

# Tourism Research

## Tasmanian Visitor Survey

2018 – 2019 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	688	1,311	40,000	25702	54,297	1,500	850	2,149
2,000	1,579	2,420	60,000	41,401	78,598	2,000	1,174	2,825
3,000	2,471	3,528	80,000	59198	100,801	5,000	3,113	6,886
4,000	3,363	4,636	100,000	76,996	123,003	10,000	6,827	13,172
5,000	4,254	5,745	150,000	121493	178,506	15,000	10,601	19,398
6,000	5,146	6,853	200,000	166,004	233,995	20,000	14,985	25,014
7,000	6,038	7,961	300,000	255025	344,974	30,000	23,728	36,271
8,000	6,929	9,070	400,000	344,046	455,953	40,000	32,496	47,503
9,000	7,821	10,178	500,000	433068	566,931	50,000	41,276	58,723
10,000	8,713	11,286	600,000	521,762	678,237	60,000	50,055	69,944
15,000	13,361	16,638	800,000	697099	902,900	80,000	68,044	91,955
20,000	18,028	21,971	900,000	784,768	1,015,231	90,000	77,148	102,851
25,000	22,695	27,304	1,000,000	872436	1,127,563	100,000	86,252	113,747
30,000	27,362	32,637	1,100,000	960,105	1,239,894	150,000	131,735	168,264
40,000	36,697	43,302	1,200,000	1049327	1,350,672	200,000	177,198	222,801
50,000	46,031	53,968	1,300,000	1,141,018	1,458,981	300,000	271,784	328,215
60,000	55,365	64,634	1,400,000	1232709	1,567,290	400,000	367,411	432,588
70,000	64,699	75,300	1,500,000	1,324,400	1,675,599	500,000	461,755	538,244
80,000	74,033	85,966	2,000,000	1782855	2,217,144	600,000	555,589	644,410
90,000	83,367	96,632	2,500,000	2,254,321	2,745,678	800,000	744,437	855,562
100,000	92,701	107,298	3,000,000	2726301	3,273,698	1,000,000	935,398	1,064,601
150,000	139,372	160,627	3,500,000	3,198,281	3,801,718	1,200,000	1,126,360	1,273,639
200,000	186,498	213,501	4,000,000	3670261	4,329,739	1,300,000	1,221,841	1,378,159
250,000	234,063	265,936	4,500,000	4,142,241	4,857,759	1,400,000	1,317,321	1,482,678
300,000	281,627	318,372	5,000,000	4614221	5,385,779	1,500,000	1,412,802	1,587,197
350,000	329,192	370,807	5,500,000	5,086,201	5,913,799	1,600,000	1,508,283	1,691,716
400,000	376,757	423,242	6,000,000	5558181	6,441,819	1,700,000	1603763	1,796,236
450,000	424,322	475,677	6,500,000	6,030,161	6,969,839	1,800,000	1,699,244	1,900,755
500,000	471,886	528,113	7,000,000	6502141	7,497,859	2,000,000	1,890,206	2,109,794
600,000	567,016	632,983	8,000,000	7,446,101	8,553,899	2,503,378	2,370,834	2,635,921
700,000	662,145	737,854	10,106,267	9,434,332	10,778,202			
800,000	757,275	842,724						
900,000	852,404	947,595						
1,000,000	947,534	1,052,465						
1,315,618	1,247,780	1,383,456						

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## 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 1,315,618 scheduled air and sea visitors came to Tasmania, the lower range of this result is 1,247,780 and the upper range is 1,383,456. 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 1,247,780 and 1,383,456 visitors.

**Expenditure example** (right hand table). If the visitors return a result that they collectively spent a total of \$2,503,378 we are 95 percent confident that they spent somewhere between \$2,370,834 and \$2,635,921.

## 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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