

Tasmanian Visitor Survey

2017 – 2018 Data Confidence Tables and Reliability Notes

TVS Confidence Interval Tables (at 95%):

TVS Visitors			TVS Visitor Nights			TVS Expenditure		
Estimate of Adult Visitors	Lower Limit	Upper Limit	Estimate of Nights	Lower Estimate	Upper Estimate	Estimate of Expenditure (\$'000)	Lower Limit (\$,000)	Upper Limit (\$,000)
1,000	774	1,225	40,000	25,966	54,033	1,500	846	2,153
2,000	1,524	2,475	60,000	40,005	79,994	2,000	1,160	2,839
3,000	2,410	3,589	80,000	57,528	102,471	5,000	3,039	6,960
4,000	3,332	4,667	100,000	75,646	124,353	10,000	6,764	13,235
5,000	4,279	5,720	150,000	120,941	179,058	15,000	10,572	19,427
6,000	5,174	6,825	200,000	165,118	234,881	20,000	15,165	24,834
7,000	6,034	7,965	300,000	252,873	347,126	30,000	24,053	35,946
8,000	6,905	9,094	400,000	342,093	457,906	40,000	32,941	47,058
9,000	7,781	10,218	500,000	433,647	566,352	50,000	41,841	58,158
10,000	8,657	11,342	600,000	525,201	674,798	60,000	50,735	69,264
15,000	13,147	16,852	800,000	699,083	900,916	80,000	68,525	91,474
20,000	17,819	22,180	900,000	786,558	1,013,441	90,000	78,142	101,857
25,000	22,491	27,508	1,000,000	874,032	1,125,967	100,000	87,338	112,661
30,000	27,163	32,836	1,100,000	961,507	1,238,492	150,000	132,777	167,222
40,000	36,508	43,491	1,200,000	1,048,981	1,351,018	200,000	178,110	221,889
50,000	45,852	54,147	1,300,000	1,142,017	1,457,982	300,000	272,016	327,983
60,000	55,197	64,802	1,400,000	1,233,784	1,566,215	400,000	367,107	432,892
70,000	64,541	75,458	1,500,000	1,325,551	1,674,448	500,000	462,197	537,802
80,000	73,886	86,113	2,000,000	1,784,386	2,215,613	600,000	556,585	643,414
90,000	83,230	96,769	2,500,000	2,257,194	2,742,805	800,000	745,924	854,075
100,000	92,574	107,425	3,000,000	2,739,006	3,260,993	1,000,000	935,264	1,064,735
150,000	139,297	160,702	3,500,000	3,220,818	3,779,182	1,200,000	1,126,017	1,273,983
200,000	186,851	213,148	4,000,000	3,679,954	4,320,045	1,300,000	1,221,190	1,378,809
250,000	234,646	265,353	4,500,000	4,143,943	4,856,056	1,400,000	1,316,364	1,483,635
300,000	282,441	317,558	5,000,000	4,607,932	5,392,068	1,500,000	1,411,538	1,588,461
350,000	330,236	369,763	5,500,000	5,076,119	5,923,881	1,600,000	1,506,712	1,693,287
400,000	378,031	421,968	6,000,000	5,553,245	6,446,755	1,700,000	1,601,886	1,798,114
450,000	425,826	474,173	6,500,000	6,030,371	6,969,629	1,800,000	1,697,059	1,902,940
500,000	473,621	526,378	7,000,000	6,507,497	7,492,503	2,404,538	2,272,421	2,536,654
600,000	569,211	630,788	8,000,000	7,461,749	8,538,251			
700,000	664,801	735,198	10,565,341	9,909,732	11,220,950			
800,000	760,391	839,608						
900,000	855,981	944,018						
1,000,000	951,571	1,048,428						
1,300,047	1,238,386	1,361,707						

Why estimates may differ from the “real” number?

The estimates in this report are based on information obtained from a **sample** of visitors coming to Tasmania. As with all surveys, the estimates are subject to sampling variability. This means the survey results may vary from the results that would have been produced, if all visitors could have been interviewed.

Therefore, it is often prudent to talk about results in a range, rather than as a single figure. These ranges are called “confidence intervals”. In other words, the true result lies within a range, to which a level of confidence can be given. The above table shows ranges for visitors, nights and expenditure estimates. Statistically, we are 95 per cent confident that the actual result lies somewhere within the lower and upper limits of these ranges.

A basic assumption is that the bigger the sample (i.e. the more visitors that were interviewed), the smaller the range can be. Conversely, results based on a small number of interviews are less reliable, meaning the size of the range is bigger to compensate. This means that smaller estimates are less reliable than larger estimates.

How to interpret TVS statistics using confidence intervals – examples:

Visitors’ example (left hand table). If the TVS estimated that around 1,300,047 scheduled air and sea visitors came to Tasmania. The lower range of this result is 1,238,386 and the upper range is 1,361,707. Therefore, there are 19 chances in 20 (i.e. we are 95 per cent confident) that the true number of visitors to Tasmania was somewhere between 1,238,386 and 1,361,707 visitors.

Expenditure example (right hand table). If the visitors return a result that they collectively spent a total of \$2,404,538 we are 95 percent confident that they spent somewhere between \$2,272,421 and \$2,536,654.

Non sampling error

Non-sampling errors may occur due to such things as non-response and imperfections in reporting by surveyed visitors. Every effort has been made to keep non-sampling error to a minimum by careful design and testing of TVS questionnaires, efficient interviewing procedures and appropriate sampling methodology.

Further Information:

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