

# IPAT

centre for  
**REGIONAL TOURISM**  
research

**Southern Cross University. NSW**

## industry performance analyser for tourism

### WHY IS IPAT IMPORTANT?

The Industry Performance Analyser for Tourism (IPAT) is an online system for collecting data from tourism businesses, and reporting that data back to businesses in individual and aggregated form. IPAT allows monthly monitoring of key indicators relating to: volume of business; yield; and tourism employment, with quarterly assessments of business confidence. Results are produced for different types of businesses (accommodation, tour operators, attractions, visitor centres) and different sectors (according to star rating, for example). Users can compare their results with similar businesses, or with all participating businesses.

IPAT has been developed as a collaboration between the Centre for Regional Tourism Research and the Australian Capital Tourism Corporation. It is being implemented with tourism businesses in the ACT from the start of 2004. Other regions are invited to assess the suitability of an IPAT system to assist their local data collections.

### HOW DOES IT WORK?

#### For Attractions and Tour Operators

Define Industry Performance Analyser - Tourism (IPAT)

Monthly questions

1. How many visitors did you have during the month ending 31 Oct 2004?
2. In the month ending 31 Oct 2004 how many jobs did you have?
3. How would you rate your business performance over the month ending 31 Oct 2004?

Exact value Total value

Submit

#### For Accommodation Businesses

Define Industry Performance Analyser - Tourism (IPAT)

Monthly questions

1. How many rooms did you have available for the month ending 31 Oct 2004?
2. How many rooms did you have occupied for the month ending 31 Oct 2004?
3. How would you rate your business performance over the month ending 31 Oct 2004?

Exact value Total value

Submit

Businesses answer a small number of questions each month which enable performance monitoring and benchmarking. Each quarter, two extra questions deal with business confidence and expectations.

Contact:  
**Dean Carson**  
Head of the Centre for Regional Tourism Research  
Southern Cross University  
PO BOX 157 Lismore. NSW 2480  
Ph. 02 6620 3503.  
[dcarson@scu.edu.au](mailto:dcarson@scu.edu.au)  
[www.regionaltourism.com.au](http://www.regionaltourism.com.au)

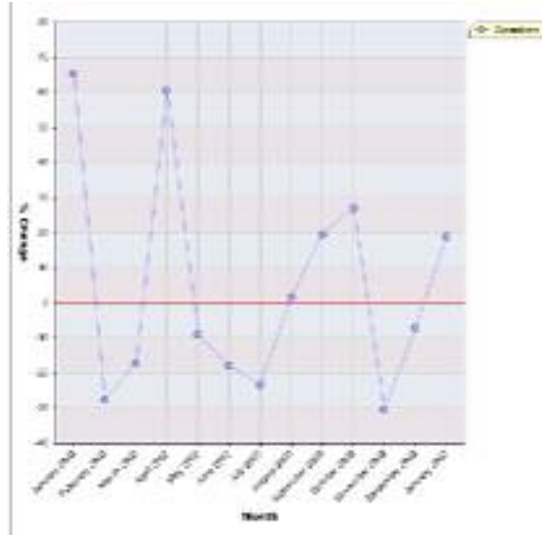
In partnership with:



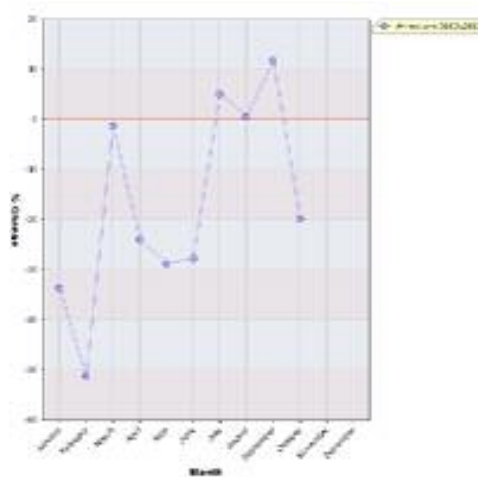
## industry performance analyser for tourism

### WHAT DATA DOES IT PRODUCE?

#### % Change from last month



#### % Change from last year



Reports are also generated showing comparative performance year to date (current year versus previous years). These graphic reports can compare individual operators with their sector, and can compare one sector (such as attractions ) with another (such as accommodation). A monthly summary report compares an individual operator with the performance of the sector as a whole.

Results show comparative performance of a single business over time, or between a business and all other businesses in the same sector.

### WHAT ARE THE BENEFITS?

- Data is available for analysis immediately sufficient records have been entered for a month;
- Enables close to 'real time' tracking of industry performance during critical periods;
- Addresses gaps in industry performance data from existing collections such as the Survey of Tourism Accommodation;
- Helps business planning by maintaining historical records of performance and seasonality for different types of businesses;
- Data can be used to evaluate the impact of marketing campaigns.

Contact:  
Dean Carson  
Head of the Centre for Regional Tourism Research  
Southern Cross University  
PO BOX 157 Lismore. NSW 2480  
Ph. 02 6620 3503.  
[dcarson@scu.edu.au](mailto:dcarson@scu.edu.au)  
[www.regionaltourism.com.au](http://www.regionaltourism.com.au)

In partnership with:

