

# Tasmanian Tourism Snapshot

Year ending March 2015

## Introduction

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey, the International Visitor Survey and the National Visitor Survey, to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Information about these three surveys is contained at the back of the Snapshot. A commentary on the data is provided as a separate document on Tourism Tasmania's website.

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 <http://www.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.

## Total Visitation to Tasmania (Source: Tasmanian Visitor Survey)

### Key Results:

- For the year ending March 2015, there were 1.10 million visitors, up 4 per cent from 1.06 million for the previous year.
- Total nights spent by visitors in the state increased by 4 per cent to 9.55 million.
- Visitor expenditure increased by 12 per cent to \$1.88 billion.
- The number of interstate visitors to Tasmania increased by 3 per cent to 946,100 (was 917,300).

### Summary:

- In terms of interstate visitor numbers from Tasmania's key markets, Victoria increased by 3 per cent, New South Wales increased by 2 per cent, and Queensland increased by 7 per cent.
- Holiday visitors increased by 16 per cent for the year ending March 2015, holiday nights increased by 15 per cent and holiday expenditure increased by 20 per cent.
- Those who came to visit friends and relatives (VFR) decreased by 3 per cent for the year. The number of nights VFR visitors spent in Tasmania increased by 2 per cent while VFR expenditure increased by 5 per cent.
- The total number of visitors holidaying in Tasmania during the year ending March 2015 was 534,200, up 16 per cent compared to the previous year (was 460,000).
- The total number of nights spent by holiday visitors to Tasmania for the year ending March 2015 was 4.8 million, up 15 per cent from the previous year (was 4.2 million).
- Holiday visitor expenditure for the year was up 20 per cent to \$1.26 billion (was \$1.04 billion).
- Of all visitors, 174,500 were on business while 26,600 were travelling to attend a conference or convention.
- For the year ending March 2015, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 8 per cent; East Coast, up 16 per cent; Northern, up 7 per cent; Cradle Coast, up 10 per cent.
- For the year ending March 2015, 90 per cent of all visitors to Tasmania travelled by scheduled air services and 10 per cent travelled by sea. The total number of visitors travelling by scheduled air was up 4 per cent and sea services was up 6 per cent from the previous year.

## Interstate Visitation to Tasmania (Source: Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending March 2015 was 946,100, up 3 per cent from 917,300 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending March 2015 was 7.31 million, up 3 per cent from the previous year (was 7.08 million).
- Interstate visitor expenditure increased by 13 per cent to \$1.58 billion (was \$1.39 billion) in the year ending March 2015.
- Of all interstate visitors, 417,000 were on holiday (up 15 per cent), 281,300 were visiting friends or relatives (down 3 per cent), 164,600 were on business (down 7 per cent), and 24,400 were travelling to attend a conference or convention (down 27 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 3 per cent to 410,300, NSW increased by 2 per cent to 242,400, and Queensland increased by 7 per cent to 152,900. Together, these markets accounted for 85 per cent of interstate visitation in the year ending March 2015.

## International Visitation (Source: International Visitor Survey)

### Summary – Australia

- A total of 6.5 million international visitors came to Australia in the year ending March 2015, up 8 per cent from the year ending March 2014.
- Holiday visitors to Australia increased by 7 per cent to 2.89 million, while VFR visitors increased by 10 per cent to 1.82 million.
- International visitor nights spent in Australia increased by 7 per cent to 231 million.
- Total expenditure by international visitors in Australia for the year ending March 2015 increased by 10 per cent to \$22 billion<sup>1</sup> (including package expenditure). Holiday spend was \$8 billion (including package expenditure) for the year, an increase of 12 per cent from the year ending March 2014.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 5 per cent; China, up 19 per cent; United Kingdom, showed no significant change and the USA, up 10 per cent.

### Summary – Tasmania

- Tasmania received 197,600 international visitors during the year ending March 2015, up 28 per cent from 154,400 the previous year.
- The number of night's international visitors spent in Tasmania increased by 37 per cent to 3.40 million, and the average length of stay increased by 7 per cent to 17 nights.
- Expenditure by international visitors increased by 42 per cent to \$304 million<sup>2</sup>.
- Holiday visitors to Tasmania increased by 30 per cent to 150,800, while VFR visitors increased by 16 per cent to 33,200.
- Holiday nights increased by 50 per cent to 1.82 million, while the average length of stay for holiday visitors increased by 15 per cent to 12 nights.
- Total expenditure by international holiday visitors increased by 48 per cent to \$187 million.
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 49 per cent; United Kingdom, up 27 per cent; the USA, up 31 per cent; New Zealand, down 1 per cent; Hong Kong, up 38 per cent.

<sup>1</sup> Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory

<sup>2</sup> Modelled expenditure (includes package expenditure)

- Tasmania's share of all international visitors to Australia for the year ending March 2015 was 3 per cent, compared with 2.6 per cent for the year ending March 2014.

### Intrastate Visitation<sup>3</sup> (National Visitor Survey)

- The number of overnight intrastate holiday trips in Tasmania increased by 15 per cent, VFR increased by 32 per cent, and overnight business trips increased by 6 per cent in the year ending March 2015
- In the year ending March 2015, the number of intrastate day trips in Tasmania increased by 2 per cent to 4.8 million, whilst intrastate overnight trips increased by 17 per cent to 1.3 million compared to the year ending March 2014.
- Total spend by overnight intrastate visitors in Tasmania decreased by 1 per cent to \$359 million for the year ending March 2015.

---

<sup>3</sup> Travel undertaken by a visitor in their home state

## Total Visitors to Tasmania

Table 1. Total visitors to Tasmania on scheduled air and sea services				
	YE Mar 2014	YE Mar 2015	% change	
<i>Visitors</i>				
Visitors on scheduled air and sea services	1,059,500	1,103,700	↑	4%
Table 2. Total visitors to Tasmania on scheduled air and sea services				
	YE Mar 2014	YE Mar 2015	% change	
<i>Visitors</i>				
Day visitors	19,900	29,800	↑	50%
Overnight visitors	1,039,700	1,073,900	↑	3%
Total visitors	1,059,500	1,103,700	↑	4%
<i>Nights</i>				
Nights (million)	9.14	9.55	↑	4%
Average length of stay (nights)	8.6	8.7	→	0%
<i>Expenditure</i>				
Expenditure (\$million)	\$1,675	\$1,877	↑	12%
Average spend per visitor	\$1,581	\$1,700	↑	8%
Average spend per night	\$183	\$197	↑	7%
Holiday spend (\$million)	\$1,048	\$1,261	↑	20%
<i>Purpose of Visit</i>				
Holiday	460,000	534,200	↑	16%
Visit friends or relatives (VFR)	317,400	306,500	↓	-3%
Total leisure (Holiday+VFR)	777,400	840,700	↑	8%
Business or employment	188,000	174,500	↓	-7%
Convention/conference/seminar	36,000	26,600	↓	-26%
<i>Regions Visited</i>				
Southern	832,500	901,600	↑	8%
East Coast	270,500	314,500	↑	16%
Northern	557,500	595,700	↑	7%
Cradle Coast	412,500	452,100	↑	10%
<i>Mode of departure</i>				
Air visitors	947,800	985,600	↑	4%
Sea visitors	111,700	118,000	↑	6%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

## Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	YE Mar 2014	YE Mar 2015		% change
<b>Visitors</b>				
Day visitors	19,600	28,200	↑	44%
Overnight visitors	897,700	917,900	↑	2%
Total visitors	917,300	946,100	↑	3%
<b>Nights</b>				
Nights (million)	7.08	7.31	↑	3%
Average length of stay (nights)	7.7	7.7	→	0%
<b>Expenditure</b>				
Expenditure (\$million)	\$1,394	\$1,578	↑	13%
Average spend per visitor	\$1,520	\$1,668	↑	10%
Average spend per night	\$197	\$216	↑	10%
Holiday spend (\$million)	\$848	\$1,020	↑	20%
<b>Purpose of Visit</b>				
Holiday	361,400	417,000	↑	15%
Visit friends or relatives (VFR)	290,500	281,300	↓	-3%
Total leisure (Holiday+VFR)	651,900	698,400	↑	7%
Business or employment	177,000	164,600	↓	-7%
Convention/conference/seminar	33,300	24,400	↓	-27%
<b>Regions Visited</b>				
Southern	698,700	760,000	↑	9%
East Coast	202,800	234,800	↑	16%
Northern	469,600	498,100	↑	6%
Cradle Coast	341,400	370,100	↑	8%
<b>Mode of departure</b>				
Air visitors	813,500	839,200	↑	3%
Sea visitors	103,800	107,000	↑	3%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

	YE Mar 2014	YE Mar 2015	% change	
Victoria	399,400	410,300	↑	3%
N.S.W.	238,300	242,400	↑	2%
Queensland	142,600	152,900	↑	7%
South Australia	45,000	48,600	↑	8%
Western Australia	55,700	55,500	→	0%
A.C.T.	23,400	23,500	→	0%
N.T.	6,100	8,100	↑	34%
Total interstate visitors	917,300	946,100	↑	3%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

## International Visitors to Tasmania

	to Tasmania			to Australia		
	YE Mar 2014	YE Mar 2015	% Change	YE Mar 2014	YE Mar 2015	% Change
<i>Visitors</i>						
International visitors	154,400	197,600	↑ 28%	6,028,500	6,499,000	↑ 8%
<i>Nights</i>						
Nights ('000s)	2,479	3,403	↑ 37%	215,443	230,913	↑ 7%
Ave Length of stay (nights)	16.1	17.2	↑ 7%	35.7	35.5	↓ -1%
<i>Expenditure</i>						
Expenditure (\$million)	\$214	\$304	↑ 42%	\$19,560	\$21,520	↑ 10%
Average spend per visitor	\$1,383	\$1,537	↑ 11%	\$3,245	\$3,311	↑ 2%
Average spend per night	\$86	\$89	↑ 4%	\$91	\$93	↑ 3%
Holiday spend (\$million)	\$126	\$187	↑ 48%	\$7,085	\$7,948	↑ 12%
<i>Purpose</i>						
Holiday	115,700	150,800	↑ 30%	2,712,500	2,889,500	↑ 7%
Visit friends or relatives (VFR)	28,700	33,200	↑ 16%	1,644,500	1,816,400	↑ 10%
Business	10,600	14,300	↑ 35%	824,300	834,900	↑ 1%
Education	3,100	3,400	↑ 8%	225,300	275,500	↑ 22%
Employment	4,000	5,900	↑ 48%	364,600	398,500	↑ 9%
Other Reason	300	200	↓ -34%	257,400	284,200	↑ 10%
Total	154,400	197,600	↑ 28%	6,028,500	6,499,000	↑ 8%

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 give more than one reason for their visit. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular state/territory.

**TABLE 6: International visitors to States/Territories**

State/territory visited	Visitors			Market Share		% Point difference	
	YE Mar 2014	YE Mar 2015	% Change	YE Mar 2014	YE Mar 2015		
New South Wales	3,067,200	3,272,600	↑ 7%	50.9%	50.4%	↓	-0.5%
Victoria	1,999,100	2,230,900	↑ 12%	33.2%	34.3%	↑	1.2%
Queensland	2,051,800	2,196,400	↑ 7%	34.0%	33.8%	↓	-0.2%
South Australia	382,900	380,800	↓ -1%	6.4%	5.9%	↓	-0.5%
Western Australia	779,100	833,100	↑ 7%	12.9%	12.8%	↓	-0.1%
Tasmania	154,400	197,600	↑ 28%	2.6%	3.0%	↑	0.5%
Northern Territory	265,300	288,900	↑ 9%	4.4%	4.4%	→	0.0%
ACT	180,700	177,100	↓ -2%	3.0%	2.7%	↓	-0.3%
<b>Total visitors to Australia</b>	<b>6,028,500</b>	<b>6,499,000</b>	<b>↑ 8%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>→</b>	<b>0.0%</b>

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)

**TABLE 7: Origin of international visitors to Tasmania**

Country of origin	YE Mar 2014	YE Mar 2015	% Change		YE Mar 2014	YE Mar 2015	% Point difference	
	Visitors to Tasmania				National Market Share			
New Zealand	15,000	14,900	↓	-1%	1.4%	1.3%	↓	-0.1%
Japan	5,400	7,000	↑	30%	1.8%	2.3%	↑	0.5%
Hong Kong	12,400	17,000	↑	38%	7.3%	9.0%	↑	1.7%
Singapore	7,600	8,900	↑	17%	2.5%	2.7%	↑	0.2%
Malaysia	7,700	7,500	↓	-2%	2.9%	2.6%	↓	-0.4%
Indonesia	300	1,200	↑	241%	0.3%	0.8%	↑	0.6%
Taiwan	3,200	5,700	↑	77%	3.1%	5.0%	↑	1.9%
Thailand	1,500	2,100	↑	45%	2.1%	3.0%	↑	1.0%
Korea	1,500	1,200	↓	-19%	0.8%	0.6%	↓	-0.2%
China	18,900	28,200	↑	49%	2.7%	3.4%	↑	0.7%
India	2,400	2,800	↑	13%	1.5%	1.4%	↓	-0.1%
Other Asia	2,600	2,100	↓	-20%	1.5%	1.0%	↓	-0.5%
United States of America	18,400	24,100	↑	31%	3.8%	4.5%	↑	0.7%
Canada	4,000	6,900	↑	70%	3.2%	5.1%	↑	1.9%
United Kingdom	18,500	23,400	↑	27%	2.9%	3.7%	↑	0.8%
Germany	7,700	9,500	↑	24%	4.5%	5.3%	↑	0.8%
Scandinavia	1,700	3,800	↑	121%	1.9%	4.0%	↑	2.1%
France	5,300	6,400	↑	21%	4.9%	5.6%	↑	0.7%
Italy	2,000	2,400	↑	19%	2.8%	3.3%	↑	0.5%
Netherlands	1,800	2,300	↑	27%	4.1%	5.2%	↑	1.2%
Switzerland	3,400	3,800	↑	11%	7.3%	7.4%	↑	0.2%
Other Europe	6,600	6,900	↑	4%	3.2%	3.2%	→	0.0%
Other Countries	6,600	9,700	↑	47%	1.7%	2.2%	↑	0.6%
<b>Total</b>	<b>154,400</b>	<b>197,600</b>	<b>↑</b>	<b>28%</b>	<b>2.6%</b>	<b>3.0%</b>	<b>↑</b>	<b>0.5%</b>

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)



## Intrastate Visitors

	Tasmania			Australia		
	YE Mar 2014	YE Mar 2015	% change	YE Mar 2014	YE Mar 2015	% change
<b>Visitors</b>						
Overnight visitors ('000s)	1,141	1,332	↑ 17%	52,728	55,713	↑ 6%
<b>Nights</b>						
Nights ('000s)	2,786	3,148	↑ 13%	165,680	176,419	↑ 6%
Average length of stay (nights)	2.4	2.4	↓ -3%	3.1	3.2	↑ 1%
<b>Expenditure</b>						
Expenditure (\$million)	\$364	\$359	↓ -1%	\$21,892	\$22,853	↑ 4%
Spend per visitor	\$319	\$270	↓ -16%	\$415	\$410	↓ -1%
Spend per night	\$131	\$114	↓ -13%	\$132	\$130	↓ -2%
<b>Purpose('000s)</b>						
Holiday	570	654	↑ 15%	23,683	23,247	↓ -2%
Visit friends &/or relatives (VFR)	315	415	↑ 32%	18,653	20,370	↑ 9%
Business	194	206	↑ 6%	7,929	9,297	↑ 17%
Other reason	64	68	↑ 6%	2,889	3,227	↑ 12%
Total overnight intrastate visitors	1,141	1,332	↑ 17%	8	1	↓ -88%

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

	Tasmania			Australia		
	YE Mar 2014	YE Mar 2015	% change	YE Mar 2014	YE Mar 2015	% change
<b>Visitor</b>						
Day visitors ('000s)	4,724	4,796	↑ 2%	155,441	159,471	↑ 3%
Total intrastate Day+Overnight visitors ('000s)	5,865	6,128	↑ 4%	208,169	215,184	↑ 3%
<b>Expenditure</b>						
Expenditure (\$million)	\$496	\$538	↑ 8%	\$18,177	\$18,448	↑ 1%
Spend per visitor	\$105	\$112	↑ 7%	\$117	\$116	↓ -1%
<b>Purpose('000s)</b>						
Holiday	2,430	2,317	↓ -5%	72,200	72,570	↑ 1%
Visit friends &/or relatives (VFR)	1,136	1,235	↑ 9%	48,073	48,214	→ 0%
Business	455	546	↑ 20%	15,450	16,719	↑ 8%
Other reason	703	698	↓ -1%	19,719	21,967	↑ 11%
Total day intrastate visitors	4,724	4,796	↑ 2%	155,441	159,471	↑ 3%

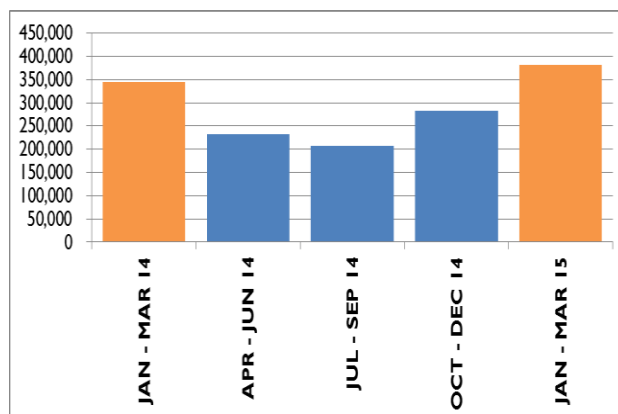
Source: National Visitor Survey (NVS), Tourism Research Australia

## Quarter ending March 2015

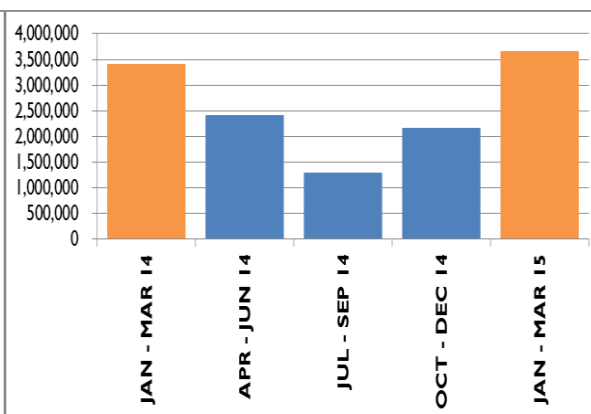
The TVS reports the following key findings for visitors during the January - March 2015 quarter.

- The total number of visitors to Tasmania for the March quarter 2015 was 381,200, up 10 per cent from 345,500 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the March quarter 2015 increased by 7 per cent to 3.66 million (was 3.42 million) (Fig. 2).
- Visitor expenditure was \$766 million, up 18 per cent from the same quarter of the previous year (was \$647.1 million) (Fig. 3).
- Of all visitors for the quarter, 204,600 (up 16 per cent) were on holiday, 98,800 (up 1 per cent) were visiting friends or relatives, 44,600 (up 1 per cent) were on business, and 5,700 (down 28 per cent) were travelling to attend a conference or convention (Fig. 4).

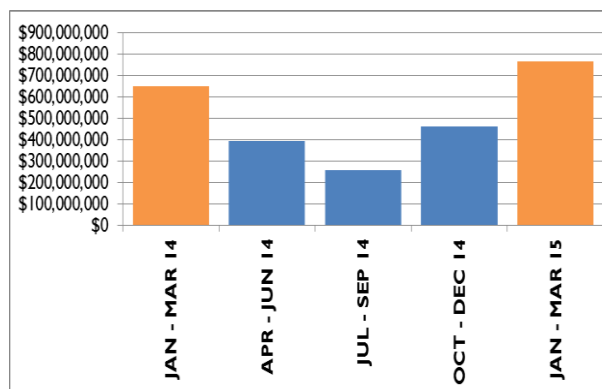
**Fig. 1. Total Visitors to Tasmania by Quarter\***



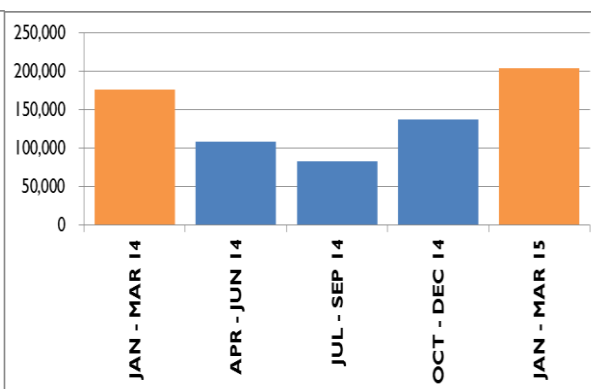
**Fig. 2. Total Nights by Quarter\***



**Fig. 3. Total Expenditure (\$ millions) 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.

## 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.

### **International Visitor Survey (IVS)**

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia. The survey gathers information from visitors about, among other things; the number of nights they stayed in Australia, travel arrangements, reasons for visiting, places visited, information sources they used to find out about Australia prior to leaving home, impressions of aspects of Australia, income earned and expenditure on the trip. The IVS samples 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia - Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

### **National Visitor Survey (NVS)**

The NVS is also administered by Tourism Research Australia. The NVS measures the characteristics and travel patterns of domestic tourists within Australia, including intrastate day and overnight travel. The survey results come from telephone interviews conducted with an annual sample of 120,000 Australian residents. The survey collects details about their recent travel for day trips, trips involving overnight stays and overseas travel. The NVS provides the only source of information about day and overnight travel by Tasmanians in their own state.

## Why the TVS and IVS figures don't match up

Each survey is conducted by a different organisation which uses different sampling and 'weighting' methods to determine total numbers. As a result, the statistics from each survey will give differing results for identical subjects and are unlikely to tally if added together.

**Caution:** You are advised to exercise care when interpreting figures contained in this report or TVS Analyser. These figures are collected from a sample of visitors. They may be different from the real figure if data from 100 per cent of all visitors could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error. Smaller estimates under 1000 must be treated with greater caution.