

# Tasmanian Tourism Snapshot

Year ending March 2012

## Introduction

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey, the International Visitor Survey and the National Visitor Survey, to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Information about these three surveys is contained at the back of the Snapshot.

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 [www.tourismtasmania.com.au/research/webreporter](http://www.tourismtasmania.com.au/research/webreporter). The webreporter 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.

## Total Visitation to Tasmania (Source: Tasmanian Visitor Survey)

### Key Results:

- For the year ending March 2012, there were 837,400 visitors, down 8% from 911,900 for the previous year.
- Total nights decreased by 7% to 7.64 million.
- Visitor expenditure decreased by 11% to \$1.374 billion.
- The number of interstate visitors to Tasmania decreased by 8% to 723,400 (was 785,900).

### Summary:

- In terms of visitor numbers from Tasmania's key markets, Victoria decreased by 11%, New South Wales decreased by 11%, and Queensland increased by 7%.
- Holiday visitors decreased by 8% for the year ending March 2012, holiday nights decreased by 12% and holiday expenditure decreased by 12%.
- VFR visitors decreased by 12% for the year. The number of nights VFR visitors spent in Tasmania increased by 1% while VFR expenditure decreased by 4%.
- The total number of visitors holidaying in Tasmania during the year ending March 2012 was 346,800, down 8% compared to the previous year (was 378,700).
- The total number of nights spent by holiday visitors to Tasmania for the year ending March 2012 was 3.4 million, down 12% from the previous year (was 3.9 million).
- Holiday visitor expenditure for the year was down 12% to \$888.30 million (was \$1.00 billion).
- Of all visitors, 156,500 (down 9%) were on business while 33,500 (up 3%) were travelling to attend a conference or convention.
- For the year ending March 2012, data from the TVS for the five marketing zones reported the following changes in visitor numbers: Hobart and Surrounds, down 8%; Launceston, Tamar Valley and the North, down 11%; Western Wilderness, down 12%; North West, down 11%; and East Coast, down 11%.
- For the year ending March 2012, 86% of all visitors to Tasmania travelled by scheduled air services and 14% travelled by sea. The total number of visitors travelling by scheduled air was down 7% and sea services was down 13% from the previous year.

## Interstate Visitation to Tasmania (Source: Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending March 2012 was 723,400, down 8% from 785,900 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending March 2012 was 6.03 million, down 6% from the previous year (was 6.41 million).
- Interstate visitor expenditure decreased by 12% to \$1.15 billion (was \$1.31 billion in the year ending March 2011).
- Of all interstate visitors, 274,300 were on holiday (down 8%), 217,700 were visiting friends or relatives (down 12%), 146,400 were on business (down 9%), and 30,800 were travelling to attend a conference or convention (up 4%).
- In terms of visitation to Tasmania from the key interstate markets, Victoria decreased by 11% to 314,500, NSW decreased by 11% to 169,000, and Queensland increased by 7% to 118,600 (Table 4). Together, these markets accounted for 83% of interstate visitation in the year ending March 2012.

## International Visitation (Source: International Visitor Survey)

### Summary – Australia

- A total of 5.50 million international visitors visited the country in the year ending March 2012, up 1% from the year ending March 2011.
- Holiday visitors to Australia decreased by 1% to 2.42 million, while VFR visitors increased by 4% to 1.38 million.
- International visitor nights spent in Australia increased by 6% to 196.6 million.
- Total expenditure by international visitors in Australia for the year ending March 2012 increased by 4% to \$17.9 billion<sup>1</sup> (including package expenditure). Holiday spend was \$6.2 billion (including package expenditure) for the year, up 1% from the year ending March 2011.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 1%; United Kingdom, down 2%; China, up 15% and the USA, down 1%.

### Summary – Tasmania

- Tasmania received 142,700 international visitors during the year ending March 2012, down 1% from 144,100 the previous year.
- The number of nights international visitors spent in Tasmania increased by 13% to 3.01 million, and the average length of stay increased by 14% to 21 nights.
- Expenditure by international visitors increased by 7% to \$253 million<sup>2</sup>.
- Holiday visitors to Tasmania increased by 3% to 101,600, while VFR visitors increased by 7% to 30,600.
- Holiday nights increased by 16% to 1.13 million, while the average length of stay for holiday visitors increased by 12% to 11 nights.
- The average spend per international visitor (including package expenditure) in Tasmania increased by 8% to \$1,773 (was \$1,638) during the year ending March 2012, while spend per night decreased by 5% to \$84 (was \$88).
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: United Kingdom, down 24%; New Zealand, down 12%; the USA, up 9%; and China, up 8%.
- Tasmania's share of all international visitors to Australia for the year ending March 2012 was 2.59%, compared with 2.6% for the year ending March 2011.

<sup>1</sup> Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory

<sup>2</sup> Modelled expenditure (includes package expenditure)

### Intrastate Visitation<sup>3</sup> (National Visitor Survey)

- In the year ending March 2012, the number of intrastate day trips in Tasmania increased by 8% to , whilst intrastate overnight trips increased by 5% to 1.1 million compared to the year ending March 2011.
- The number of overnight intrastate holiday trips in Tasmania increased by 10%, VFR increased by 3%, and overnight business trips increased by 5% in the year ending March 2012.
- Total spend by overnight intrastate visitors in Tasmania increased by 5% to \$357 million for the year ending March 2012.

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<sup>3</sup> Travel undertaken by a visitor in their home state

## Total Visitors to Tasmania

|  | YE Mar 2011 | YE Mar 2012 | % change |     |
|--|-------------|-------------|----------|-----|
| <b>Visitors</b>                            |             |             |          |     |
| Visitors on scheduled air and sea services | 911,900     | 837,400     | ↓        | -8% |

|                                  | YE Mar 2011 | YE Mar 2012 | % change |      |
|----------------------------------|-------------|-------------|----------|------|
| <b>Visitors</b>                  |             |             |          |      |
| Day visitors                     | 24,200      | 20,500      | ↓        | -15% |
| Overnight visitors               | 887,700     | 816,900     | ↓        | -8%  |
| Total visitors                   | 911,900     | 837,400     | ↓        | -8%  |
| <b>Nights</b>                    |             |             |          |      |
| Nights (million)                 | 8.24        | 7.64        | ↓        | -7%  |
| Length of stay (nights)          | 9.0         | 9.1         | ↑        | 1%   |
| <b>Expenditure</b>               |             |             |          |      |
| Expenditure (\$million)          | \$1,546     | \$1,374     | ↓        | -11% |
| Average spend per visitor        | \$1,695     | \$1,641     | ↓        | -3%  |
| Average spend per night          | \$188       | \$180       | ↓        | -4%  |
| Holiday spend (\$million)        | \$1,004     | \$888       | ↓        | -12% |
| <b>Purpose of Visit</b>          |             |             |          |      |
| Holiday                          | 378,700     | 346,800     | ↓        | -8%  |
| Visit friends or relatives (VFR) | 271,400     | 238,700     | ↓        | -12% |
| Total leisure (Holiday+VFR)      | 650,100     | 585,600     | ↓        | -10% |
| Business or employment           | 171,300     | 156,500     | ↓        | -9%  |
| Convention/conference/seminar    | 32,600      | 33,500      | ↑        | 3%   |
| <b>Regions Visited</b>           |             |             |          |      |
| Hobart & Surrounds               | 715,000     | 655,800     | ↓        | -8%  |
| Launceston, Tamar Valley & North | 559,200     | 500,000     | ↓        | -11% |
| Western Wilderness               | 248,200     | 217,600     | ↓        | -12% |
| North West                       | 371,500     | 331,200     | ↓        | -11% |
| East Coast                       | 291,200     | 260,300     | ↓        | -11% |
| <b>Mode of departure</b>         |             |             |          |      |
| Air visitors                     | 778,900     | 721,200     | ↓        | -7%  |
| Sea visitors                     | 133,000     | 116,200     | ↓        | -13% |

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

## Interstate Visitors to Tasmania

| Table 3. Interstate visitors to Tasmania on scheduled air and sea services |             |             |   |          |
|--|-------------|-------------|---|----------|
|  | YE Mar 2011 | YE Mar 2012 |   | % change |
| <b>Visitors</b>  |             |             |   |          |
| Day visitors   | 23,400      | 20,200      | ↓ | -14%     |
| Overnight visitors   | 762,500     | 703,100     | ↓ | -8%      |
| Total visitors   | 785,900     | 723,400     | ↓ | -8%      |
| <b>Nights</b>  |             |             |   |          |
| Nights (million)   | 6.41        | 6.03        | ↓ | -6%      |
| Length of stay (nights)  | 8.2         | 8.3         | ↑ | 2%       |
| <b>Expenditure</b>   |             |             |   |          |
| Expenditure (\$million)  | \$1,311     | \$1,154     | ↓ | -12%     |
| Average spend per visitor  | \$1,669     | \$1,595     | ↓ | -4%      |
| Average spend per night  | \$204       | \$191       | ↓ | -6%      |
| Holiday spend (\$million)  | \$833       | \$733       | ↓ | -12%     |
| <b>Purpose of Visit</b>  |             |             |   |          |
| Holiday  | 297,200     | 274,300     | ↓ | -8%      |
| Visit friends or relatives (VFR)   | 248,000     | 217,700     | ↓ | -12%     |
| Total leisure (Holiday+VFR)  | 545,200     | 492,000     | ↓ | -10%     |
| Business or employment   | 160,400     | 146,400     | ↓ | -9%      |
| Convention/conference/seminar  | 29,700      | 30,800      | ↑ | 4%       |
| <b>Regions Visited</b>   |             |             |   |          |
| Hobart & Surrounds   | 597,800     | 548,700     | ↓ | -8%      |
| Launceston, Tamar Valley & North   | 470,500     | 423,500     | ↓ | -10%     |
| Western Wilderness   | 187,400     | 170,300     | ↓ | -9%      |
| North West   | 316,200     | 283,600     | ↓ | -10%     |
| East Coast   | 225,400     | 201,400     | ↓ | -11%     |
| <b>Mode of departure</b>   |             |             |   |          |
| Air visitors   | 663,000     | 616,100     | ↓ | -7%      |
| Sea visitors   | 122,900     | 107,300     | ↓ | -13%     |

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

|                           | YE Mar 2011 | YE Mar 2012 | % change |      |
|---------------------------|-------------|-------------|----------|------|
| Victoria                  | 352,800     | 314,500     | ↓        | -11% |
| N.S.W.                    | 189,700     | 169,000     | ↓        | -11% |
| Queensland                | 110,900     | 118,600     | ↑        | 7%   |
| South Australia           | 45,700      | 39,000      | ↓        | -15% |
| Western Australia         | 44,200      | 46,500      | ↑        | 5%   |
| A.C.T.                    | 23,300      | 20,500      | ↓        | -12% |
| N.T.                      | 8,600       | 6,600       | ↓        | -23% |
| Total interstate visitors | 785,900     | 723,400     | ↓        | -8%  |

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

## International Visitors to Tasmania

|                                  | to Tasmania |             |          | to Australia |             |          |
|----------------------------------|-------------|-------------|----------|--------------|-------------|----------|
|                                  | YE Mar 2011 | YE Mar 2012 | % Change | YE Mar 2011  | YE Mar 2012 | % Change |
| <b>Visitors</b>                  |             |             |          |              |             |          |
| International visitors           | 144,100     | 142,700     | ↓ -1%    | 5,439,600    | 5,499,000   | ↑ 1%     |
| <b>Nights</b>                    |             |             |          |              |             |          |
| Nights ('000s)                   | 2,675       | 3,011       | ↑ 13%    | 186,303      | 196,610     | ↑ 6%     |
| Ave Length of stay (nights)      | 19          | 21          | ↑ 14%    | 34           | 36          | ↑ 4%     |
| <b>Expenditure</b>               |             |             |          |              |             |          |
| Expenditure (\$million)          | \$236       | \$253       | ↑ 7%     | \$17,284     | \$17,926    | ↑ 4%     |
| Average spend per visitor        | \$1,638     | \$1,773     | ↑ 8%     | \$3,177      | \$3,260     | ↑ 3%     |
| Average spend per night          | \$88        | \$84        | ↓ -5%    | \$93         | \$91        | ↓ -2%    |
| Holiday spend (\$million)        | \$101       | \$119       | ↑ 18%    | \$6,178      | \$6,230     | ↑ 1%     |
| <b>Purpose of Visit</b>          |             |             |          |              |             |          |
| Holiday                          | 98,500      | 101,600     | ↑ 3%     | 2,457,200    | 2,424,800   | ↓ -1%    |
| Visit friends or relatives (VFR) | 28,500      | 30,600      | ↑ 7%     | 1,320,300    | 1,376,300   | ↑ 4%     |
| Business                         | 12,200      | 10,100      | ↓ -17%   | 873,800      | 884,900     | ↑ 1%     |
| Education                        | 6,500       | 6,800       | ↑ 5%     | 367,300      | 363,000     | ↓ -1%    |
| Employment                       | 4,700       | 2,000       | ↓ -57%   | 186,200      | 205,500     | ↑ 10%    |
| Other Reason                     | 3,700       | 800         | ↓ -79%   | 234,900      | 244,500     | ↑ 4%     |
| Total                            | 144,100     | 142,700     | ↓ -1%    | 5,439,600    | 5,499,000   | ↑ 1%     |

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

\* Modelled expenditure including 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.

**Table 6. International visitors to States/Territories**

|                                | YE Mar 2011     | YE Mar 2012 | % Change | YE Mar 2011         | YE Mar 2012 | % Point difference |
|--------------------------------|-----------------|-------------|----------|---------------------|-------------|--------------------|
| <i>State/territory visited</i> | <i>Visitors</i> |             |          | <i>Market Share</i> |             |                    |
| New South Wales                | 2,824,200       | 2,765,200   | ↓ -2%    | 52%                 | 50%         | ↓ -2%              |
| Victoria                       | 1,674,000       | 1,766,500   | ↑ 6%     | 31%                 | 32%         | ↑ 1%               |
| Queensland                     | 2,008,800       | 1,946,300   | ↓ -3%    | 37%                 | 35%         | ↓ -2%              |
| South Australia                | 373,800         | 337,900     | ↓ -10%   | 7%                  | 6%          | ↓ -1%              |
| Western Australia              | 713,800         | 739,000     | ↑ 4%     | 13%                 | 13%         | → 0%               |
| Tasmania                       | 144,100         | 142,700     | ↓ -1%    | 3%                  | 3%          | → 0%               |
| Northern Territory             | 304,400         | 276,700     | ↓ -9%    | 6%                  | 5%          | ↓ -1%              |
| Australia Capital Territory    | 157,700         | 162,200     | ↑ 3%     | 3%                  | 3%          | → 0%               |
| Total visitors to Australia    | 5,439,600       | 5,499,000   | ↑ 1%     | 100%                | 100%        | → 0%               |

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

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

**Table 7. Origin of international visitors to Tasmania**

|                     | YE Mar 2011    | YE Mar 2012    | % Change     | YE Mar 2011           | YE Mar 2012 | % Point difference |
|---------------------|----------------|----------------|--------------|-----------------------|-------------|--------------------|
| Country of origin   | Visitors       |                |              | National Market Share |             |                    |
| New Zealand         | 14,800         | 13,000         | ↓ -12%       | 1%                    | 1%          | → 0%               |
| Japan               | 5,400          | 4,100          | ↓ -25%       | 2%                    | 1%          | → 0%               |
| Hong Kong           | 10,100         | 9,000          | ↓ -11%       | 7%                    | 6%          | ↓ -1%              |
| Singapore           | 6,300          | 5,800          | ↓ -8%        | 2%                    | 2%          | → 0%               |
| Malaysia            | 5,200          | 7,500          | ↑ 44%        | 2%                    | 3%          | ↑ 1%               |
| Indonesia           | 2,800          | 1,500          | ↓ -47%       | 2%                    | 1%          | ↓ -1%              |
| Taiwan              | 1,900          | 3,200          | ↑ 74%        | 2%                    | 4%          | ↑ 1%               |
| Thailand            | 2,200          | 3,000          | ↑ 35%        | 3%                    | 4%          | ↑ 1%               |
| Korea               | 3,600          | 3,900          | ↑ 8%         | 2%                    | 2%          | → 0%               |
| China               | 7,800          | 8,400          | ↑ 8%         | 2%                    | 2%          | → 0%               |
| India               | 2,100          | 1,100          | ↓ -47%       | 2%                    | 1%          | ↓ -1%              |
| Other Asia          | 2,200          | 1,700          | ↓ -23%       | 2%                    | 1%          | → 0%               |
| USA includes Hawaii | 17,000         | 18,500         | ↑ 9%         | 4%                    | 4%          | → 0%               |
| Canada              | 5,600          | 8,200          | ↑ 46%        | 5%                    | 7%          | ↑ 2%               |
| United Kingdom      | 22,100         | 16,800         | ↓ -24%       | 4%                    | 3%          | ↓ -1%              |
| Germany             | 8,000          | 7,700          | ↓ -3%        | 5%                    | 5%          | → 0%               |
| Scandinavia         | 2,600          | 5,100          | ↑ 97%        | 3%                    | 6%          | ↑ 3%               |
| France              | 4,100          | 4,800          | ↑ 15%        | 5%                    | 5%          | → 0%               |
| Italy               | 1,400          | 2,000          | ↑ 40%        | 3%                    | 4%          | ↑ 1%               |
| Netherlands         | 2,800          | 1,700          | ↓ -38%       | 6%                    | 4%          | ↓ -2%              |
| Switzerland         | 2,300          | 2,600          | ↑ 10%        | 6%                    | 7%          | ↑ 1%               |
| Other Europe        | 4,200          | 8,100          | ↑ 93%        | 2%                    | 4%          | ↑ 2%               |
| Other Countries     | 9,600          | 5,100          | ↓ -47%       | 2%                    | 1%          | ↓ -1%              |
| <b>Total</b>        | <b>144,100</b> | <b>142,700</b> | <b>↓ -1%</b> | <b>3%</b>             | <b>3%</b>   | <b>→ 0%</b>        |

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)



## Intrastate Visitors

|                                     | Tasmania    |             |          | Australia   |             |          |
|-------------------------------------|-------------|-------------|----------|-------------|-------------|----------|
|                                     | YE Mar 2011 | YE Mar 2012 | % change | YE Mar 2011 | YE Mar 2012 | % change |
| <b>Visitors</b>                     |             |             |          |             |             |          |
| Overnight visitors ('000s)          | 1,066       | 1,124       | ↑ 5%     | 45,859      | 49,732      | ↑ 8%     |
| <b>Nights</b>                       |             |             |          |             |             |          |
| Nights ('000s)                      | 2,690       | 2,852       | ↑ 6%     | 143,366     | 158,755     | ↑ 11%    |
| Length of stay (nights)             | 2.5         | 2.5         | ↑ 1%     | 3.1         | 3.2         | ↑ 2%     |
| <b>Expenditure</b>                  |             |             |          |             |             |          |
| Expenditure (\$million)             | \$340       | \$357       | ↑ 5%     | \$17,303    | \$19,090    | ↑ 10%    |
| Spend per visitor                   | \$319       | \$318       | → 0%     | \$377       | \$384       | ↑ 2%     |
| Spend per night                     | \$126       | \$125       | ↓ -1%    | \$121       | \$120       | → 0%     |
| <b>Purpose('000s)</b>               |             |             |          |             |             |          |
| Holiday                             | 526         | 578         | ↑ 10%    | 21,361      | 22,216      | ↑ 4%     |
| Visit friends &/or relatives (VFR)  | 297         | 307         | → 3%     | 15,376      | 17,575      | ↑ 14%    |
| Business                            | 172         | 181         | ↑ 5%     | 6,771       | 7,518       | ↑ 11%    |
| Other reason                        | 73          | 69          | ↓ -5%    | 2,788       | 3,035       | ↑ 9%     |
| Total overnight intrastate visitors | 1,066       | 1,124       | ↑ 5%     | 45,859      | 49,732      | ↑ 8%     |

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

|   | Tasmania    |             |          | Australia   |             |          |
|---|-------------|-------------|----------|-------------|-------------|----------|
|   | YE Mar 2011 | YE Mar 2012 | % change | YE Mar 2011 | YE Mar 2012 | % change |
| <b>Visitor</b>                                  |             |             |          |             |             |          |
| Day visitors ('000s)                            | 4,350       | 4,681       | ↑ 8%     | 147,892     | 157,645     | ↑ 7%     |
| Total intrastate Day+Overnight visitors ('000s) | 5,416       | 5,805       | ↑ 7%     | 193,751     | 207,377     | ↑ 7%     |
| <b>Expenditure</b>                              |             |             |          |             |             |          |
| Expenditure (\$million)                         | \$426       | \$438       | ↑ 3%     | \$15,327    | \$17,105    | ↑ 12%    |
| Spend per visitor                               | \$98        | \$94        | ↓ -4%    | \$104       | \$109       | ↑ 5%     |
| <b>Purpose('000s)</b>                           |             |             |          |             |             |          |
| Holiday   | 2,302       | 2,355       | ↑ 2%     | 71,569      | 73,318      | ↑ 2%     |
| Visit friends &/or relatives (VFR)              | 1,068       | 1,193       | ↑ 12%    | 44,767      | 46,677      | ↑ 4%     |
| Business  | 375         | 471         | ↑ 26%    | 14,157      | 17,109      | ↑ 21%    |
| Other reason                                    | 604         | 662         | ↑ 10%    | 17,399      | 20,541      | ↑ 18%    |
| Total day intrastate visitors                   | 4,350       | 4,681       | ↑ 8%     | 147,892     | 157,645     | ↑ 7%     |

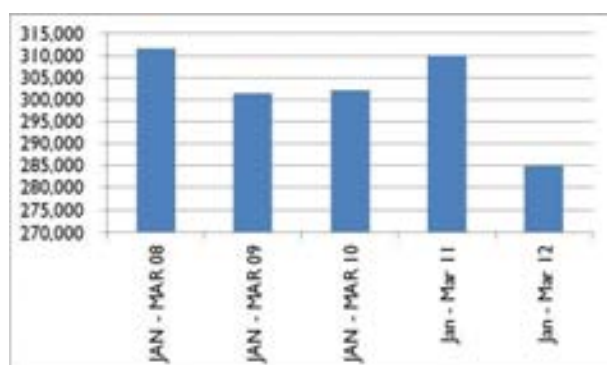
Source: National Visitor Survey (NVS), Tourism Research Australia

## Quarter ending March 2012

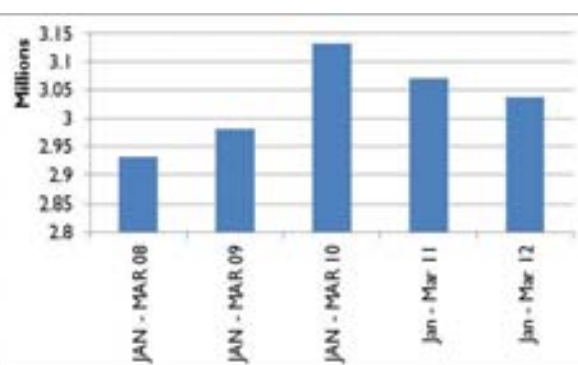
The TVS reports the following key findings for visitors during the January-March 2012 quarter.

- The total number of visitors to Tasmania for the March quarter 2012 was 284,900, down 8% from 309,900 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the March quarter 2012 decreased by 1% to 3.04 million (was 3.07 million) (Fig. 2).
- Visitor expenditure was \$522 million, down 14% from the same quarter of the previous year (was \$608.2 million) (Fig. 3).
- Of all visitors for the quarter, 137,500 (down 9%) were on holiday, 78,800 (down 13%) were visiting friends or relatives, 42,000 (up 8%) were on business, and 4,100 (down 32%) were travelling to attend a conference or convention (Fig. 4).

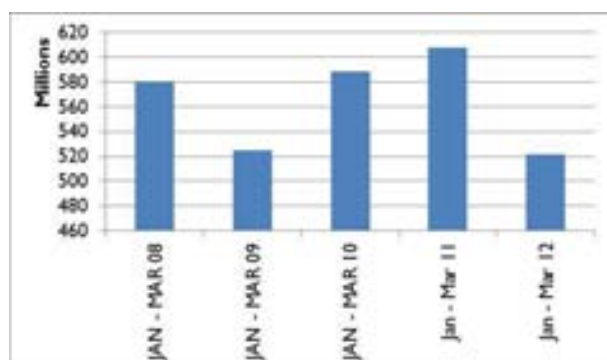
**Fig. 1. Total Visitors to Tasmania by Quarter\***



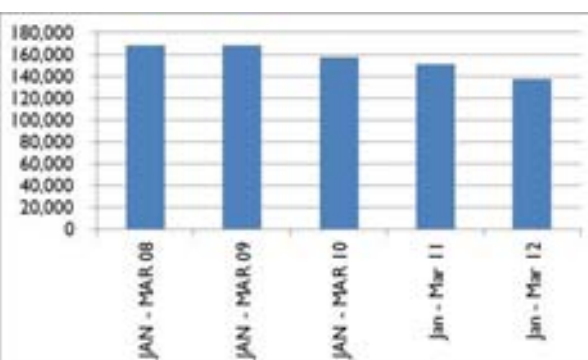
**Fig. 2. Total Nights by Quarter\***



**Fig. 3. Total Expenditure (\$ millions) by Quarter\***



**Fig. 4. Total Holiday Visitors by Quarter\***



\* Graphs present data for every quarter for the last five years, on visitors travelling to Tasmania via scheduled services. Data source: Tasmanian Visitor Survey.

## 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.tourismtasmania.com.au/research/webreporter](http://www.tourismtasmania.com.au/research/webreporter). The webreporter 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. The survey results come from telephone 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

Each survey is 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 webreporter. 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.