

Tourism Research

Tasmanian Tourism Snapshot - Year ending March 2018

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS) 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 at the back of the Snapshot.

While the Tasmanian Tourism Snapshot provides a useful overview of visitors to Tasmania, more detailed statistics are available at Tourism Tasmania's corporate website. 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 (Tasmanian Visitor Survey results unless otherwise stated)

Key statistics

Total visitors	1.28 million	▲ 2%	For the Year ending March 2018, there were 1.28 million visitors, up 2% from 1.27 million for the previous year.
Total nights	10.83 million	▲ 1%	Total nights spent by visitors in the state increased by 1% to 10.83 million.
Visitor expenditure	\$2.37 billion	▲ 7%	Visitor expenditure increased by 7% to \$2.37 billion.
Interstate visitors	1.07 million	▲ 1%	The number of interstate visitors to Tasmania increased by 1% to 1.07 million (was 1.06 million).
International visitors (Source: IVS)	300,400	▲ 20%	Tasmania received 300,400 international visitors during the year ending March 2018, up 20 per cent from 250,300 the previous year.

Purpose of travel

Holiday visitors	640,300	▲ 3%	The total number of visitors holidaying in Tasmania during the Year ending March 2018 was 640,300, up 3% compared to the previous year (was 622,600).
Holiday nights	5.79 million	▲ 8%	The total number of nights spent by holiday visitors to Tasmania for the Year ending March 2018 was 5.79 million, up 8% from the previous year (was 5.36 million)
Holiday expenditure	\$1.63 billion	▲ 6%	Holiday visitor expenditure for the year was up 6% to \$1.63 billion (was \$1.54 billion).
Visiting friends and relatives (VFR)	337,900	□ 0%	Those who came to visit friends and relatives remained steady. The number of nights and expenditure for VFR in Tasmania remained steady also.
Business travel	197,100	▼ 2%	Of all visitors, 197,100 (down 2%) were on business while 38,500 (up 17%) were travelling to attend a conference or convention.
Conference travel	38,500	▲ 17%	

Regional visitation

South	1,032,700	▲ 3%	For the Year ending March 2018, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 3%; East Coast, up 4%; Northern, up 1%; and Cradle Coast showed no significant change.
East	391,100	▲ 4%	
North	695,200	▲ 1%	
Cradle Coast	506,400	□ 0%	

Mode of travel

Air	89%	▲ 2%	For the Year ending March 2018, 89% of all visitors to Tasmania travelled by scheduled air services and 11% travelled by sea. The total number of visitors travelling by scheduled air was up 2% and sea services was up 2% from the previous year.
Spirit of Tasmania	11%	▲ 2%	

Interstate Visitation to Tasmania (Tasmanian Visitor Survey results)

Key statistics

Interstate visitors	1.07 million	▲ 1%	The total number of interstate visitors to Tasmania for the Year ending March 2018 was 1.07, up 1% from 1.06 the previous year.
Interstate nights	8.25 million	▲ 1%	The total number of nights spent by interstate visitors to Tasmania for the Year ending March 2018 was 8.25 million, up 1% from the previous year (was 8.16 million).
Interstate expenditure	\$1.91 billion	▲ 5%	Interstate visitor expenditure increased by 5% to \$1.91 billion (was \$1.82 billion in the year ending March 2017).

Purpose of travel

Interstate holiday visitors	480,300	▲ 1%	Of all interstate visitors, 480,300 were on holiday (up 1%), 302,400 were visiting friends or relatives (showing no significant change), 183,400 were on business (down 2%), and 34,100 were travelling to attend a conference or convention (up 19%).
Interstate VFR	302,400	□ 0%	
Interstate business travel	183,400	▼ 2%	
Interstate conference travel	34,100	▲ 19%	

Origin of visitors

Victorian visitors	436,900	▼ 4%	In terms of visitation to Tasmania from the key interstate markets, Victoria decreased by 4% to 436,900, NSW increased by 6% to 304,900, and Queensland increased by 4% to 171,600. Together, these markets accounted for 86% of interstate visitation in the Year ending March 2018.
NSW visitors	304,900	▲ 6%	
Queensland visitors	171,600	▲ 4%	

International Visitation (International Visitor Survey results)

Key statistics - Australia

International visitors	8.30 million	▲ 8%	A total of 8.30 million international visitors came to Australia in the year ending March 2018, up 8 per cent from the year ending March 2017.
International visitor nights	269 million	▲ 3%	International visitor nights spent in Australia increased by 3 per cent to 269 million.
International visitor expenditure	\$29 billion	▲ 7%	Total expenditure by international visitors in Australia for the year ending March 2018 increased by 7 per cent to \$29 billion ¹ (including package expenditure).

Purpose of travel - Australia

TRA has advised that due to a continuing concern with the passenger data provided by the Department of Home Affairs (from which TRA derives its purpose of visit data), the latest IVS figures do not include information on purpose of visit. For more information, please see the TRA website.

Origin of visitors - Australia

China visitors	1,292,000	▲ 13%	For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: China, up 13 per cent; New Zealand, up 1 per cent; United Kingdom, up 4 per cent and the USA, up 10 per cent.
NZ visitors	1,239,500	▲ 1%	
USA visitors	751,400	▲ 10%	
UK visitors	698,800	▲ 4%	
Japan visitors	401,200	▲ 3%	

Key statistics - Tasmania

International visitors	300,400	▲ 20%	Tasmania received 300,400 international visitors during the year ending March 2018, up 20 per cent from 250,300 the previous year.
International visitor nights	5.20 million	▲ 39%	The number of nights international visitors spent in Tasmania increased by 44 per cent to 5.20 million, and the average length of stay increased by 20 per cent to 17 nights.
International average length of stay	17 nights	▲ 20%	
International visitor expenditure	\$559 million	▲ 32%	Expenditure by international visitors increased by 32 per cent to \$559 million ² .

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

² Modelled expenditure (includes package expenditure)

Purpose of travel - Tasmania

TRA has advised that due to a continuing concern with the passenger data provided by the Department of Home Affairs (from which TRA derives its purpose of visit data), the latest IVS figures do not include information on purpose of visit. For more information, please see the TRA website.

Origin of visitors - Tasmania

China visitors	45,900	▲ 46%	For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 46 per cent; USA, up 22 per cent; Hong Kong, up 12 per cent; United Kingdom, down 2 per cent; the New Zealand, up 60 per cent.
USA visitors	44,200	▲ 22%	
HK visitors	26,000	▲ 12%	
UK visitors	25,000	▼ 2%	
NZ visitors	23,100	▲ 60%	
Market share of international visitors		▲ 3.6%	Tasmania's share of all international visitors to Australia for the year ending March 2018 was 3.6 per cent, showing a small change compared with 3.2 per cent for the year ending March 2017.

Intrastate Visitation³ (National Visitor Survey results)

Purpose of travel - Intrastate

Intrastate holiday visitors	701,000	▲ 25%	The number of overnight intrastate holiday trips in Tasmania increased by 25%, VFR remained steady, and overnight business trips increased by 20% in the year ending March 2018.
Intrastate VFR	437,000	▢ 0%	
Intrastate business	281,000	▲ 20%	

Day and overnight trips - Intrastate

Intrastate day trips	5.64 million	▲ 1%	In the year ending March 2018, the number of intrastate day trips in Tasmania increased by 1% whilst intrastate overnight trips increased by 16% to 1.50 million compared to the year ending March 2017.
Intrastate overnight trips	1.50 million	▲ 16%	

Expenditure - Intrastate

Intrastate expenditure	\$432 million	▲ 22%	Total spend by overnight intrastate visitors in Tasmania increased by 22% to \$432 million for the year ending March 2018.
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³ Travel undertaken by a visitor in their home state

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Total Visitors to Tasmania

	YE Mar 2017	YE Mar 2018	% change
<i>Visitors</i>			
Visitors on scheduled air and sea services	1,265,300	1,284,600	↑ 2%

	YE Mar 2017	YE Mar 2018	% change
<i>Visitors</i>			
Day visitors	33,200	29,900	↓ -10%
Overnight visitors	1,232,100	1,254,700	↑ 2%
Total visitors	1,265,300	1,284,600	↑ 2%
<i>Nights</i>			
Nights (million)	10.90	10.83	↓ -1%
Average length of stay (nights)	8.6	8.4	↓ -2%
<i>Expenditure</i>			
Expenditure (\$million)	\$2,226	\$2,373	↑ 7%
Average spend per visitor	\$1,759	\$1,847	↑ 5%
Average spend per night	\$204	\$219	↑ 7%
Holiday spend (\$million)	\$1,536	\$1,625	↑ 6%
<i>Purpose of Visit</i>			
Holiday	622,600	640,300	↑ 3%
Visit friends or relatives (VFR)	338,400	337,900	→ 0%
Total leisure (Holiday+VFR)	961,000	978,200	↑ 2%
Business or employment	202,000	197,100	↓ -2%
Convention/conference/seminar	33,000	38,500	↑ 17%
<i>Regions Visited</i>			
Southern	1,006,700	1,032,700	↑ 3%
East Coast	374,900	391,100	↑ 4%
Northern	690,500	695,200	↑ 1%
Cradle Coast	505,200	506,400	→ 0%
<i>Mode of departure</i>			
Air visitors	1,121,900	1,139,000	↑ 2%
Sea visitors	143,400	145,600	↑ 2%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	YE Mar 2017	YE Mar 2018	% change	
Visitors				
Day visitors	31,700	29,000	↓	-9%
Overnight visitors	1,027,200	1,036,800	↑	1%
Total visitors	1,058,900	1,065,700	↑	1%
Nights				
Nights (million)	8.16	8.25	↑	1%
Average length of stay (nights)	7.7	7.7	→	0%
Expenditure				
Expenditure (\$million)	\$1,822	\$1,909	↑	5%
Average spend per visitor	\$1,720	\$1,792	↑	4%
Average spend per night	\$223	\$231	↑	4%
Holiday spend (\$million)	\$1,236	\$1,258	↑	2%
Purpose of Visit				
Holiday	477,300	480,300	↑	1%
Visit friends or relatives (VFR)	302,700	302,400	→	0%
Total leisure (Holiday+VFR)	780,100	782,600	→	0%
Business or employment	186,700	183,400	↓	-2%
Convention/conference/seminar	28,500	34,100	↑	19%
Regions Visited				
Southern	821,600	833,600	↑	1%
East Coast	276,100	283,300	↑	3%
Northern	565,100	562,000	↓	-1%
Cradle Coast	404,900	408,900	↑	1%
Mode of departure				
Air visitors	926,200	928,700	→	0%
Sea visitors	132,700	137,100	↑	3%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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Table 4. Origin of interstate visitors to Tasmania

	YE Mar 2017	YE Mar 2018	% change	
Victoria	454,000	436,900	↓	-4%
N.S.W.	287,700	304,900	↑	6%
Queensland	164,400	171,600	↑	4%
South Australia	54,000	53,700	↓	-1%
Western Australia	52,700	51,800	↓	-2%
A.C.T.	30,800	30,400	↓	-2%
N.T.	9,900	6,200	↓	-37%
Total interstate visitors	1,058,900	1,065,700	↑	1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors

Table 5. International visitors

	to Tasmania			to Australia		
	YE Mar 2017	YE Mar 2018	% Change	YE Mar 2017	YE Mar 2018	% Change
Visitors						
International visitors	250,300	300,400	↑ 20%	7,724,300	8,305,900	↑ 8%
Nights						
Nights ('000s)	3,619	5,204	↑ 44%	261,814	269,166	↑ 3%
Ave Length of stay (nights)	14.5	17.3	↑ 20%	33.9	32.4	↓ -4%
Expenditure						
Expenditure (\$million)	\$424	\$559	↑ 32%	\$27,225	\$29,053	↑ 7%
Average spend per visitor	\$1,693	\$1,862	↑ 10%	\$3,525	\$3,498	↓ -1%
Average spend per night	\$117	\$108	↓ -8%	\$104	\$108	↑ 4%
Holiday spend (\$million)	\$257	\$0	↓ -100%	\$9,672	\$0	↓ -100%
Purpose						
Holiday	196,400	0	↓ -100%	3,839,300	0	↓ -100%
Visit friends & relatives (VFR)	37,300	0	↓ -100%	1,913,200	0	↓ -100%
Business	16,300	0	↓ -100%	833,900	0	↓ -100%
Education	6,100	0	↓ -100%	534,800	0	↓ -100%
Employment	5,600	0	↓ -100%	292,100	0	↓ -100%
Other Reason	200	0	↓ -100%	311,100	0	↓ -100%
Total	250,300	300,400	↑ 20%	7,724,300	8,305,900	↑ 8%

Source: International Visitor Survey (IVS), Tourism Research Australia

* Modelled expenditure including package expenditure. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular :

** 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.

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Table 6. International visitors to States/Territories

	YE Mar 2017	YE Mar 2018	% Change	YE Mar 2017	YE Mar 2018	% Point difference
<i>State/territory visited</i>	<i>Visitors</i>			<i>Market Share</i>		
New South Wales	3,999,400	4,337,900	↑ 8%	51.8%	52.2%	↑ 0.4%
Victoria	2,711,000	2,955,000	↑ 9%	35.1%	35.6%	↑ 0.5%
Queensland	2,593,600	2,736,400	↑ 6%	33.6%	32.9%	↓ -0.6%
South Australia	436,200	475,200	↑ 9%	5.6%	5.7%	→ 0.1%
Western Australia	956,700	967,300	↑ 1%	12.4%	11.6%	↓ -0.7%
Tasmania	250,300	300,400	↑ 20%	3.2%	3.6%	↑ 0.4%
Northern Territory	300,700	287,400	↓ -4%	3.9%	3.5%	↓ -0.4%
ACT	214,500	248,400	↑ 16%	2.8%	3.0%	↑ 0.2%
Total visitors to Australia	7,724,300	8,305,900	↑ 8%	100.0%	100.0%	→ 0.0%

Source: International Visitor Survey (IVS), 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

	YE Mar 2017	YE Mar 2018	% Change	YE Mar 2017	YE Mar 2018	% Point difference
<i>Country of origin</i>	<i>Visitors to Tasmania</i>			<i>National Market Share</i>		
New Zealand	14,500	23,100	↑ 60%	1.2%	1.9%	↑ 0.7%
Japan	9,000	5,400	↓ -40%	2.3%	1.3%	↓ -1.0%
Hong Kong	23,300	26,000	↑ 12%	10.6%	9.4%	↓ -1.2%
Singapore	13,000	17,300	↑ 33%	3.4%	4.5%	↑ 1.1%
Malaysia	14,000	13,700	↓ -2%	4.0%	3.9%	↓ -0.2%
Indonesia	2,600	2,000	↓ -24%	1.6%	1.1%	↓ -0.5%
Taiwan	6,100	5,100	↓ -17%	3.9%	2.9%	↓ -1.0%
Thailand	2,700	4,100	↑ 52%	3.1%	4.5%	↑ 1.4%
Korea	4,500	1,800	↓ -61%	1.7%	0.6%	↓ -1.1%
China	31,400	45,900	↑ 46%	2.7%	3.6%	↑ 0.8%
India	5,600	9,500	↑ 68%	2.2%	3.2%	↑ 0.9%
Other Asia	5,000	8,500	↑ 69%	1.7%	2.4%	↑ 0.7%
United States of America	36,200	44,200	↑ 22%	5.3%	5.9%	↑ 0.6%
Canada	8,000	9,900	↑ 24%	5.4%	6.1%	↑ 0.7%
United Kingdom	25,400	25,000	↓ -2%	3.8%	3.6%	↓ -0.2%
Germany	12,300	12,800	↑ 5%	6.2%	6.4%	↑ 0.2%
Scandinavia	3,400	6,400	↑ 89%	3.4%	6.0%	↑ 2.6%
France	5,100	9,400	↑ 83%	4.4%	7.5%	↑ 3.1%
Italy	3,000	2,000	↓ -32%	4.0%	2.8%	↓ -1.2%
Netherlands	3,600	4,000	↑ 11%	7.1%	7.4%	↑ 0.3%
Switzerland	3,300	2,700	↓ -18%	6.4%	5.1%	↓ -1.4%
Other Europe	9,100	11,200	↑ 23%	4.0%	4.7%	↑ 0.7%
Other Countries	9,300	10,300	↑ 11%	1.9%	2.0%	→ 0.0%
Total	250,300	300,400	↑ 20%	3.2%	3.6%	↑ 0.4%

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)

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Intrastate Visitors

Table 8. Intrastate OVERNIGHT Travel

	Tasmania			Australia		
	YE Mar 2017	YE Mar 2018	% change	YE Mar 2017	YE Mar 2018	% change
Visitors						
Overnight visitors ('000s)	1,294	1,504	↑ 16%	61,877	65,925	↑ 7%
Nights						
Nights ('000s)	3,097	3,677	↑ 19%	187,126	200,594	↑ 7%
Average length of stay (nights)	2.4	2.4	↑ 2%	3.0	3.0	↑ 1%
Expenditure						
Expenditure (\$million)	\$353	\$432	↑ 22%	\$25,447	\$27,057	↑ 6%
Spend per visitor	\$273	\$287	↑ 5%	\$411	\$410	→ 0%
Spend per night	\$114	\$117	↑ 3%	\$136	\$135	↓ -1%
Purpose('000s)						
Holiday	561	701	↑ 25%	25,968	27,902	↑ 7%
Visit friends &/or relatives (VFR)	435	437	→ 0%	21,601	22,821	↑ 6%
Business	234	281	↑ 20%	10,835	11,569	↑ 7%
Other reason	71	75	↑ 6%	3,999	4,168	↑ 4%
Total overnight intrastate visitors	1,294	1,504	↑ 16%	61,877	65,925	↑ 7%

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

Table 9. Intrastate DAY Travel

	Tasmania			Australia		
	YE Mar 2017	YE Mar 2018	% change	YE Mar 2017	YE Mar 2018	% change
Visitor						
Day visitors ('000s)	5,583	5,644	↑ 1%	177,553	184,998	↑ 4%
Total intrastate Day+Overnight visitors ('000s)	6,877	7,148	↑ 4%	239,430	250,923	↑ 5%
Expenditure						
Expenditure (\$million)	\$634	\$632	→ 0%	\$19,583	\$20,765	↑ 6%
Spend per visitor	\$114	\$112	↓ -1%	\$110	\$112	↑ 2%
Purpose('000s)						
Holiday	3,090	3,051	↓ -1%	87,176	92,540	↑ 6%
Visit friends &/or relatives (VFR)	1,131	1,291	↑ 14%	48,438	53,137	↑ 10%
Business	483	348	↓ -28%	17,637	16,117	↓ -9%
Other reason	879	954	↑ 9%	24,302	23,203	↓ -5%
Total day intrastate visitors	5,583	5,644	↑ 1%	177,553	184,998	↑ 4%

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

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Tasmanian Tourism Snapshot - Quarter ending March 2018

The TVS reports the following key findings for visitors during the January - March 2018 quarter.

Key statistics – Quarter I 2018

QI Total visitors	446,300	△ 3%	The total number of visitors to Tasmania for the March quarter 2018 was 446,300, up 3% from 431,400 the previous year (Fig. 1).
QI Total nights	4.22 million	□ 0%	The total number of nights spent by visitors to Tasmania for the March quarter 2018 remained steady to 4.22 million (was 4.23 million) (Fig. 2).
QI Visitor expenditure	\$944 million	△ 3%	Visitor expenditure was \$944 million, up 3% from the same quarter of the previous year (was \$918 million) (Fig. 3).
QI Holiday visitors	254,800	△ 4%	Of all visitors for the quarter, 254,800 (up 4%) were on holiday, 109,300 (down 3%) were visiting friends or relatives, 54,000 (up 15%) were on business, and 6,000 (up 27%) were travelling to attend a conference or convention (Fig. 4).
QI VFR	109,300	▽ 3%	
QI Business	54,000	△ 15%	
QI Conference	6,000	△ 27%	

Fig. 1. Total Visitors to Tasmania by Quarter

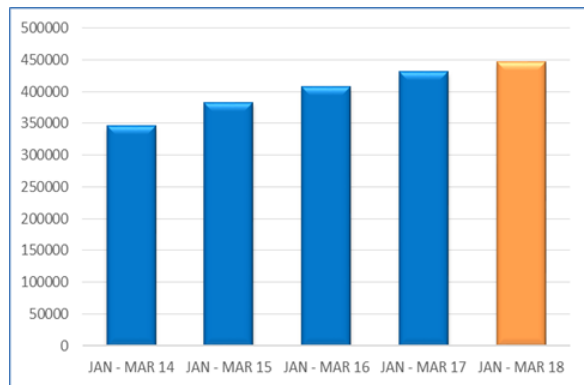


Fig. 2. Total Nights by Quarter

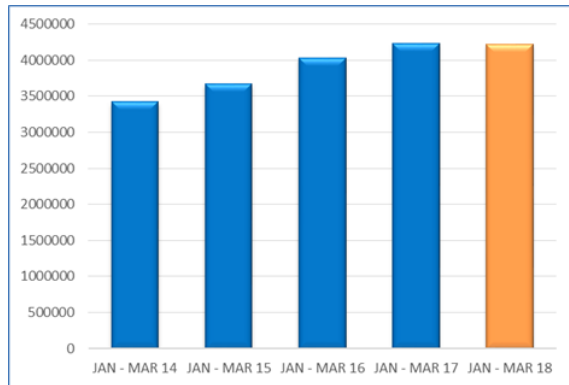


Fig. 3. Total Expenditure by Quarter

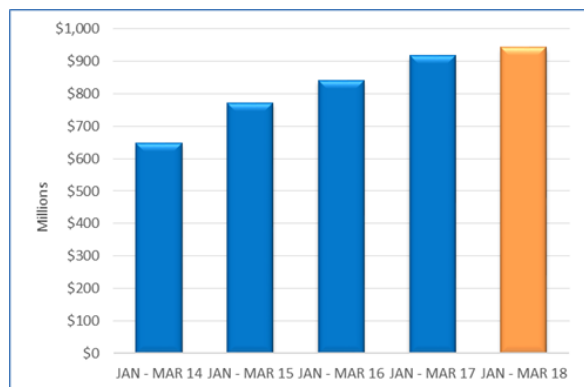
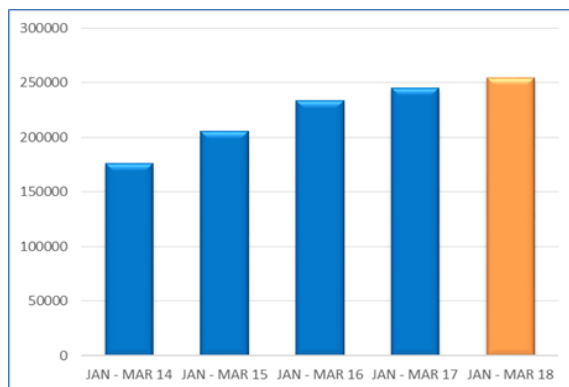


Fig. 4. Total Holiday Visitors by Quarter



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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. 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% 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.