

Chapter Thirteen

Tourism

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Tourism encompasses all 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, the State and Territory Governments and local governments 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.

Economic importance

Just as tourism is a dominant force in the global economy, it is one of Australia's largest and most dynamic sectors of commerce too. In recent years, tourism has experienced unprecedented growth and made a substantial contribution to national economic development. It has matured into a prominent, sophisticated activity with the potential to play a significant role in securing Australia's future prosperity.

It is estimated that tourism directly and indirectly contributed 5.4 per cent to Gross Domestic Product in 1990–91 and accounted for some 500,000 jobs (nearly 6% of the work force). During the 1980s tourism created over 100,000 new jobs.

In 1990–91 total expenditure derived from tourism was around \$25 billion, of which \$17.9 billion was attributed to domestic tourism. Foreign exchange earnings from international tourism to Australia were estimated to be about \$7.2 billion. This represents an increase of 14.3 per cent over the previous year, and amounted to 10 per cent of Australia's total current account credits. This increase resulted from growth in both the volume of visitors and expenditure per head.

While growth in tourism flows to Australia over the last five years has been almost twice the international rate, Australia's share of

world tourism is still small, accounting for only 0.51 per cent of total international visitor arrivals in all countries. Because Australia is a long haul destination for most international travellers this share is never likely to be large; however, there is still considerable potential for growth in the future.

The domestic travel market was relatively stagnant from 1984–85 to 1988–89, but 1989–90 saw a nine per cent increase in the number of domestic trips undertaken compared with the previous years. In contrast, a two per cent decrease in domestic travel was experienced in 1990–91 compared with 1989–90. The number of international visitors to Australia increased at a rate of 25 per cent per annum from 1984 to 1988. However, 1989 saw a slight decrease in arrivals to 2.1 million partly because of the 'rain shadow' effect of Expo 88 and the Bicentennial and the adverse impact of the disruption to domestic airline services in late 1989. Arrivals recovered to 2.2 million in 1990 and increased to 2.4 million in 1991 despite the adverse short-term effects of the Gulf War.

International travel

Statistics about travellers to and from Australia are classified in the first instance by the actual or intended length of stay in Australia or abroad as reported on passenger cards collected from incoming and outgoing passengers under the *Migration Act 1958*; this classification distinguishes between long-term and short-term movement.

Statistics of permanent and long-term movement are shown in the chapter, Demography. Statistics of short-term arrivals and departures which are in the nature of travel statistics are given below.

Short-term movement is defined as comprising visitor arrivals and Australian resident departures where the intended stay in Australia or abroad is for a period of less than 12 months, together with departures of visitors and returns of Australian residents who have stayed in Australia or abroad for less than 12 months.

Short-term movement excludes persons who arrive in and depart from Australia on the same ship's voyage or on the same flight (variously called 'direct transit' or 'through' passengers), or who change flights without leaving the airport's transit area; passengers on

pleasure cruises commencing and finishing in Australia; and all crew. However, it includes persons who pass through the customs barrier and declare the purpose of their visit to

Australia to be 'in transit'. Short-term visitors are more numerous than long-term visitors and have come to be regarded as 'tourists' by many users of the statistics.

13.1 SUMMARY OF SHORT-TERM TRAVELLERS

	Overseas visitors		Australian residents	
	Arriving in Australia	Departing from Australia	Departing from Australia	Returning to Australia
Census years				
1981	936,700	900,400	1,217,300	1,181,400
1986	1,429,400	1,363,800	1,539,600	1,513,200
1991	2,370,400	2,350,800	2,099,400	2,009,700
Year				
1987	1,784,900	1,701,200	1,622,300	1,586,300
1988	2,249,300	2,174,100	1,697,600	1,637,900
1989	2,080,300	2,020,400	1,989,800	1,912,700
1990	2,214,900	2,162,700	2,169,900	2,109,300
1991	2,370,400	2,350,800	2,099,400	2,009,700
1992	2,603,300	2,533,500	2,276,300	2,166,300

Source: Overseas Arrivals and Departures, Australia (3404.0).

In addition to the basic classification of travellers shown above, certain other characteristics are collected. These are: sex, age, marital status, country of citizenship, country of birth, intended or actual length of stay, purpose of journey, mode of transport, country of residence or country where most time was or will be spent, country of embarkation or disembarkation, State of residence or State where most time was or

will be spent, and State or country of embarkation or disembarkation.

The categories shown in the previous table are cross-classified by various characteristics listed above and the resulting statistics are shown in considerable detail in ABS monthly, quarterly and annual publications. Certain unpublished information is available on request. Selected traveller statistics are shown in the following tables.

13.2 SHORT-TERM TRAVELLERS: ARRIVALS AND DEPARTURES OF OVERSEAS VISITORS AND AUSTRALIAN RESIDENTS BY MONTH OF ARRIVAL OR DEPARTURE, 1992

Month	Overseas visitors		Australian residents	
	Arriving	Departing	Departing	Returning
January	196,100	250,000	141,400	256,900
February	238,200	216,300	140,600	146,600
March	217,800	224,300	172,200	141,900
April	203,800	211,700	192,900	158,900
May	175,200	197,000	178,700	152,300
June	176,900	168,500	204,600	150,000
July	219,300	185,400	222,900	222,400
August	199,100	214,100	179,900	188,100
September	190,000	187,500	229,900	202,800
October	229,300	200,400	173,100	246,500
November	255,000	242,900	174,600	169,700
December	302,400	235,200	265,400	130,300
Total(a)	2,603,300	2,533,500	2,276,300	2,166,300

(a) Differences between the sums of components and totals are due to rounding.

Source: Overseas Arrivals and Departures, Australia (3401.0).

Short-term travel is subject to marked seasonal variation, December being the peak month for

the arrival of overseas visitors and the departure of Australian residents.

13.3 SHORT-TERM TRAVELLERS: DEPARTURES OF AUSTRALIAN RESIDENTS, BY STATED PURPOSE OF JOURNEY AND INTENDED LENGTH OF STAY, 1992

Intended length of stay	Main purpose of journey						Total(b)
	Visiting relatives	Holiday, accompanying business traveller(a)	Con-vention	Business	Employ-ment	Other and not stated	
Under 1 week	25,400	79,000	9,200	93,000	3,500	17,400	227,600
1 week and under 2 weeks	51,600	362,900	22,300	90,800	3,300	27,800	558,500
2 weeks and under 3 weeks	64,700	242,600	9,300	57,600	4,900	24,200	403,300
3 weeks and under 1 month	57,900	112,000	5,000	23,900	3,200	14,400	216,400
1 month and under 2 months	141,600	192,800	5,300	36,100	5,400	28,900	410,100
2 months and under 3 months	65,800	79,500	1,100	15,300	3,400	19,000	184,100
3 months and under 6 months	52,700	59,200	500	11,800	7,200	17,000	148,400
6 months and under 12 months	31,300	43,700	100	10,500	19,200	23,200	127,900
Total(b)	491,000	1,171,800	52,600	338,800	50,200	171,900	2,276,300

(a) Includes student vacation. (b) Differences between the sums of components and totals are due to rounding.

Source: Overseas Arrivals and Departures, Australia (3404.0).

In 1992, the majority of Australian residents departing for short-term visits abroad intended to stay for under one month, with 52 per cent intending to stay for under three weeks, as indicated in the above table. The majority of short-term visitors to Australia intended to stay under three weeks, with 58 per cent (see following table) intending to stay under two weeks.

Statistics for Australian residents refer to their total time away from Australia; for overseas visitors they refer only to the Australian portions of their trips.

In the case of both Australian residents departing and overseas visitors arriving, the most common reason for their visit was 'holiday', followed by 'visiting relatives' and 'business' as the second and third most common reasons.

13.4 SHORT-TERM TRAVELLERS: ARRIVALS OF OVERSEAS VISITORS, BY STATED PURPOSE OF JOURNEY AND INTENDED LENGTH OF STAY, 1992

Intended length of stay	Main purpose of journey							Total(a)
	In transit	Visiting relatives	Holiday, accompanying business traveller	Con-vention	Business	Employ-ment	Other and not stated	
Under 1 week	78,400	40,400	500,800	9,600	103,900	3,800	23,000	759,900
1 week and under 2 weeks	—	73,700	568,000	14,000	70,000	2,400	20,500	748,600
2 weeks and under 3 weeks	—	80,900	200,000	5,800	29,500	800	12,200	329,300
3 weeks and under 1 month	—	65,800	100,500	1,100	7,500	500	6,000	181,300
1 month and under 2 months	—	122,500	136,100	1,300	12,200	1,800	11,000	284,900
2 months and under 3 months	—	41,300	39,900	200	4,200	1,300	6,800	93,800
3 months and under 6 months	—	40,500	38,200	100	4,600	3,000	11,900	98,500
6 months and under 12 months	—	24,400	31,900	100	4,400	10,100	36,300	107,200
Total(a)	78,400	489,500	1,615,400	32,300	236,300	23,700	127,600	2,603,300

(a) Differences between the sums of components and totals are due to rounding.

Source: Overseas Arrivals and Departures, Australia (3404.0).

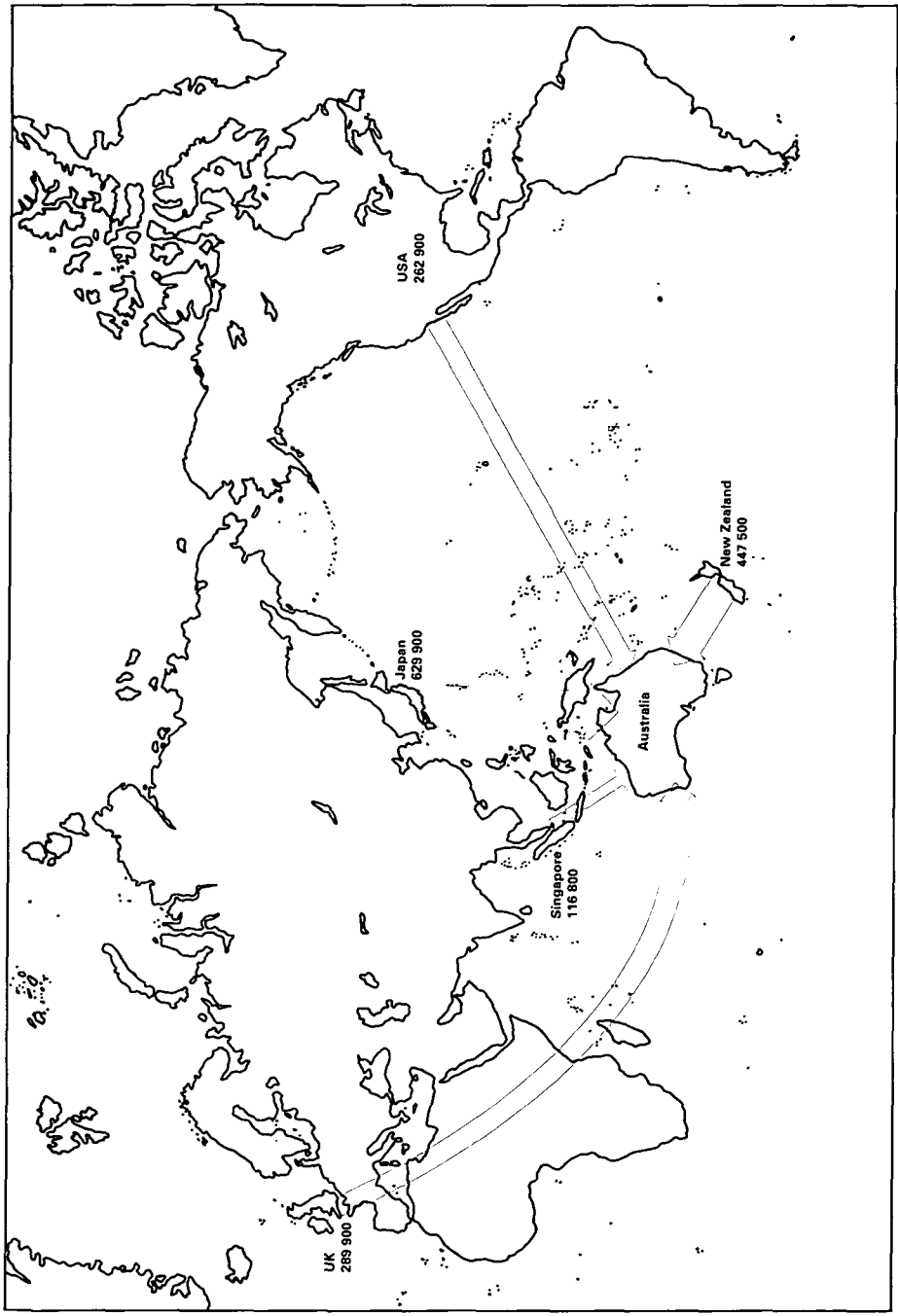
13.5 SHORT-TERM TRAVELLERS: ARRIVALS OF OVERSEAS VISITORS AND DEPARTURES OF AUSTRALIAN RESIDENTS, BY COUNTRY OF RESIDENCE/INTENDED STAY AND INTENDED LENGTH OF STAY, 1992

Country of residence (visitors) and country of intended stay (residents)	Arrivals of overseas visitors intended length of stay					Departures of Australian residents intended length of stay			
	Under 1 week	1 week and under 1 month	1 month and under 3 months	3 months and under 12 months	Total(a)	Under 1 month	1 month and under 3 months	3 months and under 12 months	Total(a)
Oceania and Antarctica									
Fiji	5,200	5,300	3,500	2,300	16,300	78,700	5,400	2,700	86,700
New Caledonia	6,600	9,500	1,500	500	18,000	14,900	300	400	15,500
New Zealand	138,200	261,300	32,400	15,700	447,500	301,300	30,600	8,800	340,700
Papua New Guinea	15,000	14,100	4,900	3,000	37,000	25,700	7,600	4,400	37,600
Other	6,100	6,600	3,900	2,500	19,100	59,400	4,500	2,200	66,100
Total	171,100	296,800	46,100	23,900	537,900	480,000	48,300	18,300	546,600
Europe & the former USSR									
Croatia, Slovenia, Yugoslavia	200	400	900	1,600	3,200	400	2,800	2,600	5,800
France	6,600	9,600	6,600	2,600	25,400	8,900	12,200	4,300	25,400
Germany	11,800	30,300	38,300	9,600	89,900	9,800	15,600	6,700	32,000
Greece	900	1,100	2,200	2,000	6,100	3,200	12,200	14,600	30,100
Ireland	500	2,300	3,800	2,100	8,800	2,600	7,900	2,700	13,200
Italy	3,700	10,600	9,200	3,900	27,400	8,900	22,400	13,600	44,900
Netherlands	2,300	7,400	10,100	3,800	23,500	3,500	9,000	4,100	16,500
Switzerland	3,400	8,000	11,200	6,500	29,000	3,700	4,700	1,600	10,100
United Kingdom	29,000	112,500	105,500	42,900	289,900	58,600	125,900	55,900	240,400
Other	10,200	28,200	21,100	14,300	73,800	16,000	34,500	22,200	72,600
Total	68,500	210,500	208,800	89,100	577,000	115,600	247,100	128,400	491,000
South-East Asia									
Indonesia	12,600	21,900	6,000	5,400	45,900	159,500	18,400	7,300	185,200
Malaysia	15,900	28,500	8,500	7,500	60,400	50,200	20,700	7,600	78,400
Philippines	4,400	5,400	2,800	3,500	16,100	25,300	12,100	3,600	41,100
Singapore	34,900	68,900	8,100	5,000	116,800	82,800	12,200	6,000	101,000
Thailand	15,800	12,200	2,600	2,900	33,600	56,500	9,900	3,900	70,300
Other	1,000	2,400	1,100	4,500	9,000	7,200	14,000	4,700	25,900
Total	84,500	139,300	29,000	28,900	281,800	381,500	87,300	33,100	502,000
North-east Asia									
Hong Kong	14,000	43,800	10,000	6,900	74,700	91,700	29,700	18,700	140,100
Japan	309,300	298,300	8,900	13,400	629,900	33,100	6,800	7,600	47,600
Other	42,500	56,700	7,500	9,900	116,600	30,900	18,700	6,300	55,800
Total	365,800	398,800	26,500	30,200	821,300	155,700	55,200	32,600	243,500
Southern Asia									
India	1,800	3,600	2,100	2,100	9,600	4,700	9,200	4,200	18,000
Other	900	2,400	1,400	1,700	6,400	7,900	8,400	2,700	19,100
Total	2,600	6,000	3,500	3,800	16,000	12,600	17,600	6,900	37,100
The Americas									
Canada	4,700	23,700	14,300	6,300	48,900	12,000	15,100	5,300	32,300
USA(b)	51,600	162,800	34,800	13,600	262,900	224,400	85,400	24,800	334,600
Other	2,400	4,800	2,500	2,100	11,800	4,600	6,900	4,800	16,300
Total	58,700	191,300	51,600	22,000	323,600	241,100	107,400	34,800	383,200
Africa (excl. North Africa)									
South Africa	1,700	6,600	5,300	1,600	15,300	1,700	3,500	1,000	6,300
Other	1,400	2,900	2,300	1,200	7,900	7,700	8,100	2,800	18,600
Total	3,100	9,500	7,700	2,800	23,100	9,400	11,600	3,800	24,800
Total	759,900	1,259,100	378,600	205,600	2,603,300	1,405,800	594,200	276,300	2,276,300

(a) Includes other and not stated. (b) Includes America undefined.

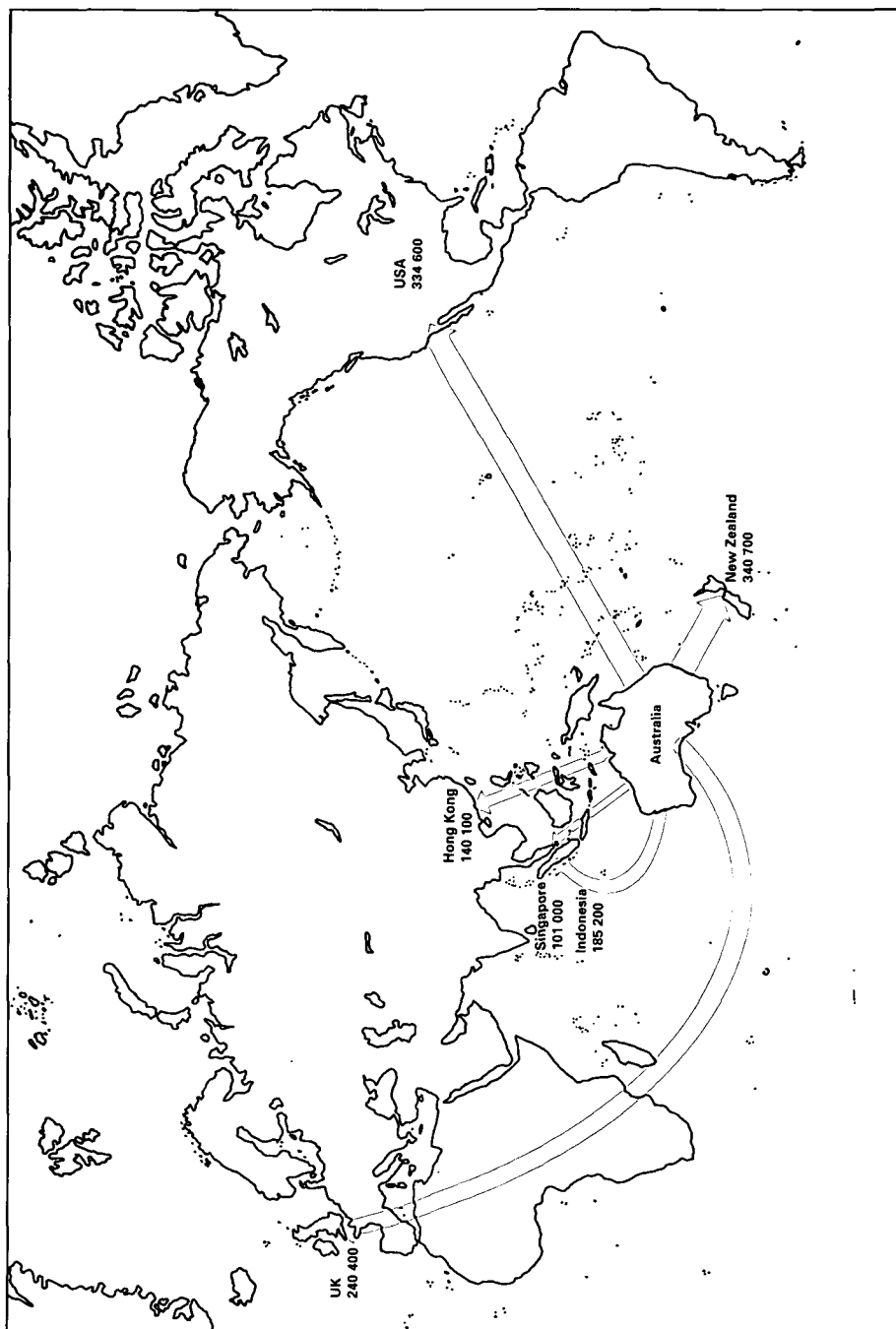
Source: Overseas Arrivals and Departures (3404.0) and unpublished ABS series.

13.6 OVERSEAS VISITORS TO AUSTRALIA(a), 1992



(a) Length of stay in Australia — under 1 week to less than 12 months.
Source: Overseas Arrivals and Departures, Australia (3404.0) and unpublished ABS series.

13.7 AUSTRALIAN TRAVELLERS OVERSEAS (a), 1992



(a) Length of stay overseas — under 1 week to less than 12 months.

Source: Overseas Arrivals and Departures, Australia (3404.0) and unpublished ABS series.

13.8 INTERNATIONAL VISITORS: NIGHTS SPENT IN EACH STATE, 1991
(per cent)

State/Territory	Country of residence							Total
	USA	Japan	Other Asia	Canada	New Zealand	UK and Ireland	Other Europe	
New South Wales	38	32	44	32	35	34	31	36
Victoria	13	8	23	14	17	17	20	18
Queensland	26	46	13	29	31	21	22	24
South Australia	5	4	3	7	3	7	8	5
Western Australia	8	5	14	11	10	14	9	11
Tasmania	1	2	1	1	2	2	2	2
Northern Territory	6	2	1	3	1	3	6	3
Australian Capital Territory	3	1	2	2	1	2	3	2
Australia	100	100	100	100	100	100	100	100

Source: Bureau of Tourism Research, International Visitor Survey, 1991.

International visitor shopping

Estimates of the amount spent on shopping by overseas tourists in Australia during the period

October–December 1989 are shown in the following table.

13.9 NUMBER OF VISITORS BY AMOUNT SPENT ON TAKE HOME SHOPPING WHILE IN AUSTRALIA, OCTOBER–DECEMBER 1989

Amount spent	New Zealand	Japan	Other Asia	USA	Canada	UK and Ireland	Conti- nental Europe	Other	Total
— number of visitors —									
Less than \$50	6,127	1,671	3,257	6,028	1,157	7,327	8,394	1,947	35,908
\$50 — \$99	3,676	3,342	6,921	7,234	3,472	7,327	11,017	3,894	46,883
\$100 — \$199	22,058	6,684	16,285	10,248	3,858	13,025	16,787	1,947	90,892
\$200 — \$299	15,931	10,862	11,399	12,056	1,543	18,724	11,017	5,841	87,373
\$300 — \$399	14,705	3,342	8,957	6,028	386	4,885	5,771	974	45,047
\$400 — \$499	12,254	5,849	4,885	7,234	386	7,327	4,721	1,947	44,603
\$500 — \$599	9,803	9,191	9,364	4,220	772	12,211	6,820	4,868	57,248
\$600 — \$799	8,578	5,849	4,478	4,220	386	4,885	2,098	—	30,494
\$800 — \$999	2,451	7,520	1,628	603	386	2,442	1,049	1,947	18,026
\$1,000 or more	17,156	30,080	15,063	3,617	2,315	8,955	4,197	3,894	85,277
Total	112,739	84,391	82,238	61,487	14,660	87,108	71,870	27,258	541,751
— dollars —									
Average expenditure per visitor	502.92	877.22	537.21	348.04	574.66	409.53	323.46	570.46	515.37

Source: Bureau of Tourism Research, International Visitor Survey (Supplement), 1989.

Domestic travel

In 1991–92 the main purposes of domestic trips were pleasure or holiday (47%), visiting friends or relatives (26%), and business (13%).

The main mode of transport used was private vehicle (77%). The mean length of a trip by domestic tourists was 4.5 nights in 1991–92.

13.10 SUMMARY OF PERSON TRIPS AND NIGHTS AWAY(a), 1991-92

<i>State/Territory of origin</i>	<i>Estimated population(a) as at 30 June 1992</i>	<i>Person trips</i>	<i>Average trips per person</i>	<i>Total nights away</i>	<i>Nights away per person trip</i>
	'000	'000		'000	
New South Wales	4,688.3	14,452	3.1	64,739	4.5
Victoria	3,510.1	10,940	3.1	48,196	4.4
Queensland	2,353.4	10,656	4.5	46,438	4.4
South Australia	1,158.1	4,290	3.7	19,370	4.5
Western Australia	1,278.5	5,054	4.0	24,546	4.9
Tasmania	363.0	1,263	3.5	5,900	4.7
Northern Territory	121.8	322	2.6	2,399	7.5
Australian Capital Territory	228.3	1,257	5.5	4,672	3.7
Total(b)	13,701.6	48,235	3.5	216,259	4.5

(a) For persons aged 15 years and over. (b) Total includes 'not stated'.

Source: Bureau of Tourism Research, *Domestic Tourism Monitor, Summary 1991-92*.13.11 NUMBER OF NIGHTS SPENT IN STATE OF MAIN DESTINATION
BY MAIN PURPOSE OF TRIP, 1991-92
(⁰⁰⁰ nights)

<i>State/Territory of main destination</i>	<i>Main purpose of trip</i>				<i>Total(a)</i>
	<i>All business</i>	<i>Pleasure/holiday</i>	<i>Visiting friends/relatives</i>	<i>Other</i>	
New South Wales	7,866	29,504	18,362	8,561	64,292
Victoria	3,488	17,057	10,969	4,780	36,293
Queensland	6,982	29,612	14,712	7,526	58,832
South Australia	2,139	8,368	4,561	2,533	17,600
Western Australia	4,654	10,991	5,299	3,682	24,627
Tasmania	650	3,530	1,513	865	6,558
Northern Territory	779	2,341	672	625	4,416
Australian Capital Territory	829	1,081	1,163	567	3,641
Total(a)	27,386	102,483	57,251	29,139	216,259

(a) Differences between the sums of components and totals are due to rounding.

Source: Bureau of Tourism Research, *Domestic Tourism Monitor, Summary 1991-92*.

In 1991-92 the most frequently used accommodation by domestic travellers was the home of friends or relatives (46% of visitor nights), followed by hotels or motels with

facilities (18%) and caravan parks or camping grounds (13%). The following table classifies the types of accommodation used for all visitor nights by the main purpose of the trip.

**13.12 NUMBER OF VISITOR NIGHTS, BY ACCOMMODATION USED
BY MAIN PURPOSE OF TRIP, 1991-92**
(^{'000} visitor nights)

<i>All accommodation used</i>	<i>Main purpose of trip</i>				<i>Total(a)</i>
	<i>All business</i>	<i>Pleasure/holiday</i>	<i>Visiting friends/relatives</i>	<i>Other</i>	
Hotel/motel with facilities	10,674	20,789	2,607	4,392	38,461
Hotel/motel without facilities	1,460	1,797	474	508	4,240
Friends'/relatives' house	5,506	30,946	49,874	12,650	98,977
Caravan/tent/cabin/camping	1,720	22,181	1,577	3,090	28,567
Rented house/flat	1,445	11,517	823	1,453	15,238
Own holiday home/flat	619	7,162	268	1,027	9,076
Guest house/private hotel	397	1,909	391	406	3,103
Farm	537	941	780	492	2,750
Boat/cabin cruiser	119	551	—	78	747
Hostel	527	583	16	1,243	2,369
Other/not stated	4,381	4,107	442	3,801	12,732
Total(a)	27,386	102,483	57,251	29,139	216,259

(a) Differences between the sums of components and totals are due to rounding.

Source: Bureau of Tourism Research, *Domestic Tourism Monitor*, 1991-92.

Tourist accommodation

The preceding section contains statistics on accommodation of all types used by domestic travellers. This section relates to commercial tourist accommodation used by domestic and international travellers.

New South Wales is the State with the most commercial tourist accommodation available. At September 1992, 35 per cent (57,046 guest rooms) of Australia's tourist accommodation was in New South Wales, with 45 per cent (25,457 guest rooms) of the State's capacity concentrated in the Sydney Statistical Division. Queensland had 24 per cent (39,380 guest rooms), and Victoria had 18 per cent (29,595 guest rooms) of Australia's accommodation.

In the three months to September 1992, nearly 31 per cent of room nights sold in Australia

were taken in four and five star graded accommodation. This figure demonstrates the continuation of an increasing market share for higher rated accommodation, evident since 1986 (then 23%).

During 1992 the supply of tourist accommodation in Australia continued to grow faster than demand. Guest rooms available grew by 3.0 per cent for the year ending September 30, while room nights sold grew by 2.9 per cent in the same period. The comparative rates for 1991 were 4.7 per cent for rooms available, and 3.1 per cent for room nights sold.

Table 13.13 provides further details of tourist accommodation.

13.13 TOURIST ACCOMMODATION(a)

		September quarter 1991	December quarter 1991	March quarter 1992	June quarter 1992	September quarter 1992
LICENSED HOTELS WITH FACILITIES(b)						
Establishments	number	1,187	1,187	1,184	1,202	1,185
Guest rooms	number	61,281	62,103	62,419	63,968	64,419
Bed spaces	number	161,303	163,792	164,518	168,621	169,575
Room occupancy rates	per cent	51.8	52.9	50.6	49.2	52.4
Bed occupancy rates	per cent	32.4	33.4	31.8	30.0	33.4
Gross takings from accommodation	\$'000	294,268	321,596	300,453	286,104	307,807
MOTELS, etc.(b)						
Establishments	number	3,656	3,687	3,677	3,705	3,694
Guest rooms	number	99,015	99,810	99,922	100,771	100,709
Bed spaces	number	298,106	300,784	300,767	303,316	303,636
Room occupancy rates	per cent	52.3	49.9	49.0	48.0	51.2
Bed occupancy rates	per cent	32.0	30.5	30.3	28.6	31.2
Gross takings from accommodation	\$'000	314,187	299,784	290,507	284,800	313,091
TOTAL HOTELS AND MOTELS etc.(b)						
Establishments	number	4,843	4,874	4,861	4,907	4,879
Guest rooms	number	160,296	161,913	162,341	164,739	165,128
Bed spaces	number	459,409	464,576	465,285	471,937	473,211
Room occupancy rates	per cent	52.1	51.0	49.6	48.5	51.7
Bed occupancy rates	per cent	32.2	31.5	30.8	29.1	32.0
Gross takings from accommodation	\$'000	608,454	621,380	590,960	570,904	620,898
CARAVAN PARKS(c)(d)						
Establishments	number	2,696	2,698	2,690	2,688	2,684
Powered sites	number	202,037	202,537	202,480	202,512	202,465
Unpowered sites	number	71,569	71,831	71,421	71,084	71,011
Cabins, flats etc.	number	12,594	12,823	13,153	13,417	13,706
Total capacity	number	286,200	287,191	287,054	287,013	287,182
Site occupancy rates	per cent	33.9	33.9	36.8	33.5	42.5
Gross takings from accommodation	\$'000	92,674	98,204	105,189	90,182	98,793
HOLIDAY FLATS, UNITS AND HOUSES(b)						
Flats, units etc.						
One bedroom	number	7,683	7,670	7,707	7,583	7,696
Multiple bedroom	number	25,226	26,564	26,158	25,564	25,536
Total flats, units etc.	number	32,909	34,234	33,865	33,147	33,232
Bed spaces	number	140,944	147,344	146,466	143,359	143,128
Unit occupancy rates	per cent	54.4	51.2	53.1	42.0	53.7
Gross takings from accommodation	\$'000	91,340	94,977	101,287	70,142	92,588
VISITOR HOSTELS(e)						
Establishments	number	382	402	391	397	392
Bed spaces	number	23,892	24,748	24,440	24,493	24,411
Bed occupancy rates	per cent	42.4	42.9	45.7	42.4	43.7
Gross takings from accommodation	\$'000	10,321	10,955	11,397	10,742	11,226

(a) A tourist accommodation establishment is defined as an establishment which predominantly provides short-term accommodation (that is, for periods of less than two months) available to the general public. (b) For definitions see *Tourist Accommodation, Australia* (8635.0). (c) Includes long-term caravan parks. For definitions see *Tourist Accommodation, Australia* (8635.0). (d) From September quarter 1992, caravan park sites etc. permanently reserved but only casually occupied by their tenants have been recorded continuously as site nights occupied irrespective of whether the tenants of individual sites were in residence on any particular night. Occupancy measures from September quarter 1992 are not therefore comparable with those from previous quarters. (e) 'Backpacker' accommodation.

Source: *Tourist Accommodation, Australia* (8635.0).

Tourist attractions

A 1986-87 survey of selected tourist attractions in each State and Territory (for example,

museums and art galleries, amusements and theme parks, zoos, wineries, mines and factories, natural attractions, historic attractions) revealed the following information.

13.14 TOURIST ATTRACTIONS, 1986-87

State/Territory	Number of attractions		Number of visitors(a)	Persons employed	Income from admission charged	Expenses	Net capital expenditure
	Admission charged	Admission not charged					
	no.	no.	'000	no.	\$'000	\$'000	\$'000
New South Wales	233	224	20,372	5,541	47,401	192,805	37,510
Victoria	214	131	15,893	3,265	29,854	106,287	22,429
Queensland	220	91	15,930	3,194	80,779	128,960	29,935
South Australia	135	220	9,618	1,342	6,974	44,595	3,352
Western Australia	144	118	(b)4,371	1,259	13,265	42,441	11,061
Tasmania	78	33	2,191	507	6,279	14,441	1,738
Northern Territory	16	15	1,471	330	5,143	14,070	6,914
Australian Capital Territory	12	15	3,961	724	1,694	26,054	4,920

(a) Excludes visitors to national parks. Persons visiting more than one attraction counted for each. (b) Excludes visitors to natural attractions.

Source: *Tourist Attractions* (8661.0).

Australian Tourist Commission

The Commission (ATC) is a statutory authority under the *Australian Tourist Commission Act 1987*. Its role is to increase the number of visitors to Australia, to maximise for Australia the benefits from overseas visitors and to ensure that Australia is protected from adverse environmental and social impacts of international tourism.

The Commission engages in a wide variety of marketing activities including consumer and trade advertising, in both print and television media, direct mail, market research, industry seminars and familiarisation visits for journalists and photographers. These activities are carried out in cooperation with State and Territory tourism authorities as well as the Australian and overseas travel industries.

Advertising designed to promote Australia as a friendly, exciting and safe tourist destination provides a marketing umbrella for the States, Territories and industry, and is placed in various tourist markets at times selected to achieve maximum awareness of Australia as a tourist destination.

Current marketing initiatives include the introduction of a special 'theme years' campaign beginning in 1993 with 'Discover the Year of Sport' and ending in 1997 with 'Discover the Year of Good Living' (food and wine).

Overseas offices of the ATC are located in London, Frankfurt, Los Angeles, New York, Singapore, Tokyo, Osaka, Hong Kong and Auckland.

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- BUREAU OF TOURISM RESEARCH. *Domestic Tourism Monitor, 1991–92*
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FOR MORE INFORMATION

The ABS has a far wider range of information on Australia than that contained in the *Year Book*. Information is available in the form of regular publications, electronic data services, special tables and from investigations of published and unpublished data.

For further information contact ABS Information Services at one of the addresses listed on the page facing the Introduction to the *Year Book*.