

# Tourism Research

## Tasmanian Tourism Snapshot - Year ending September 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](http://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.

Please note that changes of two per cent or less are steady rather than increases or decreases because they fall within the range of statistical confidence.

## Total Visitation to Tasmania (from Tasmanian Visitor Survey results)

### Key statistics

Total visitors	1.30 million	▲ 1%	For the Year ending September 2018, there were 1.30 million visitors, up 1 per cent from 1.29 million for the previous year.
Total nights	10.87 million	▲ 1%	Total nights spent by visitors in the state increased by 1 per cent to 10.87 million.
Visitor expenditure	\$2.41 billion	▲ 4%	Visitor expenditure increased by 4 per cent to \$2.41 billion.
Interstate visitors	1.09 million	▲ 1%	The number of interstate visitors to Tasmania increased by 1 per cent to 1.09 million (was 1.08 million).

### Purpose of travel

Holiday visitors	640,400	▲ 2%	The total number of visitors holidaying in Tasmania during the year ending September 2018 was 640,400, up 2 per cent compared to the previous year (was 630,900).
Holiday nights	5.87 million	▲ 8%	The total number of nights spent by holiday visitors to Tasmania for the Year ending September 2018 was 5.87 million, up 8 per cent from the previous year (was 5.43 million).
Holiday expenditure	\$1.66 billion	▲ 6%	Holiday visitor expenditure for the year was up 6 per cent to \$1.66 billion (was \$1.56 billion).
Visiting friends and relatives (VFR)	328,400	▼ 7%	Those who came to visit friends and relatives (VFR) decreased by 7 per cent for the year. The number of nights VFR visitors spent in Tasmania decreased by 2 per cent while VFR expenditure slipped by 4 per cent.
Business travel	224,400	▲ 16%	Of all visitors, 224,400 (up 16 per cent) were on business while 41,400 (up 9 per cent) were travelling to attend a conference or convention.
Conference travel	41,400	▲ 9%	

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## Regional visitation

South	1,035,900	▲ 1%	For the Year ending September 2018, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, East Coast and Northern, up 1 per cent; Cradle Coast, up 5 per cent.
East	382,400	▲ 1%	
North	707,600	▲ 1%	
Cradle Coast	525,900	▲ 5%	

## Mode of travel

Air	89%	▲ 1%	For the Year ending September 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 1 per cent and sea services was up 3 per cent from the previous year.
Spirit of Tasmania	11%	▲ 3%	

## Interstate Visitation to Tasmania (Tasmanian Visitor Survey results)

### Key statistics

Interstate visitors	1.09 million	▲ 1%	The total number of interstate visitors to Tasmania for the year ending September 2018 was 1.09 million, up 1 per cent from 1.08 million the previous year.
Interstate nights	8.31 million	▲ 2%	The total number of nights spent by interstate visitors to Tasmania for the year ending September 2018 was 8.31 million, up 2 per cent from the previous year (was 8.18 million).
Interstate expenditure	\$1.95 billion	▲ 3%	Interstate visitor expenditure increased by 3 per cent to \$1.95 billion (was \$1.88 billion in the year ending September 2017).

### Purpose of travel

Interstate holiday visitors	479,200	□ 0%	Of all interstate visitors, 479,200 were on holiday (showing no significant change), 292,300 were visiting friends or relatives (down 9 per cent), 211,500 were on business (up 18 per cent), and 38,800 were travelling to attend a conference or convention (up 18 per cent).
Interstate VFR	292,300	▼ 9%	
Interstate business travel	211,500	▲ 18%	
Interstate conference travel	38,800	▲ 18%	

### Origin of visitors

Victorian visitors	458,000	▲ 2%	In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 2 per cent to 458,000, NSW decreased by 2 per cent to 295,500, and Queensland remained steady at 172,000. Together, these markets accounted for 85 per cent of interstate visitation in the year ending September 2018.
NSW visitors	295,900	▼ 2%	
Queensland visitors	172,000	□ 0%	

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## International Visitation (International Visitor Survey results)

### Key statistics - Australia

International visitors	8.45 million	△ 6%	A total of 8.45 million international visitors came to Australia in the year ending September 2018, up 6 per cent from the year ending September 2017.
International visitor nights	270 million	△ 1%	International visitor nights spent in Australia increased by 1 per cent to 270 million.
International visitor expenditure	\$30 billion	△ 5%	Total expenditure by international visitors in Australia for the year ending September 2018 increased by 5 per cent to \$30 billion (including package expenditure).

### Purpose of travel - Australia

TRA has advised that due to a continuing concern with the passenger data provided by the Department of Home Affairs (from which TRA derives its purpose of visit data), the latest IVS figures do not include information on purpose of visit (VFR, holiday, business, employment, education).

### Origin of visitors - Australia

China visitors	1,315,600	△ 8%	For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: China, up 8 per cent; New Zealand, up 3 per cent; USA, up 3 per cent; United Kingdom, up 3 per cent and Japan up 6 per cent.
NZ visitors	1,255,800	△ 3%	
USA visitors	735,600	△ 3%	
UK visitors	698,600	△ 3%	
Japan visitors	418,900	△ 6%	

### Key statistics - Tasmania

International visitors	307,000	△ 15%	Tasmania received 307,000 international visitors during the year ending September 2018, up 15 per cent from 266,500 the previous year.
International visitor nights	5.02 million	△ 12%	The number of night's international visitors spent in Tasmania increased by 12 per cent to 5.02 million, but the average length of stay decreased by 3 per cent to 16 nights.
International average length of stay	16 nights	▽ 3%	
International visitor expenditure	\$547 million	△ 13%	Expenditure by international visitors increased by 13 per cent to \$547 million.

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## Origin of visitors - Tasmania

China visitors	52,300	▲ 51%	For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 51 per cent; United Kingdom, down 2 per cent; the USA, up 5 per cent; New Zealand, up 25 per cent; Hong Kong, down 21 per cent.
USA visitors	42,000	▲ 5%	
UK visitors	25,300	▼ 2%	
HK visitors	24,600	▼ 12%	
NZ visitors	21,900	▲ 25%	
Market share of international visitors		▲ 3.6%	Tasmania's share of all international visitors to Australia for the year ending September 2018 was 3.6 per cent, showing no significant change compared with 3.3 per cent for the year ending September 2017.

## Purpose of travel - Tasmania

TRA has advised that due to a continuing concern with the passenger data provided by the Department of Home Affairs (from which TRA derives its purpose of visit data), the latest IVS figures do not include information on purpose of visit (VFR, holiday, business, employment, education).

## Intrastate Visitation (National Visitor Survey results)

Intrastate holiday visitors	843,000	▲ 26%	The number of overnight intrastate holiday trips in Tasmania increased by 26 per cent, VFR increased by 11 per cent, and overnight business trips remained steady in the year ending September 2018.
Intrastate VFR	475,000	▲ 11%	
Intrastate business	298,000	◻ 0%	

## Day and overnight trips - Intrastate

Intrastate day trips	5.94 million	▲ 6%	In the year ending September 2018, the number of intrastate day trips in Tasmania increased by 6 per cent whilst intrastate overnight trips increased by 16 per cent to 1.71 million compared to the year ending September 2017.
Intrastate overnight trips	1.71 million	▲ 16%	

## Expenditure - Intrastate

Intrastate expenditure	\$543 million	▲ 24%	Total spend by overnight intrastate visitors in Tasmania increased by 24 per cent to \$543 million for the year ending September 2018.
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## Total Visitors to Tasmania

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

	YE Sep 2017	YE Sep 2018	% change	
<b>Visitors</b>				
Visitors on scheduled air and sea services	1,288,000	1,301,500	↑	1%

**Table 2. Total visitors to Tasmania on scheduled air and sea services**

	YE Sep 2017	YE Sep 2018	% change	
<b>Visitors</b>				
Day visitors	30,700	36,400	↑	18%
Overnight visitors	1,257,300	1,265,200	↑	1%
Total visitors	1,288,000	1,301,500	↑	1%
<b>Nights</b>				
Nights (million)	10.76	10.87	↑	1%
Average length of stay (nights)	8.4	8.4	→	0%
<b>Expenditure</b>				
Expenditure (\$million)	\$2,310	\$2,407	↑	4%
Average spend per visitor	\$1,794	\$1,849	↑	3%
Average spend per night	\$215	\$221	↑	3%
Holiday spend (\$million)	\$1,559	\$1,656	↑	6%
<b>Purpose of Visit</b>				
Holiday	630,900	640,400	↑	2%
Visit friends or relatives (VFR)	354,600	328,400	↓	-7%
Total leisure (Holiday+VFR)	985,500	968,800	↓	-2%
Business or employment	193,500	224,400	↑	16%
Convention/conference/seminar	38,000	41,400	↑	9%
<b>Regions Visited</b>				
Southern	1,028,400	1,035,900	↑	1%
East Coast	378,200	382,400	↑	1%
Northern	701,200	707,600	↑	1%
Cradle Coast	501,700	525,900	↑	5%
<b>Mode of departure</b>				
Air visitors	1,144,900	1,153,800	↑	1%
Sea visitors	143,100	147,700	↑	3%

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 services**

	YE Sep 2017	YE Sep 2018	% change	
<b>Visitors</b>				
Day visitors	29,500	35,200	↑	19%
Overnight visitors	1,048,200	1,050,700	→	0%
Total visitors	1,077,700	1,085,900	↑	1%
<b>Nights</b>				
Nights (million)	8.18	8.31	↑	2%
Average length of stay (nights)	7.6	7.7	↑	1%
<b>Expenditure</b>				
Expenditure (\$million)	\$1,883	\$1,946	↑	3%
Average spend per visitor	\$1,747	\$1,792	↑	3%
Average spend per night	\$230	\$234	↑	2%
Holiday spend (\$million)	\$1,237	\$1,295	↑	5%
<b>Purpose of Visit</b>				
Holiday	481,100	479,200	→	0%
Visit friends or relatives (VFR)	319,900	292,300	↓	-9%
Total leisure (Holiday+VFR)	801,100	771,500	↓	-4%
Business or employment	179,000	211,500	↑	18%
Convention/conference/seminar	32,700	38,800	↑	18%
<b>Regions Visited</b>				
Southern	838,600	841,900	→	0%
East Coast	273,700	280,900	↑	3%
Northern	571,300	578,200	↑	1%
Cradle Coast	405,400	428,000	↑	6%
<b>Mode of departure</b>				
Air visitors	943,000	946,800	→	0%
Sea visitors	134,700	139,000	↑	3%

*Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania*

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**Table 4. Origin of interstate visitors to Tasmania**

	YE Sep 2017	YE Sep 2018	% change	
Victoria	448,300	458,000	↑	2%
N.S.W.	303,300	295,900	↓	-2%
Queensland	171,300	172,000	→	0%
South Australia	56,800	55,000	↓	-3%
Western Australia	51,800	55,400	↑	7%
A.C.T.	31,600	32,400	↑	3%
N.T.	8,500	6,600	↓	-23%
Total interstate visitors	1,077,700	1,085,900	↑	1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

## International Visitors to Tasmania (International Visitor Survey)

**Table 5. International visitors**

	to Tasmania			to Australia		
	YE Sept 2017	YE Sept 2018	% Change	YE Sep 2017	YE Sep 2018	% Change
Visitors						
International visitors	266,500	307,000	↑ 15%	7,987,300	8,445,200	↑ 6%
Nights						
Nights ('000s)	4,486	5,018	↑ 12%	267,605	270,577	↑ 1%
Ave Length of stay (nights)	16.8	16.3	↓ -3%	33.5	32.0	↓ -4%
Expenditure						
Expenditure (\$million)	\$484	\$547	↑ 13%	\$28,339	\$29,817	↑ 5%
Average spend per visitor	\$1,815	\$1,780	↓ -2%	\$3,548	\$3,531	→ 0%
Average spend per night	\$108	\$109	↑ 1%	\$106	\$110	↑ 4%
Holiday spend (\$million)	\$285	\$0	↓ -100%	\$9,940	\$0	↓ -100%
Purpose						
Holiday	211,600	72,900	↓ -66%	4,425,700	1,269,700	↓ -71%
Visit friends & relatives (VFR)	40,700	11,000	↓ -73%	2,944,500	986,100	↓ -67%
Business	15,100	3,800	↓ -75%	954,200	268,100	↓ -72%
Education	6,400	1,900	↓ -70%	611,700	99,700	↓ -84%
Employment	5,200	1,000	↓ -82%	285,000	49,800	↓ -83%
Other Reason	300	219,800	↑ 63073%	685,800	6,308,300	↑ 820%
Total	266,500	307,000	↑ 15%	7,987,300	8,445,200	↑ 6%

Source: International Visitor Survey (IVS), Tourism Research Australia

Notes: Modelled expenditure includes package expenditure. The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can

\*\* The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can give more than one reason for their visit.

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**Table 6. International visitors to States/Territories**

	YE Sep 2017	YE Sep 2018	% Change	YE Sep 2017	YE Sep 2018	% Point difference
State/territory visited	Visitors			Market Share		
New South Wales	4,189,200	4,331,700	↑ 3%	52.4%	51.3%	↓ -1.2%
Victoria	2,821,300	3,001,600	↑ 6%	35.3%	35.5%	↑ 0.2%
Queensland	2,639,600	2,762,100	↑ 5%	33.0%	32.7%	↓ -0.3%
South Australia	441,700	460,800	↑ 4%	5.5%	5.5%	↓ -0.1%
Western Australia	948,800	954,800	↑ 1%	11.9%	11.3%	↓ -0.6%
Tasmania	266,500	307,000	↑ 15%	3.3%	3.6%	↑ 0.3%
Northern Territory	292,300	289,200	↓ -1%	3.7%	3.4%	↓ -0.2%
ACT	228,000	249,400	↑ 9%	2.9%	3.0%	→ 0.1%
Total visitors to Australia	7,987,300	8,445,200	↑ 6%	100.0%	100.0%	→ 0.0%

Source: International Visitor Survey, Tourism Research Australia

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)



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**Table 7. Origin of international visitors to Tasmania**

Country of origin	YE Sep 2017	YE Sep 2018	% Change	YE Sep 2017	YE Sep 2018	% Point difference
	Visitors to Tasmania			National Market Share		
New Zealand	17,600	21,900	↑ 25%	1.4%	1.7%	↑ 0.3%
Japan	8,200	7,100	↓ -14%	2.1%	1.7%	↓ -0.4%
Hong Kong	27,900	24,600	↓ -12%	11.2%	8.9%	↓ -2.3%
Singapore	14,000	19,800	↑ 41%	3.7%	5.2%	↑ 1.5%
Malaysia	13,800	14,700	↑ 7%	3.9%	4.1%	↑ 0.2%
Indonesia	2,000	3,300	↑ 67%	1.1%	1.8%	↑ 0.6%
Taiwan	5,200	5,500	↑ 5%	3.2%	2.9%	↓ -0.3%
Thailand	3,400	3,900	↑ 16%	3.7%	4.3%	↑ 0.5%
Korea	3,800	3,400	↓ -11%	1.4%	1.2%	↓ -0.2%
China	34,600	52,300	↑ 51%	2.8%	4.0%	↑ 1.1%
India	5,400	8,900	↑ 65%	2.0%	2.7%	↑ 0.8%
Other Asia	6,200	7,400	↑ 19%	1.9%	2.0%	↑ 0.1%
United States of America	39,900	42,000	↑ 5%	5.6%	5.7%	↑ 0.1%
Canada	8,900	9,000	↑ 2%	5.8%	5.5%	↓ -0.3%
United Kingdom	26,000	25,300	↓ -2%	3.8%	3.6%	↓ -0.2%
Germany	14,100	11,500	↓ -18%	7.0%	5.8%	↓ -1.3%
Scandinavia	3,200	5,800	↑ 81%	3.1%	5.4%	↑ 2.3%
France	5,900	9,800	↑ 68%	4.9%	7.6%	↑ 2.7%
Italy	2,500	2,000	↓ -19%	3.5%	2.8%	↓ -0.7%
Netherlands	3,200	4,700	↑ 49%	6.0%	8.5%	↑ 2.5%
Switzerland	3,100	3,000	↓ -4%	5.9%	5.5%	↓ -0.4%
Other Europe	7,300	11,200	↑ 53%	3.2%	4.6%	↑ 1.4%
Other Countries	10,600	10,000	↓ -6%	2.2%	1.9%	↓ -0.3%
Total	266,500	307,000	↑ 15%	3.3%	3.6%	↑ 0.3%

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

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## Intrastate Visitation (National Visitor Survey)

**Table 8. Intrastate OVERNIGHT Travel**

	Tasmania			Australia		
	YE Sept 2017	YE Sept 2018	% change	YE Sept 2017	YE Sept 2018	% change
Visitors						
Overnight visitors ('000s)	1,467	1,708 ↑	16%	64,817	69,077 ↑	7%
Nights						
Nights ('000s)	3,616	4,199 ↑	16%	196,925	209,385 ↑	6%
Average length of stay (nights)	2.5	2.5 →	0%	3.0	3.0 →	0%
Expenditure						
Expenditure (\$million)	\$437	\$543 ↑	24%	\$26,679	\$29,144 ↑	9%
Spend per visitor	\$298	\$318 ↑	7%	\$412	\$422 ↑	3%
Spend per night	\$121	\$129 ↑	7%	\$135	\$139 ↑	3%
Purpose ('000s)						
Holiday	667	843 ↑	26%	27,249	29,625 ↑	9%
Visit friends &/or relatives (VFR)	428	475 ↑	11%	22,237	24,166 ↑	9%
Business	298	298 →	0%	11,695	11,774 ↑	1%
Other reason	64	100 ↑	56%	4,208	4,064 ↓	-3%
Total overnight intrastate visitors	1,467	1,708 ↑	16%	64,817	69,077 ↑	7%

Source: National Visitor Survey (NVS), Tourism Research Australia

**Table 9. Intrastate DAY Travel**

	Tasmania			Australia		
	YE Sept 2017	YE Sept 2018	% change	YE Sept 2017	YE Sept 2018	% change
Visitor						
Day visitors ('000s)	5,604	5,940 ↑	6%	181,932	193,270 ↑	6%
Total intrastate Day+Overnight visitors ('000s)	7,071	7,648 ↑	8%	246,749	262,347 ↑	6%
Expenditure						
Expenditure (\$million)	\$659	\$598 ↓	-9%	\$20,420	\$21,998 ↑	8%
Spend per visitor	\$118	\$101 ↓	-14%	\$112	\$114 ↑	1%
Purpose ('000s)						
Holiday	2,990	3,176 ↑	6%	90,152	96,741 ↑	7%
Visit friends &/or relatives (VFR)	1,176	1,437 ↑	22%	51,198	54,827 ↑	7%
Business	429	499 ↑	16%	16,254	18,590 ↑	14%
Other reason	1,009	828 ↓	-18%	24,329	23,112 ↓	-5%
Total day intrastate visitors	5,604	5,940 ↑	6%	181,932	193,270 ↑	6%

Source: National Visitor Survey (NVS), Tourism Research Australia

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## Tasmanian Tourism Snapshot - Quarter ending September 2018

The TVS reports the following key findings for visitors during the July - September 2018 quarter.

### Key statistics – Quarter 3 2018

Q3 Total visitors	243,500	△ 1%	The total number of visitors to Tasmania for the September quarter 2018 was 243,500, up 1 per cent from 242,000 the previous year (Fig. 1).
Q3 Total nights	1.62 million	▽ 2%	The total number of nights spent by visitors to Tasmania for the September quarter 2018 decreased to 1.62 million (was 1.66 million) (Fig. 2).
Q3 Visitor expenditure	\$343 million	△ 1%	Visitor expenditure was \$343 million, up 1 per cent from the same quarter of the previous year (was \$341 million) (Fig. 3).
Q3 Holiday visitors	90,000	▽ 5%	Of all visitors for the quarter, 90,000 (down 5 per cent) were on holiday, 67,000 (down 8 per cent) were visiting friends or relatives, 63,600 (up 33 per cent) were on business, and 10,800 (up 4 per cent) were travelling to attend a conference or convention (Fig. 4).
Q3 VFR	67,000	▽ 8%	
Q3 Business	63,600	△ 33%	
Q3 Conference	10,800	△ 4%	

Fig. 1. Total Visitors to Tasmania by Quarter \*

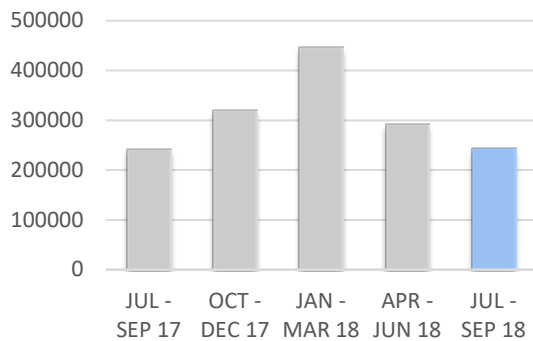


Fig. 2. Total Nights by Quarter \*

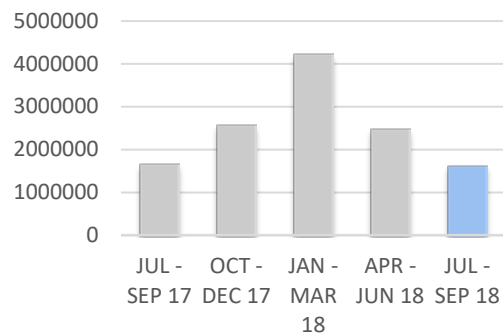


Fig. 3. Total Expenditure by Quarter \*

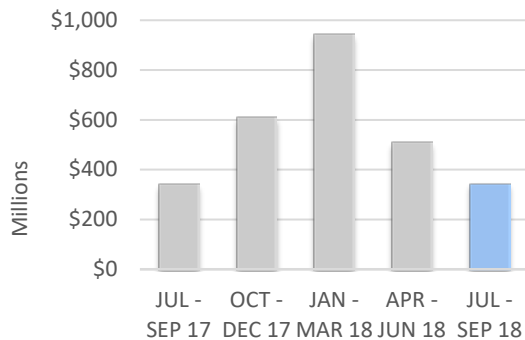
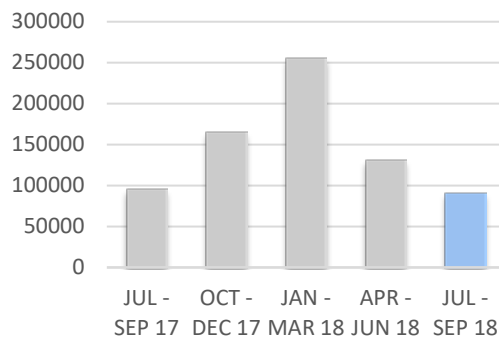


Fig. 4. Total Holiday Visitors by Quarter \*



\*Graphs present data for the last five quarters, on visitors travelling to Tasmania via scheduled services. Data source: Tasmanian Visitor Survey.

# Tourism Research

## 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](http://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.