



Tourism Tasmania

Serial number:

Interviewer code:

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Job number: R07722

## Tasmanian Visitor Survey 2015/2016

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 who 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

I have previously visited Tasmania on a Cruise Ship and wanted to return

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?

<b>RIGHT</b> <input checked="" type="checkbox"/>	<b>WRONG</b> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
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Are you shading the boxes fully for any mistakes?

Wrong box

Right box

OFFICE USE ONLY

1	2	4
<input type="text"/>	<input type="text"/>	<input type="text"/>

# Regions, Locations and Attractions

DO NOT REMOVE THIS PAGE



# 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
<b>Hobart and Surrounds</b>			
Hobart	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Richmond	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sorell	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Norfolk	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Hobart and Surrounds	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Southern</b>			
Cygnet	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huonville	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kettering	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bruny Island	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Port Arthur/Tasman Peninsula	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oatlands	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bothwell	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dover	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cockle Creek	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Derwent Bridge	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Southern	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" 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
<b>West Coast</b>			
Zeehan	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strahan	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queenstown	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tullah	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rosebery	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corinna	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other West Coast	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>North West</b>			
Cradle Mountain	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Latrobe	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheffield	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Devonport	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ulverstone	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Burnie	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wynyard	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stanley	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smithton	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arthur River	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other North West	<input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 20px; border: 1px solid black;" 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
<b>Northern</b>			
Launceston	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scottsdale	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bridport	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Derby	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Westbury	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deloraine	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campbell Town	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ross	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mole Creek	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evandale	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Longford	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beaconsfield	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
George Town	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lilydale	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exeter	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Northern	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>East Coast</b>			
St Marys	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orford	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swansea	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coles Bay	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicheno	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
St Helens	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other East Coast	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>TOTAL NIGHTS IN TASMANIA</b>	<input type="text"/> <input type="text"/> <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
<b>Hobart and Surrounds</b>	
	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"/>
<b>Southern</b>	
	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"/>
<b>Northern</b>	
	Beaconsfield Heritage Centre <input type="checkbox"/>
	Mole Creek Caves (Marakooopa/King Solomons Caves) <input type="checkbox"/>
	Cataract Gorge <input type="checkbox"/>
	Queen Victoria Museum & Art Gallery, Inveresk <input type="checkbox"/>
	Low Head Pilot Station <input type="checkbox"/>
	Woolmer's Estate & Brickendon Estate Heritage sites <input type="checkbox"/>
<b>West Coast</b>	
	Gordon River <input type="checkbox"/>
	Nelson Falls Nature Trail <input type="checkbox"/>
<b>North West</b>	
	Rocky Cape National Park <input type="checkbox"/>
	Narawntapu National Park <input type="checkbox"/>
	Cradle Mountain/Valley <input type="checkbox"/>
	Tarkine Region <input type="checkbox"/>
<b>East Coast</b>	
	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"/>
	<b>NONE OF THE ABOVE</b> <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)

	<input type="text"/>	<input type="text"/>	<input type="text"/>
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**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)

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

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

## 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"/>

**YOUR OPINIONS AND COMMENTS (continued)**

30. Please use the space below to tell us what you liked or disliked about this trip to Tasmania, and why.

**LIKED:** .....

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**DISLIKED:** .....

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Comments made  (office use only)

## 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.**

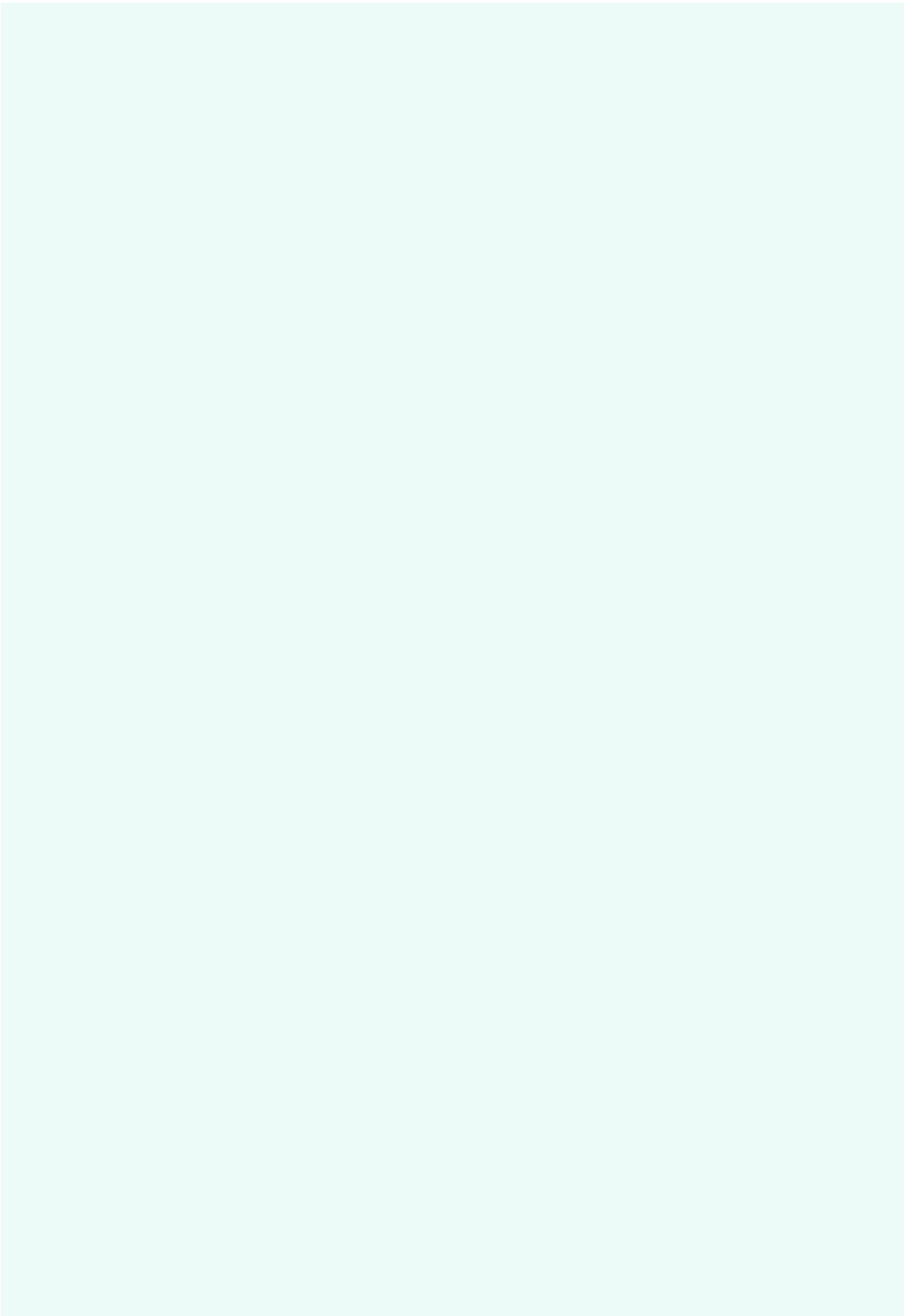
**Thank you for your help with the survey and thank you for visiting Tasmania.  
 If you require further holiday information please visit [www.discovertasmania.com](http://www.discovertasmania.com).**

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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