Statistical Analysis on TRA Report 2020

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1. Quantitative Data

a. Using table 2a from IVS results, it can be observed that even though education covers only 6.79% of the total visitors, the total trip expenditure is 29% just shy of the 38% expenditure on holiday

b. Visualizing the trip expenditure on 2018 and 2019 indicates that that there isn’t a huge difference between the 2 years

c. China and India have the highest median and average nights stayed while China and US have the highest average expenditure per night

d. Highest number of visitors come from China and New Zealand while China accounts for the highest spend by a country as observed from table 1a

1. Qualitative Data

a. While international visitor numbers remain stable, Australian tourism industry struggles to attract domestic visitors. Reasons stated in the Article on page 6 of the TRA report include 30% of Australians born overseas who travel internationally to meet friends and relatives. Technology is also observed to be a disruptor in this area with younger generation exposed to the international destination through #wanderlust and influencer movement on social media

b. Page 14 primarily talks about inclusive tourism. A greater market segment can be captured by catering to the accessibility needs of the visiting population. An example is provided where a wheelchair bound individual would not prefer visiting if the information about the available amenities concerning his needs are not publicized thus reducing the number of visitors in that category.

c. Regional areas have comparatively less number of visitors as observed in Table 10a and 10b. An analysis on this is provided on page 14 wherein the report talks about the challenges which include labor shortages, vast distances between regional cities and a lack of awareness on the offerings of regional Australia

1. How comprehensive and complete is the data? Do you think there may be any missing data?

The data as well as the data analysis is exhaustive. The report covers a broad range of attributes and appropriately disseminates them into segments categorized by state, country, type of visit, expenditure (spend) and visitor nights. However, there are certain aspects that the report fails to elaborate upon –

1. The IVS result excel sheet does not include the data on tourism workforce. TRA report talks about the hurdles in securing a workforce in the tourism sector namely – low pay, unfavorable hours, low percent of skilled workers. An interesting correlation could have been made between this and the large number of student population that reside in Australia who depend on jobs to sustain their living.

2. The age range is not explicitly specified in the TRA report or the IVS survey. The estimates are given for visitors aged 15 and over. A detailed analysis categorizing visitors by age and cross referencing that with main reason for visiting Australia would have made an interesting segment to be included in the TRA report.

1. The authors of the report have produced an analysis which primarily compares profit from 2018 with profit made in 2019. On the whole was the profit increasing? What does the report say about this?

On page 5, the TRA report says that there was a slight increase (up 3%) in visitors in 2019 with a slightly greater increase in expenditure (up 5%). Upon observing the excel sheets, there isn’t any remarkable increase in any of the factors from 2018 to 2019, the percent increase numbers varying from 1 to 7% as well as occasional minimal percent decreases.

analysis categorizing visitors by age and cross referencing that with main reason for visiting Australia would have made an interesting segment to be included in the TRA report.

1. Text Font of Entire Document

The entire document should be in Times New Roman or Times font. Type 3 fonts must not be used. Other font types may be used if needed for special purposes.

Recommended font sizes are shown in Table 1.

1. Title and Author Details

Title must be in 24 pt Regular font. Author name must be in 11 pt Regular font. Author affiliation must be in 10 pt Italic. Email address must be in 9 pt Courier Regular font.

TABLE I  
Font Sizes for Papers

|  |  |  |  |
| --- | --- | --- | --- |
| Font Size | Appearance (in Time New Roman or Times) | | |
| Regular | Bold | Italic |
| 8 | table caption (in Small Caps),  figure caption,  reference item |  | reference item (partial) |
| 9 | author email address (in Courier),  cell in a table | abstract body | abstract heading (also in Bold) |
| 10 | level-1 heading (in Small Caps),  paragraph |  | level-2 heading,  level-3 heading,  author affiliation |
| 11 | author name |  |  |
| 24 | title |  |  |

All title and author details must be in single-column format and must be centered.

Every word in a title must be capitalized except for short minor words such as “a”, “an”, “and”, “as”, “at”, “by”, “for”, “from”, “if”, “in”, “into”, “on”, “or”, “of”, “the”, “to”, “with”.

Author details must not show any professional title (e.g. Managing Director), any academic title (e.g. Dr.) or any membership of any professional organization (e.g. Senior Member IEEE).

To avoid confusion, the family name must be written as the last part of each author name (e.g. John A.K. Smith).

Each affiliation must include, at the very least, the name of the company and the name of the country where the author is based (e.g. Causal Productions Pty Ltd, Australia).

Email address is compulsory for the corresponding author.

1. Section Headings

No more than 3 levels of headings should be used. All headings must be in 10pt font. Every word in a heading must be capitalized except for short minor words as listed in Section III-B.

1. Level-1 Heading: A level-1 heading must be in Small Caps, centered and numbered using uppercase Roman numerals. For example, see heading “III. Page Style” of this document. The two level-1 headings which must not be numbered are “Acknowledgment” and “References”.
2. Level-2 Heading: A level-2 heading must be in Italic, left-justified and numbered using an uppercase alphabetic letter followed by a period. For example, see heading “C. Section Headings” above.
3. Level-3 Heading: A level-3 heading must be indented, in Italic and numbered with an Arabic numeral followed by a right parenthesis. The level-3 heading must end with a colon. The body of the level-3 section immediately follows the level-3 heading in the same paragraph. For example, this paragraph begins with a level-3 heading.
4. Figures and Tables

Figures and tables must be centered in the column. Large figures and tables may span across both columns. Any table or figure that takes up more than 1 column width must be positioned either at the top or at the bottom of the page.

Graphics may be full color. All colors will be retained on the CDROM. Graphics must not use stipple fill patterns because they may not be reproduced properly. Please use only *SOLID FILL* colors which contrast well both on screen and on a black-and-white hardcopy, as shown in Fig. 1.



Fig. 1 A sample line graph using colors which contrast well both on screen and on a black-and-white hardcopy

Fig. 2 shows an example of a low-resolution image which would not be acceptable, whereas Fig. 3 shows an example of an image with adequate resolution. Check that the resolution is adequate to reveal the important detail in the figure.

Please check all figures in your paper both on screen and on a black-and-white hardcopy. When you check your paper on a black-and-white hardcopy, please ensure that:

* the colors used in each figure contrast well,
* the image used in each figure is clear,
* all text labels in each figure are legible.

1. Figure Captions

Figures must be numbered using Arabic numerals. Figure captions must be in 8 pt Regular font. Captions of a single line (e.g. Fig. 2) must be centered whereas multi-line captions must be justified (e.g. Fig. 1). Captions with figure numbers must be placed after their associated figures, as shown in Fig. 1.



Fig. 2 Example of an unacceptable low-resolution image



Fig. 3 Example of an image with acceptable resolution

1. Table Captions

Tables must be numbered using uppercase Roman numerals. Table captions must be centred and in 8 pt Regular font with Small Caps. Every word in a table caption must be capitalized except for short minor words as listed in Section III-B. Captions with table numbers must be placed before their associated tables, as shown in Table 1.

1. Page Numbers, Headers and Footers

Page numbers, headers and footers must not be used.

1. Links and Bookmarks

All hypertext links and section bookmarks will be removed from papers during the processing of papers for publication. If you need to refer to an Internet email address or URL in your paper, you must type out the address or URL fully in Regular font.

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The heading of the References section must not be numbered. All reference items must be in 8 pt font. Please use Regular and Italic styles to distinguish different fields as shown in the References section. Number the reference items consecutively in square brackets (e.g. [1]).

When referring to a reference item, please simply use the reference number, as in [2]. Do not use “Ref. [3]” or “Reference [3]” except at the beginning of a sentence, e.g. “Reference [3] shows …”. Multiple references are each numbered with separate brackets (e.g. [2], [3], [4]–[6]).

Examples of reference items of different categories shown in the References section include:

* example of a book in [1]
* example of a book in a series in [2]
* example of a journal article in [3]
* example of a conference paper in [4]
* example of a patent in [5]
* example of a website in [6]
* example of a web page in [7]
* example of a databook as a manual in [8]
* example of a datasheet in [9]
* example of a master’s thesis in [10]
* example of a technical report in [11]
* example of a standard in [12]

1. Conclusions

The version of this template is V2. Most of the formatting instructions in this document have been compiled by Causal Productions from the IEEE LaTeX style files. Causal Productions offers both A4 templates and US Letter templates for LaTeX and Microsoft Word. The LaTeX templates depend on the official IEEEtran.cls and IEEEtran.bst files, whereas the Microsoft Word templates are self-contained. Causal Productions has used its best efforts to ensure that the templates have the same appearance.

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The heading of the Acknowledgment section and the References section must not be numbered.

Causal Productions wishes to acknowledge Michael Shell and other contributors for developing and maintaining the IEEE LaTeX style files which have been used in the preparation of this template. To see the list of contributors, please refer to the top of file IEEETran.cls in the IEEE LaTeX distribution.

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