

Tuesday, 20 February 2024

Roy Morgan wins three-year contract to deliver domestic tourism statistics for Austrade

From 2025, Roy Morgan will provide Austrade with the world's best practice survey methodology, big data integration and modelling techniques to deliver accurate domestic tourism statistics.

Roy Morgan has reimagined the future of domestic tourism statistics to move Austrade and its stakeholders to the forefront of tourism intelligence with a new platform that will drive the future of Australia's tourism industry, estimated to be worth in excess of \$160 billion.

Portia Morgan, Head of Client Services at Roy Morgan, says:

"Using face-to-face interviewing, which is the gold-standard for surveying the population, enhanced with big data and cutting-edge data science techniques, Roy Morgan will be delivering a future-proofed system that will be cost effective, reliable, and accurate."

"Roy Morgan has been delivering survey-based tourism insights via our Holiday Tracking Survey for 20+ years and we are thrilled to be working with Austrade and the broader industry to provide a deeper of understanding of how many people are travelling, where they go, what they do and how they spend their valuable tourism dollars."

Collected and distributed via Roy Morgan's Single Source program, these critical tourism metrics will now be actionable for media agencies and media publishers, and connected with deeper profiling insights such as Helix Personas, enabling more targeted and effective marketing campaigns.

For comments or more information please contact:

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About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

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