

TVS Upgraded! Fact sheet

What's new, improved, and where changes may be seen

The current Tasmanian Visitor Survey (TVS) methodology has delivered reliable and robust statistics about visitors to the state for many years. The TVS is an exit survey that talks to visitors when they are leaving Tasmania via scheduled air and sea services.

Originally designed and delivered by the Australian Bureau of Statistics back in 1978, the collection and collation of data for the TVS has been handled since 2000 by the globally recognised research agency, Roy Morgan. This ensures independence as well as long-term security.

In recent times, changes to airline check-in procedures, airport terminal up-grades and other factors have necessitated some adjustments to the way the survey is conducted on the ground. Not only that, but new technology for recording visitor data and presenting questionnaires is now mainstream, and changes to the way visitors find information, book their trip and source information when they are here, also prompted a review of the questions we ask visitors in the survey.

As a result of these changes Tourism Tasmania has worked closely with Roy Morgan to introduce a series of enhancements to ensure the TVS continues to provide the same high level of rigor and reliability into the future.

Following consultation and testing of the new approach, these enhancements were successfully introduced from 1 July 2013. This fact sheet provides details about the enhancements, the benefits and the potential change to some information published in the Tasmanian Tourism Snapshot.

A quick guide to TVS review, enhancement and upgrades.....

- **Time and location of visitor intercept**

Due to the increased use of self-check-in (via the internet or mobile phone) by airline passengers, a revised approach has been developed which positions interviewers at the optimum location and time of day to approach departing passengers at each airport. This ensures the TVS will continue to capture a representative sample of visitors to Tasmania.

- **Computer Aided Personal Interviewing (CAPI)**

Since 1 April 2013, the TVS survey interviewers have recorded responses to the initial set (set one) of face-to-face questions they ask departing visitors, directly into a computer tablet. This allows for more efficient and cleaner data processing compared to the previous paper-based system and potential earlier delivery of top-line visitor trends.

- **On-line visitor survey questionnaire**

In addition to the initial face-to-face questions, the old survey method required visitors to take away and complete a more extensive hard copy questionnaire (data set two). With the increased use of technology, the questionnaire has been developed into an on-line version.

The paper-based questionnaire is still provided, giving visitors the option of either a paper or online survey. Over time this is expected to increase the number of surveys completed, improve efficiency, and reduce data input and reporting time.

- **Questionnaire enhancements**

Some changes were also made to better align the questions to meet our current and foreseeable needs, as well as those of other important stakeholders. Enhancements include:

- a new question introduced during the initial face-to-face interview to help track visitor dispersal to the regions
- a new question added to examine the key influencers for deciding to travel to Tasmania
- a revised set of questions introduced to measure visitor satisfaction and their likelihood to recommend Tasmania to others, and
- an updated set of variables for better tracking of Tasmania's brand attributes.

Attention has been given to reducing the time and effort required to complete the survey by simplifying or removing some questions. This is expected to further improve the already high response rate. NB - caution has been taken to limit any changes to essential questions such as purpose of visit, demographics, expenditure, nights, places and attractions visited. These key data sets are considered most useful by stakeholders to track overall visitation.

The enhancements to the questionnaire and the introduction of an online version took effect from 1 July 2013.

- **Aligning the results of two surveys**

As mentioned above, through the initial face to face interview we collect a limited set (set one) of details about a person's trip. More extensive information about visitors and their trip comes from a self-completed visitor survey questionnaire (VSQ). The VSQ captures a second set (set two) of data.

Around 60 per cent of all interviewed visitors take the time to fully complete and return their questionnaire (VSQ), and typically they are more likely to be holiday visitors than those on business trips. To further enhance the high quality of information we receive from the VSQ, an additional step has now been added during collation to align the VSQ responses with the initial information collected at the face to face interviews (set one) regarding length of stay and purpose of visit.

This additional step has been applied to the full TVS history with little to no effect on previously reported data trends (year on year changes), and historically reported figures for total visitors, purpose of visit, visitor nights and visitor origin are un-affected by the change.

- **From 'Web Reporter' to 'Web Analyser'**

The TVS reporting tool *Web Reporter* has also been upgraded. Through Roy Morgan, we have introduced a replacement tool for better reporting and analysing TVS statistics called *Web Analyser*. Most of the previous data tables have been transferred to the new *Web Analyser* system.

Some additional categories have been added for users to view or analyse. These extra categories include visitor demographics, information and booking sources, technology used and trip satisfaction.

Tourism Tasmania will continue to provide a Snapshot of TVS results updated quarterly, with associated CEO Commentary and Fast Facts sheet.

Published: January 2014

For further information: Nicholas Tomlin
Tourism Tasmania
email: statistics@tourism.tas.gov.au