King Island Visitor Survey

Annual Report

June 2006 – May 2007

Prepared by King Island Council

Supported by King Island Tourism Inc., Tourism Tasmania &

Cradle Coast Authority

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Introduction

King Island is a part of the Hunter group of islands within Bass Strait. In 2006/2007 the population numbered approximately 1,700. The main industries include agriculture, fishing, manufacturing, and retail/hospitality. *(2001 Census ABS – Community Profile, Industry by Employed Persons)*

In August 2005 the Special Projects Officer, Ms Kate Grady, commenced employment with the King Island Council, a result of a Partnership Agreement between Cradle Coast Authority, Department of Economic Development, Sustainable Regions Program and the King Island Council. The key tourism-based outcomes to be delivered by the Special Projects Officer are:

i. A measurably improved and sustainable tourism industry
ii. Increased visitor numbers to King Island

It is clear that research into, and development of, an accurate tool and method in the form of a King Island Visitor Survey will assist in the delivery of Outcomes (i) and (ii), while at the same time supplying valuable data and analysis relating to the marketing and spending/employment outcomes.

Travel Surveys have been conducted in recent years on King Island (1996 & 1999), the most recent coordinated by Tourism Tasmania and King Island Tourism Association (now King Island Tourism Inc.). These surveys were not entirely successful or accurate in capturing the information from visitors/interviewers or service providers. Factors contributing to this included:

- An interviewers' schedule inappropriate to the flight schedules at the King Island Airport
- Significant chartered flight passengers not captured
- Unreliable data from RPTs concerning total passengers carried each month

It was deemed appropriate that an independently administered Visitor Survey, using a more statistically appropriate method, suitable to the sometimes unpredictable scheduling of flights departing King Island, would provide King Island Council and the local tourism industry with more accurate and sustainable data on an annual basis.

The first interview took place on Monday June 5th, 2006 and the final interview occurred on May 13th 2007. For the period of this report interviews took place on 49 cycled days.

This report is designed to give the local tourism industry, Council, Regional and State authorities, potential investors, and potential funding partners, an insight into the demographics, visitor trends and visitor expectations of their trips to King Island. This report will be made public via media statements and articles in the King Island Courier, as well as through the King Island Council website and the monthly meeting of King Island Tourism Inc.

Research Aim and Purpose

There are three aims associated with this project:

i. The research must explore any differentiation or correlation between visitors' expectations and the actual delivery of the quality and standard of tourism product on King Island.
ii. To capture demographic information of visitors to King Island.
iii. To capture information about the experiences visitors have while on King Island.

The purpose of this research is to improve Council and industry's understanding of customers' knowledge and experiences of King Island, which contributes to:

i. Understanding the motivations, triggers and beliefs about holidays
ii. Understanding the standard or level of quality that is expected by visitors in regard to accommodation and service within the KI tourism industry
iii. Understanding the extent to which the actual standard of accommodation and service affect repeat visits to King Island

Methodology and Sample Frame

An interviewer was engaged to intercept sample passengers as they depart King Island Airport, asking passengers basic questions about themselves and their travel behaviour. In addition to this information, adult passengers are offered the self-administered survey, which they complete and return via a pre-paid envelope to King Island Council, or complete on the spot and return to the interviewer before departure. King Island Tourism Inc. and the King Island Way Project budget provided the funding for the position of interviewer and data collector during the Survey period.

The sample population includes all departing passengers on specific days, including residents and visitors on RPTs and Charter Flights.

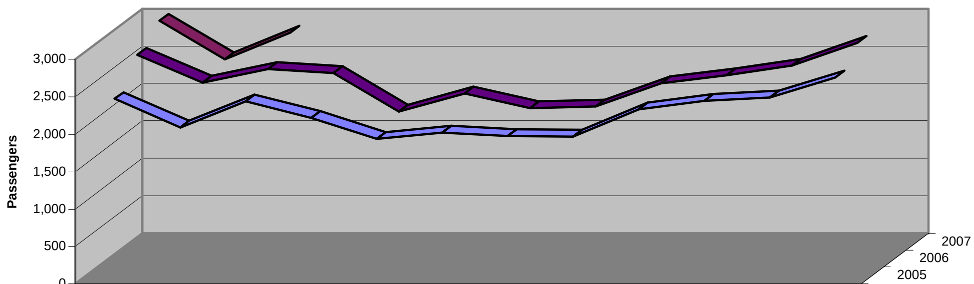
The sample frame is as follows:

i. Interviewer captures every passenger leaving on every flight every eight days (Monday in week 1, Tuesday in week 2, Wednesday in week 3, etc)
ii. Interviews are conducted between the hours of 8.30am-5pm (weekdays), 8.30am-10am (Saturdays) and 1pm-5pm (Sundays).
iii. Interviews are conducted 49 weeks of the year, each day of the week captured 7 times.

Total Passenger Movements

The Department of Transport and Regional Services (DOTARS) provides King Island Council, on request, with the total number of passenger movements, inbound and outbound flights, and inbound and outbound seat capacity for King Island Airport each month. These figures give an indication of passenger number growth or decline, trends and demand. Note that this data is only available until March 31 2007.

Total Passengers



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005	2,406	2,021	2,374	2,149	1,871	1,956	1,906	1,902	2,267	2,380	2,425	2,688
2006	2,766	2,394	2,581	2,528	2,011	2,250	2,053	2,080	2,387	2,495	2,622	2,928
2007	2,999	2,483	2,838									

Month

From January 2005 – March 2007 there was a 17.9% increase in total passenger numbers for King Island (including inbound, outbound, residents and visitors).

Over the three consecutive years, total passenger numbers for the months of January, February and March have increased:

January	14.9% (05-06)	8.4% (06-07)
February	18.4% (05-06)	3.7% (06-07)
March	8.7% (05-06)	10% (06-07)

Visitor Numbers

The number of visitors who responded to the Survey totalled 906. The Total Estimated Visitors figure (6704) was calculated by dividing the number of respondents each month by the number of interview days. That number was then multiplied by the number of days in the month. For example, the calculation for the June figures was as follows:

81 / 4 = 20.25

20.25 x 30 = 607.5 (608)

Note that while May 07 figures are low, only two interview days were completed. The Survey period of 49 interview days was completed on May 13 2007. Should the Survey continued throughout the remainder of May, a total of five interview days would have been completed, and thus Visitor figures would have been greater.

Month of Year	Percentage of Respondents	Survey Respondents	Interview Days per Month	Total Estimated Visitors
June - 06	9.4	81	4	608
July - 06	6.6	55	5	330
Aug - 06	8.6	58	4	435
Sept - 06	9.0	68	4	510
Oct - 06	11.6	105	5	630
Nov - 06	8.7	95	3	950
Dec - 06	10.3	103	5	618
Jan - 07	10.7	110	4	825
Feb - 07	9.9	89	4	668
Mar - 07	4.4	56	5	336
Apr -07	8.4	66	4	495
May - 07	2.4	20	2	300
	100	906	49	6704

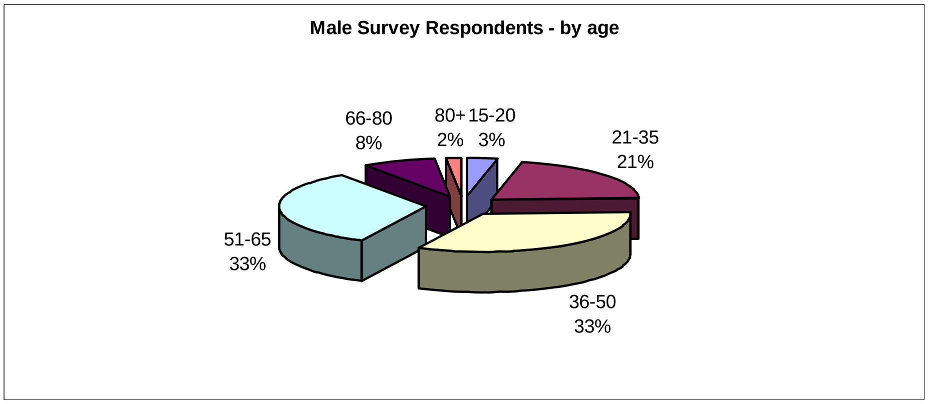
Visitor Demographics

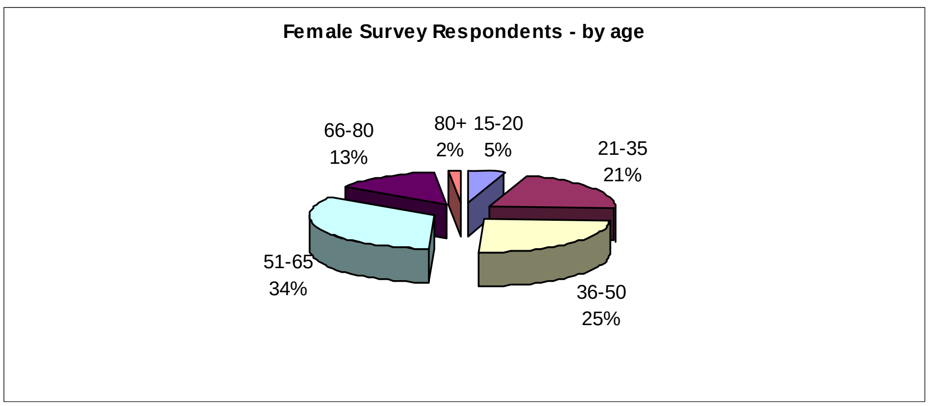
Age and Sex of Visitors Surveyed (Qi, iii)

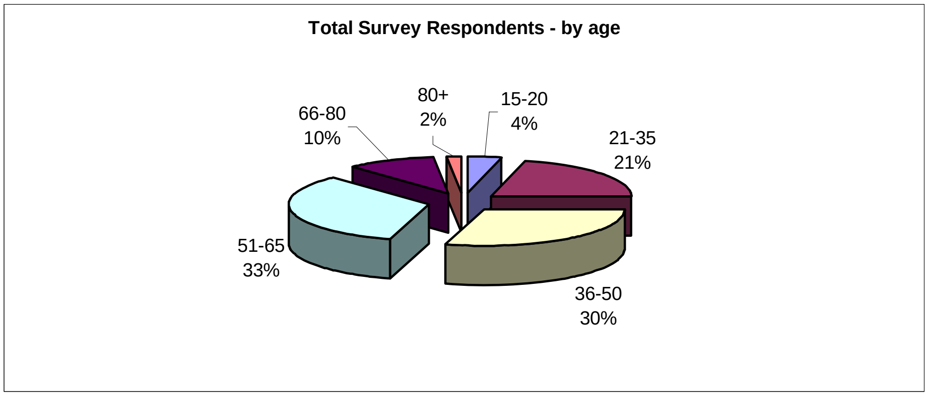
The number of respondents who completed these questions totalled 896. The greatest number of respondents consistently came from the age groups 36-50 and 51-65 with a total number of 565 or 63% of all respondents.

43% of respondents were female and 57% were male and percentages were proportionately consistent across age groups between male and female visitors.

Respondents' Age (N)	Male	Female	Total Respondents
15-20	17	18	35
21-35	107	81	188
36-50	166	99	265
51-65	168	132	300
66-80	41	52	93
80+	8	7	15
	507	389	896



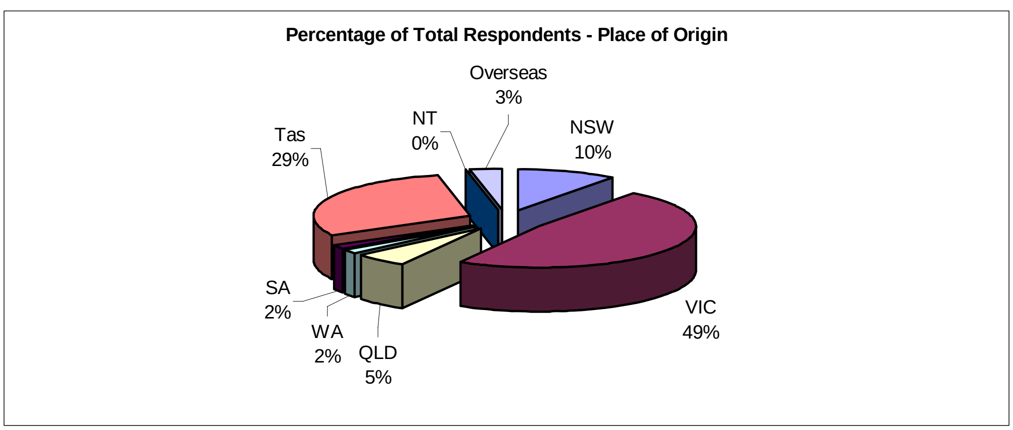




Origin of Visitors (Q2)

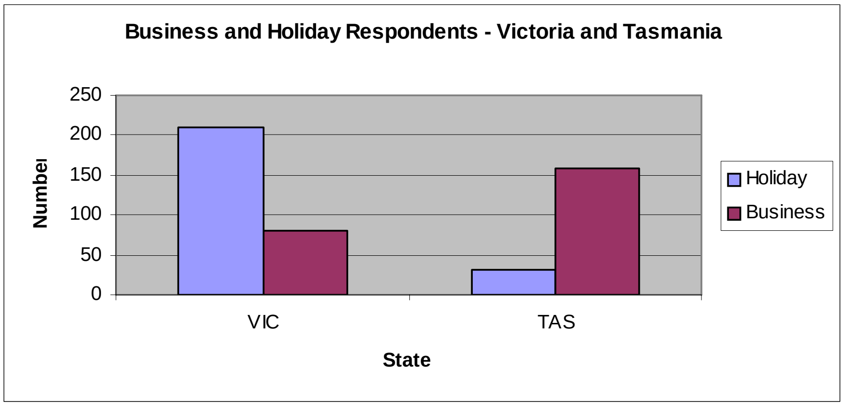
896 respondents completed this question throughout the Survey period. Victorian and Tasmanian respondents significantly outnumbered visitors from all other states and overseas combined.

	June - 06	July - 06	Aug - 06	Sept - 06	Oct - 06	Nov - 06	Dec - 06	Jan - 07	Feb - 07	Mar - 07	Apr -07	May - 07	Total Respondent
NSW	2	0	4	9	16	1	17	4	16	7	12	4	92
VIC	44	18	14	32	40	71	53	55	41	31	26	6	431
QLD	1	1	2	3	9	2	3	14	3	2	4	5	49
WA	2	0	1	2	0	0	1	2	2	2	3	0	15
SA	0	3	2	0	2	3	1	1	3	0	1	0	16
Tas	34	24	32	17	34	17	23	26	18	14	18	6	263
NT	0	0	0	1	0	0	0	0	0	0	0	0	1
Overseas	3	4	3	4	3	0	1	5	3	0	2	1	29



While the Tasmanian numbers of visitors are high, it is important to realise that the Business travellers from Tasmania outnumber the Holiday travellers by 5:1. The Tasmanian visitor numbers may be relatively high, but the holidaymakers are more likely to come from Victoria, New South Wales and Queensland.

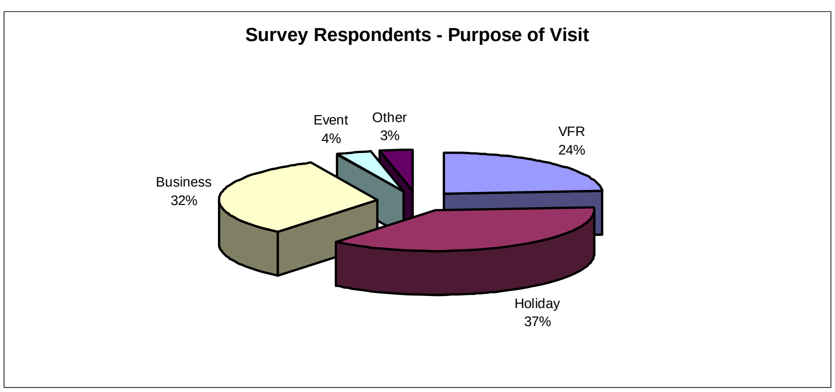
Victorians', however, at 49% of the total Survey respondents, are more likely to be holidaymakers than Business travellers. While there is a strong Business contingent from Victoria, those travelling for Holiday purposes still totalled more than 200; the highest number from all states.

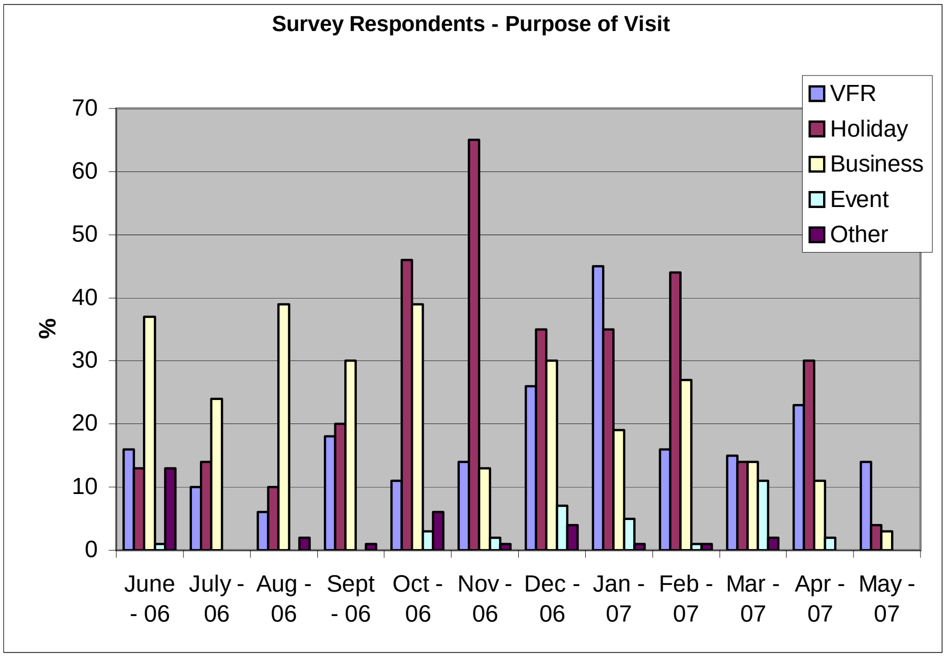


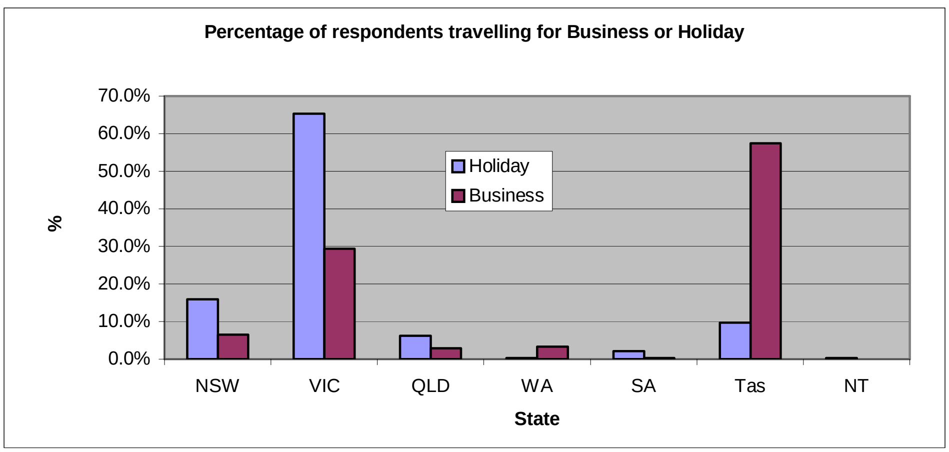
Purpose for Traveling of Survey Respondents (Q3)

893 respondents completed this question. Throughout the Survey period there was a relatively even distribution of holidaymakers, those visiting friends and family (VFR), and business travellers. During winter months, business travellers far outnumbered those traveling for holidays; however, during the peak holiday months over summer, this trend reversed and business numbers dropped.

In relation to 'Other' reasons for visiting King Island, respondents generally nominated weddings and special family occasions. A number of respondents also considered such family occasions as 'Events'. As expected, the numbers of event-specific respondents increased during March when the Imperial 20 Foot Race is held annually.



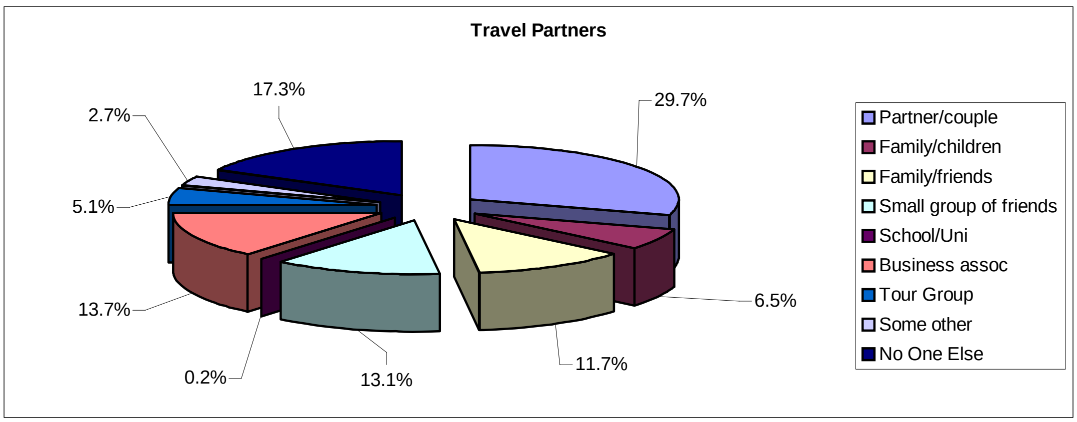




Travel Partners (Q18)

903 respondents completed this question during the Survey period. The largest group of respondents travelled with a partner or as a couple, followed by visitors travelling alone and business associates.

Travel Partners	June - 06	July - 06	Aug - 06	Sept - 06	Oct - 06	Nov - 06	Dec - 06	Jan - 07	Feb - 07	Mar - 07	Apr -07	May - 07	Total Respondent
Partner/couple	12	12	9	22	39	23	33	31	34	22	22	9	268
Family/children	4	3		2	10	4	2	19	3	3	5	4	59
Family/friends	3	11	5	5	7	10	15	20	10	5	9	6	106
Small group of friends	19	1	1	6	4	26	20	11	10	8	12		118
School/Uni	1			1									2
Business assoc	17	11	16	1	8	6	17	14	17	8	8	1	124
Tour Group	1			15	13	14	1	2					46
Some other	3	1	1	2	2	3	5	1	1	5			24
No One Else	22	9	23	15	22	11	13	14	10	6	10	1	156



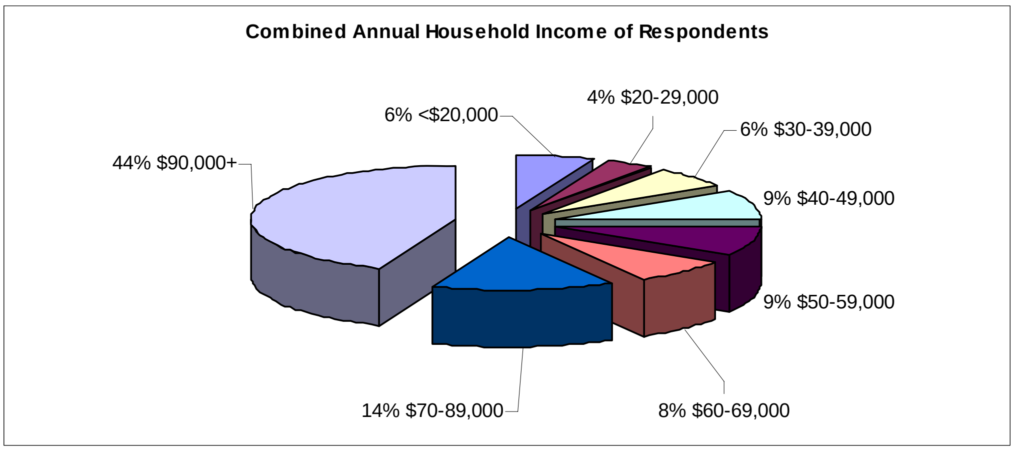
When cross-tabulating the Origin of Visitor and Purpose of Visit with those who traveled to King Island alone, the data clearly shows that far more Tasmanians travelling by themselves come to King Island for Business than for all other purposes combined.

Respondents who traveled alone					
	VFR	Holiday	Business	Event	Other
NSW	2	2	3		1
Qld	16	5	20	2	
SA	2	1	3		
WA			2		
Vic			1		
Tas	11	3	71		2

Combined Annual Income & Occupation of Survey Respondents (Q20 & Q21)

713 respondents completed these questions. A significantly large proportion of Survey respondents (43%) identified their combined household income as above $90,000 with a further 15% nominating their combined income as over $70,000. In addition to the high level of income being earned by over half of the visitors to King Island, almost 50% of the visitors are professionals.

The financial snapshot of respondents suggests that there is good money to be spent by half of the visitors to the Island. However, data supplied on page 15 of this Report (Visitor Spending) reveals that the average spend by visitors is less than $500. There is opportunity through promotion and increased quality experiences for greater spending to occur.



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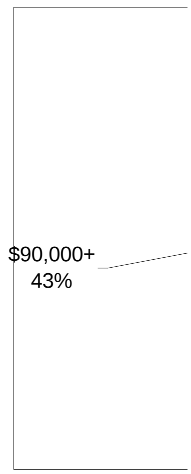
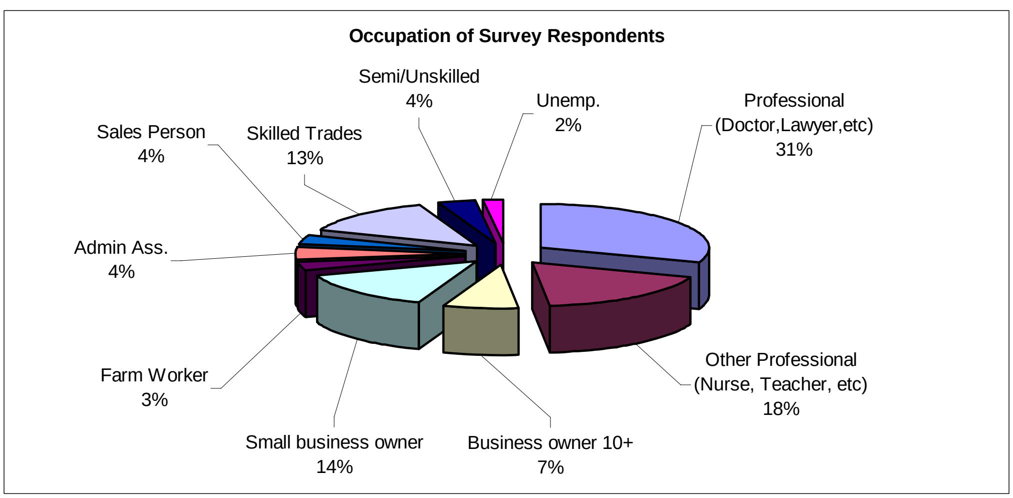
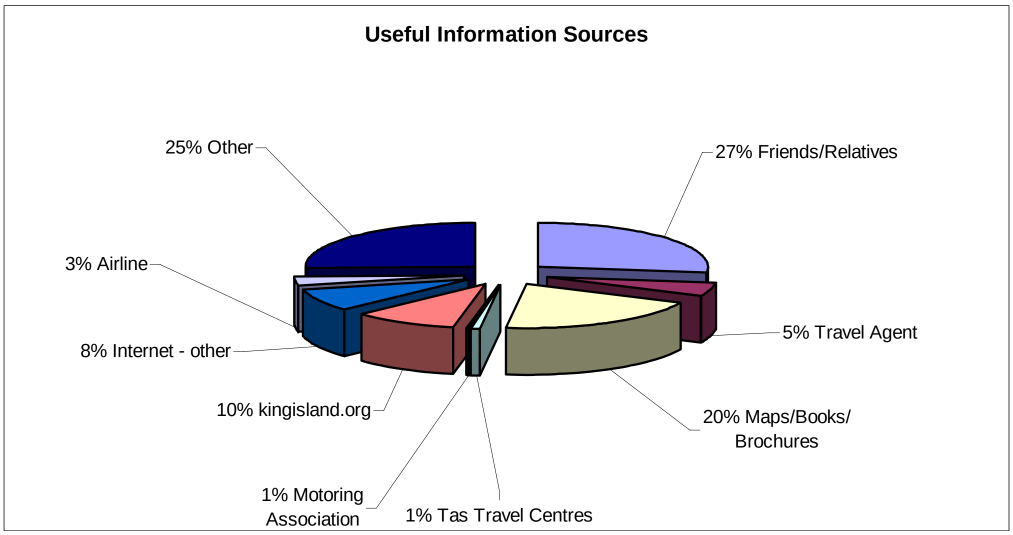




Visitor Information Sources (Q16)

Survey respondents were asked to identify the most useful sources of information in planning their visit to King Island. They could identify more than one category in the list and space was provided for them to write other sources, not included in that list.

25% of respondents found 'Other' sources of information most helpful in planning their visit. There were three sources consistently nominated: King Island Council website, King Island community website (KIRDO), and most common, their place of work. This correlates with the high level of travel to King Island for business purposes. A number of comments in the 'Other' field reflected the need for more information to be available. Regular updates of the local tourism website, and twenty-four hour information available on the Island through touch-screen technology are planned over the next twelve months and this may minimise such criticisms.



Visitor Spending (Q10-14)

Prepaid Package Travel (Q10a)

837 respondents completed this question. Most of these came to King Island without prepaid package arrangements. While 22% of the total respondents did have pre-paid packages, the high number of VFR and Business travellers may account for the 78% of independently structured visits.

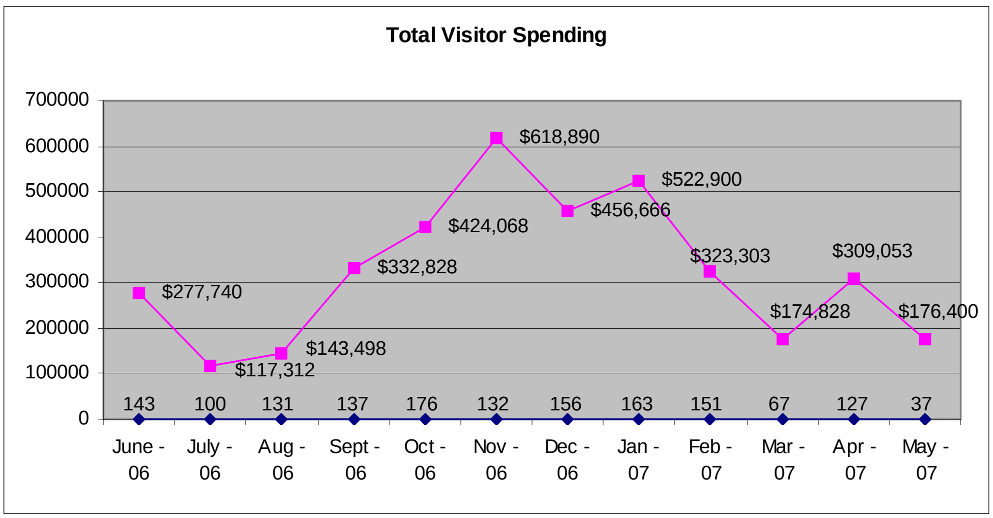
Prepaid Travel		
Prepaid Package	182	22%
Non-Prepaid	655	78%
	837	100%

Total Spending (Q14)

Respondents were asked to estimate their spending in the following areas: accommodation, travel (excluding air travel, including fuel) food and personal spending.

The total spending of all visitors for each month was calculated by dividing the amount of respondents' total monthly spending by the number of interview days in that month. That number was then multiplied by the number of days in the month, to give a total monthly visitor spending.

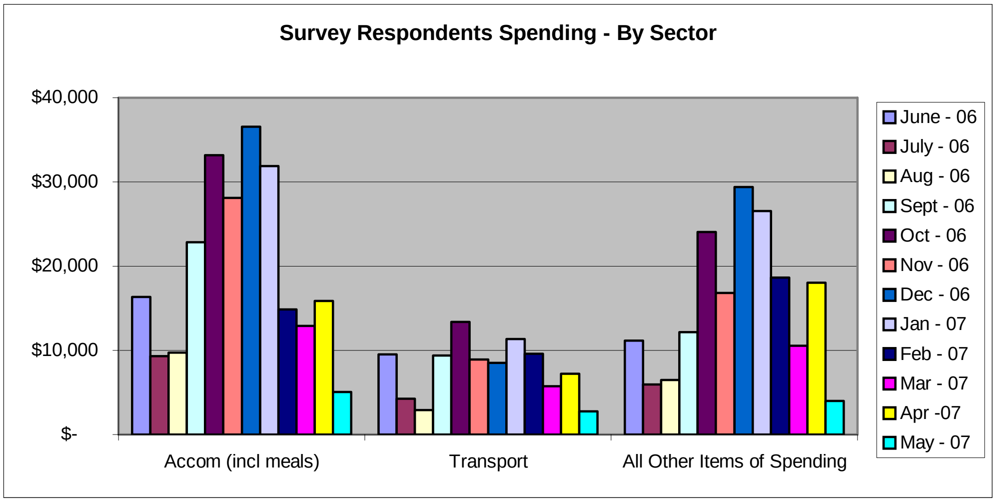
Annual visitor spending June 2006 - May 2007 in all areas except airfares, totalled $3,877,484.

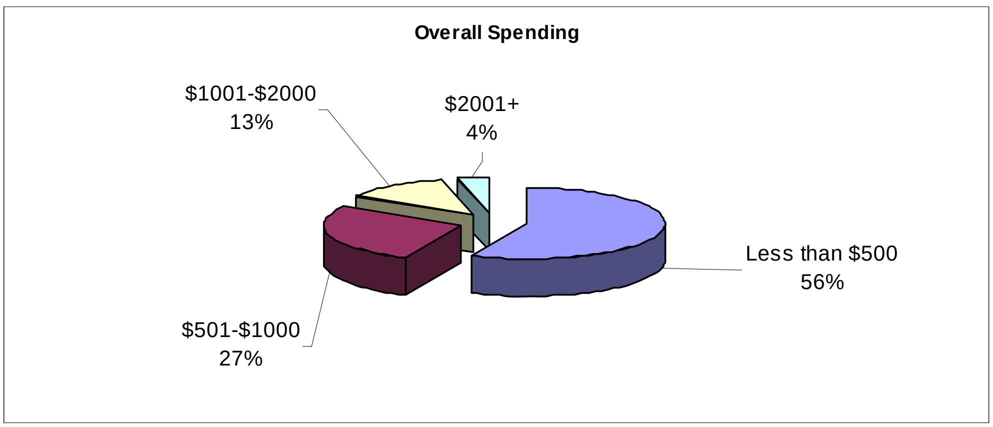


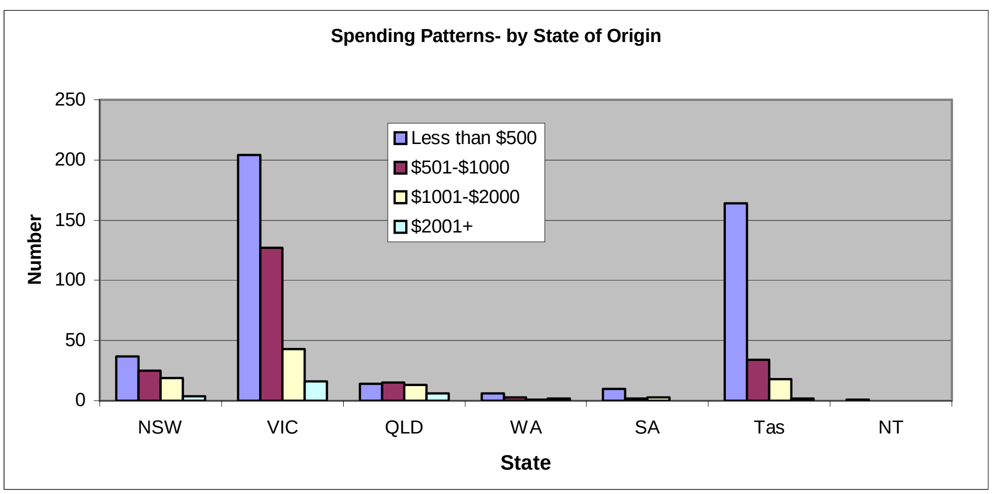
Survey Respondents Estimated Spending – Accommodation/Transport/Personal

Q11-13 asks visitors to estimate the amount they spent during their trip, excluding airfares.

769 respondents completed these questions. More than fifty percent of all respondents spent $500 or less on accommodation, transport, meals and personal items. There is scope for King Island to increase the spending opportunities and experience for visitors, regardless of their purpose for travelling, as 58% of visitors have a combined household income of over $70,000. The majority of visitors coming to the island have high incomes, yet there is little money being spent per visitor.


Survey Respondents Spending - By Sector
$40,000
$30,000
$20,000
$10,000
$-
Accom (incl meals)
Transport
All Other Items of Spending
June - 06
July - 06
Aug - 06
Sept - 06
Oct - 06
Nov - 06
Dec - 06
Jan - 07
Feb - 07
Mar - 07
Apr -07
May - 07

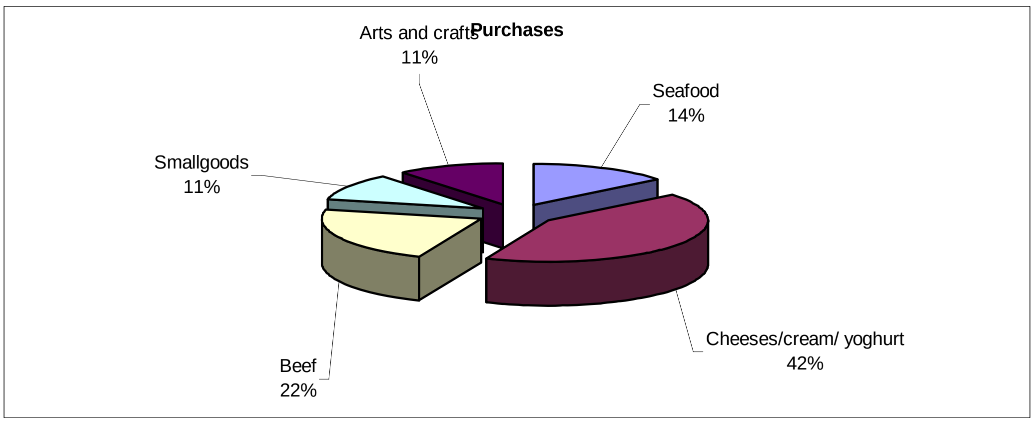

Overall Spending
$1001-$2000
13%
$2001+
4%
Less than $500
56%
$501-$1000
27%


Spending Patterns- by State of Origin
250
200
150
100
50
0
Number
Less than $500
$501-$1000
$1001-$2000
$2001+
NSW
VIC
QLD
WA
SA
Tas
NT
State

Survey Respondents' Purchases (Q10)

Visitors were asked to identify which purchases they made during their visit. They could nominate more than one category. 42% of Survey respondents purchased dairy products, which correlates with the large number of respondents who visited the King Island Dairy to taste the cheese, cream and yogurt. A relatively low percentage of respondents purchased seafood and smallgoods. Comments written by respondents suggest that at times it was difficult to locate the products and that there was little promotional material or experience-based purchasing opportunities.

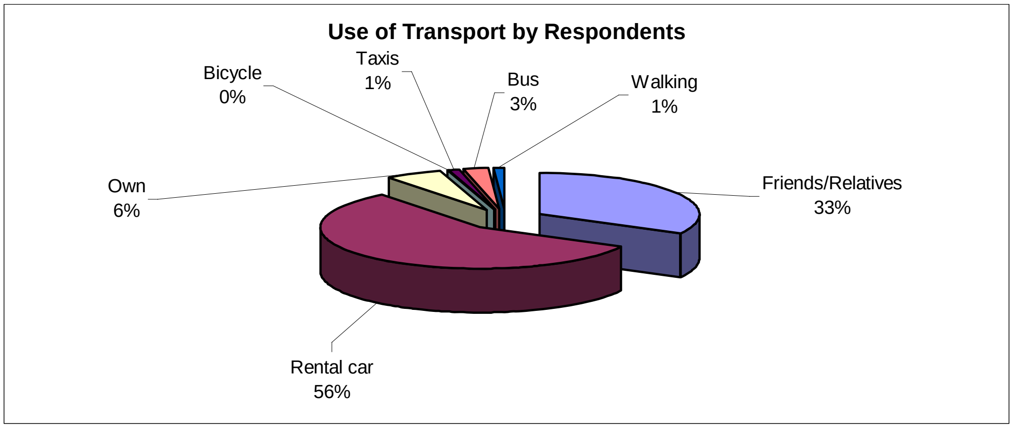
King Island has several locations where visitors can purchase arts and crafts, yet only 11% of respondents made purchases in this category. These figures may give some impetus for promoting artwork and artists, for the authenticity and range of available works to visitors, and for the packaging of artwork suitable for airfreight.



King Island Transport (Q4)

The availability of rental vehicles, the minimal amount of public transport infrastructure, and the significant distances between attractions, combine to create a strong market for hire cars on the Island.

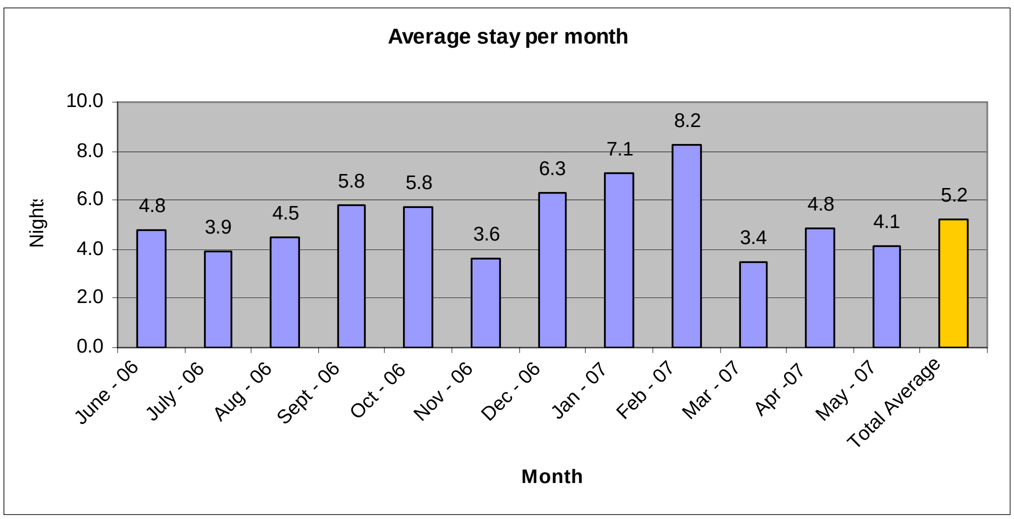
The high numbers of visitors from the VFR category aligns with the high percentage of respondents using friends or relatives' vehicles.

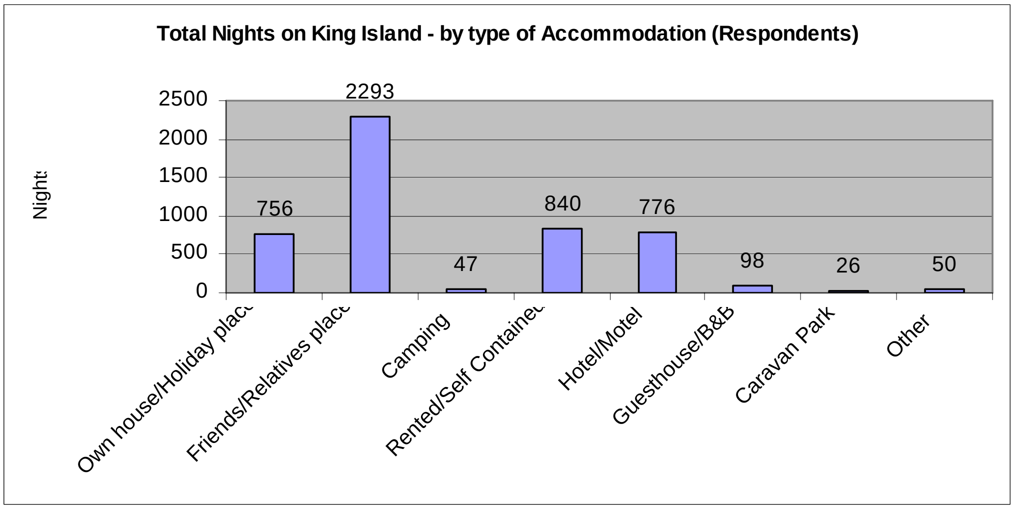


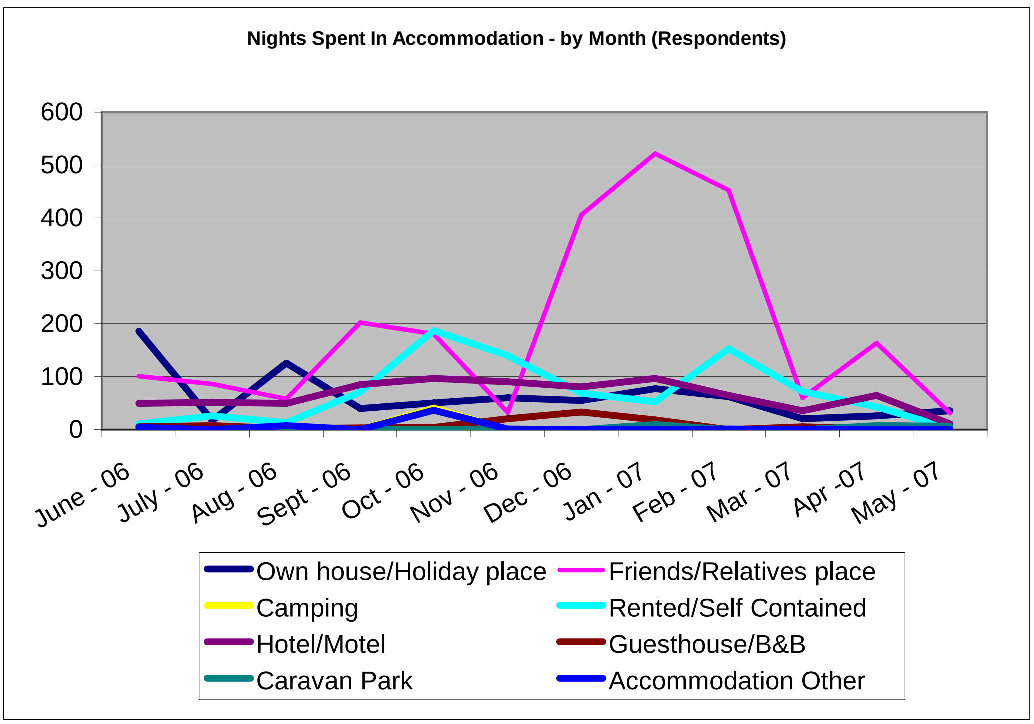
Nights Spent In Accommodation (Q1 & Q6)

Survey respondents provided information on the styles of accommodation they used while visiting the island, as well as how many nights they spent in each of these places. The total nights spent on the Island by respondents was 4886, with an overall average of 5.2 nights spent by each visitor.

Total nights spent in friends' and relatives' houses, continued to substantially outnumber the nights spent in commercial establishments.





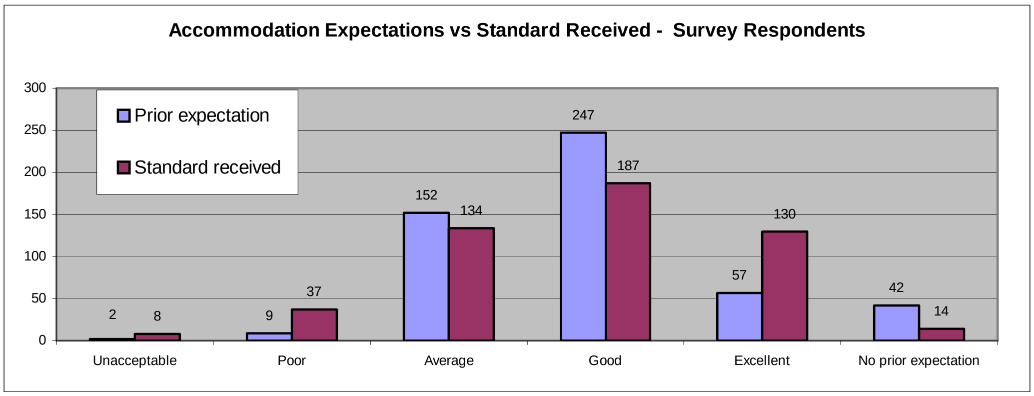


Expectation & Delivery of Accommodation (Q7 & Q8)

These questions were designed to give industry direct feedback from visitors, regarding any differences between expectations and actual delivery of paid accommodation on King Island.

The results show that the total number of respondents who received Good or Excellent service from the paid accommodation (317) is 56% greater than the total number of respondents (179) who identified Unacceptable, Poor or Average service from paid accommodation.
It would be recommended that due to the proportionality high number of Unacceptable, Poor or Average service standards identified by respondents, that businesses raise their standards to ensure that visitors are not dissatisfied with their accommodation experience.

In relation to the King Island Brand, there is a strong national and international awareness of good quality product from the Island. It would be expected that this notion of good quality would be delivered throughout all product offered by the hospitality industry, including accommodation.



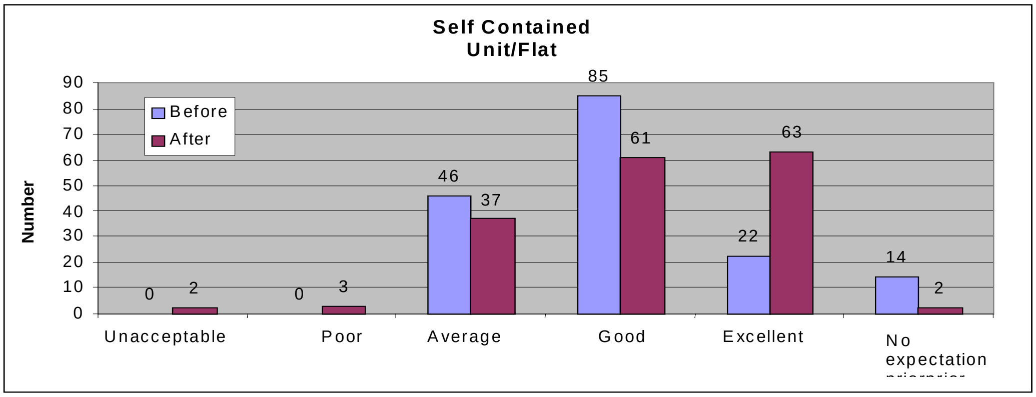
The following graphs offer a breakdown of the Survey respondents' service expectations (before the visit) and delivery received (after the visit) for individual styles of paid accommodation on the Island. In all cases, the number of respondents who expected a Good standard of accommodation exceeded the number of respondents who actually received a good standard.

The self-contained style of accommodation received the highest number of Good and Excellent responses, although there were sill significant numbers of visitors who found the service to be Average.

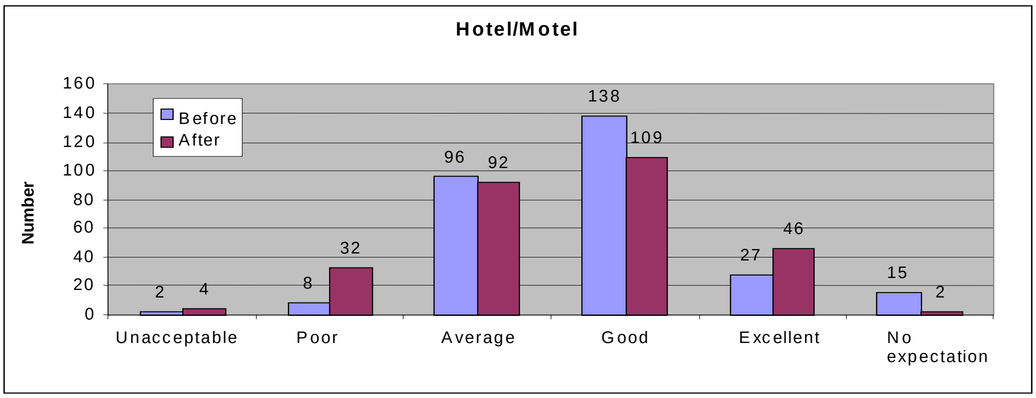
The Hotel/Motel style of accommodation received the most Poor and Unacceptable responses from visitors, although there were significant numbers of visitors nominating the service as Average or Good.

While visitor numbers who stayed at Guesthouse/B&B style of accommodation were significantly lower than the Self Contained and Hotel/Motel operations, the data shows that the visitors generally receive above Average service.

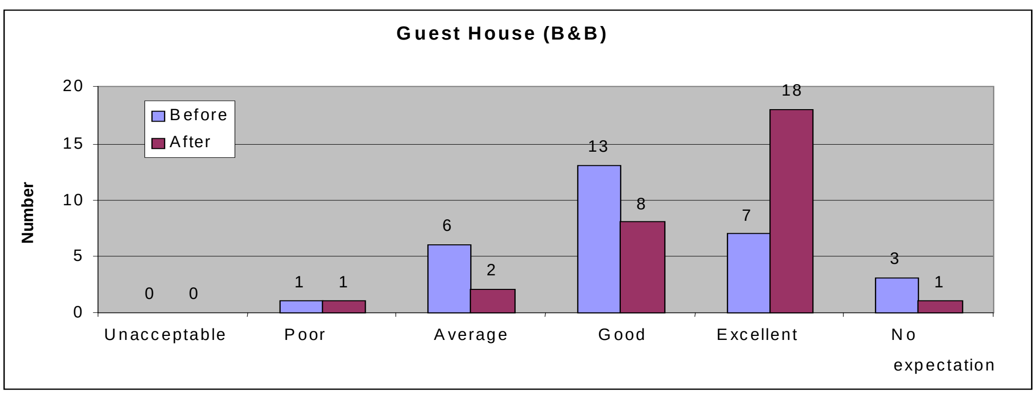
The Caravan Park generally delivered a mixed range of service, although the total respondents who stayed there (12) is not a significantly high number of visitors.



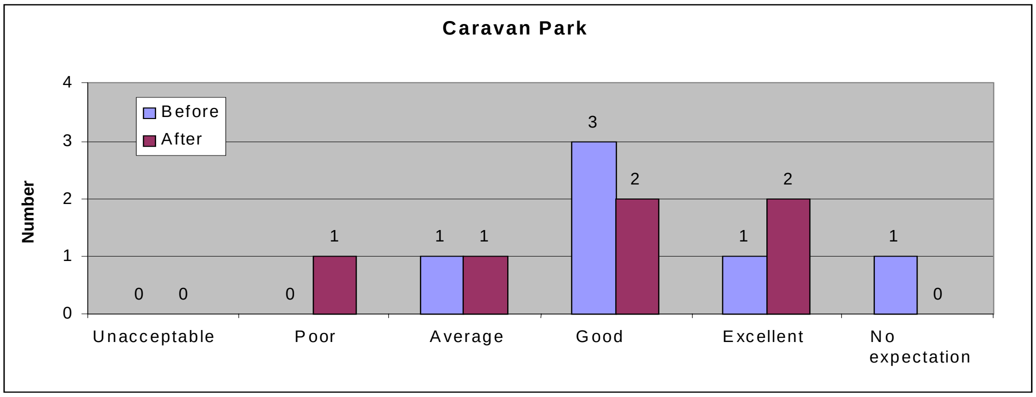
Self Contained Unit/Flat
Number
Before
After
0
2
0
3
46
37
85
61
22
63
14
2
Unacceptable
Poor
Average
Good
Excellent
No expectation



Hotel/Motel
Number
Before
After
2
4
8
32
96
92
138
109
27
46
15
2
Unacceptable
Poor
Average
Good
Excellent
No expectation



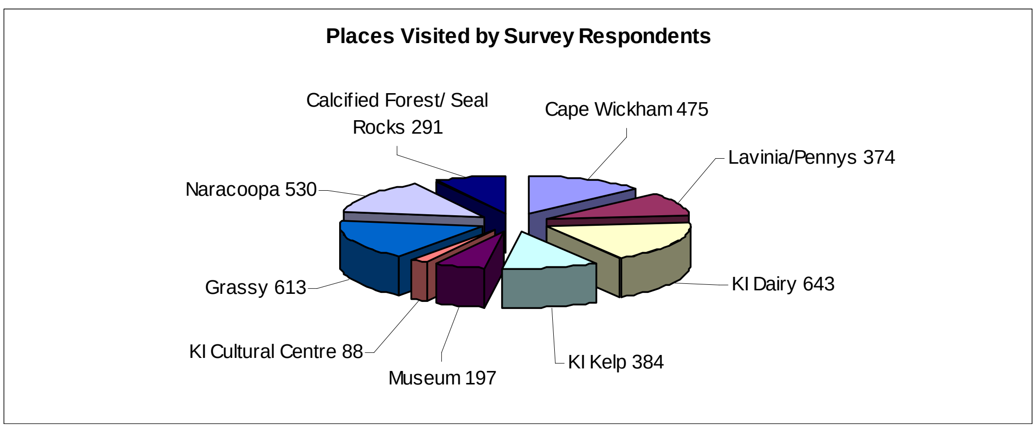
Guest House (B&B)
Number
Before
After
0
0
1
1
6
2
13
8
7
18
3
1
Unacceptable
Poor
Average
Good
Excellent
No expectation



Places and Activities – Survey Respondents

Places Visited (Q15)

Visitors were asked to identify the places that they visited while on King Island. The places from which they could choose on the Survey were limited to the iconic natural attractions as well as residential areas and tourist-targetted establishments and public buildings of interest. Visitors could nominate as many places as they wished.



The table on the next page lists places visited by respondents, from the most to least visited. With the Island's solid reputation for premium dairy products, the King Island Dairy's Fromagerie received the most number of visits, despite having limited opening hours over the winter months.

The Kelp Industries' Visitor Centre received strong visitation numbers and has consistently provided visitors with an informative, passive experience about a relatively unique industry to the Island.

The Museum is closed during two months of the year; however if it had been open during those months, an estimated 236 respondents would still leave its level of visitation lower than that of the Kelp Industries' Visitor Centre.

The King Island Cultural Centre, in its first year of operation, received the lowest number of visits from respondents. Signage and promotional material may increase the visitor numbers into its second.

The townships of Grassy and Narracoopa received strong visitation from respondents across the Survey period. So too did Cape Wickham, which is promoted strongly in local tourism marketing and reading material. Martha Lavinia Reserve/Pennys Lagoon and Calcified Forest/Seal Rocks Reserve, which are managed by Parks and Wildlife Service of Tasmania, received average visitation from respondents. In the Comments section of the Survey, respondents noted poor directional signage around the Island during the survey period, as well as poor roads leading to some natural attractions. These factors may have contributed to fewer visitations at these sites compared to Cape Wickham.

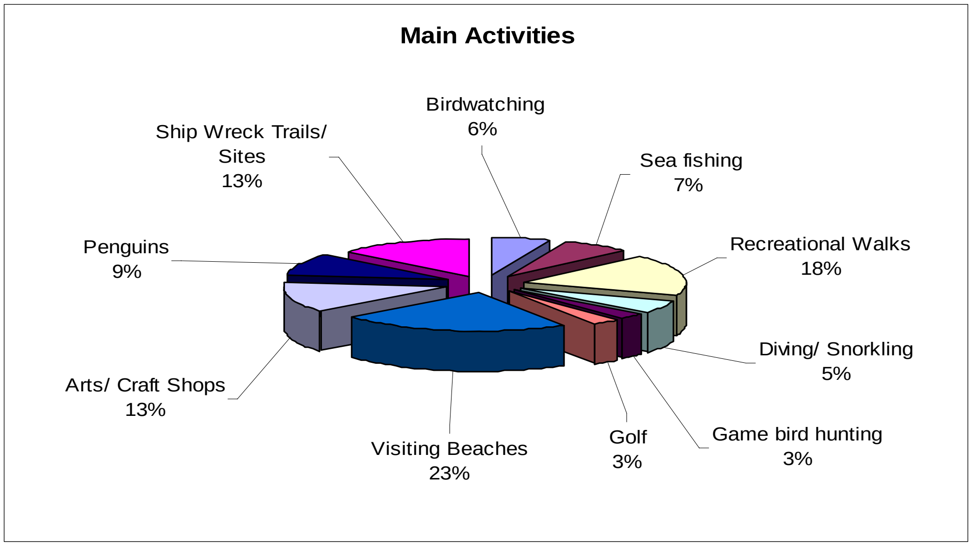
	Places visited by Respondents, by popularity
KI Dairy	643
Grassy	613
Naracoopa	530
Cape Wickham	475
KI Kelp Industries	384
Lavinia/Pennys	374
Calcified Forest/ Seal Rocks	291
Museum	197
KI Cultural Centre	88

Activities Undertaken (Q9)

Visitors were asked to identify the main activities in which they participated on King Island. Visitors could nominate as many places as they wished from the list provided on the Survey, as well as write other main forms of activity.

Maintaining and developing the natural, authentic experiences of the Island such as recreational walks, shipwreck trails and beaches will ensure the most popular activities remain popular. There is also potential to develop stronger infrastructure around sport, fauna, and cultural experiences.

Other forms of activity regularly included by respondents included drinking (alcohol), photography, surfing, driving/touring and visiting friends.

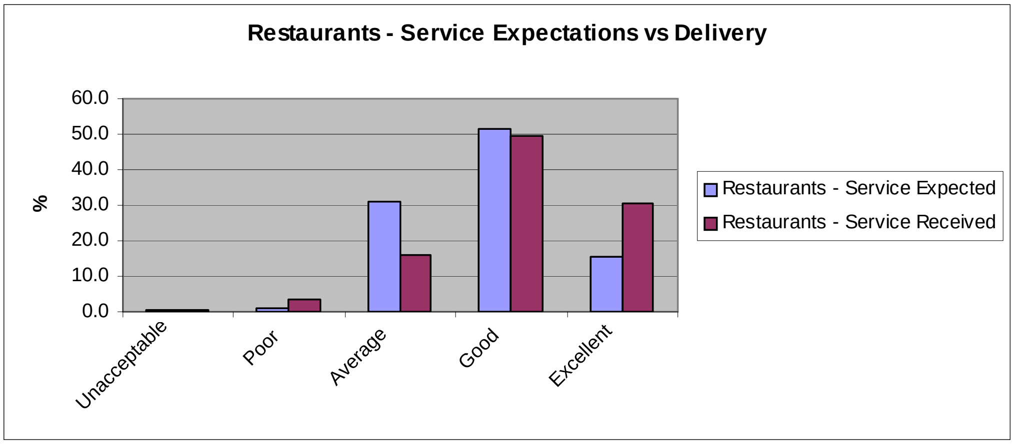


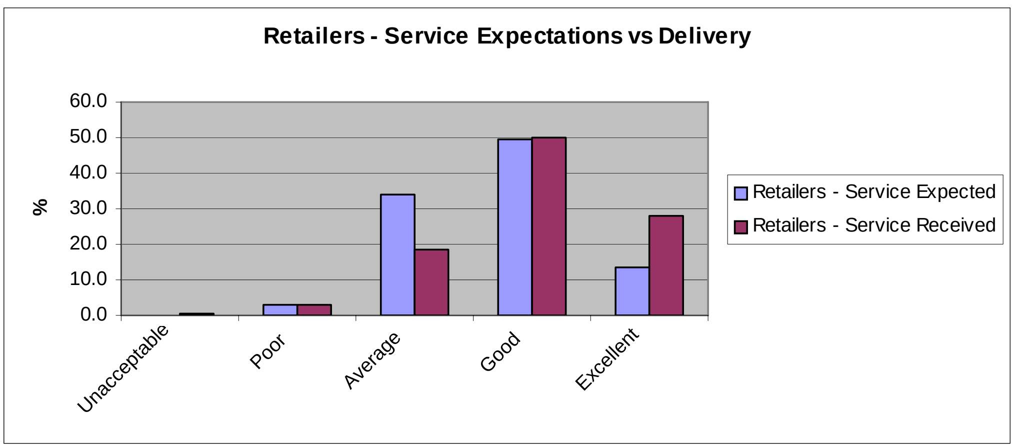
	Activities participated in, by popularity
Visiting Beaches	505
Recreational Walks	385
Ship Wreck Trails/ Sites	295
Arts/ Craft Shops	286
Penguins	204
Sea fishing	157
Bird watching	126
Diving/ Snorkeling	114
Golf	63
Game bird hunting	60

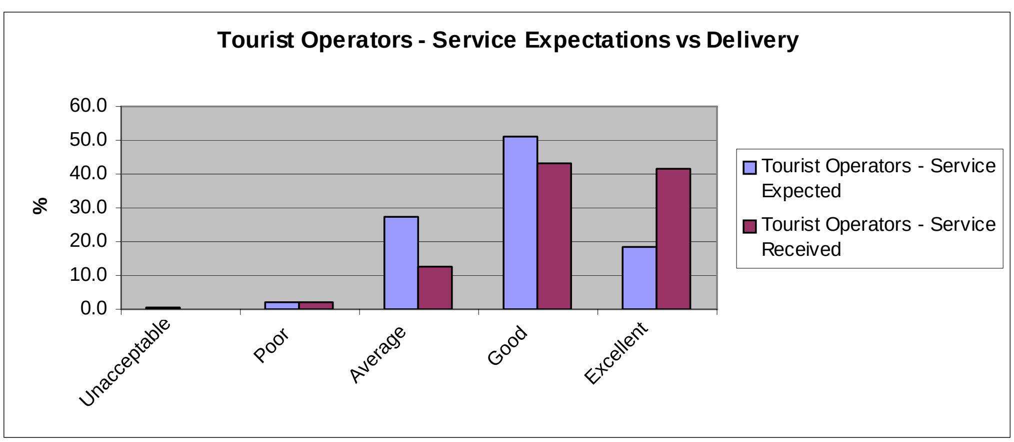
Standard of Service – Survey Respondents (Q19)

Question 19 asked respondents to indicate on a scale of 1-5 the standard of service they expected to receive on King Island prior to their visit. It then asked the respondents to indicate on the same scale the standard of service they thought they actually received during their visit. This information was collected and analysed to assist local businesses (tourist-targetted or otherwise) gain a deeper insight into the opinions and expectations of customers and visitors to the Island. The data shows that visitors are receiving a range of service standards, but in a retail and service industry, owners, managers and staff would benefit in the long term from striving to deliver more consistent ‘Good’ and ‘Excellent’ service.

Increased service standards is achieved in other locations from regular staff training and business accreditation, increased local knowledge and friendliness from management and staff, and an understanding that tourist-targetted businesses are open and fully functioning during tourist peak times.





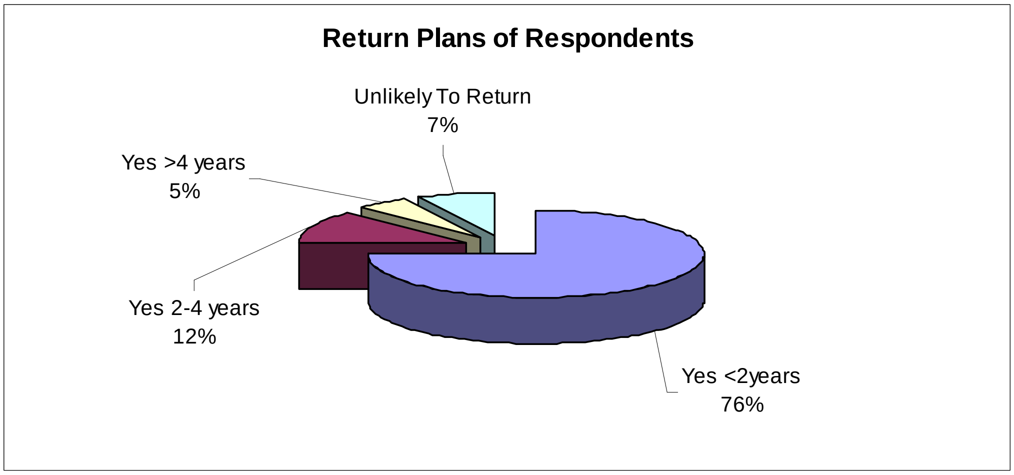


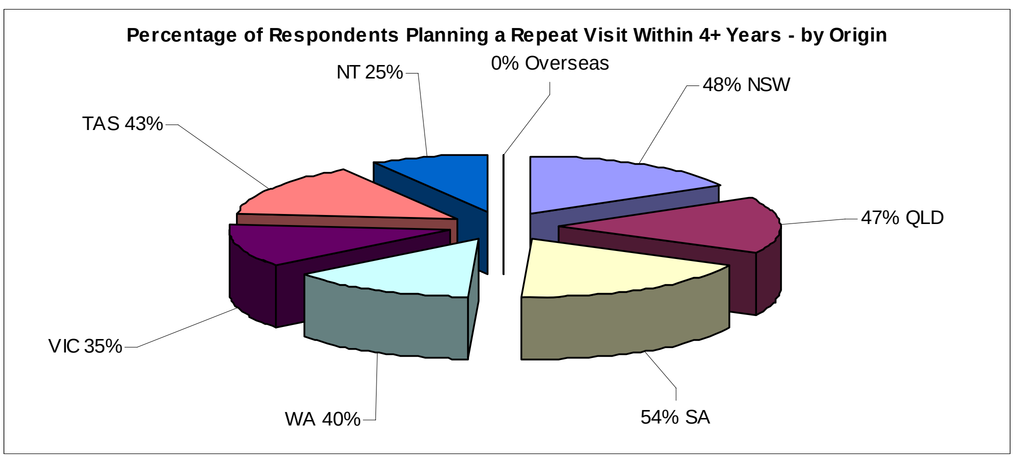
Survey Respondents Planning to Return to King Island (Q17)

Visitors are asked to give an indication regarding their intention to return to King Island. 641 respondents completed this question, and 76% of total respondents say they are likely to return within the next two years.

A minimum of 25% of respondents from each of the states of Australia gave an indication that they would like to return to King Island in four years or more.

This may give some direction to local industry for the development of experiences, services and infrastructure to ensure repeat, extended visitation with greater spending.





Comments Summary (Q23)

Question 23 is an optional question for respondents to offer any further comments. Approximately 25% of respondents elected to offer further comment, and all comments were recorded in three categories: positive, constructive criticism, and negative. All of the comments could be related to the King Island community, the businesses on the island, and tourism infrastructure.

A number of comments have been extracted from the raw data and these are included below. The comments are not exceptions, but are representative of several similar and repeated comments from visitors throughout the Survey period. Business names that appeared in original negative comments have been deleted.

Community /Locals	Positive	Constructive Criticism/Suggestions	Negative
	Like living in 1950, really relaxing and most enjoyable and pleasant locals who are interested in tourists	Must have enthusiastic and friendly people up front that show interest in customers	The welcome was non existent
	I couldn't get over the wonderful kindness of the people	Locking gates to beaches goes against the nature of friendly KI people	
	Everyone we met was very pleasant; lack of graffiti, vandalism is a credit to the community		
	Been here 9 years in a row always have a great time		
	Friendly and hospitable locals, loved the finger waving when driving		
	Most friendly people on Earth		

Operations/ Businesses	Positive	Constructive Criticism/Suggestions	Negative
	Could not have had a better host, accommodation was perfect	More information required on opening times of various establishments	Lack of good eateries was a disappointment
		Warn tourists of early closing times	Busy time of year yet several restaurants closed
		Service in hotel, restaurant and bistros was slow	Disappointing food/eating out options, closed over the holidays and poor vegetarian options
		Attention to detail at accommodation is generally poor	Very disappointed this trip with dirty & run down accommodation
		Major tourism business to be open more hours	Food far to expensive for mediocre meals - standard could be slipping
		Shops need to promote King Island brands	Tourist operator scored lowest because of poor service and lack of enthusiasm
		Hospitality - small business staff need to improve customer service and relations and communication	Lied to by ****, said there was no chef but witnessed (others) at same for meal
		More could be made of the gourmet angle	Local produces hard to find and in some cases fell below expectation
		Service in hotel, restaurants, bistros was very slow, excellent food however	We experienced some very indifferent attitudes
		Service is very important to the consumer	

Tourist Infrastructure	Positive	Constructive Criticism/Suggestions	Negative
	New shelters are brilliant	Better advertising when seafood is in season	Flight times not convenient should be later on Sundays
	Four nights was just not enough time	Beautiful place for R&R but significant tourist infrastructure is needed to take destination marketing and increased tourism to next level	Would like to come again but cost is prohibitive
	Great place with terrific potential	Would have appreciated a bird and plant chart for identification and souvenir also up to date information	Surprised at shops and main attractions being closed on Saturday
		More Information needed at airport about specifically current events, seasons etc	Cost to come again is too prohibitive
		Fantastic but better signage needed everywhere	Improve road signage
		Would be of interest to see milking of cows, making of cheese and drying of kelp, visit to abattoirs	More warning signs going from sealed road to dirt road
		Tourist facilities could do with an upgrade and facelift but understand the limitations of a small place	FIX the Pegarah road it is highly dangerous
		I think there should be a brochure with the opening times of the various attractions	
		Great place but the flight not cheap	
		Tourist activities, shooting tours, more factory tours, horse riding on beaches	

Summary

When coming to terms with the information presented in this report, it is important to remember that much of the data presented is raw, from the Survey respondents only, and has not always been calculated to give estimates for total annual figures.

From the results presented in this Report, local industry can make some safe assumptions about marketing, product development, experience development, current standards and visitor expectations. In addition, potential investors can make assumptions about visitor demographics, spend, average nights, perceptions and opinions, in order to develop new tourist experiences. Finally, businesses and tourism associations can supply current, accurate data regarding visitor trends on King Island to potential funding agencies in order to develop the tourism industry on the Island.

The Department of Transport And Regional Services figures show an increase in total passenger numbers between similar time frames of 2005 and 2007, and these numbers could give heart to current and potential tourism operators on King Island.

The data reveals that a high proportion of Tasmanian visitors are business travellers, and that holidaymakers are less likely to travel to King Island from within the State. There is little intrastate promotion of the Island, and the cost of airfares from Hobart, Devonport and Burnie is often considered prohibitive, according to comments made on the Survey. King Island's holiday market currently exists in Victoria, New South Wales and Queensland.

A challenge for King Island tourism, based on the number of visitors with high incomes, compared with the low level of spending, is to encourage visitors, including the individual business travellers, to experience more of King Island and participate in more spending opportunities. Authentic Island experiences therefore need to be available, meet expectations, and warrant spending and repeat visitation.

Further information regarding the King Island Visitor Survey can be obtained from the King island Council:

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