

# Tourism Research

## Tasmanian Tourism Snapshot - Year ending December 2018

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey to provide you with a statistical overview about interstate visitors to Tasmania. Information about the Tasmanian Visitor Survey is on the final page of this 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 [tourismtasmania.com.au/research/tvs](http://tourismtasmania.com.au/research/tvs). The TVS database 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 (from Tasmanian Visitor Survey results)

### Key statistics

Total visitors	1.32 million	▲ 4%	For the year ending December 2018, there were 1.32 million visitors, up 4 per cent from 1.27 million for the previous year.
Total nights	10.83 million	▢ 0%	Total nights spent by visitors in the state remained steady at 10.83 million.
Visitor expenditure	\$2.46 billion	▲ 5%	Visitor expenditure increased by 5 per cent to \$2.46 billion.
Interstate visitors	1.11 million	▲ 5%	The number of interstate visitors to Tasmania increased by 5 per cent to 1.11 million (was 1.06 million).
International visitors (Source: IVS)	308,800	▲ 11%	Tasmania received 308,800 international visitors, up 11 per cent from 278,100 the previous year.

### Purpose of travel

Holiday visitors	640,600	▢ 2%	The total number of visitors holidaying in Tasmania during the year ending December 2018 was 640,600, showing no significant change at 2 per cent compared to the previous year (was 630,800).
Holiday nights	5.78 million	▲ 5%	The total number of nights spent by holiday visitors to Tasmania for the year ending December 2018 was 5.78 million, up 5 per cent from the previous year (was 5.53 million)
Holiday expenditure	\$1.67 billion	▲ 4%	Holiday visitor expenditure for the year was up 4 per cent to \$1.67 billion (was \$1.61 billion).
Visiting friends and relatives (VFR)	342,700	▢ 1%	Those who came to visit friends and relatives (VFR) remained steady at 1 per cent for the year. The number of nights VFR visitors spent in Tasmania decreased by 4 per cent while VFR expenditure increased by 9 per cent.
Business travel	230,000	▲ 21%	Of all visitors, 230,000 (up 21 per cent) were on business while 36,300 (down 3 per cent) were travelling to attend a conference or convention.
Conference travel	36,300	▼ 3%	

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## Regional visitation

South	1,048,500	▲ 3%	For the year ending December 2018, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 3 per cent; East Coast, down 3 per cent; Northern, up 3 per cent; Cradle Coast, up 4 per cent.
East	377,300	▼ 3%	
North	715,900	▲ 3%	
Cradle Coast	529,000	▲ 4%	

## Mode of travel

Air	89%	▲ 4%	For the year ending December 2018, 89 per cent of all visitors to Tasmania travelled by scheduled air services and 11 per cent travelled by sea. The total number of visitors travelling by scheduled air was up 4 per cent and sea services was showing no significant change at 1 per cent from the previous year.
Spirit of Tasmania	11%	▢ 1%	

## Interstate Visitation to Tasmania (Tasmanian Visitor Survey results)

### Key statistics

Interstate visitors	1.11 million	▲ 5%	The total number of interstate visitors to Tasmania for the year ending December 2018 was 1.11 million, up 5 per cent from 1.06 million the previous year.
Interstate nights	8.29 million	▢ 1%	The total number of nights spent by interstate visitors to Tasmania for the year ending December 2018 was 8.29 million, showing no significant change from the previous year (was 8.23 million).
Interstate expenditure	\$1.99 billion	▲ 4%	Interstate visitor expenditure increased by 4 per cent to \$1.99 billion (was \$1.91 billion in the year ending December 2017).

### Purpose of travel

Interstate holiday visitors	483,400	▢ 0%	Of all interstate visitors, 483,400 were on holiday (showing no significant change), 306,000 were visiting friends or relatives (showing no significant change), 216,600 were on business (up 24 per cent), and 34,600 were travelling to attend a conference or convention (up 9 per cent)
Interstate VFR	306,000	▢ 0%	
Interstate business	216,600	▲ 24%	
Interstate conference	36,600	▲ 9%	

### Origin of visitors

Victorian visitors	469,000	▲ 11%	In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 11 per cent to 469,000, NSW remained steady at 1 per cent with 301,900, and Queensland decreased by 2 per cent to 171,600. Together, these markets accounted for 85 per cent of interstate visitation in the year ending December 2018.
NSW visitors	301,900	▢ 1%	
Queensland visitors	171,600	▼ 2%	

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## International Visitation (International Visitor Survey results)

### Key statistics - Australia

International visitors	8.52 million	▲ 5%	A total of 8.52 million international visitors came to Australia in the year ending December 2018, up 5 per cent from the year ending December 2017.
International visitor nights	274 million	▲ 4%	International visitor nights spent in Australia increased by 4 per cent to 274 million.
International visitor expenditure	\$30 billion	▲ 8%	Total expenditure by international visitors in Australia for the year ending December 2018 increased by 8 per cent to \$30 billion (including package expenditure).

### Purpose of travel - Australia

International holiday	3.90 million	▲ 4%	Holiday visitors to Australia increased by 4 per cent to 3.90 million, while VFR visitors increased by 6 per cent to 2.56 million.
International VFR	2.56 million	▲ 6%	
International holiday expenditure	\$10 billion	▲ 4%	Holiday spend was \$10 billion (including package expenditure) for the year, increased by 4 per cent from the year ending December 2017.

### Origin of visitors - Australia

China visitors	1,322,000	▲ 5%	For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: China, up 5 per cent; New Zealand, remained steady at 2 per cent; USA, remained steady at 1 per cent; United Kingdom, showed no change and Japan up 8 per cent.
NZ visitors	1,258,900	▢ 2%	
USA visitors	735,600	▢ 1%	
UK visitors	688,400	▢ 0%	
Japan visitors	433,600	▲ 8%	

### Key statistics - Tasmania

International visitors	308,800	▲ 11%	Tasmania received 308,800 international visitors during the year ending December 2018, up 11 per cent from 278,100 the previous year.
International visitor nights	4.91 million	▲ 6%	The number of nights international visitors spent in Tasmania increased by 6 per cent to 4.91 million, but the average length of stay decreased by 4 per cent to 16 nights.
International average length of stay	16 nights	▼ 4%	
International visitor expenditure	\$549 million	▲ 13%	Expenditure by international visitors increased by 13 per cent to \$549 million.

### Purpose of travel - Tasmania

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International holiday visitors	244,600	▲ 11%	Holiday visitors to Tasmania increased by 11% to 244,600, while VFR visitors increased by 7 per cent to 45,800.
International VFR	45,800	▲ 7%	
International holiday nights	2.24 million	▲ 26%	Holiday nights remained steady at 1 per cent, 2.20 million nights, while the average length of stay for holiday visitors increased by 9 per cent to 9 nights.
International holiday expenditure	\$292 million	▲ 3%	Total expenditure by international holiday visitors increased by 3 per cent to \$292 million.

## Origin of visitors - Tasmania

China visitors	52,500	▲ 37%	For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 37 per cent; United Kingdom, up 32 per cent; the USA, remained steady at 2 per cent; New Zealand, up 22 per cent; Hong Kong, remained steady at 2 per cent.
USA visitors	43,900	□ 2%	
UK visitors	29,400	▲ 32%	
HK visitors	24,700	□ 2%	
NZ visitors	21,400	▲ 22%	
Market share of international visitors		□ 3.6%	Tasmania's share of all international visitors to Australia for the year ending December 2018 was 3.6 per cent, showing no significant change compared with 3.4 per cent for the year ending December 2017.



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## Total Visitors to Tasmania

**Table 1. Total visitors to Tasmania on scheduled air and sea services**

	YE Dec 2017	YE Dec 2018	% change
<b>Visitors</b>			
Visitors on scheduled air and sea services	1,269,700	1,318,500	↑ 4%

**Table 2. Total visitors to Tasmania on scheduled air and sea services**

	YE Dec 2017	YE Dec 2018	% change
<b>Visitors</b>			
Day visitors	28,900	41,200	↑ 43%
Overnight visitors	1,240,800	1,277,300	↑ 3%
Total visitors	1,269,700	1,318,500	↑ 4%
<b>Nights</b>			
Nights (million)	10.84	10.83	→ 0%
Average length of stay (nights)	8.5	8.2	↓ -4%
<b>Expenditure</b>			
Expenditure (\$million)	\$2,347	\$2,458	↑ 5%
Average spend per visitor	\$1,848	\$1,864	→ 1%
Average spend per night	\$217	\$227	↑ 5%
Holiday spend (\$million)	\$1,607	\$1,674	↑ 4%
<b>Purpose of Visit</b>			
Holiday	630,800	640,600	→ 2%
Visit friends or relatives (VFR)	341,000	342,700	→ 0%
Total leisure (Holiday+VFR)	971,700	983,300	→ 1%
Business or employment	190,200	230,000	↑ 21%
Convention/conference/seminar	37,300	36,300	↓ -3%
<b>Regions Visited</b>			
Southern	1,017,300	1,048,500	↑ 3%
East Coast	388,000	377,300	↓ -3%
Northern	693,100	715,900	↑ 3%
Cradle Coast	508,100	529,000	↑ 4%
<b>Mode of departure</b>			
Air visitors	1,124,500	1,172,100	↑ 4%
Sea visitors	145,200	146,400	→ 1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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## Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea

	YE Dec 2017	YE Dec 2018	% change
<b>Visitors</b>			
Day visitors	28,100	39,700	↑ 41%
Overnight visitors	1,029,900	1,067,000	↑ 4%
Total visitors	1,057,900	1,106,800	↑ 5%
<b>Nights</b>			
Nights (million)	8.23	8.29	→ 1%
Average length of stay (nights)	7.8	7.5	↓ -4%
<b>Expenditure</b>			
Expenditure (\$million)	\$1,911	\$1,987	↑ 4%
Average spend per visitor	\$1,807	\$1,795	→ -1%
Average spend per night	\$232	\$240	↑ 3%
Holiday spend (\$million)	\$1,279	\$1,309	→ 2%
<b>Purpose of Visit</b>			
Holiday	481,600	483,400	→ 0%
Visit friends or relatives (VFR)	305,200	306,000	→ 0%
Total leisure (Holiday+VFR)	786,800	789,400	→ 0%
Business or employment	175,300	216,600	↑ 24%
Convention/conference/seminar	31,800	34,600	↑ 9%
<b>Regions Visited</b>			
Southern	823,600	855,200	↑ 4%
East Coast	283,700	281,200	→ -1%
Northern	566,200	585,300	↑ 3%
Cradle Coast	413,500	430,200	↑ 4%
<b>Mode of departure</b>			
Air visitors	920,900	969,700	↑ 5%
Sea visitors	137,000	137,100	→ 0%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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**Table 4. Origin of interstate visitors to Tasmania**

	YE Dec 2017	YE Dec 2018	% change	
Victoria	423,200	469,000	↑	11%
N.S.W.	299,300	301,900	→	1%
Queensland	176,000	171,600	↓	-3%
South Australia	58,600	55,600	↓	-5%
Western Australia	51,900	59,700	↑	15%
A.C.T.	33,000	32,600	→	-1%
N.T.	8,100	5,400	↓	-33%
Total interstate visitors	1,057,900	1,106,800	↑	5%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

## International Visitors to Tasmania (International Visitors Survey)

**Table 5. International visitors**

	to Tasmania			to Australia		
	YE Dec 2017	YE Dec 2018	% Change	YE Dec 2017	YE Dec 2018	% Change
Visitors						
International visitors	278,100	308,800	↑ 11%	8,135,100	8,523,500	↑ 5%
Nights						
Nights ('000s)	4,625	4,911	↑ 6%	263,797	273,793	↑ 4%
Ave Length of stay (nights)	16.6	15.9	↓ -4%	32.4	32.1	→ -1%
Expenditure						
Expenditure (\$million)	\$485	\$549	↑ 13%	\$27,982	\$30,234	↑ 8%
Average spend per visitor	\$1,745	\$1,779	→ 2%	\$3,440	\$3,547	↑ 3%
Average spend per night	\$105	\$112	↑ 7%	\$106	\$110	↑ 4%
Holiday spend (\$million)	\$285	\$292	↑ 3%	\$9,719	\$10,119	↑ 4%
Purpose						
Holiday	221,200	244,600	↑ 11%	3,737,100	3,900,400	↑ 4%
Visit friends & relatives (VFR)	43,000	45,800	↑ 7%	2,415,300	2,563,500	↑ 6%
Business	16,500	15,100	↓ -8%	927,700	996,200	↑ 7%
Education	6,600	10,100	↑ 53%	538,900	576,600	↑ 7%
Employment	4,600	3,600	↓ -22%	251,500	204,400	↓ -19%
Other Reason	2,000	3,200	↑ 60%	264,700	282,500	↑ 7%
Total	278,100	308,800	↑ 11%	8,135,100	8,523,500	↑ 5%

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

Modelled expenditure includes package expenditure. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular state/territory.

\*\* 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.

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

State/territory visited	YE Dec 2017	YE Dec 2018	% Change		YE Dec 2017	YE Dec 2018	% Point difference
	Visitors				Market Share		
New South Wales	4,243,400	4,369,700	↑	3%	52.2%	51.3%	↓ -0.9%
Victoria	2,884,200	3,039,200	↑	5%	35.5%	35.7%	→ 0.2%
Queensland	2,701,900	2,763,200	↑	2%	33.2%	32.4%	↓ -0.8%
South Australia	467,400	452,200	↓	-3%	5.7%	5.3%	↓ -0.4%
Western Australia	944,000	963,800	↑	2%	11.6%	11.3%	↓ -0.3%
Tasmania	278,100	308,800	↑	11%	3.4%	3.6%	→ 0.2%
Northern Territory	292,500	298,100	→	2%	3.6%	3.5%	→ -0.1%
ACT	244,600	251,700	↑	3%	3.0%	3.0%	→ -0.1%
Total visitors to Australia	8,135,100	8,523,500	↑	5%	100.0%	100.0%	→ 0.0%

Source: International Visitor Survey, Tourism Research Australia

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



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

Country of origin	YE Dec 2017	YE Dec 2018	% Change	YE Dec 2017	YE Dec 2018	% Point difference
	Visitors to Tasmania			National Market Share		
New Zealand	17,600	21,400	↑ 22%	1.4%	1.7%	↑ 0.3%
Japan	5,900	9,000	↑ 53%	1.5%	2.1%	↑ 0.6%
Hong Kong	24,200	24,700	→ 2%	9.4%	8.8%	↓ -0.6%
Singapore	15,400	19,100	↑ 24%	4.1%	4.9%	↑ 0.8%
Malaysia	12,300	16,200	↑ 32%	3.5%	4.5%	↑ 1.1%
Indonesia	2,000	3,300	↑ 66%	1.2%	1.8%	↑ 0.6%
Taiwan	4,900	7,200	↑ 47%	3.0%	3.9%	↑ 0.9%
Thailand	4,200	3,300	↓ -21%	4.6%	3.6%	↓ -1.0%
Korea	2,400	4,000	↑ 69%	0.9%	1.5%	↑ 0.7%
China	38,400	52,500	↑ 37%	3.1%	4.0%	↑ 0.9%
India	6,900	5,800	↓ -16%	2.4%	1.7%	↓ -0.7%
Other Asia	8,100	5,900	↓ -28%	2.4%	1.5%	↓ -0.9%
United States of America	42,900	43,900	→ 2%	5.8%	5.9%	→ 0.1%
Canada	11,000	6,800	↓ -38%	7.0%	4.0%	↓ -3.0%
United Kingdom	22,300	29,400	↑ 32%	3.2%	4.3%	↑ 1.0%
Germany	14,300	12,500	↓ -12%	7.1%	6.3%	↓ -0.8%
Scandinavia	5,000	5,800	↑ 16%	4.8%	5.4%	↑ 0.7%
France	9,500	8,400	↓ -12%	7.8%	6.2%	↓ -1.6%
Italy	2,500	2,900	↑ 15%	3.5%	3.9%	↑ 0.4%
Netherlands	3,800	3,600	↓ -6%	7.2%	6.4%	↓ -0.9%
Switzerland	4,000	1,900	↓ -52%	7.6%	3.6%	↓ -4.0%
Other Europe	9,100	9,000	→ -1%	3.9%	3.5%	↓ -0.4%
Other Countries	11,100	12,000	↑ 8%	2.2%	2.2%	→ 0.0%
Total	278,100	308,800	↑ 11%	3.4%	3.6%	→ 0.2%

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)

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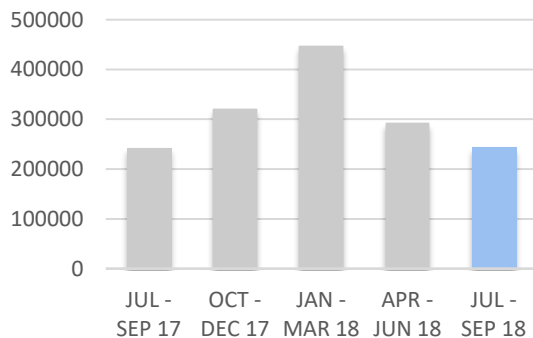
## Tasmanian Tourism Snapshot - Quarter ending December 2018

The TVS reports the following key findings for visitors during the October - December 2018 quarter.

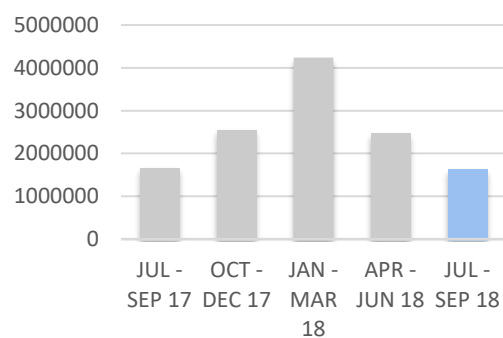
### Key statistics – Quarter 4 2018

Q4 Total visitors	337,200	▲ 5%	The total number of visitors to Tasmania for the December quarter 2018 was 337,200, up 5 per cent from 320,300 the previous year (Fig. 1).
Q4 Total nights	2.51 million	▢ 2%	The total number of nights spent by visitors to Tasmania for the December quarter 2018 remained steady at 2 per cent with 2.51 million nights (was 2.55 million) (Fig. 2)
Q4 Visitor expenditure	\$661 million	▲ 8%	Visitor expenditure was \$661 million, up 8 per cent from the same quarter of the previous year (was \$610 million) (Fig. 3).
Q4 Holiday visitors	165,100	▢ 0%	Of all visitors for the quarter, 165,100 (no significant change) were on holiday, 94,800 (up 18 per cent) were visiting friends or relatives, 53,100 (up 12 per cent) were on business, and 7,800 (down 39 per cent) were travelling to attend a conference or convention (Fig. 4)
Q4 VFR	94,800	▲ 18%	
Q4 Business	53,100	▲ 12%	
Q4 Conference	7,800	▼ 39%	

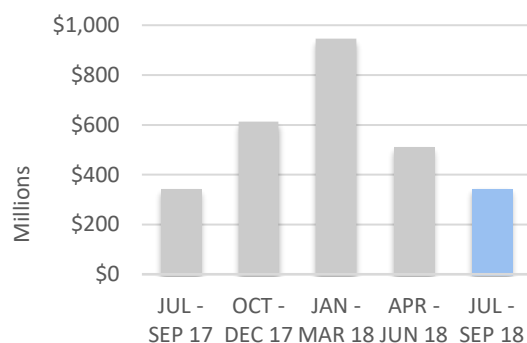
**Fig. 1. Total Visitors to Tasmania by Quarter \***



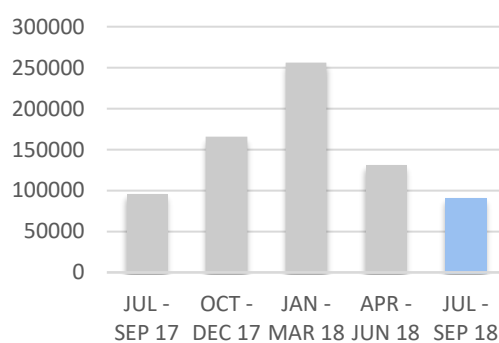
**Fig. 2. Total Nights by Quarter \***



**Fig. 3. Total Expenditure by Quarter \***



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



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

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## 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.tvsanalyser.com.au](http://www.tvsanalyser.com.au). The TVS Analyser 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 TVS Analyser. 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