

Tourism Tasmania – Research Data Sources

Introduction

Tourism Tasmania conducts and commissions a range of research aimed at monitoring tourism performance across the State as well as providing essential tourism insights to inform the development of Tasmania's tourism industry. The key data sources Tourism Tasmania use to monitor tourism industry activity include:

- The Tasmanian Visitor Survey (TVS), conducted by Tourism Tasmania,
- The National Visitor Survey (NVS), conducted by Tourism Research Australia,
- The International Visitor Survey (IVS), conducted by Tourism Research Australia,
- The Holiday Tracking Survey (HTS), conducted by Roy Morgan Research Centre,
- The Survey of Tourist Accommodation (STA), conducted by the Australian Bureau of Statistics,
- Overseas Arrivals and Departures (OAD), conducted by the Australian Bureau of Statistics,
- Cruise Ship Survey, conducted by Tourism Tasmania,

Tourism Data Sources:

The Tasmanian Visitor Survey (Tourism Tasmania)

The Tasmanian Visitor Survey (TVS) provides a profile of the characteristics, travel behaviour, and expenditure of international and interstate visitors to Tasmania. It is acknowledged as the most reliable source of statistical data about visitors to Tasmania; being based on an annual sample of more than 9000 visitors departing Tasmania.

The TVS collects a wider variety of data about visitors to Tasmania than other visitor surveys; being an island State means that visitors can be accurately counted as they depart via Tasmania's air and sea ports. The data collected in the TVS is provided to the Tasmanian tourism industry and to government agencies to facilitate and promote the development of the industry. Results from the TVS are released quarterly and are publically available through the online survey reporting tool – WebReporter.

The National Visitor Survey (Tourism Research Australia)

The National Visitor Survey (NVS) is Australia's primary measure of domestic tourism activity and is the major source of information on the characteristics and travel patterns of domestic tourists within Australia. The survey data is collected throughout the year with an annual sample of 120,000 Australian residents over the age of 15 years via telephone interviews. The survey collects details about respondents' recent travel, for day trips, trips involving overnight stays and overseas travel. NVS definitions are based on those provided by the World Tourism Organisation and therefore interviews people who have travelled for purposes including holiday, visiting friends and relatives, business, education and employment. Results from the NVS are released quarterly.

The International Visitor Survey (Tourism Research Australia)

The International Visitor Survey (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 over the age of 15 years in the departure lounges of eight international airports across Australia. Data from the IVS is released quarterly.

The Holiday Tracking Survey (Roy Morgan Research Centre)

The Holiday Tracking Survey (HTS) is a part of Roy Morgan Single Source. This survey has a nationally representative annual sample of approximately 25,000 Australian respondents 14 years and over. The HTS covers holiday travel by Australian visitors. Key features of the HTS include; information on holiday destination advertising awareness, travel destination preferences, intentions and travel behaviours; information on most recent (short and/or long) trip behaviour, and all trips over the reference period. As part of the Roy Morgan Single Source, the HTS also includes details of visitors' demographics, media consumption, hobbies, interests, attitudes and lifestyle. Data from the HTS is released quarterly.

The Survey of Tourist Accommodation (Australian Bureau of Statistics)

The Survey of Tourism Accommodation (STA) is the key source of information relating to the performance of Australia's accommodation sector. It involves a census of accommodation establishments that are 'in-scope' for the survey and provides details on capacity (e.g. rooms available), takings from accommodation, employees and room nights sold (used to calculate occupancy rates). The scope of the STA comprises the following categories of establishments; hotels, motels and serviced apartments with 5 or more rooms; caravan parks with 40 or more powered sites; holiday flats, units and houses of letting entities with 15 or more rooms or units; and visitor hostels with 25 or more bed spaces. Results from the STA are released quarterly.

Overseas Arrivals and Departures (Australian Bureau of Statistics)

Overseas Arrivals and Departures (OAD) data refers to the arrival and departure of Australian residents or overseas visitors, through Australian airports and sea ports, which have been recorded on incoming or outgoing passenger cards. OAD data describes the number of movements of travellers rather than the number of travellers. OAD statistics are derived from a combination of full enumeration and sampling. All permanent movements and all movements with a duration of stay of one year or more are fully enumerated. All movements with a duration of stay of less than one year are sampled. Results from the OAD are released monthly.

Cruise Ship Survey (Tourism Tasmania)

The Cruise Ship Survey (CSS) provides information on cruise ship passengers and crew visiting Tasmania. Data is collected from a sample of passengers and crew members on all cruise ships that visit Tasmania each season. Information collected in the survey includes visitor demographics, expenditure and activities undertaken in Tasmania. Total passenger and crew numbers are obtained from Tasmanian Ports Corporation. These totals are used to "weight" the sampled interviews to the total number of passengers and crew. Results from the Cruise Ship Survey are released annually.