

# Tourism Info Monitor (TIM)

## Insights from the April – June 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 first quarter 2015, which is published on Tourism Tasmania's corporate website [www.tourismtasmania.com.au](http://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 April to June 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 while travel by Australians to international destinations is declining, it still remains popular. Over 38 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 73 per cent of travelling Australians consider a Tasmanian holiday appealing. Tasmania's appeal is higher than last quarter and last year. Tasmania continues to rank as the second most appealing Australian travel destination, behind Queensland.
- However amongst Life Long Learners, Tasmania is ranked equally with Queensland as Australia's most appealing destinations.
- Tasmania maintained its momentum this quarter and continues to rank second among Australian travel destinations. Around 59 per cent of travelling Australians surveyed in the June 2016 quarter felt that Tasmania is being talked about positively, and is the 2nd most positively talked about destination after Queensland.
- Tasmania continues to be a highly recommended destination, although the state was overtaken this quarter by Western Australia and Queensland. During the three months to June 2016, 65 per cent of all respondents who visited the state recommended it to others after their trip, compared with 74 per cent for the same quarter last year.

## People considering travel to Tasmania within the next few years

- The results for the June 2016 quarter show that around 33 per cent of travelling Australians are considering a visit to Tasmania in the next two to three years. This is similar to the same period last year.
- Around 18 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 April and June 2016, around 24 per cent of respondents said they were aware of media relating to holidays in Tasmania. This was down slightly on the same period in 2016.
- Tasmania continues to rank 2<sup>nd</sup> behind Queensland for media awareness. However competition between other states and territories for media awareness remains strong.
- For the first time since 2013, word of mouth was identified by travelling Australians as the leading source of information about Tasmania, overtaking TV advertising in the June 2016 quarter.
- 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 42 per cent of this segment are considering a visit to Tasmania in the next 2-3 years (compared with 33 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 experiences

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