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Serial number:

Interviewer code:

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Job number: R10107

# TASMANIAN VISITOR SURVEY 2020/2021

Dear Visitor,

Thank you for helping us plan for future travellers by completing this survey. This survey should be completed by the person to whom it was provided.

Answers to the survey will be treated in strict confidence.

When you have filled in the form, put it in the envelope supplied. Please return via the Tasmanian Visitor Survey box or mail it to us, preferably within one week. No stamp is required if posted in Australia.

Thank you for your help with the survey.



John Fitzgerald  
Chief Executive Officer  
Tourism Tasmania



TASMANIA  
COME DOWN FOR AIR



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## HOW TO FILL IN THE SURVEY

Please complete this survey carefully in black pen. For many of the questions you will be asked to answer by checking the relevant box or boxes which you think most applies to you by writing an 'X' or completing the free text option.

Right



Wrong



If you make a mistake, shade out the box and cross the appropriate one.



For each question you will need to mark one of several responses. Here is an example on how to answer these questions.

### Example

1. How many pets do you have?

Record  
number

None ☐

Sometimes you may need to mark more than one response for the same question.

2. What type of pets do you have?

(Mark all that apply.)

Dog ☐

Cat ☒

Bird ☐

Fish ☐

Some other ☒

No pet ☐

## PAST AND FUTURE TRIPS

### 1a. Have you previously been to Tasmania?

(Mark one response only.)

- No, this was my first trip ☐
- Yes, within the last 12 months ☐
- Yes, 12 months or more but less than 2 years ago ☐
- Yes, 2 years or more but less than 3 years ago ☐
- Yes, 3 years or more but less than 4 years ago ☐
- Yes, 4 years ago or more ☐

### PLEASE ANSWER IF VISITED IN THE LAST 12 MONTHS

### 1b. In the last 12 months, how many trips to Tasmania have you taken (excluding this trip)?

(If none, please write 00.)

Record number

### EVERYONE PLEASE ANSWER

### 2. Do you think you will return to Tasmania?

(Mark one response only.)

- Yes, in less than 2 years ☐
- Yes, between 2 and up to 4 years from now ☐
- Yes, in 4 years or more ☐
- Unlikely to return/no intention to return ☐
- Don't know/unsure ☐

### 3a. For this trip, did any of the following influence your decision to visit Tasmania? (Mark all that apply.)

To take part in a specific activity or interest  
(e.g. golf, hiking, photography, etc.) ☐

Please specify the main activity or interest

1

To spend time with friends or relatives who  
live in Tasmania ☐

To do business/work ☐

To attend a conference/convention ☐

To experience Tasmania's history/heritage ☐

To self-drive/tour around ☐

To experience Tasmanian food and wine/beverages ☐

To see wilderness and natural scenery ☐

To see wildlife ☐

To experience a specific tourism product  
(e.g. accommodation, attraction or tour) ☐

Please specify the main product

2

To experience the climate/season ☐

Wanted to return to see and do more ☐

I had heard good things and wanted to visit ☐

Somebody else decided/chose Tasmania ☐

Found a good-value travel package or airfare ☐

I have previously visited Tasmania on a  
Cruise Ship and wanted to return ☐

To attend a festival or event  
(e.g. Dark MOFO, Taste of Tasmania, etc.) ☐

Please specify the festival/event

3

Some other reason ☐

### 3b. Where did you arrive in Tasmania?

(Mark one response only.)

- Hobart Airport ☐
- Launceston Airport ☐
- Devonport Airport ☐
- Devonport Seaport (Spirit of Tasmania) ☐
- Burnie Airport at Wynyard ☐
- Some other (Please specify) ☐

4

## TRANSPORT DETAILS

### 4. Mark the main form of transport you used in Tasmania on this trip.

(Mark one response only.)

#### Rental vehicle:

- car/4WD ☐
- campervan/motorhome ☐
- car/4WD with caravan ☐
- motorbike ☐

#### Own vehicle:

- car/4WD ☐
- campervan/motorhome ☐
- car/4WD with caravan ☐
- motorbike ☐

#### Public transport:

- taxi ☐
- buses/coaches ☐
- Uber or other ride share service ☐

#### Other:

- Friend's/relative's vehicle ☐
- Organised tour coach ☐
- Walking ☐
- Bicycle ☐
- Ship/boat/ferry ☐
- Airline ☐
- Some other form of transport ☐

### Reminder:

Are you filling in the boxes correctly?

RIGHT



WRONG



Are you shading the boxes fully for any mistakes?

Wrong box

Right box

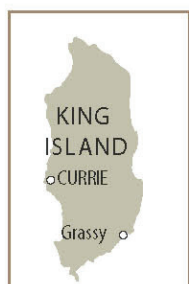
OFFICE USE ONLY

1	2	3	4
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



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A map of Flinders Island, Tasmania, Australia. The island is shown in a light brown color. The text 'FLINDERS ISLAND' is written in large, bold, black capital letters across the center. Below it, the text 'Whitemark' is written in a smaller, black, sans-serif font. A small black dot is placed to the left of the word 'Whitemark', indicating its location on the island.



BASS STRAIT



**TASMAP**

© STATE OF TASMANIA

# PLACES YOU VISITED OR STAYED OVERNIGHT

## OVERNIGHT STAYS

5. How many nights in total did you spend in Tasmania on this trip?

Total nights spent in Tasmania

None ☐

6. Did you visit or stay overnight at any of the following places?  
(Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Stayed overnight. How many nights?	Stopped but did not stay overnight	Just passed through
<b>Hobart and Surrounds</b>			
Hobart	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Richmond	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sorell	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Norfolk	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Hobart and Surrounds	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Southern</b>			
Geeveston	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cygnnet	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huonville	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kettering	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bruny Island	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Port Arthur/Tasman Peninsula	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maydena	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oatlands	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bothwell	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dover	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cockle Creek	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Derwent Bridge	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Southern	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Continued. . . Did you visit or stay overnight at any of the following places?  
(Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Stayed overnight. How many nights?	Stopped but did not stay overnight	Just passed through
<b>West Coast</b>			
Zeehan	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strahan	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queenstown	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tullah	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rosebery	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corinna	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other West Coast	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>North West</b>			
Cradle Mountain	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Latrobe	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devonport	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ulverstone	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Penguin	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burnie	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wynyard	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stanley	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smithton	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arthur River	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waratah	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other North West	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Reminder:

Are you using a **black ballpoint pen**?

## PLACES YOU VISITED OR STAYED OVERNIGHT (continued)

6. Continued. . . Did you visit or stay overnight at any of the following places? (Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Stayed overnight. How many nights?	Stopped but did not stay overnight	Just passed through
<b>Northern</b>			
Launceston	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scottsdale	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bridport	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Derby	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Westbury	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deloraine	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campbell Town	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ross	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mole Creek	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evandale	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Longford	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beaconsfield	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
George Town	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lilydale	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exeter	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Northern	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>East Coast</b>			
St Marys	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orford	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swansea	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coles Bay	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicheno	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
St Helens	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other East Coast	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>TOTAL NIGHTS IN TASMANIA</b>	<input type="text"/> <input type="text"/> <input type="text"/>		

IS THIS TOTAL THE SAME AS THAT IN Q5?  
IF NOT, PLEASE CHECK YOUR ANSWERS.

## ATTRACTIONS YOU VISITED

7. Did you visit any of the following attractions?  
(Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Attractions visited
<b>Hobart and Surrounds</b>	
Royal Tasmanian Botanical Gardens	<input type="checkbox"/>
Mount Wellington	<input type="checkbox"/>
Saturday Salamanca Market	<input type="checkbox"/>
Tasmanian Museum & Art Gallery (in Hobart)	<input type="checkbox"/>
MONA (Museum of Old and New Art)	<input type="checkbox"/>
<b>Southern</b>	
Tasman Arch/Blow Hole	<input type="checkbox"/>
Tasman National Park/Fortescue Bay	<input type="checkbox"/>
Tahune Forest AirWalk	<input type="checkbox"/>
Hastings Caves/Thermal Springs	<input type="checkbox"/>
Port Arthur Historic Site	<input type="checkbox"/>
Russell Falls/Mt. Field National Park	<input type="checkbox"/>
Lake Pedder/Gordon Dam (Strathgordon)	<input type="checkbox"/>
Central Plateau/Great Lake	<input type="checkbox"/>
Lake St. Clair	<input type="checkbox"/>
<b>Northern</b>	
Beaconsfield Heritage Centre	<input type="checkbox"/>
Mole Creek Caves (Marakoopa/King Solomons Caves)	<input type="checkbox"/>
Cataract Gorge	<input type="checkbox"/>
Queen Victoria Museum & Art Gallery, Inveresk	<input type="checkbox"/>
Low Head Pilot Station	<input type="checkbox"/>
Woolmer's Estate & Brickendon Estate Heritage sites	<input type="checkbox"/>
<b>West Coast</b>	
Gordon River	<input type="checkbox"/>
West Coast Wilderness Railway	<input type="checkbox"/>
Nelson Falls Nature Trail	<input type="checkbox"/>
Montezuma Falls	<input type="checkbox"/>
Horsetail Falls/Iron Blow Lookout	<input type="checkbox"/>
<b>North West</b>	
The Nut in Stanley	<input type="checkbox"/>
Rocky Cape National Park	<input type="checkbox"/>
Narawntapu National Park	<input type="checkbox"/>
Cradle Mountain/Valley	<input type="checkbox"/>
Tarkine Region	<input type="checkbox"/>
<b>East Coast</b>	
Bay of Fires	<input type="checkbox"/>
St. Columba Falls	<input type="checkbox"/>
Mt. William National Park	<input type="checkbox"/>
Freycinet National Park/Wineglass Bay	<input type="checkbox"/>
Maria Island National Park	<input type="checkbox"/>
<b>NONE OF THE ABOVE</b>	<input type="checkbox"/>

## ACCOMMODATION DETAILS

8. How many nights did you spend in the following types of accommodation?

Did not stay overnight ☐ (Go to Q9)

Stayed overnight.  
How many nights?

Own property (e.g. own holiday house)

Friend's or Relative's home

Self-contained accommodation - house, apartment, unit, etc. (not serviced daily)

Serviced apartment (serviced daily)

Luxury Accommodation

Hotel/resort - not luxury

Motel

Bed & Breakfast or Guest house

Wilderness lodge - not luxury

Youth hostel or backpackers

Cabin/unit - in a caravan park

Motorhome/caravan - in a caravan park

Motorhome/caravan - not in a caravan park

Tent/camping - in a caravan park

Tent/camping or cabin - not in a caravan park

Some other (Please specify)

**TOTAL NIGHTS IN TASMANIA**

**IS THIS TOTAL THE SAME AS THOSE IN Q5 AND Q6?  
IF NOT, PLEASE CHECK YOUR ANSWERS**

## ACTIVITIES

9. During this trip did you...

(Mark all that apply.)

### Tourist activities and sights

Go on a daytrip to another place ☐

Visit historic sites or historic attractions ☐

Visit museums ☐

Visit galleries ☐

Buy Tasmanian made art/craft ☐

Attend theatre/performing arts/concerts ☐

Browse at markets ☐

Visit wineries ☐

Visit breweries ☐

Visit distilleries ☐

Cook at home/in your accommodation ☐

Go to a local coffee shop ☐

Eat at a fashionable, trendy restaurant/café ☐

Enjoy a fine-dining experience at one of  
Tasmania's top restaurants ☐

Visit local food producer ☐

Experience Tasmanian Aboriginal culture ☐

Travel with relatives who live in Tasmania ☐

Travel with friends who live in Tasmania ☐

Travel as a backpacker ☐

### Bushwalking / hiking / trekking

Bushwalk for less than four hours ☐

Bushwalk over 4 hours (not overnight) ☐

Bushwalk overnight or longer ☐

### Outdoor and other activities

Go camping ☐

Visit National Parks ☐

Quad Bike/4WD off-road ☐

Sail/yacht ☐

Canoe/kayak/sea kayak ☐

Fish for trout ☐

Fish - other (e.g. sea/game) ☐

Cycle ☐

Go mountain biking ☐

Fly in a light aircraft/helicopter (scenic flight) ☐

View wildlife in a wildlife park/zoo ☐

View wildlife not in a wildlife park/zoo ☐

Play golf ☐

Visit gardens ☐

Go on a cruise – river or coastal ☐

Take a train journey ☐

Some other activities (Please specify)

**NONE OF THE ABOVE** ☐

# YOUR SPENDING IN TASMANIA

To help us estimate the value of visitors to the Tasmanian economy, please answer these questions about your spending **WITHIN TASMANIA** on this trip.  
We are only interested in how much you **PERSONALLY** spent while in Tasmania.

## Include:

- Amounts you spent on people you were travelling with;
- Anything that was pre-paid or charged to your credit card;
- Anything paid by your employer outside Tasmania;
- If on a package, provide your best guess.

## Do not include:

- Anything friends/relatives spent on you;
- The cost of your travel to and from Tasmania.

**10. Did you travel to Tasmania on a pre-paid package which included all or part of your accommodation, travel to and from Tasmania, transport within Tasmania or other costs?**

No ☐

Yes ☐ → (Mark all that were included in the package.)

Travel to Tasmania ☐

Accommodation ☐

Meals ☐

Transport within Tasmania ☐

Admission fees (e.g. to tourist attractions) ☐

Other costs ☐

## PLEASE ENTER WHOLE DOLLAR AMOUNTS

**11. Please estimate what you personally spent on accommodation in Tasmania. If on a package please provide your best guess.**

## Include:

- Meals paid for with accommodation.

Australian Dollars

Enter amount here →  
OR  
Mark the box below

\$       .

Spent nothing on accommodation in Tasmania ☐

## PLEASE ENTER WHOLE DOLLAR AMOUNTS

**12. Please estimate what you personally spent on any transport you used while in Tasmania. If on a package please provide your best guess.**

## Include:

- Car/camper rental;
- Bus/coach/taxi fares;
- Vehicle running costs - Maintenance/Petrol.

## Do not include:

- Travel to and from Tasmania.

Australian Dollars

Enter amount here →

OR  
Mark the box below

\$       .

Spent nothing on transport in Tasmania ☐

## PLEASE ENTER WHOLE DOLLAR AMOUNTS

**13. Please estimate what you personally spent on all other items in Tasmania. If on a package please provide your best guess.**

## Include:

- Restaurants/cafes/bars;
- Leisure activities; e.g. casinos/entry fees/guided trips;
- Other personal spending; e.g. groceries/souvenirs;
- Conference registration fees.

## Do not include:

- Meals paid for with accommodation;
- Travel to and from Tasmania.

Australian Dollars

Enter amount here →

OR  
Mark the box below

\$       .

Spent nothing on other items in Tasmania ☐



## INFORMATION SOURCES

**14a. Which of the following inspired you to come to Tasmania?**

(Mark all that apply).

- Television ☐

Radio ☐

Newspapers ☐

Magazines ☐

Travel brochures ☐

Travel/guide books ☐

Word of mouth (excluding social media) ☐

Discover Tasmania website ☐

Other travel website or blog ☐

Social Media ☐

Other (please specify): ☐

8

None of these ☐

**14b. Which information sources did you use before arriving, to plan or book your trip to Tasmania?**

- |  | Used for<br>planning     | Used for<br>booking      |
|--|--------------------------|--------------------------|
| Tasmanian Visitor Information Centre                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Directly from Tasmanian Tourism Operators (e.g. Hotel, hire car, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| Discover Tasmania website  | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel agent   | <input type="checkbox"/> | <input type="checkbox"/> |
| Airline directly (phone/website)                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| Spirit of Tasmania directly (phone/website)                            | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel brochures   | <input type="checkbox"/> | <input type="checkbox"/> |
| Travel/guide books   | <input type="checkbox"/> | <input type="checkbox"/> |
| Motoring Club (e.g. RACV, RACQ, NRMA, etc.)                            | <input type="checkbox"/> | <input type="checkbox"/> |
| Online travel provider (e.g. Webjet, etc.)                             | <input type="checkbox"/> | <input type="checkbox"/> |
| Online accommodation provider (e.g. AirBNB, Booking.com, Wotif, etc.)  | <input type="checkbox"/> | <input type="checkbox"/> |
| Other source (please specify):   | <input type="checkbox"/> | <input type="checkbox"/> |
- 9

None used ☐

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8	9
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## INFORMATION SOURCES (continued)

14c. Which information sources did you use to plan or book your trip while travelling within Tasmania?

	Used for planning	Used for booking
Tasmanian Visitor Information Centre	<input type="checkbox"/>	<input type="checkbox"/>
Directly from Tasmanian Tourism Operators (e.g. Hotel, hire car, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Discover Tasmania website	<input type="checkbox"/>	<input type="checkbox"/>
Travel agent	<input type="checkbox"/>	<input type="checkbox"/>
Airline directly (phone/website)	<input type="checkbox"/>	<input type="checkbox"/>
Spirit of Tasmania directly (phone/website)	<input type="checkbox"/>	<input type="checkbox"/>
Travel brochures	<input type="checkbox"/>	<input type="checkbox"/>
Travel/guide books	<input type="checkbox"/>	<input type="checkbox"/>
Motoring Club (e.g. RACV, RACQ, NRMA, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Online travel provider (e.g. Webjet, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Online accommodation provider (e.g. AirBNB, Booking.com, Wotif, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Other source (please specify):	<input type="checkbox"/>	<input type="checkbox"/>
10 <input type="text"/>		
None used	<input type="checkbox"/>	<input type="checkbox"/>

### PLEASE ANSWER IF USED A TASMANIAN VISITOR INFORMATION CENTRE FOR BOOKING.

14d. How did you book through the Tasmanian Visitor Information Centre?  
(Mark all that apply.)

- In person ☐
- Telephone ☐
- Online ☐
- Email ☐
- Some other way ☐

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## ABOUT YOUR TRIP

PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR TRIP.

15. How many were in your immediate travelling party excluding Tasmanian residents?  
(Mark one response only.)

One - only me ☐ (Go to Q17)  
Two ☐  
Three ☐  
Four ☐  
Five or more ☐

16. Who did you mainly travel with on this trip to Tasmania excluding Tasmanian residents?  
(Mark one response only.)

With a partner/as a couple ☐  
As a family with children ☐  
Other family or family and friends ☐  
With a small group of friends ☐  
With a tour group etc. ☐  
With a school/university group ☐  
Business/work associates ☐  
Some other ☐

### Reminder:

Are you filling in the boxes correctly?

RIGHT



WRONG



Are you shading the boxes fully for any mistakes?

Wrong box

Right box

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11

12

## ABOUT YOU

WE WOULD NOW LIKE TO ASK YOU SOME QUESTIONS ABOUT YOURSELF.

PLEASE NOTE THAT ALL RESPONSES ARE STRICTLY CONFIDENTIAL.

17. Which of the following best describes the household you live in?

Single/living alone ☐  
Share house with non related person(s) ☐  
Couple, no kids ☐  
Family with young children (oldest child under 14 years) ☐  
Family with older children (oldest child aged 14+) but at least some living at home ☐  
Other (Please specify) ☐

11

18. Which one of the following best describes your highest level of education?

(Mark one response only.)

Primary school or some high/secondary school ☐  
Completed high/secondary school ☐  
Completed TAFE/technical or commercial tertiary college ☐  
Some tertiary study ☐  
Completed diploma ☐  
Completed degree ☐  
Higher degree/diploma ☐

19. Are you now in paid employment?

(Mark one response only.)

Yes, full time ☐  
Yes, part time ☐  
No, retired ☐  
No, student ☐  
No, looking for work ☐  
No, home duties ☐  
No, do not work ☐  
Other (Please specify) ☐

12

## ABOUT YOU (continued)

PLEASE NOTE THAT ALL RESPONSES ARE STRICTLY CONFIDENTIAL.

### 20. What is the current combined income of everyone in your household, before tax or anything else is taken out?

Please include pensions and allowances from all sources.  
(Mark one response only.)

**Your  
Household  
Income  
(Australian  
Dollars)**

- |                              |                            |                          |
|------------------------------|----------------------------|--------------------------|
| Under \$15,600 a year        | (Under \$300 a week)       | <input type="checkbox"/> |
| \$15,600 - \$25,999 a year   | (\$300 - \$499 a week)     | <input type="checkbox"/> |
| \$26,000 - \$36,399 a year   | (\$500 - \$699 a week)     | <input type="checkbox"/> |
| \$36,400 - \$51,999 a year   | (\$700 - \$999 a week)     | <input type="checkbox"/> |
| \$52,000 - \$77,999 a year   | (\$1,000 - \$1,499 a week) | <input type="checkbox"/> |
| \$78,000 - \$103,999 a year  | (\$1,500 - \$1,999 a week) | <input type="checkbox"/> |
| \$104,000 - \$129,999 a year | (\$2,000 - \$2,499 a week) | <input type="checkbox"/> |
| \$130,000 - \$149,999 a year | (\$2,500 - \$2,884 a week) | <input type="checkbox"/> |
| \$150,000 - \$174,999 a year | (\$2,885 - \$3,364 a week) | <input type="checkbox"/> |
| \$175,000 - \$199,999 a year | (\$3,365 - \$3,845 a week) | <input type="checkbox"/> |
| \$200,000 - \$499,999 a year | (\$3,846 - \$9,614 a week) | <input type="checkbox"/> |
| \$500,000 or more a year     | (\$9,615 or more a week)   | <input type="checkbox"/> |

### 21. How many people's incomes are included in this household total?

Number of people

### 22. What is your current occupation?

Please use last occupation if not presently employed  
(e.g. retired, unemployed, etc.)

(Mark one response only.)

- Professional  
(e.g. Director, Doctor, CEO, Lawyer, etc.) ☐
- Other Professional  
(e.g. Nurse, Teacher, Policeman, etc.) ☐
- Manager/Business owner  
(e.g. General Manager/Dept. Head, Proprietor, etc.) ☐
- Sales Person, Shop Worker, Office Worker  
(e.g. Clerk, Receptionist, etc.) ☐
- Skilled or Semi-skilled Worker  
(e.g. Electrician, Driver, Waiter, Apprentice, etc.) ☐
- Other Manual Worker  
(e.g. Cleaner, Farm Labourer, etc.) ☐
- Student ☐
- Other ☐
- Never been employed ☐

### 23. Are you:

- Male ☐
- Female ☐
- Other ☐
- Prefer not to say ☐

### 24. In which of these age groups are you?

- 14 – 19 years ☐
- 20 – 24 years ☐
- 25 – 29 years ☐
- 30 – 34 years ☐
- 35 – 39 years ☐
- 40 – 44 years ☐
- 45 – 49 years ☐
- 50 – 54 years ☐
- 55 – 59 years ☐
- 60 – 64 years ☐
- 65 – 69 years ☐
- 70+ years ☐
- Prefer not to say ☐



## YOUR OPINIONS AND COMMENTS

25a. Overall how satisfied were you with this trip to Tasmania?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25b. Please indicate how satisfied you were with the following while in Tasmania.

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public WiFi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opening hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of the experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25c. On a scale of 1 to 10, where 1 is 'Not at all likely' and 10 is 'Extremely likely', how likely are you to recommend Tasmania as a holiday destination to a friend, family member or colleague?

Not at all likely	1	2	3	4	5	6	7	8	9	Extremely likely	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. This next question is a bit different: we're interested how taking a holiday can make you feel.

Please take a moment and think about your recent holiday to Tasmania and the way it made you feel.

Choose 3 statements from the list below that best describes the way your holiday to Tasmania made you feel.

- Invigorated, energised ☐
- Unconventional, non-conforming ☐
- Invincible, unstoppable ☐
- Confident, self-assured ☐
- Admired, respected ☐
- Indulged, rewarded ☐
- Composed, poised ☐
- Focused, clear ☐
- Under control, on top of things ☐
- Peaceful, content ☐
- Calmed, mellow ☐
- Comforted, reassured ☐
- In harmony, balanced ☐
- Connected, sense of belonging ☐
- Positive, engaged ☐
- Free-spirited, uninhibited ☐
- Full-of-life, optimistic ☐
- Exhilarated, buzzed ☐

## YOUR OPINIONS AND COMMENTS (continued)

27a. What were the three best experiences you had on this trip to Tasmania?

1: .....

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2. ....

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3. ....

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27b. If you had a disappointing experience/s on this trip to Tasmania please let us know about it.

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No disappointing experiences ☐

Comments made ☐ (office use only)

## FURTHER INFORMATION

28. Tourism Tasmania would like to understand the needs or requirements of visitors to the State to help inform the development of products and services provided by our tourism industry. Your help with this would be valuable. Would you like to take part in future market research to help with the development of better holiday experiences?

Yes ☐

No ☐

29. If you answered 'Yes' to Q28, please provide your contact details below:

Title: Mr ☐ Mrs ☐ Ms ☐ Miss ☐ Dr ☐

Name:

Surname:

Address:

Suburb:

State:  Postcode:

E-mail:

Telephone: Home

Work

Mobile

Please enclose this questionnaire in the envelope provided.

You may: • return it to the interviewer; or  
• mail it back, preferably within one week.

No postage stamp is required if posted in Australia.

Thank you for your help with the survey and thank you for visiting Tasmania.  
If you require further holiday information please visit [www.discovertasmania.com](http://www.discovertasmania.com).

Tourism Tasmania conducts the Tasmanian Visitor Survey with assistance from Roy Morgan Research in accordance with the *Tourism Tasmania Act 1996*.

The survey information is collected for use by Tourism Tasmania and strategically aligned parties to support the Tasmanian tourism industry to understand market trends.

If you have any questions or concerns you can call Tourism Tasmania on +613 6165 5334 to obtain further information.

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