



Australian Government

Australian Trade and Investment Commission

Tourism Data Sharing, Governance and Integration

Mobility Data and Surveys

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Mobility Data Project – What is it?

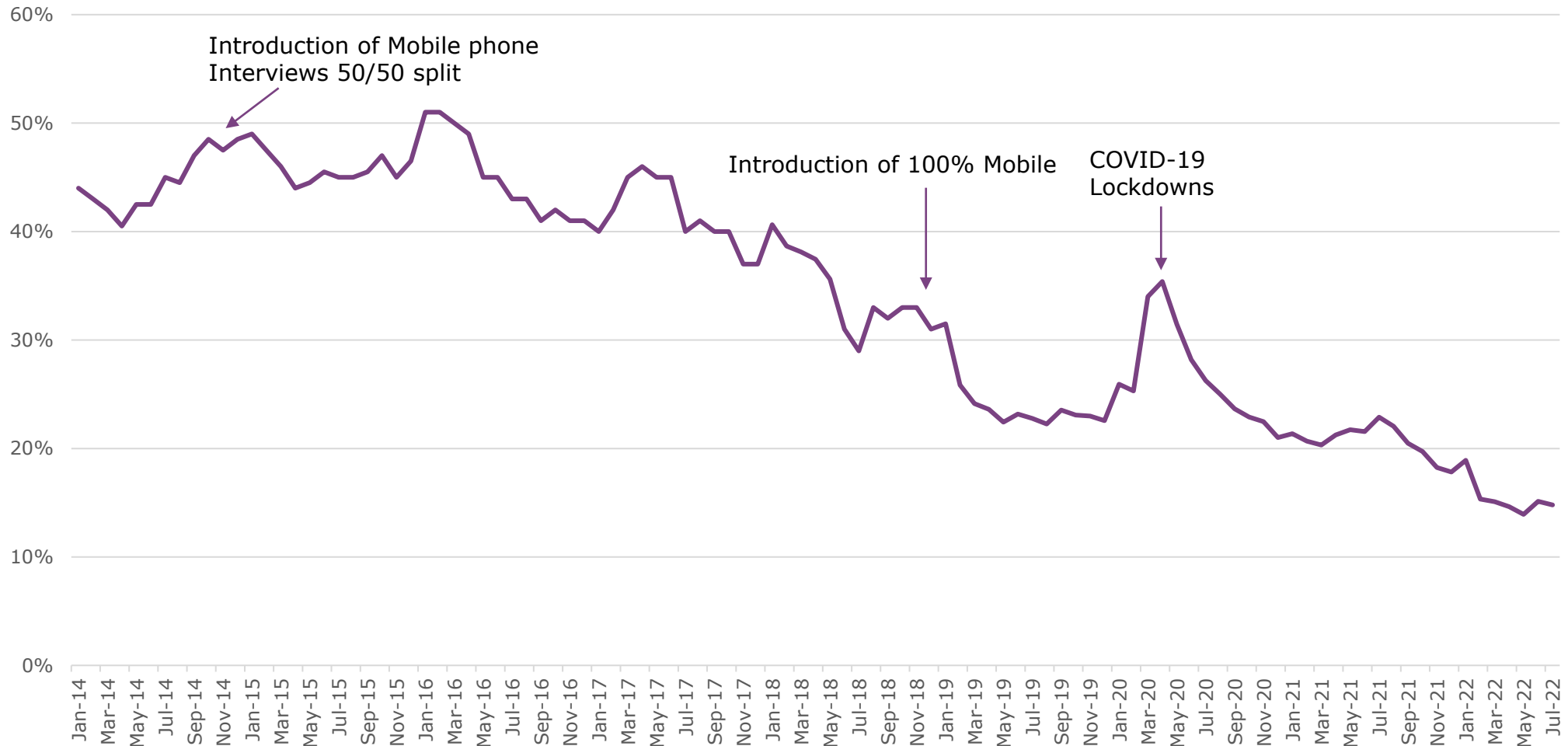
- Years in the making (governance/privacy-permissions, data storage, encryption)
 - 2 years of work to replicate domestic tourism definitions and create a 'tours' API
 - Comprehensive data confrontation with multiple traditional and new data sources
 - Using cell to tower data as the foundation (*consistent data across time unlike intermittent sources*)
 - GPS and APP data used to impute for missing *information (similar process as survey imputation)*
 - Uses resident population data for benchmarking and some survey inputs for imputation
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Mobility Data Project - Why?

- Need for more timely data for decision making/quick response (natural disasters)
 - Data available within 4 days of the reference period (*after cleaning, weighting and estimation*)
 - Survey falling response rates and increased costs
 - Big data to support smaller mixed mode survey collection – Surveys still needed for key and emerging topics and to inform telco model
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Domestic Survey Response Rates

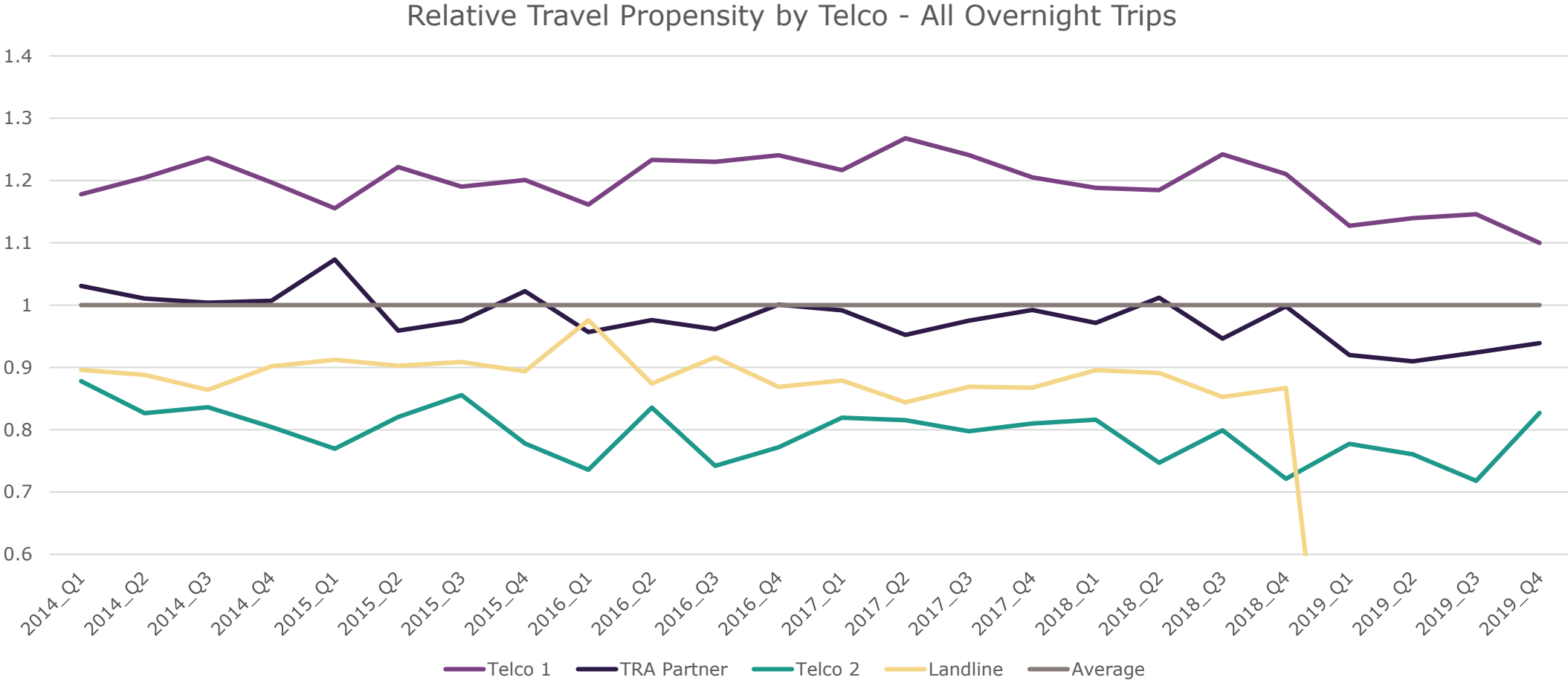
National Visitor Survey Response Rate 2014 to 2022



Mobility Data

- Mobility has a very large sample available (and small weights)
 - Telco provider bias can be measured and adjusted using stratified multimode survey collections (*Trip propensity- Frequency of Trips - Demographics*)
 - Consistent data delivery through regular device contact, unlike other data sources with intermittent data points
 - Using cell to tower data as the foundation (*consistent data across time unlike intermittent sources*)
 - GPS and APP data used to impute for missing *information* (*same process as survey imputation*)
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Domestic Overnight Trip Propensity - Telco Group (survey collection)

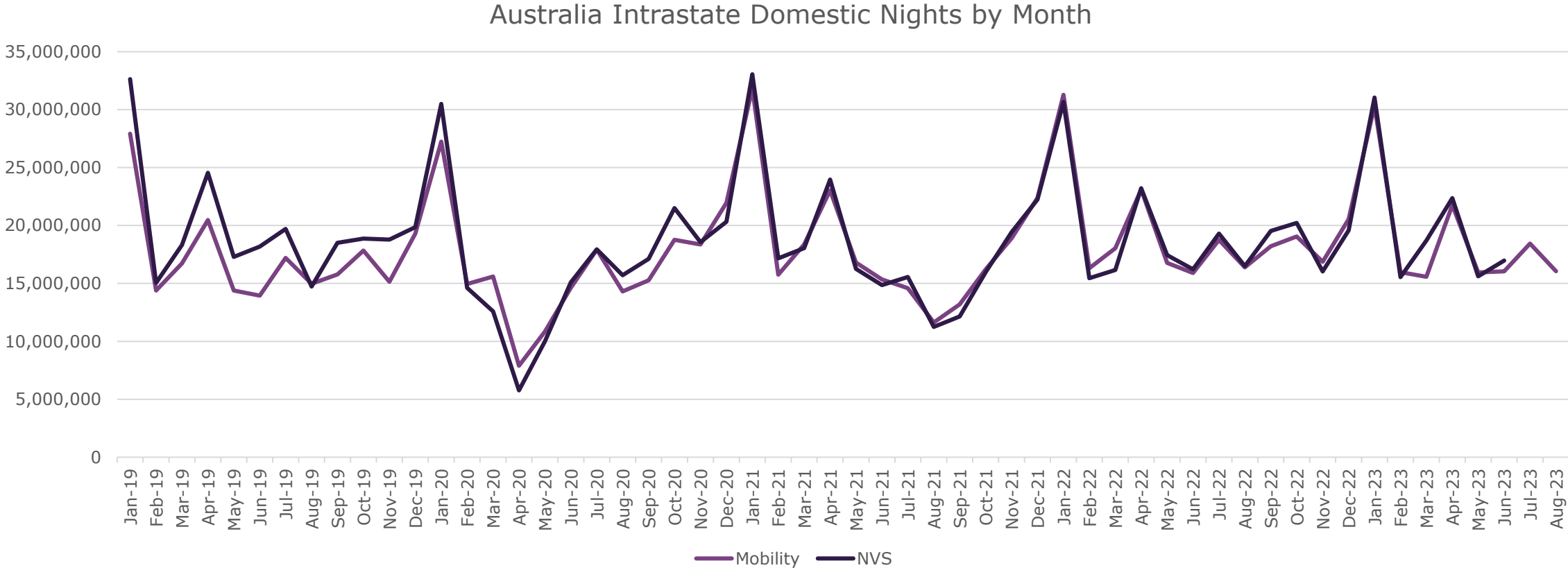


Domestic Overnight Trips Australia - Intrastate

Australia Intrastate Domestic Overnight Trips by Month

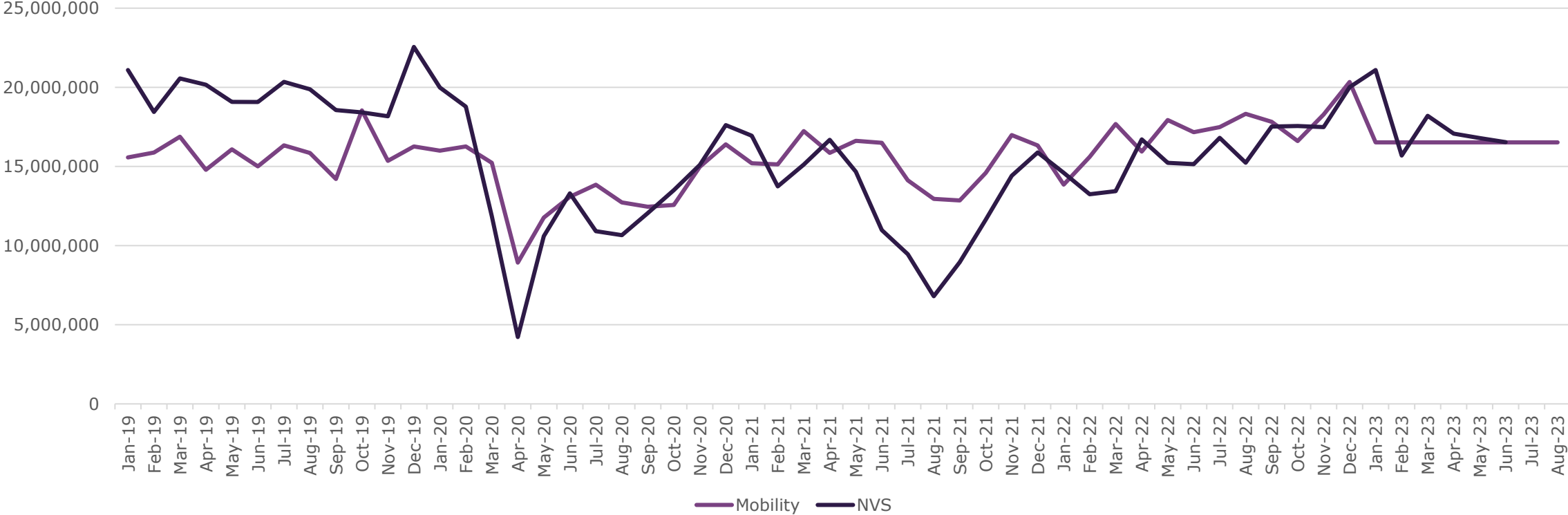


Domestic Nights Australia - Intrastate



Domestic Daytrips - Intrastate

Australia Intrastate Domestic Daytrips by Month



Domestic Tourism Data Solution

Travel characteristics of Australian Residents:

- New model to be released commencing at beginning of 2025
 - Parallel run during 2024 to compare old and new methods
 - Hybrid solution using mobility data, surveys, estimated resident population
 - Smaller surveys with increased focus on sample attainment (stratified)
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Domestic Tourism Data - Further Development

Travel characteristics of Australian Residents:

- Movement aspect covered by Mobility
 - Continuing investigations for tourism spend to complement surveys
 - New partnership recently commenced with our mobility partner and Visa
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Caravan and Camping



Tourism Research Australia > Domestic > Caravan and camping data

Caravan and camping data

The caravan and camping sector is a major contributor for the economy.

On this page

- Favourable climate and extensive network
- Key statistics for caravan and camping
- Impacts on regional Australia
- Read more
- Contact TRA

Favourable climate and extensive network

Australians love caravanning and camping. They see it as a great way to experience Australia's open spaces and natural beauty.

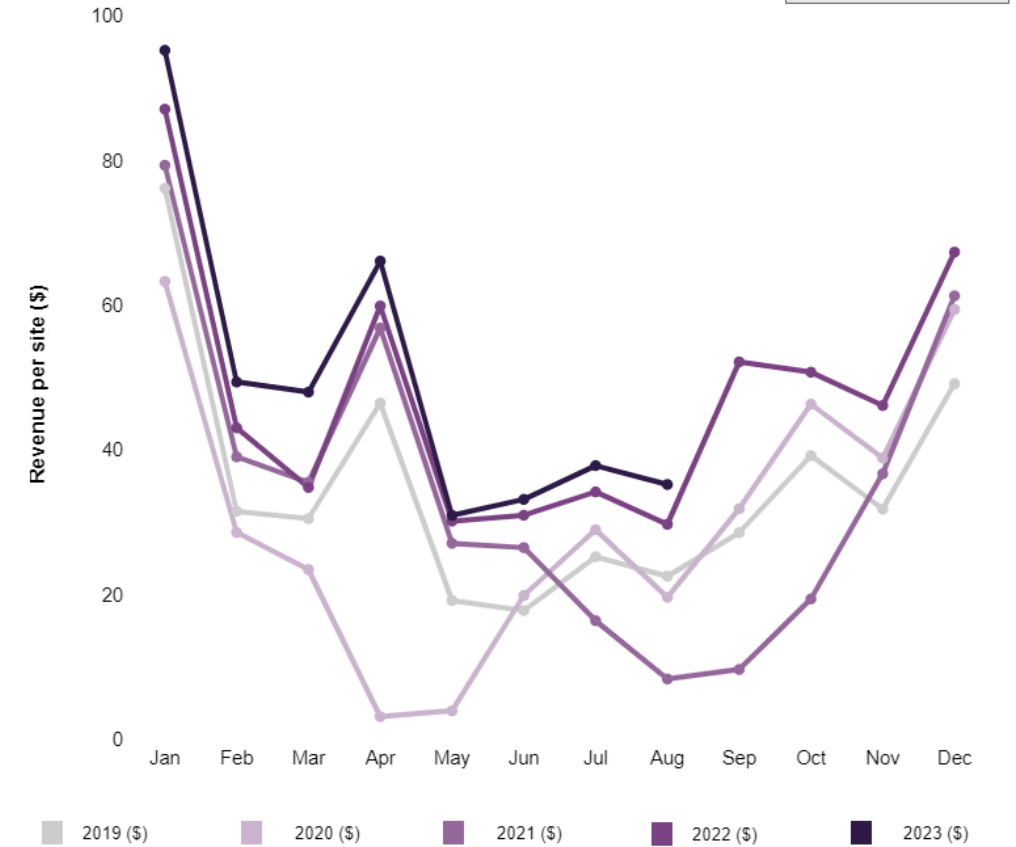
The caravan and camping sector is a major contributor for the economy. This is due to:

- Australia's favourable climate
- an extensive network of camping grounds and sites around the country.

OCCUPANCY	REVENUE	ACCOMMODATION	REGISTRATIONS
Visualisation selections	State / Territory New South Wales	Site category All	View data as Chart Table
Revenue for caravan, camping and cabin sites New South Wales profile, year ending Aug 2023			
\$288,299,905 revenue		\$51 revenue per site	24.5% annual change in total revenue

Caravan, camping and cabin revenue timeseries
 Revenue per site (\$)

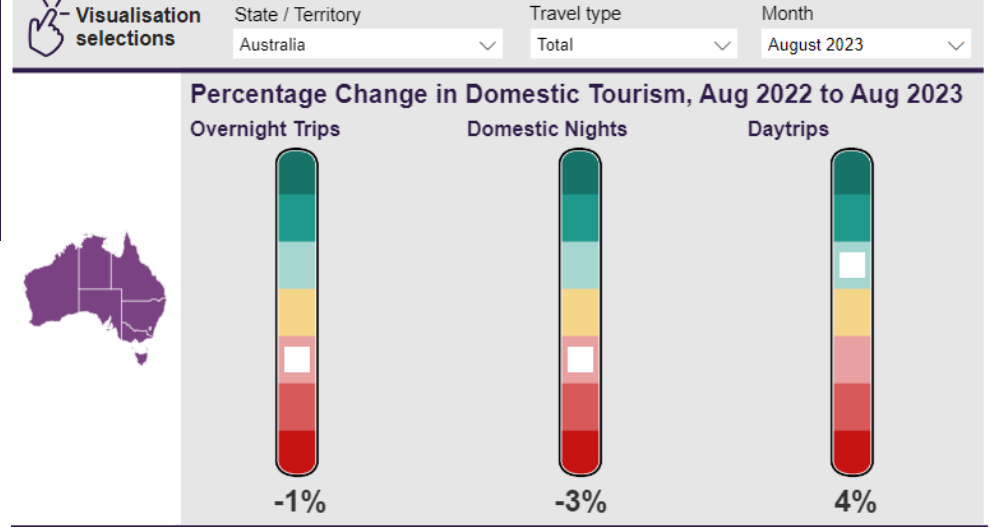
Chart value: Revenue per site



Note: Results exclude unpowered sites and long term lodgings/occupancy. Source: Industry data supplied to Tourism Research Australia.

Mobility Trend Data

- Released today for World Tourism Day
- Percentage change across key metrics
- First product release of this data
- Available online 1 week after the reference period



Thank you



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