

Tourism Info Monitor (TIM)

Insights from the July – September 2016 survey period

The Tourism Info Monitor is a regular quarterly survey by Tourism Tasmania of around 1 500 ‘travelling’ Australians. It provides insights into the performance of Tasmania as well as the views, behaviours and characteristics of people who have taken a holiday in the last 12 months or are considering a holiday in the next 12 months.

The TIM research project began in February 2012 and since then over 20 000 travelling Australians have been surveyed. Below are some high-level facts and comments relating to the TIM report for the third quarter 2016, which is published on Tourism Tasmania’s corporate website www.tourismtasmania.com.au.

The findings of this survey are regularly used to guide Tourism Tasmania’s marketing strategies and activities. Some insights from the most recent quarter from July to September 2016 include:

General Travel Behaviour

- With a weakening dollar, the Australian domestic travel landscape is becoming increasingly attractive and competitive
- This quarter’s TIM results show that travel by Australians to international destinations still remains popular. Over 39 per cent of travelling Australians are still considering an overseas trip in the next 12 months, and around one third are still considering a trip to Queensland.

Tasmania’s appeal

- The latest TIM results show that around 66 per cent of travelling Australians consider a Tasmanian holiday appealing. While this percentage is lower than the previous quarter, it is 2 per cent higher than the same period in 2015. Tasmania continues to rank as the second most appealing Australian travel destination, behind Queensland.
- Amongst Tourism Tasmania’s target audience (Life Long Learners), Tasmania was overtaken by Victoria to be ranked as the third most appealing Australian travel destination this quarter after Queensland and Victoria.
- Tasmania maintained its momentum this quarter and continues to rank as the 2nd most positively talked about Australian destination after Queensland. Around 60 per cent of travelling Australians surveyed in the September 2016 quarter felt that Tasmania is being talked about positively.
- Tasmania has regained the position as most highly recommended Australian destination, and now sits only second to New Zealand as the most recommended destination surveyed, overtaking other overseas destinations.
- During the three months to September 2016, around 74 per cent of all respondents who had visited the state in the past 12 months, recommended it to others after their trip.

People considering travel to Tasmania within the next few years

- The results for the September 2016 quarter show that around 31 per cent of travelling Australians are considering a visit to Tasmania in the next two to three years. This is down only slightly on the same period last year.
- Around 19 per cent of travelling Australians said they are considering visiting Tasmania for a leisure trip in the next twelve months.

Media and holiday decision-making

- Between July and September 2016, around 28 per cent of respondents said they were aware of media relating to holidays in Tasmania. This has strengthened significantly this quarter.
- Tasmania continues to rank second behind Queensland for media awareness. However competition between other states and territories for media awareness continues to remain strong.
- Word of mouth remains an important channel for Tasmania, with almost one out of every five people surveyed saying that they had recently read, seen or heard something about Tasmanian holidays via word of mouth. It was an even more important source of ideas and information for those who were considering a holiday here.

About 'Life Long Learners'

- In recent years, Tourism Tasmania has focussed its marketing effort on a segment of the Australian population we have termed 'Life Long Learners'.
- The 'Life Long Learners' mainly live in metropolitan areas of the eastern seaboard of Australia, and their reasons for taking a holiday are generally to go exploring to discover and understand new people and places, or to escape and spend time together and create new memories.
- The latest TIM survey shows that 'Life Long Learners' are more likely than the average Australian traveller to include Tasmania on their list of considered destinations.
- Specifically, around 36 per cent of this segment are considering a visit to Tasmania in the next 2-3 years (compared with 31 per cent for the overall Australian travelling population).

* **'Word of Mouth'** includes any communication with/from someone you know. This could be a work colleague discussing their holiday, sharing photos with family, or speaking to a friend on the phone about a travel experience

For more information about the Tourism Info Monitor (TIM) and other tourism research/statistics for Tasmania, visit www.tourismtasmania.com.au/research