



TOURISM RESEARCH

RESEARCH PRODUCTS

TOURISM INDICATORS

Visitor profile and trends report which analyses unpublished data from Tourism Research Australia and the Australian Bureau of Statistics.

HEALTH OF TOURISM BUSINESS SURVEY

Survey and report of the performance of tourism businesses in your region.

VISITOR SURVEY

Targeted visitor survey and report which can assist with understanding more about your visitors including visitor perceptions, profile and preferences.

HOLIDAY HOME SURVEY

Survey and report of holiday home owners, to assist in identifying trends in visitation, profile and marketing opportunities.

PAVE — POPULATION AND VISITOR ESTIMATOR

Modeling of visitation to townships, Local Government Areas and Regions.

ECONOMIC IMPACT OF TOURISM

Calculation of direct and indirect economic effects of tourism including visitor expenditure impacts and employment.

WHY CONSIDER URBAN ENTERPRISE FOR TOURISM RESEARCH?

INTRODUCTION

In response to the lack of available tourism data at the local and regional level, Urban Enterprise has developed a suite of tourism research products which can assist local government and regional tourism associations in monitoring their tourism industry.

The tourism research products developed by Urban Enterprise include primary, secondary and mixed research methods and can be tailored to your needs.

ABOUT URBAN ENTERPRISE

Urban Enterprise has provided specialist research and advice to the tourism sector for more than 20 years.

Urban Enterprise has worked extensively throughout regional Victoria and it is with this experience we have developed a range of tourism research products which can assist you in marketing and development of your tourism industry.

WHY MONITOR TOURISM?

- To understand the importance of tourism to your local economy
- To have vital data to underpin tourism marketing strategies
- To identify tourism product and infrastructure gaps
- To plan for tourism development and attract further investment in tourism
- Gain knowledge of your tourism businesses to assist with their development
- To identify trends in your tourism industry
- To understand the drivers for local and community services from visitors

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.

RESEARCH PRODUCT DETAILS AND COSTS

TOURISM INDICATORS, FROM \$6,000+ GST

This is based on a 20-25 page report. The tourism indicators report uses secondary datasets sourced from Tourism Research Australia and the Australian Bureau of Statistics. Data collected may include: *trends in domestic visitation, number of daytrip and overnight visitors, visitor nights, origin of visitors, age of visitors, average length of stay, annual household income for visitors, travel party type and size, transportation uses, main purpose of visit, activities undertaken, types of accommodation used by visitors, trends in international visitors, performance of the accommodation sector.*

IN REGION VISITOR SURVEY, FROM \$9,000 + GST

This is based on 200 visitor survey responses and assumes that the client would liaise with businesses to capture responses to the survey. Intercept surveys can also be arranged at additional cost. Data collected may include: *main purpose of visit, motivation for visit, advertising and promotion, information sources used, visitor perception, previous visitation, travel party size and type, overnight stay, visitor origin, age of visitors, Accommodation, activities undertaken, likelihood of return, visitor satisfaction, visitor expenditure.*

INTERNET BASED PAST VISITOR SURVEY, FROM \$9,000 +GST

This is based on unlimited responses over a 2 month period. It assumes that the client will provide a quality email database of past visitors collected through local booking services. Data will be provided for overnight visitors only. Data collected may include: *main purpose of visit, motivation for visit, advertising and promotion, information sources used, visitor perception, previous visitation, travel party size and type, overnight stay, visitor origin, age of visitors, accommodation, activities undertaken, likelihood of return, visitor satisfaction, visitor expenditure.*

TOURISM BUSINESS SURVEY, FROM \$9,000 + GST

This is based on an online or mail out survey questionnaire to be distributed to tourism businesses in your local area or region. The number of responses required will depend on the number of businesses that are members of the local or regional tourism association. The client would be expected to direct businesses to the online survey, using their own business database, or mail out survey questionnaires. Data collected may include - *employment, capital investment, business income, visitor markets, training requirements, marketing, business perceptions, future prospects, trends.*

HOLIDAY HOME OWNER SURVEY, FROM \$9,000 + GST

This is based on 200 survey responses from holiday home owners. The client would be responsible for distribution of the survey to holiday home owners by mail. Urban Enterprise would create a sample and prepare a 10-15 page report with datasets. Data collection may include: *number of holiday home visitors, location of holiday home visitors, origin of holiday home owners, characteristics of holiday home ownership, visitation generated by holiday homes, seasonal visitation to holiday homes, activities undertaken by visitors staying in holiday homes, expenditure by visitors staying in holiday homes, expenditure on holiday home maintenance.*

PAVE - POPULATION AND VISITOR ESTIMATOR, FROM \$1,250 + GST

PAVE provides the following data: *number of visitors staying in holiday homes, number of visitors/tourists staying in commercial accommodation establishments, number of day trip visitors, visitation by month and weekend/weekday, total population including permanent residents and visitors by month with weekend/weekday breakdown.*

ECONOMIC IMPACT OF TOURISM ANALYSIS, FROM \$2000 + GST

The Economic Impact of Tourism analysis is an add on to either PAVE (Population and Visitor Estimator) or the Survey of Tourism Businesses. The Economic Impact of Tourism Analysis utilises data from these research products to calculate employment and expenditure associated with tourism.