



OVERVIEW OF PAVE

ABOUT URBAN ENTERPRISE

Urban Enterprise have worked with a range of tourism data sets and we have developed our own primary tourism research methodologies which have been utilized throughout Australia for more than 20 years. It is with this extensive experience and understanding of the primary and secondary research data available that we have developed the PAVE model.

PAVE models have been prepared for:

- Macedon Ranges
- Greater Shepparton
- Echuca Moama
- Bass Coast Shire
- Corangamite Shire

INTRODUCTION

In response to the lack of tourism and visitor data at the local level (Local Government Areas and Townships) Urban Enterprise PTY LTD have developed a product which can assist clients in understanding the impact of visitation at the local level.

PAVE provides a range of population and tourist visitation estimates for local areas, including:

- Number of visitors staying in holiday homes
- Number of visitors/tourists staying in commercial accommodation
- Number of daytrip visitors
- Visitation by month and weekend/weekday
- Seasonal visitation
- Total population by month with weekend/weekday breakout

PAVE is unique in that it provides estimates in visitation to small areas utilising a range of datasets, which strengthen the data reliability rather than relying on a single source of data.

PAVE utilises a range of data inputs from Tourism Research Australia, the Australian Bureau of Statistics and primary research undertaken by Urban Enterprise for local municipalities.

KEY FEATURES OF PAVE

- Cost effective: Local Government can learn what their tourist population is without undertaking costly primary research
- Accurate: Because PAVE is tailored to a specific area, using local relevant inputs the accuracy is far greater than other tourist visitation models
- Allows comparisons. PAVE outputs have been already prepared for a number of Local Government Areas which allows comparisons with your own area
- Population fluctuations. PAVE identifies population fluctuations throughout the months of the year so visitation during the peak can be quantified

NEED MORE INFORMATION?

If you would like to discuss your tourism research options with our experienced team at Urban Enterprise, contact Mike Ruzzene by phone on 03 9482 3888 or via email mike@urbanenterprise.com.au.