

R1224 **Contact Interview Record Tasmanian Visitor Survey 2007/2008**

Interviewer code:

Serial Number:

**ASK EVERYONE:**

**Refused interview:**

- Non English speaking  (Go to Q3 & Q10)
- Repeat business traveller  (Go to Q10)
- Some other reason  (Go to Q10)

**RECORD SEX:** Female  Male

**1. Were you visiting Tasmania or do you live here?**  
Mark one response only.

Visitor  Tasmanian

**2. Looking at the showcard, what is your age?**  
Record letter from the show card. If 'A', under 14, thank and end interview.

**3. Again looking at the showcard, what was/is the main purpose of this trip?**  
Mark one response only. If 'Non-English speaking refusal' record purpose if possible.

- |  |   |
|--|---|
| Event/festival (Please specify) <input type="checkbox"/> | Visiting friends/relatives <input type="checkbox"/> |
| <input type="text"/> 9                                   | Holiday <input type="checkbox"/>                    |
| Convention/conference/seminar <input type="checkbox"/>   | Moving out of Tasmania <input type="checkbox"/>     |
| Business <input type="checkbox"/>                        | Other (Please specify) <input type="checkbox"/>     |
|  | <input type="text"/> 1                              |

**ASK ADULT TASMANIAN RESIDENTS ONLY:**

**For Overseas:**

- United Kingdom (inc. Ireland) .01
- Germany.....02
- Netherlands.....03
- Denmark.....40
- Other Scandinavia.....04
- France.....05
- Italy.....06
- U.S.A. ....07
- Canada.....08
- N.Z.....09
- Japan.....10
- Singapore.....11
- Hong Kong.....12
- Malaysia.....13
- China.....14
- Korea.....41
- India.....42
- Middle East.....43
- Other (Please specify).....17

**For Australia:**

- Victoria.....18
- N.S.W. ....19
- Queensland.....20
- S.A. ....21
- W.A. ....22
- A.C.T. ....23
- N.T. ....24

**4. What is your furthest destination on this trip?**

Code:  Other (Please specify):

*If moving out of Tasmania, skip to Q6.*

**5. How many nights do you intend to stay away?**

Nights:

**6. What is your Tasmanian postcode?**

*If unknown, ask suburb (Q7).*

**7. Name of suburb:**

*Thank and end interview.*

**OFFICE USE ONLY**

1  9

**PLEASE SEE OVERLEAF FOR ADULT VISITOR ONLY QUESTIONS**

**ASK ADULT VISITORS ONLY:**

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

Nights:

**For Overseas:**

- United Kingdom (inc. Ireland) . 01
- Germany ..... 02
- Netherlands..... 03
- Denmark ..... 40
- Other Scandinavia ..... 04
- France..... 05
- Italy ..... 06
- U.S.A. .... 07
- Canada ..... 08
- N.Z. .... 09
- Japan ..... 10
- Singapore..... 11
- Hong Kong ..... 12
- Malaysia..... 13
- China..... 14
- Korea ..... 41
- India ..... 42
- Middle East ..... 43
- Other (Please specify)..... 17

9. Where did you arrive in Tasmania?

Mark one response only.

Hobart Airport  Burnie Airport at Wynyard   
 Launceston Airport  Some other (Please specify)   
 Devonport Airport   2  
 Devonport Seaport (Spirit of Tasmania)

10. Country of residence: Australia  **Go to Q12**

Code:   Other (Please specify):

*If International traveller ask:*

11. At which city did you first arrive in Australia:

Code:

11a. Looking at the showcard, what was/is the main purpose of this trip to Australia?

Mark one response only.

Event/festival (Please specify)  Visiting friends/relatives   
 11 Holiday   
 Convention/conference/seminar  Other (Please specify)   
 Business   10

11b. Have you been to Australia before?

No  **Go to Q14** Yes  **Continue**

11c. In what year did you last visit Australia?

*If Australian resident ask:*

12. What is your postcode?

If unknown ask State (Q13), otherwise go to Q14.

13. State:

Code:   Suburb:

**For Australia:**

- Victoria ..... 18
- N.S.W. .... 19
- Queensland ..... 20
- S.A. .... 21
- W.A. .... 22
- A.C.T. .... 23
- N.T. .... 24

**OFFICE USE ONLY**

2  10  11

**IF TRAVELLING IN GROUP, RECORD DETAILS BELOW, OTHERWISE HAND OVER QUESTIONNAIRE, ENVELOPE AND PEN.**

AGE	Male	Female
0-13		
14-20		
21-30		
31-40		
41-50		
51 plus		

14. Number in group:

15. Passenger Skip:

16. Next CIR serial number after group:

*Thank respondent. Ask them to return completed questionnaire to you. End interview.*



Tourism Tasmania

Serial number:

Interviewer code:

Job number: R1224

### Tasmanian Visitor Survey 2007/2008

Dear Visitor,

Thank you for your co-operation with our interviewer. The information you provide will help us plan for future travellers. If you are travelling with others, the person who answered our interviewer's questions should complete this form.

Answers to the survey will be treated in strict confidence.

When you have filled in the form, please put it in the envelope supplied. You may hand it to the interviewer 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.

Felicia Mariani  
Chief Executive Officer  
Tourism Tasmania

#### HOW TO FILL IN THE SURVEY

Please complete this survey carefully in black or blue pen (not felt). For many of the questions you will be asked:

- To write in a number or
- To record your answer by writing an "X" in the appropriate box as shown below.

If you make a mistake, completely 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

OFFICE USE ONLY

12	13
<input type="text"/>	<input type="text"/>

#### PAST AND FUTURE TRIPS

PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR PAST AND FUTURE TRIPS.



#### Start Here

1a. Have you previously been to Tasmania?  
(Mark one response only.)

- No, this was my first trip (Go to Q2)
- 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

1b. What was your main reason for travelling to Tasmania on your previous trip?  
(Mark one response only.)

- Event/festival (Please specify)
- Convention/conference/seminar
- Business
- Visiting friends/relatives
- Holiday
- Other (Please specify)

## PAST AND FUTURE TRIPS (continued)

PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR PAST AND FUTURE TRIPS.

1c. In the last 12 months, how many trips to Tasmania have you taken (excluding this trip)?  
(If none, please write 00.)

Record number

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

## TRANSPORT DETAILS

PLEASE ANSWER THE FOLLOWING QUESTION ABOUT YOUR TRANSPORT.

3. Mark the main form of transport you used in Tasmania on this trip.  
(Mark one response only.)

### Rental vehicle:

- rental car/4WD with caravan
- rental car/4WD without caravan
- rental campervan/motorhome
- rental motorbike

### Own vehicle:

- own car/4WD with caravan
- own car/4WD without caravan
- own campervan/motorhome
- own motorbike

### Public transport:

- taxis
- buses/coaches

Friend's/relative's vehicle

Organised tour coach

Walking or hitch-hiking

Bicycle

Ship/boat/ferry

Airline

Some other

## OVERNIGHT STAYS

PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR OVERNIGHT STAYS IN TASMANIA.

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

Total nights spent in Tasmania

None  (Go to Q7)

5. In which town/city did you stay overnight on your first night in Tasmania?

3

6. In which town/city did you stay overnight on your last night in Tasmania?

4

Only stayed one night  (Go to Q7)

OFFICE USE ONLY

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

# PLACES YOU VISITED OR STAYED OVERNIGHT

PLEASE ANSWER THE FOLLOWING QUESTION ABOUT THE PLACES YOU VISITED OR STAYED.

**7. Did you visit or stay overnight at any of the following places?**  
(Refer to Map 1 on page 3.)

(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="checkbox"/>	<input type="checkbox"/>
Richmond	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sorell	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Norfolk	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Hobart and Surrounds	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Southern</b>			
Geeveston	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huonville	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bruny Island	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Woodbridge	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Port Arthur/Tasman Peninsula	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oatlands	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bothwell	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dover	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cockle Creek	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Derwent Bridge	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Southern	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. Continued. . . Did you visit or stay overnight at any of the following places?**  
(Refer to Map 1 on page 3.)

(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="checkbox"/>	<input type="checkbox"/>
Strahan	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queenstown	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tullah	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rosebery	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corinna	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other West Coast	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>North West</b>			
Cradle Mountain	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Latrobe	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devonport	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ulverstone	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burnie	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wynyard	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stanley	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smithton	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arthur River	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other North West	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

## PLACES YOU VISITED OR STAYED OVERNIGHT (continued)

PLEASE ANSWER THE FOLLOWING QUESTION ABOUT THE PLACES YOU VISITED OR STAYED.

7. Continued. . . Did you visit or stay overnight at any of the following places?  
(Refer to Map 1 on page 3.)

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

## ATTRACTIONS YOU VISITED

PLEASE ANSWER THE FOLLOWING QUESTION ABOUT THE ATTRACTIONS YOU VISITED.

8. Did you visit any of the following attractions?  
(Refer to Map 1 on page 3.)

(Mark <u>all</u> that apply.)	Attractions visited
<input type="checkbox"/>	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"/>	Blowhole/Tasman Arch
<input type="checkbox"/>	Fortescue Bay/Tasman National Park
<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
<input type="checkbox"/>	Central Plateau/Great Lake
<input type="checkbox"/>	Lake St. Clair
<input type="checkbox"/>	Mole Creek Caves (Marakooopa/King Solomons Caves)
<input type="checkbox"/>	Gordon River
<input type="checkbox"/>	Nelson Falls Nature Trail
<input type="checkbox"/>	Cataract Gorge
<input type="checkbox"/>	Queen Victoria Museum & Art Gallery, Inveresk
<input type="checkbox"/>	Low Head Pilot Station
<input type="checkbox"/>	Dismal Swamp
<input type="checkbox"/>	Rocky Cape National Park
<input type="checkbox"/>	Narawntapu National Park
<input type="checkbox"/>	Cradle Mountain/Valley
<input type="checkbox"/>	St. Columba Falls
<input type="checkbox"/>	Mt. William National Park
<input type="checkbox"/>	Freycinet National Park
<input type="checkbox"/>	Douglas-Apsley National Park
<input type="checkbox"/>	<b>NONE OF THE ABOVE</b>

## ACCOMMODATION DETAILS

PLEASE ANSWER THE FOLLOWING QUESTION ABOUT YOUR ACCOMMODATION IN TASMANIA.

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

Did not stay overnight  (Go to Q10)

Stayed overnight.  
How many nights?

Own holiday house, flat

Friend's/relative's home

Rented fully self contained flat, unit, etc.  
(not serviced daily)

Rented serviced apartment  
(serviced daily)

Rented house

Hotel/resort - 4 to 5 star

Hotel/resort - 1 to 3 star

Motel

Wilderness lodge - 4 to 5 star

Wilderness lodge - 1 to 3 star

Bed & Breakfast/host farm - 4 to 5 star

Bed & Breakfast/host farm - 1 to 3 star

Youth hostel or backpackers

Campervan/Motorhome - in a caravan park

Campervan/Motorhome - not in a caravan park

Caravan - in a caravan park

Caravan - not in a caravan park

Tent, camping - in a caravan park

Tent, camping - not in a caravan park

Cabin - in a caravan park

Cabin - not in a caravan park

Some other (Please specify)

TOTAL NIGHTS IN TASMANIA

IS THIS TOTAL THE SAME AS THOSE IN Q4 AND Q7?  
IF NOT, PLEASE CHECK YOUR ANSWERS

## ACTIVITIES

PLEASE ANSWER THE FOLLOWING QUESTION ABOUT YOUR ACTIVITIES.

10. During this trip did you...  
(Mark all that apply.)

### Pastimes

- Visit historic houses
- Visit historic sites or historic attractions
- Visit antique shops
- Visit museums
- Visit galleries
- Visit craft shops
- Buy Tasmanian made art/craft
- Attend theatre/performing arts/concerts
- Browse at markets
- Visit wineries
- Visit breweries/distilleries
- Visit local food producer
- Experience Tasmanian Aboriginal culture

### Walking / bushwalking / hiking / trekking

- Bushwalk for less than two hours
- Bushwalk for 2 to 4 hours
- Bushwalk over 4 hours (not overnight)
- Bushwalk overnight or longer
- Other walks (not a bushwalk)

### Outdoor and other activities

- Visit National Parks
- Drive a 4WD
- Sail/yacht
- Canoe/sea kayak
- Fish for trout
- Fish - other (e.g. sea/game)
- Scuba dive/snorkelling
- Ride a bicycle or mountain bike
- 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
- Cruises – 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.

11. 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**

14. 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.

**PLEASE ENTER WHOLE DOLLAR AMOUNTS**

12. 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

Australian Dollars

Enter amount here →

OR

Mark the box below

\$     .

Spent nothing on other items in Tasmania

**PLEASE ENTER WHOLE DOLLAR AMOUNTS**

13. 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



# PRE VISIT INFORMATION AND BOOKINGS

## INFORMATION SOURCES & BOOKING METHODS USED BEFORE ARRIVING IN TASMANIA.

**15a. Which of the following information sources did you use to plan your trip before arriving in Tasmania?**  
(either by you or someone else)

(Mark all that apply)

**15b. For each source used how did you make contact?**  
(Mark all that apply)

		In person	Telephone	Internet/ Website	Email	SMS/ Text Message	Some other
Travel agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TT-Line (Spirit of Tasmania)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motoring Club (e.g. RACV, RACQ, NRMA, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online only travel provider (e.g. Zuji.com.au, Wotif.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmanian tourism operator (e.g. hotel, hire car, attraction, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some other provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NONE OF THE ABOVE	<input type="checkbox"/>						

**15c. Which other information sources did you use to plan your trip before arriving in Tasmania?**

(Mark all that apply)

- Websites with Tasmanian travel information
- Brochures
- Travel/guide books
- Email/e-newsletters
- Word of mouth
- Television
- Radio
- Newspapers
- Magazines
- Some other source
- NO OTHER INFORMATION USED PRIOR

**16a. Which of the following were used to book any of your transport, accommodation or activities/attractions before arriving in Tasmania?**  
(either by you or someone else)

(Mark all that apply)

**16b. For each source used how did you make the booking?**  
(Mark all that apply)

		In person	Telephone	Internet/ Website	Email	SMS/ Text Message	Some other
Travel agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TT-Line (Spirit of Tasmania)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motoring Club (e.g. RACV, RACQ, NRMA, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online only travel provider (e.g. Zuji.com.au, Wotif.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmanian tourism operator (e.g. hotel, hire car, attraction, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some other provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NO BOOKINGS MADE <u>PRIOR</u> (Go to Q18a)	<input type="checkbox"/>						

# PRE VISIT INFORMATION AND BOOKINGS (continued)

## BOOKINGS MADE BEFORE ARRIVING IN TASMANIA.

17. Before arriving in Tasmania, which of the following parts of your trip were pre-booked? (either by yourself or someone else)

	Pre-booked <u>all</u>	or	Pre-booked <u>some</u>
Transport (excluding your travel to and from Tasmania)	<input type="checkbox"/>		<input type="checkbox"/>
Accommodation	<input type="checkbox"/>		<input type="checkbox"/>
Activities/Attractions	<input type="checkbox"/>		<input type="checkbox"/>

## DURING VISIT INFORMATION AND BOOKINGS

### INFORMATION SOURCES USED WHILST TRAVELLING IN TASMANIA.

18a. After you arrived in Tasmania, did you obtain any additional information from the following sources? (either by you or someone else)

(Mark all that apply)



18b. For each source used how did you make contact? (Mark all that apply)

	In person	Telephone	Internet/Website	Email	SMS/Text Message	Some other
Travel agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TT-Line (Spirit of Tasmania)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmanian Visitor Information Centres 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motoring Club (e.g. RACT, RACV, RACQ, NRMA, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online only travel provider (e.g. Zuji.com.au, Wotif.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmanian tourism operator (e.g. hotel, hire car, attraction, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some other provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NO INFORMATION USED <u>IN</u> TASMANIA	<input type="checkbox"/>					

18c. After you arrived in Tasmania did you obtain any other additional information from the following sources? (Mark all that apply)

- Websites with Tasmanian travel information
- Brochures
- Travel/guide books
- Email/e-newsletters
- Word of mouth
- Television
- Radio
- Newspapers
- Magazines
- Some other source
- NO OTHER INFORMATION USED IN TASMANIA

# DURING VISIT INFORMATION AND BOOKINGS

## BOOKINGS MADE WHILST TRAVELLING IN TASMANIA.


**19a. Which of the following did you book whilst travelling in Tasmania?  
(either by you or someone else)**  
(Mark all that apply)  
↓

**19b. For each booking made how did you make contact?**  
(Mark all that apply)


		In person	Telephone	Internet/ Website	Email	SMS/ Text Message	Some other
Transport (excluding your travel to and from Tasmania)	<input type="checkbox"/>	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities/Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NO BOOKINGS MADE <u>IN</u> TASMANIA (Go to Q20a)	<input type="checkbox"/>						

## DURING VISIT INFORMATION AND BOOKINGS (continued)

**PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR USE OF TASMANIAN VISITOR INFORMATION CENTRES WHILST YOU WERE TRAVELLING IN TASMANIA.**

**20a. Did you use any Tasmanian Visitor Information Centres  during your stay in Tasmania?**

Yes  (Go to Q21)  
No

**20b. Why did you not use any Tasmanian Visitor Information Centres  ?**  
(Write response and then go to Q22)

**21. What did you use a Tasmanian Visitor Information Centre for?**  
(Mark all that apply.)

- To get information
- To make a booking
- Some other (Please specify)

7a

OFFICE USE ONLY

7a

## ABOUT YOUR TRIP

**PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR TRIP.**

**22. How many are in your immediate travelling party excluding Tasmanian residents?**  
(Mark one response only.)

One - only me  (Go to Q24)  
Two   
Three   
Four   
Five or more

**23. 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

**24. While in Tasmania did you travel as a backpacker?**

Yes   
No

**25. Did you spend any time during this trip travelling with friends or relatives who live in Tasmania?**

Yes   
No

# ABOUT YOU

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

PLEASE NOTE THAT ALL RESPONSES ARE STRICTLY CONFIDENTIAL.

**26. What is your current marital status?**

(Mark one response only.)

Single (never married, divorced/separated, widowed, or not part of a couple)

Have a partner (married, defacto)

**27. How many children under 15, live in your household?**

No children under 15 living in your household

Number of children under 15 living in your household

**28. 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

**29. 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)

**30. 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)

\$15,600 - \$25,999 a year (\$300 - \$499 a week)

\$26,000 - \$36,399 a year (\$500 - \$699 a week)

\$36,400 - \$51,999 a year (\$700 - \$999 a week)

\$52,000 - \$77,999 a year (\$1,000 - \$1,499 a week)

\$78,000 - \$103,999 a year (\$1,500 - \$1,999 a week)

\$104,000 - \$129,999 a year (\$2,000 - \$2,499 a week)

\$130,000 - \$149,999 a year (\$2,500 - \$2,899 a week)

\$150,000 or more a year (\$2,900 or more a week)

**31. How many people's incomes are included in this household total?**

Number of people

**32. In your household what is the main income earner's current occupation?**

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

(Mark one response only.)

**Main Income Earner's Occupation**

Professional (e.g. Director, Doctor, etc.)

Other Professional (e.g. Nurse, Teacher, Policeman, etc.)

Manager/Business owner (e.g. General Manager/Dept. Head, Partner or 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.)

Other

Never been employed

OFFICE USE ONLY

8



**YOUR FEEDBACK** (continued)

37. Please use the space below to tell us what you liked or disliked about this trip to Tasmania, and why.

**LIKED:** .....

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**DISLIKED:** .....

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Comments made  (office use only)

**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 call 1300 655 145 (Australia only)**  
**or visit [www.discovertasmania.com](http://www.discovertasmania.com).**