

CULTURAL TOURISM IN

REGIONS OF AUSTRALIA

Prepared by

Afzal Hossain, Lee Heaney and Phil Carter

A report by Tourism Research Australia
commissioned by the Cultural Ministers'
Council Statistics Working Group



Acknowledgements

The Cultural Ministers' Council Statistics Working Group commissioned and funded the research contained in this report.

Disclaimer

The information in this publication is presented in good faith and on the basis that neither Tourism Australia or Tourism Research Australia (TRA), nor their agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in the publication.

Data derived from TRA surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in TRA publications or otherwise available from TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Authors: Hossain, A., Heaney, L. and Carter, P. (2005), *Cultural tourism in regions of Australia*, Tourism Research Australia, Canberra

© Commonwealth of Australia, Australia, 2005

This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced without the written permission of the Cultural Ministers Council's Statistics Working Group (SWG).

For more information contact:

Statistics Working Group Secretariat

Cultural Ministers' Council

Department of Communications, Technology and the Arts

GPO Box 2154

Canberra ACT 2601

Tel: 02 6271 1051

ISBN: 0 642 75309 1

Table of Contents

ACKNOWLEDGEMENTS	II
TABLE OF CONTENTS	III
LIST OF APPENDICES	IV
EXECUTIVE SUMMARY	V
1 BACKGROUND	1
2 DEFINITION OF CULTURAL TOURISM, DATA CHARACTERISTICS AND METHODOLOGY	3
2.1 DEFINITION OF CULTURAL TOURISM	3
2.2 DATA CHARACTERISTICS	3
2.2.1 Expenditure.....	3
2.2.2 Regions visited.....	4
2.2.3 Change to survey methodology	4
2.3 METHODOLOGY	4
2.3.1 Cultural visitors and cultural visitor nights.....	4
2.3.2 National expenditure by cultural visitors	5
2.3.3 Estimation of regional expenditure by cultural visitors.....	5
2.4 RELIABILITY AND PUBLICATION STANDARDS	8
3 CULTURAL VISITORS IN AUSTRALIA	9
3.1 INTERNATIONAL CULTURAL VISITORS	9
3.1.1 International cultural visitors, visitor nights and expenditure: national level.....	9
3.1.2 International cultural visitors, visitor nights and expenditure: states/territories .	12
3.1.3 International cultural visitors, visitor nights and expenditure: metropolitan and regional areas	15
3.1.4 International cultural visitors, visitor nights and expenditure: top 20 tourism regions	19
3.2 DOMESTIC OVERNIGHT CULTURAL VISITORS	24
3.2.1 Domestic overnight cultural visitors, visitor nights and expenditure: national level	24
3.2.2 Domestic overnight cultural visitors, visitor nights and expenditure: states/territories	26
3.2.3 Domestic overnight cultural visitors, visitor nights and expenditure: metropolitan and regional areas	30
3.2.4 Domestic overnight cultural visitors, visitor nights and expenditure: top 20 tourism regions	33
3.3 DOMESTIC CULTURAL DAY VISITORS	38
3.3.1 Domestic cultural day visitors and expenditure: national level	38
3.3.2 Domestic cultural day visitors and expenditure: states/territories	40
3.4 TOTAL EXPENDITURE BY ALL CULTURAL VISITORS	43
3.4.1 Total expenditure by cultural visitor type: national level	43
3.4.2 Total expenditure by cultural visitor type: states/territories.....	44
3.4.3 Total expenditure by cultural visitor type: metropolitan and regional areas	44
4 CONCLUSION	47
5 REFERENCES	48
6 GLOSSARY	49
APPENDICES	52

List of Appendices

Appendix A	Number of international visitors who engaged in various cultural activities, 1999–2003.....	52
Appendix B	Average annual number of international cultural and non-cultural visitors and average length of stay by states and territories, 2002 and 2003.....	52
Appendix C	Number of domestic overnight cultural visitors who engaged in various cultural activities, 1999–2003	53
Appendix D	Average annual domestic cultural and non-cultural overnight visitors and average length of stay by states and territories, 2002 and 2003.....	53
Appendix E	Number of domestic cultural day visitors who engaged in various cultural activities, 1999–2003	54
Appendix F	Average annual domestic cultural and non-cultural day visitors by states/territories, 2002 and 2003.....	54
Appendix G.1	Estimated relative standard errors (RSEs) for international, domestic overnight and day visitor expenditure in Australia’s states/territories, 2002 and 2003.....	55
Appendix G.2	Estimated relative standard errors (RSEs) for international visitor expenditure in the top 20 tourism regions, 2002 and 2003.....	55
Appendix G.3	Estimated relative standard errors (RSEs) for domestic overnight visitor expenditure in the top 20 tourism regions, 2002 and 2003	56
Appendix H.1	International cultural visitors in New South Wales by region, 1999–2003.....	57
Appendix H.2	International cultural visitor nights in New South Wales by region, 1999–2003	58
Appendix H.3	International cultural visitors in Victoria by region, 1999–2003	59
Appendix H.4	International cultural visitor nights in Victoria by region, 1999–2003	60
Appendix H.5	International cultural visitors in Queensland by region, 1999–2003.....	61
Appendix H.6	International cultural visitor nights in Queensland by region, 1999–2003	62
Appendix H.7	International cultural visitors in South Australia by region, 1999–2003.....	63
Appendix H.8	International cultural visitor nights in South Australia by region, 1999–2003	64
Appendix H.9	International cultural visitors in Western Australia by region, 1999–2003	65
Appendix H.10	International cultural visitor nights in Western Australia by region, 1999–2003	65
Appendix H.11	International cultural visitors in Tasmania by region, 1999–2003	66
Appendix H.12	International cultural visitor nights in Tasmania by region, 1999–2003.....	66
Appendix H.13	International cultural visitors in the Australian Capital Territory and the Northern Territory by region, 1999–2003.....	67
Appendix H.14	International cultural visitor nights in the Australian Capital Territory and the Northern Territory by region, 1999–2003	68
Appendix I.1	Domestic overnight cultural visitors in New South Wales by region, 1999–2003 ..	69
Appendix I.2	Domestic overnight cultural visitor nights in New South Wales by region, 1999–2003.....	70
Appendix I.3	Domestic overnight cultural visitors in Victoria by region, 1999–2003	71
Appendix I.4	Domestic overnight cultural visitor nights in Victoria by region, 1999–2003.....	72
Appendix I.5	Domestic overnight cultural visitors in Queensland by region, 1999–2003	73
Appendix I.6	Domestic overnight cultural visitor nights in Queensland by region, 1999–2003 ..	74
Appendix I.7	Domestic overnight cultural visitors in South Australia by region, 1999–2003 ..	75
Appendix I.8	Domestic overnight cultural visitor nights in South Australia by region, 1999–2003.....	76
Appendix I.9	Domestic overnight cultural visitors in Western Australia by region, 1999–2003 ..	77
Appendix I.10	Domestic overnight cultural visitor nights in Western Australia by region, 1999–2003.....	78
Appendix I.11	Domestic overnight cultural visitors in Tasmania by region, 1999–2003.....	79
Appendix I.12	Domestic overnight cultural visitor nights in Tasmania by region, 1999–2003.....	80
Appendix I.13	Domestic overnight cultural visitors in the Australian Capital Territory and the Northern Territory by region, 1999–2003	81
Appendix I.14	Domestic overnight cultural visitor nights in the Australian Capital Territory and the Northern Territory by region, 1999–2003	82
Appendix J.1	Cultural domestic day visitors in New South Wales by tourism region, 1999–2003.....	83
Appendix J.2	Cultural domestic day visitors in Victoria by tourism region, 1999–2003	84
Appendix J.3	Cultural domestic day visitors in Queensland by tourism region, 1999–2003	85
Appendix J.4	Cultural domestic day visitors in South Australia by tourism region, 1999–2003 ..	86
Appendix J.5	Cultural domestic day visitors in Western Australia by tourism region, 1999–2003.....	87

Appendix J.6	Cultural domestic day visitors in Tasmania by tourism region, 1999–2003.....	88
Appendix J.7	Cultural domestic day visitors in the Australian Capital Territory and the Northern Territory, 1999–2003.....	88

Executive Summary

This report examines the importance of cultural tourism in regions of Australia by quantifying cultural tourism activity and expenditure at national, state/territory and regional levels.

Australia is fast being recognised as a culturally diverse tourism destination, with many of Australia's great cultural tourism attractions being located in regional areas of Australia. With this in mind cultural tourism has become an important focus for regional tourism marketing and planning.

On average over the period 1999 to 2003 there were over 19.4 million cultural visitors in Australia per annum; representing 47 per cent of international visitors, six per cent of domestic day visitors and 11 per cent of domestic overnight visitors. During 2002 and 2003 cultural visitors spent an average of \$15.9 billion per annum in Australia, accounting for 25.1 per cent of total visitor expenditure in Australia. Cultural visitors also made a large contribution to regional Australia, accounting for 20.5 per cent of tourism expenditure in regional Australia; or \$6.3 billion per annum during 2002 and 2003. Cultural visitors have been defined as those travellers who participated in one or more cultural activities in Australia, including: attend theatre, concerts or other performing arts; visit museums or art galleries; visit art/craft workshops/ studios; attend festivals/fairs or cultural events; experience Aboriginal art/craft and cultural displays; visit an Aboriginal site/community or visit history/heritage buildings, sites or monuments.

Other important results include:

- During 2002 and 2003, Sydney, Melbourne and Perth were the top three tourism regions in terms of combined expenditure by international and domestic overnight cultural visitors, receiving 44 per cent of total expenditure.
- During 1999 and 2003 the most popular cultural activity for international, domestic overnight and domestic day cultural visitors was visiting historical or heritage building sites or monuments. Sixty three per cent of international cultural visitors, 37 per cent of domestic overnight cultural visitors and 28 per cent of domestic day cultural visitors engaged in this activity.

International cultural visitors

- International cultural visitors on average spent an estimated \$3 054 per trip during 1999–2003, which was 70 per cent more than non-cultural international visitors. Their length of stay was double that of non-cultural visitors, spending an average of 36 nights in Australia per trip.
- In 2003, 48 per cent of international cultural visitors to Australia visited regional Australia compared with only 30 per cent of non-cultural international visitors.
- On average, over the five years from 1999 to 2003, international cultural visitors engaged in a minimum of two different types of cultural activities while in Australia.

- Sydney and Melbourne were the regions most visited by international cultural visitors. Apart from capital cities and the Gold Coast, the regions most visited by international visitors were Tropical North Queensland, Petermann, Alice Springs, Whitsundays and Hervey Bay/Maryborough.

Domestic overnight cultural visitors

- Domestic overnight cultural visitors travelled for longer, spent more and visited more regional areas than non-cultural visitors. On average, domestic overnight cultural visitors spent an estimated amount of \$855 per trip, almost double the amount of expenditure by domestic overnight non-cultural visitors (\$463).
- On average, over the five years from 1999 to 2003, domestic overnight cultural visitors engaged in a minimum of 1.3 different types of cultural activities per trip.
- Sydney and Melbourne were the regions most visited by domestic overnight cultural visitors. Apart from capital cities and the Gold Coast, the regions most visited by domestic overnight cultural visitors were North Coast NSW, Explorer Country (NSW), South Coast (NSW) and Western (Victoria).

Domestic day cultural visitors

- Domestic cultural day visitors spent an estimated \$90 per trip on average during 1999–2003, which was 15 per cent more than expenditure by domestic non-cultural day visitors.
- On average, over the five years from 1999 to 2003, domestic cultural day visitors engaged in a minimum of 1.4 different types of cultural activities.

1 Background

Tourism is an important driver for regional development in Australia. In addition to the potential socio-cultural and environmental benefits, regional tourism generates economic benefits (e.g. income and employment) for local communities. The economic importance of tourism to regional towns and districts across Australia was highlighted in the Tourism White Paper (Commonwealth of Australia, 2003).

Australia is increasingly recognised as an exciting, unique, diverse, and sophisticated tourism destination which has much to interest visitors beyond its world-renowned natural attractions. Australia has a wide range of cultural assets including museums, art galleries, historic and Indigenous sites, performing arts and live concerts that are able to enrich, educate and entertain visitors (Foo et al., 1998).

Cultural tourism in Australia encompasses a mosaic of places, traditions, art forms, celebrations and experiences that portray Australia and its people, reflecting its diversity and character. Many Australian regions are developing the capability to enable presentation of cultural tourism products and experiences with a distinctive regional appeal. More than a decade ago, the importance of cultural tourism in regional areas of Australia was highlighted by the Regional Development Task Force (1993). More recently, the Tourism White Paper also highlighted the importance of cultural tourism in regional Australia (Commonwealth of Australia, 2003). The Tourism White Paper pointed out that development of cultural tourism could encourage domestic travellers, in particular, to visit cultural facilities and attractions in regional Australia, bringing potential economic benefit to rural and regional communities and relieving pressure on the main eastern seaboard destinations.

In an initiative to gauge the importance of cultural tourism to Australia the Cultural Ministers' Council Statistics Working Group commissioned the Bureau of Tourism Research¹ to conduct a number of studies into cultural tourism. The first of these studies focused on estimating the national economic contribution of cultural tourism (entitled: 'Economic Impact of Cultural Tourists in Australia,' Heaney and Salma, 2003). This research showed that between 1997–98 and 2000–01 international and domestic cultural visitors² spent around \$18.2 billion per annum³ on goods and services while travelling in Australia, supporting the employment of 146 200 Australians and \$4.3 billion per annum in wages.

The main objective of the current study is to provide an understanding of the importance of cultural tourism in regions of Australia by quantifying cultural tourism activity and expenditure at national, state/territory and regional levels.

¹ BTR changed to Tourism Research Australia (TRA) from 1 July 2004. TRA is a Division of Tourism Australia (TA). TA is a statutory body established 1 July 2004, incorporating four former organisations: the Australian Tourist Commission (ATC), the Bureau of Tourism Research (BTR), the Tourism Forecasting Council (TFC), and See Australia.

² Cultural visitors were defined using the same definition as in this report.

³ The first report presented results on a financial year basis while this report presents results on a calendar year basis, therefore the results are not directly comparable.

The specific objectives of this report are to:

- Provide a profile of international and domestic cultural tourist activity at a regional level, in terms of number of visitors and visitor nights.
- Evaluate the expenditure by international, domestic day and domestic overnight cultural visitors in tourism regions.
- Provide an indication of the importance of cultural tourism to regions of Australia, as compared to total tourism activity.

The report is organised as follows:

Section 2 covers a definition of cultural tourism, data characteristics and methodology, while Section 3 provides statistics on international, domestic overnight and domestic day visitor numbers, total nights spent and expenditure estimates at national, state/territory and regional levels. Concluding remarks are presented in Section 4.

2 Definition of Cultural Tourism, Data Characteristics and Methodology

2.1 Definition of cultural tourism

There is a diverse range of views on the definition of 'cultural tourism'. It encompasses 'products' and 'events' as diverse as performing arts; museums and exhibitions; archival collections; heritage buildings, monuments and sites; Indigenous art, cultural practices and sites; community cultural activities; and fine art and craft material. The existing definitions of cultural tourism were reviewed in a report on cultural tourism statistics prepared by the *National Centre for Cultural and Recreation Statistics of the Australian Bureau of Statistics* (2001). The review concluded it was not feasible to develop a universally agreed definition of a cultural tourist; however, a consensus definition is not essential and research using a definition that is relevant and fit for a purpose can still further our understanding of cultural tourism.

For the purpose of this report, a cultural visitor is defined as a visitor who participated in one or more cultural activities in Australia, listed below:

- Attend theatre, concerts or other performing arts
- Visit museums or art galleries
- Visit art/craft workshops/studios
- Attend festivals/fairs or cultural events
- Experience Aboriginal art/craft and cultural displays
- Visit an Aboriginal site/community
- Visit history/heritage buildings, sites or monuments.

This definition reflects data collected through the International Visitor Survey (IVS) and National Visitor Survey (NVS) conducted by Tourism Research Australia (TRA).

2.2 Data characteristics

2.2.1 Expenditure

This study focuses on expenditure by cultural tourists rather than expenditure on cultural tourism.

It is important to appreciate that the activities-based definition of cultural tourists is not mutually exclusive. For example, a cultural tourist can also be a wine tourist or a nature-based tourist. As a result, not all the expenditure of cultural tourists is spent on cultural tourism activities.

The TRA surveys do not specifically identify expenditure on cultural activities. While the definition of cultural visitors in section 2.1 includes much of this expenditure, it will also include expenditure on items which are not related to cultural tourism. At the national level expenditure on cultural activities derived from the IVS and NVS provides some insight into expenditure on cultural tourism.

2.2.2 Regions visited

It is also important to note that while this report is able to identify which visitors engaged in cultural activities, it is not possible to identify where on their trip they engaged in these. This report is focussed on regional visitation by cultural visitors, however, it should be kept in mind that although cultural visitors may have been to a particular region it may not be the region where they engaged in the cultural activity. This is less of an issue for domestic cultural visitors, as day visitors tend to visit only one destination on their trip and domestic overnight visitors also typically have a few destinations on an average trip. However, as international visitors tend to travel for longer periods of time, to many different destinations within Australia, some regions may appear to have a strong cultural attraction when in fact relatively few cultural activities have been undertaken within that region.

2.2.3 Change to survey methodology

Due to changes in the NVS survey methodology between 1999 and 2000 caution should be taken when comparing results for cultural domestic day and overnight visitor between 1999 and future years. In 1999, domestic respondents were prompted as to all activities undertaken when travelling in Australia, however, from 2000 onwards the survey methodology was changed and respondents were prompted as to activities undertaken regarding five main headings; outdoor/ecotourism; activity outdoors/sport; arts heritage; local attractions/“tourist” activities; and social/other. If a respondent agreed to undertaking an activity from one of these headings further detail was asked. As consequence, the results show a significant decrease in the number of domestic overnight and day cultural visitors between 1999 and 2000; however, it is most likely that is this due to the change in survey methodology.

2.3 Methodology

This report was completed in two distinct stages. The first procedure was to make use of the IVS and NVS data to obtain estimates of the number of visitors and visitor nights by cultural visitors in Australia’s states/territories and regions (Section 2.3.1) and expenditure at the national level (Section 2.3.2). The second procedure was to use TRA’s regional expenditure model to obtain expenditure by cultural visitors in Australia’s states/territories and regions.

In both cases, the regional areas were classified according to the Australian Bureau of Statistics’ (ABS) definition of tourism regions. This definition ensures the tourism regions are mutually exclusive and encompass all of Australia. The tourism regions used in this publication were based on the 1 July 2002 boundaries set by the ABS.

2.3.1 Cultural visitors and cultural visitor nights

Cultural visitor numbers to Australia’s tourism regions were obtained from the IVS and NVS. All estimates were collected for international and domestic overnight and day visitors who

participated in at least one cultural activity during their trip, over the time period 1999–2003. From the surveys, estimates at the national, state/territory and regional levels for the following variables were obtained:

- The number of visitors who were classified as cultural visitors.
- Cultural visitors as a proportion of total visitors.
- The number of nights spent in a region by visitors who were classified as cultural visitors.
- The proportion of total nights spent in a region by visitors who were classified as cultural visitors.
- The average duration of stay by visitors who were classified as cultural visitors. This was found by dividing the nights spent by cultural visitors in a region, by the number of cultural visitors to the region.

Estimates for day and international visitors were typically less reliable than those for domestic overnight visitors (see Section 2.4 for more information on reliability and publication standards). In addition, estimates for the territories (Northern Territory and Australian Capital Territory) were less reliable due to low sample sizes. To provide reliable expenditure estimates for as many regions as possible, a number of years were merged in order to increase sample size, and an average calculated over the merged years.

The reliability of each region was assessed individually. If the estimates for a single year for a particular region were unreliable, two years were merged, and the reliability tested. If two merged years were unreliable, three years were merged, etc. In some cases, data for the whole five year period needed to be merged before reliable estimates could be obtained. If a reliable estimate could not be obtained after merging five years, the region was included in the 'other' region category for that particular state. Once a reliable combination of years was found, the annual average for the estimate was calculated.

2.3.2 National expenditure by cultural visitors

In the IVS and NVS, detailed information is collected on the total amount that international and domestic visitors spend on their trip. This information is used to calculate expenditure at the national level by international cultural visitors, domestic overnight and day cultural visitors. It is important to note that international visitor expenditure at the national level does not include prepaid international airfares and package tour expenditure.

2.3.3 Estimation of regional expenditure by cultural visitors

The method used to derive international and domestic overnight and day expenditure estimates for cultural visitors was fundamentally similar to the methods used to derive the 1999–2003 international expenditure estimates (Bailey et al., 2004a) and the 2001–2003 domestic expenditure estimates (Bailey et al., 2004b). Producing estimates of expenditure by international and domestic visitors at a regional level involved the allocation of expenditure by

visitors collected in the 2002 and 2003 IVS and NVS to various tourism regions. The approach was first described by Tulpulé (1999).

In the IVS and NVS, detailed expenditure information was collected on the amount international and domestic overnight and day visitors spent on their entire trip and at one stop over destination included in their trip. The amount that each respondent spent at every destination they visited was not collected, therefore a method needed to be established that distributed the total expenditure across the regions which individual respondents visited but for which no specific information was collected. The approach used to produce the results allocates international and domestic visitor expenditure to regions, states and territories based on where each night was spent.

Due to reliability concerns, a number of measures were taken to ensure the expenditure estimates provided were reliable and met publication standards (see Section 2.4 for more detail on reliability and publication standards):

1. IVS data sets for 2002 and 2003 were merged and NVS data sets for 2002 and 2003 were also merged. Therefore, all expenditure estimates are reported as average annual figures for 2002 and 2003.
2. Expenditure estimates for the states and territories and the 'top 20' regions for both international and domestic overnight cultural visitors are provided.
3. For domestic day cultural visitors, expenditure estimates are provided for the states and territories only.

International and domestic overnight visitor expenditure

Overnight expenditure by international and domestic cultural visitors in 2002 and 2003 was allocated to the regions by the iterative procedure described below. The procedure was performed for each category of visitor (international and domestic overnight visitor expenditure) separately.

1. An initial regional cost indicator (average expenditure per night) was calculated for each region based on information collected from respondents regarding expenditure data at an individual stopover. This was done for regions which had reliable sample points. National average expenditure was used for those regions where there were insufficient sample points.
2. Preliminary estimates of expenditure were rescaled using the formula:

$$r = p * (E / R)$$

where r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported net expenditure for the trip

R = sum of preliminary estimates for the trip.

Rescaled values for each trip summed to the reported total expenditure for the trip.

3. New estimates of regional cost indicators were calculated using rescaled expenditure values.
4. If estimates of cost indicators for the current iteration differed from estimates of cost indicators from the previous iteration by less than an agreed amount the process was stopped, otherwise it was repeated from step 2.

Rescaled values at the last iteration were the final estimates of expenditure at each region. To obtain state and territory expenditure estimates, the expenditure was summed over the tourism regions that make up each state or territory.

Experience has shown the following:

- Cost indicators for most regions reach a value close to their final value after about four to five iterations.
- Fifteen iterations are usually sufficient to get successive differences well below \$1.00.
- The process is not sensitive to initial estimates of cost indicators.
- The main driver of the process is the nights spent at each stop.

It is important to note that thirty per cent of total package expenditure was included in the regional expenditure estimates for expenditure items like accommodation, food and transport; however this is excluded from the national expenditure figures.

Day visitor expenditure

For each day trip, detailed expenditure information for a single main destination region, nominated by the respondent, was collected. As only one destination region is involved, most of the day trip expenditure was allocated to that region. In cases where there was expenditure on domestic airfares and other long distance transport fares, the expenditure was split between the origin and destination regions. See Bailey et al. (2004b) for more detail.

Regional expenditure estimates produced

The total expenditure by all international and domestic overnight and day visitors in each of the regions was calculated, so the proportion spent by cultural visitors in each region could be calculated.

The following expenditure estimates were provided for each state/territory and region:

- Total expenditure in the region.
- The proportion of total expenditure accounted for by cultural visitors.

- The total cultural visitor expenditure divided by the total number of cultural visits (expenditure per visit).
- The total cultural visitor expenditure divided by the total number of nights spent by cultural visitors (expenditure per night).

2.4 Reliability and publication standards

The results of the IVS and NVS were based on a sample of international and domestic visitors who took a trip in Australia. As with all sample surveys, the precision of the results depend, in part, on the variability of the underlying population. It is essential when interpreting the survey results to take into account the precision of the results. These are published along with the results themselves. All estimates of cultural visitors, visitor nights and expenditure were assessed against a number of criteria in order to determine whether they were suitable for publication. These criteria included:

- Each region must have a sample size of at least 40.
- The estimates for each region must have an estimated relative standard error (RSE) of less than 25 per cent and a confidence interval of less than 50 per cent.
- If a single observation accounted for over a third of regional expenditure, the regional estimate would not be published.

As discussed in section 2.3, to achieve these publication standards, a number of years needed to be merged to obtain reliable estimates for many regions.

Relative standard errors for the regions and states/territories are provided in Appendix G.1.

3 Cultural visitors in Australia

3.1 International cultural visitors

3.1.1 International cultural visitors, visitor nights and expenditure: national level

In 1999, there were 2.0 million international cultural visitors to Australia who engaged in cultural activities and this number increased to around 2.2 million in 2000, largely due to the impact of the Sydney Olympic Games which resulted in an increase in total international visitors to Australia (Table 1). However, the number of international cultural visitors decreased slightly after 2000. On average, international cultural visitors accounted for more than two million visits per year (47 per cent of all international visitors) between 1999 and 2003.

Table 1 International cultural visitors^a in Australia, 1999–2003

Year	International cultural visitors	
	Number '000	Share ^b Per cent
1999	1 999	48
2000	2 171	48
2001	2 099	47
2002	2 038	46
2003	2 030	46
Average	2 067	47

a Including transit visitors.

b Share of total international visitors.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

On average, over the five years from 1999 to 2003, international cultural visitors engaged in a minimum of two different types of cultural activities while in Australia⁴. The most popular cultural activity for international visitors was visiting an historical or heritage building site or monument, with an average of 63 per cent of international cultural visitors engaging in this activity over the period (Table 2). This was followed by visiting museums or art galleries (54 per cent), attending performing arts (25 per cent), experiencing Aboriginal art/crafts and cultural displays (22 per cent), visiting art/craft workshops (16 per cent), attending festivals/fairs or cultural events (15 per cent), and visiting an Aboriginal site/community (10 per cent). Data for international cultural visitors who engaged in various cultural activities for individual years between 1999 and 2003 are presented in Appendix A.

⁴ This is a conservative estimation of the number of cultural activities undertaken by international cultural visitors. Due to the framing of questions in the International Visitor Survey, in cases where an international cultural visitor engaged in a specific cultural activity on more than one occasion they were recorded only once.

Table 2 International visitors in Australia by cultural activities, average annual visits for the years 1999 to 2003^a

Cultural activities	International visitors	
	Number ^b '000	Share ^c Per cent
Visiting historical/heritage buildings, sites or monuments	1 298	63
Visiting museums or art galleries	1 124	54
Attending theatre, concerts or other performing arts	526	25
Experiencing Aboriginal art/craft and cultural displays	458	22
Visiting art/craft workshops/studios	327	16
Attending festivals/fairs or cultural events	317	15
Visiting an Aboriginal site/community	200	10
Total international visitors engaged in cultural activities	2 067	100

a For individual year, see Appendix A

b Do not add to total, because international visitors may have engaged in more than one cultural activity on their trip in Australia.

c Proportion of international cultural visitors who engaged in a specific cultural activity.

Source: BTR International Visitor Survey, 2003 (unpublished data).

Between 1999 and 2003, international cultural visitors spent on average more than 75 million nights in Australia, with an average annual increase of 5.1 per cent during this five-year period (Table 3). During the same period total international visitor nights spent in Australia increased at an average annual rate of 3.9 per cent. International cultural visitor nights accounted for an average of 64 per cent of all international visitor nights in Australia between 1999 and 2003.

Table 3 International cultural visitor nights^a in Australia, 1999–2003

Year	International cultural visitor nights	
	Number Million	Share ^b Per cent
1999	64.7	63
2000	75.7	64
2001	78.8	65
2002	77.9	64
2003	78.9	66
Average	75.2	64

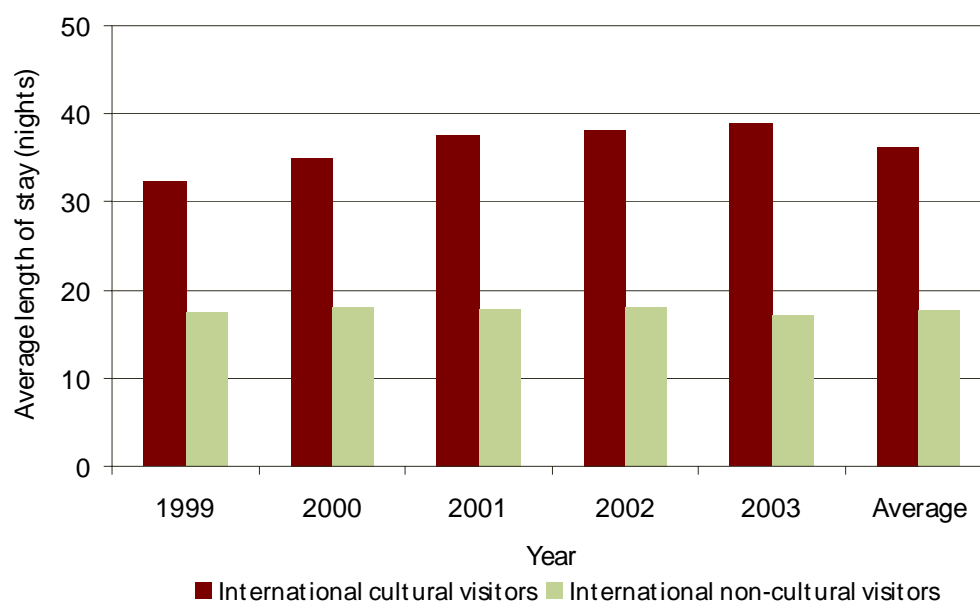
a Including transit visitors.

b International cultural visitor nights as a proportion of total international visitor nights.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

On average, international cultural visitors stayed longer in Australian than international non-cultural visitors. The average length of stay for international cultural visitors increased from 32 nights in 1999 to 39 nights in 2003 (average 36 nights) (Figure 1), while the average length of stay for international non-cultural visitors remained relatively stable at 18 nights.

Figure 1 Average length of stay, international cultural visitors and international non-cultural visitors, 1999–2003



Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

International cultural visitors spent an estimated \$5 billion in 1999 on their trip to Australia and this expenditure amount increased to almost \$7 billion in 2003 (Table 4). International cultural visitors' expenditure as a proportion of total expenditure by all international visitors to Australia varied from around 59 per cent in 1999 to 62 per cent in 2003, with an average of 60 per cent. Total expenditure by international cultural visitors increased at an average annual growth rate of 8.5 per cent between 1999 and 2003, while expenditure by total international visitors in Australia increased at an average annual rate of 7.2 per cent.

Table 4 International cultural visitor expenditure^a in Australia, 1999–2003

Year	International cultural visitor expenditure	
	Amount \$ Million	Share ^b Per cent
1999	5 027	59
2000	5 934	59
2001	6 713	61
2002	6 926	60
2003	6 955	62
Average	6 311	60

a Expenditure includes transit visitors.

b International cultural visitor expenditure as a proportion of total international visitor expenditure.

NB. Does not include any package tour expenditure.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Between 1999 and 2003, international cultural visitors spent more money per trip than international non-cultural visitors (Table 5). On average, international cultural visitors spent an estimated \$3 054 per trip, considerably higher than the expenditure by international non-cultural visitors (\$1 762). However, international cultural visitors spent less on a per night basis (ranging from \$78 to \$88, average \$84) compared to international non-cultural visitors (ranging from \$92 to \$106, average \$100). This was mainly because international cultural visitors stayed more nights in Australia than international non-cultural visitors (refer Figure 1).

Table 5 Average expenditure by international cultural and non-cultural visitors, per trip and per night, 1999–2003

Year	Expenditure per trip		Expenditure per night	
	International cultural visitors	International non-cultural visitors	International cultural visitors	International non-cultural visitors
	\$			
1999	2 515	1 597	78	92
2000	2 734	1 727	78	95
2001	3 197	1 795	85	101
2002	3 399	1 902	89	106
2003	3 426	1 790	88	105
Average	3 054	1 792	84	100

NB. Does not include package tour expenditure.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

3.1.2 International cultural visitors, visitor nights and expenditure: states/territories

International visitors who engaged in cultural activities tended to travel more widely than international non-cultural visitors. Between 1999 and 2003, international cultural visitors travelled to an average of 1.9 different states/territories during their trip, while international non-cultural visitors travelled to an average of 1.4 different states/territories.

New South Wales, Queensland and Victoria were the three states most visited by international cultural visitors between 1999 and 2003 (Table 6). On the other hand, Tasmania received the lowest number of international visitors who engaged in cultural activities, averaging 70 000 international cultural visitors annually in the years 1999 to 2003.

Table 6 International cultural visitors^a by states and territories visited, 1999–2003

States/Territories	Number of international cultural visitors					
	1999	2000	2001	2002	2003	Average
	'000					
New South Wales	1 337	1 477	1 433	1 363	1 333	1 389
Victoria	608	595	657	637	638	627
Queensland	1 013	1 032	1 017	937	914	983
South Australia	206	222	236	185	194	209
Western Australia	284	309	280	280	295	290
Tasmania	72	75	70	71	62	70
Northern Territory	279	313	307	248	250	279
Australia Capital Territory	141	142	141	127	125	135
Total Australia ^{b, c}	1 997	2 169	2 098	2 036	2 029	2 066
	Share of total international visitors ^d					
	Per cent					
New South Wales	56	55	55	54	55	55
Victoria	57	52	54	53	53	53
Queensland	52	52	52	49	50	51
South Australia	64	62	65	61	65	64
Western Australia	52	51	49	49	52	51
Tasmania	71	68	66	66	65	67
Northern Territory	74	73	74	70	76	73
Australia Capital Territory	75	69	74	72	73	72
Total Australia ^{b, c}	49	48	47	46	47	47

a Excluding transit visitors.

b Numbers of international cultural visitors for each year do not add to total, because visitors may visit more than one state/territory during their trip.

c Total Australia includes small amounts that cannot be allocated to a particular state/territory.

d International cultural visitors as a proportion of total international visitors to each state/territory.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Between 1999 and 2003, international cultural visitors spent on average nearly 31 million nights in New South Wales, 16 million nights in Queensland and slightly more than 13 million in Victoria (Table 7). Although international cultural visitors spent on average less than eight million nights in Western Australia, they stayed longer in that state compared to other states and territories.

Table 7 International cultural visitor nights^a and average duration of stay in states and territories, 1999–2003

States/Territories	International cultural visitor nights					
	1999	2000	2001	2002	2003	Average
	Million					
New South Wales	23.3	31.0	33.3	35.1	30.9	30.7
Victoria	10.6	11.4	12.1	12.4	15.3	12.3
Queensland	15.4	15.3	17.2	14.6	16.6	15.8
South Australia	3.2	3.5	4.0	2.7	3.1	3.3
Western Australia	6.9	8.6	7.0	8.2	7.8	7.7
Tasmania	1.0	1.1	1.1	1.0	0.8	1.0
Northern Territory	2.3	2.8	2.5	2.0	1.9	2.3
Australia Capital Territory	1.3	1.4	1.1	1.6	2.0	1.5
Total Australia ^b	64.1	75.0	78.3	77.4	78.5	74.7
	Share of total international visitor nights ^c					
	Per cent					
New South Wales	65	67	70	72	73	70
Victoria	59	57	56	57	59	58
Queensland	62	61	62	59	62	61
South Australia	74	65	72	59	68	68
Western Australia	58	61	59	58	61	59
Tasmania	65	57	68	55	64	61
Northern Territory	73	68	75	65	75	71
Australia Capital Territory	70	83	76	79	86	79
Total Australia ^b	63	63	65	64	66	64
	Average duration of stay					
	Nights					
New South Wales	17	21	23	26	23	22
Victoria	17	19	18	19	24	20
Queensland	15	15	17	16	18	16
South Australia	16	16	17	14	16	16
Western Australia	24	28	25	29	27	27
Tasmania	14	15	16	14	14	15
Northern Territory	8	9	8	8	8	8
Australia Capital Territory	9	10	8	13	16	11
Total Australia ^b	32	35	37	38	39	36

a Excluding transit visitors.

b Total Australia includes small amounts that cannot be allocated to a particular state/territory.

c International cultural visitor nights as a proportion of total international visitor nights to each state/territory.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Between 2002 and 2003⁵, international cultural visitors in Australia had an average annual expenditure of \$7 371 million. Forty three per cent of this expenditure was spent in New South Wales, nearly 22 per cent in Queensland and 17 per cent in Victoria (Table 8). These three states combined accounted for approximately 82 per cent of the total amount spent by international cultural visitors to Australia during 2002 and 2003. Of the remaining states, Western Australia received 8.4 per cent of international cultural visitor expenditure during

⁵ Please note: as all expenditure information (except at the national level) is derived from the modelling process, for reliability reasons the results are calculated by merging data for the 2002 and 2003 years, and then finding the average. For more information on the methodology see Section 2.3.3.

2002 and 2003; the Northern Territory, 4.4 per cent; South Australia, 3.0 per cent; the Australian Capital Territory, 1.6 per cent; and Tasmania, 1.1 per cent.

Table 8 Average annual expenditure^a by international cultural visitors by states and territories, 2002 and 2003

States/Territories	International cultural visitors' expenditure				
	Amount \$ million	Share of total Australia ^c Per cent	Share of state/territory total ^d Per cent	International cultural visitors '000	International cultural visitor nights Million
New South Wales	3 170	43.0	67.8	1 348	33.0
Victoria	1 225	16.6	54.6	638	13.8
Queensland	1 612	21.9	55.0	926	15.6
South Australia	223	3.0	58.6	190	2.9
Western Australia	616	8.4	55.3	288	8.0
Tasmania	81	1.1	63.0	67	0.9
Northern Territory	326	4.4	69.6	249	1.9
Australian Capital Territory	119	1.6	80.1	126	1.8
Total Australia ^b	7 371	100	61.0	2 034	78.0

a Includes package expenditure (30 per cent of total). Expenditure by transit visitors included. All data are reported as average annual amounts. (See Section 2.3.3 for more information).

b Total Australia includes small amounts that cannot be allocated to a particular state/territory.

c International cultural visitor expenditure in each state/territory as a proportion of total international visitor expenditure in Australia.

d International cultural visitor expenditure in each state/territory as a proportion of the respective state/territory's total international visitor expenditure.

For information regarding the reliability of the expenditure estimates please see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 International Visitor Survey data (unpublished).

Comparisons of average expenditure per trip and per night by international cultural and non-cultural visitors in states and territories for the 2002 and 2003 period are presented in Table 9. International cultural visitors spent more per visit than international non-cultural visitors in each state and territory, with the exception of South Australia, Tasmania and the Northern Territory. On the other hand, international cultural visitors spent less per night than international non-cultural visitors in New South Wales, Victoria, Queensland, South Australia, Western Australia and the Australian Capital Territory, but spent more in Tasmania. Expenditure per night was similar for international cultural and non-cultural visitors in the Northern Territory. The number of international cultural and non-cultural visitors and their average length of stay in each state and territory during 2002 and 2003 are presented in Appendix B.

Table 9 Average annual expenditure^a per trip and per night by international cultural and non-cultural visitors in states and territories, 2002 and 2003

States/Territories	Expenditure per visit		Expenditure per night	
	International cultural visitors	International non-cultural visitors	International cultural visitors	International non-cultural visitors
	\$		\$	
New South Wales	2 351	1 300	96	119
Victoria	1 920	1 768	89	102
Queensland	1 741	1 411	103	129
South Australia	1 173	1 401	77	96
Western Australia	2 142	1 768	77	92
Tasmania	1 212	1 350	89	74
Northern Territory	1 308	1 512	167	169
Australian Capital Territory	943	617	65	77
Total Australia	3 624	1 973	95	113

^a Includes package expenditure (30 per cent of total). Expenditure by transit visitors included. All data are reported as average annual amounts. (See Section 2.3.3 for more information).

For information regarding the reliability of the expenditure estimates see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 International Visitor Survey data (unpublished).

3.1.3 International cultural visitors, visitor nights and expenditure: metropolitan and regional areas

In this section, the number of international cultural visitors, visitor nights and expenditure in metropolitan areas (all capital cities and the Gold Coast) and tourism regions for each state and territory in Australia are presented. The number of international cultural visitors and visitor nights are presented for each year between 1999 and 2003, while expenditure estimates are presented as the average annual result for the years 2002 and 2003.

The majority of international cultural visitors visited metropolitan areas (i.e. capital cities) in each state or territory, with the exception of the Northern Territory (Table 10). However, in Queensland, a significant number of international cultural visitors travelled to regional areas.

Over the period 1999 to 2003, international cultural visitors spent more nights in capital cities than in regional New South Wales, Victoria, South Australia and Western Australia, while international cultural visitors spent more nights in regional Northern Territory than in Darwin (Table 11). However, in Queensland and Tasmania, international cultural visitors spent similar nights in capital cities and in regional areas.

Table 10 International cultural visitors^a in metropolitan and regional areas by state/territory^b visited, 1999–2003

	International cultural visitors					
	1999	2000	2001	2002	2003	Average
	'000					
Sydney	1 296	1 428	1 394	1 320	1 287	1 345
Regional NSW	325	357	350	327	351	342
Total New South Wales	1 337	1 477	1 433	1 363	1 333	1 389
Melbourne	582	564	627	607	608	598
Regional VIC	152	160	189	176	178	171
Total Victoria	608	595	657	637	638	627
Brisbane+ Gold Coast	682	674	687	628	635	661
Regional QLD	604	650	656	592	571	615
Total Queensland	1 013	1 032	1 017	937	914	983
Adelaide	189	206	220	170	184	194
Regional SA	95	95	126	92	86	99
Total South Australia	206	222	236	185	194	209
Perth	273	294	272	272	284	279
Regional WA	114	136	132	116	127	125
Total Western Australia	284	309	280	280	295	290
Greater Hobart	58	64	62	62	54	60
Regional TAS	49	52	44	45	39	46
Total Tasmania	72	75	70	71	62	70
Darwin	137	142	142	100	97	123
Regional NT	259	283	280	229	231	256
Total Northern Territory	279	313	307	248	250	279
Canberra	141	142	141	127	125	135
Total Australia	1 997	2 169	2 098	2 036	2 029	2 066
	Share of total international visitors ^c					
	Per cent					
Sydney	57	55	55	54	56	55
Regional NSW	66	65	66	66	68	66
Total New South Wales	56	55	55	54	55	55
Melbourne	57	52	54	53	53	54
Regional VIC	60	61	61	61	60	61
Total Victoria	57	52	54	53	53	53
Brisbane+ Gold Coast	50	49	49	48	51	49
Regional QLD	59	63	61	56	57	59
Total Queensland	52	52	52	49	50	51
Adelaide	64	62	66	61	65	64
Regional SA	69	64	72	68	72	69
Total South Australia	64	62	65	61	65	64
Perth	52	50	49	49	51	50
Regional WA	62	64	65	63	68	64
Total Western Australia	52	51	49	49	52	51
Greater Hobart	72	70	71	69	65	69
Regional TAS	71	69	66	68	65	68
Total Tasmania	71	68	66	66	65	67
Darwin	75	69	70	62	70	69
Regional NT	76	77	78	74	80	77
Total Northern Territory	74	73	74	70	76	73
Canberra	75	69	74	72	73	72
Total Australia	49	48	47	46	47	47

a Excluding transit visitors.

b For each state and territory, number of cultural visitors do not add to total, because visitors may visit more than one region during their trip.

c International cultural visitors as a proportion of total international visitors to each region/area.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Table 11 International cultural visitor nights in metropolitan and regional areas by state/territory visited, 1999–2003

	International cultural visitor nights					Average
	1999	2000	2001	2002	2003	
	Million					
Sydney	19.9	26.4	28.7	29.7	26.2	26.2
Regional NSW	3.5	4.6	4.6	5.5	4.6	4.6
Total New South Wales	23.3	31.0	33.3	35.1	30.9	30.7
Melbourne	8.8	10.2	10.6	10.6	13.6	10.8
Regional VIC	1.8	1.2	1.5	1.7	1.7	1.6
Total Victoria	10.6	11.4	12.1	12.4	15.3	12.3
Brisbane+ Gold Coast	7.6	7.4	8.2	7.5	8.7	7.9
Regional QLD	7.8	7.9	9.0	7.0	7.9	7.9
Total Queensland	15.4	15.3	17.2	14.6	16.6	15.8
Adelaide	2.6	2.9	3.4	2.2	2.6	2.7
Regional SA	0.6	0.6	0.6	0.4	0.5	0.5
Total South Australia	3.2	3.5	4.0	2.7	3.1	3.3
Perth	5.3	6.4	5.2	6.5	6.2	5.9
Regional WA	1.5	2.2	1.8	1.7	1.7	1.8
Total Western Australia	6.9	8.6	7.0	8.2	7.8	7.7
Greater Hobart	0.5	0.5	0.5	0.4	0.4	0.5
Regional TAS	1.7	1.7	1.7	0.9	0.9	0.5
Total Tasmania	1.0	1.1	1.1	1.0	0.8	1.0
Darwin	1.0	1.0	1.0	0.6	0.6	0.8
Regional NT	1.5	1.6	1.6	1.3	1.3	1.4
Total Northern Territory	2.3	2.8	2.5	2.0	1.9	2.3
Canberra	1.3	1.4	1.1	1.6	2.0	1.5
Total Australia	64.1	75.0	78.3	77.4	78.5	74.7
	Share of total international visitor nights ^a					
	Per cent					
Sydney	66	68	70	72	74	70
Regional NSW	61	60	66	70	69	65
Total New South Wales	65	67	70	72	73	70
Melbourne	58	58	57	57	59	58
Regional VIC	62	50	53	61	56	57
Total Victoria	59	57	56	57	59	58
Brisbane+ Gold Coast	60	57	56	55	60	58
Regional QLD	64	66	69	63	65	66
Total Queensland	62	61	62	59	62	61
Adelaide	74	67	73	58	68	68
Regional SA	71	61	67	64	68	66
Total South Australia	74	65	72	59	68	68
Perth	56	58	57	57	60	58
Regional WA	64	69	65	60	67	65
Total Western Australia	58	61	59	58	61	59
Greater Hobart	65	65	65	50	50	59
Regional TAS	61	61	61	70	70	64
Total Tasmania	65	57	68	55	64	61
Darwin	67	67	67	60	60	65
Regional NT	74	75	76	73	79	75
Total Northern Territory	73	68	75	65	75	71
Canberra	70	83	76	79	86	79
Total Australia	63	63	65	64	66	64

a International cultural visitor nights as a proportion of total international visitor nights to each region/area.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes). Refer to Section 2.3.1 for more information.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Average annual expenditure estimates (combined 2002 and 2003 data) for international cultural visitors in the metropolitan (capital cities and the Gold Coast) and regional areas of

each state and territory are presented in Table 12. In all states and territories except for Queensland and Northern Territory, most expenditure by international cultural visitors was in the metropolitan areas. Ninety per cent of total international cultural visitor expenditure in New South Wales and Victoria was spent in the capital cities. In contrast, only 23 per cent of all expenditure in the Northern Territory was spent in Darwin.

In terms of expenditure per visit, international cultural visitors spent more in regional Queensland, Tasmania and the Northern Territory than in their metropolitan areas, while expenditure per night was higher in regional Queensland, South Australia and the Northern Territory than in the metropolitan areas.

Table 12 Average annual expenditure^a by international cultural visitors in metropolitan and regional areas by state/territory, 2002 and 2003

	International cultural visitor expenditure					Average length of stay Nights
	Amount \$ million	Share of state/ territory total ^b	Share of areas total ^c	per visit \$	per night \$	
		Per cent	Per cent			
Sydney	2 840	89.6	67.7	2 178	102	21.4
Regional NSW	329	10.4	68.9	971	65	14.9
Total New South Wales	3 170	100.0	67.8	2 351	96	24.5
Melbourne	1 097	89.5	53.9	1 804	91	19.9
Regional VIC	128	10.4	60.8	725	76	9.6
Total Victoria	1 225	100.0	54.6	1 920	89	21.7
Brisbane+ Gold Coast	768	47.6	51.0	1 216	95	12.8
Regional QLD	844	52.4	59.3	1 451	113	12.8
Total Queensland	1 612	100.0	55.0	1 741	103	16.8
Adelaide	181	81.1	57.2	1 070	76	13.5
Regional SA	42	18.9	65.6	470	87	5.4
Total South Australia	223	100.0	58.6	1 173	77	15.1
Perth	503	81.7	53.6	1 810	79	22.9
Regional WA	113	18.3	64.0	934	68	13.7
Total Western Australia	616	100.0	55.3	2 142	77	27.9
Greater Hobart	42	51.9	58.7	721	92	7.8
Regional TAS	39	48.1	68.4	929	85	10.9
Total Tasmania	81	100.0	63.0	1 212	89	13.6
Darwin	77	23.6	55.2	782	119	6.6
Regional NT	249	76.4	75.7	1 083	192	5.6
Total Northern Territory	326	100.0	69.6	1 308	167	7.8
Canberra	119	100.0	80.1	943	65	14.5
Total Australia ^d	7 371	100.0	61.0	3 624	95	38.3

a Includes package expenditure (30 per cent of total). Expenditure by transit visitors included. All data are reported as average annual amounts. (See Section 2.3.3 for more information).

b International cultural visitor expenditure in that region/area as a proportion of international cultural visitor expenditure in the respective state/territory.

c International cultural visitor expenditure in that region/area as a proportion of total international visitor expenditure in that region/area.

d Total Australia includes small amounts that cannot be allocated to a particular state/territory.

For information regarding the reliability of the expenditure estimates see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 International Visitor Survey data (unpublished).

3.1.4 International cultural visitors, visitor nights and expenditure: top 20 tourism regions

In general, international visitors who engaged in cultural activities tended to travel to more regions than international non-cultural visitors. Between 1999 and 2003, international cultural visitors on average travelled to 3.3 different regions, whereas the average number of regions visited by international non-cultural visitors was 1.9 regions.

Sydney and Melbourne were the regions most visited by international cultural visitors. Apart from capital cities and the Gold Coast, the regions most visited by international cultural visitors were Tropical North Queensland (Queensland), Petermann (Northern Territory), Alice Springs (Northern Territory), Whitsundays (Queensland) and Hervey Bay/Maryborough (Queensland). Table 13 shows the top 20 regions visited by international cultural visitors during 1999 to 2003.

In terms of international cultural visitors, Queensland regions were well represented, accounting for eight of the top 20 regions, while New South Wales and the Northern Territory had three representatives, and Victoria had two. Western Australia, South Australia and the Australian Capital Territory⁶ were represented by just their capital cities. No single region from Tasmania was in the top 20 regions. Tables containing the number of international cultural visitors and visitor nights to each region in Australia between 1999 and 2003 are provided in Appendix H.

⁶ It should be noted that there is no capital city/rest of state split for the ACT.

Table 13 International cultural visitors in top 20 tourism regions, 1999–2003

Regions ^a	State/ Territory	International cultural visitors					Average
		1999	2000	2001	2002	2003	
		'000					
1. Sydney	NSW	1 296	1 428	1 394	1 320	1 287	1 345
2. Melbourne	VIC	582	564	627	607	608	598
3. Tropical North Queensland	QLD	468	513	520	466	427	479
4. Brisbane	QLD	419	436	433	395	440	425
5. Gold Coast	QLD	397	368	393	341	318	363
6. Perth	WA	273	294	272	272	284	279
7. Petermann	NT	201	229	223	186	181	204
8. Adelaide	SA	189	206	220	170	184	194
9. Alice Springs	NT	172	169	187	145	142	163
10. Whitsundays	QLD	141	150	173	145	148	152
11. Hervey Bay/ Maryborough	QLD	135	150	168	141	144	148
12. Northern Rivers - Tropical NSW	NSW	135	150	165	137	150	147
13. Canberra	ACT	141	142	141	127	125	135
14. Sunshine Coast	QLD	128	139	157	117	128	134
15. Darwin	NT	137	142	142	100	97	123
16. North Coast NSW	NSW	111	112	119	103	117	112
17. Northern	QLD	104	90	115	71	88	94
18. Western	VIC	75	83	109	102	93	92
19. Fitzroy	QLD	83	91	92	67	66	80
20. Kakadu	NT	79	68	79	56	51	68
Total Australia		1 997	2 169	2 098	2 036	2 029	2 066
		Share of total international visitors ^b					
		Per cent					
1. Sydney	NSW	57	55	55	54	56	55
2. Melbourne	VIC	57	52	54	53	53	54
3. Tropical North Queensland	QLD	61	66	64	58	57	61
4. Brisbane	QLD	59	59	58	54	58	58
5. Gold Coast	QLD	45	43	46	45	47	45
6. Perth	WA	52	50	49	49	51	50
7. Petermann	NT	75	78	79	78	82	78
8. Adelaide	SA	64	62	66	61	65	64
9. Alice Springs	NT	78	77	79	77	82	78
10. Whitsundays	QLD	67	72	72	69	74	71
11. Hervey Bay/ Maryborough	QLD	74	76	77	74	78	76
12. Northern Rivers - Tropical NSW	NSW	72	74	74	71	78	74
13. Canberra	ACT	75	69	74	72	73	72
14. Sunshine Coast	QLD	64	64	67	57	58	62
15. Darwin	NT	75	69	70	62	70	69
16. North Coast NSW	NSW	70	68	71	71	71	70
17. Northern	QLD	71	69	72	64	77	71
18. Western	VIC	69	68	71	68	68	69
19. Fitzroy	QLD	68	73	75	69	74	72
20. Kakadu	NT	78	79	80	74	82	79
Total Australia		49	48	47	46	47	47

a Ranking based on average number of international cultural visitors.

b International cultural visitors as a proportion of total international visitors to each region.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

International cultural visitor nights in the top 20 tourism regions are presented in Table 14. In terms of average nights spent in regions, Illawarra was the 14th most popular region, but ranked top in terms of average length of stay (on average 30 nights between 1999 and 2003).

Table 14 International cultural visitor nights in top 20 regions and average length of stay, 1999–2003

Regions ^a	State/ Territory	International cultural visitor nights					Average
		1999	2000	2001	2002	2003	
'000							
1. Sydney	NSW	19 873	26 388	28 743	29 683	26 228	26 183
2. Melbourne	VIC	8 799	10 248	10 575	10 638	13 589	10 770
3. Perth	WA	5 349	6 365	5 234	6 509	6 194	5 930
4. Brisbane	QLD	4 904	4 866	5 169	5 003	5 677	5 124
5. Tropical North Queensland	QLD	3 675	3 723	4 224	3 470	3 131	3 645
6. Gold Coast	QLD	2 694	2 563	3 024	2 533	3 003	2 764
7. Adelaide	SA	2 638	2 902	3 408	2 211	2 570	2 746
8. Canberra	ACT	1 333	1 403	1 098	1 599	2 047	1 496
9. Sunshine Coast	QLD	967	876	1 129	804	904	936
10. Northern Rivers - Tropical NSW	NSW	764	787	1 096	840	1 009	899
11. Hunter	NSW	629	629	629	1 174	1 174	847
12. Darwin	NT	967	967	967	649	649	840
13. Whitsundays	QLD	778	778	778	795	795	785
14. Illawarra	NSW	682	682	682	815	815	735
15. Northern	QLD	710	710	710	728	728	718
16. Hervey Bay/Maryborough	QLD	647	647	647	633	633	642
17. Alice Springs	NT	594	594	594	515	515	562
18. Greater Hobart	TAS	519	519	519	456	456	493
19. Petermann	NT	511	511	511	438	438	482
20. North Coast NSW	NSW	371	371	371	510	510	427
Total Australia		64 073	75 049	78 343	77 416	78 504	74 677
Share of total international visitor nights ^b							
Per cent							
1. Sydney	NSW	66	68	70	72	74	70
2. Melbourne	VIC	58	58	57	57	59	58
3. Perth	WA	56	58	57	57	60	58
4. Brisbane	QLD	69	67	62	60	66	65
5. Tropical North Queensland	QLD	64	67	69	63	59	64
6. Gold Coast	QLD	48	44	48	48	50	48
7. Adelaide	SA	74	67	73	58	68	68
8. Canberra	ACT	70	83	76	79	86	79
9. Sunshine Coast	QLD	56	58	63	54	46	55
10. Northern Rivers - Tropical NSW	NSW	64	61	70	72	77	69
11. Hunter	NSW	64	64	64	78	78	71
12. Darwin	NT	67	67	67	60	60	65
13. Whitsundays	QLD	71	71	71	75	75	73
14. Illawarra	NSW	71	71	71	62	62	67
15. Northern	QLD	69	69	69	73	73	70
16. Hervey Bay/Maryborough	QLD	76	76	76	76	76	76
17. Alice Springs	NT	77	77	77	77	77	77
18. Greater Hobart	TAS	65	65	65	50	50	59
19. Petermann	NT	78	78	78	81	81	79
20. North Coast NSW	NSW	53	53	53	66	66	58
Total Australia		63	63	65	64	66	64
Average length of stay							
Nights							
1. Sydney	NSW	15	18	21	22	20	19
2. Melbourne	VIC	15	18	17	18	22	18
3. Perth	WA	20	22	19	24	22	21
4. Brisbane	QLD	12	11	12	13	13	12
5. Tropical North Queensland	QLD	8	7	8	7	7	8
6. Gold Coast	QLD	7	7	8	7	9	8
7. Adelaide	SA	14	14	16	13	14	14
8. Canberra	ACT	9	10	8	13	16	11
9. Sunshine Coast	QLD	8	6	7	7	7	7
10. Northern Rivers - Tropical NSW	NSW	6	5	7	6	7	6

Continued

Regions ^a	State/ Territory	Average length of stay					Average
		1999	2000	2001	2002	2003	
		Nights					
11. Hunter	NSW	11	11	11	20	20	15
12. Darwin	NT	7	7	7	7	7	7
13. Whitsundays	QLD	5	5	5	5	5	5
14. Illawarra	NSW	27	27	27	35	35	30
15. Northern	QLD	7	7	7	9	9	8
16. Hervey Bay/Maryborough	QLD	4	4	4	4	4	4
17. Alice Springs	NT	3	3	3	4	4	3
18. Greater Hobart	TAS	8	8	8	8	8	8
19. Petermann	NT	2	2	2	2	2	2
20. North Coast NSW	NSW	3	3	3	5	5	4
Total Australia		32	35	37	38	39	36

a Ranking based on average international cultural visitor nights.

b International cultural visitor nights as a proportion of total international visitor nights to each region.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes.) Refer to Section 2.3.1 for more information.

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Over the period 2002 and 2003, average annual expenditure in the regional areas⁷ of Australia was \$1 745 million. This was 24 per cent of the total expenditure by international cultural visitors (Table 12). Among the tourism regions, Sydney dominated in terms of total expenditure and ranked second in terms of expenditure per visit, and sixth in terms of expenditure per night (Table 15).

Average expenditure per visit by international cultural visitors was highest in the Illawarra region (\$2 584), followed by Sydney (\$2 178), Perth (\$1 810) and Melbourne (\$1 804). All of these regions had a relatively long average length of stay. The high result for Illawarra was due to the influence of international students, who tend to stay for a long time.

On the other hand, average nightly expenditure was highest in the Petermann region of the Northern Territory at \$380 per night, much higher than the average nightly expenditure for Tropical North Queensland (\$167) and the Whitsundays (\$127). The highest average nightly expenditure in the Petermann region was due to the high cost of accommodation in this region.

⁷ Regional areas exclude the capital cities and the Gold Coast in Queensland.

Table 15 Average annual expenditure^a by international cultural visitor in top 20 tourism regions, 2002 and 2003 (ranked by expenditure)

Top 20 tourism regions ^b	State/ Territory	Expenditure				Average stay Nights
		Total	Share ^c	Per visit	Per night	
		\$ Million	Per cent	\$	\$	
1. Sydney	NSW	2 840	68	2 178	102	21.4
2. Melbourne	VIC	1 097	54	1 804	91	19.9
3. Tropical North Queensland	QLD	550	57	1 232	167	7.4
4. Perth	WA	503	54	1 810	79	22.9
5. Gold Coast	QLD	339	43	1 027	122	8.4
6. Brisbane	QLD	429	60	1 028	80	12.8
7. Adelaide	SA	181	57	1 020	76	13.5
8. Petermann	NT	167	80	907	380	2.4
9. Canberra	ACT	119	80	943	65	14.5
10. Whitsundays	QLD	101	71	688	127	5.4
11. Darwin	NT	77	55	782	119	6.6
12. Sunshine Coast	QLD	67	54	541	78	7.0
13. Hunter	NSW	72	69	1 217	61	20.0
14. Illawarra	NSW	61	63	2 584	74	34.9
15. Northern Rivers - Tropical NSW	NSW	56	73	389	60	6.5
16. Greater Hobart	TAS	42	59	721	92	7.8
17. Alice Springs	NT	46	76	317	88	3.6
18. Northern	QLD	41	69	511	56	9.2
19. North Coast NSW	NSW	38	70	345	75	4.6
20. Hervey Bay/Maryborough	QLD	34	76	238	53	4.4

a Includes package expenditure (30 per cent of total). Expenditure by transit visitors included. All data are reported as average annual amounts. (See Section 2.3.3 for more information).

b Ranking based on total expenditure in the region.

c International cultural visitor expenditure in each region as a proportion of total international visitor expenditure in the respective region.

For information regarding the reliability of the expenditure estimates see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.2.

Source: BTR Expenditure allocation method applied to 2002 and 2003 International Visitor Survey data (unpublished).

3.2 Domestic overnight cultural visitors

3.2.1 Domestic overnight cultural visitors, visitor nights and expenditure: national level

On average between 1999 and 2003, there were 8.0 million domestic overnight cultural visitors who engaged in at least one of the cultural activities during their travel within Australia (Table 16). This represented 11.4 per cent of all domestic overnight visitors. The number of domestic overnight cultural visitors increased from 7.7 million in 2000 to 9.3 million in 2003.

Table 16 Domestic overnight cultural visitors in Australia, 1999–2003

Year	Domestic overnight cultural visitors	
	Number Million	Share ^a Per cent
1999	9.4	12.9
2000	7.7	10.5
2001	7.8	10.4
2002	7.9	10.4
2003	9.3	12.7
Average	8.4	11.4

^a Share of all domestic overnight visitors.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

On average, over the five years from 1999 to 2003, domestic overnight cultural visitors engaged in a minimum of 1.3 different types of activities. The most popular cultural activity for domestic overnight cultural visitors was visiting an historical or heritage building, with an average of 37 per cent of domestic overnight cultural visitors engaging in this activity over the period (Table 17). This was closely followed by visiting museums or art galleries (36 per cent). However, attending theatre, concerts or other performing arts (19 per cent), attending festivals/fairs or cultural events (17 per cent) and visiting art/craft workshops (15 per cent) were also popular cultural activities for domestic overnight visitors. Only a small fraction of domestic overnight cultural visitors experienced Aboriginal art/crafts and cultural displays (4 per cent) or visited an Aboriginal site/community (3 per cent). Data for domestic overnight cultural visitors who engaged in various cultural activities for individual years between 1999 and 2003 are presented in Appendix C.

Table 17 Domestic overnight visitors by cultural activities, average annual visits for the years 1999–2003^a

Cultural activities	Domestic overnight visitors	
	Number ^b '000	Share ^c Per cent
Visiting historical/heritage buildings, sites or monuments	3 129	37
Visiting museums or art galleries	3 041	36
Attending theatre, concerts or other performing arts	1 614	19
Attending festivals/fairs or cultural events	1 454	17
Visiting art/craft workshops/studios	1 269	15
Experiencing Aboriginal art/craft and cultural displays	308	4
Visiting an Aboriginal site/community	249	3
Total domestic overnight visitors engaged in cultural activities	8 405	100

^a For individual year, see Appendix C.

^b Do not add to total, because domestic overnight visitors may have engaged in more than one cultural activity on their trip. ^c Share of domestic overnight cultural visitors who engaged in a specific cultural activity Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

On average between 1999 and 2003, domestic overnight cultural visitors spent 52.8 million nights in Australia or 18.0 per cent of domestic overnight cultural visitor nights (Table 18). Domestic overnight cultural visitor nights decreased from 48.1 million nights in 2000 to 46.9 million nights in 2001, but then increased to 58.6 million nights in 2003.

Table 18 Domestic overnight cultural visitor nights in Australia, 1999–2003

Year	Domestic overnight cultural visitor nights	
	Number Million	Share ^a Per cent
1999	60.7	20.6
2000	48.1	16.4
2001	46.9	16.2
2002	49.8	16.7
2003	58.6	19.9
Average	52.8	18.0

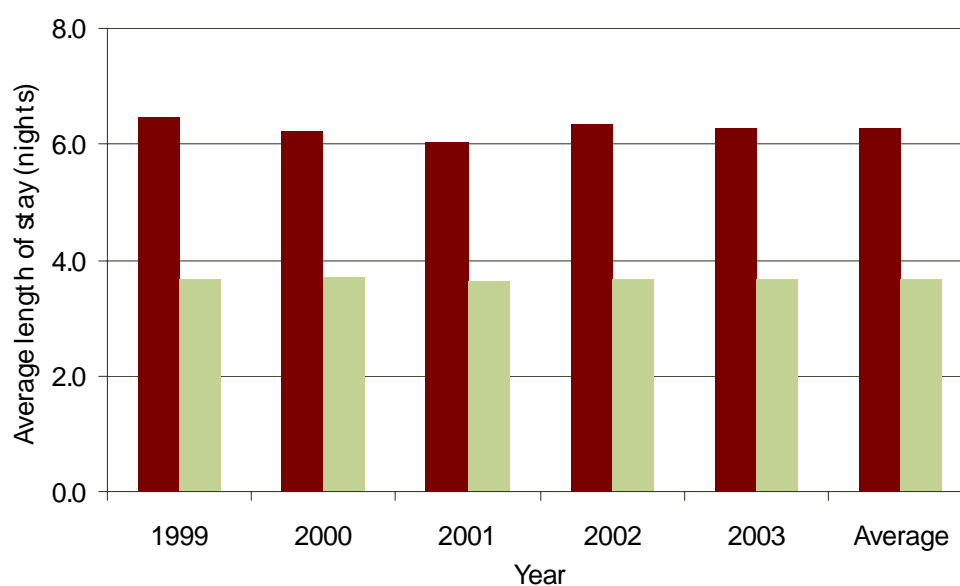
^a Share of all domestic overnight visitor nights.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

On average, domestic overnight cultural visitors spent more nights away on their trip than domestic overnight non-cultural visitors. Between 1999 and 2003, domestic overnight cultural visitors on average spent 6.7 nights on their trip, while domestic overnight non-cultural visitors spent on average 3.7 nights (Figure 2).

Figure 2 Average length of stay by domestic overnight cultural visitors and non-cultural visitors, 1999–2003



■ Domestic overnight cultural visitors ■ Domestic overnight non-cultural visitors

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Domestic overnight cultural visitors spent more than \$6.6 billion in 2000 during their trips and this expenditure increased to almost \$8.4 billion in 2003 (Table 19). Domestic overnight cultural visitors' expenditure as a proportion of total expenditure by all domestic overnight visitors varied from 17 per cent to 22 per cent between 1999 and 2003, with an average of 19 per cent.

Table 19 Domestic overnight cultural visitor expenditure in Australia, 1999–2003

Year	Domestic overnight cultural visitor expenditure	
	Amount \$ Million	Share ^a Per cent
1999	7 329	21.8
2000	6 555	17.9
2001	6 578	17.2
2002	7 013	17.6
2003	8 398	21.2
Average	7 174	19.1

a Share of all domestic overnight visitor expenditure.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Between 1999 and 2003, domestic overnight cultural visitors spent more money per trip than domestic overnight non-cultural visitors (Table 20). On average, domestic overnight cultural visitors spent an estimated amount of \$855 per trip, almost double the amount of expenditure by domestic overnight non-cultural visitors (\$463). Domestic overnight cultural visitors also spent more on a per night basis over the period (ranging between \$121 to \$143, average \$136) compared to domestic overnight non-cultural visitors (\$112 to \$132, average \$126). The number of domestic overnight cultural and non-cultural visitors and their average length of stay in each state and territory during 2002 and 2003 are presented in Appendix D.

Table 20 Domestic overnight cultural and non-cultural visitor expenditure, per trip and per night 1999–2003

Year	Expenditure per overnight trip		Expenditure per night	
	Cultural visitors	Non-cultural visitors	Cultural visitors	Non-cultural visitors
	\$			
1999	781	413	121	112
2000	850	455	136	122
2001	849	474	140	131
2002	893	488	141	132
2003	901	485	143	132
Average	855	463	136	126

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 2002 and 2003 (unpublished data).

3.2.2 Domestic overnight cultural visitors, visitor nights and expenditure: states/territories

Domestic overnight visitors who engaged in cultural activities tended to travel more widely than domestic overnight non-cultural visitors. Between 1999 and 2003, domestic overnight cultural visitors travelled to an average of 1.2 different states/territories during their trip, while domestic overnight non-cultural visitors travelled to an average of 1.0 state or territory.

New South Wales, Victoria and Queensland were the states most visited by domestic overnight cultural visitors during 1999 to 2003 (Table 21). On the other hand, the Northern Territory received the lowest number of domestic overnight visitors who engaged in cultural activities, averaging 257 000 domestic overnight cultural visitors annually in the years 1999 to 2003.

Table 21 Domestic overnight cultural visitors by states and territories visited, 1999–2003

State/Territory	Number of domestic overnight cultural visitors					
	1999	2000	2001	2002	2003	Average
	'000					
New South Wales	3 218	2 614	2 754	2 840	3 468	2 979
Victoria	2 744	2 304	2 052	1 977	2 359	2 287
Queensland	1 793	1 369	1 460	1 536	1 828	1 597
South Australia	774	672	694	707	837	737
Western Australia	890	671	657	807	973	800
Tasmania	449	385	305	288	407	367
Northern Territory	296	265	205	223	298	257
Australia Capital Territory	680	547	812	669	569	655
Total Australia ^{a,b}	9 388	7 713	7 751	7 854	9 319	8 405
	Share of total domestic overnight visitors ^c					
	Per cent					
New South Wales	12	10	10	10	13	11
Victoria	16	13	11	11	13	13
Queensland	11	9	9	9	11	10
South Australia	14	11	13	13	15	13
Western Australia	14	11	10	12	15	12
Tasmania	22	20	16	15	19	19
Northern Territory	30	24	19	20	32	25
Australia Capital Territory	34	26	39	34	29	32
Total Australia ^{a,b}	13	10	10	10	13	11

a Numbers of domestic overnight cultural visitors for each year do not add to total, because visitors may have visited more than one state or territory during their trip.

b Total Australia includes small amounts that cannot be allocated to a particular state/territory.

c Domestic overnight cultural visitors as a proportion of total domestic overnight visitors to each state/territory.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Between 1999 and 2003, domestic overnight cultural visitors spent on average 14 million nights in New South Wales, 12 million nights in Queensland and almost 10 million in Victoria (Table 22). Although domestic overnight cultural visitors on average spent only 2.4 million nights in the Northern Territory, they stayed longer (9.5 nights) compared to other states and territories.

Table 22 Domestic overnight cultural visitor nights and average duration of stay by states and territories visited, 1999–2003

State/Territory	Domestic overnight cultural visitor nights					
	1999	2000	2001	2002	2003	Average
	Million					
New South Wales	15.5	12.8	12.5	13.7	15.4	14.0
Victoria	11.9	8.9	9.1	8.6	10.0	9.7
Queensland	13.5	10.0	10.2	12.2	14.2	12.0
South Australia	4.0	3.8	3.6	3.7	4.5	3.9
Western Australia	7.3	5.3	4.1	5.3	7.2	5.8
Tasmania	3.0	2.4	2.2	2.1	3.0	2.5
Northern Territory	2.8	2.8	2.0	2.0	2.6	2.4
Australia Capital Territory	2.3	2.1	2.4	2.3	1.6	2.1
Total Australia	60.7	48.1	46.9	49.8	58.6	52.8
	Share of total domestic visitor nights ^a					
	Per cent					
New South Wales	17	14	14	15	17	15
Victoria	23	17	16	15	18	18
Queensland	17	14	14	16	18	16
South Australia	21	18	18	18	21	19
Western Australia	25	18	15	18	24	20
Tasmania	36	30	27	23	32	30
Northern Territory	43	36	27	27	42	35
Australia Capital Territory	39	32	42	42	31	37
Total Australia	21	16	16	17	20	18
	Average duration of stay					
	Nights					
New South Wales	4.8	4.9	4.6	4.8	4.4	4.7
Victoria	4.3	3.9	4.5	4.4	4.2	4.3
Queensland	7.6	7.3	7.0	8.0	7.8	7.5
South Australia	5.1	5.6	5.2	5.2	5.4	5.3
Western Australia	8.2	7.8	6.3	6.5	7.4	7.3
Tasmania	6.8	6.2	7.2	7.1	7.5	6.9
Northern Territory	9.4	10.7	9.5	9.0	8.7	9.5
Australia Capital Territory	3.4	3.8	2.9	3.4	2.9	3.3
Total Australia	6.5	6.2	6.0	6.3	6.3	6.3

^a Domestic overnight cultural visitor nights as a proportion of total domestic overnight visitor nights to each state/territory.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

During 2002 and 2003⁸ the average annual expenditure by domestic overnight cultural visitors was \$7 706 million. Sixty eight per cent of the expenditure was spent in New South Wales, Victoria and Queensland. In 2002 and 2003 the average annual expenditure in New South Wales was \$2 102 million, \$1 688 million in Queensland and \$1 469 million in Victoria.

⁸ As all expenditure information (except at the national level) is derived from the modelling process, for reliability reasons the results are calculated by merging data for the 2002 and 2003 years, and then finding the average. For more information on the methodology please see Section 2.3.3.

Table 23 Average annual expenditure^a by domestic overnight cultural visitors by states and territories visited, 2002 and 2003

States/Territories	Domestic overnight cultural visitor expenditure			Domestic overnight cultural visitors '000	Domestic overnight cultural visitor nights Million
	Amount \$ million	Share of Australia ^b	Share of state/territory total ^c		
		Per cent	Per cent		
New South Wales	2 102	27.3	17.6	3 152	14.5
Victoria	1 469	19.1	19.3	2 168	9.3
Queensland	1 688	21.9	15.8	1 682	13.2
South Australia	553	7.2	21.2	773	4.1
Western Australia	827	10.7	21.3	890	6.3
Tasmania	436	5.7	34.9	348	2.6
Northern Territory	377	4.9	36.4	261	2.3
Australian Capital Territory	255	3.3	32.7	619	1.9
Total Australia ^d	7 706	100	19.4	8 587	54.2

a Includes expenditure on airfares and long distance transport costs. All data are reported as average annual amounts.

b Domestic overnight cultural visitor expenditure in each state/territory as a proportion of total domestic overnight cultural visitor expenditure in Australia.

c Domestic overnight cultural visitor expenditure in each state/territory as a proportion of the respective state/territory's total domestic overnight visitor expenditure.

d Total Australia includes small amounts that cannot be allocated to a particular state/territory.

For information regarding the reliability of the expenditure estimates please see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates please see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey data (unpublished).

Comparisons of average expenditure per visit and per night by domestic overnight cultural and non-cultural visitors in states and territories during 2002 and 2003 are presented in Table 24. Domestic overnight cultural visitors spent more per trip than domestic overnight non-cultural visitors in each state and territory. Similarly, domestic overnight cultural visitors also spent more per night than domestic overnight non-cultural visitors in New South Wales, Victoria, South Australia, Tasmania and the Northern Territory, but spent less in Queensland and the Australian Capital Territory. Expenditure on a nightly basis was similar between international cultural and non-cultural visitors in Western Australia.

Table 24 Domestic overnight cultural and non-cultural visitors expenditure per visit and per night by states and territories visited, 2002 and 2003

States/territories	Expenditure per visit		Expenditure per night	
	Cultural visitors	Non-cultural visitors	Cultural visitors	Non-cultural visitors
	\$		\$	
New South Wales	667	412	145	129
Victoria	677	387	158	132
Queensland	1 004	615	128	139
South Australia	716	437	136	123
Western Australia	928	531	132	129
Tasmania	1 255	492	171	122
Northern Territory	1 445	871	164	146
Australian Capital Territory	412	389	131	157
Total Australia	897	486	142	132

For information regarding the reliability of the expenditure estimates see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey data (unpublished).

3.2.3 Domestic overnight cultural visitors, visitor nights and expenditure: metropolitan and regional areas

In this section, the number of domestic overnight cultural visitors, visitor nights and expenditure in metropolitan areas (all capital cities and the Gold Coast) and tourism regions for each state and territory in Australia are presented. The number of domestic overnight cultural visitors and visitor nights are presented for each year between 1999 and 2003, while expenditure estimates are presented as the average annual result for 2002 and 2003.

The majority of domestic overnight cultural visitors visited regional areas (i.e. other than all capital cities and the Gold Coast) in each state or territory (Table 25) over the period 1999 to 2003.

Similar to visitor numbers, domestic overnight cultural visitors spent more nights in the regions than in metropolitan areas during 1999 to 2003 (Table 26).

Table 25 Domestic overnight cultural visitors in metropolitan and regional areas by states and territories^a visited, 1999–2003

	Domestic overnight cultural visitors					Average
	1999	2000	2001	2002	2003	
	'000					
Sydney	1 245	1 033	1 127	1 079	1 251	1 147
Regional NSW	2 231	1 776	1 785	1 986	2 469	2 049
Total New South Wales	3 218	2 614	2 754	2 840	3 468	2 979
Melbourne	828	634	873	826	1 011	834
Regional VIC	2 077	1 786	1 359	1 304	1 543	1 614
Total Victoria	2 744	2 304	2 052	1 977	2 359	2 287
Brisbane + Gold Coast	897	726	683	754	888	790
Regional QLD	1 113	814	944	962	1 152	997
Total Queensland	1 793	1 369	1 460	1 536	1 828	1 597
Adelaide	350	315	298	268	320	310
Regional SA	550	453	473	509	601	517
Total South Australia	774	672	694	707	837	737
Perth	369	247	244	295	337	298
Regional WA	652	504	481	582	778	599
Total Western Australia	890	671	657	807	973	800
Greater Hobart	241	242	211	172	237	221
Regional TAS	333	272	235	236	314	278
Total Tasmania	449	385	305	288	407	367
Darwin	147	141	81	99	134	120
Regional NT	217	193	179	174	243	201
Total Northern Territory	296	265	205	223	298	257
Canberra	680	547	812	669	569	655
Total Australia	9 388	7 713	7 751	7 854	9 319	8 405
	Share of domestic overnight visitors ^b					
	Per cent					
Sydney	15	12	13	13	16	14
Regional NSW	12	10	9	10	13	11
Total New South Wales	12	10	10	10	13	11
Melbourne	15	10	14	14	16	14
Regional VIC	18	15	11	10	12	13
Total Victoria	16	13	11	11	13	13
Brisbane + Gold Coast	12	10	9	10	11	10
Regional QLD	12	9	10	10	13	11
Total Queensland	11	9	9	9	11	10
Adelaide	16	13	13	12	15	14
Regional SA	16	12	13	14	17	15

Total South Australia	14	11	13	13	15	13
Continued						
	Share of domestic overnight visitors					
	1999	2000	2001	2002	2003	Average
	Per cent					
Perth	16	10	10	11	15	12
Regional WA	15	12	11	13	17	14
Total Western Australia	14	11	10	12	15	12
Greater Hobart	29	30	30	24	28	28
Regional TAS	23	19	17	17	20	19
Total Tasmania	22	20	16	15	19	19
Darwin	31	23	16	18	29	23
Regional NT	34	28	25	24	39	30
Total Northern Territory	30	24	19	20	32	25
Canberra	34	26	39	34	29	32
Total Australia	13	10	10	10	13	11

a For each state and territory, the number of cultural visitors do not add to total, because visitors may visit more than one region during their trip.

b Domestic overnight cultural visitors as a proportion of total domestic overnight visitors to each region/area.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Table 26 Domestic overnight cultural visitor nights in metropolitan and regional areas by states and territories, 1999–2003

	Domestic overnight cultural visitor nights					Average
	1999	2000	2001	2002	2003	
	Million					
Sydney	5.3	4.8	4.4	4.2	4.6	4.7
Regional NSW	10.2	8.0	8.2	9.5	10.8	9.3
Total New South Wales	15.5	12.8	12.5	13.7	15.4	14.0
Melbourne	4.1	2.4	3.7	3.6	4.0	3.6
Regional VIC	7.8	6.5	5.4	5.0	6.0	6.2
Total Victoria	11.9	8.9	9.1	8.6	10.0	9.7
Brisbane + Gold Coast	5.2	4.4	3.6	4.6	5.4	4.6
Regional QLD	8.4	5.6	6.6	7.6	8.9	7.4
Total Queensland	13.5	10.0	10.2	12.2	14.2	12.0
Adelaide	1.8	1.6	1.3	1.6	1.5	1.6
Regional SA	2.2	2.2	2.3	2.1	3.0	2.3
Total South Australia	4.0	3.8	3.6	3.7	4.5	3.9
Perth	3.0	1.9	1.5	1.6	2.2	2.0
Regional WA	4.3	3.4	2.7	3.7	5.0	3.8
Total Western Australia	7.3	5.3	4.1	5.3	7.2	5.8
Greater Hobart	1.0	1.0	0.9	0.6	1.1	0.9
Regional TAS	2.0	1.4	1.3	1.4	2.0	1.6
Total Tasmania	3.0	2.4	2.2	2.1	3.0	2.5
Darwin	1.2	1.6	0.6	0.7	1.1	1.0
Regional NT	1.6	1.3	1.3	1.3	1.4	1.4
Total Northern Territory	2.8	2.8	2.0	2.0	2.6	2.4
Canberra	2.3	2.1	2.4	2.3	1.6	2.1
Total Australia	60.7	48.1	46.9	49.8	58.6	52.8

Continued

	1999	2000	2001	2002	2003	Average
	Share of domestic overnight visitors ^a					
	Per cent					
Sydney	22	17	17	18	21	19
Regional NSW	15	12	13	14	16	14
Total New South Wales	17	14	14	15	17	15
Melbourne	23	13	18	19	21	19
Regional VIC	22	19	15	13	17	17
Total Victoria	23	17	16	15	18	18
Brisbane + Gold Coast	16	14	11	14	16	14
Regional QLD	18	13	15	18	20	17
Total Queensland	17	14	14	16	18	16
Adelaide	22	18	16	19	19	19
Regional SA	20	17	20	17	23	19
Total South Australia	21	18	18	18	21	19
Perth	29	19	16	17	25	21
Regional WA	23	18	14	18	24	19
Total Western Australia	25	18	15	18	24	20
Greater Hobart	35	35	33	20	35	31
Regional TAS	36	26	24	26	30	29
Total Tasmania	36	30	27	23	32	30
Darwin	43	43	23	23	42	35
Regional NT	43	30	30	29	42	34
Total Northern Territory	43	36	27	27	42	35
Canberra	39	32	42	42	31	37
Total Australia	21	16	16	17	20	18

a Domestic overnight cultural visitor nights as a proportion of total domestic overnight visitor nights to each region/area.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Expenditure estimates for domestic overnight cultural visitors in the metropolitan (capital cities and the Gold Coast) and regional areas of each state and territory during 2002 and 2003 are presented in Table 27. In all states and territories except for Victoria and South Australia, most expenditure by domestic overnight cultural visitors was in the regional areas.

In terms of expenditure per visit, domestic overnight cultural visitors spent more in urban areas, except for Queensland and Tasmania, while expenditure per night was higher in the capital cities of all states and territories than in regional areas.

Table 27 Average annual expenditure by domestic overnight cultural visitors in metropolitan and regional areas by state/territory visited, 2002 and 2003

	Expenditure ^a						Average length of stay Nights
	Total \$ Million	Share of state/ territory total ^b	Share of areas total ^c	Per visit \$	Per night \$		
		Per cent	Per cent				
Sydney	914	43.5	19.9	784	208	3.8	
Regional NSW	1 188	56.5	16.2	534	117	4.6	
Total New South Wales	2 102	100.0	17.6	667	145	4.6	
Melbourne	855	58.2	19.9	930	224	4.2	
Regional VIC	615	41.8	18.5	432	112	3.9	
Total Victoria	1 469	100.0	19.3	677	158	4.3	
Brisbane+ Gold Coast	736	43.6	14.6	896	147	6.1	
Regional QLD	952	56.4	16.9	901	116	7.8	
Total Queensland	1 688	100.0	15.8	1004	128	7.9	
Adelaide	279	50.4	19.2	945	178	5.3	
Regional SA	275	49.7	23.6	495	109	4.5	
Total South Australia	553	100.0	21.2	716	136	5.3	
Perth	336	40.6	18.4	1063	174	6.1	
Regional WA	491	59.4	23.9	722	113	6.4	
Total Western Australia	827	100.0	21.3	928	132	7.0	
Greater Hobart	176	40.3	33.0	858	207	4.2	
Regional TAS	261	59.7	36.4	948	153	6.2	
Total Tasmania	436	100.0	34.9	1255	171	7.3	
Darwin	161	42.8	32.0	1383	174	7.9	
Regional NT	216	57.2	40.4	1033	157	6.6	
Total Northern Territory	377	100.0	36.4	1445	164	8.8	
Canberra	255	100.0	32.7	412	131	3.1	
Total Australia ^d	7 706	100.0	32.7	897	142	6.3	

a Includes expenditure on airfares and long distance transport costs. All data are reported as average annual amounts.

b Domestic overnight cultural visitor expenditure in that region/area as a proportion of domestic overnight cultural visitor expenditure in respective state/territory.

c Domestic overnight cultural visitor expenditure in that region/area as a proportion of total domestic overnight visitor expenditure in that region/area.

d Total Australia includes small amounts that cannot be allocated to a particular state/territory.

For information regarding the reliability of the expenditure estimates see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.2.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey data (unpublished).

3.2.4 Domestic overnight cultural visitors, visitor nights and expenditure: top 20 tourism regions

In general, domestic overnight visitors who engaged in cultural activities tended to travel to more regions than domestic overnight non-cultural visitors. Between 1999 and 2003, domestic overnight cultural visitors on average travelled to 1.6 different regions, whereas the average number of regions visited by domestic overnight non-cultural visitors was 1.1 regions.

Sydney and Melbourne were the regions most visited by domestic overnight cultural visitors. Apart from capital cities and the Gold Coast, the regions most visited by domestic overnight cultural visitors were North Coast NSW, Explorer Country (NSW), South Coast (NSW) and Western Victoria.. Table 28 shows the top 20 regions visited by domestic overnight cultural visitors during 1999 to 2003.

In terms of domestic overnight cultural visitors, New South Wales regions were well represented, accounting for eight of the top 20 regions, while Queensland had three representatives and Victoria and Western Australia two each. The capital city was the sole representative for other states and territories. Tables containing the number of domestic overnight cultural visitors and visitor nights to each region in Australia between 1999 and 2003 are provided in Appendix I.

Table 28 Domestic overnight cultural visitors in the top 20 tourism regions, 1999–2003 (ranked by visitors)

Top 20 tourism regions ^a	State/ territory	Domestic overnight cultural visitors					
		1999	2000	2001	2002	2003	Average
		'000					
1. Sydney	NSW	1 245	1 033	1 127	1 079	1 251	1 147
2. Melbourne	VIC	828	634	873	826	1,011	834
3. Canberra	ACT	680	547	812	669	569	655
4. Brisbane	QLD	516	486	421	429	561	483
5. North Coast NSW	NSW	419	309	309	378	440	371
6. Gold Coast	QLD	432	278	295	363	405	355
7. Explorer Country	NSW	393	282	283	296	465	344
8. Adelaide	SA	350	315	298	268	320	310
9. South Coast	NSW	300	260	305	304	370	308
10. Western	VIC	365	399	224	251	297	307
11. Perth	WA	369	247	244	295	337	298
12. Sunshine Coast	QLD	324	203	248	277	306	272
13. Northern Rivers Tropical NSW	NSW	303	213	208	223	314	252
14. South West	WA	272	221	186	258	299	247
15. New England North West	NSW	235	213	216	268	241	235
16. Greater Hobart	TAS	241	242	211	172	237	221
17. Tropical North Queensland	QLD	225	152	204	189	262	206
18. Hunter	NSW	189	170	153	180	266	192
19. Darling Downs	QLD	201	114	149	197	231	178
20. The Murray	NSW	209	177	140	118	247	178
Total Australia		9 388	7 713	7 751	7 854	9 319	8 405
		Share of total domestic overnight visitors ^b					
		Per cent					
1. Sydney	NSW	15	12	13	13	16	14
2. Melbourne	VIC	15	10	14	14	16	14
3. Canberra	ACT	34	26	39	34	29	32
4. Brisbane	QLD	12	11	9	10	12	11
5. North Coast NSW	NSW	12	9	9	11	12	11
6. Gold Coast	QLD	12	8	8	10	11	10
7. Explorer Country	NSW	19	15	15	13	21	16
8. Adelaide	SA	16	13	13	12	15	14
9. South Coast	NSW	12	11	11	12	14	12
10. Western	VIC	24	23	13	13	16	18
11. Perth	WA	16	10	10	11	15	12
12. Sunshine Coast	QLD	13	8	11	10	12	11
13. Northern Rivers Tropical NSW	NSW	16	12	11	11	16	13
14. South West	WA	18	14	13	16	18	16
15. New England North West	NSW	17	15	14	17	16	16
16. Greater Hobart	TAS	29	30	30	24	28	28
17. Tropical North Queensland	QLD	18	11	15	15	18	15
18. Hunter	NSW	10	8	7	8	13	9
19. Darling Downs	QLD	13	10	12	14	18	14
20. The Murray	NSW	20	18	13	9	21	16
Total Australia		15	12	13	13	16	14

a Ranked by average number of domestic overnight cultural visitors.

b Domestic overnight cultural visitors as a proportion of total domestic overnight visitors to each region.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Data for domestic cultural visitor nights in the top 20 tourism regions are presented in Table 29.

Table 29 Domestic overnight cultural visitor nights and average length of stay in the top 20 tourism regions, 1999–2003 (ranked by nights)

Top 20 tourism regions ^a	State/ Territory	Domestic overnight cultural visitor nights					Average
		1999	2000	2001	2002	2003	
		'000					
1. Sydney	NSW	5 308	4 807	4 369	4 158	4 621	4 653
2. Melbourne	VIC	4 077	2 404	3 727	3 623	4 018	3 570
3. Brisbane	QLD	2 495	2 382	1 763	2 536	2 441	2 323
4. Gold Coast	QLD	2 675	2 044	1 806	2 104	2 928	2 311
5. Canberra	ACT	2 337	2 096	2 392	2 253	1 642	2 144
6. Perth	WA	3 032	1 894	1 458	1 616	2 235	2 047
7. North Coast NSW	NSW	1 996	1 463	1 188	1 855	2 102	1 721
8. Tropical North Queensland	QLD	1 738	1 311	1 441	1 441	2 123	1 611
9. Sunshine Coast	QLD	1 993	1 177	1 358	1 419	1 917	1 573
10. Adelaide	SA	1 769	1 597	1 298	1 611	1 510	1 557
11. South Coast	NSW	1 311	1 211	1 421	1 408	1 882	1 447
12. Western	VIC	1 065	1 507	955	859	853	1 048
13. Darwin	NT	1 159	1 587	638	702	1 146	1 046
14. Northern Rivers Tropical NSW	NSW	1 360	777	962	920	1 168	1 037
15. South West	WA	1 221	799	556	1 115	1 299	998
16. Greater Hobart	TAS	998	1 028	870	643	1 055	919
17. Explorer Country	NSW	909	759	715	828	1 050	852
18. Outback Qld	QLD	1 006	565	679	1 031	854	827
19. New England North West	NSW	722	719	682	956	566	729
20. Kimberley	WA	1 107	561	366	645	853	706
Total Australia		60	48	46	49	58	52 825
		Share of total domestic overnight visitor nights ^b					
		Per cent					
1. Sydney	NSW	22	17	17	18	21	19
2. Melbourne	VIC	23	13	18	19	21	19
3. Brisbane	QLD	15	15	11	16	15	14
4. Gold Coast	QLD	17	13	11	12	17	14
5. Canberra	ACT	39	32	42	42	31	37
6. Perth	WA	29	19	16	17	25	21
7. North Coast NSW	NSW	14	12	10	13	15	13
8. Tropical North Queensland	QLD	23	16	19	22	24	21
9. Sunshine Coast	QLD	19	12	14	14	15	15
10. Adelaide	SA	22	18	16	19	19	19
11. South Coast	NSW	13	12	14	14	18	14
12. Western	VIC	21	30	19	16	17	21
13. Darwin	NT	43	43	23	23	42	35
14. Northern Rivers Tropical NSW	NSW	18	11	12	11	16	14
15. South West	WA	25	16	11	22	24	20
16. Greater Hobart	TAS	35	35	33	20	35	31
17. Explorer Country	NSW	16	15	14	14	20	16
18. Outback Qld	QLD	24	15	21	32	32	24
19. New England North West	NSW	17	17	17	22	16	18
20. Kimberley	WA	47	27	18	28	32	31
Total Australia		21	16	16	17	20	18

Continued

		Average duration of stay					Average
		1999	2000	2001	2002	2003	
		Nights					
1. Sydney	NSW	4.3	4.7	3.9	3.9	3.7	4.1
2. Melbourne	VIC	4.9	3.8	4.3	4.4	4.0	4.3
3. Brisbane	QLD	4.8	4.9	4.2	5.9	4.4	4.8
4. Gold Coast	QLD	6.2	7.4	6.1	5.8	7.2	6.5
5. Canberra	ACT	3.4	3.8	2.9	3.4	2.9	3.3
6. Perth	WA	8.2	7.7	6.0	5.5	6.6	6.9
7. North Coast NSW	NSW	4.8	4.7	3.8	4.9	4.8	4.6
8. Tropical North Queensland	QLD	7.7	8.6	7.1	7.6	8.1	7.8
9. Sunshine Coast	QLD	6.2	5.8	5.5	5.1	6.3	5.8
10. Adelaide	SA	5.1	5.1	4.4	6.0	4.7	5.0
11. South Coast	NSW	4.4	4.7	4.7	4.6	5.1	4.7
12. Western	VIC	2.9	3.8	4.3	3.4	2.9	3.4
13. Darwin	NT	7.9	11.3	7.9	7.1	8.6	8.7
14. Northern Rivers Tropical NSW	NSW	4.5	3.6	4.6	4.1	3.7	4.1
15. South West	WA	4.5	3.6	3.0	4.3	4.3	4.0
16. Greater Hobart	TAS	4.1	4.2	4.1	3.7	4.5	4.2
17. Explorer Country	NSW	2.3	2.7	2.5	2.8	2.3	2.5
18. Outback Qld	QLD	6.2	4.7	5.1	6.0	5.4	5.6
19. New England North West	NSW	3.1	3.4	3.2	3.6	2.3	3.1
20. Kimberley	WA	8.3	8.6	7.6	10.6	11.1	9.2
Total Australia		6.5	6.2	6.0	6.3	6.3	6.3

a Ranked by average domestic overnight visitor nights.

b Domestic overnight cultural visitor nights as a proportion of total domestic overnight visitor nights to each region.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with future later.

Source: BTR National Visitor Survey, 2002 and 2003 (unpublished data).

Sydney and Melbourne had the largest average annual expenditure over the period 2002 and 2003 (Table 15), receiving \$914 million and \$855 million respectively over the period. On the other hand, average expenditure per visit by domestic overnight cultural visitors was highest in Darwin (\$1 383), followed by Tropical North Queensland (\$1 211), Perth (\$1 063) and the Gold Coast (\$1 042). All four of these regions had a relatively long average length of stay.

In contrast, average nightly expenditure was highest in Melbourne at \$224 per night, slightly higher than the average nightly expenditure for Sydney (\$208) and Greater Hobart (\$207).

Table 30 Average annual expenditure by domestic overnight cultural visitors in the top 20 tourism regions, 2002 and 2003 (ranked by expenditure)

Top 20 tourism regions ^a	State/ Territory	Expenditure ^b					Average	
		Total	Share of	Share of	Per	Per night	Nights	
		\$ Million	total Australia ^c Per cent	region total ^d Per cent	visit \$	\$		
1. Sydney	NSW	914	11.9	19.9	784	208	3.8	
2. Melbourne	VIC	855	11.1	19.9	930	224	4.2	
3. Gold Coast	QLD	401	5.2	14.6	1 042	159	6.5	
4. Brisbane	QLD	336	4.4	14.6	678	135	5.0	
5. Perth	WA	336	4.4	18.4	1 063	174	6.1	
6. Sunshine Coast	QLD	221	2.9	14.1	760	133	5.7	
7. Adelaide	SA	279	3.6	19.2	945	178	5.3	
8. North Coast NSW	NSW	195	2.5	14.2	475	98	4.8	
9. Tropical North Queensland	QLD	274	3.5	21.8	1 211	153	7.9	
10. South Coast	NSW	177	2.3	18.0	524	107	4.9	
11. Canberra	ACT	255	3.3	32.7	412	131	3.1	
12. Hunter	NSW	102	1.3	13.1	458	190	2.4	
13. Northern Rivers -Tropical NSW	NSW	118	1.5	15.6	438	113	3.9	
14. Explorer Country	NSW	111	1.4	18.0	291	118	2.5	
15. South West	WA	147	1.9	27.4	526	121	4.3	
16. Greater Hobart	TAS	176	2.3	33.0	858	207	4.2	
17. Darwin	NT	161	2.1	32.0	1 383	174	7.9	
18. Western	VIC	103	1.3	20.7	373	120	3.1	
19. Whitsundays*	QLD	69	0.9	15.6	805	146	5.5	
20. Fitzroy*	QLD	55	0.7	12.5	377	108	3.5	

* RSE between 25 and 50

a Ranked by total expenditure by domestic overnight cultural visitors.

b Includes expenditure on airfares and long distance transport costs. All data are reported as average annual amounts.

c Domestic overnight cultural visitor expenditure in each region as a proportion of domestic overnight cultural visitor expenditure in Australia.

d Domestic overnight cultural visitor expenditure as a proportion of total domestic overnight visitor expenditure in each region.

For information regarding the reliability of the expenditure estimates please see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates please see Appendix G.3.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey data (unpublished).

3.3 Domestic cultural day visitors

3.3.1 Domestic cultural day visitors and expenditure: national level

On average between 1999 and 2003, there were 9.0 million domestic cultural day visitors who engaged in at least one of the cultural activities during their travel within Australia (Table 31). This represented only 5.9 per cent of all domestic day visitors. The number of domestic cultural day visitors steadily increased between 2000 and 2003, from 7.9 million visitors in 2000 to 9.6 million in 2003. The proportion of domestic day visitors which engaged in a cultural activity also increased over the period to 6.9 per cent in 2003.

Table 31 Domestic cultural day visitors in Australia, 1999–2003

Year	Domestic cultural day visitors	
	Number Million	Share ^a Per cent
1999	11.4	6.7
2000	7.9	4.9
2001	7.9	5.4
2002	8.2	5.7
2003	9.6	6.9
Average	9.0	5.9

^a Share of all domestic day visitors.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

On average, over the five years from 1999 to 2003, domestic cultural day visitors engaged in a minimum of 1.4 different types of cultural activities. The most popular cultural activity for domestic day cultural visitors was visiting an historical or heritage building site or monument, which saw an average of 28 per cent of domestic cultural day visitors engaged in this activity over the period (Table 32). This was closely followed by visiting museums or art galleries (25 per cent) and attending festivals or fairs or cultural events (23 per cent). However, visiting art/craft workshops (18 per cent) and attending theatre, concerts or other performing arts (18 per cent) were also popular cultural activities for domestic day visitors. The number of domestic cultural day visitors who experienced Aboriginal art/crafts and cultural displays or visited an Aboriginal site/community was very small. Data for domestic cultural day visitors who engaged in various cultural activities for individual years between 1999 and 2003 are presented in Appendix E.

Table 32 Domestic day visitors by cultural activities, average annual visits 1999–2003^a

Cultural activities	Domestic day visitors	
	Number ^b '000	Share ^c Per cent
Visiting historical, heritage buildings sites or monuments	2 527	28
Visiting museums or art galleries	2 221	25
Attending festivals or fairs or cultural events	2 040	23
Visiting art or craft workshops or studios	1 634	18
Attending theatre concerts or other performing arts	1 620	18
Experience Aboriginal art or craft and cultural displays	149	2
Visiting an Aboriginal site or community	97	1
Total domestic day visitors engaged in cultural activities	9 000	100

a For individual year, see Appendix E.

b Do not add to total, because international visitors may have engaged in more than one cultural activity on their trip in Australia.

c Proportion of domestic day cultural visitors.

Source: BTR International Visitor Survey, 2003 (unpublished data).

During 2000, domestic cultural day visitors spent over \$720 million and this expenditure amount increased to \$935 million in 2003 (Table 33). Domestic cultural day visitors' expenditure as a proportion of total expenditure by all domestic day visitors varied from 5.7 per cent to 8.0 per cent between 1999 and 2003, with an average of 6.8 per cent.

Table 33 Domestic cultural day visitor expenditure in Australia, 1999–2003

Year	Domestic cultural day visitor expenditure	
	Amount \$ Million	Share ^a Per cent
1999	879.9	7.4
2000	721.6	5.7
2001	715.7	6.2
2002	806.5	6.8
2003	935.0	8.0
Average	811.7	6.8

a Share of all domestic day visitor expenditure.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Between 1999 and 2003, domestic cultural day visitors spent more money per trip than domestic non-cultural day visitors (Table 34). On average, domestic cultural day visitors spent \$90 per trip, while domestic non-cultural day visitors spent \$78.

Table 34 Domestic cultural day and non-cultural day visitors, average expenditure per trip, 1999–2003

Year	Expenditure per day trip	
	Cultural visitors	Non-cultural visitors
	\$	
1999	77	69
2000	91	77
2001	91	79
2002	99	83
2003	98	83
Average	90	78

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

3.3.2 Domestic cultural day visitors and expenditure: states/territories

New South Wales, Victoria and Queensland were the states most visited by domestic cultural day visitors during 1999 to 2003 (Table 35). Tables containing the number of domestic cultural day visitors to each region in Australia between 1999 and 2003 are provided in Appendix J.

Table 35 Domestic cultural day visitors by states and territories visited, 1999–2003

States/territories	Number of domestic cultural day visitors					
	1999	2000	2001	2002	2003	Average
	'000					
New South Wales	3 397	2 323	2 623	2 581	2 850	2 755
Victoria	3 868	2 729	2 126	2 234	2 458	2 683
Queensland	1 725	1 020	1 237	1 227	1 936	1 429
South Australia	792	543	773	577	828	703
Western Australia	859	604	591	869	817	748
Tasmania	492	346	279	316	377	362
Northern Territory	60	60	60	65	65	62
Australia Capital Territory	207	313	217	310	243	258
Total Australia	11 441	7 923	7 880	8 168	9 587	9 000
	Share of total domestic day visitors ^a					
	Per cent					
New South Wales	5.7	4.2	5.2	5.1	6.3	5.3
Victoria	8.7	6.4	5.5	6.2	6.7	6.8
Queensland	5.5	3.6	4.8	5.0	7.1	5.2
South Australia	6.5	4.4	6.9	5.5	7.9	6.2
Western Australia	5.8	4.3	4.8	6.7	6.7	5.7
Tasmania	8.4	6.3	5.7	7.0	8.0	7.1
Northern Territory	6.5	6.5	6.5	6.3	6.3	6.5
Australia Capital Territory	11.5	16.2	11.3	14.7	12.9	13.3
Total Australia	6.7	4.9	5.4	5.7	6.9	5.9

a Domestic day cultural visitors as a proportion of total domestic day visitors to each state/territory.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes.) Refer to Section 2.3.1 for more information.

NB Due to changes in survey methodology care should be taken when comparing 1999 results with later years.

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

New South Wales, Victoria and Queensland received 71 per cent of the expenditure from domestic cultural day visitors during 2002 and 2003. On average, New South Wales received \$257 million per annum, Victoria received \$232 million per annum and Queensland \$130 million per annum (Table 36). Fifteen per cent of the Australian Capital Territory's day trip expenditure was due to cultural day visitors, making it the state/territory most reliant on day cultural tourism.

Table 36 Average annual expenditure^a by domestic cultural day visitors in states and territories visited, 2002 and 2003

State/Territory	Expenditure			Domestic cultural day visitors '000
	Amount \$ Million	Share of total Australia ^b	Share of state/ territory total ^c	
		Per cent	Per cent	
New South Wales	257	29.5	6.5	2 716
Victoria	232	26.7	8.8	2 346
Queensland	130	14.9	6.5	1 586
South Australia	73	8.4	9.3	703
Western Australia	101	11.6	11.3	843
Tasmania	38	4.3	10.8	347
Northern Territory	–	–	–	65
Australian Capital Territory	33	3.8	15.3	277
Total Australia	871	100.0	8.0	8 877

– denotes not published due to small sample size.

a All data are reported as average annual amounts.

b Domestic day cultural visitor expenditure in each state/territory as a proportion of total domestic day visitor expenditure in Australia.

c Domestic day cultural visitor expenditure in each state/territory as a proportion of respective state/territory's total domestic day visitor expenditure.

For information regarding the reliability of the expenditure estimates see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey data (unpublished).

Comparisons of average annual expenditure per trip by domestic cultural and non-cultural day visitors in states and territories during 2002 and 2003 are presented in Table 37. Domestic cultural day visitors spent more per trip than domestic non-cultural day visitors in all states. The number of cultural and non-cultural day visitors in each state and territory during 2002 and 2003 are presented in Appendix F.

Table 37 Average annual expenditure^a per trip by domestic cultural and non-cultural day visitors in state/territory, 2002 and 2003

States/territories	Expenditure per visit	
	Cultural day visitors	Non-cultural day visitors
	\$	
New South Wales	95	88
Victoria	100	78
Queensland	83	82
South Australia	104	80
Western Australia	120	77
Tasmania	104	78
Northern Territory	–	95
Australian Capital Territory	110	116
Total Australia	98	83

– denotes not published due to small sample size.

a All data are reported as average annual amounts.

For information regarding the reliability of the expenditure estimates please see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates please see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey data (unpublished).

3.4 Total expenditure by all cultural visitors

3.4.1 Total expenditure by cultural visitor type: national level

During 1999 to 2003, around one-fourth of total expenditure by all visitors in Australia was by cultural visitors. In 1999, total cultural visitor expenditure was \$13.24 billion and this amount gradually increased to \$16.29 billion in 2003, with an average expenditure of \$14.30 billion. Between 1999 and 2003, expenditure by cultural visitors increased at an average annual rate of 5.3 per cent, while expenditure by all visitors in Australia increased at an average annual rate of 3.8 per cent. Table 38 shows the estimates of cultural visitor expenditure by visitor type between 1999 and 2003.

Table 38 Cultural visitor expenditure by visitor type, 1999–2003

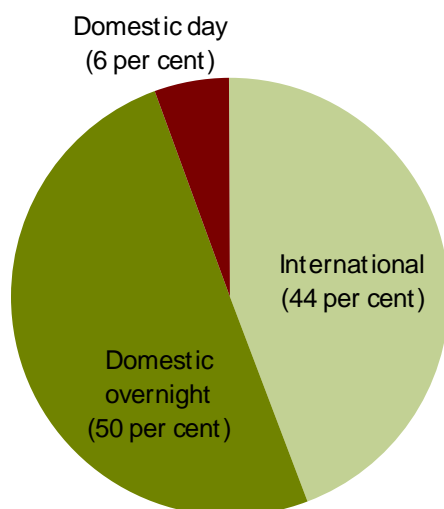
Year	Cultural visitor expenditure				National share Per cent
	International	Domestic overnight	Domestic day	Total	
	\$ Billion				
1999	5.03	7.33	0.88	13.24	24.5
2000	5.93	6.55	0.72	13.21	22.3
2001	6.71	6.58	0.72	14.01	23.0
2002	6.93	7.01	0.81	14.75	23.3
2003	6.95	8.40	0.93	16.29	26.1
Average	6.31	7.17	0.81	14.30	23.8

NB Due to changes in survey methodology care should be taken when comparing 1999 domestic overnight and day results with later years.

Source: BTR International and National Visitor Surveys, 1999–2003 (unpublished data).

Of the average total expenditure by all cultural visitors between 1999 and 2003, on average around 50 per cent (or \$7.17 billion) of total cultural visitor expenditure was by domestic overnight cultural visitors and 44 per cent (or \$6.31 billion) was by international cultural visitors. Only six per cent (or \$810 million) of total cultural visitor expenditure was by domestic cultural day visitors (Figure 3).

Figure 3 Sectoral contribution of cultural visitor expenditure in Australia, averaged for 1999–2003



Source: BTR International and National Visitor Surveys, 1999–2003 (unpublished data).

3.4.2 Total expenditure by cultural visitor type: states/territories

Over the period 2002 and 2003, New South Wales received the highest share of the combined expenditure estimates by international, domestic overnight and day visitors who engaged in various cultural activities, accounting for 35 per cent of total expenditure in Australia by all cultural tourists (Table 39). Queensland received 22 per cent and Victoria received 18 per cent of total expenditure by all cultural visitors, while Western Australia received 10 per cent.

Table 39 Cultural visitor average annual expenditure^a by visitor type and state/territory visited, 2002 and 2003

State/territory ^b	Cultural visitor expenditure				National share Per cent
	International	Domestic overnight \$ million	Domestic day	Total	
New South Wales	3 170	2 102	257	5529	35
Victoria	1 225	1 469	232	2926	18
Queensland	1 612	1 688	130	3430	22
South Australia	223	553	73	849	5
Western Australia	616	827	101	1544	10
Tasmania	81	436	38	555	3
Northern Territory	326	377	-	703	4
Australian Capital Territory	119	255	33	407	3
Total Australia ^c	7 371	7 706	871	15948	100

– denotes not published due to small sample size.

a International expenditure excludes expenditure on capital items and international airfares, and includes package expenditure (30 per cent of total). International expenditure includes transit visitors. Domestic overnight includes expenditure on airfares and long distance transport costs. All data are reported as average annual amounts.

b For the Northern Territory and Australian Capital Territory, domestic cultural day visitor expenditure estimates were not sufficiently reliable to be individually published due to small sample size.

c Total Australia includes small amounts that cannot be allocated to a particular state.

For information regarding the reliability of the expenditure estimates please see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates please see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey and International Visitor Survey data (unpublished).

3.4.3 Total expenditure by cultural visitor type: metropolitan and regional areas

Cultural visitors, including international and domestic, had an average annual expenditure of \$6 250 million in regional Australia (excluding all capital cities and the Gold Coast) in 2002 and 2003. This accounted for 39.2 per cent of total expenditure in Australia by all cultural visitors (Table 40). Domestic overnight cultural visitors spent 52 per cent of their total spending in regional areas, while domestic cultural day visitors spent more than 58 per cent of their total spending in regional areas. On the other hand, international cultural visitors spent nearly 24 per cent of their total expenditure in regional areas.

Table 40 Cultural visitor average annual expenditure^a by metropolitan and regional areas, 2002 and 2003

	Cultural visitor expenditure			Total
	International	Domestic overnight	Domestic day	
	\$ Million			
Metropolitan areas ^b	5 626	3 709	363	9 698
Regional areas ^c	1 745	3 997	508	6 250
Total Australia ^d	7 371	7 706	871	15 948
	Share of cultural visitor expenditure			
	Per cent			
Metropolitan areas	76.3	48.1	41.7	60.8
Regional areas	23.7	51.9	58.3	39.2
Total Australia	100.0	100.0	100.0	100.0
	Share of total visitor expenditure			
	Per cent			
Metropolitan areas	60.2	19.5	7.5	29.2
Regional areas	63.6	19.3	7.3	20.5
Total Australia	60.1	19.3	7.4	25.1

a International expenditure excludes expenditure on capital items and international airfares, and includes package expenditure (30 per cent of total). International expenditure includes transit visitors. Domestic overnight includes expenditure on airfares and long distance transport costs. All data are reported as average annual amounts.

b Metropolitan areas include all capital cities and the Gold Coast.

c All other tourism regions, except metropolitan areas.

d Total Australia includes small amounts that cannot be allocated to a particular state.

For information regarding the reliability of the expenditure estimates please see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates please see Appendix G.1.

Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey and International Visitor Survey data (unpublished).

Not surprisingly, Sydney, Melbourne and Perth were the top three tourism regions in terms of combined expenditure by international and domestic overnight cultural visitors during 2002 and 2003. These three capital cities received 44 per cent of total expenditure by international and domestic overnight cultural visitors (Table 41).

Table 41 Cultural visitor average annual expenditure^{a,b} by top 20 tourism regions, 2002 and 2003 (ranked by expenditure)

Top 20 tourism regions ^c	State/ Territory	Cultural visitor expenditure			National share Per cent
		International	Domestic	Total	
			overnight		
		\$ Million			
1. Sydney	NSW	2 840	914	3 754	24.9
2. Melbourne	VIC	1 097	855	1 951	12.9
3. Perth	WA	503	336	839	5.6
4. Tropical North Queensland	QLD	550	274	824	5.5
5. Brisbane	QLD	429	336	765	5.1
6. Gold Coast	QLD	339	401	739	4.9
7. Adelaide	SA	181	279	459	3.0
8. Canberra	ACT	119	255	373	2.5
9. Sunshine Coast	QLD	67	221	288	1.9
10. Petermann	NT	167	81	248	1.6
11. Darwin	NT	77	161	238	1.6
12. North Coast NSW	NSW	38	195	233	1.5
13. Greater Hobart	TAS	42	176	218	1.4
14. South Coast	NSW	17	177	193	1.3
15. Hunter	NSW	72	102	174	1.2
16. Northern Rivers - Tropical NSW	NSW	56	118	173	1.1
17. South West	WA	23	147	170	1.1
18. Whitsundays	QLD	101	69	170	1.1
19. Kimberley	WA	26	118	144	1.0
20. Western	VIC	25	103	127	0.8

a Excluding expenditure on capital items and international airfares; including package expenditure (30 per cent of total). Expenditure by transit visitors is also included.

b Domestic cultural day visitor expenditure estimates were not sufficiently reliable to be individually published for each tourism region due to small sample size.

c Ranked on total expenditure.

For information regarding the reliability of the expenditure estimates see Section 2.4 Reliability and publication standards. For RSEs of the expenditure estimates see Appendix G.2 and Appendix G.3. Source: BTR Expenditure allocation method applied to 2002 and 2003 National Visitor Survey and International Visitor Survey data (unpublished).

4 Conclusion

On average over the period 1999 to 2003 there were over 19.4 million international and domestic cultural visitors in Australia per annum, 8.2 per cent of the total visitors. Forty seven per cent of international visitors, 6 per cent of domestic day visitors and 11 per cent of domestic overnight visitors were cultural visitors. During 2002 and 2003 cultural visitors spent an average of \$15.9 billion per annum in Australia, accounting for 25.1 per cent of total visitor expenditure in Australia. Cultural visitors also made a large economic contribution to regional Australia, accounting for 20.5 per cent of tourism expenditure in regional Australia; or \$6.3 billion per annum during 2002 and 2003.

Domestic overnight cultural visitors were the largest contributor to this expenditure, spending 52 per cent or \$4 billion of their expenditure in regional Australia per annum. Although domestic overnight cultural visitors were significant contributors in terms of total expenditure, it is important to note that 48 per cent of international cultural visitors visited regional Australia, making international cultural visitors also important to regional Australia.

Consistent with total visitors' expenditure, New South Wales received the largest state/territory share of cultural visitor expenditure, receiving 35 per cent of cultural visitor expenditure during 2002 and 2003. In terms of individual tourism regions Sydney was the largest recipient of cultural visitor expenditure receiving an average of \$3 754 million in international and domestic overnight cultural visitor expenditure. Melbourne and Perth also received large portions of cultural visitor expenditure receiving 13 per cent and 6 per cent of this expenditure respectively. Tropical North Queensland received \$824 million of cultural visitor expenditure making it the non-metropolitan region receiving the largest amount of cultural visitor expenditure. Other non-metropolitan tourism regions receiving significant expenditure were the Sunshine Coast (QLD) and Petermann (NT).

5 References

Bailey, G., Carter, P., Collins, D. and Heaney, L. (2004a), *Tourism Expenditure by Domestic Visitors in Australia's Regions, 2001–2003*, Tourism Research Australia, Canberra.

Bailey, G., Carter, P., Collins, D. and Heaney, L. (2004b), *Tourism Expenditure by International Visitors in Australia's Regions, 1999–2003*, Tourism Research Australia, Canberra.

Bureau of Tourism Research, *Travel by Australians*, various issues, BTR, Canberra.

Bureau of Tourism Research, *International visitors in Australia*, various issues, BTR, Canberra.

National Centre for Culture and Recreation Statistics of the Australian Bureau of Statistics (2001) (<http://www.dcita.gov.au/swg/publications/culttour.html>). Information retrieved 21 November, 2004.

Commonwealth of Australia (2003), *Tourism White Paper: A Medium to Long Term Strategy for Tourism*, Australian Government, Canberra, 54 pp.

Foo, L. M. & Rossetto, A. (1998), *Cultural Tourism in Australia Characteristics and Motivations*, Occasional Paper No 27, BTR, Canberra.

Heaney, L. and Salma, U. (2003), *Economic Impact of Cultural Tourists in Australia*, Bureau of Tourism Research, Canberra.

Tulpulé, A. 1999, BTR Occasional Paper Number 29, *Tourism Expenditure by International Visitors in Regional Australia*, BTR, Canberra.

6 Glossary

Confidence interval – A confidence interval is an interval estimate of a statistic. An interval estimate gives an indication of how much uncertainty there is in the estimate of the statistic, the narrower the interval, the more precise is the estimate. Confidence intervals are expressed in terms of a confidence coefficient, with 95 per cent being the most commonly used. A confidence interval of 95 per cent means that, if many samples are collected and the confidence interval computed, about 95 per cent of these intervals would contain the true figure.

Cultural visitor – For the purpose of this report, a cultural visitor is defined as a visitor who attends one or more cultural attractions in Australia including: theatre; concerts or other performing arts; museums or art galleries; art/craft workshops/studios; festivals/fairs or cultural events; Aboriginal art/craft and cultural displays; an Aboriginal site/community; historical/heritage buildings, sites or monuments.

Day trips – Day trips are trips which involve travel for a round trip distance of at least 50 kilometres, and being away from home for at least 4 hours, but do not involve a night spent away from home. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.

Day visitors or day trip visitors – Australians who undertake a daytrip are referred to as day visitors.

Domestic overnight trips – In the National Visitor Survey, these are defined as trips which involve a stay away from home of at least one night, but less than 1 year, at a place at least 40 kilometres from home.

Domestic overnight visitors – Australians who undertake an overnight trip are referred to as overnight visitors.

Domestic tourism – Domestic tourism is tourism by Australians travelling within Australia (including to Australian external territories such as Christmas Island).

Expenditure – See visitor expenditure.

Inbound tourism – Inbound tourism is tourism within Australia by international visitors to Australia.

International visitors – International visitors are overseas visitors who come to Australia for a period of less than twelve months.

International Visitor Survey (IVS) – The IVS is a survey of international visitors in Australia, conducted by Tourism Research Australia (TRA) throughout the year. The IVS gives a profile of the characteristics, travel behaviour and expenditure of international visitors to Australia. Summary information from the IVS is published quarterly and major results are published annually. Unpublished data are available for purchase from TRA. A survey has been conducted every year since 1981, except for 1982 and 1987.

National Visitor Survey (NVS) –The NVS is designed to provide a profile of the Australian traveller, both within Australia and overseas. It began in January 1998, replacing the Domestic Tourism Monitor (DTM). Data are collected from Australians aged over 15, on where they go, what reasons they have for travelling, what transport and accommodation they use, what they do while travelling and how much they spend. Information available from the NVS is published annually as *Travel by Australians*, summary results are published quarterly. Unpublished data are available for purchase from Tourism Research Australia (TRA).

Overnight trips – See domestic overnight trips. Australians who undertake an overnight trip are referred to as overnight visitors or domestic overnight visitors.

Overnight visitors – Overnight visitors are Australians who undertake an overnight trip are referred to as overnight visitors or simply visitors. Occasionally in the NVS, they are referred to as overnight travellers.

Outbound tourism – Outbound tourism is tourism by Australians outside Australia.

Packages, package expenditure – Packages, package expenditure are transport and accommodation arrangements and/or activities, that are sold together. Packages in the IVS must include some transport arrangements (either air or road or rail transport).

Purpose of visit – Purpose of visit is the main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit in the IVS are: Holiday/leisure (Leisure for domestic day trips); Visiting friends and/or relatives; Business; and Other. Other includes for the purposes of education, personal appointments, health-related travel, and in the IVS employment/leisure travel (for example, working holidays).

Regions – See tourism regions.

Relative standard error (RSE) – RSE is measure of the "dispersion" of published expenditure estimates. Estimates with a small dispersion might be considered to be reliable, whereas estimates with a high dispersion are not so reliable. RSE is the standard error expressed as a percentage of the total estimate.

Tourism regions – Tourism regions are formed by the aggregation of Statistical Local Areas (SLAs). Tourism regions are defined by the various state and territory tourism authorities according to their research and marketing needs. From 1998, Tourism Research Australia (known from 1987 to 2004 as the Bureau of Tourism Research) and the Australian Bureau of Statistics have adopted a coordinated approach to the use of tourism regions to enable comparability of regional data from different tourism surveys. More information about tourism regions is available from the state and territory tourism authorities, or alternatively, from TRA.

Trip – The trip is the basic collection unit used in the NVS to obtain information about travel by Australians. Overnight trips include visits to one or more regions. Day trips are regarded, by definition, as trips to a single region

Visitor expenditure – Visitor expenditure includes expenditure incurred by travellers before and during a trip. Expenditure is reported on a number of individual items, such as airfares,

other long-distance or local transport costs, fuel, accommodation and the like. Expenditure on capital goods, such as motor vehicles, and other major capital items are reported by survey respondents, but are not included in expenditure estimates.

Visitor nights – Visitor nights is the number of nights spent travelling in Australia.

Appendices

Appendix A Number of international visitors who engaged in various cultural activities, 1999–2003

Cultural activities	Number of international visitors who engaged in various cultural activities				
	1999	2000	2001	2002	2003
	'000				
Attend theatre, concerts or other performing arts	475.9	487.4	556.1	557.6	551.5
Visit museums or art galleries	1 064.2	1 108.9	1 144.5	1 162.5	1 142.2
Visit art/craft workshops / studios	359.8	347.6	321.2	287.6	319.2
Attend festivals/fairs or cultural events	280.2	346.3	305.3	329.0	326.7
Experience aboriginal art/craft and cultural displays	448.4	567.2	448.5	415.3	410.7
Visit an aboriginal site/community	184.7	213.2	208.5	178.7	213.9
Visit historical/heritage buildings, sites or monuments	1 272.3	1 448.8	1 365.5	1 206.8	1 196.7
Total international visitors who undertook cultural activities	1 998.6	2 170.6	2 099.3	2 037.8	2 030.1
	Share of total				
	Per cent				
Attend theatre, concerts or other performing arts	24	22	26	27	27
Visit museums or art galleries	53	51	55	57	56
Visit art/craft workshops/ studios	18	16	15	14	16
Attend festivals/fairs or cultural events	14	16	15	16	16
Experience aboriginal art/craft and cultural displays	22	26	21	20	20
Visit an aboriginal site/community	9	10	10	9	11
Visit historical/heritage buildings, sites or monuments	64	67	65	59	59
Total international visitors who undertook cultural activities	100	100	100	100	100

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Appendix B Average annual number of international cultural and non-cultural visitors and average length of stay by states and territories, 2002 and 2003

States/territories	Number of international visitors		Average length of stay	
	Cultural	Non-cultural	Cultural	Non-cultural
	'000		Nights	
New South Wales	1 348	1 157	24.5	10.9
Victoria	638	577	21.7	17.3
Queensland	926	933	16.8	11.0
South Australia	190	112	15.1	14.5
Western Australia	288	282	27.9	19.3
Tasmania	67	35	13.6	18.3
Northern Territory	249	95	7.8	8.9
Australian Capital Territory	126	48	14.5	8.0
Total Australia	2 034	2 390	38.3	17.5

Source: BTR International Visitor Survey, 1999–2003 (unpublished data).

Appendix C Number of domestic overnight cultural visitors who engaged in various cultural activities, 1999–2003

Cultural activities	Number of domestic overnight visitors who engaged in various cultural activities				
	1999	2000	2001	2002	2003
	'000				
Attend theatre concerts or other performing arts	1 728	1 482	1 488	1 522	1 850
Visit museums or art galleries	3 092	2 702	2 789	3 113	3 509
Visit art or craft workshops or studios	2 087	1 174	933	1 024	1 126
Attend festivals or fairs or cultural events	1 714	1 172	1 367	1 435	1 584
Experience aboriginal art or craft and cultural displays	341	292	240	315	351
Visit an Aboriginal site or community	259	256	219	226	284
Visit historical, heritage buildings sites or monuments	3 762	3 096	2 998	2 461	3 330
Total	9 388	7 713	7 751	7 854	9 319
	Share of total domestic overnight cultural visitors				
	Per cent				
Attend theatre concerts or other performing arts	18	19	19	19	20
Visit museums or art galleries	33	35	36	40	38
Visit art or craft workshops or studios	22	15	12	13	12
Attend festivals or fairs or cultural events	18	15	18	18	17
Experience Aboriginal art or craft and cultural displays	4	4	3	4	4
Visit an Aboriginal site or community	3	3	3	3	3
Visit historical, heritage buildings sites or monuments	40	40	39	31	36
Total	100	100	100	100	100

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Appendix D Average annual domestic cultural and non-cultural overnight visitors and average length of stay by states and territories, 2002 and 2003

States/territories	Number of domestic overnight visitors		Average length of stay	
	Cultural	Non-cultural	Cultural	Non-cultural
	'000		Nights	
New South Wales	3 152	23 842	4.6	3.2
Victoria	2 168	15 862	4.3	2.9
Queensland	1 682	14 583	7.9	4.4
South Australia	773	4 703	5.3	3.6
Western Australia	890	5 735	7.0	4.1
Tasmania	348	1 650	7.3	4.0
Northern Territory	261	757	8.8	6.0
Australian Capital Territory	619	1 346	3.1	2.5
Total Australia	8 587	65 894	6.3	3.7

Source: BTR International Visitor Survey, 2002 and 2003 (unpublished data).

Appendix E Number of domestic cultural day visitors who engaged in various cultural activities, 1999–2003

Cultural activities	Number of domestic day visitors who engaged in various cultural activities				
	1999	2000	2001	2002	2003
	'000				
Attend theatre concerts or other performing arts	1 599	1 559	1 610	1 575	1 756
Visit museums or art galleries	2 545	1 611	1 868	2 239	2 841
Visit art or craft workshops or studios	2 891	1 393	1 052	1 319	1 513
Attend festivals or fairs or cultural events	2 886	1 810	1 932	1 629	1 944
Experience Aboriginal art or craft and cultural displays	149	149	149	149	149
Visit an Aboriginal site or community	97	97	97	97	97
Visit historical, heritage buildings sites or monuments	3 297	2 543	1 974	2 121	2 698
Total	11 441	7 923	7 880	8 168	9 587
	Share of total domestic cultural day visitors				
	Per cent				
Attend theatre concerts or other performing arts	14	20	20	19	18
Visit museums or art galleries	22	20	24	27	30
Visit art or craft workshops or studios	25	18	13	16	16
Attend festivals or fairs or cultural events	25	23	25	20	20
Experience Aboriginal art or craft and cultural displays	2	2	2	2	2
Visit an Aboriginal site or community	1	1	1	1	1
Visit historical, heritage buildings sites or monuments	29	32	25	26	28
Total	100	100	100	100	100

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes.)

Source: BTR National Visitor Survey, 1999–2003 (unpublished data).

Appendix F Average annual domestic cultural and non-cultural day visitors by states and territories, 2002 and 2003

States/territories	Number of domestic day visitors	
	Cultural	Non-cultural
	'000	
New South Wales	2 716	44 984
Victoria	2 346	33 876
Queensland	1 582	24 397
South Australia	703	9 830
Western Australia	843	11 676
Tasmania	347	4 263
Northern Territory	66	973
Australian Capital Territory	277	1 722
Total Australia	8 777	13 1720

Source: BTR International Visitor Survey, 2002 and 2003 (unpublished data).

Appendix G.1 Estimated relative standard errors (RSEs) for international, domestic overnight and day visitor expenditure in Australia's states/territories, 2002 and 2003

State/territory	Relative standard error		
	International	Domestic overnight	Domestic day
	Per cent		
New South Wales	4.5	2.5	6.3
Victoria	6.4	2.8	6.5
Queensland	4.5	4.2	8.2
South Australia	8.3	3.7	8.2
Western Australia	7.0	3.6	8.1
Tasmania	12.7	3.2	9.5
Northern Territory	7.3	4.6	21.3
Australian Capital Territory	13.6	5.2	14.1

Appendix G.2 Estimated relative standard errors (RSEs) for international visitor expenditure in the top 20 tourism regions, 2002 and 2003

Top 20 tourism regions	State/territory	Relative standard error
		Per cent
1. Sydney	NSW	5
2. Melbourne	VIC	7
3. Tropical North Queensland	QLD	7
4. Perth	WA	9
5. Gold Coast	QLD	10
6. Brisbane	QLD	8
7. Adelaide	SA	10
8. Petermann	NT	11
9. Canberra	ACT	14
10. Whitsundays	QLD	11
11. Darwin	NT	14
12. Sunshine Coast	QLD	14
13. Hunter	NSW	18
14. Illawarra	NSW	24
15. Northern Rivers - Tropical NSW	NSW	12
16. Greater Hobart	TAS	19
17. Alice Springs	NT	13
18. Northern	QLD	15
19. North Coast NSW	NSW	13
20. Hervey Bay/Maryborough	QLD	11

Appendix G.3 Estimated relative standard errors (RSEs) for domestic overnight visitor expenditure in the top 20 tourism regions, 2002 and 2003

Top 20 tourism regions	State/territory	Relative standard error
		Per cent
1. Sydney	NSW	4
2. Melbourne	VIC	4
3. Gold Coast	QLD	11
4. Brisbane	QLD	7
5. Perth	WA	6
6. Sunshine Coast	QLD	10
7. Adelaide	SA	7
8. North Coast NSW	NSW	7
9. Tropical North Queensland	QLD	13
10. South Coast	NSW	6
11. Canberra	ACT	5
12. Hunter	NSW	13
13. Northern Rivers – Tropical NSW	NSW	10
14. Explorer Country	NSW	10
15. South West	WA	6
16. Greater Hobart	TAS	5
17. Darwin	NT	9
18. Western	VIC	7
19. Whitsundays	QLD	34
20. Fitzroy	QLD	28

Appendix H.1 International cultural visitors in New South Wales by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
South Coast	41	44	44	51	45	45	21
Illawarra	18	30	26	25	22	24	28
Sydney	1 296	1 428	1 394	1 320	1 287	1 345	4
Explorer Country	26	21	18	21	19	21	30
Hunter	48	59	60	54	64	57	19
North Coast NSW	111	112	119	103	117	112	14
Northern Rivers							
Tropical NSW	135	150	165	137	150	147	12
New England							
North West	34	38	59	46	39	43	22
Central Coast	12	19	13	11	19	15	36
Blue Mountains	67	58	44	46	47	52	20
Snowy Mountains	16	13	16	15	15	15	36
Capital Country	12	13	9	9	11	11	42
The Murray	14	10	15	16	18	15	36
Riverina	15	16	12	11	13	13	38
Outback NSW	11	9	16	11	11	12	40
Other NSW ^c	0	1	2	2	4	2	123
Total NSW	1 337	1 477	1 433	1 363	1 333	1 389	4
Proportion of total international visitors							
	Per cent						
South Coast	61.3	69.4	64.4	74.0	66.9	67.2	
Illawarra	46.7	62.8	63.7	60.2	60.3	58.9	
Sydney	56.8	55.0	54.9	54.3	55.7	55.3	
Explorer Country	74.8	60.6	58.1	63.6	61.2	63.9	
Hunter	66.8	68.2	68.0	64.3	67.3	67.0	
North Coast NSW	70.0	67.9	71.5	70.9	70.9	70.2	
Northern Rivers							
Tropical NSW	72.0	73.8	74.1	71.3	78.1	73.9	
New England							
North West	72.0	66.2	71.1	73.6	67.0	70.1	
Central Coast	44.0	52.4	50.3	52.7	65.3	53.2	
Blue Mountains	78.4	70.2	70.0	73.0	74.4	73.4	
Snowy Mountains	75.3	64.6	66.4	71.6	72.6	70.0	
Capital Country	62.4	64.9	49.9	61.5	66.1	60.8	
The Murray	55.9	41.8	50.5	66.6	71.6	57.0	
Riverina	63.8	54.0	64.5	60.3	60.8	60.2	
Outback NSW	67.5	54.9	65.5	74.1	81.2	67.8	
Other NSW ^c	70.1	22.1	38.0	46.8	68.9	47.0	
Total NSW	56.4	54.6	54.6	53.8	55.1	54.9	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other NSW includes Lord Howe Island, In transit NSW and Other NSW.

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.2 International cultural visitor nights in New South Wales by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Sydney	19 873	26 388	28 743	29 683	26 228	26 183	8
Illawarra	682	682	682	815	815	735	33
Hunter	629	629	629	1 174	1 174	847	31
North Coast NSW	371	371	371	510	510	427	43
Northern Rivers	882	882	882	925	925	899	29
New England							
North West	298	298	298	298	298	298	37
Explorer Country	182	182	182	182	182	182	47
South Coast	230	230	230	230	230	230	42
Central Coast	253	253	253	253	253	253	40
Blue Mountains	191	191	191	191	191	191	46
Other NSW ^c	489	489	489	489	489	489	28
Total NSW	23 345	31 022	33 298	35 137	30 872	30 735	8
	Proportion of total international visitor nights						
	Per cent						
Sydney	66.2	68.5	70.4	72.0	73.7	70.3	
Illawarra	71.1	71.1	71.1	62.0	62.0	66.7	
Hunter	64.3	64.3	64.3	78.0	78.0	71.2	
North Coast NSW	52.6	52.6	52.6	65.5	65.5	58.1	
Northern Rivers							
Tropical NSW	65.1	65.1	65.1	74.8	74.8	68.8	
New England							
North West	63.6	63.6	63.6	63.6	63.6	63.6	
Explorer Country	59.2	59.2	59.2	59.2	59.2	59.2	
South Coast	61.5	61.5	61.5	61.5	61.5	61.5	
Central Coast	65.7	65.7	65.7	65.7	65.7	65.7	
Blue Mountains	73.5	73.5	73.5	73.5	73.5	73.5	
Other NSW ^c	58.6	58.6	58.6	58.6	58.6	58.6	
Total NSW	65.4	67.1	69.8	71.6	73.0	69.5	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other NSW includes Outback NSW, Snowy Mountains, Capital Country, The Murray, Riverina, Lord Howe Island, In Transit and Other NSW.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.3 International cultural visitors in Victoria by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b
	'000						Per cent
Melbourne	582	564	627	607	608	598	6
Mallee	14	11	8	11	15	12	40
Ballarat	18	17	15	17	22	18	33
Geelong	22	12	18	17	19	18	33
Gippsland	16	15	16	14	15	15	35
Western	75	83	109	102	93	92	15
Lakes	25	27	33	30	27	28	26
Central Highlands	22	21	33	34	37	29	26
High Country	13	11	10	10	10	11	36
Phillip Island	24	24	19	19	19	21	19
Bendigo Loddon	9	9	11	11	11	10	28
Peninsula	11	11	13	13	13	12	25
Central Murray	7	7	7	7	7	7	32
Western Grampians	10	10	5	5	5	7	34
Murray East	7	7	6	6	6	6	34
Melbourne East	6	6	7	7	7	7	33
Goulburn	4	4	4	4	4	4	42
Spa Country	2	2	2	2	2	2	43
Wimmera	2	2	2	2	2	2	48
Macedon	2	2	2	2	2	2	44
Upper Yarra	2	2	2	2	2	2	44
Other VIC ^c	1	1	1	1	1	1	69
Total VIC	608	595	657	637	638	627	6
Proportion of total international visitors							
Per cent							
Melbourne	57.3	52.3	54.2	52.6	53.0	53.8	
Mallee	67.1	55.0	61.9	64.9	57.7	61.1	
Ballarat	76.6	72.2	64.9	65.2	68.4	69.3	
Geelong	68.9	52.7	54.4	66.0	54.6	59.3	
Gippsland	50.8	47.5	73.8	59.4	56.8	56.5	
Western	69.3	67.6	71.5	68.5	68.0	69.0	
Lakes	67.3	72.1	63.1	72.2	72.7	69.0	
Central Highlands	71.7	71.4	79.0	72.0	76.9	74.6	
High Country	67.2	57.0	51.8	58.9	58.9	58.9	
Phillip Island	70.7	70.7	63.6	63.6	63.6	66.6	
Bendigo Loddon	54.5	54.5	66.7	66.7	66.7	61.8	
Peninsula	55.0	55.0	46.4	46.4	46.4	49.3	
Central Murray	58.2	58.2	56.3	56.3	56.3	57.1	
Western Grampians	63.0	63.0	59.8	59.8	59.8	61.6	
Murray East	63.1	63.1	67.0	67.0	67.0	65.3	
Melbourne East	53.8	53.8	50.2	50.2	50.2	51.5	
Goulburn	46.9	46.9	52.9	52.9	52.9	50.4	
Spa Country	65.6	65.6	65.6	65.6	65.6	65.6	
Wimmera	63.8	63.8	63.8	63.8	63.8	63.8	
Macedon	42.1	42.1	42.1	42.1	42.1	42.1	
Upper Yarra	60.9	60.9	60.9	60.9	60.9	60.9	
Other VIC ^c	38.3	38.3	38.3	38.3	38.3	38.3	
Total VIC	56.5	52.0	53.6	52.6	52.8	53.5	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other includes In transit VIC and Other VIC.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.4 International cultural visitor nights in Victoria by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Melbourne	8 799	10 248	10 575	10 638	1 3589	10 770	13
Geelong	184	184	184	184	184	184	47
Section A VIC ^c	718	718	718	893	893	788	32
Section B VIC ^d	610	610	610	579	579	597	36
Total VIC	10 585	11 417	12 076	12 352	15 268	12 340	12
Proportion of total international visitor nights							
Per cent							
Melbourne	58.3	57.9	56.9	56.8	59.1	57.8	
Geelong	57.9	57.9	57.9	57.9	57.9	57.9	
Section A VIC ^c	57.7	57.7	57.7	66.9	66.9	61.5	
Section B VIC ^d	53.7	53.7	53.7	47.2	47.2	51.0	
Total VIC	58.9	57.1	56.4	57.3	58.7	57.7	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Section A VIC includes Macedon, Wimmera, Mallee, Western, Western Grampians, Bendigo Loddon, Spa Country, Ballarat, Central Highlands and Goulburn.

d Section B VIC includes Peninsula, High Country, Lakes, Gippsland, Melbourne East, Phillip Island, In Transit VIC and Other.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.5 International cultural visitors in Queensland by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Gold Coast	397	368	393	341	318	363	8
Brisbane	419	436	433	395	440	425	7
Sunshine Coast	128	139	157	117	128	134	13
Tropical North Queensland	468	513	520	466	427	479	7
Hervey Bay/ Maryborough	135	150	168	141	144	148	12
Fitzroy	83	91	92	67	66	80	16
Whitsundays	141	150	173	145	148	152	12
Northern	102	90	115	71	88	93	15
Darling Downs	20	19	18	11	17	17	34
Bundaberg	36	42	38	35	37	38	23
Mackay	37	25	33	21	34	30	26
Outback Qld	36	25	41	21	27	30	26
Other QLD ^c	1	1	5	3	3	2	102
<i>Great Barrier Reef^d</i>	117	121	131	111	109	118	13
Total QLD	1 013	1 032	1 017	937	914	983	5
	Proportion of total international visitors						
	Per cent						
Gold Coast	45.4	43.4	45.7	44.6	46.9	45.2	
Brisbane	59.1	59.1	58.5	54.5	58.4	57.9	
Sunshine Coast	63.8	64.2	66.9	57.4	57.9	62.1	
Tropical North Queensland	74.5	76.0	76.8	73.9	77.6	75.8	
Hervey Bay/ Maryborough	71.3	60.4	54.5	42.5	53.5	56.7	
Fitzroy	78.2	74.8	73.2	75.3	74.4	75.1	
Whitsundays	67.5	73.0	75.1	69.1	73.7	71.7	
Northern	70.0	64.0	67.9	65.7	69.7	67.8	
Darling Downs	67.4	71.7	72.4	68.9	74.0	70.9	
Bundaberg	70.7	68.9	72.1	64.3	76.6	70.6	
Mackay	60.8	65.7	63.8	58.5	57.2	61.2	
Outback Qld	79.4	62.2	75.7	63.3	79.3	72.5	
Other QLD ^c	85.3	20.0	61.8	63.3	64.7	55.9	
<i>Great Barrier Reef^d</i>	64.3	68.2	70.0	64.4	67.8	67.0	
Total QLD	51.8	52.3	51.6	49.3	50.4	51.1	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other includes In transit QLD and Other QLD.

d Great Barrier Reef consists of statistical local areas already included in other Queensland tourism regions.

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.6 International cultural visitor nights in Queensland by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Gold Coast	2 694	2 563	3 024	2 533	3 003	2 764	27
Brisbane	4 904	4 866	5 169	5 003	5 677	5 124	19
Sunshine Coast	967	876	1 129	804	904	936	47
Tropical North Queensland	3 679	3 723	4 224	3 470	3 131	3 646	23
Hervey Bay/ Maryborough	621	621	655	655	655	642	35
Fitzroy	473	473	269	269	269	350	49
Whitsundays	714	714	832	832	832	785	32
Northern	600	600	795	795	795	717	34
Darling Downs	229	229	229	229	229	229	42
Bundaberg	223	223	223	223	223	223	43
Mackay	238	238	238	238	238	238	41
Other QLD ^c	159	159	159	159	159	159	51
Great Barrier Reef ^d	474	474	496	496	496	487	41
Total QLD	15 395	15 290	17 221	14 557	16 593	15 811	11
	Proportion of total international visitor nights						
	Per cent						
Gold Coast	48.3	44.4	48.0	47.6	50.4	47.8	
Brisbane	69.3	66.9	62.4	59.5	66.4	64.7	
Sunshine Coast	56.1	57.6	63.3	53.8	46.1	55.2	
Tropical North Queensland	63.8	66.8	69.2	62.5	59.1	64.4	
Hervey Bay/ Maryborough	75.7	75.7	76.4	76.4	76.4	76.1	
Fitzroy	66.7	66.7	62.5	62.5	62.5	64.7	
Whitsundays	69.2	69.2	75.1	75.1	75.1	72.8	
Northern	64.7	64.7	73.8	73.8	73.8	70.5	
Darling Downs	66.5	66.5	66.5	66.5	66.5	66.5	
Bundaberg	74.8	74.8	74.8	74.8	74.8	74.8	
Mackay	71.8	71.8	71.8	71.8	71.8	71.8	
Other QLD ^c	63.1	63.1	63.1	63.1	63.1	63.1	
Great Barrier Reef ^d	64.3	64.3	70.7	70.7	70.7	68.1	
Total QLD	66.5	66.5	66.5	66.5	66.5	66.5	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other QLD includes In transit QLD and Other QLD.

d Great Barrier Reef consists of statistical local areas already included in other Queensland tourism regions.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.7 International cultural visitors in South Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Limestone Coast	33	27	41	29	27	32	25
Fleurieu Peninsula	9	9	9	8	9	9	45
Adelaide	189	206	220	170	184	194	11
Barossa	11	14	20	14	16	15	36
Flinders Ranges	31	30	45	26	29	32	25
Outback SA	35	39	50	35	33	38	23
Eyre Peninsula	9	9	11	7	10	9	45
Kangaroo Island	21	17	26	21	22	22	30
Riverland	4	4	4	4	4	4	42
Murraylands	4	4	3	3	3	3	47
Yorke Peninsula	3	3	3	3	3	3	37
Clare Valley	3	3	3	3	3	3	35
Adelaide Hills	3	3	3	3	3	3	36
Other SA ^c	1	1	1	1	1	1	54
Total SA	206	222	236	185	194	209	10
Proportion of total international visitors							
	Per cent						
Limestone Coast	71.2	69.2	69.2	69.1	73.3	70.3	
Fleurieu Peninsula	55.7	61.1	65.2	68.1	65.5	62.8	
Adelaide	64.0	61.9	66.2	60.6	64.9	63.6	
Barossa	64.6	86.3	75.2	76.8	74.9	75.4	
Flinders Ranges	72.0	70.9	77.4	68.4	79.6	73.8	
Outback SA	74.6	65.3	74.6	68.3	80.1	72.2	
Eyre Peninsula	69.8	51.7	68.6	54.4	77.1	63.8	
Kangaroo Island	73.4	55.6	77.4	67.7	75.6	70.0	
Riverland	67.3	67.3	67.5	67.5	67.5	67.4	
Murraylands	72.6	72.6	52.5	52.5	52.5	60.4	
Yorke Peninsula	68.7	68.7	68.7	68.7	68.7	68.7	
Clare Valley	64.3	64.3	64.3	64.3	64.3	64.3	
Adelaide Hills	69.4	69.4	69.4	69.4	69.4	69.4	
Other SA ^c	69.2	69.2	69.2	69.2	69.2	69.2	
Total SA	64.3	62.4	65.1	61.1	64.6	63.6	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other includes In transit and Other SA.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.8 International cultural visitor nights in South Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Adelaide	2 638	2 902	3 408	2 211	2 570	2 746	27
Section A SA ^c	267	267	267	267	267	267	39
Section B SA ^d	271	271	271	271	271	271	39
Total SA	3 205	3 473	4 000	2 656	3 086	3 284	25
	Proportion of total international visitor nights						
	Per cent						
Adelaide	74.4	66.5	73.3	58.4	68.5	68.3	
Section A SA ^c	65.4	65.4	65.4	65.4	65.4	65.4	
Section B SA ^d	66.5	66.5	66.5	66.5	66.5	66.5	
Total SA	73.8	65.5	72.2	59.3	68.3	67.9	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Section A includes Clare Valley, Riverland Flinders Rangers, Outback SA, Eyre Peninsula, Yorke Peninsula, In Transit and Other.

d Section B includes Fleurieu Peninsula, Limestone Coast, Murraylands, Barossa, Adelaide Hills and Kangaroo Island.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.9 International cultural visitors in Western Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Australia's Coral	52	55	54	49	56	53	19
Australia's North West	53	51	43	31	44	45	21
Australia's South	56	84	81	72	72	73	17
Experience Perth	276	299	273	274	285	281	9
Australia's Golden Outback	27	29	33	25	37	30	26
Other WA ^c	0	1	1	2	2	1	117
Total WA	284	309	280	280	295	290	9
Proportion of total international visitors Per cent							
Australia's Coral	69.7	66.2	70.8	67.5	74.6	69.7	
Australia's North West	68.5	68.8	72.8	65.1	74.7	70.0	
Australia's South	64.2	65.3	64.2	64.3	66.4	64.9	
Experience Perth	52.0	50.5	48.9	49.5	51.4	50.4	
Australia's Golden Outback	68.2	56.3	68.8	62.9	78.3	66.8	
Other WA ^c	0	16.2	50.8	52.7	57.7	40.9	
Total WA	52.2	50.8	49.1	49.4	51.7	50.6	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other WA includes In Transit WA and Other WA.

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.10 International cultural visitor nights in Western Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Experience Perth	5 524	6 605	5 328	6 566	6 324	6 070	18
Australia's North West	587	587	442	442	442	500	40
Australia's South	552	552	552	511	511	536	39
Australia's Coral	384	384	384	384	384	384	32
Australia's Golden Outback	200	200	200	200	200	200	45
Other WA ^c	9	9	9	9	9	9	229
Total WA	6 869	8 556	7 043	8 171	7 848	7 697	16
Proportion of total international visitor nights Per cent							
Experience Perth	56.5	58.9	57.1	57.1	60.1	58.0	
Australia's North West	71.3	71.3	68.4	68.4	68.4	69.7	
Australia's South	65.3	65.3	65.3	59.0	59.0	62.7	
Australia's Coral	66.5	66.5	66.5	66.5	66.5	66.5	
Australia's Golden Outback	61.8	61.8	61.8	61.8	61.8	61.8	
Other WA ^c	52.3	52.3	52.3	52.3	52.3	52.3	
Total WA	57.9	60.7	59.0	57.9	61.4	59.4	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other WA includes In Transit WA and Other WA.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.11 International cultural visitors in Tasmania by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Greater Hobart	58	64	62	62	54	60	18
Greater	34	31	33	33	25	31	25
Southern	8	21	17	14	12	14	37
East Coast	21	21	18	21	20	20	31
North West	17	29	26	24	18	23	29
West Coast	21	17	18	15	17	18	33
Other ^c	5	5	5	5	5	5	27
Total TAS	72	75	70	71	62	70	17
Proportion of total international visitors							
Per cent							
Greater Hobart	71.5	70.3	70.6	69.4	65.5	69.5	
Greater	71.4	66.8	75.3	70.4	62.4	69.4	
Southern	56.9	84.4	76.1	77.0	65.3	73.5	
East Coast	69.7	79.2	68.9	75.5	78.8	74.3	
North West	63.6	71.1	67.8	75.4	62.6	68.5	
West Coast	70.6	78.1	76.3	85.1	74.6	76.2	
Other ^c	70.6	70.6	70.6	70.6	70.6	70.6	
Total TAS	70.9	67.9	65.8	66.0	64.8	67.1	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other includes Northern, In transit and Other TAS.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.12 International cultural visitor nights in Tasmanian by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Greater Hobart	519	519	519	456	465	494	40
Greater Launceston	246	246	246	246	246	246	40
Other ^c	281	281	281	281	281	281	38
Total TAS	1 586	1 993	1 660	1 780	1 330	1 021	45
Proportion of total international visitor nights							
Per cent							
Greater Hobart	64.8	64.8	64.8	50.2	50.2	58.5	
Greater Launceston	63.3	63.3	63.3	63.3	63.3	63.3	
Other ^c	64.3	64.3	64.3	64.3	64.3	64.3	
Total TAS	64.6	57.0	67.7	54.6	63.7	61.1	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other includes North west, West coast, Southern, East coast, Northern, In Transit and Other TAS.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.13 International cultural visitors in the Australian Capital Territory and the Northern Territory by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Canberra	141	142	141	127	125	135	13
Darwin	137	142	142	100	97	123	13
Kakadu	79	68	79	56	51	67	18
Katherine	60	58	59	42	41	52	20
Tablelands	34	34	42	26	27	33	25
Petermann	201	229	223	186	181	204	10
Alice Springs	172	169	187	145	142	163	11
Daly	13	13	13	12	12	13	25
MacDonnell	10	10	10	10	10	10	20
Other ^c	3	3	3	3	3	3	34
Total NT	390	423	418	352	351	387	8
Proportion of total international visitors							
	Per cent						
Canberra	75	69	74	72	73	72	
Darwin	75	69	70	62	70	69	
Kakadu	78	79	80	74	82	79	
Katherine	79	74	77	70	82	77	
Tablelands	81	64	80	70	82	75	
Petermann	75	78	79	78	82	78	
Alice Springs	78	77	79	77	82	78	
Daly	74	74	74	74	74	74	
MacDonnell	78	78	78	78	78	78	
Other ^c	54	54	54	54	54	54	
Total NT	74	72	73	70	75	73	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other includes Arnhem, In transit and Other NT.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix H.14 International cultural visitor nights in the Australian Capital Territory and the Northern Territory by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Canberra	1 333	1 403	1 098	1 599	2 047	1 496	37
Darwin	856	1 127	918	649	649	840	43
Petermann	511	511	511	438	438	482	41
Alice Springs	594	594	594	515	594	562	38
Kakadu	160	160	160	160	160	160	50
Other ^c	243	243	243	243	243	243	33
Total NT	2 315	2 752	2 476	1 951	1 943	2 287	30
	Proportion of total international visitor nights						
	Per cent						
Canberra	70	83	76	79	86	79	
Darwin	71	60	72	60	60	65	
Petermann	78	78	78	81	81	79	
Alice Springs	77	77	77	77	77	77	
Kakadu	76	76	76	76	76	76	
Other ^c	65	65	65	65	65	65	
Total NT	73	68	75	65	75	71	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other includes Tablelands, Arnhem, Katherine, MacDonnell, Daly, In Transit and Other NT.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, International Visitor Survey 1999–2003 (unpublished data).

Appendix I.1 Domestic overnight cultural visitors in New South Wales by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a '000	95 per cent Confidence Interval ^b Per cent
South Coast	300	260	305	304	370	308	23
Sydney	1 245	1 033	1 127	1 079	1 251	1 147	12
Capital Country	178	163	145	140	259	177	29
The Murray	209	177	140	118	247	178	30
Riverina	152	131	98	155	178	143	32
Explorer Country	393	282	283	296	465	344	22
Hunter	189	170	153	180	266	192	28
North Coast NSW	419	309	309	378	440	371	21
Northern Rivers - Tropical NSW	303	213	208	223	314	252	25
New England							
North West	235	213	216	268	241	235	26
Outback NSW	147	110	100	150	138	129	34
Illawarra	99	99	70	70	70	81	27
Snowy Mountains	100	100	91	91	91	94	25
Central Coast	78	78	74	74	74	76	28
Blue Mountains	166	113	110	110	115	123	31
Other NSW ^c	66	66	66	66	66	66	22
Total NSW	3 218	2 614	2 754	2 840	3 468	2 979	8
Proportion of total domestic overnight visitors							
	Per cent						
South Coast	11.7	11.1	11.5	11.7	14.0	12.0	
Sydney	15.4	12.5	13.5	13.1	15.7	14.0	
Capital Country	17.9	14.8	14.9	14.9	25.7	17.6	
The Murray	19.9	17.8	12.5	9.5	20.7	15.9	
Riverina	15.8	15.4	10.2	16.8	16.8	15.0	
Explorer Country	18.9	14.7	14.7	13.2	20.6	16.5	
Hunter	9.7	8.1	7.4	8.1	12.8	9.2	
North Coast NSW	11.7	9.4	9.5	10.5	12.5	10.8	
Northern Rivers - Tropical NSW	16.5	11.8	11.3	10.8	16.3	13.3	
New England							
North West	16.7	15.4	14.3	16.8	15.7	15.8	
Outback NSW	23.8	20.0	20.1	24.5	28.2	23.3	
Illawarra	11.3	11.3	7.7	7.7	7.7	9.1	
Snowy Mountains	12.8	12.8	12.9	12.9	12.9	12.9	
Central Coast	5.6	5.6	5.1	5.1	5.1	5.3	
Blue Mountains	15.9	12.7	14.8	14.8	18.8	15.2	
Other NSW ^c	20.7	20.7	20.7	20.7	20.7	20.7	
Total NSW	12.1	10.0	10.4	10.3	13.1	11.2	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other NSW includes Lord Howe Island, In Transit NSW and Other NSW.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.2 Domestic overnight cultural visitor nights in New South Wales by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a '000	95 per cent Confidence Interval ^b Per cent
South Coast	1 311	1 211	1 421	1 408	1 882	1 447	31
Sydney	5 308	4 807	4 369	4 158	4 621	4 653	18
Explorer Country	909	759	715	828	1 050	852	39
North Coast NSW	1 996	1 463	1 188	1 855	2 102	1 721	29
Northern Rivers - Tropical NSW	1 360	777	962	920	1 168	1 037	36
New England North West	722	719	682	956	566	729	41
South Coast	1 311	1 211	1 421	1 408	1 882	1447	31
Capital Country	356	356	356	550	550	433	35
Riverina	424	424	424	375	375	405	36
Central Coast	225	225	225	275	275	245	44
The Murray	481	481	460	460	460	464	33
Hunter	447	447	512	512	512	500	32
Outback NSW	269	269	456	456	456	452	34
Illawarra	378	378	201	201	201	228	45
Snowy Mountains	316	316	308	308	308	336	38
Blue Mountains	169	169	250	250	250	276	42
Other NSW ^c	253	253	253	253	253	208	35
Total NSW	15 510	12 794	12 541	13 702	15 381	13 986	12
Proportion of total domestic overnight visitors							
Per cent							
South Coast	12.8	11.6	14.1	13.8	18.2	14.1	
Sydney	21.6	17.4	17.0	17.8	20.6	18.8	
Explorer Country	15.6	15.4	14.0	13.6	19.7	15.6	
North Coast NSW	14.3	11.9	9.8	13.5	15.5	13.1	
Northern Rivers - Tropical NSW	18.2	10.9	12.4	11.2	16.2	13.7	
Capital Country	14.9	14.9	14.9	24.2	24.2	18.5	
Riverina	17.5	17.5	17.5	14.4	14.4	16.2	
Central Coast	6.0	6.0	6.0	7.0	7.0	6.4	
The Murray	16.9	16.9	14.7	14.7	14.7	15.5	
Hunter	9.2	9.2	9.6	9.6	9.6	9.5	
Outback NSW	22.9	22.9	28.1	28.1	28.1	25.8	
Illawarra	11.8	11.8	8.7	8.7	8.7	10.0	
Snowy Mountains	12.6	12.6	12.7	12.7	12.7	12.6	
Blue Mountains	14.9	14.9	17.0	17.0	17.0	15.9	
Other NSW ^c	28.8	28.8	28.8	28.8	28.8	23.0	
Total NSW	16.5	13.8	14.0	14.7	17.4	15.3	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other NSW includes Lord Howe Island, In Transit NSW and Other NSW.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.3 Domestic overnight cultural visitors in Victoria by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b
	'000						Per cent
Melbourne	828	634	873	826	1 011	835	14
Mallee	211	177	121	116	170	159	31
Western	365	399	224	251	297	307	23
Bendigo Loddon	171	195	136	114	139	151	31
Central Murray	166	96	134	96	112	121	35
High Country	179	117	102	131	138	133	33
Ballarat	180	139	116	164	137	147	32
Peninsula	141	123	111	83	83	108	32
Geelong	202	118	90	90	90	118	27
Western Grampians	51	51	40	40	40	45	36
Lakes	108	108	87	87	87	95	25
Gippsland	140	140	80	80	80	104	25
Spa Country	78	78	60	60	60	67	30
Central Highlands	93	93	79	79	79	85	27
Murray East	79	79	80	80	80	79	27
Phillip Island	86	86	72	72	72	78	28
Goulburn	41	41	41	65	65	51	34
Wimmera	20	20	20	20	20	20	37
Melbourne East	32	32	32	32	32	32	30
Macedon	18	18	18	18	18	18	39
Upper Yarra	30	30	30	30	30	30	31
Other VIC ^c	51	51	51	51	51	51	25
Total VIC	2 744	2 304	2 052	1 977	2 359	2 287	9
Proportion of total domestic overnight visitors							
	Per cent						
Melbourne	14.9	10.2	13.6	13.5	16.3	13.7	
Mallee	28.5	21.8	16.8	16.1	22.1	21.1	
Western	23.5	22.6	13.2	13.3	16.4	17.6	
Bendigo Loddon	24.4	20.0	16.3	15.1	16.0	18.3	
Central Murray	22.2	13.6	16.2	14.3	13.1	15.9	
High Country	18.3	11.3	11.1	12.0	14.5	13.4	
Ballarat	30.4	21.0	21.0	23.8	20.6	23.3	
Peninsula	11.8	11.0	8.2	7.5	7.5	9.2	
Geelong	20.1	12.2	9.1	9.1	9.1	12.0	
Western Grampians	14.9	14.9	13.8	13.8	13.8	14.3	
Lakes	18.2	18.2	12.9	12.9	12.9	14.8	
Gippsland	13.7	13.7	7.5	7.5	7.5	9.9	
Spa Country	31.3	31.3	22.2	22.2	22.2	25.6	
Central Highlands	25.6	25.6	24.3	24.3	24.3	24.8	
Murray East	25.5	25.5	21.2	21.2	21.2	22.7	
Phillip Island	11.7	11.7	10.1	10.1	10.1	10.7	
Goulburn	8.9	8.9	8.9	12.6	12.6	10.5	
Wimmera	15.8	15.8	15.8	15.8	15.8	15.8	
Melbourne East	11.6	11.6	11.6	11.6	11.6	11.6	
Macedon	9.1	9.1	9.1	9.1	9.1	9.1	
Upper Yarra	10.7	10.7	10.7	10.7	10.7	10.7	
Other VIC ^c	23.6	23.6	23.6	23.6	23.6	23.6	
Total VIC	16.5	12.8	11.3	11.0	13.1	12.9	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other VIC includes In Transit VIC and Other VIC.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.4 Domestic overnight cultural visitor nights in Victoria by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural sitor nights ^a '000	95 per cent Confidence Interval ^b Per cent
Melbourne	4 077	2 404	3 727	3 623	4 018	3 570	21
Western	1 065	1 507	955	859	853	1 048	36
Mallee	677	677	450	450	450	541	31
Bendigo Loddon	426	426	327	327	327	367	37
Peninsula	652	652	529	529	529	578	30
Central Murray	365	365	352	352	352	357	37
High Country	492	492	357	357	357	411	35
Lakes	322	322	259	259	259	284	41
Gippsland	433	433	237	237	237	315	40
Geelong	524	524	322	322	322	403	36
Ballarat	340	340	307	307	307	320	39
Murray East	324	324	178	178	178	236	45
Phillip Island	278	278	230	230	230	249	44
Western	99	99	99	99	99	99	49
Spa Country	148	148	148	148	148	148	41
Central Highlands	270	270	270	270	270	270	31
Goulburn	152	152	152	152	152	152	40
Other VIC ^c	375	375	375	375	375	375	27
Total VIC	11 913	8 926	9 137	8 616	10 021	9 722	13
Proportion of total domestic overnight visitor nights							
Per cent							
Melbourne	23.4	12.8	17.9	18.5	21.3	18.7	
Western	21.5	29.6	19.0	16.2	17.1	20.6	
Mallee	27.8	27.8	19.5	19.5	19.5	22.9	
Bendigo Loddon	23.9	23.9	15.2	15.2	15.2	18.2	
Peninsula	18.2	18.2	15.9	15.9	15.9	16.8	
Central Murray	18.5	18.5	16.4	16.4	16.4	17.2	
High Country	16.0	16.0	12.9	12.9	12.9	14.2	
Lakes	15.6	15.6	13.0	13.0	13.0	14.0	
Gippsland	15.4	15.4	7.8	7.8	7.8	10.7	
Geelong	19.5	19.5	12.0	12.0	12.0	15.0	
Ballarat	28.4	28.4	22.7	22.7	22.7	24.7	
Murray East	37.4	37.4	19.3	19.3	19.3	26.2	
Phillip Island	13.7	13.7	10.9	10.9	10.9	12.0	
Western	13.9	13.9	13.9	13.9	13.9	13.9	
Spa Country	27.7	27.7	27.7	27.7	27.7	27.7	
Central Highlands	27.7	27.7	27.7	27.7	27.7	27.7	
Goulburn	14.2	14.2	14.2	14.2	14.2	14.2	
Other VIC ^c	14.2	14.2	14.2	14.2	14.2	14.2	
Total VIC	22.7	16.5	16.4	15.2	18.3	17.7	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other VIC includes Wimmera, Melbourne East, Macedon, Upper Yarra, In Transit VIC and Other VIC. NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.5 Domestic overnight cultural visitors in Queensland by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a '000	95 per cent Confidence Interval ^b Per cent
Gold Coast	432	278	295	363	405	355	21
Brisbane	516	486	421	429	561	482	18
Sunshine Coast	324	203	248	277	306	271	24
Darling Downs	201	114	149	197	231	179	29
Tropical North Queensland	225	152	204	189	262	207	27
Outback QLD	161	120	132	171	159	149	32
Hervey Bay/ Maryborough	129	120	120	132	183	137	29
Fitzroy	110	110	152	157	133	133	29
Bundaberg	82	82	82	92	92	86	26
Whitsundays	44	44	44	85	85	61	32
Mackay	72	72	66	66	66	68	29
Northern	123	123	113	113	113	117	23
Other QLD ^c	38	38	38	38	38	38	28
<i>Great Barrier Reef</i> ^d	32	32	32	32	32	32	30
Total QLD	1 793	1 369	1 460	1 536	1 828	1 597	11
Proportion of total domestic overnight visitors Per cent							
Gold Coast	12.4	8.3	8.3	10.2	11.2	10.1	
Brisbane	11.7	11.0	9.3	9.8	12.0	10.8	
Sunshine Coast	13.3	8.2	11.1	10.5	12.3	11.0	
Darling Downs	13.3	10.2	12.2	13.6	18.1	13.6	
Tropical North Queensland	18.2	10.6	15.4	14.8	18.0	15.4	
Outback QLD	22.1	15.1	18.5	23.9	28.5	21.2	
Hervey Bay/ Maryborough	12.1	11.6	11.6	12.2	18.0	13.1	
Fitzroy	10.2	10.2	12.6	13.3	12.3	11.8	
Bundaberg	12.9	12.9	12.9	15.1	15.1	13.8	
Whitsundays	10.5	10.5	10.5	18.5	18.5	13.9	
Mackay	12.1	12.1	10.6	10.6	10.6	11.2	
Northern	12.0	12.0	12.7	12.7	12.7	12.4	
Other QLD ^c	18.7	18.7	18.7	18.7	18.7	18.7	
<i>Great Barrier Reef</i> ^d	11.3	11.3	11.3	11.3	11.3	11.3	
Total QLD	11.0	8.5	9.0	9.4	11.3	9.8	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other QLD includes In Transit QLD and Other QLD.

d Great Barrier Reef consists of statistical local areas already included in other Queensland tourism regions.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.6 Domestic overnight cultural visitor nights in Queensland by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a '000	95 per cent Confidence Interval ^b Per cent
Gold Coast	2 675	2 044	1 806	2 104	2 928	2 311	25
Brisbane	2 495	2 382	1 763	2 536	2 441	2 323	25
Sunshine Coast	1 993	1 177	1 358	1 419	1 917	1 573	30
Tropical North Queensland	1 738	1 311	1 441	1 441	2 123	1 611	29
Outback	1 006	565	679	1 031	854	827	40
Northern	805	556	859	452	452	625	39
Hervey							
Bay/Maryborough	622	424	424	633	1 179	656	40
Darling Downs	596	282	282	695	739	519	44
Bundaberg	395	395	395	422	422	406	35
Fitzroy	362	362	744	491	524	496	44
Mackay	304	304	304	285	285	297	41
Whitsundays	180	180	180	470	470	296	43
Other QLD ^c	101	101	101	101	101	101	48
<i>Great Barrier Reef</i> ^d	133	133	133	133	133	133	43
Total QLD	13 539	10 028	10 163	12 243	14 228	12 040	12
Proportion of total domestic overnight visitor nights							
Per cent							
Gold Coast	17.0	13.1	11.3	12.5	17.4	14.3	
Brisbane	15.4	15.2	11.1	15.8	14.7	14.4	
Sunshine Coast	19.1	11.7	13.5	13.8	15.3	14.8	
Tropical North Queensland	22.7	16.4	19.5	21.8	24.1	20.9	
Outback	23.8	15.2	21.0	31.6	32.4	24.2	
Northern	17.0	12.6	23.1	14.8	14.8	16.5	
Hervey							
Bay/Maryborough	14.7	11.6	11.6	14.1	28.2	16.2	
Darling Downs	16.3	9.4	9.4	16.2	21.8	14.9	
Bundaberg	17.9	17.9	17.9	18.6	18.6	18.2	
Fitzroy	10.0	10.0	16.1	14.4	13.3	12.9	
Mackay	13.8	13.8	13.8	14.4	14.4	14.0	
Whitsundays	9.0	9.0	9.0	19.4	19.4	13.7	
Other QLD ^c	13.2	13.2	13.2	13.2	13.2	13.2	
<i>Great Barrier Reef</i> ^d	9.5	9.5	9.5	9.5	9.5	9.5	
Total QLD	17.3	13.5	13.6	16.0	18.0	15.7	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other QLD includes In Transit QLD and Other QLD.

d Great Barrier Reef consists of statistical local areas already included in other Queensland tourism regions.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.7 Domestic overnight cultural visitors in South Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Adelaide	350	315	298	268	320	310	23
Limestone Coast	139	110	113	129	94	117	35
Flinders Ranges	99	99	96	106	119	104	37
Murraylands	27	27	27	51	51	37	39
Fleurieu Peninsula	72	72	72	71	71	72	29
Barossa	43	43	43	53	53	47	35
Clare Valley	33	33	33	44	44	37	39
Outback SA	65	65	65	73	73	68	29
Yorke Peninsula	51	51	51	65	65	56	32
Eyre Peninsula	66	66	49	49	49	56	32
Riverland	52	52	43	43	43	47	35
Adelaide Hills	19	19	19	19	19	19	39
Kangaroo Island	20	20	20	20	20	20	38
Other SA ^c	22	22	22	22	22	22	36
Total SA	774	672	694	707	837	737	15
Proportion of total domestic overnight visitors							
	Per cent						
Adelaide	15.7	13.0	13.0	12.0	14.6	13.7	
Limestone Coast	25.8	17.5	17.5	21.2	17.5	19.8	
Flinders Ranges	24.6	20.2	22.9	26.5	25.1	23.8	
Murraylands	7.3	7.3	7.3	16.2	16.2	10.5	
Fleurieu Peninsula	11.2	11.2	11.2	11.7	11.7	11.4	
Barossa	18.7	18.7	18.7	22.2	22.2	20.0	
Clare Valley	19.9	19.9	19.9	24.4	24.4	21.8	
Outback SA	31.0	31.0	31.0	31.0	31.0	31.0	
Yorke Peninsula	11.4	11.4	11.4	13.0	13.0	12.1	
Eyre Peninsula	15.6	15.6	12.4	12.4	12.4	13.7	
Riverland	17.1	17.1	16.8	16.8	16.8	16.9	
Adelaide Hills	19.1	19.1	19.1	19.1	19.1	19.1	
Kangaroo Island	26.0	26.0	26.0	26.0	26.0	26.0	
Other SA ^c	22.6	22.6	22.6	22.6	22.6	22.6	
Total SA	14.3	11.5	12.6	12.8	15.5	13.3	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other SA includes In Transit SA and Other SA.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.8 Domestic overnight cultural visitor nights in South Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Adelaide	1 769	1 597	1 298	1 611	1 510	1 557	30
Limestone Coast	331	331	331	298	298	317	39
Fleurieu Peninsula	268	268	268	281	281	273	42
Flinders Ranges	284	284	284	349	349	310	40
Outback SA	226	226	226	184	184	209	47
Eyre Peninsula	325	325	325	366	366	341	38
Yorke Peninsula	178	178	178	307	307	230	46
Riverland	149	149	149	149	149	149	34
Barossa	118	118	118	118	118	118	41
Kangaroo Island	102	102	102	102	102	102	45
Other SA ^c	284	284	284	284	284	284	48
Total SA	3 951	3 772	3 576	3 665	4 489	3 891	20
	Proportion of total domestic overnight visitor nights						
	Per cent						
Adelaide	21.6	18.3	16.3	18.8	19.0	18.8	
Limestone Coast	20.8	20.8	20.8	19.9	19.9	20.4	
Fleurieu Peninsula	16.1	16.1	16.1	15.8	15.8	16.0	
Flinders Ranges	22.0	22.0	22.0	28.7	28.7	24.6	
Outback SA	29.6	29.6	29.6	22.0	22.0	26.4	
Eyre Peninsula	18.5	18.5	18.5	20.4	20.4	19.3	
Yorke Peninsula	13.7	13.7	13.7	18.1	18.1	15.7	
Riverland	18.4	18.4	18.4	18.4	18.4	18.4	
Barossa	21.1	21.1	21.1	21.1	21.1	21.1	
Kangaroo Island	29.3	29.3	29.3	29.3	29.3	29.3	
Other SA ^c	15.9	15.9	15.9	15.9	15.9	15.9	
Total SA	20.5	17.7	18.3	17.9	21.2	19.1	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other SA includes the Murraylands, Clare Valley, Adelaide Hills, In Transit SA and Other SA. NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix I.9 Domestic overnight cultural visitors in Western Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Experience Perth	430	295	294	341	417	356	21
Australia's Coral	103	70	70	70	115	86	36
Australia's North West	153	74	68	68	100	92	35
Australia's South	337	276	247	321	382	313	23
Australia's Golden Outback	107	111	84	130	147	116	36
Other WA ^c	47	27	17	24	40	31	67
Total WA	890	671	657	807	973	800	15
Proportion of total domestic overnight visitors							
	Per cent						
Experience Perth	14.3	9.3	8.9	10.2	14.0	11.2	
Australia's Coral	14.9	13.2	11.1	11.1	16.9	13.5	
Australia's North West	23.5	17.9	12.7	12.7	21.2	17.7	
Australia's South	17.6	14.1	13.5	16.1	18.5	16.0	
Australia's Golden Outback	16.0	15.5	10.8	15.6	18.7	15.3	
Other WA ^c	27.6	19.6	11.8	13.7	27.4	20.2	
Total WA	13.8	10.6	9.8	11.8	15.1	12.2	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other WA includes In Transit WA and Other WA.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.10 Domestic overnight cultural visitor nights in Western Australia by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Experience Perth	3 199	2 101	1 631	1 742	2 539	2 242	26
Australia's South	1 578	1 225	912	1 499	1 843	1 411	31
Australia's Coral	560	560	560	727	727	627	29
Australia's North West	962	962	962	888	888	932	25
Australia's Golden Outback	408	408	408	630	630	497	33
Other WA ^c	140	140	140	140	140	140	42
Total WA	7 327	5 259	4 138	5 276	7 247	5 849	17
Proportion of total domestic overnight visitor nights							
Per cent							
Experience Perth	26.6	17.6	14.9	15.6	23.6	19.7	
Australia's South	23.7	18.1	13.5	23.0	25.6	20.8	
Australia's Coral	17.9	17.9	17.9	18.2	18.2	18.0	
Australia's North West	26.9	26.9	26.9	24.8	24.8	26.1	
Australia's Golden Outback	14.3	14.3	14.3	17.0	17.0	15.6	
Other WA ^c	17.8	17.8	17.8	17.8	17.8	17.8	
Total WA	25.1	18.2	14.7	17.7	24.2	20.0	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other WA includes In Transit WA and Other WA.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix I.11 Domestic overnight cultural visitors in Tasmania by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Greater Hobart	241	242	211	172	237	221	26
East Coast	121	93	82	86	120	100	38
Greater	177	142	128	133	131	142	32
North West	120	106	105	101	136	114	36
Southern	60	60	60	77	77	67	30
Northern	32	32	32	49	49	39	38
West Coast	97	97	71	71	71	81	27
Other TASc	46	46	46	46	46	46	26
Total TAS	449	385	305	288	407	367	21
Proportion of total domestic overnight visitors							
Per cent							
Greater Hobart	29.1	30.3	30.1	24.1	27.6	28.2	
East Coast	36.0	27.8	27.4	25.4	31.3	29.6	
Greater	33.8	28.9	23.4	27.3	22.2	27.0	
North West	29.3	24.9	24.6	24.3	27.5	26.2	
Southern	25.1	25.1	25.1	26.5	26.5	25.8	
Northern	24.2	24.2	24.2	30.7	30.7	27.1	
West Coast	50.1	50.1	43.2	43.2	43.2	46.3	
Other TASc	44.2	44.2	44.2	44.2	44.2	44.2	
Total TAS	21.9	19.6	16.5	15.5	19.1	18.6	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other TAS includes In Transit TAS and Other TAS.

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.12 Domestic overnight cultural visitor nights in Tasmania by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Greater Hobart	998	1 028	870	643	1 055	919	38
East Coast	257	257	257	223	223	243	44
Greater	449	449	449	365	364	415	35
North West	351	351	351	472	472	399	36
Southern	163	163	163	163	163	163	39
Northern	111	111	111	111	111	111	46
West Coast	170	170	170	170	170	170	38
Other TAS ^c	127	127	127	127	127	127	44
Total TAS	3 047	2 403	2 181	2 055	3 048	2 547	24

	Proportion of total domestic overnight visitor nights					
	Per cent					
Greater Hobart	35.0	35.0	33.4	19.6	34.7	31.2
East Coast	27.7	27.7	27.7	24.0	24.0	26.2
Greater	29.2	29.2	29.2	25.0	25.0	27.6
North West	28.0	28.0	28.0	29.1	29.1	28.5
Southern	23.3	23.3	23.3	23.3	23.3	23.3
Northern	28.0	28.0	28.0	28.0	28.0	28.0
West Coast	43.4	43.4	43.4	43.4	43.4	43.4
Other TAS ^c	36.7	36.7	36.7	36.7	36.7	36.7
Total TAS	35.8	29.5	27.4	23.4	31.6	29.6

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other TAS includes In Transit TAS and Other TAS.

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix I.13 Domestic overnight cultural visitors in the Australian Capital Territory and the Northern Territory by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Canberra	680	547	812	669	569	655	16
Darwin	147	141	81	99	134	120	36
Kakadu	36	36	36	40	40	37	38
Katherine	56	56	56	59	59	57	32
Petermann	82	82	75	75	75	77	28
Alice Springs	125	108	81	83	108	101	39
Other NT ^c	83	69	68	80	106	81	42
Total NT	296	265	205	223	298	258	25
Proportion of total domestic overnight visitors							
	Per cent						
Canberra	34.2	25.7	38.5	33.8	29.1	32.2	
Darwin	30.9	22.9	16.1	18.4	29.4	23.2	
Kakadu	36.6	36.6	36.6	47.3	47.3	40.6	
Katherine	26.0	26.0	26.0	26.5	26.5	26.1	
Petermann	55.3	55.3	50.1	50.1	50.1	52.2	
Alice Springs	45.3	40.4	31.4	33.1	47.6	39.5	
Other NT ^c	35.5	24.2	24.0	24.2	36.4	28.5	
Total NT	29.9	23.8	19.3	20.3	31.8	24.8	

a Average annual cultural visitors refers to total cultural visitor arrivals per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other NT includes Arnhem Land, Tablelands, MacDonnell, Daly, In Transit NT and Other NT.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes.)

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, Domestic Visitor Survey 1999–2003 (unpublished data).

Appendix I.14 Domestic overnight cultural visitor nights in the Australian Capital Territory and the Northern Territory by region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural sitor nights ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Canberra	2 337	2 096	2 392	2 253	1 642	2 144	26
Darwin	1 159	1 587	638	702	1 146	1 047	36
Petermann	295	295	295	248	248	276	42
Alice Springs	476	476	476	407	407	448	34
Kakadu	127	127	127	127	127	127	44
Katherine	198	198	198	198	198	198	36
Arnhem	97	97	97	97	97	97	49
Other NT ^c	240	240	240	240	240	240	33
Total NT	2 776	2 840	1 950	2 017	2 581	2 433	25
Proportion of total domestic overnight visitor nights							
	Per cent						
Canberra	39.2	32.4	41.6	41.9	31.4	37.2	
Darwin	42.8	43.1	23.0	23.3	42.4	35.2	
Petermann	59.2	59.2	59.2	58.7	58.7	59.1	
Alice Springs	38.4	38.4	38.4	37.8	37.8	38.2	
Kakadu	46.0	46.0	46.0	46.0	46.0	46.0	
Katherine	20.9	20.9	20.9	20.9	20.9	20.9	
Arnhem	29.4	29.4	29.4	29.4	29.4	29.4	
Other NT ^c	27.7	27.7	27.7	27.7	27.7	27.7	
Total NT	43.2	35.9	27.2	26.8	42.0	34.6	

a Average annual visitor nights refers to the average of visitor nights per annum over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other NT includes Tablelands, MacDonnell, Daly, In Transit and Other NT.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix J.1 Cultural domestic day visitors in New South Wales by tourism region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b
	'000						Per cent
Sydney	1 626	1 069	1 177	1 153	1 089	1 223	19
Capital Country	227	227	212	212	212	177	30
South Coast	135	135	135	135	135	135	25
Illawarra	157	157	157	157	157	157	23
Explorer Country	97	97	97	97	97	97	29
Hunter	166	166	166	166	166	166	23
North Coast NSW	109	109	109	109	109	109	28
Northern Rivers - Tropic NSW	148	148	148	148	148	148	24
Blue Mountains	208	208	208	208	208	208	21
Section A NSW ^c	92	92	92	92	92	92	30
Section B NSW ^d	201	201	201	201	201	201	21
Total NSW	3 397	2 323	2 623	2 581	2 850	2 755	14
Proportion of total day visitors							
	Per cent						
Sydney	7.3	4.9	6.2	6.1	7.1	6.3	
Capital Country	8.9	8.9	9.9	9.9	9.9	9.4	
South Coast	5.9	5.9	5.9	5.9	5.9	5.9	
Illawarra	4.9	4.9	4.9	4.9	4.9	4.9	
Explorer Country	3.7	3.7	3.7	3.7	3.7	3.7	
Hunter	3.5	3.5	3.5	3.5	3.5	3.5	
North Coast NSW	3.2	3.2	3.2	3.2	3.2	3.2	
Northern Rivers - Tropic NSW	5.0	5.0	5.0	5.0	5.0	5.0	
Blue Mountains	9.3	9.3	9.3	9.3	9.3	9.3	
Section A NSW ^c	3.3	3.3	3.3	3.3	3.3	3.3	
Section B NSW ^d	3.3	3.3	3.3	3.3	3.3	3.3	
Total NSW	5.7	4.2	5.2	5.1	6.3	5.3	

a Average annual cultural visitors refers to total domestic day cultural visitors per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Section A NSW includes the Riverina, Snowy Mountains and The Murray.

d Section B NSW includes the Central Coast, Outback NSW, New England North West, In Transit NSW and Other NSW.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix J.2 Cultural domestic day visitors in Victoria by tourism region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Melbourne	1 162	696	879	877	1 020	927	22
Bendigo Loddon	234	234	140	140	140	177	30
Peninsula	309	309	142	142	142	209	29
Geelong	273	273	183	183	183	219	27
Ballarat	299	299	194	194	194	236	27
Western	134	134	134	134	134	134	25
Gippsland	117	117	117	117	117	117	27
Melbourne East	183	183	183	183	183	183	22
Spa Country	82	82	82	82	82	82	31
Section A VIC ^c	93	93	93	93	93	93	29
Section B VIC ^d	126	126	126	126	126	126	26
Section C VIC ^e	183	183	183	183	183	183	22
Other VIC ^f	-	-	-	-	-	-	-
Total VIC	3 868	2 729	2 126	2 234	2 458	2 683	7
	Proportion of total day visitors						
	Per cent						
Melbourne	7.3	5.1	6.6	7.5	8.2	6.9	
Bendigo Loddon	10.9	10.9	7.4	7.4	7.4	8.8	
Peninsula	7.6	7.6	3.8	3.8	3.8	5.3	
Geelong	8.4	8.4	7.2	7.2	7.2	7.6	
Ballarat	17.2	17.2	12.9	12.9	12.9	14.6	
Western	5.2	5.2	5.2	5.2	5.2	5.2	
Gippsland	5.3	5.3	5.3	5.3	5.3	5.3	
Melbourne East	8.6	8.6	8.6	8.6	8.6	8.6	
Spa Country	15.8	15.8	15.8	15.8	15.8	15.8	
Section A VIC ^c	5.9	5.9	5.9	5.9	5.9	5.9	
Section B VIC ^d	4.2	4.2	4.2	4.2	4.2	4.2	
Section C VIC ^e	4.9	4.9	4.9	4.9	4.9	4.9	
Other VIC ^f	-	-	-	-	-	-	
Total VIC	8.7	6.4	5.5	6.2	6.7	6.8	

a Average annual cultural visitors refers to total domestic day cultural visitors per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Section A VIC includes Wimmera, Mallee, Western Grampians and the Central Highlands.

d Section B VIC includes Central Murray, Goulburn and Macedon.

e Section C VIC includes High Country, Lakes, Upper Yarra, Murray East and Phillip Island.

f Other VIC includes In Transit VIC and Other VIC

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix J.3 Cultural domestic day visitors in Queensland by tourism region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b
	'000						Per cent
Gold Coast	191	191	191	191	191	191	21
Brisbane	485	485	485	553	553	512	19
Sunshine Coast	205	205	205	361	361	267	25
Darling Downs	143	143	143	143	143	143	24
Section A QLD ^c	134	134	134	134	134	134	25
Section B QLD ^d	134	134	134	134	134	134	25
Other QLD ^e	48	48	48	48	48	48	39
Total QLD	1 725	1 020	1 237	1 227	1 936	1 429	9
Proportion of total day visitors							
	Per cent						
Gold Coast	3.3	3.3	3.3	3.3	3.3	3.3	
Brisbane	5.4	5.4	5.4	6.8	6.8	6.0	
Sunshine Coast	5.0	5.0	5.0	9.5	9.5	6.7	
Darling Downs	6.9	6.9	6.9	6.9	6.9	6.9	
Section A QLD ^c	4.2	4.2	4.2	4.2	4.2	4.2	
Section B QLD ^d	4.1	4.1	4.1	4.1	4.1	4.1	
Other QLD ^e	7.7	7.7	7.7	7.7	7.7	7.7	
Total QLD	8.4	6.3	5.7	7.0	8.0	5.2	

a Average annual cultural visitors refers to total domestic day cultural visitors per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Section A QLD includes Hervey Bay/Marborough, Bundaberg and Fitzroy.

d Section B QLD includes Mackay, Whitsundays, Northern and Tropical North Queensland.

e Other QLD includes Outback QLD, In Transit QLD and Other QLD

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix J.4 Cultural domestic day visitors in South Australia by tourism region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Fleurieu Peninsula	161	161	161	190	190	173	31
Adelaide	163	163	163	133	133	151	33
Barossa	70	70	70	70	70	70	33
Adelaide Hills	105	105	105	105	105	105	28
Flinders Ranges	38	38	38	38	38	38	44
Section A SA ^c	103	103	103	103	103	103	28
Section B SA ^d	64	64	64	64	64	64	35
Total SA	792	543	773	577	828	703	25
	Proportion of total day visitors						
	Per cent						
Fleurieu Peninsula	6.1	6.1	6.1	8.3	8.3	6.9	
Adelaide	4.5	4.5	4.5	4.1	4.1	4.4	
Barossa	7.9	7.9	7.9	7.9	7.9	7.9	
Adelaide Hills	12.8	12.8	12.8	12.8	12.8	12.8	
Flinders Ranges	8.2	8.2	8.2	8.2	8.2	8.2	
Section A SA ^c	4.9	4.9	4.9	4.9	4.9	4.9	
Section B SA ^d	5.6	5.6	5.6	5.6	5.6	5.6	
Total SA	6.5	4.4	6.9	5.5	7.9	6.2	

a Average annual cultural visitors refers to total domestic day cultural visitors per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Section A SA includes the Limestone Coast, Murraylands, Riverland and Clare Valley.

d Section B SA includes the Yorke Peninsula, Outback SA, Eyre Peninsula, Kangaroo Island, In Transit SA and Other SA.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix J.5 Cultural domestic day visitors in Western Australia by tourism region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b Per cent
	'000						
Australia's South West	134	134	134	134	134	134	25
Experience Perth	680	412	392	648	534	533	28
Australia's Golden Outback	49	49	49	49	49	49	39
Other WA ^c	32	32	32	32	32	32	47
Total WA	859	604	591	869	817	748	24
	Proportion of total day visitors						
	Per cent						
Australia's South West	5.8	5.8	5.8	5.8	5.8	5.8	
Experience Perth	6.7	4.2	4.5	7.0	6.4	5.8	
Australia's Golden Outback	6.1	6.1	6.1	6.1	6.1	6.1	
Other WA ^c	3.9	3.9	3.9	3.9	3.9	3.9	
Total WA	5.8	4.3	4.8	6.7	6.7	5.7	

a Average annual cultural visitors refers to total domestic day cultural visitors per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other WA includes the Australia's North West, Australia's Coral Coast, In Transit and Other WA. NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix J.6 Cultural domestic day visitors in Tasmania by tourism region, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b
	'000						Per cent
Greater Hobart	101	101	68	68	68	81	42
Southern	96	96	84	84	84	89	41
Northern	56	56	56	56	56	56	53
Greater	70	70	54	54	54	60	49
North West	52	52	52	52	52	52	58
Other TAS ^c	23	23	23	23	23	23	64
Total TAS	492	346	279	316	377	362	33
Proportion of total day visitors							
Per cent							
Greater Hobart	7.5	7.5	6.5	6.5	6.5	7.0	
Southern	11.6	11.6	10.9	10.9	10.9	11.2	
Northern	12.8	12.8	12.8	12.8	12.8	12.8	
Greater	5.2	5.2	4.5	4.5	4.5	4.8	
North West	4.9	4.9	4.9	4.9	4.9	4.9	
Other TAS ^c	6.2	6.2	6.2	6.2	6.2	6.2	
Total TAS	8.4	6.3	5.7	7.0	8.0	7.1	

a Average annual cultural visitors refers to total domestic day cultural visitors per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Other TAS includes East Coast, West Coast, In Transit and Other TAS.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes)

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).

Appendix J.7 Cultural domestic day visitors in the Australian Capital Territory and the Northern Territory, 1999–2003

	1999	2000	2001	2002	2003	Average annual cultural visitors ^a	95 per cent Confidence Interval ^b
	'000						Per cent
Canberra	246	246	246	277	277	258	25
Total NT ^c	62	62	62	62	62	62	35
Proportion of total day visitors							
Per cent							
Canberra	13.0	13.0	13.0	13.8	13.8	13.4	
Total NT ^c	6.5	6.5	6.5	6.5	6.5	6.5	

a Average annual cultural visitors refers to total domestic day cultural visitors per annum averaged over the five year period 1999–2003.

b Please refer to the glossary for details on how to use the 95 per cent Confidence Intervals.

c Do to data reliability individual tourism regions could not be given for the Northern Territory.

NB. In some cases where data reliability was an issue average annual figures have been given (as grouped within grey boxes).

Due to changes in survey methodology caution should be taken when comparing 1999 results with future years.

Source: BTR, National Visitor Survey 1999–2003 (unpublished data).