

CEO Commentary

Tasmanian Tourism Snapshot for the year ending June 2018



The latest Tasmanian Tourism Snapshot has been updated to include the visitor data for the 2017-18 financial year. For the first time, we have seen expenditure reach \$2.4 billion in a 12 month period which is up 6 per cent from the previous year. The average spend per night is up 5 per cent and we have seen growth in visitor numbers across all regions.

The results also reveal steady visitor growth with Tasmania welcoming a record 1.3 million visitors in the year ending June 2018, up 2 per cent from the previous year. When we look a little deeper we can see that the number of holiday makers has increased by 3 per cent, they are staying longer and spending more with holiday nights up 11 per cent and holiday expenditure up 7 per cent from the same period the previous year.

Holiday visitors to Tasmania are key contributors to the visitor economy as they are more likely to travel further and spend more during their stay. The Tourism Tasmania team has been working hard this year to deliver a marketing program and lead Tasmania's tourism brand to connect with travellers who understand what we have to offer, are looking for deeper connections and want to share our way of life.

Our campaigns are focused on providing authentic and unique stories of Tasmania and its people, which includes a majority of our stories about or from regional areas. It is great to see that all regions have experienced growth in the year ending June 2018, with the Cradle Coast region receiving the highest rate of 4 per cent growth.

The record spending by all visitors and an increased length of stay by holiday makers are positive developments as we move towards a strengthened focus on visitor yield and dispersal.

The Tasmanian Tourism Snapshot typically includes information on international visitation to Australia and Tasmania from the International Visitor Survey (IVS). Unfortunately we have been informed by Tourism Research Australia that the results from the IVS figures for the year ending June 2018 have been delayed. We are still waiting on a revised release date and will update the Tasmanian Tourism Snapshot when the figures are released.

Virgin Australia's first direct flight from Perth landed at Hobart Airport on Monday evening carrying a plane load of passengers from the west. We have extended the Go Behind the Scenery campaign into the Perth market with the airline reporting strong sales to date. The service opens

up an important domestic market which has previously found accessing our island home a challenge and brings strong social and economic benefits to the state's tourism and business sectors. It will reduce travel time by up to three hours and will open up onward sectors from Perth including international connections.

As an island state, we are keenly aware that visitor growth is tied to our visitor's capacity to access the island by air and sea. Growing access and making it easier to get to Tasmania is a key pillar of the T2I – Tasmania Visitor Economy Strategy. Increased access capacity not only helps our visitors get to the island, but it also provides Tasmanians with more travel options, improved affordability and in some cases reduced travel time.

We have also launched a major upgrade of Tourism Tasmania's Tassie Trade website to help strengthen frontline travel consultants' knowledge of the state as a travel destination.

The new and improved trade website provides travel agents with a mobile friendly platform with easily accessible and in-depth information on where to go and what to do in Tasmania. It will enable travel consultants to provide their customers with information on quality travel experiences by tailoring recommendations and itineraries based on their travel interests and needs. Importantly, the website also includes multi-lingual itineraries and travel guides.

It also houses Tourism Tasmania's domestic Tassie Specialist training program, an online training platform enabling travel sellers to increase their understanding of how to best sell Tasmania.

Ensuring our visitors have enjoyable and enriching experiences in Tasmania leads to increased word of mouth, repeat visitation and ultimately more bookings to Tasmania to support our thriving visitor economy.

I am currently in the middle of our Asian Tourism Mission with the Premier and our Head of Conversion and Global Operations, Cat Carey. We have been travelling with representatives from 15 Tasmanian tourism operators in China, Hong Kong, Malaysia and Singapore. It has been a fantastic opportunity for us to meet with key tourism distribution partners in our key Asian markets and for operators to engage in business to business meetings with travel trade agents who sell Tasmania.

Finally, we will be heading out around Tassie again in late October and early November to hear from you and update you on our marketing programs. We will send more information on how to register via Tourism Talk, so please visit the website to subscribe – www.tourismtasmania.com.au.

Warm regards



John Fitzgerald
CEO, Tourism Tasmania

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