

# Tourism Info Monitor (TIM)

## Insights from the January – March 2017 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 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 2017, which is published on Tourism Tasmania’s corporate website [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au).

In 2017, Tourism Tasmania introduced a new approach to understanding potential holiday visitors to the state by better understanding their decision-making stages - from aspiring to visit our beautiful state to actually booking the holiday. This is called ‘the customer journey’.

Some of the old TIM measures you may be familiar with, like advertising awareness and past visitation, are no longer included in the survey summaries. However some new measures are included in the summary.

### The Customer Journey

Tourism Tasmania has updated the TIM survey to better understand how its marketing strategies attract and move customers through the holiday decision-making stages, from aspiration to visit Tasmania to actually booking a holiday.

The stages that are explored in the TIM research includes Aspiration; Consideration; Intention; Planning; Booking and Anticipation

This quarter’s TIM survey introduces and explains this concept, and also attempts to understand the proportion of customers and each stage of the holiday decision-making journey and their profiles. Understanding the key drivers and barriers to visiting Tasmania at each stage of the journey will contribute to a more targeted marketing approach and better opportunities to communicate with potential visitors.

### The Current Landscape

- Tasmania continues to be on the “bucket list” for a large proportion of consumers. Tasmania is highly aspirational with 22 per cent of the domestic travelling public indicating they want to travel to Tasmania sometime in the long term future. A further 30 per cent are considering travel to Tasmania for a holiday in the next 3 years.
- TIM also shows that just over half of those surveyed had been to Tasmania previously, and a significant majority of these past visitors had a strong interest in revisiting.
- Tasmania’s challenge is to encourage more of these ‘considerers’ to move further along the customer journey and become actively engaged in planning and booking a visit to Tasmania.

## **Tasmania's appeal**

- Appeal for Tasmania continues to remain high, ranking as the 2<sup>nd</sup> most appealing Australian travel destination behind Queensland.
- Tasmania's appeal grows even further as potential visitors' progress along the customer journey and move closer to booking and actual travel.
- Tasmania continues to be seen in a positive light. Around 64 per cent of travelling Australians surveyed this quarter felt that Tasmania was being talked about positively. This ranks Tasmania as the 2nd most positively talked about Australian destination.
- Tasmania was second only to New Zealand as the most recommended destination surveyed. During the three months to March 2017, 65 per cent of all respondents who visited the state recommended it to others after their trip. This made Tasmania the most recommended Australian state and territory.

## **Barriers to Visiting**

- Cost, temperature, distance and the perception that there is not enough to do were seen as barriers by some potential visitors. Some people also said they have other destinations higher up on their 'bucket list' and want to visit these with greater urgency

## **Triggers to Book**

- Previous visitors are more likely to want to return to Tasmania for a holiday.
- Recent visitors were motivated to book their holiday to Tasmania due to their interest in nature and wilderness, history and heritage, food and beverage offerings as well as the opportunity to visit friends and relatives.
- During this quarter, visitors who were booking a trip to Tasmania were more likely to be motivated by the opportunity to attend a special event, an interest in history and heritage, nature and wilderness or a package deal.
- Amongst people who had visited or were considering a visit to Tasmania, our scenery and landscapes, nature and wilderness, food and drink, and history were considered the state's biggest selling points.

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)