



Tourism Tasmania

Serial number:

Interviewer code:

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Job number: R07722

Tasmanian Visitor Survey 2014/2015

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.

Would you prefer to complete this survey online? Here is how: Please access the survey through the following link: <http://study.roymorgan.com/TVS.html>. You will need to use the serial number as shown on the top right hand corner of this self completion form and enter it in the "Password" box of the online survey to start the survey.

Thank you for your help with the survey.

John Fitzgerald
Chief Executive Officer
Tourism Tasmania

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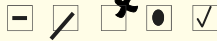
HOW TO FILL IN THE SURVEY

Please complete this survey carefully in black pen. For many of the questions you will be asked to answer by checking the relevant box or boxes which you think most applies to you by writing an 'X' or completing the free text option.

Right



Wrong



If you make a mistake, 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

PAST AND FUTURE TRIPS

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. 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

3a. For this trip, did any of the following influence your decision to visit Tasmania?

(Mark all that apply.)

To take part in a specific activity or interest (e.g. golf, hiking, photography, etc.)

Please specify the main activity or interest

1

To spend time with friends or relatives that live in Tasmania

To do business/work or attend a conference/convention

To experience Tasmania's history/heritage

To self-drive/tour around

To experience Tasmanian food and wine/beverages

To see wilderness/wildlife and natural scenery

To experience a specific tourism product (e.g. accommodation, attraction or tour)

Please specify the main product

2

To experience the climate/season

Wanted to return to see & do more

I had heard good things and wanted to visit

Somebody else decided/chose Tasmania

Found a good-value travel package or airfare

Some other reason

3b. Where did you arrive in Tasmania?

(Mark one response only.)

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

4

TRANSPORT DETAILS

4. 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:

- taxi
- buses/coaches

Other:

- Friend's/relative's vehicle
- Organised tour coach
- Walking
- Bicycle
- Ship/boat/ferry
- Airline
- Some other form of transport

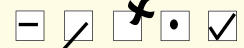
Reminder:

Are you filling in the boxes correctly?

RIGHT



WRONG



Are you shading the boxes fully for any mistakes?

Wrong box

Right box

OFFICE USE ONLY

1 2 4

Regions, Locations and Attractions

DO NOT REMOVE THIS PAGE



TASMAP

www.tasmap.tas.gov.au

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PLACES YOU VISITED OR STAYED OVERNIGHT

OVERNIGHT STAYS

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

Total nights spent in Tasmania

None

6. Did you visit or stay overnight at any of the following places?

(Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Stayed overnight. How many nights?	Stopped but did not stay overnight	Just passed through
Hobart and Surrounds			
Hobart	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Richmond	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sorell	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Norfolk	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Hobart and Surrounds	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southern			
Cygnets	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huonville	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kettering	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bruny Island	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Port Arthur/Tasman Peninsula	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oatlands	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bothwell	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dover	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cockle Creek	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Derwent Bridge	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Southern	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Continued. . . Did you visit or stay overnight at any of the following places?
(Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Stayed overnight. How many nights?	Stopped but did not stay overnight	Just passed through
West Coast			
Zeehan	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strahan	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queenstown	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tullah	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rosebery	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corinna	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other West Coast	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
North West			
Cradle Mountain	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Latrobe	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devonport	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ulverstone	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burnie	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wynyard	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stanley	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smithton	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arthur River	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other North West	<input style="width: 20px; height: 20px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reminder:

Are you using a **black ballpoint pen**?

PLACES YOU VISITED OR STAYED OVERNIGHT (continued)

6. Continued. . . Did you visit or stay overnight at any of the following places? (Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Stayed overnight. How many nights?	Stopped but did not stay overnight	Just passed through
Northern			
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"/>
Launceston and Tamar Valley			
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"/>
East Coast			
St Marys	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>
TOTAL NIGHTS IN TASMANIA	<input type="text"/>		

IS THIS TOTAL THE SAME AS THAT IN Q5? IF NOT, PLEASE CHECK YOUR ANSWERS.

ATTRACTIONS YOU VISITED

7. Did you visit any of the following attractions? (Refer to the map on page 4.)

(Mark <u>all</u> that apply.)	Attractions visited
Hobart and Surrounds	
	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"/>
	MONA (Museum of Old and New Art) <input type="checkbox"/>
Southern	
	Tasman Arch/Blowhole <input type="checkbox"/>
	Tasman National Park/Fortescue Bay <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 (Strathgordon) <input type="checkbox"/>
	Central Plateau/Great Lake <input type="checkbox"/>
	Lake St. Clair <input type="checkbox"/>
Northern	
	Ben Lomond National Park <input type="checkbox"/>
	Mole Creek Caves (Marakooopa/King Solomons Caves) <input type="checkbox"/>
West Coast	
	Gordon River <input type="checkbox"/>
	Nelson Falls Nature Trail <input type="checkbox"/>
Launceston and Tamar Valley	
	Cataract Gorge <input type="checkbox"/>
	Queen Victoria Museum & Art Gallery, Inveresk <input type="checkbox"/>
	Low Head Pilot Station <input type="checkbox"/>
North West	
	Rocky Cape National Park <input type="checkbox"/>
	Narawntapu National Park <input type="checkbox"/>
	Cradle Mountain/Valley <input type="checkbox"/>
	Tarkine Region <input type="checkbox"/>
East Coast	
	Bay of Fires <input type="checkbox"/>
	St. Columba Falls <input type="checkbox"/>
	Mt. William National Park <input type="checkbox"/>
	Freycinet National Park <input type="checkbox"/>
	Maria Island National Park <input type="checkbox"/>
	NONE OF THE ABOVE <input type="checkbox"/>

ACCOMMODATION DETAILS

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

Did not stay overnight (Go to Q9)

Stayed overnight.
How many nights?

Own property (e.g. own holiday house)

Friend's home

Relative's home

Rented house, flat, unit, etc.
(not serviced daily)

Serviced apartment
(serviced daily)

Hotel/resort - 4 or more stars

Hotel/resort - below 4 stars

Motel

Bed & Breakfast or Guest house

Wilderness lodge

Youth hostel or backpackers

Cabin/unit - in a caravan park

Motorhome/caravan - in a caravan park

Motorhome/caravan - not in a caravan park

Tent/camping - in a caravan park

Tent/camping or cabin - not in a caravan park

Some other (Please specify)

TOTAL NIGHTS IN TASMANIA

**IS THIS TOTAL THE SAME AS THOSE IN Q5 AND Q6?
IF NOT, PLEASE CHECK YOUR ANSWERS**

ACTIVITIES

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

Tourist activities and sights

- 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
- Visit 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
- Quad Bike/4WD off-road
- Sail/yacht
- Canoe/kayak/sea kayak
- Fish for trout
- Fish - other (e.g. sea/game)
- Scuba dive
- Cycle
- Go mountain biking
- 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
- Go on a cruise – 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.

10. 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

11. 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 →

\$. 00

OR

Mark the box below

Spent nothing on accommodation in Tasmania

PLEASE ENTER WHOLE DOLLAR AMOUNTS

12. 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 →

\$. 00

OR

Mark the box below

Spent nothing on transport in Tasmania

PLEASE ENTER WHOLE DOLLAR AMOUNTS

13. 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.

Australian Dollars

Enter amount here →

\$. 00

OR

Mark the box below

Spent nothing on other items in Tasmania

Reminder:

Are you filling in the boxes correctly?

RIGHT



WRONG



Are you shading the boxes fully for any mistakes?

Wrong box

Right box

PRE VISIT INFORMATION AND BOOKINGS

INFORMATION SOURCES & BOOKING METHODS USED BEFORE ARRIVING IN TASMANIA.

14a. Thinking about the Internet, which of the following information sources did you obtain information from before arriving in Tasmania? (Mark all that apply.)

- Websites with general Tasmanian travel information
- Online only travel provider (e.g. Webjet.com.au, Wotif.com)
- Travel review websites (e.g. tripadvisor.com, etc.)
- Online publications (journal articles, newspapers, etc.)
- Social media (e.g. Facebook, etc.)
- Online maps or similar
- Email/e-newsletters
- Some other
- Did not use the Internet to get information prior to arriving

14b. Which other information sources did you use to plan your trip before arriving in Tasmania? (Mark all that apply.)

- Tasmanian Visitor Information Centre
- Directly from Tasmanian Tourism Operators (e.g. hotel, hire car, etc)
- Word of mouth
- Travel agent
- Airline
- Spirit of Tasmania
- Brochures
- Travel/guide books
- Motoring Club (e.g. RACV, RACQ, NRMA, etc.)
- Television
- Radio
- Newspapers
- Magazines
- Some other source of information
- NO OTHER INFORMATION USED PRIOR

15. Before arriving in Tasmania, which of the following did you use to book any of your transport, accommodation or activities/attractions? (either by you or someone else) (Mark all that apply.)

- Travel Agent
- Airline
- Spirit of Tasmania
- Tasmania Visitor Centre
- Online only travel provider (e.g. Webjet.com.au, Wotif.com)
- Tasmanian tourism operator (e.g. hotel, hire car, attraction, etc.)
- Some other provider
- NO BOOKINGS MADE PRIOR

DURING VISIT INFORMATION AND BOOKINGS

INFORMATION SOURCES USED WHILE TRAVELLING IN TASMANIA.

16a. Did you travel with any of the following?
(Mark all that apply.)

16b. During this visit to Tasmania, did you use any of the devices from Q16a to do the following?
(Mark all that apply.)

		Find travel/ holiday information	Make travel/ holiday bookings	Use maps/ navigation info	Use Facebook/ Twitter or similar	Other	Did not use device on this trip
Smartphone (e.g. iPhone, Samsung, BlackBerry, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iPad or other tablet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laptop/Notebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NONE OF THESE	<input type="checkbox"/>						

16c. After you arrived in Tasmania did you obtain any information from the following sources?
(Mark all that apply)

- | | |
|---|---|
| Websites with general Tasmanian travel information <input type="checkbox"/> | Television <input type="checkbox"/> |
| Visitor Information Centre <input type="checkbox"/> | Radio <input type="checkbox"/> |
| Tasmanian Tourism Operators <input type="checkbox"/> | Newspapers <input type="checkbox"/> |
| Travel review websites (e.g. tripadvisor.com) <input type="checkbox"/> | Magazines <input type="checkbox"/> |
| Brochures <input type="checkbox"/> | Some other source of information <input type="checkbox"/> |
| Travel/guide books <input type="checkbox"/> | NO OTHER INFORMATION USED <u>IN</u> TASMANIA <input type="checkbox"/> |
| Email/e-newsletters <input type="checkbox"/> | |
| Word of mouth <input type="checkbox"/> | |

BOOKINGS MADE WHILE TRAVELLING IN TASMANIA.

17. Did you make any bookings while travelling in Tasmania? (either by you or someone else)

Yes

No (Go to Q18)

17a. If Yes, which of the following did you book while travelling in Tasmania?
(either by you or someone else)
(Mark all that apply.)

17b. For each booking made how did you make contact?
(Mark all that apply.)

		In person	Telephone	Internet via computer/ tablet	Internet via mobile phone	Email	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"/>
NONE OF THESE	<input type="checkbox"/>						

17c. Did you make any booking(s) through a Tasmanian Visitor Information Centre while in Tasmania?
(either by you or someone else)

17d. How did you make these bookings?
(Mark all that apply)

		In person	Telephone	Internet via computer/ tablet	Internet via mobile phone	Email	Some other
Yes (Go to Q17d)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No (Go to Q18)	<input type="checkbox"/>						

ABOUT YOUR TRIP

PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR TRIP.

18. How many were in your immediate travelling party excluding Tasmanian residents?
(Mark one response only.)

- One - only me (Go to Q20)
Two
Three
Four
Five or more

19. 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

20. During this trip, did you do any of the following?

- Attend a convention, conference or seminar
Attend an event/festival
Spend time travelling with relatives who live in Tasmania
Spend time travelling with friends who live in Tasmania
Travel as a backpacker
None of the above

OFFICE USE ONLY

8	9
<input type="text"/>	<input type="text"/>

ABOUT YOU

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

PLEASE NOTE THAT ALL RESPONSES ARE STRICTLY CONFIDENTIAL.

21. 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)

22. Which of the following best describes the structure of the household you live in?

- Single/living alone
Share house with non related person(s)
Couple, no kids
Family with young children (oldest child under 13 years)
Family with older children (oldest child aged 14+) but at least some living at home
Other (Please specify)

<input type="text"/>	8
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23. 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

24. 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)

<input type="text"/>	9
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ABOUT YOU (continued)

PLEASE NOTE THAT ALL RESPONSES ARE STRICTLY CONFIDENTIAL.

25. 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) | <input type="checkbox"/> |
| \$15,600 - \$25,999 a year | (\$300 - \$499 a week) | <input type="checkbox"/> |
| \$26,000 - \$36,399 a year | (\$500 - \$699 a week) | <input type="checkbox"/> |
| \$36,400 - \$51,999 a year | (\$700 - \$999 a week) | <input type="checkbox"/> |
| \$52,000 - \$77,999 a year | (\$1,000 - \$1,499 a week) | <input type="checkbox"/> |
| \$78,000 - \$103,999 a year | (\$1,500 - \$1,999 a week) | <input type="checkbox"/> |
| \$104,000 - \$129,999 a year | (\$2,000 - \$2,499 a week) | <input type="checkbox"/> |
| \$130,000 - \$149,999 a year | (\$2,500 - \$2,884 a week) | <input type="checkbox"/> |
| \$150,000 - \$174,999 a year | (\$2,885 - \$3,364 a week) | <input type="checkbox"/> |
| \$175,000 - \$199,999 a year | (\$3,365 - \$3,845 a week) | <input type="checkbox"/> |
| \$200,000 or more a year | (\$3,846 or more a week) | <input type="checkbox"/> |

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

Number of people

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

Please use last occupation if not presently employed (e.g. retired, unemployed, etc.)
(Mark one response only.)

Main Income Earner's Occupation

- | | |
|--|--------------------------|
| Professional
(e.g. Director, Doctor, etc.) | <input type="checkbox"/> |
| Other Professional
(e.g. Nurse, Teacher, Policeman, etc.) | <input type="checkbox"/> |
| Manager/Business owner
(e.g. General Manager/Dept. Head, Partner or Proprietor, etc.) | <input type="checkbox"/> |
| Sales Person, Shop Worker, Office Worker
(e.g. Clerk, Receptionist, etc.) | <input type="checkbox"/> |
| Skilled or Semi-skilled Worker
(e.g. Electrician, Driver, Waiter, Apprentice, etc.) | <input type="checkbox"/> |
| Other Manual Worker
(e.g. Cleaner, Farm Labourer, etc.) | <input type="checkbox"/> |
| Other | <input type="checkbox"/> |
| Never been employed | <input type="checkbox"/> |

YOUR OPINIONS AND COMMENTS

28a. Overall how satisfied were you with this trip to Tasmania?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28b. Please indicate how satisfied you were with the following while in Tasmania.

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28c. On a scale of 1 to 10, where 1 is 'Not at all likely' and 10 is 'Extremely likely', how likely are you to recommend Tasmania as a holiday destination to a friend, family member or colleague?

Not at all likely										Extremely likely
1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR OPINIONS AND COMMENTS (continued)

29. Please indicate whether you agree or disagree with the following statements about Tasmania.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Tasmania is distinctly different from other parts of Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania offers unique wilderness experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania is being talked about positively these days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania is rich in Australian colonial history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania offers many quirky, surprising and interesting experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I associate Tasmania with special and boutique products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania is rich in cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmanians are friendly and genuine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania offers unique wildlife experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania offers quality food and wine/beverage experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania is a year round destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tasmania is an exciting holiday destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FURTHER INFORMATION

31. Tourism Tasmania is keen to further develop products and services provided by our tourism industry and your help with this would be valuable. Would you like to take part in future market research to help us develop better holiday experiences?

Yes No

32. If you answered 'Yes' to Q31, please provide your contact details below:

Title: Mr Mrs Ms Miss Dr

Name:

Surname:

Address:

Suburb:

State: **Postcode:**

E-mail:

Telephone: Home

Work

Mobile

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.

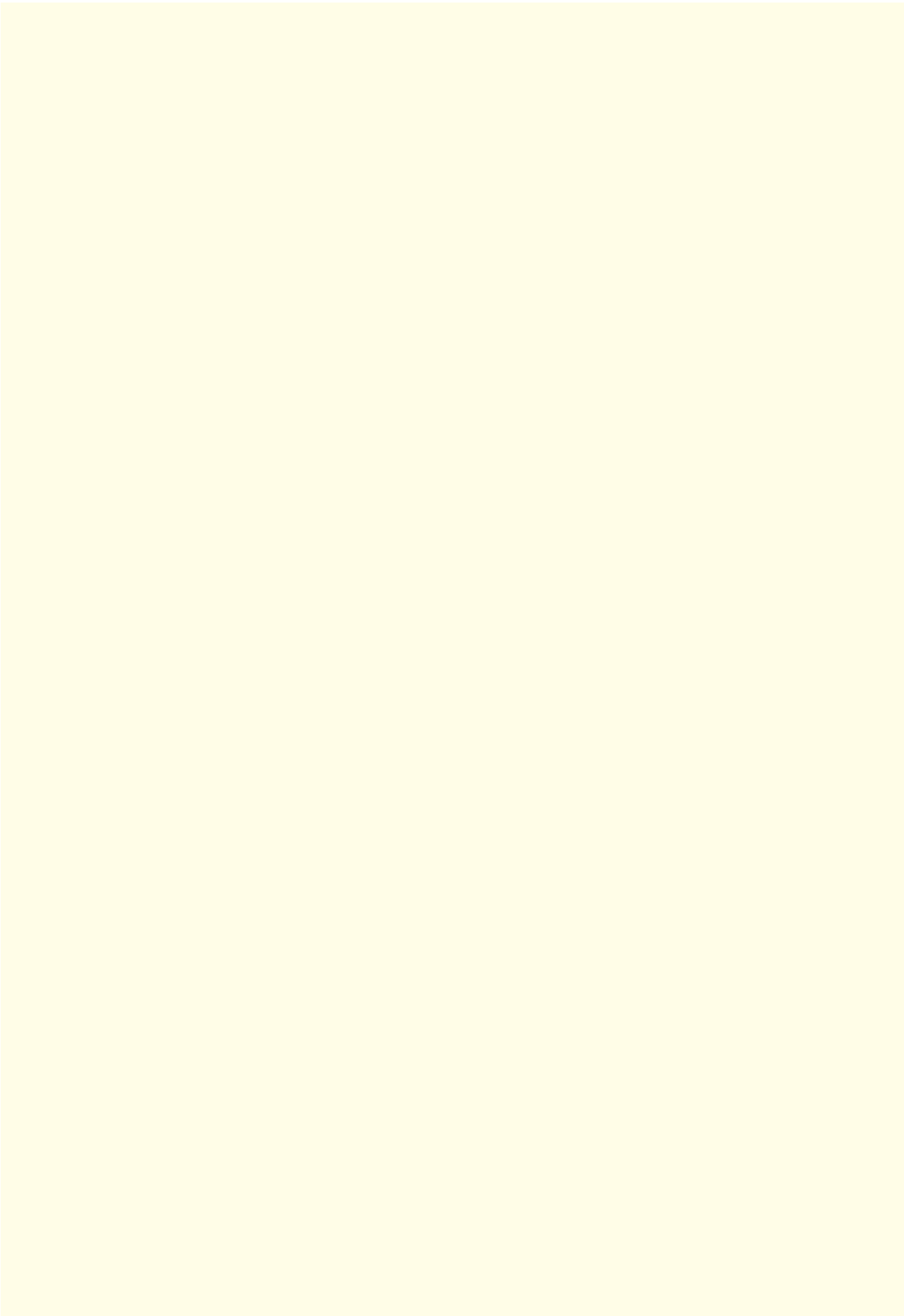
**Thank you for your help with the survey and thank you for visiting Tasmania.
If you require further holiday information please visit www.discovertasmania.com.**

Tourism Tasmania conducts the Tasmanian Visitor Survey with assistance from Roy Morgan Research in accordance with regulations made under the Tourism Tasmania Act 1996. The survey information is collected for use only by Tourism Tasmania and the Minister for the purpose of understanding current visitor trends. If you have any questions or concerns you can call Tourism Tasmania on +613 6165 5334 to obtain further information.

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