

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Senate Estimates

1 June 2010

Question: BR18
Topic: Tourism visitor statistics
Proof Hansard Page: E48

Senator MacDonald asked:

Senator IAN MACDONALD-Thanks for the answers to questions on notice from last time about visitors in North Queensland. To a degree, I want to follow on from Senator Eggleston's questions. Do you have any intelligence on who the tourists are who go to Broome and Darwin, and why?

Mr McEvoy-I think the international visitor survey would give us some guide. We will take that on notice and give you some facts on Darwin, Cairns and Townsville.

Senator IAN MACDONALD-I said Darwin and Broome, but you could include tropical North Queensland, plus the Whitsundays, if you would. I think the PBS says you have noticed a bit of a falling off in business events tourism due to the global financial crisis. Do you have any sorts of statistics on that or is it just a feeling?

Mr McEvoy-It is definitely statistics.

Answer:

Results from the International Visitor Survey (IVS) and National Visitor Survey (NVS) are available for over 80 tourism regions across Australia. These regions include: Australia's North West; Darwin; Tropical North Queensland; Northern Queensland; and the Whitsundays. These publications are available on the Department's website (www.ret.gov.au/tourism/tra).

Table 1 provides top line estimates of domestic and international visitation to each of these tourism regions for the year ending March 2010. IVS and NVS estimates for the main reasons why people visit these regions and the most common origins of these visitors are presented at **Attachment A**.

Table 1: Domestic overnight and international visitation to selected tourism regions

Tourism Region	Domestic Overnight Visitors ('000)	Domestic Visitor Nights ('000)	Domestic Regional Expenditure (\$ million)	International Visitors ('000)	International Visitor Nights ('000)	International Regional Expenditure (\$ million)
Australia's North West	435	2,967	440	63	1,626	91
Darwin	582	3,201	697	167	1,868	151
Tropical North Queensland	1,511	8,622	1,791	659	6,250	816
Northern Queensland	766	3,079	514	144	1,383	121
Whitsundays	449	1,961	574	222	1,284	163

Where adequate sample is available, data from the IVS and NVS can also be compiled at the Local Government Area (LGA) level. To ensure robustness of estimates, this data is typically averaged over three or four years to overcome any year to year volatility that may occur with small sample sizes.

Three year average estimates of domestic and international visitation to the LGAs of Broome, Cairns and Townsville are provided in Table 2 (below). IVS and NVS estimates for the main reasons why people visit these LGAs and the most common origins of these visitors are presented at **Attachment B**.

Table 2: Domestic overnight and international visitation to selected LGAs

LGA	Domestic Overnight Visitors ('000)	Domestic Visitor Nights ('000)	International Visitors ('000)	International Visitor Nights ('000)
	Three year average			
Broome	172	1,218	39	332
Cairns	965	4,547	706	5,196
Townsville	727	2,641	131	1,148

Tourism Research Australia (TRA) released 2008-09 regional profiles for 85 tourism regions in February 2010, including Australia's North West, Darwin, Tropical North Queensland, Northern Queensland and Whitsundays. The regional profiles are produced by TRA on an annual basis with the 2009/10 series due for release in December 2010.

ATTACHMENT A

Visitors to selected Tourism Regions by Purpose and Origin, Year ending March 2010

Visitor Type	Australia's North West		Darwin		Tropical North Queensland		Northern Queensland		Whitsundays	
	'000	%	'000	%	'000	%	'000	%	'000	%
<i>Domestic</i>										
<i>Overnight</i>										
Holiday	165	38	263	45	830	55	312	41	311	69
VFR	40	9	104	18	354	23	186	24	80	18
Business	216	50	181	31	278	18	197	26	na	
NSW	na		92	16	195	13	98	13	97	22
VIC	na		119	20	247	16	52	7	72	16
QLD	na		99	17	965	64	585	76	259	58
SA	na		59	10	43	3	na		na	
WA	319	73	49	8	na		na		na	
TAS	na		na	2	na		na		na	
NT	na		144	25	na		na		na	
ACT	na		na		na		na		na	
Total	435	100	582	100	1511	100	766	100	449	100
<i>International</i>										
<i>Visitors</i>										
Holiday	40	63	128	77	599	91	118	82	213	96
VFR	5	8	12	7	32	5	19	13	6	3
Business	11	18	16	10	17	3	na		na	
NZ	9	14	15	9	34	5	11	7	8	4
UK	10	16	28	17	119	18	40	28	66	30
Germany	9	14	24	14	50	8	21	15	30	13
Other Europe	19	29	48	29	130	20	41	28	68	31
Japan	na		2	1	95	14	na		11	5
China	na		na		47	7	na		na	
Other Asia	8	12	25	15	46	7	7	5	5	2
USA	4	6	12	7	79	12	11	7	18	8
Elsewhere	4	7	13	8	58	9	13	9	16	7
Total	63	100	167	100	659	100	144	100	222	100

Note 1: The most common reasons for visiting are shown. Other reasons for visiting are not separately identified but included in the visitor total.

na Data not available. The estimate is based on too small a sample for reporting purposes.

ATTACHMENT B

**Visitors to selected Local Government Areas by Purpose and Origin
Three Year Average to March 2010**

Visitor Type	Broome		Cairns		Townsville	
	'000	%	'000	%	'000	%
<i>Domestic</i>						
<i>Overnight</i>						
Holiday	108	63	504	52	238	33
VFR	na		244	25	214	29
Business	na		168	17	218	30
				0		0
NSW	na		171	18	76	11
VIC	na		163	17	na	
QLD	na		536	56	581	80
SA	na		39	4	na	
WA	97	56	na		na	
TAS	na		na		na	
NT	na		na		na	
ACT	na		na		na	
Total	172	100	965	100	727	100
<i>International</i>						
<i>Visitors</i>						
Holiday	35	89	641	91	108	82
VFR	na		29	4	15	12
Business	na		21	3	na	
NZ	na		32	5	10	8
UK	7	18	119	17	36	27
Germany	7	17	48	7	18	14
Other Europe	14	37	128	18	37	28
Japan	na		144	20	na	
China	na		46	6	na	
Other Asia	na		48	7	5	4
USA	3	7	82	12	9	7
Elsewhere	2	6	60	8	14	11
Total	39	100	706	100	131	100

Note 1: The most common reasons for visiting are shown. Other reasons for visiting are not separately identified but included in the visitor total.

na Data not available. The estimate is based on too small a sample for reporting purposes.