

Tourism Info Monitor (TIM)

Insights from the January – March 2014 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 findings of this survey are regularly used to guide Tourism Tasmania’s marketing strategies and activities.

The TIM research project began in February 2012 and since then around 13 000 travelling Australians have been surveyed. Below are some high-level facts and comments relating to the TIM report for the first quarter of 2014, which is published on Tourism Tasmania’s corporate website www.tourismtasmania.com.au.

Tasmania’s appeal

- The latest TIM results show that around 62 per cent of travelling Australians consider a Tasmanian holiday appealing. This level of appeal remains high and continues to rank the state as the second most appealing Australian travel destination, behind Queensland.
- Around 60 per cent of travelling Australians surveyed in the March 2014 quarter felt that Tasmania is being talked about positively. This has continued to grow on last quarter and last year.
- Around 80 per cent of respondents who had visited Tasmania in the past 12 months said they had recommended Tasmania to others afterwards. The means that the level of recommendation for Tasmania has recovered back to previous levels and is back on par with the same period last year following a dip in the December quarter.

People considering travel to Tasmania within the next few years

- The results for the March 2014 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 the same as last quarter as well as the same period last year and shows that Tasmania continues to perform strongly as a destination being considered for a holiday by Australians.
- Around 19 per cent of travelling Australians said they are considering visiting Tasmania for a leisure trip in the next twelve months, which is similar to the previous quarter.
- These travellers are more likely than other travelling Australians to be looking for affordable and suitable packages and accommodation, as well as more information on itineraries and touring options. Upcoming events are also a useful driver for them to consider booking a holiday to Tasmania.
- International destinations continue to be the most popular travel choices for those considering a holiday in the next twelve months, followed by Queensland, New South Wales, Victoria and Tasmania. Consideration of travel to Tasmania remains stable and is ahead of Western Australia, South Australia and New Zealand.
- The percentage of travelling Australians who said that they had visited Tasmania in the past 12 months remained steady in this quarter at around 7 per cent.

Media and holiday decision-making

- Awareness of destination advertising for Tasmania between January and March 2014 jumped again to 30 per cent of respondents, which is the same level for this quarter last year.
- TV advertising is identified by respondents as the primary channel for getting ideas and information about holidays in Tasmania and all other domestic destinations, with significant increases seen in Tasmania's TV ad awareness compared to the same quarter last year.
- Despite falling marginally (compared to last year), word of mouth still remains an important channel for Tasmania. Twenty percent of survey respondents claimed that word of mouth was a significant source of ideas and information for them about Tasmania, and had recently read, seen or heard something about Tasmanian holidays via this method of communication.
- TV advertising and word of mouth* endorsement or advocacy continue to be the key sources of ideas and information about Tasmanian holidays, and even more so for those people who are actually considering Tasmania for a holiday.
- Around one quarter of travelling Australians said that they decided to take their last trip because it was recommended by friends or family. A further 15 per cent said they decided to take their last trip to visit a special event, festival or sporting game.
- Information on activities and accommodation, itineraries, and affordable and suitable packages are also important drivers to visitation for the people who are considering Tasmania as one of their holiday options.
- The research continues to show that leveraging positive Word of Mouth has remained key to increasing awareness and visitation.

Awareness of Tasmanian attractions/places around the state

- Only 5 Tasmanian places or attractions were recalled by more than 10 per cent of survey respondents when they were asked to name places or attractions that came to mind when thinking about a holiday in Tasmania – Hobart, Port Arthur, Cradle Mountain, Launceston and the Salamanca Market.
- When prompted with a list of Tasmanian places and attractions, more than 50 per cent of people who were considering a Tasmanian holiday in the next 12 months identified Port Arthur, Cradle Mountain, Salamanca Market, Mount Wellington, Huon Valley, King Island, Strahan, Queenstown and Flinders Island as Tasmanian places or attractions that they'd heard of.

* **'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