



**Online Published Data
Resources –**

TRA Dashboards

DJSIR Dashboards

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Access to published tourism data to support evidence-based decision making – trusted data sources.

As the tourist data landscape is continually evolving, subscription to data provider Tourism Australia (TA), Tourism Research Australia (TRA), Visit Victoria and Research Division (Department of Jobs, Skills, Industry and Regions , DJSIR newsletters is recommended

<https://www.tourism.australia.com/en>

<https://www.tra.gov.au/>

<https://www.visitvictoria.com/>

<https://djsir.vic.gov.au/>

International Visitor Data – Tourism Research Australia

Where can I locate published data files (excel) for analysis?

Link to data resources – TRA

What is the size and value of the International visitor market in Australia?

<https://www.tra.gov.au/en/international/international-tourism-results>

What is the size and value of the international visitor market by visitor country of origin?

<https://www.tra.gov.au/en/international/international-tourism-trends>

What is the size and value of the international visitor market by state and territory?

International Visitor Data – DJSIR

International tourism data

Explore tourism data for Victoria and its tourism (sub) regions, as well as key visitor markets.

International market data

Explore the top 20 international markets to Victoria ranked on spend

Overseas arrivals and departures data

Explore monthly overseas arrival and departure data for Victoria from the ABS.

Link to data resources – DJSIR

<https://djsir.vic.gov.au/tourism-industry-support/research/international-research>

International Visitor Data – Tourism Australia

Deep dive data analysis of Tourism Australia international market activities including the “Come and Say G’Day” campaign

Performance

A top-level view on how Australia is performing on the world stage in terms of visitation to our country, and how much travellers are spending when they are here

Consumer

Deep diving into the world’s travellers - who they are, what motivates them, and how they perceive Australia and our competitors.

Aviation

Tracking how travellers get to our island nation, including route maps and seat capacity.

Intelligence

A repository of additional information from Tourism Australia and beyond, including distribution guidance, market updates, and downloads like Tourism Australia’s Future of Demand research.

Link to data resources – Tourism Australia

<https://www.tourism.australia.com/en/in-sights.html>

Domestic Visitor Data – Tourism Research Australia

Where can I locate published data files (excel) for analysis?

Link to data resources – TRA

What is the size of the domestic visitor market in Australia?

<https://www.tra.gov.au/en/domestic/domestic-tourism-statistics-results>

What is the size of the domestic visitor market by state and territory?

<https://www.tra.gov.au/en/domestic/domestic-tourism-results>

What is the size of the holiday, VFR, business visitor market?

<https://www.tra.gov.au/en/domestic/domestic-tourism-trends>

What is the size of the Interstate, Intrastate visitor market by state and territory?

<https://www.tra.gov.au/en/domestic/domestic-visitor-profiles>

Explore data by tourism region (TRA selected regions)

<https://www.tra.gov.au/en/domestic/domestic-mobility-data>

Domestic visitor profiles

Destination profiles

<https://www.tra.gov.au/en/domestic/regional-mobility-data>

Domestic mobility data – national, state, tourism region

Domestic & regional Visitor Data – DJSIR

Domestic tourism data

Explore tourism data for Victoria and its tourism (sub) regions.

Regional boundaries

Tourism research data is typically provided for Victoria's 12 tourism regions including Melbourne.

Economic data

Explore data about tourism's value to Victoria's economy, tourism business counts, accommodation and investment data.

Link to data resources – DJSIR

<https://djsir.vic.gov.au/tourism-industry-support/research/domestic-and-regional-research>

<https://djsir.vic.gov.au/tourism-industry-support/research/economic-data>