

Tourism Snapshot

Year ending September 2019

1.32M
Visitors

▶ 2%

10.82M
Visitor Nights

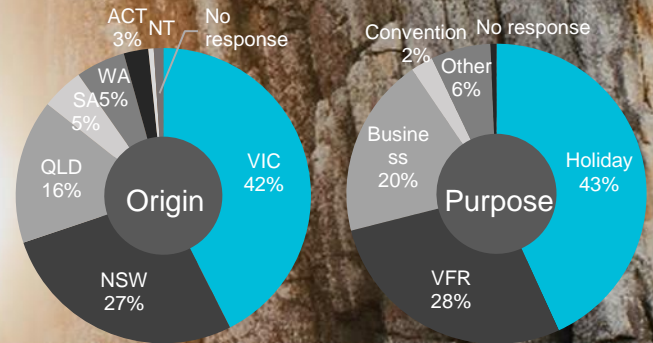
▶ -1%

\$2.53B
Visitor Spend

▲ 5%

Interstate*	Visitors	1,134,200	▲ 4%
	Nights	8.35m	▶ 0%
	Spend	\$2.08b	▲ 7%

% Share



Visitors to Tourism Regions

North
708,200
▶ 0%

East Coast
353,500
▼ -8%

West by North West
510,000
▼ -3%

South
1,052,500
▶ 2%

International^	Visitors	293,000	▼ -4%
	Spend	\$536m	▼ -3%

% Share

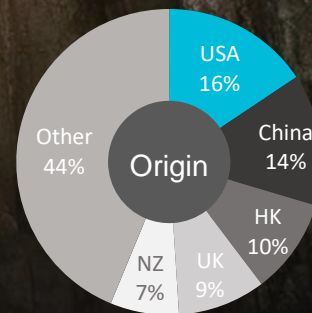


Image: Jason Charles Hill
The Candlestick, Cape Hauy, Tasman Peninsula

Percentage change refers to the same period in the previous year.

*Source: Tasmanian Visitor Survey (TVS)

^Source: International Visitor Survey (IVS)

More detailed Tasmanian tourism statistics are available on Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research>.

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

Tourism Research

Percentage change refers to the same period in the previous year.

Total visitation to Tasmania

Tasmanian Visitor Survey results YE September 2019

Total visitors	1.327 million	▶	2%
Total nights	10.82 million	▶	-1%
Visitor expenditure	\$2.53 billion	▲	5%
Interstate visitors	1.13 million	▲	4%
Day visitors	40,400	▲	11%

Visitation to Tasmania remained steady, with 1.32 million visitors, up 2 per cent over the year to September 2019. Total nights also showed no significant change on last year.

These figures indicate a continuance of a slowing in visitor growth to the state since the year to December 2018.

Across the results this quarter expenditure has grown even though numbers and nights have remained steady. Total visitor spending in Tasmania reached a record of \$2.53 billion, up 5 per cent on the previous year.

Purpose of travel

Aligned with the overall results, there has been no significant change in holiday visitation to Tasmania (down 2 per cent) with holiday spend also remaining steady. Growth in visitors to friends and relatives (VFR) was up 6 per cent, whilst VFR spending was up 16 per cent on the previous year. This resulted in leisure visitation, consisting of holiday and visiting friends and relatives (VFR), remaining steady.

The growth in business visitors, up 5 per cent, indicates that business could be influencing holiday visitation levels in terms of seat availability and accommodation.

Holiday visitors	626,800	▶	-2%
Holiday nights	5.66 million	▼	-4%
Holiday expenditure	\$1.67 billion	▶	1%
VFR visitors	349,500	▲	6%
Business visitors	236,400	▲	5%
Conference visitors	30,600	▼	-26%

Mode of departure from Tasmania

Scheduled air	89%	▶	2%
Spirit of Tasmania	11%	▶	2%

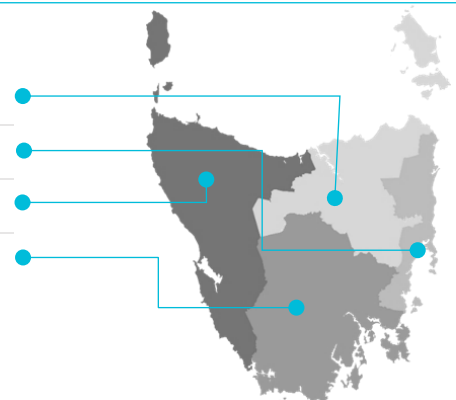
The proportion of visitor departures via the Spirit of Tasmania to scheduled air services remained steady with no significant change.

Regional visitation

Visitation to the South and North regions remained steady upon the previous year. Visitation to the West by North West region showed a slight decrease of 3 per cent.

The East Coast continued to show a decline in interstate and international visitation, however the decline is slowing.

708,200	▶	0%	North
353,500	▼	-8%	East Coast
510,000	▼	-3%	WxNW
1,052,500	▶	2%	South



Tourism Research

Percentage change refers to the same period in the previous year.

Interstate visitation to Tasmania

Tasmanian Visitor Survey results YE September 2019

Visitors	1.13 million	▲	4%
Nights	8.35 million	▶	0%
Expenditure	\$2.08 billion	▲	7%

Both interstate visitation and expenditure in Tasmania continued an upward trend compared with the same period last year.

Day visitors showed growth, up 11 per cent upon the previous year; the majority (82 per cent) continue to be business visitors.

Total nights stayed by interstate visitors remained steady.

Interstate purpose of visit

Visitors

Interstate holiday visitation remained steady in the year ending September 2019. VFR visitors increased by 8 per cent.

Overall, interstate leisure visitors increased by 4 per cent, driven predominantly by the VFR market. Business visitation experienced growth of 4 per cent over the same period.

Holiday	489,800	▶	2%
VFR	316,100	▲	8%
Business	220,600	▲	4%
Conference	27,400	▼	-29%

Nights

Interstate holiday nights remained steady, while VFR nights in Tasmania declined in the year ending September 2019. Holiday nights accounted for 52 per cent of interstate nights, and VFR 25 per cent.

Business nights recorded growth for the same period. The share of business nights has increased to a 15 per cent share of total interstate nights, up from 14 per cent in the same period last year.

Holiday	4,378,800	▶	0%
VFR	2,099,400	▼	-3%
Business	1,226,500	▲	6%
Conference	119,900	▼	-28%

Interstate origin of visitors

Victoria	482,500	▲	5%
NSW	309,700	▲	5%
Queensland	179,200	▲	4%
South Australia	52,300	▼	-5%
Western Australia	61,400	▲	11%
A.C.T.	30,500	▼	-6%
N.T.	6,700	▶	2%

Of Tasmania's key domestic markets, Victoria, NSW and Queensland showed growth for the year ending September 2019. Across these markets, the increase was predominantly in VFR visitors.

Good growth from Western Australia may be attributed to the direct flights between Hobart and Perth introduced in September 2018, increasing travel options and capacity into the state.

The decline in South Australian visitors was led by the VFR and Business markets, with Holiday visitation remaining steady.

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE September 2019

International visitors to Australia

Visitors	8.66 million	▲	3%
Nights	276 million	▶	2%
Average length of stay	32 nights	▶	0%
Expenditure	\$31 billion	▲	5%

8.66 million international visitors came to Australia in the year ending September 2019, up 3 per cent from the year ending September 2018.

The number of nights and average length of stay by international visitors to Australia both remained steady. Total expenditure by international visitors in Australia for the year ending September 2019 increased by 5 per cent to \$31 billion.

International purpose of visit to Australia

Holiday	3.99 million	▲	3%
VFR	2.59 million	▶	2%
Holiday expenditure	\$10 billion	▲	6%

Holiday visitation and spend by international visitors both increased for the year ending September 2019. Visiting friends or relatives (VFR) and business travel remained steady compared with the same period last year.

International origin of visitors to Australia

China	1,331,400	▶	1%
NZ	1,275,800	▶	1%
USA	771,400	▲	5%
UK	669,600	▼	-4%
Japan	455,400	▲	9%
Singapore	416,800	▲	9%

Australia's key international markets China and NZ showed no significant change for the year ending September 2019, compared to the same period last year. Amongst these key markets, the USA, Japan and Singapore showed growth.

International visitors to Tasmania

Visitors	293,000	▼	-4%
Nights	4.24 million	▼	-16%
Average length of stay	14 nights	▼	-12%
Expenditure	\$536 million	▼	-3%

Tasmania's international visitor numbers have continued to plateau. This has impacted the number of international nights, length of stay and expenditure, however average spend per night for international visitors increased by 16 per cent. Whilst US and Hong Kong numbers are up, the decline is largely driven by a continued decline in our key market China. Broader insights indicate that the current climate of declining consumer confidence, geopolitical factors, Brexit and the US/China trade war have impacted travel patterns globally.

to Tasmania

Holiday	238,200	▶	-2%
VFR	40,400	▼	-8%
Holiday expenditure	\$320 million	▲	12%

International holiday visitation to Tasmania remained steady, however holiday expenditure was up 12 per cent. Travel for VFR declined 8 per cent compared with the same period last year.

to Tasmania

USA	45,800	▲	9%
China	40,900	▼	-21%
HK	29,600	▲	21%
UK	27,200	▲	7%
NZ	21,300	▼	-3%
Share of visitors to AUS	3.4%	▶	-0.2%

The USA maintained its position as the leading international visitor market ahead of China. Both Hong Kong and the UK experienced growth. Tasmania's share of all international visitors to Australia showed no significant change from 3.4 per cent for the year ending September 2018.

Tourism Research

Percentage change refers to the same period in the previous year.

Intrastate visitation

National Visitor Survey results YE September 2019

Please note that these results are the only source of intrastate travel data for Tasmania. Due to a decrease in Tasmanian sample size and issues with weighting the data, Tourism Tasmania advises caution in using these results.

Overnight Trips for Australia

Overnight trips	78.2 million	▲	13%
Expenditure	\$32.7 billion	▲	14%

Intrastate overnight trips in Australia increased by 13 per cent in the year ending September 2019. Expenditure from intrastate overnight trips for Australia increased 14 per cent on the same period last year.

Overnight Trips by purpose for Australia

Holiday trips	32.6 million	▲	10%
VFR trips	27.5 million	▲	13%
Business trips	14.3 million	▲	23%

The three main purposes for intrastate overnight trips in Australia were holiday (42 per cent share), VFR (35 per cent share) and business (18 per cent share). Each of these purposes showed growth on the same period last

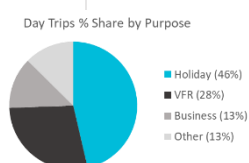
Day trips for Australia

Day trips	224.3 million	▲	16%
Expenditure	\$25.2 billion	▲	15%

Intrastate day trips in Australia increased by 16 per cent to 224.3 million trips for the year ending September 2019. Total expenditure from day trips also increased by 15 per cent.

Day trips by purpose for Australia

Holiday trips	104.0 million	▲	8%
VFR trips	62.9 million	▲	14%
Business trips	29.0 million	▲	57%



for Tasmania

Overnight trips	1.56 million	▼	-9%
Expenditure	\$508 million	▼	-6%

Intrastate overnight trips in Tasmania decreased by 9 per cent. Total expenditure from overnight trips decreased by 6 per cent to \$508 million in the year ending September 2019, down from \$542 million the previous year.

for Tasmania

Holiday trips	792,000	▼	-6%
VFR trips	409,000	▼	-14%
Business trips	271,000	▼	-9%

The three main purposes for intrastate overnight trips in Tasmania were holiday (51 per cent share), VFR (26 per cent share) and business (17 per cent share). Each of these main purposes for intrastate overnight travel in Tasmania declined compared to the year ending September 2018.

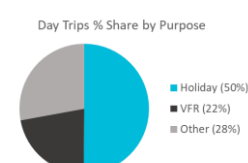
for Tasmania

Day trips	7.07 million	▲	19%
Expenditure	\$769 million	▲	28%

Intrastate day trips within Tasmania increased by 19 per cent to 7.07 million trips for the year ending September 2019. Total expenditure from day trips in Tasmania increased by 28 per cent, up from \$600 million the previous year.

for Tasmania

Holiday trips	3.5 million	▲	12%
VFR trips	1.6 million	▲	7%



Tourism Research

Percentage change refers to the same period in the previous year.

Total visitors to Tasmania

Interstate visitation to Tasmania

Total visitors to Tasmania on scheduled air & sea services

Interstate visitors to Tasmania on scheduled air & sea services

	YE September 2018	YE September 2019	% Change
Visitors			
Total visitors	1,301,500	1,326,600	▶ 2%
Day visitors	36,400	40,400	▲ 11%
Overnight visitors	1,265,200	1,286,300	▶ 2%
Nights			
Nights (million)	10.87	10.82	▶ -1%
Average length of stay (nights)	8.4	8.2	▶ -2%
Holiday nights (million)	5.87	5.66	▼ -4%
Expenditure			
Expenditure (\$million)	\$2,407	\$2,535	▲ 5%
Average spend per visitor	\$1,849	\$1,911	▲ 3%
Average spend per night	\$221	\$234	▲ 6%
Holiday spend (\$million)	\$1,656	\$1,669	▶ 1%
Purpose of Visit			
Holiday	640,400	626,800	▶ -2%
Visit friends or relatives (VFR)	328,400	349,500	▲ 6%
Total leisure (Holiday+VFR)	968,800	976,300	▶ 1%
Business or employment	224,400	236,400	▲ 5%
Convention/conference/seminar	41,400	30,600	▼ -26%
Regions Visited			
Southern	1,035,900	1,052,500	▶ 2%
East Coast	382,400	353,500	▼ -8%
Northern	707,600	708,200	▶ 0%
WxNW	525,900	510,000	▼ -3%
Mode of departure			
Air visitors	1,153,800	1,176,600	▶ 2%
Sea visitors	147,700	150,100	▶ 2%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

	YE September 2018	YE September 2019	% Change
Visitors			
Total interstate visitors	1,085,900	1,134,200	▲ 4%
Day visitors	35,200	39,100	▲ 11%
Overnight visitors	1,050,700	1,095,100	▲ 4%
Nights			
Nights (million)	8.31	8.35	▶ 0%
Average length of stay (nights)	7.7	7.4	▼ -4%
Holiday nights (million)	4.37	4.38	▶ 0%
Expenditure			
Expenditure (\$million)	\$1,946	\$2,082	▲ 7%
Average spend per visitor	\$1,792	\$1,835	▶ 2%
Average spend per night	\$234	\$249	▲ 6%
Holiday spend (\$million)	\$1,295	\$1,339	▲ 3%
Purpose of Visit			
Holiday	479,200	489,800	▶ 2%
Visit friends or relatives (VFR)	292,300	316,100	▲ 8%
Total leisure (Holiday+VFR)	771,500	805,800	▲ 4%
Business or employment	211,500	220,600	▲ 4%
Convention/conference/seminar	38,800	27,400	▼ -29%
Regions Visited			
Southern	841,900	872,100	▲ 4%
East Coast	280,900	264,800	▼ -6%
Northern	578,200	586,500	▶ 1%
WxNW	428,000	416,100	▼ -3%
Mode of departure			
Air visitors	946,800	994,800	▲ 5%
Sea visitors	139,000	139,400	▶ 0%
State of Origin			
Victoria	458,000	482,500	▲ 5%
N.S.W.	295,900	309,700	▲ 5%
Queensland	172,000	179,200	▲ 4%
South Australia	55,000	52,300	▼ -5%
Western Australia	55,400	61,400	▲ 11%
A.C.T.	32,400	30,500	▼ -6%
N.T.	6,600	6,700	▶ 2%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

▲ Increase
▶ Steady (-2% to +2% change)
▼ Decrease

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE September 2019

	to Tasmania			to Australia		
	YE September 2018	YE September 2019	% Change	YE September 2018	YE September 2019	% Change
Visitors						
International visitors	306,600	293,000	▼ -4%	8,449,600	8,662,000	▲ 3%
Nights						
Nights ('000s)	5,050	4,241	▼ -16%	270,133	275,790	▶ 2%
Average Length of stay (nights)	16.5	14.5	▼ -12%	32.0	31.8	▶ 0%
Expenditure						
Expenditure (\$million)	\$552	\$536	▼ -3%	\$29,836	\$31,340	▲ 5%
Average spend per visitor	\$1,801	\$1,829	▶ 2%	\$3,531	\$3,618	▶ 2%
Average spend per night	\$109	\$126	▲ 16%	\$110	\$114	▲ 3%
Holiday spend (\$million)	\$285	\$320	▲ 12%	\$9,986	\$10,607	▲ 6%
Purpose						
Holiday	243,900	238,200	▶ -2%	3,875,700	3,994,800	▲ 3%
Visit friends & relatives (VFR)	43,700	40,400	▼ -8%	2,537,200	2,585,000	▶ 2%
Business	15,600	13,100	▼ -16%	995,000	1,001,500	▶ 1%
Education	9,900	9,700	▶ -2%	573,000	589,100	▲ 3%
Employment	4,500	3,700	▼ -18%	204,400	209,900	▲ 3%
Other Reason	3,300	4,100	▲ 24%	264,200	281,700	▲ 7%
International visitors	306,600	293,000	▼ -4%	8,449,600	8,662,000	▲ 3%

Source: International Visitor Survey (IVS), Tourism Research Australia

Notes: Modelled expenditure includes package expenditure. The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can give more than one reason for their visit. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular state/territory.

International visitors to States/ Territories

State/territory visited	Visitors			National Market Share		
	YE September 2018	YE September 2019	% Change	YE September 2018	YE September 2019	% Point difference
New South Wales	4,340,800	4,387,400	▶ 1%	51.4%	50.7%	▼ -0.7%
Victoria	2,999,200	3,131,200	▲ 4%	35.5%	36.1%	▲ 0.7%
Queensland	2,775,400	2,762,700	▶ 0%	32.8%	31.9%	▼ -1.0%
South Australia	460,000	470,000	▶ 2%	5.4%	5.4%	▶ 0.0%
Western Australia	944,700	987,700	▲ 5%	11.2%	11.4%	▶ 0.2%
Tasmania	306,600	293,000	▼ -4%	3.6%	3.4%	▶ -0.2%
Northern Territory	289,000	310,200	▲ 7%	3.4%	3.6%	▶ 0.2%
ACT	249,000	270,900	▲ 9%	2.9%	3.1%	▶ 0.2%
Total visitors to Australia	8,449,600	8,662,000	▲ 3%	100.0%	100.0%	▶ 0.0%

Source: International Visitor Survey, Tourism Research Australia

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE September 2019

Origin of international visitors

	YE September 2018	YE September 2019	% Change	YE September 2018	YE September 2019	% Point difference
Country of origin	Visitors to Tasmania			National Market Share		
New Zealand	21,900	21,300	▼ -3%	1.7%	1.7%	▶ -0.1%
Japan	7,100	8,000	▲ 13%	1.7%	1.8%	▶ 0.1%
Hong Kong	24,500	29,600	▲ 21%	8.9%	10.4%	▲ 1.5%
Singapore	19,900	17,700	▼ -11%	5.2%	4.3%	▼ -1.0%
Malaysia	14,400	11,400	▼ -21%	4.0%	3.3%	▼ -0.7%
Indonesia	3,300	1,800	▼ -46%	1.8%	0.9%	▼ -0.9%
Taiwan	5,400	7,100	▲ 30%	2.9%	3.9%	▲ 1.0%
Thailand	3,800	2,700	▼ -29%	4.2%	2.9%	▼ -1.3%
Korea	3,400	4,900	▲ 44%	1.2%	1.9%	▲ 0.7%
China	51,800	40,900	▼ -21%	3.9%	3.1%	▼ -0.9%
India	9,000	2,700	▼ -70%	2.8%	0.7%	▼ -2.0%
Other Asia	7,500	11,400	▲ 52%	2.0%	2.7%	▲ 0.7%
United States of America	41,900	45,800	▲ 9%	5.7%	5.9%	▲ 0.3%
Canada	9,100	9,200	▶ 1%	5.6%	5.1%	▼ -0.5%
United Kingdom	25,500	27,200	▲ 7%	3.6%	4.1%	▲ 0.4%
Germany	11,400	9,500	▼ -17%	5.7%	4.8%	▼ -0.9%
Scandinavia	5,700	4,000	▼ -31%	5.3%	3.8%	▼ -1.5%
France	10,000	7,400	▼ -26%	7.7%	5.4%	▼ -2.3%
Italy	2,100	2,700	▲ 31%	2.9%	3.7%	▲ 0.9%
Netherlands	4,800	2,900	▼ -40%	8.6%	4.9%	▼ -3.7%
Switzerland	3,000	2,300	▼ -24%	5.6%	4.3%	▼ -1.3%
Other Europe	11,000	9,400	▼ -15%	4.5%	3.6%	▼ -0.9%
Other Countries	10,100	13,200	▲ 30%	1.9%	2.4%	▲ 0.6%
Total	306,600	293,000	▼ -4%	3.6%	3.4%	▶ -0.2%

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Tourism Research

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Intrastate visitation

National Visitor Survey results YE September 2019

Intrastate Overnight Travel

	to Tasmania			to Australia		
	YE September 2018	YE September 2019	% Change	YE September 2018	YE September 2019	% Change
Visitors						
Overnight visitors ('000s)	1,712	1,557	▼ -9%	69,069	78,236	▲ 13%
Nights						
Nights ('000s)	4,202	4,035	▼ -4%	207,187	232,842	▲ 12%
Average Length of stay (nights)	2.5	2.6	▲ 6%	3.0	3.0	▶ 0%
Expenditure						
Expenditure (\$million)	\$542	\$508	▼ -6%	\$28,838	\$32,735	▲ 14%
Average spend per visitor	\$316	\$326	▲ 3%	\$418	\$418	▶ 0%
Average spend per night	\$129	\$126	▶ -2%	\$139	\$141	▶ 1%
Purpose ('000s)						
Holiday	846	792	▼ -6%	29,575	32,559	▲ 10%
Visit friends & relatives (VFR)	477	409	▼ -14%	24,373	27,522	▲ 13%
Business	297	271	▼ -9%	11,647	14,322	▲ 23%
Other Reason	100	81	▼ -19%	4,027	4,542	▲ 13%
Total overnight intrastate visitors	1,712	1,557	▼ -9%	69,069	78,236	▲ 13%

Source: National Visitor Survey (NVS), Tourism Research Australia

Intrastate Day Travel

	to Tasmania			to Australia		
	YE September 2018	YE September 2019	% Change	YE September 2018	YE September 2019	% Change
Visitors						
Day visitors ('000s)	5,964	7,072	▲ 19%	193,333	224,280	▲ 16%
Total intrastate Day+Overnight visitors ('000s)	7,676	8,629	▲ 12%	262,402	302,516	▲ 15%
Expenditure						
Expenditure (\$million)	\$600	\$769	▲ 28%	\$21,971	\$25,286	▲ 15%
Average spend per visitor	\$100	\$107	▲ 8%	\$107	\$107	▶ 0%
Purpose ('000s)						
Holiday	3,167	3,546	▲ 12%	96,721	104,014	▲ 8%
Visit friends & relatives (VFR)	1,456	1,555	▲ 7%	55,054	62,926	▲ 14%
Business	516	810	▲ 57%	18,535	29,048	▲ 57%
Other Reason	825	1,161	▲ 41%	23,023	28,291	▲ 23%
Total day intrastate visitors	5,964	7,072	▲ 19%	193,333	224,280	▲ 16%

Source: National Visitor Survey (NVS), Tourism Research Australia

Tourism Research

Percentage change refers to the same period in the previous year.

Quarterly visitation to Tasmania Tasmanian Visitor Survey results July - September 2019

The TVS reports the following key findings for all visitors during the July - September 2019 quarter.

Key statistics – Quarter 3 2019

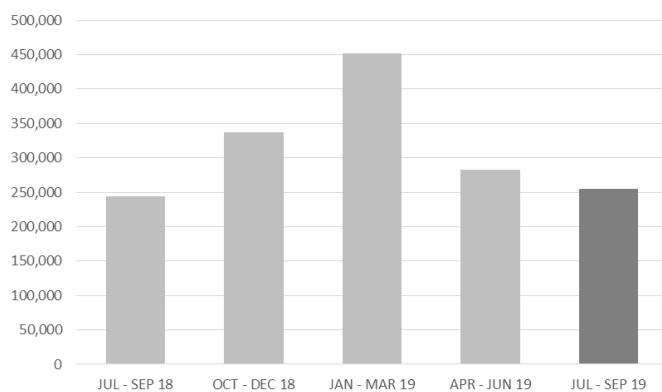
Q3 Total visitors	254,500	▲	5%
Q3 Total nights	1.56 million	▼	-4%
Q3 Visitor expenditure	\$375 million	▲	9%
Q3 Holiday visitors	95,300	▲	6%
Q3 VFR visitors	68,100	▶	2%
Q3 Business visitors	65,500	▲	3%
Q3 Conference visitors	9,900	▼	-8%

Visitation for the September 2019 quarter is the highest for this quarter that the State has enjoyed. Strong growth from the Holiday market has assisted with this, up 6 per cent on the same quarter last year.

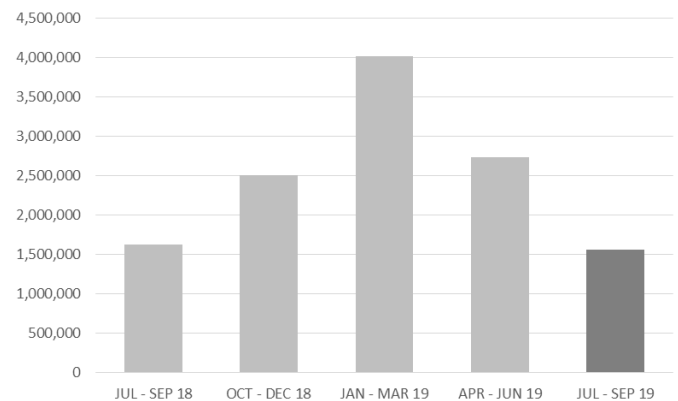
Visitor expenditure increased to \$375 million, up 9 per cent. Holiday expenditure for the quarter increased 5 per cent, to \$207 million.

Total nights were down 4 per cent, with the average length of stay decreasing 8 per cent to 6.1 nights.

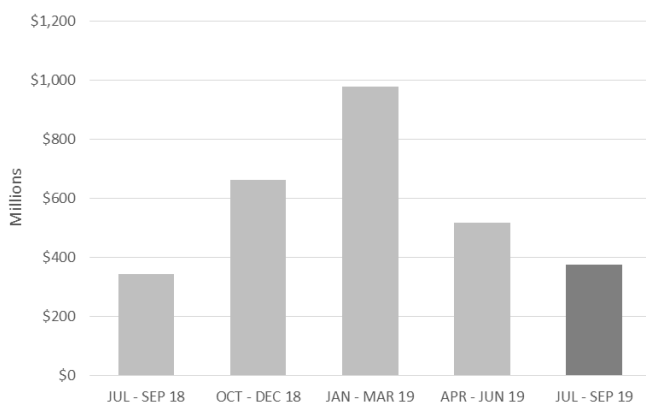
Total Visitors by Quarter



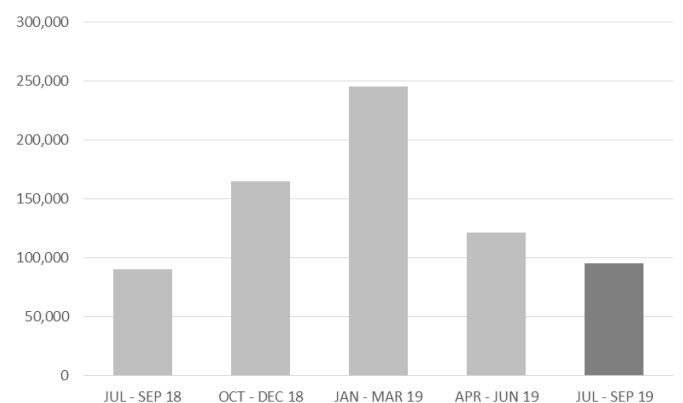
Total Nights by Quarter



Total Expenditure by Quarter



Total Holiday visitors by Quarter



Tourism Research

About the Tasmanian Tourism Snapshot

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS), to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians.

While the Tasmanian Tourism Snapshot provides a useful overview of visitors to Tasmania, more detailed statistics are available at Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research/tvs>. The TVS database service provides you with easy online access to a range of other useful statistics and tables about our visitors which you can investigate and print for your own use.

Where do the statistics come from?

Tasmanian Visitor Survey (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data about visitors to Tasmania, being based on a sample of more than 9,000 visitors per year. As an island, Tasmania has a natural advantage over other destinations when it comes to surveys of this type, because visitors can be more accurately counted as they depart via air and sea ports.

More detailed statistics from the TVS are also available through Tourism Tasmania's corporate website at www.tvsanalyser.com.au. The TVS Analyser service provides you with easy online access to a range of other useful visitor statistics and tables from the TVS which you can investigate and print for your own use.

International Visitor Survey (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia. The survey gathers information from visitors about, among other things; the number of nights they stayed in Australia, travel arrangements, reasons for visiting, places visited, information sources they used to find out about Australia prior to leaving home, impressions of aspects of Australia, income earned and expenditure on the trip. The IVS samples 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia - Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia. The NVS measures the characteristics and travel patterns of domestic tourists within Australia, including intrastate day and overnight travel. In 2019 there was a change in sampling methodology of the NVS. This has seen a break in series, so please exercise caution when comparing 2019 results with previous time periods. The survey results come from mobile phone interviews conducted with an annual sample of 120,000 Australian residents. The survey collects details about their recent travel for day trips, trips involving overnight stays and overseas travel. The NVS provides the only source of information about day and overnight travel by Tasmanians in their own state.

Why the TVS and IVS figures don't match up

The International Visitor Survey that features in this Snapshot report captures the profiles of international visitors to Australia, including those travelling to Tasmania. The IVS and TVS are each conducted by a different organisation which uses different sampling and 'weighting' methods to determine total numbers. As a result, the statistics from each survey will give differing results for identical subjects and are unlikely to tally if added together.

Caution

You are advised to exercise care when interpreting figures contained in this report or TVS Analyser. These figures are collected from a sample of visitors. They may be different from the real figure if data from 100% of all visitors could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error. Smaller estimates under 1000 must be treated with greater caution. Figures that show a change ≤ 2 per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables available at www.tourismtasmania.com.au/research/tvs for further information.