-89, 1990-91, 1991-92 and 1993-94.

## Products and services available

*Publications*

*Labour Costs, Australia* (Cat. no. 6348.0)

*Other*

Special data services are available on request.

## Example of information available

ACCOMMODATION, CAFES AND RESTAURANTS INDUSTRY: LABOUR COSTS,  
PRIVATE AND PUBLIC SECTORS

	1991-92	1993-94
	\$m	\$m
Earnings	3 952	5 468
Superannuation	(a)171	260
Payroll tax	110	170
Workers' compensation	75	95
Fringe benefits tax	13	19
<b>Total</b>	<b>4 322</b>	<b>6 011</b>

(a) This estimate has a relative standard error greater than 25% and should be used with caution.

NAME OF COLLECTION

**Labour Force Supplementary Surveys**

Contact

Assistant Director  
 Labour Force  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6504  
 Facsimile: Canberra (06) 252 7784

Purpose

To identify various aspects of and changes in the labour force. The supplementary surveys provide additional data not collected in the Labour Force Survey, and the specific purpose of each varies according to the topic.

Description

The collection is a sample survey of households conducted by personal interview.

Labour force supplementary surveys are conducted as a supplement to the Labour Force Survey (see page 90). The supplementary surveys cover a wide variety of topics. The survey samples are a subset of the monthly Labour Force Survey, and sample sizes of the supplementary surveys may vary from topic to topic.

Data detail

Supplementary surveys are carried out on various aspects of the labour force. In relation to tourism, data are available for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry. For a list of the supplementary surveys, see products and services available below.

Geographic coverage

Australia, States and Territories and statistical regions for some data items.

Frequency of data availability

Various: Annual to triennial; most are irregular. See *Catalogue of Publications and Products* (Cat. no. 1101.0).

Historical data

Various. See *Catalogue of Publications and Products* (Cat. no. 1101.0).

Products and services available

*Publications*

*Labour Force Experience, Australia* (Cat. no. 6206.0.40.001)

*Labour Mobility, Australia* (Cat. no. 6209.0)

*Multiple Jobholding, Australia* (Cat. no. 6216.0.40.001)

*Publications — continued*

- Labour Force Status and Other Characteristics of Families, Australia*  
(Cat. no. 6224.0.40.001)
- Transition from Education to Work, Australia* (Cat. no. 6227.0)
- Labour Force Status and Educational Attainment, Australia*  
(Cat. no. 6235.0)
- Retirement and Retirement Intentions, Australia*  
(Cat. no. 6238.0.40.001)
- Successful and Unsuccessful Job Search Experience, Australia*  
(Cat. no. 6245.0)
- Labour Force Status and Other Characteristics of Migrants, Australia*  
(Cat. no. 6250.0)
- Persons Who Had Re-entered the Labour Force, Australia*  
(Cat. no. 6264.0)
- Underemployed Workers, Australia* (Cat. no. 6265.0.40.001)
- Participation in Education, Australia* (Cat. no. 6272.0.40.001)
- Persons Employed at Home, Australia* (Cat. no. 6275.0)
- Weekly Earnings of Employees (Distribution), Australia*  
(Cat. no. 6310.0.40.001)
- Annual and Long Service Leave Taken, Australia* (Cat. no. 6317.0)
- Superannuation, Australia* (Cat. no. 6319.0)
- Trade Union Members, Australia* (Cat. no. 6325.0)
- Employment Benefits, Australia* (Cat. no. 6334.0.40.001)
- Working Arrangements, Australia* (Cat. no. 6342.0.40.001)
- Career Experience, Australia* (Cat. no. 6254.0)
- Persons Not in the Labour Force, Australia* (Cat. no. 6220.0)
- Job Search Experience of Unemployed Persons, Australia*  
(Cat. no. 6222.0)

*Other*

Special data services are available on request.

NAME OF COLLECTION

**Labour Force Survey**

Contact

Contact Officer  
Labour Force Estimates Section  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6525  
Facsimile: Canberra (06) 252 7784

Purpose

To measure the levels of employment and unemployment over time.

Description

Labour force data provide estimates of labour force characteristics such as employment, unemployment, number of persons in the labour force, unemployment rates and participation rates. A household-based, sample survey is conducted monthly by personal interview.

Data detail

- employment and unemployment;
- participation rate;
- unemployment rate;
- persons not in the labour force;
- status in employment (employers, own account workers, employees or contributing family workers);
- hours worked;
- industry and occupation;
- sex, age, marital status, country of birth, family status, educational attendance;
- full-time and part-time status; and
- duration of unemployment.

Estimates for employed persons classified by industry, occupation and status in employment are available for each February, May, August and November.

In relation to tourism, data are available on the characteristics of employed persons in the accommodation, cafes and restaurants industry, as well as the cultural and recreational services industry.

Geographic coverage

Australia, States and Territories and regional estimates.

Frequency of data availability

Monthly: Data are released within four weeks after the reference period.

Quarterly: Data relating to industry, occupation and status of worker are released within four weeks after the reference period.

Historical data

State and national data are available quarterly from 1966 and monthly from February 1978. Regional data are available monthly from October 1982.

Products and services available

*Publications*

*Labour Force, Australia* (Cat. no. 6203.0)

*Labour Force, New South Wales and Australian Capital Territory*  
(Cat. no. 6201.1)

*Labour Force, Victoria* (Cat. no. 6201.2)

*Labour Force, Queensland* (Cat. no. 6201.3)

*Other*

Microfiche

Floppy disk

Electronic information services:

PC AUSSTATS (06) 252 6017

Special data services are available on request. Inquiries should be made to the Contact Officer or any ABS office.

NAME OF COLLECTION

**Survey of Employment and Earnings (Employed Wage and Salary Earners)**

Contact

Manager  
Labour Statistics Centre Output Group  
Australian Bureau of Statistics  
GPO Box K881  
PERTH WA 6001

Telephone: Perth (08) 9360 5141  
Facsimile: Perth (08) 9360 5954

Purpose

To provide data for National Accounts purposes. A secondary purpose is to provide data on employment and gross earnings in Australia.

Description

The survey collects information from employer units on numbers of wage and salary earners employed each month and their quarterly earnings. The survey is conducted by mail each quarter from a sample of approximately 10,000 employer units. Data for a number of government departments are collected electronically.

Data detail

Information on employees is classified by:

- sex (not collected March quarter 1997 onwards);
- full-time/part-time;
- industry;
- sector;
- estimates of gross earnings;
- distribution of earnings; and
- employees by size of employer unit.

In relation to tourism, data are available for the above items for persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

Geographic coverage

Australia, States and Territories.

Frequency of publication

Quarterly.

Historical data

Data are available from September 1983.



Products and services available

*Publications*

*Wage and Salary Earners, Australia* (Cat. no. 6248.0)

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Survey of Training and Education**

## Contact

Assistant Director  
 Education and Training Section  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6660  
 Facsimile: Canberra (06) 251 5486

## Purpose

To determine how much training or education is being undertaken, by whom and with how much employer or non-employer support.

## Description

This survey provides details of the training and education experiences of persons who had worked as wage or salary earners in the previous 12 months, as well as those who, at the time of the survey, were employers, self-employed, unemployed or marginally attached to the labour force. Personal interviews were conducted at a sample of about 12,600 dwellings, yielding approximately 24,500 completed personal interviews (for the 1993 survey).

## Data detail

- socio-demographic characteristics (including income and educational attainment);
- labour force characteristics (including industry);
- work history;
- recent study for educational qualifications;
- whether qualifications were required to obtain job with main period employer;
- in-house training courses;
- external training courses;
- computer usage and proficiency;
- training requirements;
- barriers to training; and
- training provision.

Industry data are available from this survey for all standard Australian Standard Industrial Classification (ASIC) industry categories, down to the 3-digit (i.e. group) level. Data can be made available for the above items for persons employed in tourism-related industries by clients specifying ASIC categories to be grouped together.

The Survey of Education and Training, to be run in 1997, will collect industry information using the Australian and New Zealand Standard Industrial Classification.

**Geographic coverage**

Australia, States and Territories. Information is also available for labour force dissemination regions throughout Australia.

**Frequency of data availability**

Irregular.

**Historical data**

*How Workers Get Their Training, Australia, 1989* (Cat. no. 6278.0)

*Training and Education Experience, Australia, 1993* (Cat. no. 6278.0)

The next survey will be run in 1997. While retaining some comparability with previous surveys, the 1997 survey will include data on new topics.

**Products and services available***Publications*

*Training and Education Experience, Australia, 1993* (Cat. no. 6278.0)

*Other*

A special data service, which allows users to specify their own tables, is available on request.

A Confidentialised Unit Record File (CURF) is available from both the 1993 and the 1989 surveys. A CURF is expected to be available from the 1997 survey.

NAME OF COLLECTION

**Training Expenditure Survey**

Contact

Assistant Director  
 Labour Employer Surveys Section  
 Australian Bureau of Statistics  
 PO Box 10  
 BELCONNEN ACT 2616

Telephone: Canberra (06) 252 7376  
 Facsimile: Canberra (06) 251 5486

Purpose

To provide statistical input to the development of training policy. Results were also used to assist in evaluating changes in the training arena and to help in a review of the Training Guarantee legislation.

Description

The Training Expenditure Survey collected information on employers' expenditure in providing formal training for their employees. The Training Expenditure Survey had a three month reference period and data were collected by mail questionnaire. Approximately 6,000 employers Australia-wide were stratified by sector, industry and employer size.

Data detail

- status of employees (sex, full-time or part-time status, permanent or casual status);
- average gross wages and salaries; and hours for time receiving formal in-house training and external training;
- training received by field of training;
- gross wages and salaries of trainers for time spent developing, delivering, evaluating and administering formal training;
- fees paid for in-house and external courses;
- other expenditure on formal in-house and formal external training;
- training subsidies or grants; and
- payments received from other organisations for training.

In relation to tourism, some broad level industry data are available for the above items for persons employed in tourism-related industries. Another Training Expenditure Survey was run in 1996 and collected industry information using the Australian and New Zealand Standard Industrial Classification. The 1996 survey will provide information on persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Irregular.

Historical data

The survey was conducted in 1989, 1990, 1993 and 1996. Detailed comparisons between the 1989 and 1990 surveys are not possible because of different sample sizes. Comprehensive and detailed comparisons between the 1990 and 1993 surveys, however, are possible. The Training Practices Survey, first conducted in 1994, utilised the same sample of employers as the Training Expenditure Survey. Therefore, comparisons between these two surveys are also possible.

Products and services available

*Publications*

*Information Paper: Development of the Employer Training Expenditure Survey (Cat. no. 6355.0)*

*Employer Training Expenditure, Australia, July to September 1993 (Cat. no. 6353.0)*

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Training Practices Survey**

## Contact

Assistant Director  
Labour Employer Surveys Section  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 7376  
Facsimile: Canberra (06) 251 5486

## Purpose

To provide statistical input to the development of training policy. Results were also used to assist in evaluating changes in the training arena and to help in a review of the Training Guarantee legislation.

## Description

The 1994 Training Practices Survey collected information from employers in Australia on factors affecting the provision of training and how training is planned. The survey sought information on training practices as they applied to the organisation as a whole and not individual employees. The Training Practices Survey used the same employers as had been selected for the conduct of the Training Expenditure Survey, 1993. Respondents consisted of approximately 6,000 employers and were stratified by sector, industry and employer size. Information was collected by mail questionnaire.

## Data detail

- factors affecting level of training expenditure;
- overall increase/decrease in expenditure;
- orientation training/on-going training by occupation group;
- how content/subject of formal in-house training is decided;
- impact of Training Guarantee legislation and how this legislation affected employer training practices;
- existence of formal written training plan and details;
- training practices;
- external training providers used;
- employee profile; and
- organisation profile.

In relation to tourism, some broad level industry data are available for the above items for persons employed in tourism-related industries. The next Training Practices Survey, to be run in 1997, will collect industry information using the Australian and New Zealand Standard Industrial Classification, which will provide information on persons employed in the accommodation, cafes and restaurants industry and the cultural and recreational services industry.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Irregular.

Historical data

Comparisons between the Training Expenditure Survey (1993) and the Training Practices Survey (1994), are possible. The next survey is planned for 1997.

Products and services available

*Publications*

*Employer Training Practices, Australia, 1994* (Cat. no. 6356.0)

*Other*

Special data services are available on request.

NAME OF COLLECTION

**Hospitality Industry Labour Force Survey**

Contact

Bureau of Tourism Research Statistical Inquiries  
Bureau of Tourism Research  
GPO Box 1545  
CANBERRA ACT 2601

Telephone: Canberra (06) 279 7176  
Facsimile: Canberra (06) 279 7298

Purpose

To provide a basis for labour force planning and assessment of training needs in the Australian tourism industry.

Description

The survey was designed to provide a profile of employment levels and recruitment/training needs of key segments of the hospitality sector, defined in terms of size and nature of activities. Restaurants, hotels without accommodation, accommodation establishments and clubs were the key segments surveyed. A stratified random sample of 15,000 establishments was selected.

Data detail

- number of establishments;
- employment;
- staff turnover;
- recruitment;
- staff training; and
- staff profiles.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Irregular.

Historical data

The survey was conducted during 1988 in respect of 1987 activities.

Products and services available

*Publications*

*Hospitality Industry Labour Force Survey Report, 1988*



## TOURISM AND THE ENVIRONMENT

### NAME OF COLLECTION

**Environmental Issues: People's Views and Practices**

### Contact

Environment Statistics Unit  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 7890  
Facsimile: Canberra (06) 252 5335

### Purpose

To assist government and other bodies in the development of environmental policies and programs.

### Description

Surveys were conducted in 1992, 1994 and 1996. However, only the 1992 survey collected information relating to tourism activities. The survey comprised personal interviews with a sample of about 15,000 households.

The 1996 survey provided data on recycling and hazardous waste practices in households, vehicle ownership and maintenance, and use of transport. It also provided information on environmental concerns, attitudes towards environmental protection and economic growth, and perceived quality of the environment.

Data on the use of Heritage Areas and National or State Parks will be collected in the 1998 survey. The frequency of the survey will be annual from 1998.

### Data detail

In relation to tourism, information was collected on the usage of heritage areas and national or State parks in the 1992 survey.

### Geographic coverage

Australia, States and Territories.

### Frequency of data availability

Irregular. The survey will be conducted annually from 1998.

### Historical data

First issue: May 1992.

### Products and services available

#### *Publications*

*Environmental Issues: People's Views and Practices* (Cat. no. 4602.0)

#### *Other*

Special data services are available on request.

NAME OF COLLECTION

**Survey of Visitors to Commonwealth Protected Areas**

Contact

Director  
Strategic Services  
Australian Nature Conservation Agency  
GPO Box 636  
CANBERRA ACT 2601

Telephone: Canberra (06) 250 0201  
Facsimile: Canberra (06) 250 0756

Purpose

To provide information to assist in management planning for Commonwealth protected areas.

Description

Personal interviews were conducted with a sample of visitors as they exited Commonwealth protected areas. Data collected show the usage of Commonwealth protected areas and the characteristics of the visitors who visit them.

Data detail

- visitor numbers;
- reason for visit;
- length of stay;
- age/sex of visitors;
- origin of visitors — local, interstate or international visitors;
- method of transport; and
- activity in parks.

Geographic coverage

The survey collected information on the following Commonwealth protected areas:

- Kakadu National Park (Northern Territory);
- Uluru Kata-Tjuta National Park (Northern Territory);
- Australia National Botanical Gardens (Australian Capital Territory);
- Jervis Bay National Park (Australian Capital Territory);
- Norfolk Island National Park (Commonwealth Territory); and
- Christmas Island National Park (Commonwealth Territory).

Frequency of data availability

Generally, visitor surveys are carried out on an annual or two-yearly basis.

Historical data

Data are generally available from the mid-1980s.

Products and services available

Information is available on request.

NAME OF COLLECTION

**Traffic Use of Selected Sites in Wet Tropics of Queensland World Heritage Area**

Contact

Executive Director  
 Planning Branch  
 Wet Tropics Management Authority  
 PO Box 2050  
 CAIRNS QLD 4870

Telephone: Cairns (070) 52 0555  
 Facsimile: Cairns (070) 31 1364

Purpose

To provide a measure of visitor use in the Wet Tropics of Queensland World Heritage Area.

Description

Data are collected by traffic counter which classifies vehicles into 13 different types. The data are collected on traffic use at various sites within the World Heritage Area.

Data detail

- vehicle use; and
- vehicle type.

Geographic coverage

A selection of 25 visitor sites within the Wet Tropics of Queensland World Heritage Area.

Frequency of data availability

Monthly collections; analysis and summary reports are prepared on an ad hoc basis.

Historical data

Data are available from 1993.

Products and services available

*Publications*

*Comparative Data Summary (1993 and 1994 Wet Season): Selected Sites, Wet Tropics World Heritage Area*

NAME OF COLLECTION

**Visitors to Wet Tropics of Queensland**

Contact

Executive Director  
 Planning Branch  
 Wet Tropics Management Authority  
 PO Box 2050  
 CAIRNS QLD 4870

Telephone: Cairns (070) 52 0555  
 Facsimile: Cairns (070) 31 1364

Purpose

To provide a measure of the characteristics of visitors and their use of the wet tropics.

Description

Personal interviews were conducted with a sample of visitors on site and at exit points. Data collected show the characteristics of visitors at various sites within the Wet Tropics Management Authority.

Data detail

- visits;
- visitor numbers — commercial and independent numbers;
- number of vehicles — commercial and independent vehicles;
- average length of stay;
- origin of visitor; and
- where visitor spent previous night.

Geographic coverage

Wet Tropics of Queensland — World Heritage Area.

Frequency of data availability

Irregular.

Historical data

Data are available only for the 1993 dry season and the 1993–94 wet season.

Products and services available

*Publications*

*Current Levels and Patterns of Visitor Use — Wet Tropics World Heritage Area*

## TOURISM EXPENDITURE

### NAME OF COLLECTION

#### **Household Expenditure Survey**

### Contact

Household Income and Expenditure  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 7614  
Facsimile: Canberra (06) 252 6870

### Purpose

To measure levels and patterns of expenditure on commodities and services by households in Australia.

### Description

The Household Expenditure Survey (HES) collects detailed information about the expenditure, income and household characteristics of a sample of households resident in private dwellings throughout Australia. The 1993-94 survey comprised a sample of 8,389 households. Household members keep diaries of their expenditure during a two-week period; information on personal income, personal and household characteristics and irregular or infrequent expenditure are collected by personal interview.

### Data detail

Broad expenditure categories are as follows:

- current housing costs (selected dwellings);
- fuel and power;
- food and non-alcoholic beverages;
- alcoholic beverages;
- tobacco;
- clothing and footwear;
- household furnishings and equipment;
- household services and operation;
- medical care and health expenses;
- transport;
- recreation;
- personal care; and
- miscellaneous commodities and services.

Data detail — *continued*

In relation to tourism, data are available regarding household expenditure on holidays, in Australia and overseas separately, including the amount spent on:

- fares;
- petrol;
- accommodation; and
- package tours.

## Geographic coverage

For HES publications and unpublished data: rural, urban, capital city, State and Australia.

For HES small area data (AUSPEND): data are available for small areas based on census collection districts. Data for areas containing under 1,000 households are not considered to be reliable.

## Frequency of data availability

The surveys are conducted about every five years.

## Historical data

Data are available for 1974–75, 1975–76, 1984, 1988–89 and 1993–94.

Note: Data for 1974–75 were collected from households in capital cities only (excluding Darwin). Data for 1975–76 and later surveys were collected from households in capital cities, other urban and rural areas. The first two surveys collected information on fewer commodities and services than those from 1984 and subsequent surveys.

## Products and services available

*Publications*

*User Guide: Household Expenditure Survey, Australia*  
(Cat. no. 6527.0)

*Household Expenditure Survey, Australia: Detailed Expenditure Items* Cat. no. (6535.0)

*Other*

*AUSPEND, Australia* (Cat. no. 6536.0). AUSPEND data are only available in respect of the 1993–94 survey.

Special data services are available on request, including tables to meet specific requests, and confidentialised unit record files on magnetic tape or floppy disk.

## Example of information available

AVERAGE WEEKLY HOUSEHOLD EXPENDITURE, 1993-94	
Type of expenditure	Value
	\$
Total commodity and service expenditure	602.11
Total holidays — Australia	14.06
Air fares	3.89
Holiday petrol	1.43
Motel and hotel charges	3.27
Airfare inclusive package tours	2.36
Total holidays — overseas	9.34
Air fares	3.64
Motel, hotel and other accommodation charges	1.26
Airfare inclusive package tours	3.87

TOURISM EXPENDITURE

NAME OF COLLECTION

**Domestic Tourism Expenditure Survey**

Contact

Bureau of Tourism Research Statistical Inquiries  
Bureau of Tourism Research  
GPO Box 1545  
CANBERRA ACT 2601

Telephone: Canberra (06) 279 7176  
Facsimile: Canberra (06) 279 7298

Purpose

To provide a measure of the economic importance of domestic travel within Australia.

Description

The collection provided information on expenditure by Australian residents aged 14 years and over on all tourism activity within Australia. The survey was a sample of Australian households and was conducted by personal interview during 1992. It was conducted in conjunction with the Domestic Tourism Monitor, with 1,000 interviews being conducted per week.

Data detail

- overnight trips;
- day trips;
- Australian component of overseas trips;
- State of origin;
- main destination;
- primary purpose of trip;
- duration of trip;
- life cycle group;
- main transport used;
- age and sex;
- traveller income;
- total expenditure; and
- average item expenditure.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Irregular.

Historical data

Data are available for 1992 only.



Products and services available

*Publications*

*Domestic Tourism Expenditure, 1992: Survey Results Summary*

*Other*

Unpublished data are available for finer level of detail.

## TOURISM FORECASTING

### NAME OF FORECAST

**American Express Tourism Leading Indicators**

### Contact

Membership and Council Services  
Tourism Council Australia  
PO Box E328  
QUEEN VICTORIA TERRACE ACT 2600

Telephone: Canberra (06) 273 1000  
Facsimile: Canberra (06) 273 4999

### Purpose of forecast

To provide the tourism industry with economic forecasts.

### Description

The collection provides a quarterly summary of industry expectations and forecasts for Australia's tourism industry. A mail-out questionnaire is sent to a wide cross-section of persons within the tourism industry.

### Data detail

- industry expectations;
- Australian overseas travel intentions;
- Australian domestic travel intentions;
- short-term visitor arrivals prospects;
- international economic growth prospects;
- regional economic outlook: developing Asia;
- Australia's international competitiveness; and
- Australian economic prospects overview.

### Geographic coverage

Australia.

### Frequency of data availability

Quarterly.

### Historical data

Data are available from August 1993.

### Products and services available

#### *Publications*

*American Express Tourism Leading Indicators*

NAME OF FORECAST

**Forecasts of Domestic Tourism**

Contact

The Editor, Forecast  
 Tourism Forecasting Council  
 GPO Box 1545  
 CANBERRA ACT 2601

Telephone: Canberra (06) 279 7115  
 Facsimile: Canberra (06) 279 7273

Purpose

To provide a sound basis for investment, policy and planning decisions.

Description

The level of domestic tourism activity in Australia is forecast for a five-year period.

Data detail

- trips;
- visitor nights;
- visitor expenditure;
- purpose of trip;
- State of main destination; and
- nights in hotels and motels.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Approximately every 12 months.

Products and services available

*Publications*

*Forecast*

Example of information available

FORECASTS OF DOMESTIC VISITOR NIGHTS BY PURPOSE OF TRAVEL

	<i>Business</i>	<i>Holiday</i>	<i>VFR(a)</i>	<i>Other</i>	<i>Total</i>
<i>Year</i>	<i>million</i>	<i>million</i>	<i>million</i>	<i>million</i>	<i>million</i>
1995-96	29.0	97.9	57.9	32.1	216.8
1996-97	29.5	99.5	59.3	32.2	220.5
1997-98	31.1	102.0	60.6	32.3	226.0
1998-99	32.3	105.0	62.8	32.5	232.6
1999-2000	33.0	107.6	65.2	32.6	238.4

(a) Visiting friends and/or relatives.

NAME OF FORECAST

**Forecasts of International Visitors to Australia**

Contact

The Editor, Forecast  
Tourism Forecasting Council  
GPO Box 1545  
CANBERRA ACT 2601

Telephone: Canberra (06) 279 7115  
Facsimile: Canberra (06) 279 7273

Purpose

To provide a sound basis for investment, planning and policy decisions.

Description

The level of international tourism activity in Australia is forecast for a 10-year period.

Data detail

- visitor numbers;
- visitor nights;
- visitor expenditure;
- country of origin;
- duration of stay; and
- nights in hotels and motels.

Geographic coverage

Australia.

Frequency of data availability

Approximately every 12 months.

Products and services available

*Publications*

*Forecast*

## Example of information available

## INTERNATIONAL VISITOR FORECASTS

Year	North America	Europe	New Zealand	Japan	Other Asia	Other countries	Total	Change from previous year
	'000	'000	'000	'000	'000	'000	'000	%
1996	388	827	540	783	1 436	246	4 220	11.9
1997	408	891	567	856	1 681	273	4 676	10.8
1998	433	959	589	948	1 947	302	5 179	10.8
1999	461	1 041	611	1 058	2 196	333	5 699	10.1
2000	485	1 149	674	1 180	2 443	368	6 299	10.5
2001	509	1 230	647	1 309	2 672	395	6 761	7.3
2002	532	1 325	658	1 400	2 882	422	7 219	6.8
2003	554	1 413	669	1 456	3 046	443	7 581	5.0

NAME OF FORECAST

**Forecasts of Outbound Travel**

Contact

The Editor, Forecast  
Tourism Forecasting Council  
GPO Box 1545  
CANBERRA ACT 2601

Telephone: Canberra (06) 279 7115  
Facsimile: Canberra (06) 279 7273

Purpose

To provide a sound basis for investment, policy and planning decisions.

Description

The forecasts are for a five-year period and cover the number of Australian residents departing to visit overseas.

Data detail

- resident departures; and
- purpose of trip.

Geographic coverage

Australia.

Frequency of data availability

Approximately every 12 months.

Products and services available

*Publications*

*Forecast*

NAME OF FORECAST

**Leading Indicators of Visitor Arrivals**

Contact

Bureau of Tourism Research Statistical Inquiries  
 Bureau of Tourism Research  
 GPO Box 1545  
 CANBERRA ACT 2601

Telephone: Canberra (06) 279 7176  
 Facsimile: Canberra (06) 279 7298

Purpose

To provide advance warning of short-term turning points in the rate of growth in international visitor numbers.

Description

The leading indicators provide an indication of future changes in the variation of international visitor arrival numbers around the trend, one to three years ahead.

Data detail

Leading indicator of international visitor arrivals.

Geographic coverage

Australia.

Frequency of data availability

Irregular.

Historical data

Data are available for 1995 only.

Products and services available

*Publications*

*Leading Indicators of Australian Visitor Arrivals, Occasional Paper 19*

TOURISM FORECASTING

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NAME OF FORECAST

**Queensland Lodging Industry Forecasts**

Contact

Senior Consultant  
 Horwath Asia Pacific  
 215 Adelaide Street  
 BRISBANE QLD 4001

Telephone: Brisbane (07) 3229 2838  
 Facsimile: Brisbane (07) 3229 9421

Purpose

To provide forecasts of monthly occupancy levels for major sectors of Queensland's hotel industry.

Description

Occupancy forecasts are provided based on ABS' Survey of Tourist Accommodation data on room nights in establishments providing short-term accommodation.

Data detail

- forecast occupancy levels; and
- increase in hotel supply.

Geographic coverage

Major tourism regions in Queensland.

Frequency of data availability

Quarterly.

Products and services available

*Publications*

*Forecasts: Queensland Lodging Industry Forecasts, quarterly*



## TOURISM, SPORT AND RECREATION

### NAME OF COLLECTION

**Participation in Selected Sporting, Recreational and Leisure Activities — Population Survey Monitor**

### Contact

Manager  
National Culture and Recreation Statistics Unit  
Australian Bureau of Statistics  
GPO Box 2272  
ADELAIDE SA 5001

Telephone: Adelaide (08) 8237 7402  
Facsimile: Adelaide (08) 8237 7421

### Purpose

To provide data on the participation in individual sport and physical activities by Australians aged 15 years and over.

### Description

The Population Survey Monitor is a quarterly household survey conducted throughout Australia of approximately 3,000 households. Information is obtained by face-to-face interviews.

### Data detail

- persons 15 years and over who have participated in organised sport and physical activities in the last 12 months;
- expenditure of persons by type of sport; and
- participation by children 5–14 years.

### Geographic coverage

Australia, States and Territories.

### Frequency of publication

Irregular.

### Historical data

Data are available for 1995–96.

### Products and services available

#### *Publications*

*Population Survey Monitor, Australia* (Cat. no. 4103.0)

*Sport and Recreation Participation, Australia* (Cat. no. 4177.0)

#### *Other*

Special data services are available on request.

NAME OF COLLECTION

**Survey of Sports Attendance**

Contact

Manager  
 National Culture and Recreation Statistics Unit  
 Australian Bureau of Statistics  
 GPO Box 2272  
 ADELAIDE SA 5001

Telephone: Adelaide (08) 8237 7449  
 Facsimile: Adelaide (08) 8237 7366

Purpose

To obtain information about the population's attendance at sports.

Description

The survey provided details on the characteristics of people who attend sports. It was a sub-sample of the Monthly Labour Force Survey. Approximately 26,000 persons were interviewed face-to-face.

Data detail

- persons attending sports by:
  - age;
  - sex;
  - State/Territory;
  - family status;
  - country of birth;
  - marital status;
  - employment;
  - level of qualifications;
- above characteristics are also available for various sports;
- frequency of attendance at various sports; and
- in relation to tourism, data are also available on people who attended sports whilst staying interstate.

Geographic coverage

Australia, States and Territories and some regions.

Frequency of data availability

Irregular.

Historical data

Data are available in respect of the 12 months ending March 1995.

Products and services available

*Publications*

*Attendance at Sports (Cat. no. 4174.0)*

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Survey of Dive Retail Establishments in Australia**

## Contact

Senior Lecturer in Resource Economics  
Centre for Coastal Management  
Southern Cross University  
PO Box 157  
LISMORE NSW 2480

Telephone: Lismore (066) 20 3775  
Facsimile: Lismore (066) 21 2669

## Purpose

To develop a profile of the recreational scuba diving industry in Australia.

## Description

A survey was undertaken of 350 retail businesses who were members of Dive Australia, the industry umbrella body. All members were targeted, using a mail-out questionnaire. The businesses provided details on the size, type and activities of their business.

## Data detail

- ownership of business;
- years of operation;
- previous employment;
- size of establishment;
- annual turnover;
- staffing;
- advertising;
- areas of business (sales, training, etc.); and
- training in business management.

## Geographic coverage

Australia.

## Frequency of data availability

Irregular.

## Historical data

1995.

## Products and services available

Data are available on request.

## NAME OF COLLECTION

**Survey of Recreational Scuba Divers in Australia**

## Contact

Senior Lecturer in Resource Economics  
Centre for Coastal Management  
Southern Cross University  
PO Box 157  
LISMORE NSW 2480

Telephone: Lismore (066) 20 3775  
Facsimile: Lismore (066) 21 2669

## Purpose

To develop a profile of the recreational scuba diving industry in Australia.

## Description

Data were collected in 1994-95 on the demographic and economic characteristics of divers, their travel patterns and reasons underlying the demand for diving. Survey questionnaires were placed in all Dive Australia member businesses. A total of 444 divers responded to the survey.

## Data detail

- diving experience and qualifications;
- type/location of recent dives;
- dive travel — domestic/international;
- expenditure on diving (annual);
- demand determinants;
- attitudes to congestion;
- demographic information; and
- income (household).

## Geographic coverage

Australia.

## Frequency of data availability

Irregular.

## Historical data

1995.

## Products and services available

Data are available on request.

## TOURIST ACCOMMODATION

### NAME OF COLLECTION

**Origin of Guests Survey**

### Contact

Manager  
Tourism National Project Centre  
Australian Bureau of Statistics  
GPO Box 9817  
BRISBANE QLD 4001  
Telephone: Brisbane (07) 3222 6215  
Facsimile: Brisbane (07) 3222 6284

### Purpose

To provide a better understanding of the origin of guests staying in Australian hotels, motels and guest houses.

### Description

The collection covered all hotels, motels and guest houses with facilities included in the quarterly Survey of Tourist Accommodation (STA). It sought percentage splits of room nights by origin of guest for the year ended 30 September 1995. The origin of guest proportions were applied to STA data to produce estimates for 1994-95. The collection included all 4,800 hotels, motels and guest houses in the STA. Data were collected by mail-out questionnaire.

### Data detail

- percentage of room nights by origin of guest;
- State or Territory of origin of domestic visitors; and
- usual country/region of residence of overseas visitors.

Data are available by:

- hotels and motels/guest houses;
- star grade; and
- geographic region.

### Geographic coverage

Australia.

### Frequency of data availability

Irregular.

### Historical data

1994-95.

### Products and services available

#### *Publications*

*Experimental Estimates of the Origin of Guests, Hotels, Motels and Guest Houses, Australia, 1994-95 (Cat. no. 9501.0)*

#### *Other*

Special data services are available on request.

NAME OF COLLECTION

**Survey of Tourist Accommodation**

Contact

Manager  
 Tourism National Project Centre  
 Australian Bureau of Statistics  
 GPO Box 9817  
 BRISBANE QLD 4001

Telephone: Brisbane (07) 3222 6215  
 Facsimile: Brisbane (07) 3222 6284

Purpose

To provide a measure of activity in short-term commercial accommodation in Australia.

Description

The survey is a quarterly census of in-scope establishment types, namely:

- hotels, motels and guest houses with ensuite facilities (4,800);
- holiday flats, units and houses (38,000);
- visitor hostels (450); and
- caravan parks (2,700).

Enumeration is by mail-out questionnaire.

Data detail

- number of establishments/letting entities;
- capacity (rooms/units/sites, bed spaces);
- occupancy (room/unit/site nights, guest nights, guest arrivals);
- occupancy rates (room/unit/site, bed spaces);
- average length of stay (days);
- takings from accommodation;
- employment (persons);
- seasonally adjusted and trend estimates for room nights and takings, hotels and motels/guest houses; and
- takings at constant prices for hotels, motels/guest houses.

Data are available by establishment type, star grading and geographic area.

Geographic coverage

Australia. Small area data are available at Statistical Local Area level, subject to confidentiality constraints.

Frequency of data availability

Quarterly — including monthly occupancy measures and takings.

## Historical data

- hotels, motels and guest houses with facilities from September quarter 1975;
- short-term caravan parks from September quarter 1977;
- long-term caravan parks from September quarter 1986;
- holiday flats, units and houses from September quarter 1987; and
- visitor hostels from September quarter 1991.

## Products and services available

*Publications**Tourism Indicators, Australia* (Cat. no. 8634.0)*Tourist Accommodation**Australia* (Cat. no. 8635.0)*New South Wales* (Cat. no. 8635.1)*Victoria* (Cat. no. 8635.2)*Queensland* (Cat. no. 8635.3)*South Australia* (Cat. no. 8635.4)*Western Australia* (Cat. no. 8635.5)*Tasmania* (Cat. no. 8635.6)*Northern Territory* (Cat. no. 8635.7)*Australian Capital Territory* (Cat. no. 8635.8)*Other*

Special data services are available on request, e.g. tailored time series in hard copy format or in ASCII comma delimited format on floppy disk.

TOURIST ACCOMMODATION

Example of statistical information available

TOURIST ACCOMMODATION, KEY FIGURES

<i>Particulars</i>	<i>Unit</i>	<i>September quarter 1995</i>	<i>September quarter 1996</i>	<i>Percentage change</i>
<b>HOTELS, MOTELS AND GUEST HOUSES</b>				
Rooms available	no.	168 912	172 421	2.1
Room nights occupied	'000	9 305.0	9 297.6	-0.1
Room occupancy rate	%	59.9	58.8	(a)-1.1
Takings from accommodation	\$'000	851 627	897 117	5.3
<b>HOLIDAY FLATS, UNITS AND HOUSES</b>				
Units, etc. available	no.	38 389	40 661	5.9
Unit nights occupied	'000	1 986.0	2 091.2	5.3
Unit occupancy rate	%	56.3	56.0	(a)-0.3
Takings from accommodation	\$'000	127 963	143 671	12.3
<b>CARAVAN PARKS</b>				
Sites, cabins, etc. available	no.	288 777	287 842	-0.3
Site nights occupied	'000	11 711.4	11 762.3	0.4
Site occupancy rate	%	44.1	44.4	(a)0.3
Takings from accommodation	\$'000	115 014	120 923	5.1
<b>VISITOR HOTELS</b>				
Bed spaces available	no.	26 397	29 551	11.9
Guest nights	'000	1 140.0	1 216.3	6.7
Bed occupancy rate	%	47.1	45.0	(a)-2.1
Takings from accommodation	\$'000	14 888	16 647	11.8

(a) Percentage points.



## NAME OF COLLECTION

**Australian Hotel Industry — Survey of Operations**

## Contact

Senior Consultant  
Horwath Asia Pacific  
215 Adelaide Street  
BRISBANE QLD 4001

Telephone: Brisbane (07) 3229 2838  
Facsimile: Brisbane (07) 3229 9421

## Purpose

To provide benchmarks for the financial performance of short-term accommodation establishments in Australia.

## Description

Resorts, serviced apartments and those establishments which have achieved star ratings of three or above are surveyed annually. The survey is conducted by mail-out questionnaire and forms are sent to a sample of around 80 to 120 accommodation establishments.

## Data detail

- industry trends;
- guest nationality;
- market mix;
- employment;
- rooms department operational statistics;
- food and beverage department operational statistics;
- administration and general expenses;
- marketing expenses; and
- energy and property operations and maintenance expenses.

## Geographic coverage

Australia.

## Frequency of data availability

Annual. The publication is usually released within 12 months of the reference period.

## Historical data

Data are available from 1984.

## Products and services available

*Publications*

*Australian Hotel Industry — Survey of Operations*

NAME OF COLLECTION

**Hostel Usage and Facilities: Where Guests Come From**

Contact

National Marketing Manager  
 Australian Youth Hostels Association (YHA)  
 Level 3, 10 Mallett Street  
 CAMPERDOWN NSW 2050

Telephone: Sydney (02) 9565 1699  
 Facsimile: Sydney (02) 9565 1325

Purpose

To provide a measure of usage of YHA hostels and the demographics of visitors who utilise YHA facilities.

Description

Data collected show characteristics of guests staying in YHA hostels and the type of accommodation facilities utilised. Details are recorded from guest membership cards of people staying at YHA hostels.

Data detail

- origin of guest — State of usual residence of Australian visitors and country of usual residence of overseas visitors (International Youth Hostel Federation members and non-members); and
- length of stay.

Geographic coverage

Australia, States and Territories.

Frequency of data availability

Annual.

Historical data

Data are available from 1990. Historical data are available only for some areas.

Products and services available

*Publications*

*YHA Annual Report* (there is an annual report for each State and Territory)

*Other*

Information is available on written request.

## NAME OF COLLECTION

**Independent Wheelchair Accessible Motel/Hotel Accommodation Survey**

## Contact

Information Manager  
I.D.E.A.S. Inc.  
PO Box 479  
TUMUT NSW 2720

Telephone: 1800 029904  
Facsimile: Tumut (069) 47 3723

Note: I.D.E.A.S. stands for Information and Disability Equipment Access and Services.

## Purpose

To provide details of accommodation facilities which provide independent wheelchair access.

## Description

Information is collected by mail-out questionnaire from motel/hotel accommodation establishments with independent wheelchair access facilities for people with physical disabilities.

## Data detail

- number of accommodation establishments with independent wheelchair access facilities for people with physical disabilities; and
- details of the wheelchair access facilities.

## Geographic coverage

Australia.

## Frequency of data availability

Information is updated annually.

## Historical data

From 1991.

## Products and services available

*Publications*

No data are published but data are available on request.

*Other*

1996 data are available on the Internet

<http://www.australis.net.au/ideas>

## TOURIST ATTRACTIONS

### NAME OF COLLECTION

**Attendance at Festivals — Population Survey Monitor**

### Contact

Manager  
National Culture and Recreation Statistics Unit  
Australian Bureau of Statistics  
GPO Box 2272  
ADELAIDE SA 5001  
  
Telephone: Adelaide (08) 8237 7449  
Facsimile: Adelaide (08) 8237 7421

### Purpose

To provide information on attendance at arts festivals throughout Australia.

### Description

The Population Survey Monitor is a quarterly household survey conducted throughout Australia of approximately 3,000 households. Information is obtained by face-to-face interviews. The survey was conducted over four quarters and has a sample of approximately 10,000 households.

### Data detail

- type of festival;
- cost of attending festival — free or fee charged; and
- whether the festival was more than 40 kilometres from home.

For festivals in a different State or Territory from the respondent's usual residence, respondents were asked:

- whether the festival was the main reason for travelling interstate;
- expenditure during visit; and
- number of persons aged 15 years and over covered by expenditure interstate.

### Geographic coverage

Australia, States and Territories.

### Frequency of data availability

Irregular.

### Historical data

Data are available for 1996.

### Products and services available

#### *Publications*

*Population Survey Monitor, Australia* (Cat. no. 4103.0)

#### *Other*

Special data services are available on request.

## NAME OF COLLECTION

**Botanic Gardens Usage — Population Survey Monitor**

## Contact

Survey Consultant  
 Population Survey Monitor  
 Australian Bureau of Statistics  
 GPO Box 2272  
 ADELAIDE SA 5001

Telephone: Adelaide (08) 8237 7303  
 Facsimile: Adelaide (08) 8237 7421

## Purpose

To provide information on the usage of botanical gardens throughout Australia.

## Description

The Population Survey Monitor is a quarterly household survey conducted throughout Australia of approximately 2,000 households. Information is obtained by face-to-face interviews.

## Data detail

- number of visitors;
- reasons for visiting botanical gardens;
- reasons for not visiting botanical gardens; and
- expenditure in botanical gardens.

Data are also available on the usage of botanical gardens in States and Territories that are not the usual residence of respondents. This provides a measure of tourism-related activity in botanical gardens.

## Geographic coverage

Australia, States and Territories.

## Frequency of data availability

Irregular.

## Historical data

Data are available for 1993 and 1994.

## Products and services available

*Publications*

*Population Survey Monitor, Australia* (Cat. no. 4103.0)

*Other*

Special data services are available on request.

NAME OF COLLECTION

**Survey of Attendance at Selected Cultural Venues**

Contact

Manager  
National Culture and Recreation Statistics Unit  
Australian Bureau of Statistics  
GPO Box 2272  
ADELAIDE SA 5001

Telephone: Adelaide (08) 8237 7449  
Facsimile: Adelaide (08) 8237 7366

Purpose

To provide information about attendance at selected cultural venues/activities.

Description

The survey collected details of the characteristics of people who attend a range of cultural venues including libraries, museums, various categories of music and performing arts performances, cinemas, botanic gardens and animal parks. The survey was a sub-sample of the Monthly Labour Force Survey. In the 1995 survey, approximately 26,000 persons were interviewed face-to-face.

Data detail

Details about those persons attending and not attending included:

- age;
- sex;
- State/Territory;
- family status;
- country of birth;
- marital status;
- employment;
- level of qualifications; and
- frequency of visits.

In relation to tourism, data are also available on whether people visited these venues whilst staying away from home.

Geographic coverage

Australia, States, Territories and some regions.

Frequency of publication

Irregular.

Historical data

The first survey was conducted in 1991. The most recent survey related to the 12 months ended March 1995.

Products and services available

Publications

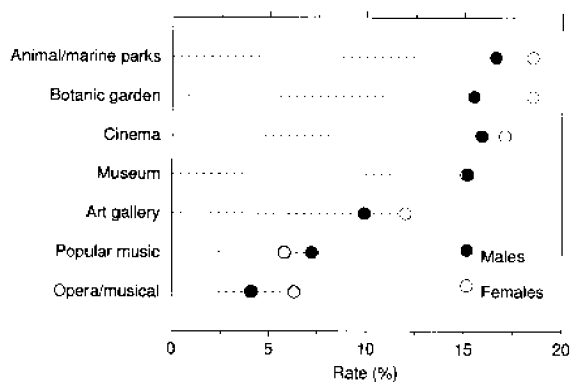
*Attendance at Selected Cultural Venues* (Cat. no. 4114.0)

Other

Special data services are available on request.

Example of information available

PEOPLE WHO ATTENDED SELECTED CULTURAL VENUES WHILE AWAY FROM HOME, 12 MONTHS ENDED MARCH 1995



## TRANSPORTATION

### NAME OF COLLECTION

**Survey of Motor Vehicle Use**

### Contact

Manager  
Survey of Motor Vehicle Use  
Australian Bureau of Statistics  
GPO Box 9817  
BRISBANE QLD 4001

Telephone: Brisbane (07) 3222 6294

Facsimile: Brisbane (07) 3222 6161

### Purpose

To provide information on the pattern of motor vehicle usage in Australia.

### Description

The collection is a sample survey and collects information on the use of selected motor vehicles, including passenger vehicles, motor cycles, light commercial vehicles, rigid trucks, articulated trucks and buses. The survey is conducted by mail-out questionnaire and is based on a 12 month recall methodology. The survey measures usage patterns over a 12 month period. The Survey of Motor Vehicle Use for 1995 was based on a sample of 22,200 vehicles registered for road use.

### Data detail

- vehicle characteristics;
- total distance travelled;
- trailer characteristics;
- driver characteristics;
- fuel use;
- area of travel;
- purpose of travel;
- passengers carried; and
- loads carried.

In relation to tourism, data are available on:

- bus usage, including passengers carried, kilometres travelled by type of bus and main type of service.

### Geographic coverage

Australia, States and Territories. Some data are available by capital city and provincial urban areas.

### Frequency of data availability

The Survey of Motor Vehicle Use has been conducted periodically since 1963 and every three years between 1976 and 1991. The most recent survey conducted was in respect of the 12 months ending 30 September 1995.



Historical data

Data are available for 1963, 1971, 1976, 1979, 1982, 1985, 1988, 1991 and 1995.

Products and services available

*Publications*

*Survey of Motor Vehicle Use, Australia* (Cat. no. 9208.0)

*Other*

Special data services are available on request.

## NAME OF COLLECTION

**Cairns Airport Passenger Statistics**

## Contact

Manager  
Marketing Services  
Cairns Port Authority  
PO Box 594  
CAIRNS QLD 4870

Telephone: Cairns (070) 52 3810  
Facsimile: Cairns (070) 52 1493

## Purpose

To monitor trends in air travel to Cairns for planning and development.

## Description

The collection provides information on passenger and aircraft movements at Cairns airport. Data are collected from customs records, airline declarations and Airservices Australia data.

## Data detail

- international/domestic passenger movements;
- international passenger movements by flight route;
- forecasts of international/domestic passenger movements;
- forecasts of international movements by flight route;
- aircraft movements;
- air cargo movements; and
- international airline schedule.

## Geographic coverage

Cairns airport.

## Frequency of data availability

Monthly.

## Historical data

Detailed data are generally available from 1984.

## Products and services available

*Publications*

*Passenger Statistics, Cairns Airport*

## NAME OF COLLECTION

**International Scheduled Air Transport**

## Contact

Director  
 Aviation Statistics and Analysis Section  
 Department of Transport  
 GPO Box 594  
 CANBERRA ACT 2601

Telephone: Canberra (06) 274 7912  
 Facsimile: Canberra (06) 274 7727

## Purpose

To provide information on the operations of international airlines operating into and out of Australia.

## Description

The statistics cover revenue traffic carried by operators of international scheduled air transport services. Data are supplied by airlines performing international scheduled operations to/from Australia.

## Data detail

- passengers and freight by airline of arrival/departure and the country of uplift/discharge;
- passengers and freight by international airport of arrival/departure;
- airline market shares and load factors; and
- industry analysis.

Some data are also available on mail carried by international airlines.

## Geographic coverage

Australia, cities with international airports including Port Hedland, Norfolk Island and Christmas Island.

## Frequency of data availability

Monthly, calendar and financial years.

## Historical data

Data are available from 1983. Data prior to 1983 may be available on request.

## Products and services available

*Publications*

*Monthly Provisional Statistics of International Scheduled Air Transport*  
*International Scheduled Air Transport*  
*Digest of Statistics*  
*Airport Traffic Data*

Products and services available — *continued**Other*

Tables from the publications mentioned above are available on diskette.

Data covering different time periods and time series are available on request.

## Example of information available

## SCHEDULED PASSENGER TRAFFIC THROUGH AUSTRALIAN INTERNATIONAL AIRPORTS

Airport	Year ended June 1993		Year ended June 1994		Year ended June 1995	
	no.	%	no.	%	no.	%
Sydney	4 647 515	47.6	5 019 004	47.3	5 603 058	48.4
Melbourne	1 788 700	18.3	1 871 604	17.6	1 931 251	16.7
Brisbane	1 428 860	14.6	1 599 086	15.1	1 838 023	15.9
Perth	949 578	9.7	1 068 373	10.1	1 156 050	10.0
Cairns	600 147	6.1	688 115	6.5	641 377	5.5
Adelaide	213 495	2.2	216 626	0.2	212 937	1.8
Darwin	96 459	1.0	113 889	1.1	138 398	1.2
Christmas Island(a)	—	—	11 476	0.1	27 031	0.2
Norfolk Island	17 722	0.2	16 262	0.2	15 189	0.1
Hobart	8 837	0.1	8 285	0.1	7 362	0.1
Port Hedland	4 878	—	3 699	—	1 649	—
Townsville(b)	2 874	—	5 557	0.1	1 611	—
<b>Total</b>	<b>9 759 065</b>	<b>100.0</b>	<b>10 621 976</b>	<b>100.0</b>	<b>11 573 936</b>	<b>100.0</b>

(a) International operations commenced November 1993.

(b) International operations ceased March 1991, recommenced November 1992 and ceased again in October 1994.

## NAME OF COLLECTION

**Major Australian Airlines**

## Contact

Director  
 Aviation Statistics and Analysis Section  
 Department of Transport  
 GPO Box 594  
 CANBERRA ACT 2601

Telephone: Canberra (06) 274 7912  
 Facsimile: Canberra (06) 274 7727

## Purpose

To report on the operations of major Australian airlines operating over Australian flight stages.

## Description

The collection provides information on carrier network and industry totals for major Australian airlines (scheduled operators using aircraft capable of carrying more than 38 passengers or 4,200 kilograms of payload) operating over Australian flight stages. Data are supplied by airlines to the Department.

## Data detail

- carrier and industry totals;
- airport traffic data;
- city pair statistics;
- airline fleets;
- aircraft utilisation; and
- commentary on the industry.

## Geographic coverage

Australia, Australian External Territories, towns/cities with airports.

## Frequency of data availability

Monthly, calendar and financial years.

## Historical data

A new series commenced in July 1994. Data prior to July 1994 may be available on request.

## Products and services available

*Publications*

*Domestic Airline Activity (Major Australian Airlines) Monthly Status Report*

*Major Australian Airlines*

*Digest of Statistics*

*Airport Traffic Data*

*Other*

Tables from the publications mentioned above are available on diskette.

## NAME OF COLLECTION

**Regional Airlines**

## Contact

Director  
Aviation Statistics and Analysis Section  
Department of Transport  
GPO Box 594  
CANBERRA ACT 2601

Telephone: Canberra (06) 274 7912  
Facsimile: Canberra (06) 274 7727

## Purpose

To report on the operations of the regional airline industry.

## Description

The collection provides information on scheduled operations of regional airlines using aircraft which can carry up to 38 passengers or 4,200 kilograms of payload. Publications are produced on a calendar and financial year basis as well as provisional data on a quarterly basis. Data are supplied by airlines to the Department.

## Data detail

- carrier and industry totals;
- airport traffic data;
- city pair statistics; and
- commentary on the regional airline industry.

## Geographic coverage

Australia, towns/cities with airports.

## Frequency of data availability

Quarterly, calendar and financial years.

## Historical data

Data are available from 1984. Data prior to 1984 may be available on request.

## Products and services available

*Publications*

*Regional Airlines*, quarterly  
*Regional Airlines*, calendar and financial years  
*Digest of Statistics*  
*Airport Traffic Data*

*Other*

Tables from the publications mentioned above are available on diskette.

## TRAVEL OPERATORS

### NAME OF COLLECTION

#### **Survey of Inbound Tour Operators**

### Contact

Manager, Tourism Statistics  
Transport and Tourism Statistics  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 5452  
Facsimile: Canberra (06) 251 5324

### Purpose

To provide information on the activities of inbound tour operators in Australia.

### Description

The survey covers inbound tour operators retailing or wholesaling package tours to overseas visitors. The collection obtains details in relation to the Australian content of such tours. The survey is conducted by mail-out questionnaire to about 250 tourism operators.

### Data detail

- number of passengers by country of origin;
- gross amount of invoices paid by those passengers for the ground content (e.g. coach transfers, accommodation, meals, cruises, etc.) of tours in Australia;
- full and part-time employment in Australia and full-time employment overseas; and
- number and language skills of tour guides and tour co-ordinators employed by the respondents business.

### Geographic coverage

Australia.

### Frequency of data availability

Annual.

### Historical data

Data are available from 1992-93.

### Products and services available

#### *Publications*

*Inbound Tour Operators, Australia, 1994-95* (Cat. no. 8690.0)

#### *Other*

Special data services are available on request.

Example of information available

During 1995-96, 1.6 million overseas visitors coming to Australia on package tours paid a total of \$1,400 million to Australian inbound tour operators for the Australian content of their tour. Of these visitors, 42% came from Japan and 33% came from other Asian countries.



## NAME OF COLLECTION

**Australia's Inbound Incentive Travel Management Report**

## Contact

Tourism Market Analyst  
 Australian Tourist Commission  
 Level 4, 80 William Street  
 WOOLLOOMOOLOO NSW 2011

Telephone: Sydney (02) 9360 1111  
 Facsimile: Sydney (02) 9332 4017

## Purpose

To provide information about the incentive travel market in Australia.

## Description

The collection comprised personal interviews with 32 leading inbound incentive travel operators in Australia to identify characteristics of the market. It also involved interviews with up to 12 leading incentive travel operators in Germany, the United Kingdom, the United States, Japan and New Zealand, to identify key features of incentive travel from these markets and their views of Australia as an incentive travel destination.

## Data detail

- inbound market comparison;
- market trends;
- the changing nature of incentive travel;
- effect of taxation;
- arrangement of incentive travel;
- average cost of programs;
- seasonal influences;
- length of stay;
- group size/sex;
- meetings and seminars;
- lead times; and
- marketing and promotion.

## Geographic coverage

Australia, Germany, United Kingdom, United States, Japan and New Zealand.

## Frequency of data availability

Irregular.

## Historical data

The first survey was conducted in 1994.

## Products and services available

*Publications*

*Australia's Incentive Inbound Travel Market — Management Report*

## NAME OF COLLECTION

**Travel Distribution Business Indicators Series**

## Contact

Director/Senior Analyst  
Analyst Strategy Pty Ltd  
Access Research Group  
Level 5, 68 Alfred Street  
MILSONS POINT NSW 2061

Telephone: Sydney (02) 9956 7179  
Facsimile: Sydney (02) 9956 7165

## Purpose

To allow performance evaluation by Australian travel retailers and wholesalers.

## Description

The survey involves continuous tracking of representative samples of Australian-based travel agents/wholesalers on a national basis. It provides indicators of business activities and is supplemented by significant attitudinal data about key industry issues. The survey is conducted by self-completion questionnaire sent to a sample of 2,400 establishments.

## Data detail

- revenue and profitability;
- salary, remuneration and incentives;
- segmented operating expenses;
- mix of sales;
- merchandising policy;
- complete enterprise structures;
- market outlook;
- commissions generated;
- commissions yield;
- payment systems used;
- technology adoption; and
- other (various) attitudinal data on a survey by survey collection basis.

## Geographic coverage

Australia, States and Territories and selected regions.

## Frequency of publication

Twice a year.

## Historical data

Data are available from 1990.

Products and services available

Publications

*Travel Distribution Business Indicators Series*

Other

Unpublished data may be available on request.

## TOURISM — OTHER

### NAME OF COLLECTION

#### **Census of Population and Housing**

### Contact

Client Services  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6627  
Facsimile: Canberra (06) 253 1404

### Purpose

To provide statistics on key characteristics of people and households in Australia on census night. Amongst other things, the information is used for forward planning by government, industry and community groups.

### Description

The Census is conducted every five years and is an enumeration of the entire population. Information is collected from all Australian households by self-completion questionnaires. Detailed information is available for small geographic areas and small population groups.

### Data detail

- visitor numbers (intrastate, interstate and overseas);
- demography (e.g. age, sex, marital status);
- ethnicity (e.g. birthplace, year of arrival);
- education;
- income;
- labour force, (e.g. status, occupation, industry). Census data can provide an indication of employment in tourism-related industries;
- transport (e.g. number of motor vehicles garaged); and
- dwellings (e.g. rent, mortgage).

Data for overseas visitors and visitors enumerated in short-term accommodation (e.g. hotels and motels, etc.) are subject to considerable undercount and a high non-response rate for most questions. This severely impairs the usefulness of the data for the purposes of ascertaining the number of visitors enumerated in these types of accommodation and understanding their characteristics.

A restricted range of information on overseas visitors will be available from the 1996 Census.

### Geographic coverage

Australia, States and Territories. Data are classified according to the Australian Standard Geographic Classification and are available for small areas down to Collection District.

Frequency of data availability

Conducted every five years. The last census was held in August 1996.

Historical data

The first census conducted by the Commonwealth of Australia was held in 1911 and censuses have been held at irregular intervals to 1961. Since 1961, a census has been conducted every five years.

Products and services available

*Other*

Community profiles are available in hard copy and all standard electronic formats. PC customers are supplied with simple data selection, viewing and aggregation software.

CDATA96 — a CD-ROM product which contains census and digital map data and data manipulation and mapping software.

Customised tables. PC customers are supplied with a simple data selection, viewing and aggregation software.

Map data are available in hard copy and all common digital formats.

NAME OF COLLECTION

**Time Use Survey**

Contact

Director  
Welfare Section  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6316  
Facsimile: Canberra (06) 253 1673

Purpose

To measure the daily activity patterns of people in Australia in order to establish a basic Australian time use profile and to help derive a monetary value for all forms of unpaid work.

Description

This survey examines how people allocate time to different kinds of activities. It provides information on time spent in paid work, unpaid housework and shopping, caring for children and frail, sick and disabled people, community participation, education, leisure and personal maintenance. For the 1992 survey, a national sample was taken of approximately 3,000 households. Data were collected by personal interview of householders and by diaries kept by each person aged 15 and over in households. Basic demographic and socio-economic characteristics were collected by interview. These include age, sex, birthplace, birthplace of parents, employment, education and income. Information was collected by diary on the activities in which people engaged and the time they spent on them.

Data detail

The main activity categories include:

- labour force;
- domestic activities;
- child care/minding;
- purchasing goods and services;
- personal care;
- education;
- voluntary work and community participation;
- social life and entertainment;
- active leisure; and
- passive leisure.

Time use data are classified by socio-economic and demographic characteristics of householders.

Data are available for Australia and larger States. Capital city, rest of State, urban and rest of State rural data may be available on a consultancy basis.

Data detail — *continued*

With regard to tourism, under the category 'active leisure', information was collected on the time spent on holiday travel and driving for pleasure.

## Geographic coverage

Australia.

## Frequency of data availability

Five-yearly.

## Historical data

The first survey was conducted in 1992. The next survey is scheduled for 1997.

## Products and services available

*Publications*

*Time Use Survey, Australia — User's Guide* (Cat. no. 4150.0)

*How Australians Use Their Time — Selected Findings from the 1992*

*Time Use Survey, Australia* (Cat. no. 4153.0)

*Focus on Families: Family Life* (Cat. no. 4425.0)

*Other*

*Time Use Survey, Australia — Unit Record File* (Cat. no. 4152.0)

## Example of information available

## AVERAGE TIME SPENT ON HOLIDAY TRAVEL, DRIVING FOR PLEASURE, 1992

<i>Population group</i>	<i>Hours per week</i>		
	<i>Males</i>	<i>Females</i>	<i>Persons</i>
For all persons	0.6	0.6	0.6
For participants(a)	14.6	14.2	14.4

(a) Participants refer to the population who actually engaged in the particular activity. Average time for participants gives a more realistic picture of the average amount of time spent on it by people who actually did the activity.

NAME OF COLLECTION

**Survey of Attitudes to the Australian Outback**

Contact

Department of Tourism  
James Cook University  
TOWNSVILLE QLD 4811

Telephone: Townsville (077) 81 4100

Facsimile: Townsville (077) 25 1116

Purpose

To identify tourists' perceptions of the Australian outback.

Description

Data were collected by personal interview of 1,400 North Queensland residents and tourists on their experiences with the Australian outback.

Data detail

- visited outback — yes or no;
- outback locations visited;
- favourite place;
- transportation;
- length of stay;
- accommodation;
- best experiences;
- worst experiences;
- outback activities;
- outback features;
- souvenirs;
- age;
- sex; and
- place of residence.

Geographic coverage

North Queensland.

Frequency of data availability

Irregular.

Historical data

1993.

Products and services available

*Publications*

*Outback Tourism: The Authentic Australian Adventure*



## NAME OF COLLECTION

**Survey of Maps Presented to Australian Tourists**

## Contact

Department of Tourism  
James Cook University  
TOWNSVILLE QLD 4811

Telephone: Townsville (077) 81 4100

Facsimile: Townsville (077) 25 1116

## Purpose

To construct a taxonomy of Australia's tourist maps.

## Description

The collection covered approximately 4,400 maps that are presented to tourists by tourist operators. A mail-out request was sent to a sample of 1,700 tourist operators who were on the mailing lists of Australian, State and Territory Tourism Commissions.

## Data detail

- map size;
- number of colours;
- area represented;
- type of tourist operation;
- map style;
- number of dimensions in presentation;
- presentation style;
- paper quality;
- travel mode indicated;
- scale;
- legend; and
- purpose of map.

## Geographic coverage

Australia.

## Frequency of data availability

Irregular.

## Historical data

1990.

## Products and services available

*Other*

Data are available on the 4,400 maps in the collection.

## CHAPTER 2      FRAMEWORK FOR THE COLLECTION AND PUBLICATION OF TOURISM STATISTICS

### BACKGROUND

The rapid development of tourism in Australia in recent years has been accompanied by an increase in the need for more information on the size, characteristics and economic role of this increasingly important activity.

The development of statistical collections designed to address the need for more information, however, has tended to be disjointed and uncoordinated. The wide diversity of tourism interests requiring information is reflected in the decentralised supply of the information. The major producers of statistical information are the Bureau of Tourism Research, the Australian Bureau of Statistics (ABS), the various State/Territory Tourism Commissions, as well as academic institutions and private sector consultants.

In addition, development of the collections has occurred without the benefit of the availability of a set of consistent standards applying to concepts, definitions and classifications. This has significantly restricted the value of the various collections by inhibiting or preventing comparison and linkage between them.

To address this situation the ABS first produced in 1991 a draft *Framework for the Collection and Publication of Tourism Statistics*. Since then the Framework has been undergoing constant revision to reflect continuing development of the standards. It is now being revised to incorporate the new international statistical standards of the World Tourism Organisation (WTO).

By incorporating a set of consistent concepts, definitions and standards, the Framework provides the basis for adopting a 'common language' for all collections, both current and future. The use of this set of standards will provide linkage and comparability between the various Australian collections. It will also provide comparability with collections in other countries which have adopted the WTO international standards.

### THE MODEL

The Framework adopts the internationally accepted approach that tourism is a demand side activity, comprising the activities of a particular type of consumer — visitors. 'Visitors' includes, in addition to recreational tourists, persons visiting an area for business and other reasons. The Framework identifies and provides the definitions of the various types of visitors; domestic, international, overnight and same-day visitors.

The Framework identifies the types of statistics that are generally required, i.e. those which in some way measure or describe the activities of these visitors. An activity is identified as an 'event' (or transaction) in which a *visitor* obtains a *product* from a *supplier*.

The Framework model is based on this transaction which comprises three elements:

CONSUMER      ►      PRODUCT      —►      SUPPLIER

The statistics either measure a relationship between two of these elements, e.g. value of purchases of food (product) by same-day visitors (consumer), or describe some aspect of one of the elements, e.g. number of employees in the accommodation sector (supplier).

The order of the elements and the arrows between them illustrate the hierarchical relationship between the elements. The principal element of the transaction is the 'consumer'. Only if the consumer meets the definition of a 'visitor' is the 'product' and, consequently, the 'supplier' involved in the transaction, relevant. For example, a restaurant meal can be supplied to a resident or a visitor. In principle, if the consumer is a visitor then the transaction would be included, but if the consumer is a resident then it would not be included. (In practice, of course, such distinctions cannot always be made.)

The Framework provides classification systems for each of the three elements.

The CONSUMER is classified as:

- international visitor:
  - tourist (overnight visitor);
  - same-day visitor;
- domestic visitor:
  - tourist (overnight visitor); and
  - same-day visitor.

The PRODUCT is classified into seven broad product groups:

- package travel;
- accommodation;
- food and drink;
- transport;
- recreation and culture;
- shopping; and
- other.

These broad product groups are further broken down into more detailed categories.

The SUPPLIER group is classified according to a standard classification such as the Australian and New Zealand Standard Industrial Classification (ANZSIC). A custom-built tourism supply-side classification, based on ANZSIC, is being developed.

Associated with each of the three elements is a list of typical measures, e.g. age and sex for consumers, expenditure for products and value of

sales for suppliers. The Framework provides classification systems and definitions for all of the typical measures.

The Framework provides the 'common language' for use in all tourism statistical collections and is intended for use by all providers and users of tourism statistics.

Copies of the Framework can be obtained from:

Assistant Director  
Tourism Statistics  
Australian Bureau of Statistics  
PO Box 10  
BELCONNEN ACT 2616

Telephone: Canberra (06) 252 6348  
Facsimile: Canberra (06) 251 5324

## CHAPTER 3 TOURISM STATISTICS CLASSIFICATIONS

The United Nations and World Tourism Organisation published *Recommendation on Tourism Statistics* in 1994. This publication contains a comprehensive set of recommendations relating to concepts, definitions and classifications for tourism statistics. The recommendations were ratified by the United Nations Statistical Commission in 1993 as the official international standards relating to tourism statistics. The Australian *Framework for the Collection and Publication of Tourism Statistics* (see chapter 2) adopts these standards, most of which are presented in the publication.

In addition to these standards, the Australian Bureau of Statistics (ABS) has been undertaking development of a number of classifications specifically designed for use in this country:

- Australian Standard Classification of Visitor Accommodation; and
- Australian Standard Tourism Activities Classification.

### AUSTRALIAN STANDARD CLASSIFICATION OF VISITOR ACCOMMODATION (ASCOVA)

Accommodation is an important component of tourism, and statistics on accommodation supply and demand are an important component of the overall tourism statistics framework. The purpose of the ASCOVA is to provide the structure for a consistent, comprehensive and objective classification system for producing, organising and reporting statistical information regarding accommodation used by visitors.

The classification is designed for use in any statistical collection which requires a breakdown of type of accommodation. It can be used where accommodation establishments are the collection unit, e.g. in supply-side statistics, or where accommodation type is a variable, e.g. in demand-side statistics. This facilitates linkage between accommodation supply-side and demand-side statistics. The classification goes beyond what might normally be considered 'visitor accommodation' and provides a comprehensive listing to enable the identification of any possible type of place in which a visitor might spend a night.

The classification has a hierarchical structure, containing various levels, each of which provides more detailed categories than the previous level. The summary below shows the classification down to the two-digit level of detail. At its most detailed level, the classification provides a four-digit categorisation for some accommodation types.

- 1 HOTELS AND SIMILAR ACCOMMODATION
  - 11 Hotels and resorts
  - 12 Motels, guest houses and similar accommodation
  - 13 Other commercial accommodation
- 2 TRANSPORT AND INSTITUTIONAL ACCOMMODATION
  - 21 Accommodation on transport modes
  - 22 Institutional and other commercial accommodation
- 3 NON-COMMERCIAL ACCOMMODATION
  - 31 Private property
  - 32 Other non-commercial accommodation

#### AUSTRALIAN STANDARD TOURISM ACTIVITIES CLASSIFICATION (ASTAC)

While 'tourism' is defined, for statistical purposes, in demand-side terms (i.e. in terms of the activities of a particular type of consumer), it is often required to view the activity from a supply-side perspective. This may be required when examining the economic impact of tourism demand on the economy in general or on particular sectors of the economy. There is a need, therefore, to identify those supply-side economic activities which are relevant to tourism. The framework for identifying types of economic activity in Australia is the Australian and New Zealand Standard Industrial Classification (ANZSIC). While many of the ANZSIC four-digit classes are clearly relevant to tourism, there are some classes which are highly heterogeneous and comprise activities which are relevant to tourism and activities which are not. Consequently, the ANZSIC, as it stands, is not particularly useful to provide a tourism supply-side frame.

At the international level the same issue applies to the International Standard Industrial Classification (ISIC). To provide a tourism supply-side frame, the World Tourism Organisation has produced the Standard International Classification of Tourism Activities (SICTA). The SICTA basically comprises those four-digit ISIC classes which are relevant to tourism plus new sub-classes which isolate those activities relevant to tourism which are aggregated with non-tourism-related activities in other four-digit ISIC classes.

The ABS is, in 1997, developing an ANZSIC-based Australian version of the SICTA. A proposed departure from the SICTA, however, is to only include in the ASTAC those activities which involve the direct supply of a product to a visitor. The SICTA goes further by including some indirect suppliers.

When developed, the ASTAC will provide a profile of tourism-characteristic supply-side activities, which can be used as a frame for identifying economic activities to be included in tourism supply-side statistical collections.

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