

Tourism Fast Facts

Latest data as at June 2010

Total visitation

Source: Tasmanian Visitor Survey. Figures for year ending March 2010

Total visitors to Tasmania from all sources			
	April 2008 to March 2009	April 2009 to March 2010	% change
<i>Visitors</i>			
Cruise ship visitors	102,400	79,800	↓ -22%
Navy ship visitors	4,300	2,300	↓ -47%
Visitors on scheduled air and sea services	897,100	912,600	↑ 2%
Total visitors to Tasmania from all sources	1,003,800	994,700	↓ -1%

Due to a 23% decrease in cruise and navy ships, the total number of visitors to Tasmania decreased by 1% to 994,700. This downturn is similar across Australia being particularly felt in south eastern ports.

Interstate visitation

Source: Tasmanian Visitor Survey and National Visitor Survey.

All figures for year ending March 2010

- There was a 3% increase in the number of interstate visitors to 785,400, contrasting with an overall national decrease of 3% in overnight visitors as reported by the National Visitor Survey
- Interstate visitor nights increased 12% to 6.75 million, with the average length of stay increasing from 7.9 to 8.6 nights
- Expenditure by interstate visitors increased to \$1.3 billion (+8%)
 - average spend by each interstate visitor increased by 5% to \$1,658; although the average spend per night decreased to \$193 (was \$201).



International visitation

Source: *International Visitor Survey, year ending March 2010*

- Although international visitors to Tasmania continued to decline, with arrivals down 5% to 140,600 and nights down 6% to 2.7 million, expenditure grew 9% to \$273 million including package expenditure.

**For complete reports and survey details,
please visit www.tourismtasmania.com.au**

Strategic Plan 2010-2013

We have recently launched our new Strategic Plan 2010-2013. It sets our course for the next three years.

The role of Tourism Tasmania continues to be to lead the industry to jointly deliver marketing and development programs that drive benefits for Tasmania from domestic and international tourism.

The Strategic Plan sets out our five goals and outlines the areas that the organisation considers the priorities for the coming three years. It also articulates the key strategies that Tourism Tasmania will undertake in consultation with the tourism industry and its strategic partners to ensure we are delivering on these goals and continuing to build a strong future for tourism in Tasmania.

Our five key goals for 2010-2013

Maximise Tasmania's tourism potential

Drive demand for Tasmania

Foster the supply of tourism products and experiences

Enhance industry's competitive position with market-leading research and analysis

Be a highly effective organisation

**Our Strategic Plan is available on our website,
www.tourismtasmania.com.au or phone 6230 8235
for a hard copy**



Tourism Tasmania