Tourism data sources and definitions

Report produced May 2024 by Tourism and Events Research

Department of Jobs, Skills, Industry and Regions (DJSIR).

# Table of contents

[1.Tourism data definitions 2](#_Toc167188595)

[2. National Visitor Survey (NVS) 3](#_Toc167188596)

[2.1 NVS survey methodology 3](#_Toc167188597)

[2.2 Key NVS metrics 3](#_Toc167188598)

[2.3 NVS publishing guidelines 3](#_Toc167188599)

[2.4 Data limitations of the NVS 5](#_Toc167188600)

[3. International Visitor Survey (IVS) 5](#_Toc167188601)

[3.1 IVS survey methodology 5](#_Toc167188602)

[3.2 Key IVS metrics 5](#_Toc167188603)

[3.3 IVS publishing guidelines 6](#_Toc167188604)

[3.4 Data limitations of the IVS 7](#_Toc167188605)

[4. Overseas arrivals and departures (OAD) 8](#_Toc167188606)

[4.1 Data limitations of the OAD 8](#_Toc167188607)

[5. Tourism forecasts 8](#_Toc167188608)

[5.1 Forecast methodology 9](#_Toc167188609)

[5.2 Data limitations of forecasts 9](#_Toc167188610)

[6.Tourism Satellite Account (TSA) 9](#_Toc167188611)

[6.1 TSA methodology 9](#_Toc167188612)

[6.2 Key concepts of TSA 10](#_Toc167188613)

[6.3 TSA reporting levels 10](#_Toc167188614)

[6.4 Data limitations of TSA 11](#_Toc167188615)

[6.5 Key TSA metrics 11](#_Toc167188616)

[7. Tourism business counts 11](#_Toc167188617)

[7.1 Business counts methodology 12](#_Toc167188618)

[7.2 Data limitations of business counts 12](#_Toc167188619)

[8. Tourism investment monitor 12](#_Toc167188620)

[8.1 Methodology 13](#_Toc167188621)

[8.2 Data limitations 13](#_Toc167188622)

[9. Data disclaimer 13](#_Toc167188623)

# Tourism data definitions

* A tourist (in accordance with the United Nations World Tourism Organization) is defined as someone who is away from home for less than one year continuously, for the purposes of leisure (including holiday and visiting friends and/or relatives), business, education, employment or other personal reason, other than to be employed by a resident entity in the country or place visited.
* Average annual growth (AAG) is a calculation of the average annual increase or decrease over a specified number of years.
* Domestic day trip visitors are those who have travelled for a round trip distance of at least 50km, are away from home for at least 4 hours and do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work or school and home.
* Domestic overnight visitors are those who have taken a trip away from home for at least one night (and less than one year), at a place at least 40km from home. A person is a visitor to a location if they stay one or more nights in the location while travelling.
* International overnight visitors have stayed in Australian for less than one year and are departing through one of the eight major international airports. Passengers who depart via another gateway, or via other transport methods such as cruise ships are not captured within the survey however are included in the benchmarked results (please refer to International Visitor Survey methodology).
* Net visitor numbers are reported within each geographic region. For example, if a visitor has a stopover of one night in Benalla and one night in Wangaratta, they are counted as a single visitor to the High Country region. Visitors to different locations can't be added as some people may visit multiple locations and you may double count and overestimate visitor numbers. For example, visitors to Melbourne and regional Victoria may not add up to the Victoria total.
* Tourism spend is a measure of spend on tourism activity by visitors. The NVS and IVS only collect spend for the respondent’s entire journey, not individual stops. To determine the impact that the visitor activity is having on a particular region, Tourism Research Australia (TRA) uses a model-based approach to allocate visitors spend to Australia’s tourism regions.
* Tourism regions: Tourism and Events primarily reports on Victoria’s 12 tourism regions, including Melbourne. Some larger tourism regions also contain sub-regions. Each region/ sub-region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s) developed by the Australian Bureau of Statistics (ABS). SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). A map of Victoria’s sub-regions is available at [Tourism Research Australia.](https://www.tra.gov.au/en/regional/tourism-regions) A geographic mapping tool which enables comparisons of different types of geographic regions is available at the [Australian Bureau of Statistics](https://maps.abs.gov.au/index.html).
* Visitor nights is a measure of the total number of nights spent by overnight visitors on overnight trips (e.g., one visitor can spend several nights away). The nights of visitors can be added as they are mutually exclusive.

# 2. National Visitor Survey (NVS)

## 2.1 NVS survey methodology

* The NVS commenced in 1998 to provide an official measure of travel by Australian residents.
* NVS respondents are randomly sampled to be representative of the Australian population. NVS trip records are benchmarked to the ABS estimated resident populations according to their age group, gender and place of residence.
* NVS interviews are conducted with people who have travelled for a range of purposes i.e., holiday, visiting friends and relatives (VFR), business, education and employment. Travellers must not have been away from home continuously for more than a year.
* The NVS is conducted with Australians aged 15 years or more by Computer-Assisted Telephone Interviewing (CATI). Over time, the CATI approach has evolved in response to changes in telecommunications and respondent behaviour.
* From 2019, all interviewing has been conducted via mobile phone (until 2013, all interviews were conducted via household landline and between 2014 and 2018, interviews were evenly split between household landline and mobile phones).
* The estimated sample for 2023 was 75,000 and it is expected that there will be approximately 60,000 sample in 2024 due to declining survey response rates because of factors such as population shifts, phone scams etc.
* The relevant recall periods for travellers are within the last 7 days for daytrips; within the last 28 days for domestic overnight trips; and within the last 3 months for outbound trips.
* Overnight trips must include at least one night away from home and be a minimum of 40 kilometres from the respondent’s usual place of residence.
* Day trips must have a round trip distance of at least 50 kilometres from the respondent’s usual place of residence and a minimum duration of four hours. Day trips taken as part of an overnight trip, or those that are routine (for example, from home to work/school, or an intrinsic part of a person’s job), are not included.
* The NVS is co-funded by the Commonwealth, state and territory governments.
* Headline results from the NVS are published monthly with more detailed results available quarterly.
* For further information on the NVS methodology visit [Tourism Research Australia.](https://www.tra.gov.au/en/domestic/national-visitor-survey-methodology)

## 2.2 Key NVS metrics

* The NVS includes over 70 questions related to destination, purpose, travel package, information sources, transportation, activities, expenditure, accommodation, travel party and demographics (as well as other types of information).
* To note: spend is collected for the respondent’s entire journey, not for individual stops. TRA uses the regional expenditure model (REX) to allocate visitor spend to Australia’s tourism regions.

## 2.3 NVS publishing guidelines

Estimates are broadly published based on the following threshold rules. This is a guide only and other TRA publishing rules may be considered.

Note: Where there are two rules, both must be satisfied for data to be published.

Some results may be supressed due to sampling variability. Estimates that fall below these thresholds are indicated in publications by a blank or np for not publishable.

### Table 2.3.1: NVS visitor thresholds

| **Measure visitors** | **Rule 1** | **Rule 2** | **Notes** |
| --- | --- | --- | --- |
| Domestic daytrips | Sample 30+ (>29) | 200,000+ visitors | All time periods |
| Domestic daytrips  cross classifications | Sample 40+ (>39) | Not applicable | All time periods |
| Domestic overnight | Sample 40+ (>39) | Not applicable | 40 sample gives ~100,000 visitors. All time periods |
| Domestic overnight  cross classifications | Sample 40+ (>39) | Not applicable | All time periods |

### Table 2.3.2: NVS nights thresholds

| **Measure nights** | **Rule 1** | **Rule 2** | **Notes** |
| --- | --- | --- | --- |
| Domestic overnight | Sample 40+ (>39) | 500,000+ nights | 95% Confidence Interval = slightly less than 50%. All time periods |
| Domestic overnight  cross classifications | Sample 40+ (>39) | Not applicable | All time periods |

### Table 2.3.3: NVS spend thresholds

| **Measure spend** | **Rule 1** | **Rule 2** | **Notes** |
| --- | --- | --- | --- |
| Domestic daytrips | 200,000+ visitors | Publish (p) /non publish (np) in SuperCROSS (this is a software tool to analyse data). | All time periods |
| Domestic daytrips  cross classifications | Sample 40+ (>39) | Not applicable | All time periods |
| Domestic overnight | Sample 40+ (>39) | Publish (p) /non publish (np) in SuperCROSS (this is a software tool to analyse data). | All time periods |
| Domestic overnight cross classifications | Sample 40+ (>39) | Not applicable | All time periods |

To note: Cross classification refers to when measures are crossed tabulated with one or more variables e.g., analysis of spend x purpose.

Local Government Area (LGA) data: TRA does not recommend publishing LGA data unless additional analysis is undertaken to confirm the quality of the dataset. Four-year averages can be used to reduce volatility.

## 2.4 Data limitations of the NVS

Estimates from the NVS are based on a sample rather than a census. As such, the results are subject to sampling variability. For further information on the NVS methodology visit [Tourism Research Australia.](https://www.tra.gov.au/en/domestic/national-visitor-survey-methodology)

# International Visitor Survey (IVS)

## 3.1 IVS survey methodology

* The IVS delivers key measures on the size and value of international tourism to Australia.
* In 2024 the IVS will be based on a sample of 30,000 departing, short-term international travellers aged 15 years and over who have been visiting Australia for less than a year. The IVS uses Computer Assisted Personal Interviewing (CAPI) in the departure lounges of the 8 major international airports in Australia including Melbourne, Sydney, Brisbane, Cairns, Perth, Adelaide, Darwin, and Gold Coast.
* Due to COVID-19 related international border closures, IVS interviewing was suspended from 1 April 2020.
* As a result, estimates for the period from March 2020 to June quarter 2022 were imputed using more comprehensive OAD data. TRA used trip characteristics from relevant past IVS records with the same profile to visitors in the OAD in the process. Spend values were sensitivity checked against domestic spend behaviours by item to ensure alignment with current spending patterns.
* IVS interviews recommenced in certain airports from November 202. Estimates for September quarter 2022 to September quarter 2023 releases have been based on a combination of interview data and imputation. During this period only limited measures have been available at the state level (e.g., spend, visitors and nights, and visitors by market), with no regional level estimates.
* Interviews are typically conducted in English, Japanese, Korean and Mandarin.
* Survey results are weighted to data on international visitor numbers from the Department of Home Affairs with the assistance of the Australian Bureau of Statistics (ABS) which publishes Overseas Arrivals and Departures (OAD) data each month. The data is weighted to be representative of country of residence, state of arrival, main purpose of journey, departure airport, age and sex.
* The IVS is co-funded by the Commonwealth, state and territory governments.
* Results from the IVS are published quarterly.

## 3.2 Key IVS metrics

The IVS typically contains around 100 questions supported by show-cards. This includes topics such as destination, purpose, travel package, information sources, transportation, activities, expenditure, accommodation, travel party, group tours and demographics (as well as other types of information).

IVS spend is allocated to regions through the regional expenditure model (REX) based on overnight stopovers. If a visitor takes a daytrip to a region but does not stay overnight, their expenditure is not allocated to that region.

The IVS captures all expenditure by the respondent relating to the trip including elements such as airfares, package expenditure, accommodation, food and beverages, etc. Some elements of this expenditure will only partially flow through to the Australian economy (e.g., airfares and package expenditure) with much of this spend attributable to the respondent’s home country. As part of the expenditure modelling process, a portion of this expenditure is allocated to Australia.

## 3.3 IVS publishing guidelines

IVS estimates are broadly published based on the following threshold rules. This is a guide only and other TRA publishing rules may be considered.

Where there are two rules, both must be satisfied for data to be published.

Results may be suppressed due to sampling variability that is too high for practical purposes.

Estimates that fall below publishable thresholds are indicated in publications by np for not publishable or are noted as blank.

### 3.3.1 Table – IVS visitor thresholds

| **Measure: Visitors** | **Rule 1** | **Rule 2** | **Notes** |
| --- | --- | --- | --- |
| International overnight | Sample 30+ (> 29) | 5,000+ visitors | All time periods excluding year ending June 2020 to year ending September 2023 inclusive. |
| International overnight | No thresholds at the state level (year ending June 2020 to year ending September 2023 include imputed data so thresholds are not applicable). | Non-publish (np) below state level. | Year ending June 2020 – Year ending September 2023 inclusive. |
| International overnight cross-classifications | Sample 40+ (>39) | Non-publish (np) below state level for year ending June 2020 – year ending September 2023 except for state by market. | All time periods.  Note the only cross-classification that is publishable between year ending June 2020 – year ending September 2023 inclusive is state by market. |

### 3.3.2 Table – IVS nights thresholds

| **Measure: Nights** | **Rule 1** | **Rule 2** | **Notes** |
| --- | --- | --- | --- |
| International nights | 5,000+ visitors | 200,000+ nights | All time periods excluding year ending June 2020 to year ending September 2023 inclusive. |
| International nights | No thresholds at the state level (year ending June 2020 to year ending September 2023 include imputed data so thresholds are not applicable). | Non-publish (np) below state level. | Year ending June 2020 –  year ending September 2023 inclusive. |
| International nights cross-classifications | Sample 40+ (>39) | Non-publish (np) below state level for year ending June 2020 – year ending September 2023 except for state by market. | All time periods.  Note the only cross-classification that is publishable between year ending June 2020 – year ending September 2023 inclusive is state by market. |

### 3.3.3 Table – IVS spend thresholds

| **Measure: Spend** | **Rule 1** | **Rule 2** | **Notes** |
| --- | --- | --- | --- |
| International overnight | 5,000+ visitors | Publish (p) / non-publish (np) per SuperCROSS (this is a software tool to analyse data). | All time periods excluding year ending June 2020 to year ending September 2023 inclusive. |
| International overnight | Not publishable below state level | Not applicable | Year ending June 2020 –  year ending September 2023 inclusive |
| International overnight cross-classifications | Sample 40+ (>39) | Non-publishable below state level for year ending June 2020 – year ending September 2023 except for state by market. | All time periods.  Note the only cross-classification that is publishable between year ending June 2020 – year ending September 2023 inclusive is state by market. |

To note: Cross classification refers to when measures are crossed tabulated with one or more variables e.g., analysis of spend x purpose.

Local Government Area (LGA) data: TRA does not recommend publishing LGA data unless additional analysis is undertaken to confirm the quality of the dataset. Four-year averages can be used to reduce volatility.

## 3.4 Data limitations of the IVS

Typical estimates produced as part of the IVS survey process are based on a sample, rather than a census. As such, the results are subject to sampling variability.

For further information on the IVS methodology, including a timeline of recent changes, visit [Tourism Research Australia.](https://www.tra.gov.au/international/ivs-methodology)

# Overseas arrivals and departures (OAD)

The OAD is produced monthly by the Australian Bureau of Statistics (ABS). Data is mainly compiled using information from the Department of Home Affairs (DHA) sources including processing systems, passport documents, visa information and incoming passenger cards.

The focus of the OAD is to provide information and analysis of short-term movements (i.e., less than one year), for short-term visitor arrivals and short-term resident returns. Statistics on overseas arrivals and departures relate to the number of movements of travellers rather than the number of travellers. Individuals who travel multiple times in a year are counted each time they cross Australia's borders.

OAD results are produced for all travellers. This is different to the IVS and NVS which only measure travellers aged 15 years or more.

Key metrics captured in the OAD include arrivals by source market and purpose, departures by destination and main state of stay.

## 4.1 Data limitations of the OAD

* The OAD collects data at a national level. Travellers do not nominate every state that they visit. As such, detailed results are not available for individual states, except for main state of stay data, which may undercount visitors.
* The OAD includes a combination of comprehensive data and sampled data. The total number of short-term movements is fully enumerated. However, within that set of movements the characteristics are derived based on a sample of passenger cards. As such, the results broken down by market, purpose and destination are subject to sampling variability.
* From 1 July 2017, travellers leaving Australia were no longer required to complete an Outgoing Passenger Card. This has resulted in a break in series, necessitating a revised time series for OAD data from July 2007 to June 2017 based on the new methodology.
* Data revisions have also impacted some time series (i.e., July 2021 to February 2022); however, inputs to the relevant time periods have been revised in the most recent updates.
* More detailed information about the OAD, including a history of data changes, is available from the [Australian Bureau of Statistics](https://www.abs.gov.au/statistics/industry/tourism-and-transport/overseas-arrivals-and-departures-australia/latest-release) .

# Tourism forecasts

TRA tourism forecast provides projections for Australia’s inbound, domestic and outbound travel sectors. The TRA Forecast (2022-2027) was released in December 2022 with future releases expected annually.

Key metrics include:

* projections for expenditure (real/nominal)
* inbound arrivals by (select) markets and purpose,
* domestic overnight trips
* domestic daytrips
* domestic visitor nights by purpose
* domestic visitor nights by state
* outbound resident departures.

Measures provided may vary by publication.

## 5.1 Forecast methodology

TRA forecasts are produced using a hybrid, evidence-based approach which combines quantitative data-based modelling and expert judgement. This method utilises market intelligence, the best available data and relevant research.

Tourism forecasts consider market intelligence on a range of variables including global market conditions, consumer price index, exchange rates, current and forecast economic growth in Australia and internationally, as well as supply-side issues such as aviation capacity.

As part of the forecasting process, Tourism Research Australia (TRA) established the Tourism Forecasting Expert Panel, comprising experts from academia, industry and government to review and provide feedback on projections.

## Data limitations of forecasts

* TRA tourism forecasts only provide projections for nights at a state level.
* TRA’s tourism forecasts represent the most likely outcomes given past trends, current information and the impact of known policy changes. Any variations in the assumptions or any disruptive events may produce shifts that may drive tourism forecasts either upward or downward.
* More detailed information about tourism forecasts is available from [Tourism Research Australia.](https://www.tra.gov.au/en/economic-analysis/tourism-forecasts)

# 6.Tourism Satellite Account (TSA)

Economic impacts for tourism are estimated using a standardised statistical framework that is applied at the national, state and regional level using a Tourism Satellite Account (TSA) methodology. This is done because tourism is not a traditional industry and is therefore not included explicitly in the Australian Bureau of Statistics (ABS) system of National Accounts (where industries are defined on the basis of the goods and services they produce).

Tourism is implicitly included in the National Accounts on the basis of products purchased and consumed by visitors and produced by suppliers. In this way, the tourism industry is an aggregate of conventional industries and is defined by the status of the consumer of these products (i.e., as a visitor not a local).

Tourism is not restricted to leisure activity and includes travel for business, education or other reasons, provided that the destination is outside of the visitor's usual environment and is for the duration of less than a year.

## 6.1 TSA methodology

* The economic value of tourism to Australia’s economy is estimated using an internationally accepted framework developed by the [United Nations World Tourism Organisation](https://www.unwto.org/tourism-statistics/un-standards-for-measuring-tourism) (a tourism satellite account), which produces measures for tourism against gross domestic product, gross value added, trade, and employment.
* The ABS produces the estimates at a national level (with input from the IVS and NVS) and TRA produces the state and regional estimates.
* TSA use financial and economic data to generate important measures of economic activity like Gross Regional Product (the equivalent to Gross State Product (GSP) or Gross Domestic Product (GDP), Gross Value Added (GVA) and employment.
* There are a number of steps required to calculate the tourism industry’s contribution to the economy. To start, a tourism consumption bundle is derived from TRA visitor survey data and adjusted to remove any price effects that are not directly attributed to the seller of the good or service (e.g., taxes, transport margins, pre-manufactured inputs etc.).
* The direct and indirect contributions of tourism are estimated by using regional input-output multiplier tables, derived from Australian Bureau of Statistics data.
* Importantly, TSA reporting generates measures that are comparable to economic statistics from other industries produced in the National Accounts. GVA is the best measure for industry comparisons.

## 6.2 Key concepts of TSA

TSA can capture both the direct and indirect impacts of tourism. These are two important concepts to distinguish:

* The direct contribution of tourism measures the contribution of direct transactions between a visitor and producer of a good or service. This would include the direct impact of a visitor staying at hotel or participating in a tour.
* The indirect contribution of tourism captures the flow-on or second round impacts created by the tourism industry. These are generated by inputs that are supplied to the industries that directly provide goods and services to visitors. For example, this might include the fresh produce supplied to a hotel to provide meals to guests.

## 6.3 TSA reporting levels

### 6.3.1 National Tourism Satellite Accounts produced by ABS

The National TSA captures the direct economic value of tourism for Australia. This allows tourism to be compared to traditional national industries.

More detailed information about the National TSA is available from the [Australian Bureau of Statistics.](https://www.abs.gov.au/statistics/economy/national-accounts/australian-national-accounts-tourism-satellite-account/latest-release)

### 6.3.2 State Tourism Satellite Accounts produced by TRA

Tourism Research Australia (TRA) supplements the national Tourism Satellite Account (TSA) published by the Australian Bureau of Statistics (ABS) with a similar set of TSA data expanded for all states and territories. The state TSA provides state measures for both the direct and indirect contribution of tourism, and total contribution of tourism to the state and national economies. This provides a more complete picture of the contribution of the tourism sector to the Australian economy.

More detailed information about the State Tourism Satellite Accounts is available from [Tourism Research Australia.](https://www.tra.gov.au/en/economic-analysis/tourism-satellite-accounts/state-tourism-satellite-account)

### 6.3.3 Regional Tourism Satellite Accounts produced by TRA

Extended TSA modelling is undertaken to further estimate the value of tourism to Victoria’s tourism regions and sub-regions. This includes both direct and indirect estimates. All regional numbers has been calibrated so they align to the state TSA numbers produced by TRA and are comparable.

More detailed information about Regional Tourism Satellite Accounts is available from [Tourism Research Australia](https://www.tra.gov.au/en/economic-analysis/tourism-satellite-accounts/regional-tourism-satellite-account) .

## 6.4 Data limitations of TSA

TSA includes best estimates based on the internationally recognised and accepted methodology. Estimates of economic contribution are derived from assumptions of complex interactions amongst all components of the economy which change over time. Users should exercise some caution in the use and interpretation of the results.

Recent data changes

* ABS has implemented changes to the methodology of deriving tourism output at basic prices, tourism taxes on products, tourism margins and tourism imports. As a result, revision to the data at national level has been applied to previous annual coefficient benchmark i.e. 2019-20. These revisions have also reflected changes in State Tourism Satellite Account estimates from 2019-20 to 2021-22 published in the State Tourism Satellite Account, 2021-22 publication.
* Since 2021-22, ABS has adopted ‘tourism filled jobs’ as the standard metric for reporting tourism employment. The 2022-23 STSA also uses this metric for the second time.

Due to various data input / methodology changes, the most recent TSA results should only be compared to the revised time series to ensure like-for-like comparisons.

## 6.5 Key TSA metrics

* Gross State Product (GSP) or Gross Regional Product (GRP): these are the equivalent measures to Gross Domestic Product (GDP) and are used to measure the value of tourism to the economy. They measure the total value of tourism goods and services produced over a specific time period.
* Gross Value Added (GVA): considered the most accurate measure of the contribution of the industry to the economy. It includes the total labour income and capital revenue received by the industry and the net taxes that government received from the production. The direct estimates of GVA are directly comparable with the GVA of ‘conventional’ industries such as mining and manufacturing.
* Filled jobs: refer to all positions of employment that are currently filled (including self-employment). Filled jobs can be measured from either household sources (such as the Labour Force Survey), or business sources (such as the Economic Activity Survey).
* Tourism consumption represents the demand side of tourism. It is the total value of goods and services consumed by domestic, inbound and outbound visitors. It consists of tourism expenditure plus imputed consumption on tourism related products. It is measured as the price the visitor pays including all taxes subsidies and sales margins (i.e., purchasers’ prices).

# Tourism business counts

TRA produces an annual report on the number of tourism businesses in Australia using information supplied by the ABS. This report includes information on the size of tourism businesses and a split of the geographic location by tourism region. This helps to better understand the composition of the tourism industry, and its capacity to keep pace with demand.

## 7.1 Business counts methodology

* The data used to produce these counts are extracted from the Australian Bureau of Statistics Business Register (ABSBR). The ABSBR is populated using administrative data from Australian Business Number (ABN) registrations recorded in the Australian Business Register (ABR), and business data from the Australian Taxation Office (ATO).
* For the purposes of this tourism businesses in Australia report, a business is defined as a legal entity engaging in productive activity and/or other forms of economic activity in the market sector. Businesses are defined as engaging in productive activity where they have a Goods and Services Tax (GST) role and are actively remitting GST through Business Activity Statements (BAS).
* Counts of businesses include only actively trading businesses in the Australian market sector through to the end of the financial year.
* Actively trading businesses are:

1. ABNs from the non-profiled population that are actively remitting Goods and Services Tax (GST) – most of the businesses in the ABSBR are in this group and most have simple structures that are suitable for ABS statistical purposes at the ABN level. One ABN equates to one business.
2. Types of Activity Unit (TAUs) from the profiled population – the small number of businesses/groups of businesses that are large, complex and diverse and for which the ABS maintains its own economic unit structure.

* Employing businesses are split into four employment sizes - micro (1–4 employees); small (5–19 employees); medium (20–199 employees); and large (200+ employees).

## 7.2 Data limitations of business counts

* Business related to an industry classified as a tourism industry in the national Tourism Satellite Account. As it is difficult to allocate a part of a business that serves tourists as opposed to non-tourists, all businesses in a tourism industry are considered tourism businesses.
* When publishing data, it can be necessary to suppress the data cells which contain very small counts to prevent the potential identification of individual businesses. This process is known as confidentialisation and can lead to data that differ from the estimates once aggregated.

Further information on tourism business counts is available at [Tourism Research Australia.](https://www.tra.gov.au/en/economic-analysis/tourism-businesses)

# Tourism investment monitor

TRA produces an annual report on aspects of the industry’s investment performance. The report is a point-in-time measure of investment (planned and committed) in Australia’s tourism industry. It reports on both the stock, and the progress, of projects at each stage of development. Investment projects are classified as either proposed, in the planning stage, or under construction.

The tourism investment monitor reports on the location of projects by state and territory and progress through stages of the development timeline.

Projects in the pipeline cover the tourism sectors of aviation, arts, recreation, and business services and accommodation.

The pipeline includes stand-alone accommodation projects. It excludes mixed-use developments. However, there is also information on the value and volume of mixed-use projects with a tourism component.

## 8.1 Methodology

Three data sources are used to build the tourism investment pipeline database that underpins this report. These are:

* Deloitte Access Economics’ Investment Monitor
* STR Global Asia Pacific’s Pipeline Database,
* the investment authorities within state governments.
* Victorian Government, Department of Jobs, Skills, Industry and Regions investment teams have provided additional insight for Victoria’s tourism investment pipeline since 2016–17. This provides an additional layer of intelligence to compile a more comprehensive pipeline, with a focus on accommodation projects.

## 8.2 Data limitations

* The primary threshold for projects is $20 million or more. The project values and pipeline progression are the end of a financial year.
* The report is not an exhaustive list of current or potential development projects and does not account for all tourism investments. It includes all known major investments that will impact on supply.
* The pipeline excludes mixed-use developments, unless stated otherwise. This is due to the difficulties in apportioning the value of these projects to the tourism sector.

Further information on the tourism investment monitor is available at [Tourism Research Australia.](https://www.tra.gov.au/en/economic-analysis/tourism-investment-monitor)

# Data disclaimer

The DJSIR Tourism and Events research unit takes due care in the preparation of all research content. All information is considered correct at the time of publishing but may be subject to revisions.

By using this information, you acknowledge that this information is provided to you without any responsibility on behalf of DJSIR.

DJSIR does not represent or warrant that this information is correct, complete, or suitable for the purpose for which you wish to use it.

The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information’s correctness and usefulness to you before you rely on the information.

Report produced by the Tourism and Events Research Unit

Department of Jobs, Skills, Industry and Regions (DJSIR)

Victorian Government

Published May 2024

Please contact the Research team at: [research@ecodev.vic.gov.au](mailto:research@ecodev.vic.gov.au) with any queries.