

Tourism 2020

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Whole of government working with industry to achieve Australia's tourism potential

National Tourism Research Agenda: summary of progress (Updated June 2012)

Background

The National Tourism Research Agenda (the Agenda) provides a framework for identifying and informing both current and future tourism research priorities. The draft Agenda is a framework that supports the policy objectives of the National Long-Term Tourism Strategy (Strategy) and its implementation to achieve the 2020 Industry Potential (Potential). The Agenda seeks to build on the thorough understanding of tourism industry issues by minimising research gaps identified through the Strategy, namely research and statistics on tourism supply.

An important objective of the Agenda is to provide a more inclusive, strategic, and focussed research environment. In that regard, the Agenda adopts four main themes (or pillars):

1. *Current market dynamics;*
2. *Emerging trends;*
3. *Productive capacity;* and
4. *Dissemination.*

The Agenda seeks to engage the full spectrum of tourism-specific and industry-related research participants such as government, industry, and academic institutions through addressing research gaps. Tourism Research Australia (TRA; on behalf of the Tourism Research Advisory Board) is actively engaging with the academic sector in promoting the need for targeted policy-relevant research.

The Advisory Board is also looking at longer-term industry indicator requirements through its work on data mapping; by addressing gaps in data, gaps in research can be identified and addressed.

Tourism is defined as a demand-orientated industry with a dominant share of the data provided by TRA and the Australian Bureau of Statistics (ABS). Information on tourism (related) supply is available (but little used to date). TRA, in collaboration with the ABS and with the guidance of the Advisory Board, investigated the provision of more detailed data from existing sources such as the Labour Force Survey, Economic Activity Survey, Census, and taxation data. The outcome of this was the development of a tourism data mapping paper.

Tracking the Agenda's progress

Tracking the Agenda and its priorities is done through the research pillars, combined with components of the tourism value chain. For example, *building productive capacity* is defined by labour, investment, accommodation and productivity, so programs under this pillar can be measured by contributions in these areas.

Research on tourism supply has been initially addressed with TRA's inaugural publications on tourism investment (June 2011) and productivity (January 2011). An update on tourism businesses (based on new methods), and the Labour and Skills Working Group survey are addressing information needs by identifying impediments in obtaining and retaining a skilled labour force, particularly in Australian regions outside the capital cities.

The lack of growth in accommodation supply has been identified as a constraint to growth in the tourism industry. In May 2012, TRA published its inaugural *Tourism Investment Monitor* (the *Monitor*) which quantifies pipeline investments within the critical points of the tourism supply chain. The *Monitor* has identified \$42 billion worth of existing and proposed tourism investment activity and will be updated annually by TRA under the guidance of the Tourism Research Advisory Board. To address the information gap for the accommodation sector following the closure of the expanded scope component of the *Survey of Tourist Accommodation*, TRA is managing the development of a *Small Scale Accommodation Survey*. The results from this survey are expected to be published in the first half of 2013.

Research on tourism demand is well serviced by TRA visitor-based surveys, supplemented by provision of destination-based surveys in key regions, and through the snapshot series, including *The impact of the mining boom on tourism 2011* (which is the first report of two reports to be released by TRA on this subject).

Summary

A summary of research that is directly funded by the Strategy or delivered by TRA is presented in **Table 1** (featuring ongoing or completed research).

A more detailed description of each project is then listed (by each of the Strategy's nine working groups). This summary confirms findings in TRA and ABS' data mapping project, namely:

- tourism demand is well served by statistics and research;
- key areas of supply (namely in the areas of investment and innovation, and specifically in accommodation) remain underserved;
- national level statistics are generally considered adequate while regional areas are underserved; and

- Australian tourism's competitiveness and visitor satisfaction in Australia (with links to quality and accreditation) requires further attention.

Since the development of the Agenda, considerable progress has been made to address key gaps. Notable achievements include the *State of the Industry* report, *Tourism Productivity in Australia*, and the *Tourism Investment Monitor*. As well, TRA has recently collaborated with the Bureau of Resources and Energy Economics on the inaugural [Resources, Energy and Tourism China Review](#). This report provides an overview of China's economic re-emergence and its economic relations with Australia, including a review of China's demand for tourism and prospects for the future.

While further work needs to continue, the Board is requested to note this update and also be advised that research work under the new Asia Marketing Fund will be added to the Agenda in 2012-13.

Table 1: National Long-Term Tourism Strategy - Tourism 2020 research: completed or ongoing, since 2010

Research Pillar	Status	Working group
Current Market Dynamics		
Keystone		
State of the Industry report - annual	Ongoing	Advisory Board
Data mapping - ongoing	Ongoing	Advisory Board
Tourism surveys (visitor and destination)		
National Visitor Surveys	Ongoing	TRA
International Visitor Surveys	Ongoing	TRA
Destination Visitor Surveys, various projects	Ongoing	TRA
Regional expenditure (modelled)	Ongoing	TRA
Consumption estimates: inbound and domestic		
Regional Tourism Profiles destination-based	Ongoing	TRA
Tourism demand segments		
Factors affecting the inbound tourism sector (economic)	Completed	TRA
What is driving Australia's travel choices?	Completed	TRA
Indigenous tourists in Australia; Use of the internet in trip planning and booking;	Completed	TRA
Australian resident travel	In progress	TRA
Mature age visitors	In progress	TRA
China's demand for tourism: Opportunities and implications for Australia	First annual review completed	TRA
Emerging Trends		
Climate Change		
Economic impacts of climate change on the holiday tourism industry	Delivered; may be released pending State and Territory agreement	Industry Resilience Working Group (IRWG)
CSIRO climate change adaptation tool for one destination	In progress	IRWG
Tourism Forecasts		
	Ongoing, bi-annual	Tourism Forecasting Committee
Sector trends		
Medical tourism scoping study	Stage 1 completed; not progressing Stage 2	Advisory Board
CGE modelling		
Role of tourism in Australian economy	Proposed	TRA
Industry resilience		
Tourism Industry Resilience Kit to assist industry to mitigate risks to business continuity as a result of market shock	Completed May 2012	IRWG

Research Pillar	Status	Working group
Dissemination		
Tourism Directions Conference	Annual, on-going	Tourism Australia / Advisory Board
Tourism Communication Pathways	Completed; not yet released	Advisory Board
Building productive capacity		
Benchmark industry performance		
Tourism Satellite Accounts - direct tourism	Ongoing, annual	ABS
Tourism's Contribution to the Australian Economy (direct and indirect tourism)	Ongoing, annual	TRA
State Tourism Satellite Accounts	Ongoing, annual	TRA
The economic importance of tourism in Australia's region	Phases 1-2 completed, 2 phases remaining	TRA
Productivity		
Tourism (related) productivity in Australia	First release in 2010, irregular series	TRA
Business performance		
Tourism Businesses in Australia	Ongoing, annual	TRA
Labour		
Australian Tourism Labour Force Report	Released October 2011	Labour and Skills Working Group
Investment		
Tourism Investment in Australia	First release in 2011, irregular series	TRA
Determine whether tourism investment is disadvantaged by regulatory arrangements	Released October 2011	Investment and Regulatory Reform Working Group (IRRWG)
A framework guide to facilitate tourism investment	Released October 2011	IRRWG
Tourism investment monitor	Released May 2012	TRA / Advisory Board
Product - destination		
Product audits for the Barossa Valley and Great Ocean Road	Completed October 2011	IRRWG
Pilot - Experience Development Strategy 1. Flinders Ranges 2. Cairns/Townsville	Released December 2011	Destination Management Planning Working Group (DMPWG)
Better practice guide for Destination Management Planning	Expected delivery in June 2012	DMPWG
Accommodation		
Recommencement of small scale Survey of Tourist Accommodation	In negotiation	TRA / ABS / Advisory Board

Research Pillar	Status	Working group
Aviation Regional Airport package, Stage 1 Stage 2 Benefits of simplifying Trans-Tasman travel Mapping Australian Tourism Aviation priorities Cruise data Passenger Movement Charge	Completed Delivered Delivered Delivered In progress Completed	Tourism Access Working Group (TAWG) TAWG TAWG TAWG Advisory Board
Building productive capacity cont'd Quality National Tourism Accreditation Framework enhancements Indigenous (supply) Develop baseline statistics for Indigenous tourism sector Innovation Innovation in businesses	Completed Scoping completed In progress	Tourism Quality Council of Australia TRA / Advisory Board Advisory Board / academic sector

National Tourism Research Agenda: Projects in detail

This document provides a summary of the projects completed or in progress at February 2012, by the National Long-Term Tourism Strategy – Tourism 2020 Working Groups and research being undertaken by Tourism Research Australia (TRA).

- Destination Management Planning Working Group (Closed)
- Digital Distribution Working Group (Chaired by New South Wales)
- Indigenous Tourism Working Group (Chaired by the Northern Territory)
- Industry Resilience Working Group (Chaired by Queensland; due to close on 30 June 2012)
- Investment and Regulatory Reform Working Group (Chaired by Victoria)
- Labour and Skills Working Group (Chaired by Western Australia)
- Tourism Research Advisory Board (Chaired by the Commonwealth)
- Tourism Access Working Group (Chaired by the Commonwealth)
- Tourism Quality Council of Australia (Chaired by Mr Simon Currant, Independent Chair)

The research being undertaken by the Working Groups and TRA have been categorised against the research pillars identified in the National Tourism Research Agenda.

It should be noted this is a preliminary categorisation and that many research projects will cut across two or more of the four pillars.

National Tourism Research Agenda Pillar definitions (refer below for 'pillar' key)

Current market dynamics	Emerging trends	Building productive capacity	Dissemination pathways
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- Current market dynamics: current economic and competitive market environment facing the tourism industry.
- Emerging trends: identify and monitor the likely impact of long-term emerging issues that will impact on the tourism industry.
- Productive Capacity Building: sustainable productivity improvements to develop sustainable capacity and flexibility to allow industry to quickly respond to endogenous and exogenous challenges and opportunities.
- Dissemination pathways: develop an understanding of the available mechanisms to promulgate relevant tourism-related research and analysis to all points of the industry value chain.

Table 2: National Tourism Research Agenda: research projects at June 2012 (sorted by main research pillar)

Labour and Skills Working Group (LSWG)
<p><i>Australian Tourism Labour Force Report</i> Research pillar: Current market dynamics / Emerging trends, supply-side focus</p> <p>Objective: Identify current characteristics of tourism and hospitality employment in Australian tourism regions.</p> <p>Assist policy/industry: To deliver targeted and differentiated regional tourism labour policy, focused on delivering a higher skilled workforce (and raise labour productivity).</p> <p>Progress: Delivered</p> <p>Release: Released at the Tourism Directions Conference, 13 October 2011 – available at www.ret.gov.au/tourism</p> <p>Consultant: Deloitte Access Economics</p>
Investment and Regulatory Reform Working Group (IRRWG)
<p><i>Tourism Investment and Regulation Review</i> Research pillar: Current market dynamics / Building productive capacity, supply-side focus</p> <p>Objective: Determine whether the tourism industry faces disincentives for investment from the regulatory framework, and if it does, what reforms can be implemented to address the disincentives?</p> <p>Assist policy/industry: To reduce regulatory barriers / lower investment costs in tourism (increase investment).</p> <p>Progress: Delivered</p> <p>Release: Released following the Tourism Ministers' Meeting on 14 October 2011. Available at www.ret.gov.au/tourism</p> <p>Consultant: LEK Consulting</p>
<p><i>Framework Guide to Facilitate Tourism Investment</i> Research pillar: Current market dynamics / Building productive capacity, supply-side focus</p> <p>Objective: Identify current investment facilitation that is undertaken for tourism in Australia; what models of best practice facilitation are available; and how a framework to facilitate investment can be most effectively applied in Australia.</p> <p>Assist policy/industry: To improve tourism investment facilitation by governments and thereby increase investment.</p> <p>Progress: Delivered</p> <p>Release: Released following the Tourism Ministers' Meeting on 14 October 2011. Available at www.ret.gov.au/tourism</p> <p>Consultant: Allen Consulting Group</p>

Product audits for Barossa Valley and Great Ocean Road
Research pillar: Current market dynamics, supply-side focus

Objective: Outline the tourism infrastructure and products required to cater for forecast and potential visitor numbers over the next 20 years. Deliver two product audits for:

- Barossa Valley;
- Great Ocean Road regions.

Assist policy/industry: To assist industry and all levels of government in delivering targeted tourism product at a regional level.

Progress: Completed October 2011

Release strategy: released 28 November 2011, followed by local workshops in each region

Consultants: AEC Group and Urban Enterprise

Destination Management Planning Working Group (DMPWG)

Pilot: Experience Development Strategy (EDS)

Research pillar: Current market dynamics / Building productive capacity, supply-side focus

Objective: Two projects to consider the best practice approach of destination management planning across regional and urban areas, drawing on the National Landscapes approach. Integrate the lessons in the development of best practice principles.

- Flinders Ranges
- Cairns/Townsville

Assist policy/industry: To facilitate better destination management planning outcomes in tourism regions.

Progress: Delivered 12 October 2011

Release strategy: Released on RET website December 2011

Consultants: TRC Consulting and AEC group

Industry Resilience Working Group (IRWG)

Modelling analysis of some economic impacts of climate change on the Australian holiday tourism industry

Research pillar: Emerging trends, supply-side focus

Objective: Modelling on the impacts of climate change on Australia's holiday tourism industry at national, state/territory and regional levels.

Assist policy/industry: To assist tourism stakeholders and policy makers understand the economic and business implications of the impacts of climate change on environmental and capital assets important to holiday tourism, as well as changes in travel costs or consumer preferences for long distance travel.

Progress: Delivered

Release strategy: Released on RET website

Consultant: Frontier Economics

CSIRO climate change adaptation tool for one destination

Research pillar: Climate Change

Objective: Produce a tool for one destination using the Climate Futures tourism adaptation planning methodology.

Assist policy/industry: This tool will include geographically-specific climate change projections for key climate variables where required. This destination-specific tool will be made publicly available by the Australian Government as an example for other Australian destinations.

Progress: Project commenced. Destination consultation process underway (Sunshine Coast).

Release Strategy: The completed project report will be released through the Tourism 2020 communications strategy.

Consultant: CSIRO

Tourism Access Working Group (TAWG)

Mapping Australia's Tourism Aviation Priorities

Research pillar: Current market dynamics / Emerging trends, supply-side focus

Objective: To identify existing and emerging growth markets beneficial for Australian tourism.

Assist policy/industry: To identify priority aviation regions for future air service negotiations, to ensure growth from these markets is not constrained by air capacity entitlements.

Progress: Stage Two delivered

Release strategy: Executive summary to be posted on the RET website.

Consultant: CAPA Consulting

Regional Airports Package project

Research pillar: Current market dynamics / Dissemination pathways, supply-side focus

Objective: Project in two stages.

Stage one: Report on the current communication processes, and options to improve communication, of the *Regional Package* and the *Enhanced Regional Package* to stakeholders. Investigate the level of understanding of the regional aviation packages and develop ways to better communicate the benefits to industry.

Stage two: Develop a communication strategy to improve the awareness of foreign governments and airlines of the *Regional Package* and the *Enhanced Regional Package* and communication tools (information brochures) for industry to disseminate to relevant foreign stakeholders.

Assist policy/industry: To better communicate benefits associated with regional airport packages.

Progress: Stage one: Delivered. Stage Two: Delivered.

Release strategy: Brochures to be posted on the RET website.

Consultant: Hill and Knowlton

Cruise data

Research pillar: Current market dynamics, demand-side focus

Objective: Evaluation of the economic impact of Australia's cruise shipping indicators through cruise ship passenger surveys, currently being scoped by TRA. This work complements results of an ad-hoc survey of Sydney cruise passengers in Feb/March 2011 included in *Economic Impact Assessment of the Australian Cruise Shipping Industry in Australia, 2010-11* released by Cruise Down Under in August 2011.

Assist policy/industry: To identify the economic contribution from cruise shipping.

Progress: Expected delivery mid 2013

Release strategy: To be determined upon completion of the project.

Consultant: Consultations continue with sub-group to determine the final scope of a national survey for the project.

Trans-Tasman Project – Undertaken by the Tourism Access Working Group
Research pillar: Current market dynamics / Productive capacity building

Objective: Analyse the economic benefits to Australia (not just aviation) of simplifying trans-Tasman travel passenger requirements.

Assist policy/industry: To provide quantitative evidence and policy priorities attached to extracting additional value from Australia's leading inbound market by arrivals.

Progress: Delivered

Release strategy: To be determined by the sub-group.

Consultant: GHD

Indigenous Tourism Working Group (ITWG)

TTNQ Indigenous Employment Project in Cairns

Research pillar: Current market dynamics / Productive capacity building, supply-side focus

Objective: Models for brokered training placements in small tourism businesses.

Assist policy/industry: Lessons which can be applied to development of similar approaches to brokering Indigenous employment in tourism businesses in other localities.

Progress: Final Evaluation Report received February 2012.

Release strategy: Published on Indigenous Tourism Working Group site.

Consultant: 2020 Group

Tourism Research Advisory Board (Advisory Board)

Developing baseline indicators for the Indigenous tourism sector (in conjunction with the Indigenous Tourism Working Group)

Research pillar: Current market dynamics / Productive capacity building, supply-side focus

Objective: Develop a baseline for Indigenous tourism performance indicators to provide indicators for measuring the performance of the Australian Indigenous tourism sector.

Discussions underway with Tourism Australia; state and territory tourism organisations; and Indigenous program delivery agencies to determine the availability and extent of industry level data.

Assist policy/industry: To assess the effectiveness of policy and program interventions.

Progress: Scoping paper drafted considered by Tourism Research Advisory Board, 9 September 2011

Release strategy: to be determined in consultation with the Advisory Board

2012 Tourism Directions Conference

Research pillar: Dissemination pathways, composite benchmark

Objective: To bring together industry, governments and researchers to discuss the outlook for the Australian tourism industry and progress Tourism 2020.

Assist policy/industry: To raise tourism's profile to government, investors.

Progress: Annual Conference, 1 November 2012

Release strategy: Release of the TFC forecasts and State of the Industry 2012 report

2011 State of the Industry

Research pillar: Current market dynamics / Emerging trends / Productive capacity, Composite benchmark

Objective: Provides a detailed analysis of how the Australian tourism is currently performing, the challenges it will face, and how the industry needs to respond.

Assist policy/industry: To benchmark current industry performance against the 2020 Tourism Industry Potential.

Progress: Annual report, released on 7 October 2011 before Tourism Directions Conference

Release: Released online 7 October 2011, available at www.ret.gov.au/tra. Hard copies available, contact Tourism.Research@ret.gov.au

Tourism Communication Pathways**Research pillar: Dissemination pathways, supply-side focus**

Objective: Understand how regional tourism organisations and tourism operators access and use research and strengthen understanding of the “dissemination” research pillar of the National Tourism Research Agenda.

Assist policy/industry: To increase the take-up of tourism research.

Progress: Delivered

Release strategy: to be considered by Advisory Board, not yet publicly released

Consultant: ORIMA Research

Data mapping**Research pillar: covers all pillars, for research planning**

Objective: To scope the range and depth of all statistics available for tourism. The scoping paper specifically looks at:

- a) data currently available through existing collections and currently being used;
- b) data that may be sourced through existing collections but is currently not employed (or employed effectively) for tourism purposes; and
- c) mechanisms which are available (or may be available in the near future) to collect data (required by the industry but outside the scope of other current collection mechanisms).

Among a range of specific issues Indigenous and accommodation data will be examined.

Assist policy/industry: To deliver more targeted data, relevant to government policy and industry decision making.

Progress: In development

Release strategy: Draft considered by the Tourism Research Advisory Board, 9 September 2011

Snapshot – Use of Internet in Trip Planning and Booking**Research pillar: Current market dynamics / Emerging trends, (mainly) demand-side focus**

Objective: Updated snapshot from TRA summarising key supply and demand factors relating to internet use in trip planning and booking.

Assist policy/industry: Ensure suppliers across all aspects of the industry value chain (particularly accommodation) have a strong internet presence, with capability to provide information and accept bookings.

Release: Released October 2011, available at www.ret.gov.au/tra

Tourism Research Australia: National Tourist Surveys
(management and production national surveys)

Visitor surveys

Research pillar: Emerging trends, demand-side focus

Background: TRA surveys have been undertaken for over 25 years. In its current form, the National Visitor Survey (NVS) has been running from 1998 and the International Visitor Survey (IVS) from 1999.

This information is central in delivering other statistics related to tourism, including Tourism Satellite Accounts and international trade. Key TRA survey outputs are released quarterly:

- International Visitor Survey (IVS)
- National Visitor Survey (NVS); and the secondary products:
 - o Regional expenditure (REX);
 - o Total Inbound Economic Value (TIEV); and
 - o Total Domestic Economic Value (TDEV).

Objective: To provide benchmark statistics on tourism demand, and to track industry performance.

Assist policy/industry: To monitor industry performance.

Progress: Ongoing

Release strategy: Released quarterly

Tourism Research Australia: Economic and Industry Analysis
(analysis and facilitation of industry research)

Tourism Research Advisory Board – Secretariat

Support the Tourism Research Advisory Board, which plays an active role in managing the National Tourism Research Agenda, by identifying research gaps and priorities important for the industry and policy development.

Factors Affecting the Inbound Tourism Sector – the Impact and Implications of the Australian Dollar

Research pillar: Current market dynamics / Emerging trends, demand-side focus

Objective: To estimate the impact and importance of exchange rate movements and economic growth on demand for Australian tourism industry services from both a volume and value perspective.

Assist policy/industry: To assess the impacts on the high Australian dollar and low economic growth on current tourism performance.

Progress: Completed, in consultation with Tourism Australia and a working group set up for this specific purpose

Release: Released June 2011, available at www.ret.gov.au/tra

What is driving Australians' Travel Choices?

Research pillar: Current market dynamics / Emerging trends, demand-side focus

Objective: Identifies factors affecting the travel choices of Australians: increasing household disposable incomes; a stronger Australian dollar; changing consumer leisure travel patterns; tourism operators facing increasing costs for inputs; and a marked increase in aviation capacity supply (especially to short-haul destinations in the region).

Assist policy/industry: To identify current drivers for Australian travel decisions.

Progress: Completed

Release: Released June 2011, available at www.ret.gov.au/tra

Tourism's contribution to Australian economy, 1997-98 to 2009-10

Research pillar: Current market dynamics, composite benchmark

Background: Tourism not only contributes directly to the Australian economy, its effect goes much further in terms of increasing the outputs and inputs produced by non-tourism industries resulting from the consumption of tourism related goods and services by visitors.

Objective: To measure tourism extended role in the Australian economy, beyond the direct customer/supplier relationship.

Assist policy/industry: To highlight the wider role tourism has in the Australian economy.

Progress: Annual report; 2009-10 released 9 October 2011

Release: Released October 2011, available at www.ret.gov.au/tra

Tourism businesses in Australia

Research pillar: Current market dynamics, supply-side focus

Background: Tourism businesses are varied in nature and characteristics and are distinct from other conventional industries. In 2009, TRA reported that the tourism industry is comprised largely (93%) of non-employing and micro and small businesses. Understanding the size and spread of tourism related businesses at a regular interval is important.

Objective: Monitoring changes in the industry health at the firm level.

Assist policy/industry: To highlight the performance of tourism businesses in Australia, particularly from a size and industry perspective.

Progress: Annual report

Release strategy: to be released online at www.ret.gov.au/tra, next release late 2011

Regional tourism employment

Research pillar: Current market dynamics, supply-side focus

Background: Australia's tourism industry employs more than half a million people. However, the spread and extent of this employment in Australian tourism regions is unknown.

Objective: An understanding of the importance of tourism industry as a provider of employment is important for government and policy makers for making relevant policies.

Assist policy/industry: To track employment performance at region level.

Progress: Next release late 2011

Release strategy: to be released online at www.ret.gov.au/tra

Tourism Investment in Australia**Research pillar: Building productive capacity, supply-side focus**

Objective: Increased investment is important for improving productivity and wellbeing of the tourism industry. Understanding the level and pattern of investment is crucial for the long term growth and sustainability of the tourism industry.

Assist policy/industry: To track level and areas of investment, as part of the 2020 Tourism Industry Potential.

Progress: Completed

Release: Released June 2011, available at www.ret.gov.au/tra

Cost: borne by TRA

Tourism Investment Monitor**Research pillar: Building productive capacity, supply-side focus**

Objective: Track tourism industry investment.

Assist policy/industry: To track level and areas of investment, as part of the 2020 Tourism Industry Potential.

Progress: Completed

Release strategy: annual release to commenced May 2012, available at www.ret.gov.au

Tourism Productivity in Australia**Research pillar: Building productive capacity, composite benchmark**

Objective: To estimate tourism productivity (i.e. labour, capital and multifactor productivity as compared to the market sector of the economy) is an important indicator for the long term sustainability of Australia's tourism industry.

Assist policy/industry: To gauge tourism's relative level of competitiveness in attracting investment.

Progress: Completed

Release: Released December 2010, available at www.ret.gov.au/tra

TRA Snapshots**Research pillar: Building productive capacity, demand-side (market segments) focus**

Objective: Provide easy-to-read updates on key demand segments with the Australian tourism industry. Current snapshots completed or near completion include:

- Australian Resident Travel
- Mature Age Visitors
- Internet Use in Trip Planning and Booking
- Indigenous Tourism Visitors in Australia
- The Impact of the Mining Boom on Tourism

Assist policy/industry: To monitor segment performance.

Progress: Ongoing

Release: Released online at www.ret.gov.au/tra

Tourism Research Australia: Forecasting and Economic Modelling
(management and production of industry forecasts and economic modelling)

Tourism Forecasting Committee Forecasts

Research pillar: Emerging trends / Building productive capacity, demand-side focus

Background: The current Tourism Forecasting Committee (TFC) was formed in 2005. TRA acts a secretariat for the TFC, as well as being responsible for developing the forecasts.

Objective: To develop consensus forecasts on behalf of the industry (TFC members come from a range of tourism-related industries).

Assist policy/industry: To provide independent, accurate short and long-term forecasts for effective monitoring and investment.

Progress: Generally released twice a year. Last release, *Forecast 2012: Issue 1*, April 2012 . Next release in October 2012.

Release strategy: TFC chair releases the forecasts on behalf of the Committee, available at www.ret.gov.au/tra

Economic modelling

Research pillar: Emerging trends / Building productive capacity, supply-side focus

Background: Projects completed (or nearing completion) under the one-year arrangement with a consortium of universities (Monash University, University of New South Wales and University of Queensland) are:

- State Tourism Satellite Accounts (for years 2009-10; 2010-11 to be released July 2012)
- Computable General Equilibrium (CGE) modelling projects (2010-11):
 - Passenger Movement Charge (delivered, released at www.ret.gov.au/tra)
 - Return on Investment (draft received)
 - Scoping study of tourism employment data (delivered, released at www.ret.gov.au/tra)

TRA is currently developing its own CGE modelling capacity. A modeller from the previous consortium has been employed by TRA to progress this work. Priority will be given to the delivery of the State Tourism Satellite Accounts 2010-11, while it is planned to run two large-scale projects on the impact from the mining boom and an assessment of a major shock on Australian tourism.

Objective: To undertake economy-wide analysis of impacts on issues related to tourism.

Assist policy/industry: To better understand tourism linkages and inform policy formation.

Progress: New CGE modeller started in September 2011, initial work on updating State Tourism Satellite Accounts and small projects related to tourism's positive benefits from the mining boom.

Release strategy: Ad-hoc releases by TRA

Tourism Research Australia: Regional Research
(tourism research at the local or regional level)

Destination Visitor Survey (DVS) Program (various reports)

Research pillar: Current market dynamics, supply and demand-side focus

Objective: To augment existing TRA visitor-based survey information in providing detailed destination-based information for tourism destinations.

Assist policy/industry: To deliver region-specific information to assist in destination planning.

Progress: Ongoing. Delivered over 100 projects since the program started in 2004-05.

Release: Available at www.ret.gov.au/tra

The Economic Importance of Tourism to Australia's Regions

Research pillar: Current market dynamics, composite benchmark

Objective: To estimate the economic importance of tourism across each tourism region in Australia. Regions are ranked by the relative importance of tourism to their local economies and comparisons are made between tourism industry size and importance.

Assist policy/industry: To assess/benchmark tourism's role in regional economies.

Progress: Stage 2 released mid 2011, stages 3-4 planned for June 2012.

Release: Available at www.ret.gov.au/tra

Regional Tourism Profiles

Research pillar: Current market dynamics, demand-side focus

Objective: To provide regional-level data from a range of sources including TRA's International and National Visitor Surveys, TRA's modelled regional expenditure estimates, TRA's estimates for the number of tourism businesses, the ABS Survey of Tourist Accommodation, and modelled economic contribution data from the State Tourism Satellite Accounts.

Assist policy/industry: To monitor industry performance at the tourism region level.

Progress: Updated annually

Release: Available at www.ret.gov.au/tra

Regional Expenditure

Research pillar: Current market dynamics, demand-side focus

Background: TRA's IVS and NVS do not collect expenditure data below the trip level (i.e. not at individual destinations). To overcome this difficulty, TRA models estimates for regional and state/territory expenditure estimates.

Objective: To provide detailed expenditure information at destination level (addressing gap).

Assist policy/industry: To monitor industry performance at the tourism region level.

Progress: Ongoing, as part of the TRA quarterly survey releases

Release: Available at www.ret.gov.au/tra

Other projects

Medical tourism scoping study research

Research Pillar: Emerging trends, demand-side focus

Objective: To assess the viability of Australia as a 'medical' tourist destination. Stage 1 investigated the potential demand for Australia as a medical tourism destination.

Assist policy/industry: To assist the viability in this potentially high value tourism segment

Progress: Stage 1 delivered, considered by Tourism Research Advisory Board; progression to Stage 2 not recommended.

Release strategy: anticipate online release at www.ret.gov.au/tourism

Consultant: Deloitte Access Economics

China's demand for tourism: Opportunities and implications for Australia

Research pillar: Current market dynamics, emerging trends

Background: Australia's inbound Chinese tourism market has grown rapidly in recent years. From a low base in the mid-1990s, the Chinese market has grown to be Australia's most important market by value (\$3.5 billion in exports), and the third largest inbound market by visitor arrivals, with 542 000 arrivals in 2011.

Objective: An understanding of the drivers of Chinese travel choice is important for Australia to continue growing its share of the China outbound market and to grow its export value.

Assist policy/industry: To provide Australian tourism product that is desirable and relevant to a fast-growing Chinese middle class in an increasingly competitive global tourism marketplace.

Progress: First annual review of the China-Australia tourism relationship completed

Release strategy: Published in Resources, Energy and Tourism *China Review June 2012*, available www.ret.gov.au

Academic sector engagement

Queensland Innovation Survey – University of Queensland Business School

Research pillar: Building productive capacity / emerging trends

Objective: Compare Australian and Queensland firms and their level and nature of innovation.

Assist policy/industry: Database of information on innovation related activities such as collaboration, growth intent and internationalisation, as well as barriers.

Progress: Completed.

Release: Publicly released, available at www.science.qld.gov.au