

SELF-DRIVE VISITOR FLOWS

movements to and from South Australia



PARTICIPANTS

The project is led by Dean Carson, Head of the Centre for Regional Tourism Research at Southern Cross University.

Co-investigators are:

- Professor Graham Brown from the School of International Business at the University of South Australia; and
- Dr Raluca Raicu from the Transport Systems Centre at the University of South Australia.

RESEARCH OBJECTIVES

The project aims –

- To model (using GIS) the itinerary patterns of domestic self-drive visitors to South Australia (1998 – 2003) using unit record data from the National Visitor Survey.
- To describe market characteristics of visitors who demonstrate the various patterns (regional tourers, hub and spoke, etc.).
- To describe the role of nodes (population centres) in the various itinerary patterns (as hubs, stopovers, secondary destinations etc.).
- To propose a method for accessing more substantial data sets (such as those from Transport South Australia, Visitor Information Centres, or new data collections) which will allow more timely monitoring of itinerary patterns.

OUTPUTS

The project will result in:

- A GIS application showing pattern types and highlighting nodes
- A report describing market characteristics and nodes
- Technical specifications for improving and maintaining the application over time.

PROJECT PLAN

1. January – May, 2004: Data assessment and collation, and GIS design
2. June – September, 2004: Modeling and data analysis
3. October – December, 2004: Write technical report and guide to use.

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