



# Tourism Info Monitor Q1 Report 2017

# Who we spoke to

## Methodology

- 500 respondents per monthly wave:
  - Of which at least 40 are Tasmania considerers/travellers 20 min interview length
- 12 waves per year

## Target respondents

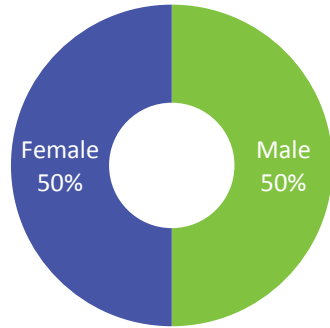
- Aged 18+
- Nationally representative sample (excluding Tasmania residents)
- Have taken a trip in the past 12 months
- Or are considering a trip within the next 12 months
- Quota on those that have travelled to Tasmania in last 12 months or considering to travel to Tasmania within the next 12 months

## Panel provider My Opinions

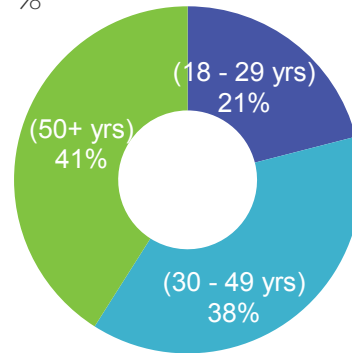
- Largest single source online market research panel in Australia
- Active panel of over 370,000 respondents
- Quarantine implemented for 6 months (Study will not contain responses from same respondents within any 6 month period)
- Accredited to ISO 20252 & ISO 26362

# Who we spoke to – Demographics

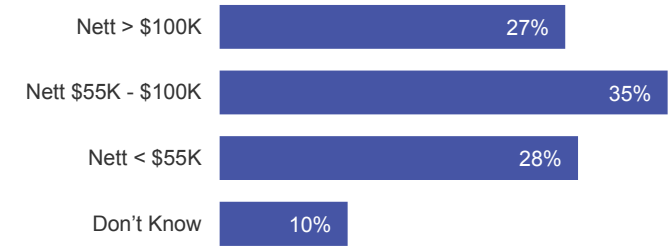
Gender %



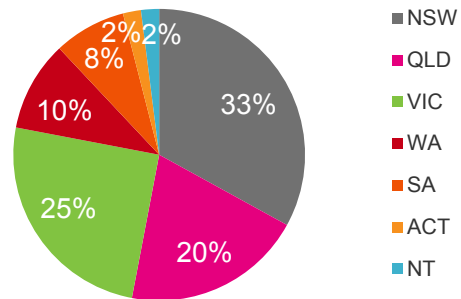
Age %



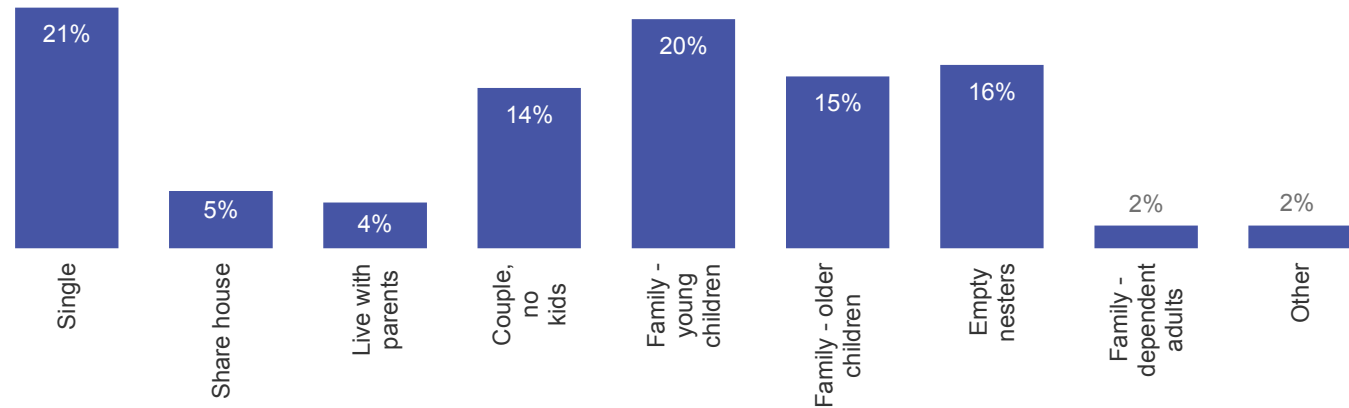
Household Income %



Location %



Life stage %

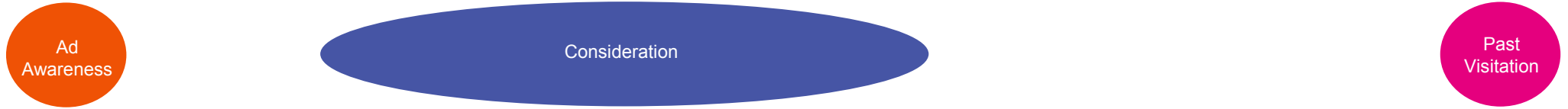


# A New Tourism Info Monitor (TIM)

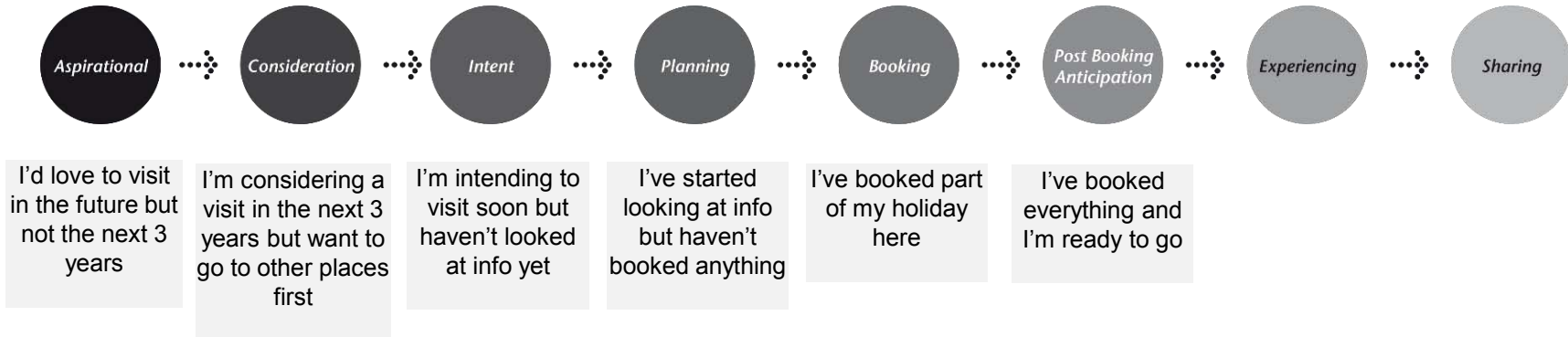
- In 2017, Tourism Tasmania introduced a new approach to better understand travelling Australians and their journey - from aspiring to visit our beautiful state, to actually booking a holiday.
- Some of the old TIM measures are no longer included, but some new ones are.
- As a result of the changes in measures and survey structure, some historical trend data has been affected.

# Introducing the new Customer Journey

OLD MEASURES



CONSUMER JOURNEY

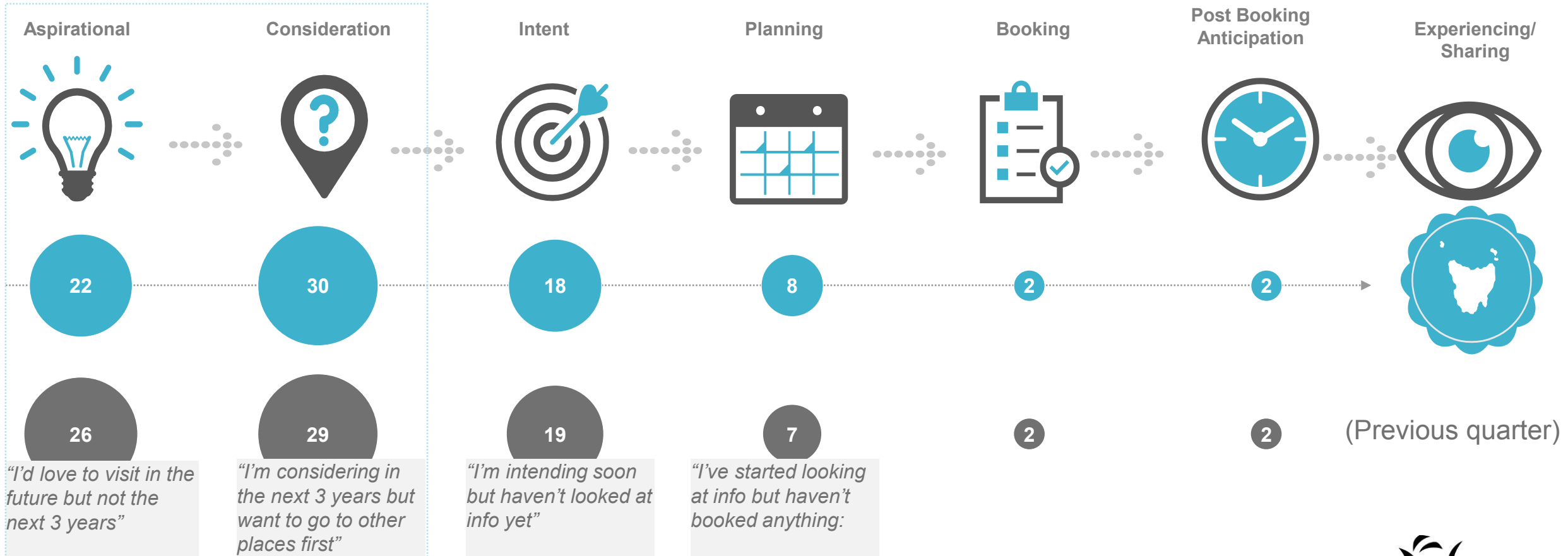


NEW MEASURES



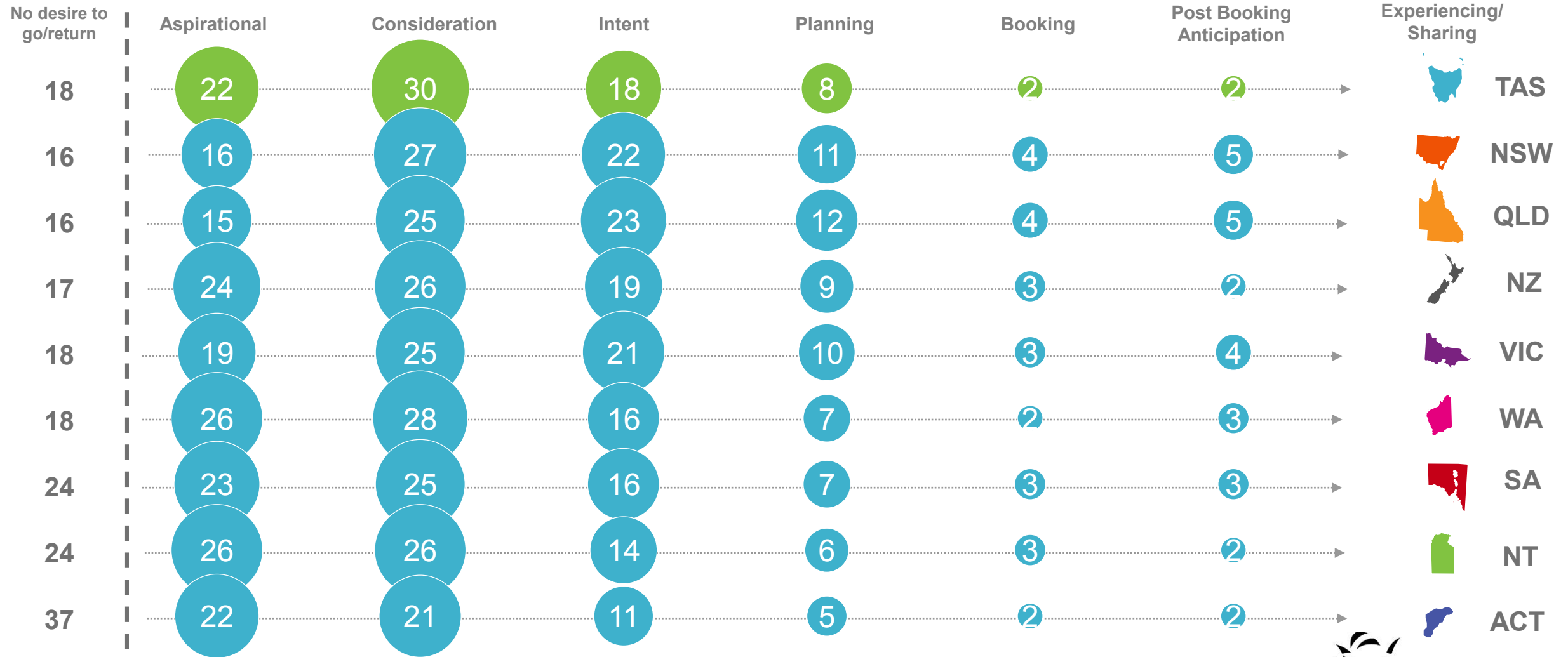
# On the consumer journey, many travellers remain largely in the early stages of 'dreaming' to visit Tasmania, with a small number actively engaged in planning

## The Consumer Journey for Tasmania



# Tasmania is seen as an aspirational destination

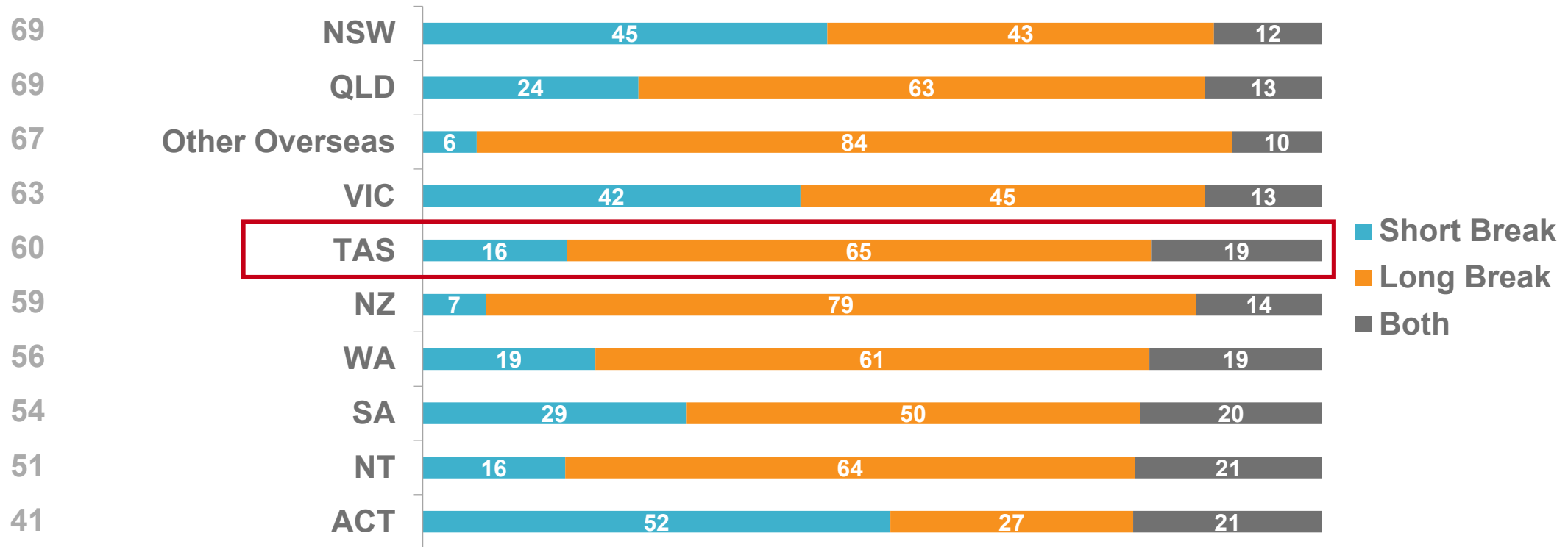
## The Consumer Journey – All Destinations (%)



# Around two-thirds of those considering or planning a holiday to Tasmania are planning a long break only

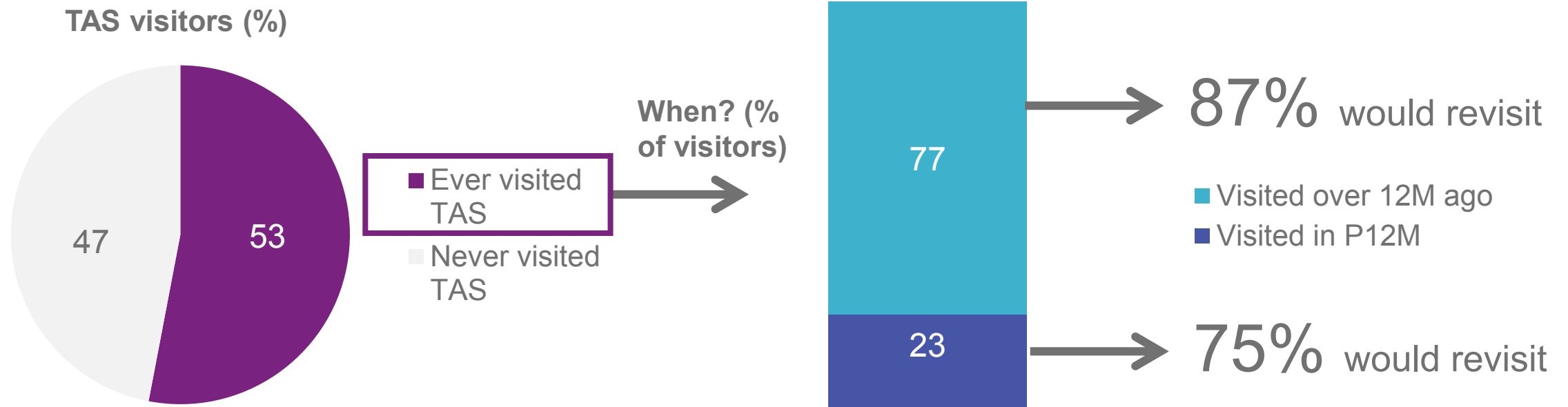
(% Thinking of Visiting)

Future Visitation – Types of Trip Planned (%)





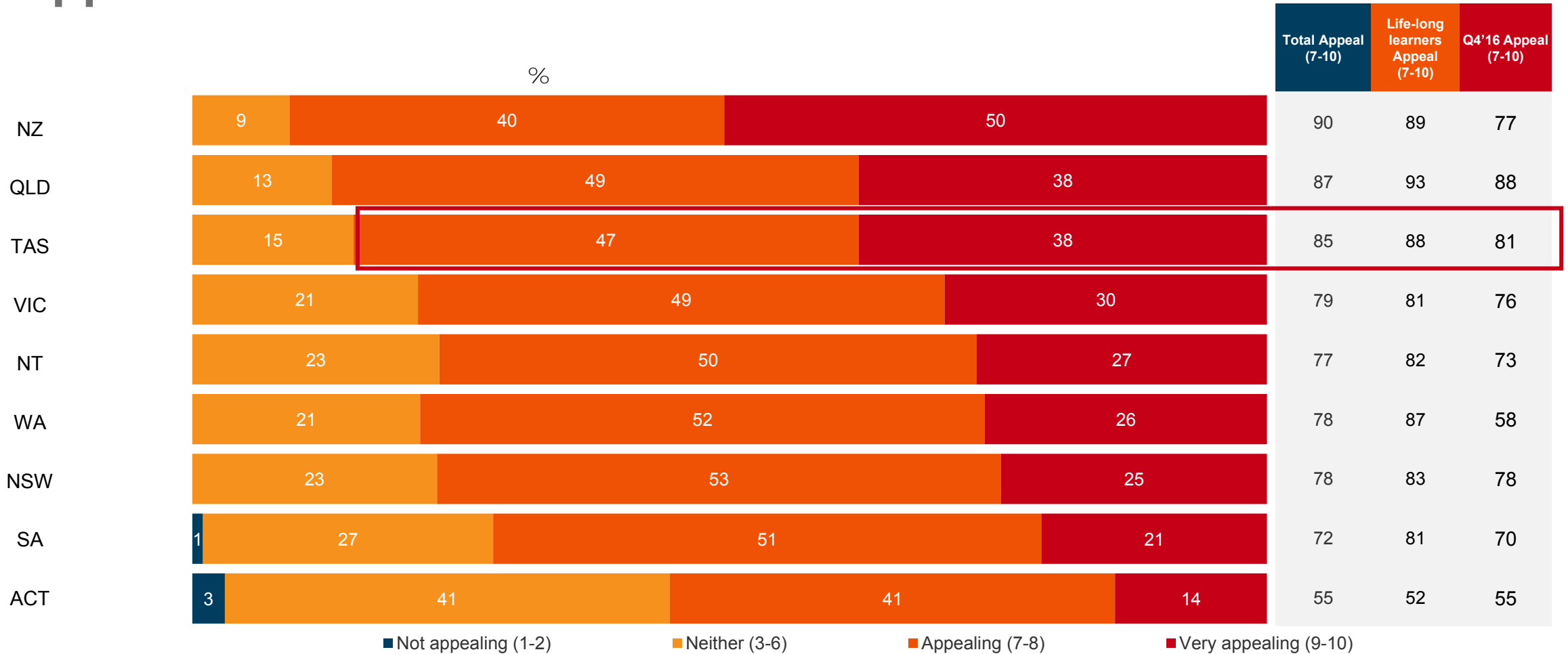
# The majority of previous visitors to Tasmania are interested in revisiting sometime



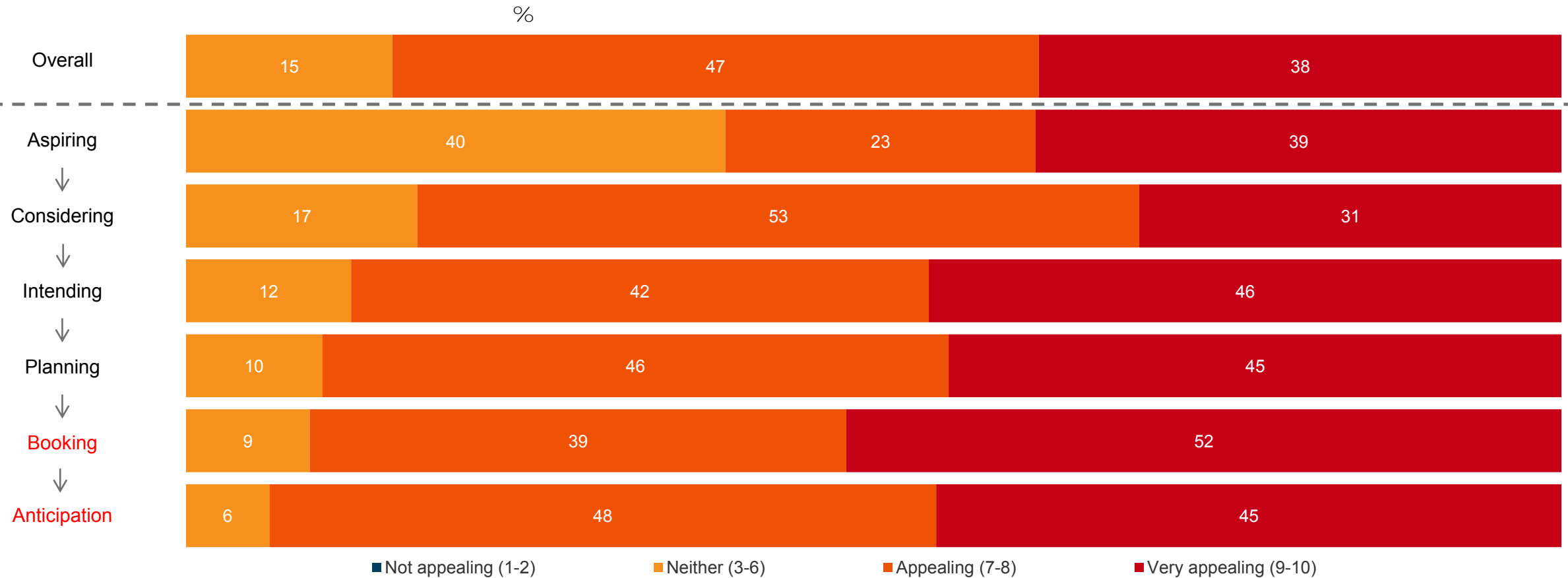


# Appeal, Momentum, Recommendation and Triggers

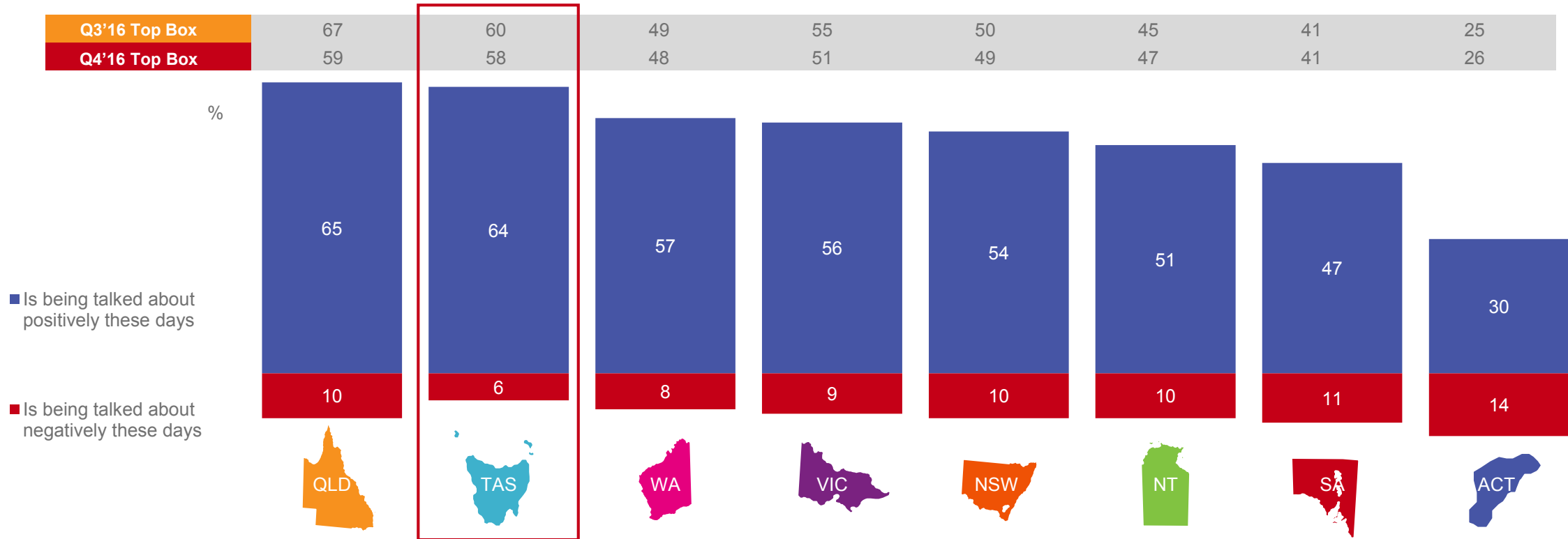
# Appeal of destinations



# Appeal of Tasmania – at different stages of the consumer journey

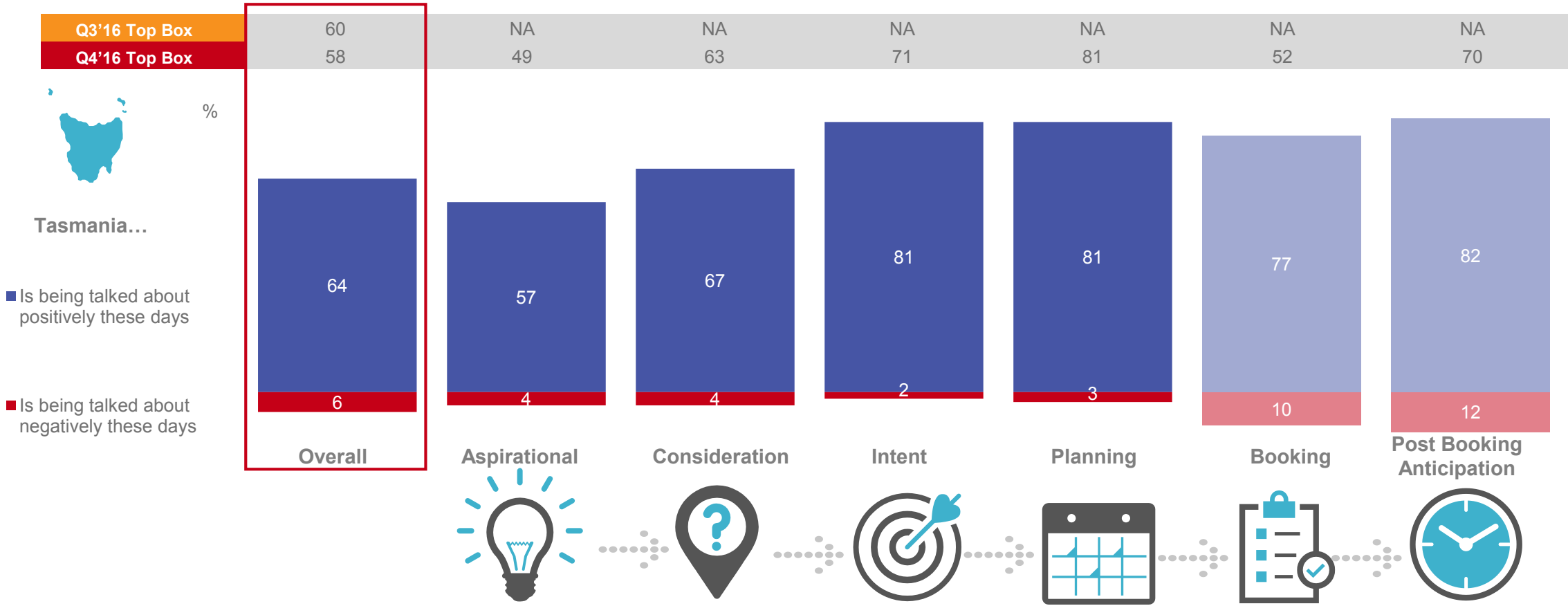


# Momentum



Q023: Below are statements about how locations are being perceived these days. Based on your experience and perceptions of each of the following locations, which of these statements best describes it?  
 Base: Total n=1502

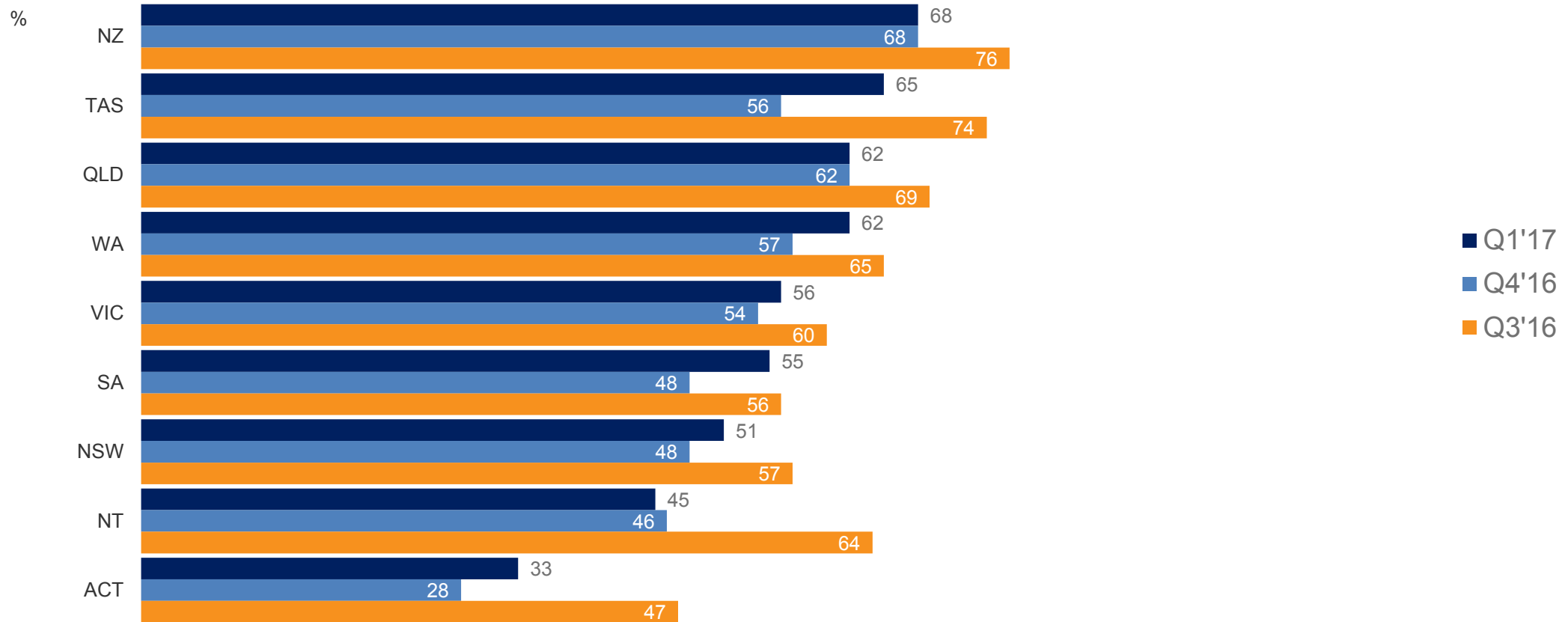
# Tasmania's momentum – at different stages of the consumer journey



Q023: Below are statements about how locations are being perceived these days. Based on your experience and perceptions of each of the following locations, which of these statements best describes it?

Base: Total n=1502, Tasmania customer journey: Aspiration n=325, Consideration n=447, Intention n=277, Planning n=124, Booking n=31, Anticipation n=33

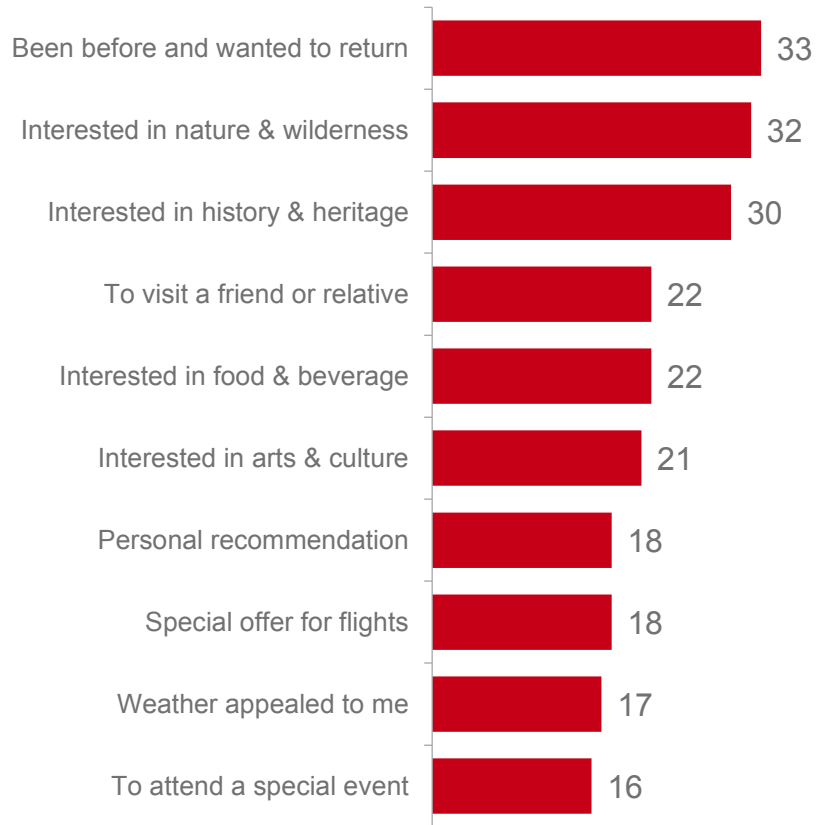
# Recommendation



shows significantly different at 95% confidence level

Q022: Thinking about each of the destinations you have visited for a leisure trip or break in the last 12 months, which of these have you recommended to others? This could be any aspect of the trip, and you may have recommended them to someone you know (e.g. friend/ family/colleague), or online via a consumer review site (e.g. TripAdvisor) Base: Those that have visited the above destinations in L12M, NSW n=673, VIC n=537, QLD n=589, WA n=268, SA n=304, TAS n=185, NT n=157, ACT n=286, NZ n=187,

# Triggers – recent visitors



*I have heard Tasmania has a really lovely weather and the interaction of the people there is really lovely.*

*I had been there before and absolutely love it*

*It just seemed like the right time and I saw an ad on Facebook, so I thought why not.*

*Jetstar had unbelievably cheap fares so I just happily impulse bought a ticket to Hobart, a ticket from Hobart to Melbourne and a ticket from Melbourne to Sydney and worked out accommodation and activities around the airfares I booked.*

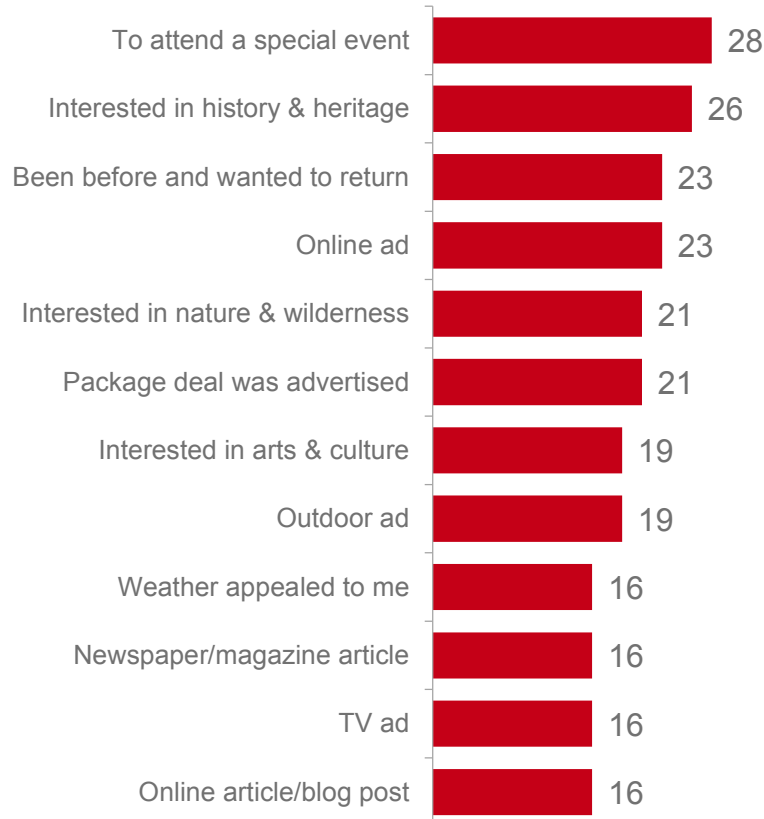
*The Spirit of Tasmania was on my bucket list!*

*Wanted to see the sights, animals, history and culture. Places such as Port Arthur the penal colony, the wilderness and a trip down the Gordon River.*





# Triggers – people booked to visit



*family member has heard great things and wanted to go*

*I wanted to go on Dark Mofo P&O cruise but couldn't afford it, but I managed to get 3 friends to share cabin so I could*

*It has been recommended on a TV show which made me realise i was missing on the culture and heritage break and we have friends there*

*Been there before and loved it*

*Been there many times, love it for the peace and quiet and the wild landscape, friendly people*

*great deal from Expedia, flight and HOTEL was reasonable cheap*





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