

Meeting Your Information Needs

Getting the right information is an important first step in formulating a successful tourism strategy. Knowing who is coming to your area, why they are coming and what they are doing when they get there is essential. It can help you to improve the visitor experience, target your marketing activities, and make your destination more successful. Destination NSW produces a wide variety of documents that are designed exactly for this purpose. They can all be found on the Destination NSW website www.destinationnsw.com.au. Below you will find an overview of some of the documents that Destination NSW currently has on offer and where on the website they can be found.

Information by Tourism Region

Destination NSW produces two documents for all of the main tourism regions in NSW (updated quarterly). These are:

- A snapshot of visitors to the region. This document includes the most up to date details on visitor numbers, expenditure, accommodation, market share, transport and activities.
- Time series tables. This document provides visitor statistics going back several years to help identify visitor trends over time.

To find these documents go to the Destination NSW website www.destinationnsw.com.au then click *Tourism / Facts and Figures / Regional Tourism Statistics* / then select your region.

Information by Local Government Area

Destination NSW has produced two sets of profiles for most Local Government Areas outside of Sydney. These are:

- LGA Visitor Profiles. A series of detailed statistics on domestic and international visitation to individual Local Government Areas. In order to improve the reliability of this document, Destination NSW has used data based on a four year average up to the year ending September 2014.
- LGA Accommodation Profiles. Information on accommodation stock in individual Local Government Areas for the period ending June 2015.

The above listed LGA visitor profiles have been produced for all regions with adequate data and an appropriate geographic statistical area data spread as determined by the Australian Bureau of Statistics. A small number of regions do not have a profile.

To find these documents, go to the Destination NSW website www.destinationnsw.com.au then click *Tourism / Facts and Figures / Regional Local Government Area (LGA) Visitor Profiles* / then select your LGA.

Destination Visitors Survey (DVS) Projects

Each year, Destination NSW undertakes research as part of the DVS program. The program is designed to provide high quality, flexible research that is specific to a particular destination or region. Since the program commenced in 2006, research has been conducted on more than 20 NSW destinations. Reports on the findings of these research projects are available on the Destination NSW website.



To find reports on past DVS projects, go to the Destination NSW website www.destinationnsw.com.au then click *Tourism / Facts and Figures / Destination Visitor Survey Program*.

International Markets

Visitors from different countries travel in different ways. Your region may be experiencing high levels of visitation from a particular country, or you may be looking to attract visitors from a particular international source market. In either case, understanding how these visitors travel and what they like to do is crucial. Destination NSW regularly releases information on many of NSW's main international source markets. Information that is currently available includes the following:

- Recent overseas arrivals and departures data.
- International market factsheets.
- International market time series data.
- International market profiles (snapshots).

To find these documents go to the Destination NSW website www.destinationnsw.com.au then click *Tourism / Facts and Figures / International Markets*.

Market Segments

Destination NSW is constantly producing information summaries and fact sheets that are designed to inform and educate the tourism industry in NSW. These documents include information on areas such as niche markets, different types of tourism and other areas of interest. When such documents are produced, they are placed on the Destination NSW website where they can be downloaded by anybody free of charge.

To find these documents go to the Destination NSW website www.destinationnsw.com.au then click *Tourism / Facts and Figures / Market Segments*.

Reports and Presentations

Destination NSW regularly produces reports and presentations on a variety of topics. When the report or presentation is complete, it is placed on the Destination NSW website for those who are interested in accessing the information. Some of these reports and presentations include information on aviation, events, visitor information and the role of tourism in the NSW economy.

To find these documents go to the Destination NSW website www.destinationnsw.com.au then click *Tourism / Facts and Figures / Reports and Presentations*.

Important Websites

The internet is full of websites that contain free, useful tourism related information. Below is a list of some of the most useful tourism related websites in Australia.

- Destination NSW – www.destinationnsw.com.au
 - The state government organisation responsible for the tourism and events industry in NSW. This website contains all the information listed in this document and more.
- Tourism Australia – www.tourism.australia.com
 - Website of the national body responsible for tourism in Australia. Tourism Australia offers a wealth of information in the fields of marketing, research, industry resources and news.
- Tourism Research Australia – www.tra.gov.au
 - Tourism Research Australia undertakes multiple research projects at both a national and state level. This includes tourism forecasts, expenditure, statistics and numerous research reports.
- Australian Bureau of Statistics – www.abs.gov.au
 - Contains data on overseas arrivals and departures and tourist accommodation.

