
Chapter Thirteen

Tourism

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Tourism encompasses all short-term travel away from the normal place of work and residence, including that undertaken for business and pleasure. It includes both domestic and international travel and involves the consumption of a wide range of goods and services provided by, e.g., transport and tour operators, accommodation establishments, theme parks and attractions, entertainment and arts venues, museums and historical sites, restaurants, travel agents and souvenir retailers.

It also draws on services provided by the Commonwealth Government, the State and Territory Governments and local governments without direct charge to tourists, such as the construction and maintenance of roads, airports, harbours, railways and national parks, tourism promotion, immigration and customs services, information services and the provision of a large number of recreational facilities.

Economic importance

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

It is estimated that tourism directly and indirectly contributed 5.1 per cent to Gross Domestic Product in 1989-90 and accounted for some 441,000 jobs (nearly 6% of the workforce). During the 1980s tourism created over 100,000 new jobs.

In 1989-90 total expenditure derived from tourism was around \$23.7 billion, of which \$17.3 billion was attributed to domestic tourism. Foreign exchange earnings from international tourism to Australia were estimated to be about \$6.4 billion. In 1990-91, foreign exchange earnings are estimated to have increased by 14.1 per cent to \$7.3 billion which amounts to 10 per cent of Australia's total current account credits. This increase resulted from growth in both the volume of visitors and expenditure per head. In assessing the net effect of international travel on the Australian economy, it is necessary to take account of outgoings associated with overseas travel by Australians

which have recently exceeded revenue generated by inbound tourism.

While growth in tourism flows to Australia over the last five years has been almost twice the international rate, Australia's share of world tourism is still small, accounting for only 0.51 per cent of total international visitor arrivals in all countries. Because Australia is a long haul destination for most international travellers this share is never likely to be large; however, there is still considerable potential for growth in the future.

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

International travel

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

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

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

Short-term movement excludes persons who arrive in and depart from Australia on the

same ship's voyage or on the same flight (variously called 'direct transit' or 'through' passengers), or who change flights without leaving the airport's transit area; passengers on pleasure cruises commencing and finishing in Australia; and all crew. However, it includes

persons who pass through the customs barrier and declare the purpose of their visit to Australia to be 'in transit'. Short-term visitors are more numerous than long-term visitors and have come to be regarded as 'tourists' by many users of the statistics.

SUMMARY OF SHORT-TERM TRAVELLER STATISTICS

	<i>Overseas visitors</i>		<i>Australian residents</i>	
	<i>Arriving in Australia</i>	<i>Departing from Australia</i>	<i>Departing from Australia</i>	<i>Returning to Australia</i>
Annual average				
1971-75	475,900	479,000	647,600	631,400
1976-80	684,700	655,400	1,077,300	1,062,100
1981-85	998,600	966,600	1,337,600	1,306,000
Year				
1985	1,142,600	1,096,500	1,512,000	1,494,700
1986	1,429,400	1,363,800	1,539,600	1,513,200
1987	1,784,900	1,701,200	1,622,300	1,586,300
1988	2,249,300	2,174,100	1,697,600	1,637,900
1989	2,080,300	2,020,400	1,989,800	1,912,700
1990	2,214,900	2,162,700	2,169,900	2,109,300

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

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

State or country of embarkation or disembarkation.

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

SHORT-TERM MOVEMENT: ARRIVALS AND DEPARTURES OF OVERSEAS VISITORS AND AUSTRALIAN RESIDENTS BY MONTH OF ARRIVAL OR DEPARTURE, 1990

Month	Overseas visitors		Australian residents	
	Arriving	Departing	Departing	Returning
January	176,200	226,100	146,700	252,600
February	192,800	178,400	124,400	155,600
March	189,100	197,000	168,600	137,500
April	181,100	188,000	193,400	158,600
May	149,900	175,500	167,900	144,800
June	157,300	149,000	209,800	149,700
July	185,400	156,300	198,400	211,600
August	178,200	188,000	184,300	182,000
September	162,700	170,000	214,300	205,800
October	190,600	162,000	156,200	230,800
November	198,600	193,300	154,900	157,200
December	253,100	179,200	251,200	123,000
Total	2,214,900	2,162,700	2,169,900	2,109,300
Sea travellers as a percentage of total	0.13	0.36	0.21	0.30

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

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

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

SHORT-TERM MOVEMENT: DEPARTURES OF AUSTRALIAN RESIDENTS STATED PURPOSE OF JOURNEY AND INTENDED LENGTH OF STAY, 1990

Intended length of stay	Main purpose of journey						Total
	Visiting relatives	Holiday, accompanying business traveller(a)	Con-vention	Business	Employ-ment	Other and not stated	
Under 1 week	20,000	63,700	8,400	80,200	5,100	12,200	189,600
1 week and under 2 weeks	41,900	354,000	23,500	81,700	3,100	19,500	523,600
2 weeks and under 3 weeks	51,600	260,000	11,400	49,700	4,500	14,000	391,100
3 weeks and under 1 month	53,000	122,200	5,100	23,200	2,300	7,900	213,600
1 month and under 2 months	123,600	205,700	5,300	36,100	4,400	14,100	389,200
2 months and under 3 months	63,100	92,500	1,200	14,000	3,400	7,100	181,500
3 months and under 6 months	54,600	76,100	300	12,200	4,600	9,700	157,500
6 months and under 9 months	20,300	26,600	—	5,700	5,500	7,700	65,800
9 months and under 12 months	11,100	24,700	—	4,100	8,600	9,300	57,800
Total	439,200	1,225,500	55,300	306,900	41,500	101,500	2,169,900

(a) Includes student vacation.

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

In 1990, the majority of Australian residents departing for short-term visits abroad intended to stay for under one month, with 51 per cent intending to stay for under three weeks as indicated in the next table. The majority of short-term visitors to Australia intended to stay under three weeks, with

51 per cent intending to stay under two weeks.

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

In the case of both Australian residents departing and overseas visitors arriving, the most common reason for their visit was

'holiday', followed by 'visiting relatives' and 'business' as the second and third most common reasons.

**SHORT-TERM MOVEMENT: ARRIVALS OF OVERSEAS VISITORS
STATED PURPOSE OF JOURNEY AND INTENDED LENGTH OF STAY, 1990**

<i>Intended length of stay</i>	<i>Main purpose of journey</i>							<i>Total</i>
	<i>In transit</i>	<i>Visiting relatives</i>	<i>Holiday, accompanying business traveller</i>	<i>Con-vention</i>	<i>Business</i>	<i>Employ-ment</i>	<i>Other and not stated</i>	
Under 1 week	70,200	31,800	331,500	7,800	96,000	3,400	22,500	563,100
1 week and under 2 weeks	—	57,300	403,900	14,700	71,600	3,200	20,500	571,100
2 weeks and under 3 weeks	—	74,300	176,800	6,700	28,100	1,200	12,200	299,400
3 weeks and under 1 month	—	56,800	87,100	1,400	8,400	400	5,300	159,600
1 month and under 2 months	—	116,700	123,200	1,400	12,800	1,900	12,000	268,000
2 months and under 3 months	—	43,900	39,500	200	4,300	1,400	9,000	98,300
3 months and under 6 months	—	40,900	41,200	200	5,000	4,400	12,800	104,500
6 months and under 9 months	—	28,300	31,900	100	2,500	4,700	20,700	88,200
9 months and under 12 months	—	6,000	20,300	—	2,400	8,900	24,900	62,600
Total	70,200	456,000	1,255,500	32,500	231,100	29,600	139,900	2,214,900

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

**SHORT-TERM MOVEMENT: ARRIVALS OF OVERSEAS VISITORS AND DEPARTURES
OF AUSTRALIAN RESIDENTS BY COUNTRY OF RESIDENCE/INTENDED STAY AND
INTENDED LENGTH OF STAY, 1990**

<i>Country of residence (visitors) and country of intended stay (residents)</i>	<i>Arrivals of overseas visitors intended length of stay</i>					<i>Departures of Australian residents intended length of stay</i>			
	<i>Under 1 week</i>	<i>1 week and under 1 month</i>	<i>1 month and under 3 months</i>	<i>3 months and under 12 months</i>	<i>Total(a)</i>	<i>Under 1 month</i>	<i>1 month and under 3 months</i>	<i>3 months and under 12 months</i>	<i>Total(a)</i>
Africa									
South Africa	1,000	3,000	3,500	1,500	9,100	3,000	5,400	1,900	10,400
Other	2,000	3,000	3,000	1,400	9,300	4,400	8,200	3,300	15,900
Total	3,000	6,000	6,500	2,900	18,400	7,400	13,600	5,200	26,300
America									
Canada	5,700	23,800	15,100	9,100	53,700	11,100	14,800	6,600	32,500
United States	51,800	146,800	35,200	16,700	250,500	176,400	83,000	25,000	284,400
Other	2,500	4,800	2,800	2,700	12,800	16,400	9,700	5,100	31,200
Total	60,000	175,400	53,100	28,500	317,000	203,900	107,400	36,700	348,100
Asia									
Hong Kong	10,400	29,400	8,300	6,400	54,500	84,600	22,100	13,800	120,500
India	1,900	3,900	2,300	2,800	11,000	7,500	10,500	4,000	22,100
Indonesia	7,900	16,000	5,800	4,600	34,400	138,200	15,400	4,500	158,000
Japan	219,400	236,900	10,000	13,600	479,900	36,900	6,300	4,700	47,900
Malaysia	9,200	21,200	8,300	7,900	46,600	49,700	17,900	7,500	75,100
Philippines	2,900	4,600	2,600	3,500	13,600	27,300	10,100	3,000	40,500
Singapore	19,900	43,500	8,000	4,500	75,900	90,100	10,400	5,000	105,500
Thailand	6,500	8,100	2,400	2,700	19,600	82,900	12,700	3,500	99,100
Other	21,000	30,700	13,000	27,800	92,600	34,300	33,700	22,600	90,600
Total(b)	299,100	394,300	60,600	74,000	828,000	551,500	139,100	68,700	759,300

For footnotes see end of table.

**SHORT-TERM MOVEMENT: ARRIVALS OF OVERSEAS VISITORS AND DEPARTURES
OF AUSTRALIAN RESIDENTS BY COUNTRY OF RESIDENCE/INTENDED STAY AND
INTENDED LENGTH OF STAY, 1990 — continued**

Country of residence (visitors) and country of intended stay (residents)	Arrivals of overseas visitors intended length of stay					Departures of Australian residents intended length of stay			
	Under 1 week	1 week and under 1 month	1 month and under 3 months	3 months and under 12 months	Total(a)	Under 1 month	1 month and under 3 months	3 months and under 12 months	Total(a)
Europe									
France	4,500	7,900	6,100	2,600	21,100	7,100	12,100	5,000	24,100
Germany(c)	10,900	24,200	29,800	9,300	74,200	10,400	16,800	7,300	34,500
Greece	1,200	1,200	2,600	2,500	7,500	3,600	13,400	16,000	32,900
Ireland(d)	800	2,600	3,800	3,400	10,500	1,900	7,000	2,900	11,900
Italy	3,500	9,000	7,900	4,000	24,400	7,800	22,300	14,900	45,000
Netherlands	2,200	6,300	8,900	3,700	21,100	3,000	9,000	3,900	15,900
Switzerland	2,900	8,200	11,400	7,000	29,500	3,200	4,400	1,900	9,500
United Kingdom	23,000	96,500	97,100	61,100	277,700	48,600	134,000	70,200	252,800
Yugoslavia	300	600	1,800	2,800	5,800	1,900	7,300	8,300	17,500
Other	9,800	26,000	21,700	19,500	76,600	11,700	30,800	18,600	61,200
Total	59,100	182,600	190,900	115,800	548,300	99,200	257,200	148,900	505,300
Oceania									
Fiji	4,300	4,700	4,200	2,800	16,000	93,700	5,900	2,500	102,000
New Caledonia	4,800	7,700	1,500	400	14,400	14,300	500	100	14,900
New Zealand	114,300	239,800	39,700	24,600	418,400	274,300	34,700	11,200	320,200
Papua New Guinea	12,800	13,300	5,800	2,700	34,600	20,300	8,000	5,700	34,000
Other	5,400	5,600	3,400	2,800	17,200	52,500	4,200	2,000	58,800
Total	141,700	271,000	54,600	33,400	500,700	455,200	53,200	21,500	529,900
Other	400	900	600	600	2,500	700	200	100	1,000
Total	563,100	1,030,200	366,400	255,200	2,214,900	1,318,000	570,700	281,200	2,169,900

(a) The difference between the sum of the components and the total comprises 'not definite, not stated, etc.' (b) Asia includes countries which are frequently regarded as 'Middle East' countries, e.g., Iraq, Lebanon, Syria, etc. This inclusion is based on United Nations' classification of world regions. (c) Comprises the German Democratic Republic and the Federal Republic of Germany. (d) Includes the Republic of Ireland and travellers who gave the response 'Ireland'.

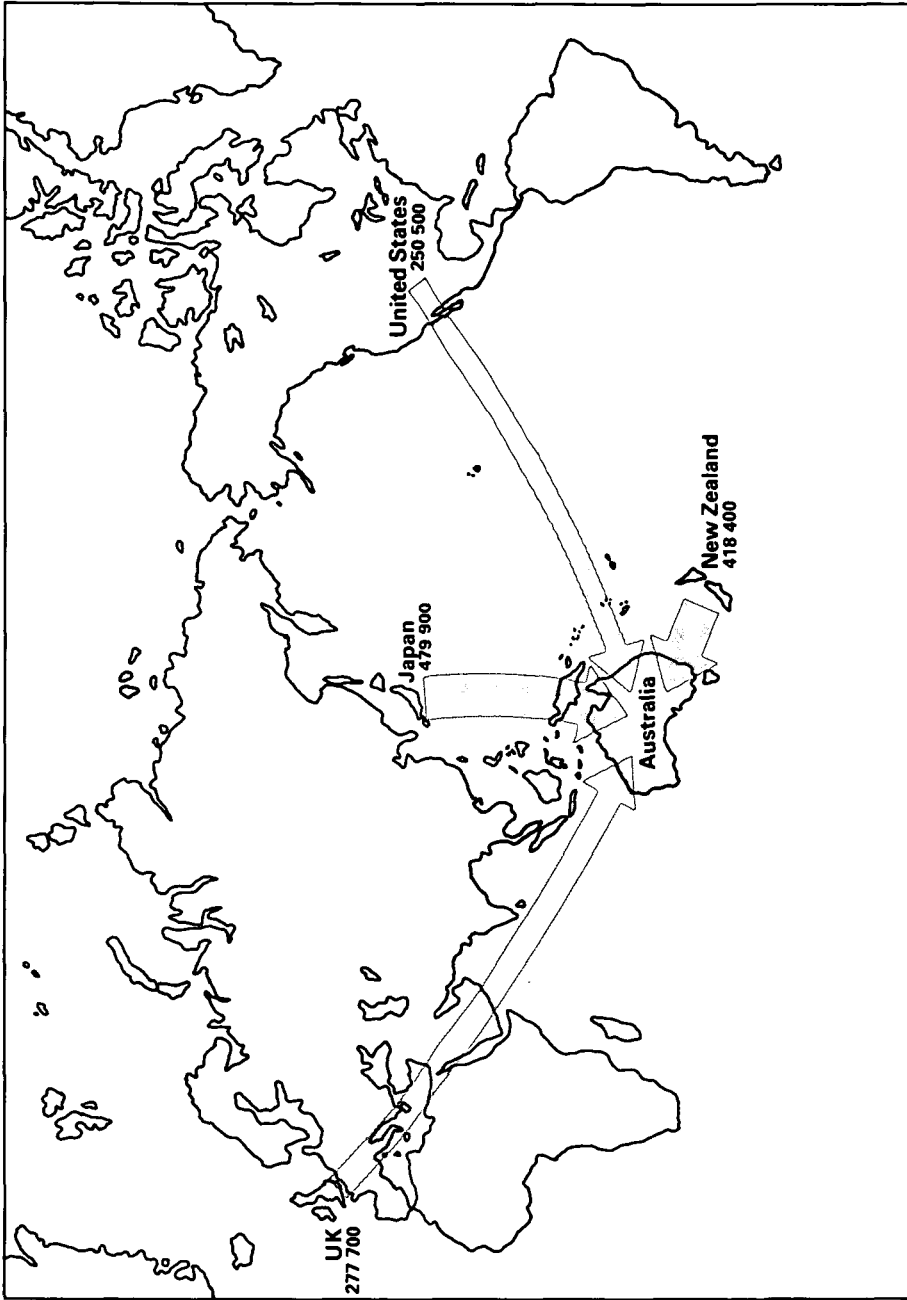
Source: Overseas Arrivals and Departures, Australia (3404.0).

**INTERNATIONAL VISITORS: NIGHTS SPENT IN EACH STATE, 1989
(per cent)**

State/Territory	Country of residence							Total
	US	Japan	Other Asia	Canada	New Zealand	UK and Ireland	Other Europe	
New South Wales	27	30	41	29	39	34	30	35
Victoria	27	11	19	19	10	15	18	16
Queensland	25	38	15	29	30	21	26	24
South Australia	7	2	6	5	4	8	7	6
Western Australia	8	14	13	10	13	15	9	12
Tasmania	1	—	1	1	1	2	1	1
Northern Territory	3	4	3	6	1	4	6	4
Australian Capital Territory	3	1	2	1	1	2	3	2
Australia	100	100	100	100	100	100	100	100

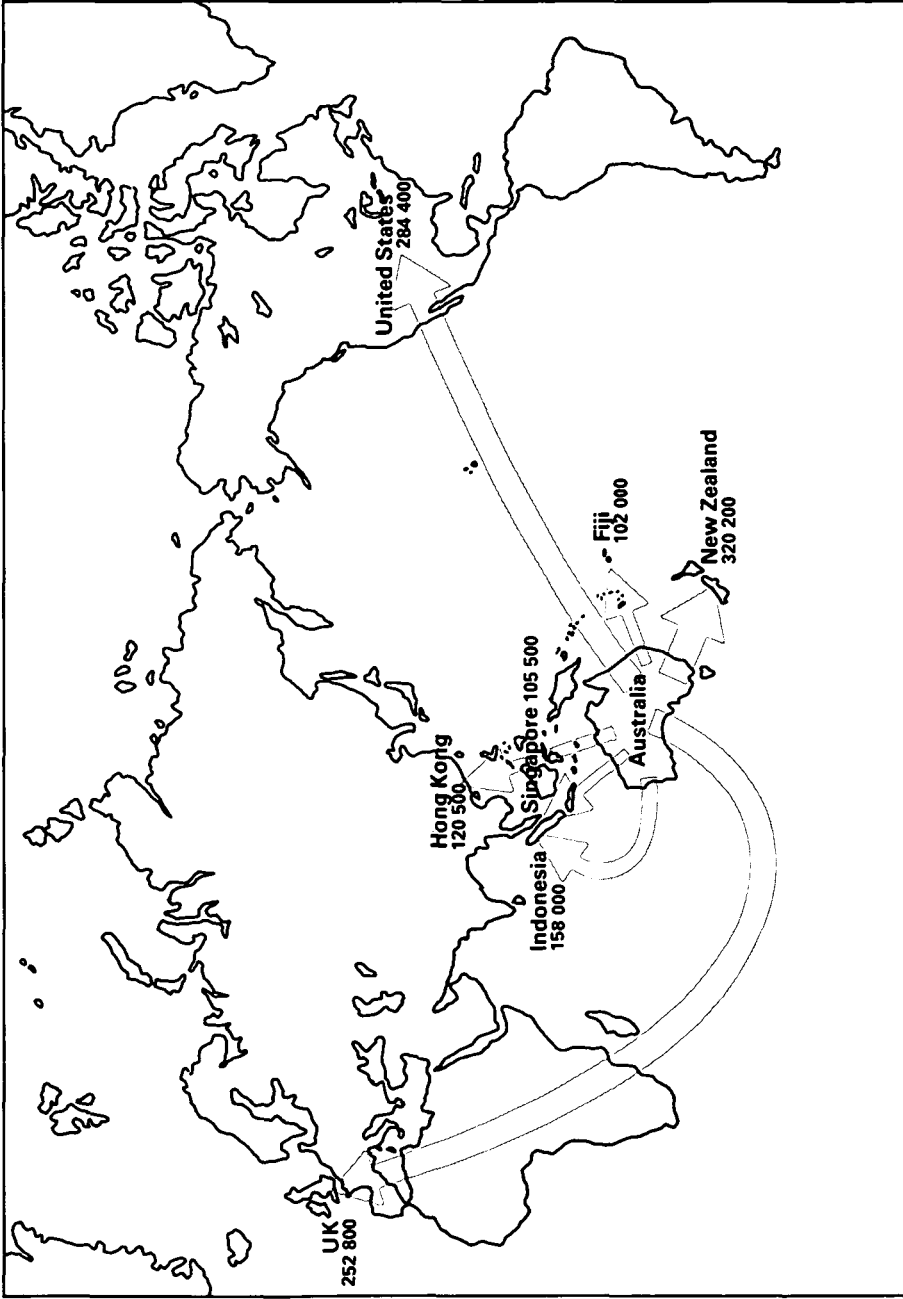
Source: Bureau of Tourism Research, International Visitor Survey, 1989.

OVERSEAS VISITORS TO AUSTRALIA (a), 1990



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

AUSTRALIAN TRAVELLERS OVERSEAS (a), 1990



(a) Length of stay overseas – under 1 week to less than 12 months.
Source: Overseas Arrivals and Departures, Australia (3404.0)

International visitor shopping

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

October–December 1989 are shown in the following table.

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

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

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

Domestic travel

In 1990 the main purposes of domestic trips were pleasure or holiday (42%), visiting

friends or relatives (27%), and business (15%). The main mode of transport used was private vehicle (77%). The mean length of a trip by domestic tourists was 4.5 nights in 1990.

SUMMARY OF PERSON TRIPS AND NIGHTS AWAY(a), 1990

State/Territory of origin	Estimated population as at 30 June 1990	Person trips	Average trips per person	Total nights away	Nights away per person trip
	'000	'000		'000	
New South Wales	4,559.1	15,547	3.4	65,942	4.3
Victoria	3,445.0	10,810	3.2	52,527	4.8
Queensland	2,253.9	10,963	4.9	46,659	4.2
South Australia	1,142.4	3,764	3.3	15,919	4.2
Western Australia	1,259.2	4,929	3.9	23,845	4.8
Tasmania	351.5	1,506	4.3	6,131	4.0
Northern Territory	113.0	442	3.9	2,171	4.9
Australian Capital Territory	219.7	942	4.3	5,060	5.3
Total(b)	13,343.8	48,957	3.7	218,253	4.4

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

Source: Bureau of Tourism Research, *Domestic Tourism Monitor, Summary 1990*.

**NUMBER OF NIGHTS SPENT IN STATE OF MAIN DESTINATION
BY MAIN PURPOSE OF TRIP, 1990
(*000 nights)**

<i>State/Territory of main destination</i>	<i>Main purpose of trip</i>				<i>Total</i>
	<i>All business</i>	<i>Pleasure/ holiday</i>	<i>Visiting friends/ relatives</i>	<i>Other</i>	
New South Wales	7,081	31,341	18,594	9,366	66,382
Victoria	5,054	20,559	11,178	5,481	42,272
Queensland	6,458	28,843	12,019	7,542	54,862
South Australia	1,791	7,673	4,448	2,600	16,512
Western Australia	4,356	10,720	4,545	3,615	23,236
Tasmania	783	3,625	1,395	622	6,425
Northern Territory	979	2,428	587	500	4,494
Australian Capital Territory	735	1,265	1,456	615	4,071
Total	27,238	106,456	54,220	30,339	218,253

Source: Bureau of Tourism Research, *Domestic Tourism Monitor, Summary 1990*.

In 1989-90 the most frequently used accommodation by domestic travellers was the home of friends or relatives (44% of visitor nights), followed by hotels or motels with

facilities (16%) and caravan parks or camping grounds (15%). The following table classifies the types of accommodation used for all visitor nights by the main purpose of the trip.

**NUMBER OF VISITOR NIGHTS BY ACCOMMODATION USED
BY MAIN PURPOSE OF TRIP, 1989-90
(*000 visitor nights)**

<i>All accommodation used</i>	<i>Main purpose of trip</i>				<i>Total</i>
	<i>All business</i>	<i>Pleasure/ holiday</i>	<i>Visiting friends/ relatives</i>	<i>Other</i>	
Hotel/motel with facilities	11,011	18,909	2,647	4,194	36,761
Hotel/motel without facilities	1,298	1,985	227	383	3,893
Friends'/relatives' house	5,156	36,216	46,181	11,823	99,376
Caravan/tent/cabin/camping	2,820	25,871	1,230	4,014	33,935
Rented house/flat	1,538	10,370	816	1,450	14,174
Own holiday home/flat	424	6,272	651	1,041	8,388
Guest house/private hotel	788	1,752	257	479	3,276
Farm	811	1,041	801	618	3,271
Boat/cabin cruiser	227	1,293	44	306	1,870
Hostel	537	403	20	1,533	2,493
Other/not stated	4,724	3,959	671	7,059	16,413
Total	29,333	108,070	53,546	32,900	223,849

Source: Bureau of Tourism Research, *Domestic Tourism Monitor, Summary, 1989-90*.

Tourist accommodation

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

New South Wales is the State with the most commercial tourist accommodation available. At December 1990, 33 per cent (51,276 guest rooms) of Australia's tourist accommodation was in New South Wales, with 40 per cent (20,680 guest rooms) of the State's capacity concentrated in the Sydney Statistical Division. Queensland had 25 per cent (39,160 guest rooms), and Victoria had 18 per cent (28,180 guest rooms) of Australia's accommodation.

In the three months to December 1990, nearly 30 per cent of room nights sold in Australia were taken in four and five star graded accommodation. This figure demonstrates the continuation of an increasing market share for higher rated accommodation, evident since 1986 (then 23%).

During 1990 the supply of tourist accommodation in Australia continued to grow faster than demand. Guest rooms available grew by 7.7 per cent for the year ending December 31, while room nights sold grew by only 2.8 per cent in the same period. The comparative rates for 1989 were 4.7 per cent for rooms available, and -1.8 per cent for room nights sold. As a consequence of this, room occupancy rates have been generally declining.

TOURIST ACCOMMODATION(a)

		December quarter 1989	March quarter 1990	June quarter 1990	September quarter 1990	December quarter 1990
LICENSED HOTELS WITH FACILITIES(b)						
Establishments	number	1,160	1,166	1,183	1,193	1,212
Guest rooms	number	52,135	53,379	54,845	56,110	58,749
Bed spaces	number	135,657	138,204	143,606	146,274	153,818
Room occupancy rates	per cent	50.3	51.7	48.5	50.6	50.7
Bed occupancy rates	per cent	30.7	32.5	29.6	31.7	31.3
Gross takings from accommodation	\$'000	243,881	262,427	250,363	272,523	291,937
MOTELS, etc.(b)						
Establishments	number	3,469	3,475	3,573	3,612	3,666
Guest rooms	number	93,779	93,921	95,841	97,003	98,407
Bed spaces	number	286,032	285,834	290,311	293,186	297,551
Room occupancy rates	per cent	54.4	54.8	51.1	54.0	50.0
Bed occupancy rates	per cent	32.6	33.9	30.5	33.1	30.4
Gross takings from accommodation	\$'000	288,560	294,884	280,118	312,647	293,213
TOTAL HOTELS AND MOTELS etc.(b)						
Establishments	number	4,629	4,641	4,756	4,805	4,878
Guest rooms	number	145,914	147,300	150,686	153,113	157,156
Bed spaces	number	421,689	424,038	433,917	439,460	451,369
Room occupancy rates	per cent	52.9	53.7	50.1	52.8	50.3
Bed occupancy rates	per cent	32.0	33.4	30.2	32.6	30.7
Gross takings from accommodation	\$'000	532,440	557,311	530,481	585,171	585,150
CARAVAN PARKS(c)						
Establishments	number	2,634	2,627	2,680	2,682	2,687
Powered sites	number	200,639	199,901	202,489	202,477	203,126
Unpowered sites	number	70,485	69,697	71,672	70,415	70,836
Cabins, flats etc.	number	9,534	9,853	10,643	11,174	11,593
Total capacity	number	280,658	279,451	284,804	284,066	285,555
Site occupancy rates	per cent	35.5	39.0	34.4	34.5	34.7
Gross takings from accommodation	\$'000	85,100	95,030	82,570	88,224	93,195

For footnotes see end of table.

TOURIST ACCOMMODATION(a) — continued

		December quarter 1989	March quarter 1990	June quarter 1990	September quarter 1990	December quarter 1990
HOLIDAY FLATS, UNITS AND HOUSES(b)						
Flats, units etc.						
One bedroom	number	7,267	7,143	7,370	7,423	7,588
Multiple bedroom	number	24,851	25,111	24,767	24,759	25,814
Total flats units etc.	number	32,118	32,254	32,137	32,182	33,402
Bed spaces	number	135,575	137,886	136,667	136,659	144,149
Unit occupancy rates	per cent	50.1	55.2	42.5	50.9	48.1
Gross takings from accommodation	\$'000	76,777	89,252	63,175	78,588	81,793

(a) For the purpose of this survey, a tourist accommodation establishment is defined as an establishment which predominantly provides short-term accommodation (i.e., for periods of less than two months) available to the general public. (b) For definitions see *Tourist Accommodation, Australia* (8635.0). (c) Includes long-term caravan parks. For definitions see *Tourist Accommodation, Australia* (8635.0).

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

Tourist attractions

A 1986-87 survey of selected tourist attractions in each State and Territory (e.g., museums and

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

TOURIST ATTRACTIONS: SUMMARY OF OPERATIONS, 1986-87

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

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

Source: *Tourist Attractions* (8661.0).

Australian Tourist Commission

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

The Commission engages in a wide variety of marketing activities including consumer and

trade advertising, in both print and television media, direct mail, market research, industry seminars and familiarisation visits for travel agents, journalists and photographers. These activities are carried out in cooperation with State and Territory tourism authorities as well as the Australian and overseas travel industries. Advertising designed to promote Australia as a friendly, exciting and safe tourist destination provides a marketing umbrella for the States, Territories and industry, and is placed in various tourist source markets at times selected to achieve

maximum awareness of Australia as a tourist destination.

Current marketing initiatives include the introduction of a special 'theme years' campaign beginning in 1993 with 'Discover the Year of Sport' and ending in 1997 with

'Discover the Year of Good Living' (food and wine).

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

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FOR MORE INFORMATION

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

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