

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. 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). |

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 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 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 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 (no significant change), 306,000 were visiting friends or relatives (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 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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Total Visitors to Tasmania

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

| | YE Dec 2017 | YE Dec 2018 | % change | |
|--|-------------|-------------|----------|----|
| Visitors | | | | |
| 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 | |
|----------------------------------|-------------|-------------|----------|-----|
| Visitors | | | | |
| 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% |
| Nights | | | | |
| Nights (million) | 10.84 | 10.83 | → | 0% |
| Average length of stay (nights) | 8.5 | 8.2 | ↓ | -4% |
| Expenditure | | | | |
| 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% |
| Purpose of Visit | | | | |
| 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% |
| Regions Visited | | | | |
| 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% |
| Mode of departure | | | | |
| 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 |
|----------------------------------|-------------|-------------|----------|
| Visitors | | | |
| 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% |
| Nights | | | |
| Nights (million) | 8.23 | 8.29 | → 1% |
| Average length of stay (nights) | 7.8 | 7.5 | ↓ -4% |
| Expenditure | | | |
| 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% |
| Purpose of Visit | | | |
| 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% |
| Regions Visited | | | |
| 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% |
| Mode of departure | | | |
| 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

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% | |

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Fig. 1. Total Visitors to Tasmania by Quarter *

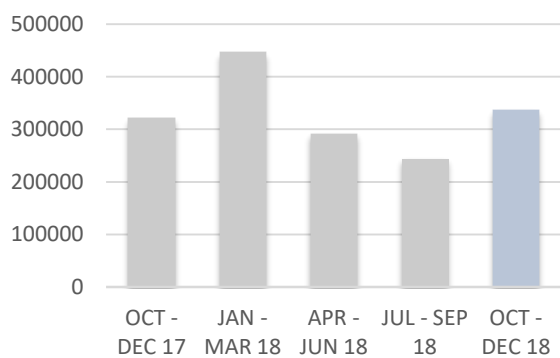


Fig. 2. Total Nights by Quarter *

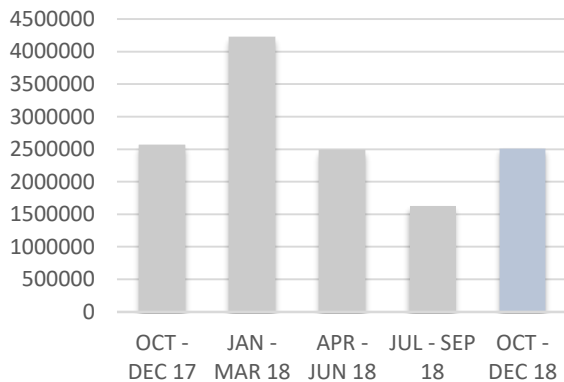


Fig. 3. Total Expenditure by Quarter *

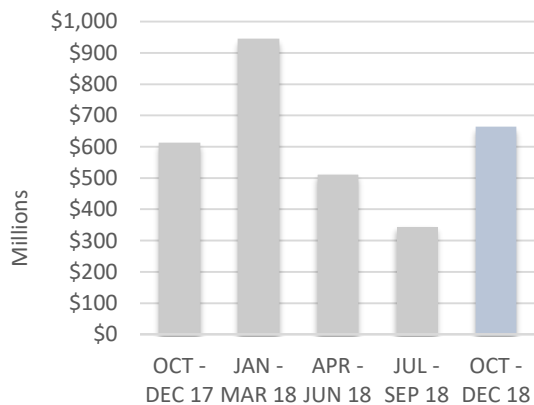
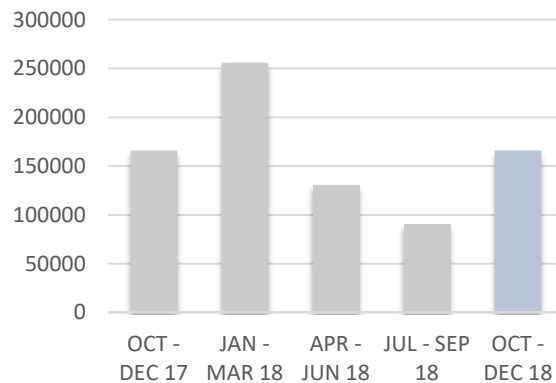


Fig. 4. Total Holiday Visitors by Quarter *



*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. 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