

Tourism Snapshot

Year ending March 2020

1.31 M

Visitors

▶ -1%

10.54 M

Visitor Nights

▶ -1%

\$2.52 B

Visitor Spend

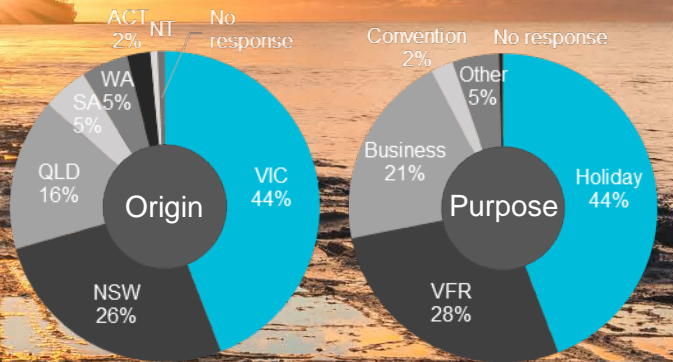
▶ 1%

Interstate* Visitors **1,126,800** ▶ 0%

Nights **8.16 m** ▶ 0%

Spend **\$2.08 b** ▲ 3%

% Share



Visitors to Tourism Regions

North
698,700
▶ -2%

East Coast
365,100
▲ 4%

West by North West
505,300
▼ -3%

South
1,036,100
▶ -1%

International^ Visitors **254,400** ▼ -15%

Spend **\$523m** ▲ 7%

% Share

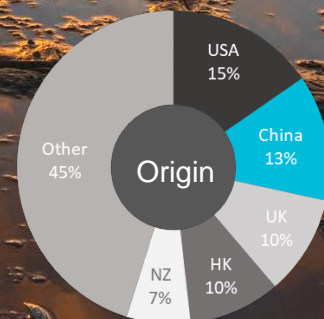


Image: Luke Tscharke
Tessellated Pavement, Eaglehawk Neck

Percentage change refers to the same period in the previous year.

*Source: Tasmanian Visitor Survey (TVS)

^Source: International Visitor Survey (IVS)

More detailed Tasmanian tourism statistics are available at Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research>.

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

The title "Tourism Research" is displayed in a large, bold, white sans-serif font. It is positioned over a dark, circular graphic that contains a silhouette of a person standing on a rocky outcrop with arms raised, set against a landscape of mountains and a cloudy sky.

Tourism Research

Important update on data sources due to COVID-19 travel restrictions

This Tourism Snapshot contains data for the year ending March 2020. These results have three key sources: the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS). Please note that these results include the impacts on travel behaviour from the recent Australian bushfire crisis and more recently the COVID-19 (novel coronavirus) pandemic.

Data collection for the TVS and IVS involves face-to-face interviews with people leaving the state or country, which have now been ceased for safety reasons. The year ending March 2020 report will be the final TVS and IVS visitor data released until movement restrictions are lifted.

The NVS data is collected from 100% mobile phone interviews, so will continue to be collected and reported. However, please exercise caution when interpreting data from the NVS at all times as the data is highly variable due to sample size.

Tourism Research

Percentage change refers to the same period in the previous year.

Total visitation to Tasmania

Tasmanian Visitor Survey results YE March 2020

Total visitors	1.309 million	▶	-1%
Total nights	10.54 million	▶	-1%
Visitor expenditure	\$2.52 billion	▶	1%
Interstate visitors	1.127 million	▶	0%
Day visitors	38,000	▼	-11%

Although COVID-19 and the Australian Bushfire Crisis impacted total visitors to Tasmania in the March 2020 quarter, overall visitation for the year remained steady.

In the year ending March 2020, Tasmania welcomed 1.309 million visitors, remaining steady from March 2019. Total nights showed no significant change on last year.

These figures indicate a continuance of a slowing in visitor growth to the state since the year to December 2018.

Total visitor spending in Tasmania reached \$2.52 billion, remaining steady, up 1 per cent on the previous year.

Purpose of travel

Aligned with the overall results, there was no significant change in holiday visitation to Tasmania over this period. Holiday nights and spend also remained steady. Visitors to friends and relatives (VFR) remained steady, whilst VFR spending showed strong growth, up 10 per cent on the previous year to \$368 million.

The growth in business visitors, up 6 per cent, indicates that business may have influenced holiday visitation levels through its impacts on seat availability and accommodation.

Holiday visitors	630,800	▶	0%
Holiday nights	5.58 million	▶	-1%
Holiday expenditure	\$1.69 billion	▶	1%
VFR visitors	340,700	▶	-1%
Business visitors	245,100	▲	6%
Conference visitors	29,600	▼	-23%

Mode of departure from Tasmania

Scheduled air	89%	▶	-2%
Spirit of Tasmania	11%	▲	3%

Visitor departures via the Spirit of Tasmania increased, up 3 per cent, compared to the year ending March 2019. Visitor departures via scheduled air services remained steady with no significant change.

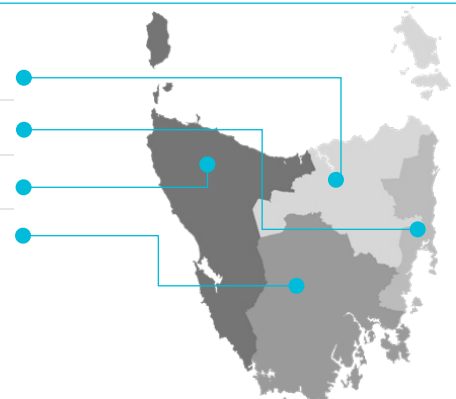
Regional visitation

Visitation to the South and North regions remained steady compared to the previous year.

East Coast visitation increased for the year ending March 2020, up 4 per cent. The region also experienced growth for the January-March 2020 quarter, up 5 per cent compared to 2019.

Visitation to the West by North West region showed a slight decrease of 3 per cent.

698,700	▶	-2%	North
365,100	▲	4%	East Coast
505,300	▼	-3%	WxNW
1,036,100	▶	-1%	South



Tourism Research

Percentage change refers to the same period in the previous year.

Interstate visitation to Tasmania

Tasmanian Visitor Survey results YE March 2020

Visitors	1.127 million	▶	0%
Nights	8.16 million	▶	0%
Expenditure	\$2.08 billion	▲	3%

Interstate visitation and nights showed no significant change for the year to March 2020, compared with the previous year. Interstate spend increased by 3 per cent.

Day visitors decreased 11 per cent to 37,100; the majority (80 per cent) of whom are business visitors.

Interstate purpose of visit

Visitors

Interstate holiday visitation increased by 3 per cent in the year ending March 2020. VFR visitors remained steady.

Overall, interstate leisure visitors remained steady, up 2 per cent, driven predominantly by the holiday market. Business visitation experienced growth of 7 per cent over the same period.

Holiday	497,900	▲	3%
VFR	311,900	▶	1%
Business	231,000	▲	7%
Conference	26,200	▼	-27%

Nights

Interstate holiday nights remained steady compared to the same period last year. VFR nights in Tasmania showed no significant change in the year ending March 2020. Holiday nights accounted for 52 per cent of interstate nights, and VFR 26 per cent.

Business nights recorded growth, up 13 per cent. The share of business nights of total interstate nights remained steady at 16 per cent compared with the same period last year.

Holiday	4,264,400	▶	0%
VFR	2,117,300	▶	-1%
Business	1,318,700	▲	13%
Conference	109,000	▼	-29%

Interstate origin of visitors

Victoria	496,900	▲	5%
NSW	298,600	▶	-1%
Queensland	178,600	▲	3%
Western Australia	54,900	▼	-14%
South Australia	53,300	▼	-7%
A.C.T.	27,600	▼	-15%
N.T.	8,200	▲	27%

Of Tasmania's key domestic markets, Victoria and Queensland showed growth for the year ending March 2020. Across these key markets, the increase was predominantly in holiday visitors. NSW visitation showed no significant change compared to the previous year.

The decline in Western Australian visitors was driven by a decline in both holiday and VFR visitors.

The decline in South Australian visitors was led by the VFR market, with holiday visitation up 8 per cent.

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE March 2020

International visitors to Australia

Visitors	8.05 million	▼	-6%
Nights	256 million	▼	-5%
Average length of stay	32 nights	▶	0%
Expenditure	\$28.5 billion	▼	-7%

8.05 million international visitors came to Australia in the year ending March 2020, a decrease of 6 per cent from March 2019. The number of nights stayed by international visitors were down 5 per cent compared to the previous year. The average length of stay by international visitors to Australia remained steady. Total expenditure by international visitors in Australia decreased by 7 per cent to \$28.5 billion. COVID-19 and the Australian bushfire crisis was already impacting visitation by international markets in the March quarter.

International purpose of visit to Australia

Holiday	3.64 million	▼	-7%
VFR	2.49 million	▶	-2%
Holiday expenditure	\$9.5 billion	▼	-8%

Holiday visitation and spend by international visitors both decreased for the year ending March 2020. Visiting friends or relatives (VFR) remained steady; business travel decreased by 8 per cent from the same period last year.

International origin of visitors to Australia

New Zealand	1,241,500	▶	-2%
China	1,081,100	▼	-19%
USA	713,800	▼	-5%
UK	637,400	▼	-5%
Japan	425,300	▼	-3%
Singapore	387,600	▶	-1%

New Zealand was Australia's key international market for the year to March 2020, following a significant decline in visitors from China, down 19 per cent as COVID19 hit the Asian region earlier. Declines in USA, UK and Japan markets were also observed. Visitation from Singapore remained steady.

International visitors to Tasmania

Visitors	254,400	▼	-15%
Nights	4.05 million	▼	-9%
Average length of stay	16 nights	▲	7%
Expenditure	\$523 million	▲	7%

Tasmania's international visitor numbers continued to decline which impacted the number of international nights in this period. However, expenditure by international visitors in Tasmania showed growth for the year to March 2020, up 7 per cent. Average spend per visitor increased 25 per cent, and spend per night increased by 17 per cent. Declines continued in our key international markets, but primarily in the China market. COVID-19 and the Australian bushfire crisis was already impacting visitation by international markets in the March quarter.

to Tasmania

Holiday	201,000	▼	-16%
VFR	43,400	▶	1%
Holiday expenditure	\$277 million	▼	-6%

International holiday visitation to Tasmania declined in the year to March 2020, down 16 per cent. VFR visitation remained steady. Holiday expenditure decreased by 6 per cent. However average spend per holiday visitor increased by 11 cent compared with the same period last year.

to Tasmania

USA	39,100	▼	-5%
China	33,200	▼	-32%
UK	26,300	▼	-5%
Hong Kong	24,100	▼	-6%
New Zealand	16,800	▼	-22%
Share of visitors to AUS	3.2%	▼	-0.3%

The USA returned to be Tasmania's leading international market for the year ending March 2020, as COVID-19 hit the Asian region earlier. A softening in China visitation is driven by a decline in holiday visitors, down 44 per cent compared with the previous year. Declines were also experienced in UK, Hong Kong & NZ markets. Tasmania's share of all international visitors to Australia was down from 3.5 per cent to 3.2 per cent from the year ending March 2019.

Tourism Research

Percentage change refers to the same period in the previous year.

Intrastate visitation

National Visitor Survey results YE March 2020

Please note that these results are the only source of intrastate travel data for Tasmania. Due to a decrease in Tasmanian sample size and issues with weighting the data, Tourism Tasmania advises caution in using the Tasmanian results.

Overnight Trips for Australia

Overnight trips	75.6 million	▲	3%
Expenditure	\$32.4 billion	▲	4%

Intrastate overnight trips in Australia increased by 3 per cent in the year ending March 2020. Expenditure from intrastate overnight trips for Australia increased 4 per cent on the same period last year.

Overnight Trips by purpose for Australia

Holiday trips	30.9 million	▶	-1%
VFR trips	26.7 million	▲	4%
Business trips	14.1 million	▲	9%

The three main purposes for intrastate overnight trips in Australia were holiday (41 per cent share), VFR (35 per cent share) and business (19 per cent share). VFR and business trips showed growth in the year to March 2020. Holiday trips remained steady.

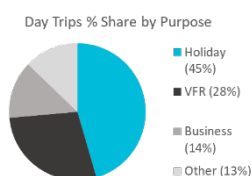
Day trips for Australia

Day trips	226.9 million	▲	9%
Expenditure	\$25.9 billion	▲	10%

Intrastate day trips in Australia increased by 9 per cent to 226.9 million trips for the year ending March 2020. Total expenditure from intrastate day trips also increased by 10 per cent to \$25.9 billion, up from \$23.5 billion.

Day trips by purpose for Australia

Holiday trips	103.2 million	▲	4%
VFR trips	63.8 million	▲	8%
Business trips	30.8 million	▲	34%



for Tasmania

Overnight trips	1.52 million	▼	-11%
Expenditure	\$510 million	▼	-12%

Intrastate overnight trips in Tasmania decreased by 11 per cent. Total expenditure from overnight trips decreased by 12 per cent to \$510 million in the year ending March 2020, down from \$581 million the previous year.

for Tasmania

Holiday trips	749,000	▼	-12%
VFR trips	425,000	▶	0%
Business trips	247,000	▼	-28%

The three main purposes for intrastate overnight trips in Tasmania were holiday (49 per cent share), VFR (28 per cent share) and business (16 per cent share). Both holiday and business trips declined in comparison with the previous year, whereas VFR trips remained steady.

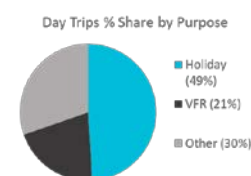
for Tasmania

Day trips	6.84 million	▲	5%
Expenditure	\$715 million	▲	4%

Intrastate day trips within Tasmania increased by 5 per cent to 6.84 million trips for the year ending March 2020. Total expenditure from day trips also increased by 4 per cent to \$715 million, up from \$689 million the previous year.

for Tasmania

Holiday trips	3.4 million	▶	-1%
VFR trips	1.4 million	▼	-12%



Tourism Research

Percentage change refers to the same period in the previous year.

Total visitors to Tasmania

Interstate visitation to Tasmania

	YE March 2019	YE March 2020	% Change
Visitors			
Total visitors	1,324,100	1,308,600	▶ -1%
Day visitors	42,900	38,000	▼ -11%
Overnight visitors	1,281,200	1,270,600	▶ -1%
Nights			
Nights (million)	10.62	10.54	▶ -1%
Average length of stay (nights)	8.0	8.1	▶ 0%
Holiday nights (million)	5.62	5.58	▶ -1%
Expenditure			
Expenditure (\$million)	\$2,495	\$2,518	▶ 1%
Average spend per visitor	\$1,884	\$1,924	▶ 2%
Average spend per night	\$235	\$239	▶ 2%
Holiday spend (\$million)	\$1,667	\$1,686	▶ 1%
Purpose of Visit			
Holiday	630,900	630,800	▶ 0%
Visit friends or relatives (VFR)	342,900	340,700	▶ -1%
Total leisure (Holiday+VFR)	973,800	971,500	▶ 0%
Business or employment	231,900	245,100	▲ 6%
Convention/conference/seminar	38,200	29,600	▼ -23%
Regions Visited			
Southern	1,044,400	1,036,100	▶ -1%
East Coast	352,500	365,100	▲ 4%
Northern	710,100	698,700	▶ -2%
WxNW	522,900	505,300	▼ -3%
Mode of departure			
Air visitors	1,177,700	1,158,200	▶ -2%
Sea visitors	146,400	150,400	▲ 3%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

	YE March 2019	YE March 2020	% Change
Visitors			
Total interstate visitors	1,121,900	1,126,800	▶ 0%
Day visitors	41,500	37,100	▼ -11%
Overnight visitors	1,080,400	1,089,600	▶ 1%
Nights			
Nights (million)	8.16	8.16	▶ 0%
Average length of stay (nights)	7.3	7.2	▶ 0%
Holiday nights (million)	4.25	4.26	▶ 0%
Expenditure			
Expenditure (\$million)	\$2,025	\$2,082	▲ 3%
Average spend per visitor	\$1,805	\$1,848	▶ 2%
Average spend per night	\$248	\$255	▲ 3%
Holiday spend (\$million)	\$1,314	\$1,362	▲ 4%
Purpose of Visit			
Holiday	484,000	497,900	▲ 3%
Visit friends or relatives (VFR)	307,400	311,900	▶ 1%
Total leisure (Holiday+VFR)	791,300	809,800	▶ 2%
Business or employment	216,700	231,000	▲ 7%
Convention/conference/seminar	36,100	26,200	▼ -27%
Regions Visited			
Southern	860,200	868,700	▶ 1%
East Coast	260,200	277,100	▲ 6%
Northern	582,500	591,200	▶ 1%
WxNW	425,200	416,500	▶ -2%
Mode of departure			
Air visitors	985,400	986,700	▶ 0%
Sea visitors	136,500	140,000	▲ 3%
State of Origin			
Victoria	474,600	496,900	▲ 5%
N.S.W.	301,500	298,600	▶ -1%
Queensland	173,000	178,600	▲ 3%
South Australia	57,200	53,300	▼ -7%
Western Australia	63,800	54,900	▼ -14%
A.C.T.	32,400	27,600	▼ -15%
N.T.	6,500	8,200	▲ 27%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

▲ Increase
▶ Steady (-2% to +2% change)
▼ Decrease

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE March 2020

	to Tasmania			to Australia		
	YE March 2019	YE March 2020	% Change	YE March 2019	YE March 2020	% Change
Visitors						
International visitors	298,900	254,400	▼ -15%	8,534,300	8,050,900	▼ -6%
Nights						
Nights ('000s)	4,435	4,050	▼ -9%	270,672,359	256,504,282	▼ -5%
Average Length of stay (nights)	14.8	15.9	▲ 7%	31.7	31.8	▶ 0%
Expenditure						
Expenditure (\$million)	\$490	\$523	▲ 7%	\$30,601	\$28,544	▼ -7%
Average spend per visitor	\$1,638	\$2,056	▲ 26%	\$3,586	\$3,545	▶ -1%
Average spend per night	\$110	\$129	▲ 17%	\$113	\$112	▶ -2%
Holiday spend (\$million)	\$296	\$277	▼ -6%	\$10,333	\$9,543	▼ -8%
Purpose						
Holiday	239,600	201,000	▼ -16%	3,916,900	3,640,600	▼ -7%
Visit friends & relatives (VFR)	42,900	43,400	▶ 1%	2,531,200	2,485,900	▶ -2%
Business	15,000	9,200	▼ -39%	1,008,300	925,000	▼ -8%
Education	9,200	7,400	▼ -19%	585,800	537,500	▼ -8%
Employment	3,900	5,000	▲ 26%	208,300	208,800	▶ 0%
Other Reason	2,700	4,800	▲ 82%	283,800	253,100	▼ -11%
International visitors	298,900	254,400	▼ -15%	8,534,300	8,050,900	▼ -6%

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.

International visitors to States/ Territories

State/territory visited	YE March 2019	YE March 2020	% Change	YE March 2019	YE March 2020	difference
	Visitors			National Market Share		
New South Wales	4,345,800	3,973,600	▼ -9%	50.9%	49.4%	▼ -1.6%
Victoria	3,087,600	2,829,600	▼ -8%	36.2%	35.1%	▼ -1.0%
Queensland	2,738,400	2,566,000	▼ -6%	32.1%	31.9%	▶ -0.2%
South Australia	456,600	440,600	▼ -4%	5.3%	5.5%	▶ 0.1%
Western Australia	949,000	959,300	▶ 1%	11.1%	11.9%	▲ 0.8%
Tasmania	298,900	254,400	▼ -15%	3.5%	3.2%	▼ -0.3%
Northern Territory	296,900	282,300	▼ -5%	3.5%	3.5%	▶ 0.0%
ACT	259,400	230,400	▼ -11%	3.0%	2.9%	▶ -0.2%
Total visitors to Australia	8,534,300	8,050,900	▼ -6%	100.0%	100.0%	▶ 0.0%

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)

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE March 2020

Origin of international visitors

Country of origin	Visitors to Tasmania			National Market Share		
	YE March 2019	YE March 2020	% Change	YE March 2019	YE March 2020	% Point difference
New Zealand	21,400	16,800	▼ -22%	1.7%	1.4%	▶ -0.1%
Japan	9,500	5,600	▼ -41%	2.2%	1.3%	▶ 0.1%
Hong Kong	25,700	24,100	▼ -6%	9.5%	8.9%	▲ 1.5%
Singapore	18,000	16,300	▼ -10%	4.6%	4.2%	▼ -1.0%
Malaysia	14,600	10,500	▼ -28%	4.2%	3.3%	▼ -0.7%
Indonesia	3,700	5,200	▲ 38%	2.0%	2.7%	▼ -0.9%
Taiwan	7,200	5,300	▼ -26%	3.9%	3.2%	▲ 1.0%
Thailand	3,400	2,500	▼ -26%	3.7%	2.8%	▼ -1.3%
Korea	5,700	1,400	▼ -75%	2.2%	0.6%	▲ 0.7%
China	48,700	33,200	▼ -32%	3.7%	3.1%	▼ -0.9%
India	2,400	3,700	▲ 51%	0.7%	1.0%	▼ -2.0%
Other Asia	10,200	13,100	▲ 29%	2.6%	3.1%	▲ 0.7%
United States of America	41,300	39,100	▼ -5%	5.5%	5.5%	▲ 0.3%
Canada	9,700	5,700	▼ -41%	5.5%	3.5%	▼ -0.5%
United Kingdom	27,500	26,300	▼ -5%	4.1%	4.1%	▲ 0.4%
Germany	10,100	9,300	▼ -8%	5.1%	5.1%	▼ -0.9%
Scandinavia	3,900	2,300	▼ -42%	3.7%	2.4%	▼ -1.5%
France	8,500	6,400	▼ -24%	6.2%	4.9%	▼ -2.3%
Italy	3,000	1,900	▼ -36%	3.9%	2.8%	▲ 0.9%
Netherlands	3,400	4,100	▲ 18%	6.0%	6.9%	▼ -3.7%
Switzerland	2,200	1,500	▼ -31%	4.1%	3.3%	▼ -1.3%
Other Europe	7,300	8,200	▲ 13%	2.8%	3.2%	▼ -0.9%
Other Countries	11,400	12,000	▲ 5%	2.1%	2.3%	▲ 0.6%
Total	298,900	254,400	▼ -15%	3.5%	3.2%	▶ -0.2%

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)

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

Tourism Research

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Intrastate visitation

National Visitor Survey results YE March 2020

Intrastate Overnight Travel

	to Tasmania			to Australia		
	YE March 2019	YE March 2020	% Change	YE March 2019	YE March 2020	% Change
Visitors						
Overnight visitors ('000s)	1,701	1,520	▼ -11%	73,417	75,606	▲ 3%
Nights						
Nights ('000s)	4,424	3,957	▼ -11%	220,298	228,170	▲ 4%
Average Length of stay (nights)	2.6	2.6	▶ 0%	2.9	2.9	▶ 0%
Expenditure						
Expenditure (\$million)	\$581	\$510	▼ -12%	\$31,023	\$32,387	▲ 4%
Average spend per visitor	\$341	\$336	▶ -2%	\$423	\$428	▶ 1%
Average spend per night	\$131	\$129	▶ -2%	\$141	\$142	▶ 1%
Purpose ('000s)						
Holiday	854	749	▼ -12%	31,138	30,893	▶ -1%
Visit friends & relatives (VFR)	425	425	▶ 0%	25,735	26,736	▲ 4%
Business	343	247	▼ -28%	12,912	14,073	▲ 9%
Other Reason	91	110	▲ 20%	4,289	4,554	▲ 6%
Total overnight intrastate visitors	1,701	1,520	▼ -11%	73,417	75,606	▲ 3%

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

Intrastate Day Travel

	to Tasmania			to Australia		
	YE March 2019	YE March 2020	% Change	YE March 2019	YE March 2020	% Change
Visitors						
Day visitors ('000s)	6,535	6,841	▲ 5%	207,248	226,856	▲ 9%
Total intrastate Day+Overnight visitors ('000s)	8,236	8,361	▶ 2%	280,665	302,462	▲ 8%
Expenditure						
Expenditure (\$million)	\$689	\$715	▲ 4%	\$23,523	\$25,863	▲ 10%
Average spend per visitor	\$105	\$105	▶ -1%	\$114	\$114	▶ 0%
Purpose ('000s)						
Holiday	3,388	3,357	▶ -1%	99,666	103,183	▲ 4%
Visit friends & relatives (VFR)	1,599	1,412	▼ -12%	59,250	63,771	▲ 8%
Business	657	928	▲ 41%	22,915	30,779	▲ 34%
Other Reason	890	1,145	▲ 29%	25,417	29,123	▲ 15%
Total day intrastate visitors	6,535	6,841	▲ 5%	207,248	226,856	▲ 9%

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

Tourism Research

Percentage change refers to the same period in the previous year.

Tasmanian Visitor Survey results January – March 2020

Quarterly visitation to Tasmania

The TVS reports the following key findings for all visitors during the January – March 2020 quarter.

Key statistics – Quarter 1 2020

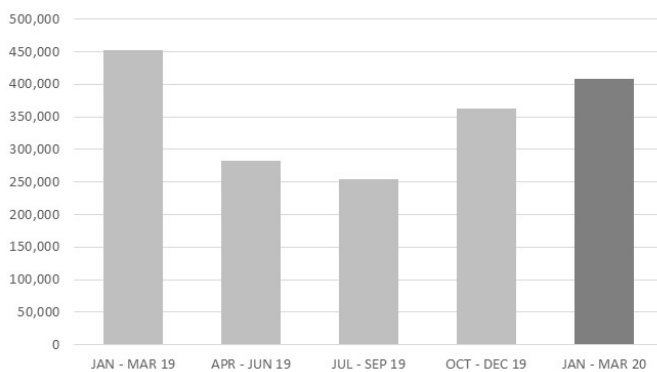
Q1 Total visitors	408,900	▼ -10%
Q1 Total nights	3.69 million	▼ -8%
Q1 Visitor expenditure	\$955 million	▼ -3%
Q1 Holiday visitors	240,800	► -2%
Q1 VFR visitors	99,800	▼ -9%
Q1 Business visitors	49,400	▼ -12%
Q1 Conference visitors	2,300	▼ 71%

Visitation for the January to March 2020 quarter decreased by 10 per cent, compared to the same quarter in 2019. This may be due to the impact of the Australian bushfire crisis during the quarter. The holiday market remained steady during this period, however VFR declined 9 per cent.

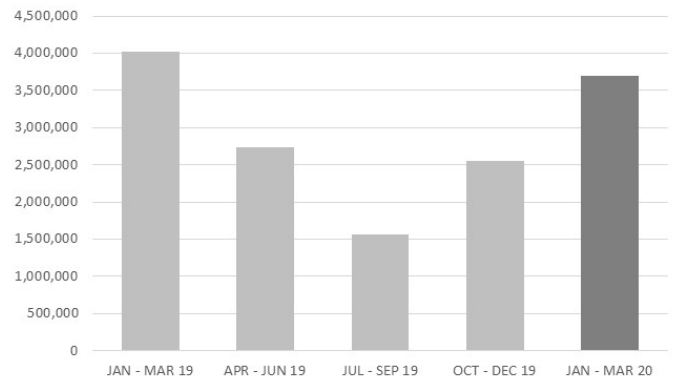
Visitor expenditure decreased 3 per cent to \$955 million. Holiday expenditure remained steady, up 2 per cent. VFR expenditure increased by 4 per cent. Spend per visitor & spend per visitor night both showed growth.

Total nights decreased by 8 per cent. The average length of stay remained steady, up 2 per cent, to 9.0 nights.

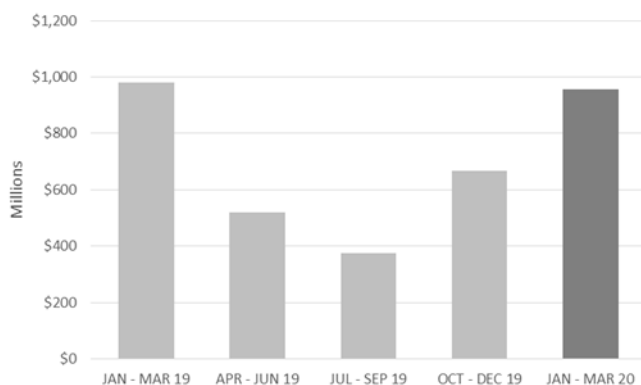
Total Visitors by Quarter



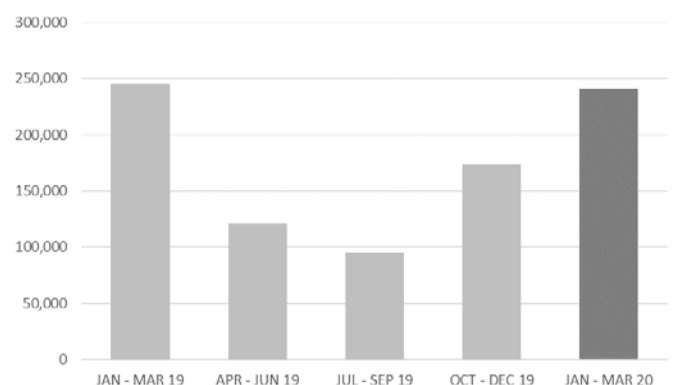
Total Nights by Quarter



Total Expenditure by Quarter



Total Holiday visitors by Quarter



Tourism Research

About the Tasmanian Tourism Snapshot

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.

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.

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. In 2019 there was a change in sampling methodology of the NVS. This has seen a break in series, so please exercise caution when comparing 2019 results with previous time periods. The survey results come from mobile phone 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

The International Visitor Survey that features in this Snapshot report captures the profiles of international visitors to Australia, including those travelling to Tasmania. The IVS and TVS are each 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. Figures that show a change ≤ 2 per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables available at www.tourismtasmania.com.au/research/tvs for further information.