

# TASMANIAN TOURISM SNAPSHOT

YEAR ENDING JUNE 2023

Image: Wineglass Bay, Robert King Visuals

More Tasmanian tourism statistics are available on  
Tourism Tasmania's corporate website  
[www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research)  
and via the interactive TVS Analyser at  
[www.TVSanalyser.com.au](http://www.TVSanalyser.com.au)

# TASMANIAN TOURISM SNAPSHOT

Year ending June 2023

This Snapshot explores the changes in visitation to Tasmania over the past year, providing insights primarily from the Tasmanian Visitor Survey (TVS) and supported by the National and International Visitor Surveys (NVS & IVS). The TVS Analyser ([www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)) is a free and interactive dashboard of visitation data, allowing analysis on a variety of visitor behaviours with the most recent TVS data.

## TASMANIAN TOURISM SNAPSHOT

Year ending June 2023



### Total interstate and international visitation

Total	YE Jun 22	YE Jun 23	% Change 2022	% Change 2019
Visitors	797,300	1,280,000	▲ 61%	▼ 3%
Nights	8.74m	11.98m	▲ 37%	▲ 10%
Spend	\$2.391b	\$3.853b	▲ 61%	▲ 54%

% change is calculated from unrounded figures. 2019 in this table refers to same YE period in 2019.

The buoyant recovery through 2022 continued through summer 2022-23 with no periods of border restrictions domestically, and international travel increasingly returning. At YE June 2023 international visitor share was at 12%, just below pre-pandemic share of 15%.

In YE June 2023 domestic visitation, nights and spend all exceeded YE June 2019, however all have shown softening since YE March 2023.

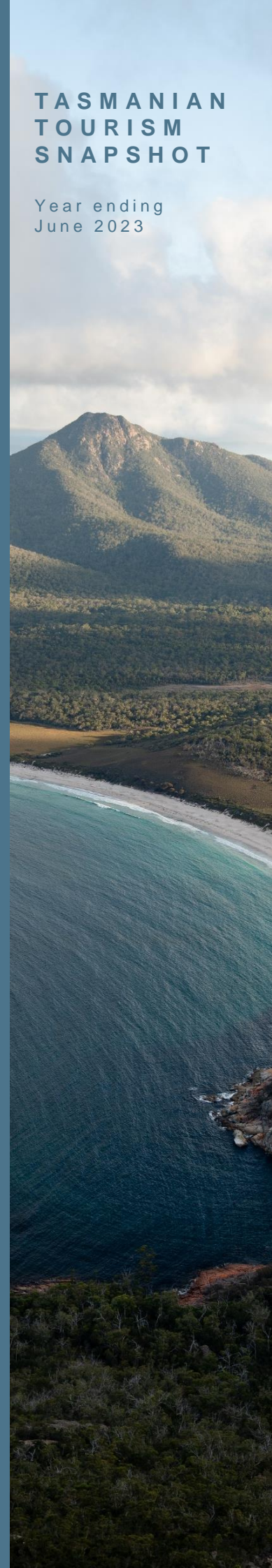
Domestic	YE Jun 22	YE Jun 23	% Change 2022	% Change 2019
Visitors	768,300	1,122,400	▲ 46%	▲ 1%
Nights	8.01m	10.32m	▲ 29%	▲ 2%
Spend	\$2.312b	\$3.345b	▲ 45%	▲ 64%



### Tourism Tasmania's marketing activity was continual across the year, including interstate, intrastate and international campaigns.

Campaign	Active period	Markets
Come Down for Air	Summer + Autumn 22-23	Eastern states, supported by key placements in others
Off Season	April to August 22-23	
Spring road trips	October + November 22	
Intrastate	Continuous	Tasmania

Further information about Tourism Tasmania's campaigns, including how local industry can get involved, can be found at [www.tourismtasmania.com.au/marketing/campaigns](http://www.tourismtasmania.com.au/marketing/campaigns).



# TASMANIAN TOURISM SNAPSHOT

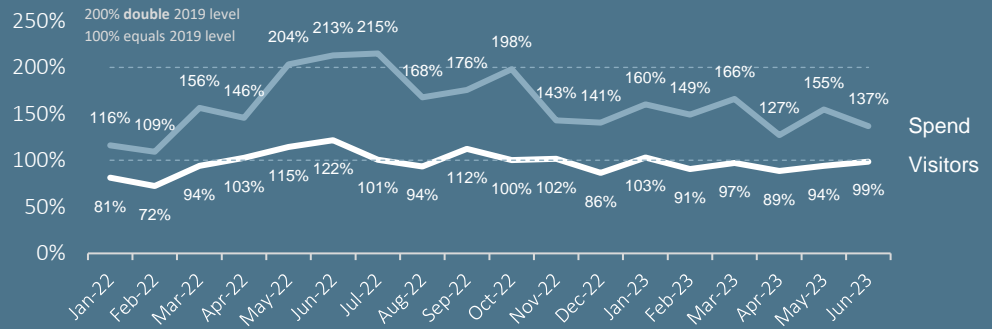
Year ending  
June 2023



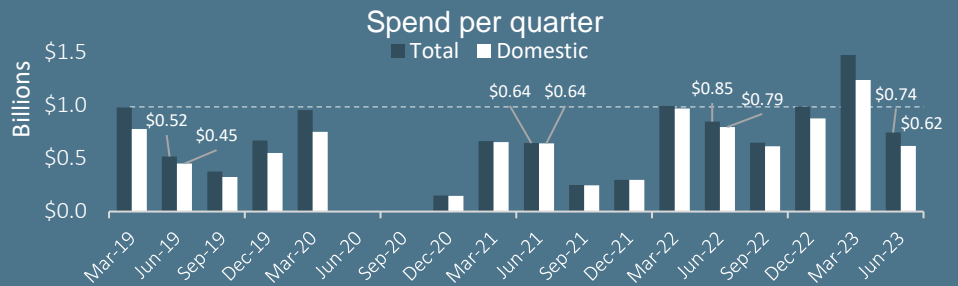
## Spend recovery continued to outpace visitation, with a softening emerging in both measures since last quarter

Through July 2022 to March 2023, domestic visitors spent more in Tasmania than in the same months in any previous year, while April to June 2023 were below their respective months' records set in 2022. Eight months saw greater domestic visitation. The periods of increased spend and visitation were driven by Holiday visitors, although all purpose of visit have seen a decline compared to the same times in 2022.

Domestic visitors and spend | % same month in 2019

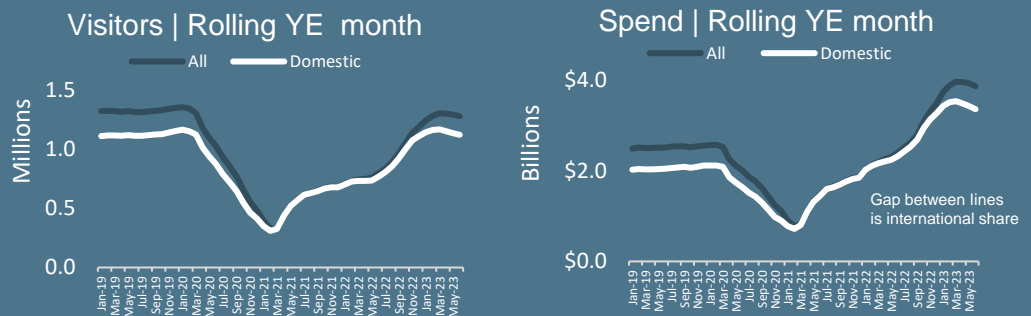


## Spend in the June quarter remains above pre-pandemic, however visitation is down 8% compared to the same quarter in 2022 (a period of record domestic travel) and down 7% on 2019



The softening in spend and visitation becomes clear on a rolling monthly 12-month period basis, (ie. year ending May, then year ending June etc), with cost of living, interest rate rises and an extended period of low consumer confidence impacting discretionary spend. Further, Australian resident short-term international trip departures in June 2023 had recovered to 88% of June 2019, highlighting outbound demand. However, a softening is evident for all states and territories, following a boom period in interstate travel.

While international visitation is building, this is only partially tempering the softening domestic travel market.



### Like to see more numbers?

Explore the latest Tasmanian Visitor Survey data anytime through the **TVS Analyser** interactive dashboard, available at [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

Further research and insights for Tasmania's visitor economy can be found on Tourism Tasmania's corporate site [www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research)

**All of Tasmania's tourism regions recorded domestic visitation above pre-pandemic levels, and all except Northern saw an increase in nights**

However, aligned with the softening in visitation to the state post-summer, all regions saw a decline in the June quarter 2023 from 2022, with the year-ending growth the result of record domestic visitation through summer.

**TASMANIAN  
TOURISM  
SNAPSHOT**

Year ending  
June 2023

YE All visitors^	Visitors 2023	% Change 2022	% of Visitors in 2019*	Nights 2023	% Change 2022	% of Nights In 2019*
Southern	1,047,600	▲ 66%	101%	5,773,600	▲ 45%	115%
Northern	681,600	▲ 52%	97%	1,998,600	▲ 26%	86%
WxNW	560,700	▲ 63%	109%	2,242,900	▲ 33%	107%
East Coast	414,200	▲ 61%	116%	1,068,300	▲ 36%	127%

YE Interstate visitors	Visitors 2023	% Change 2022	% of Visitors in 2019*	Nights 2023	% Change 2022	% of Nights In 2019*
Southern	907,800	▲ 50%	106%	4,944,100	▲ 87%	120%
Northern	587,400	▲ 35%	101%	1,758,700	▲ 52%	98%
WxNW	484,400	▲ 45%	116%	1,975,600	▲ 75%	117%
East Coast	339,800	▲ 36%	129%	880,100	▲ 105%	137%

QTR All visitors^	Visitors Jun qtr 23	% Change Jun qtr 22	% of Visitors in Jun qtr 19~	Nights Jun qtr 23	% Change Jun qtr 22	% of Nights in Jun qtr 19~
Southern	221,300	▼ 5%	98%	1,341,000	▲ 3%	108%
Northern	132,600	▼ 19%	90%	361,700	▼ 26%	58%
WxNW	113,400	▼ 6%	111%	525,900	▼ 19%	99%
East Coast	81,300	▼ 6%	108%	251,100	▼ 9%	116%

\*% of 2019 compares the YE June 23 to YE June 19.

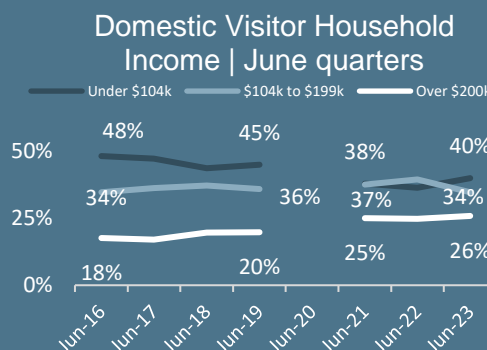
~% of 2019 compares the June quarter 23 to the June quarter 19

^All visitors refers to interstate and international, excludes intrastate.

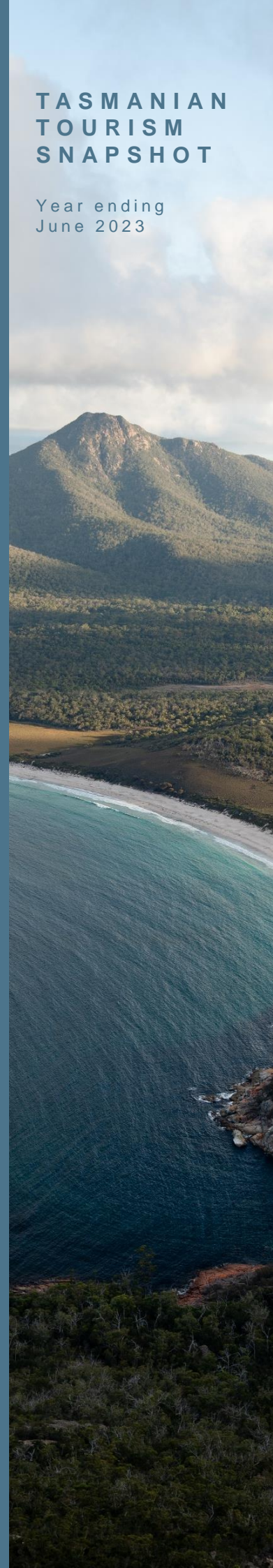
**An increasing number of domestic visitors from higher income households were visiting Tasmania before COVID, and this trend has continued**

Of all domestic visitors that reported their household income (HHI), the \$200k or more HHI bracket represented 26% share of domestic visitors in the June quarter 2023, up from 20% share in the same quarter in 2019.

- The over \$200k HHI bracket is the only income brackets to see an increase in visitors since 2019, up 9% (holiday up 46%)
- The mid bracket, \$104k to \$199k, decreased 20% (holiday down 3%)
- HHI under \$104k decreased 26% (holiday down 16%).



Holiday visitors from NSW and VIC drove the growth in the >\$200k group this quarter. Although the cohort overall remains the smallest of the three HHI categories, and despite a small uptick in share for HHI under \$104k, the trend appears to be continuing. HHI >\$200k also contribute a higher share of spend, increasing from 20% in June qtr 2019 to 28% in 2023.



# TASMANIAN TOURISM SNAPSHOT

Year ending June 2023

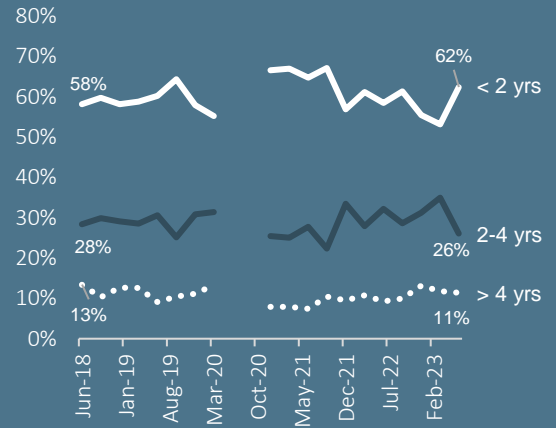


## 84% of domestic holiday visitors in the June quarter of 2023 said they'd visit Tasmania again, with an increased likelihood for that trip to be within the next two years

This quarter saw a reversal of the trend of return trips being less likely in the next 2 years, which may be influenced by the higher-than-average share of domestic holiday visitors who last visited more than four years ago (ie. pre-pandemic).

This shift may infer that visitors who in 2021 indicated they may return within two years may have now done so while international travel remained limited.

Intended timing of return trip by dom. holiday visitors

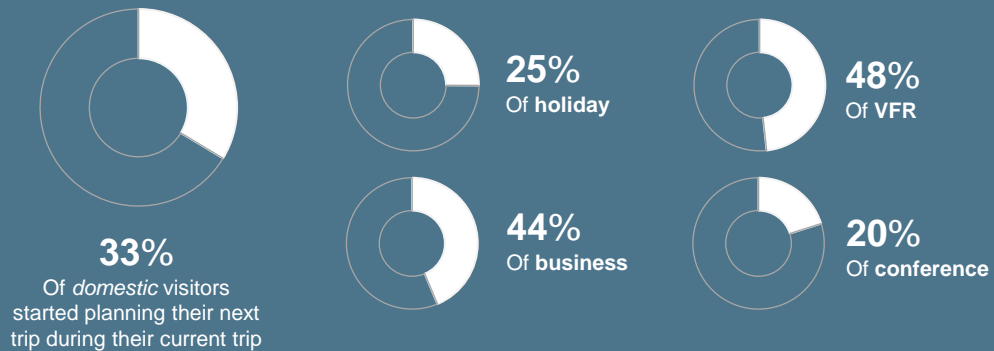


VFR are always the most likely to return (91% June qtr 2023) and always overwhelmingly likely within the next two years.



## A third (33%) of domestic visitors, and a quarter of domestic holiday visitors (25%), had started planning their next trip to Tasmania during their current trip to the state

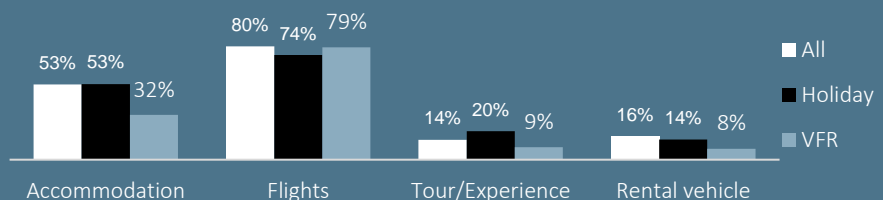
Share of domestic visitors who started planning next trip while still in TAS



A new question was added to the TVS in January 2023, which asks these visitors if they have actively made *bookings* for their next trip, not just *planning* it.

Of the almost-one third of domestic visitors who have started planning their next trip, 18% had actively made *bookings* for a return trip. This equates to around 6% of all domestic visitors, or 1 in 16, having made a booking for a return trip whilst in the state (4% of holiday, and 10% of VFR visitors). Bookings were most likely for flights and accommodation.

Of the 7% of domestic visitors who made return bookings while in the state, the bookings were for:





## Intrastate travel by Tasmanians

	YE Jun 22	YE Jun 23	% Change YE Jun 22	% Change YE Jun 19
Overnight trips	1.81m	1.44m	▼ 21%	▼ 16%
Nights	4.23m	3.53m	▼ 16%	▼ 21%
Spend	\$954m	\$980m	▲ 3%	▲ 8%
Day trips	5.176m	5.718m	▲ 10%	▼ 15%
Spend	\$696m	\$718m	▲ 3%	▲ 2%

Just under half (46%, 658k) of intrastate overnight trips in the year to June 2023 were for a holiday, down 33% on 2022 and down 23% on 2019. This decline continued with nights stayed, for those travelling on holiday (down 33%) and to visit friends or relatives (down 14%), on 2022.

Despite the reduction in visitors and nights for overnight trips compared to 2022, spend remains above the beginning of the pandemic (up 8%; was \$903m YE June 2019, now \$980m in YE June 2023). Tasmanians' spend per overnight trip was 29% higher than the same period in 2022 and 29% higher than pre-pandemic YE June 2019.

Intrastate data is from Tourism Research Australia's [National Visitor Survey](#)



## International travel is increasing to the state, with June qtr 23 visitation at 65%, and nights 55%, of same time in 2019

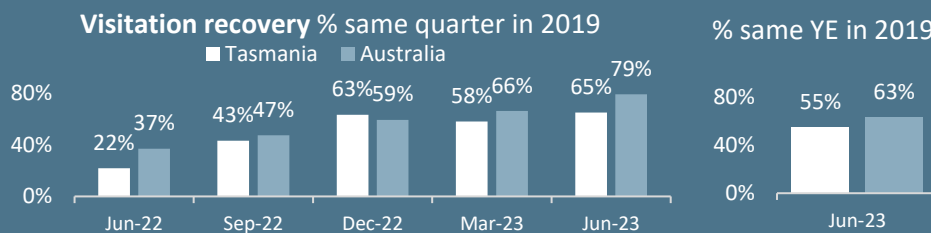
### To Australia

- **4.427m visitors** (down 37% from 8.601m in same period in 2019)
- **\$21.856b spend\*** (down 29% from \$30.78b in 2019)
- **193.31m nights** (down 29% from 273.02m in 2019)

### To Tasmania

- **165,500 visitors** (up 760% on 2022, down 45% on 2019)
- **\$297m spend\*** (up 408% on 2022, down 44% on 2019)
- **2.611m nights** (up 253% on 2022, down 42% on 2019)

In YE June 2023, Tasmania's share of all international visitors to Australia was 3.0% (3.5% share in 2019), and 4.9% of holiday visitors (5.2% in 2019).



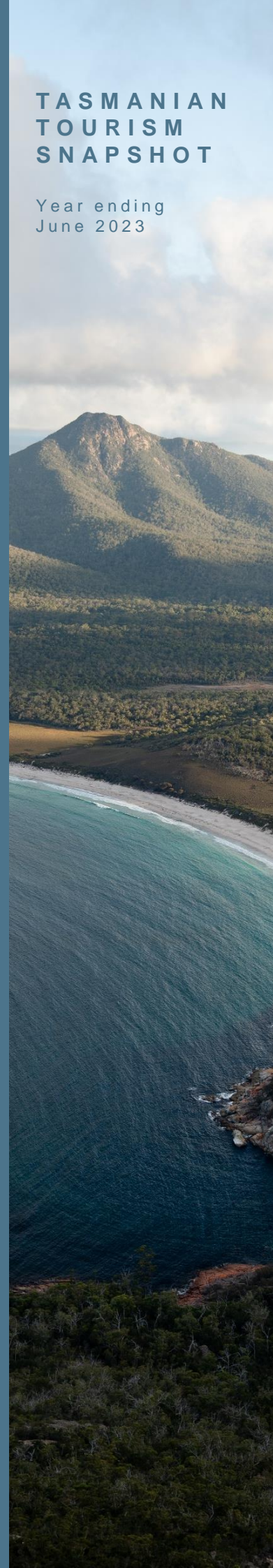
Visitor country of origin – top seven YE Jun 23	YE Jun 19	YE Jun 23	% chg 2019
United States of America	45,500	32,500	▼ 29%
United Kingdom	26,600	21,000	▼ 21%
New Zealand	21,900	17,300	▼ 21%
Singapore	17,200	16,400	▼ 4%
China	44,400	7,800	▼ 82%
India <sup>^</sup>	1,700	6,800	▲ 291%
Canada	45,500	32,500	▼ 31%
Other countries	133,600	57,200	
<b>TOTAL INTERNATIONAL VISITORS TO TASMANIA</b>	<b>300,300</b>	<b>165,500</b>	<b>▼ 45%</b>

Top 5: 57% of int'l visitors

\*IVS data up to Dec 22 is based on [imputations](#) from pre-COVID data while Jan-Jun 23 data is from resumption of interviews. <sup>^</sup>India sample is below reliable thresholds and therefore may be over-represented.

# TASMANIAN TOURISM SNAPSHOT

Year ending  
June 2023



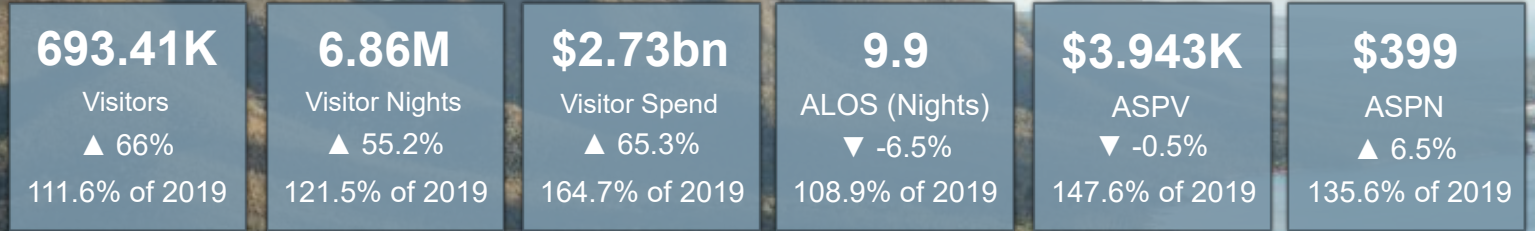
# TOTAL VISITORS TO TASMANIA

YEAR ENDING June 2023

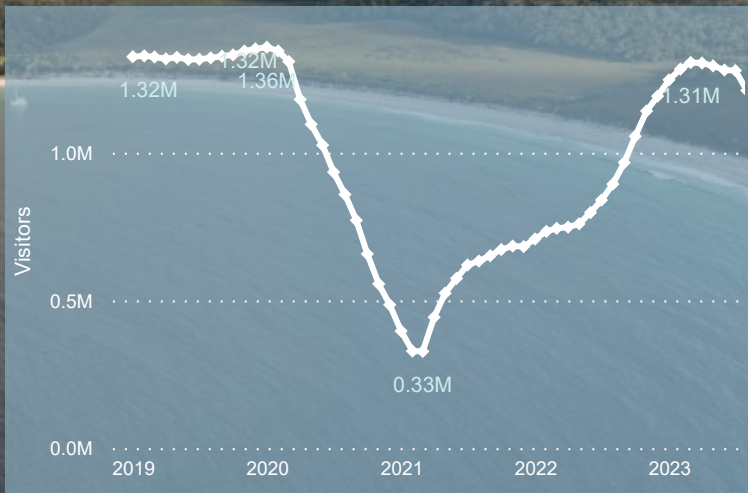
## ALL VISITORS\*



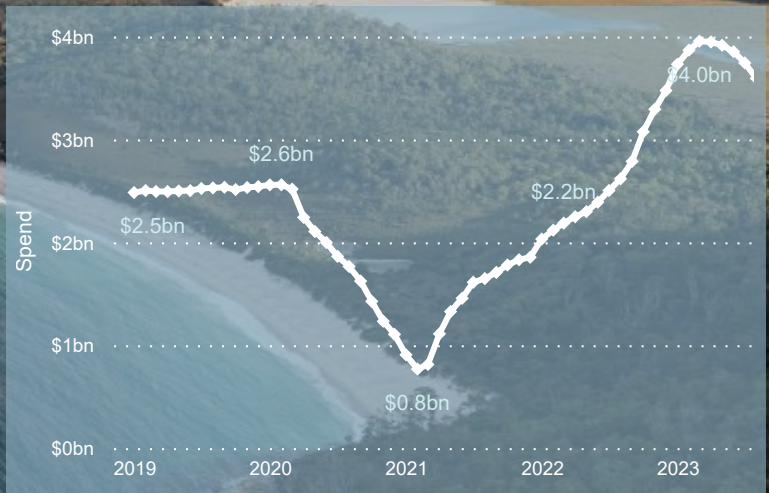
## ALL HOLIDAY VISITORS



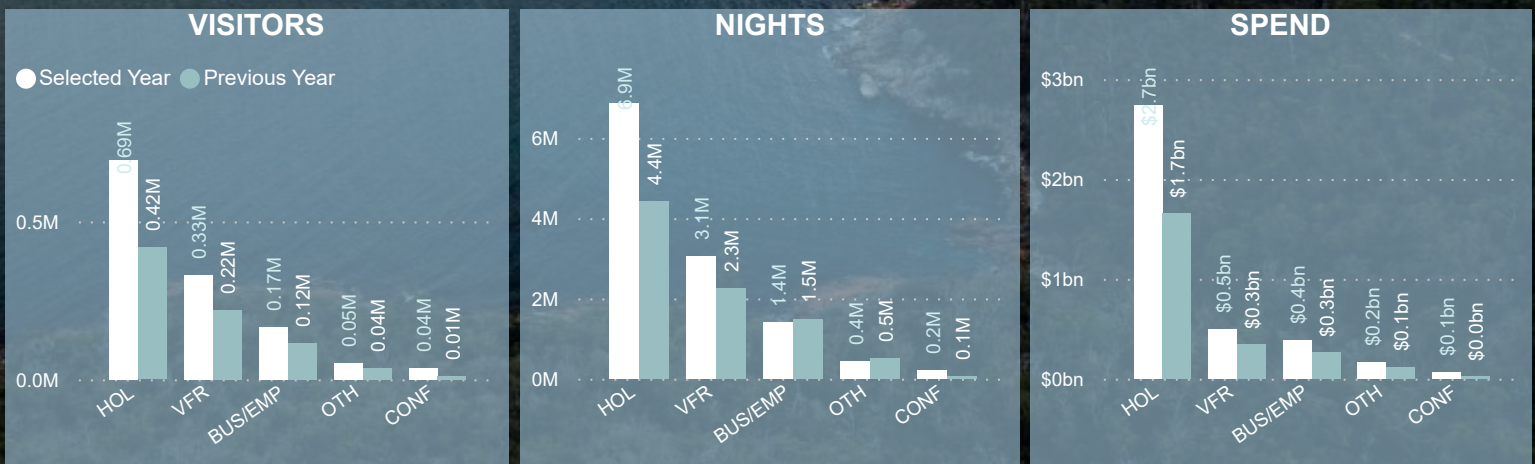
## ROLLING ANNUAL VISITATION TO TASMANIA



## ROLLING ANNUAL SPEND IN TASMANIA



## PURPOSE OF VISIT TO TASMANIA



▲ Increase  
▼ Decrease

% Change is from previous year.

\* Total visitors is interstate and international, excluding Tasmanians and cruise ships.

ALOS: Average length of stay (nights);  
ASPV: Average spend per visitor;  
ASPN: Average spend per night.

More data available at [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

The Tasmanian Visitor Survey is an exit survey of approximately 9,000 interstate and international visitors annually. Roy Morgan Research.

# INTERSTATE VISITORS TO TASMANIA

YEAR ENDING **June** **2023**

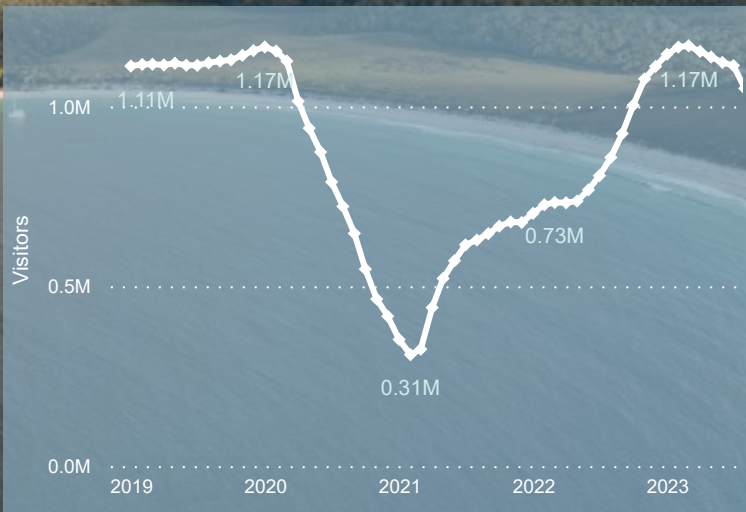
## ALL INTERSTATE VISITORS\*

<b>1.12M</b> Visitors ▲ 46.1% 100.7% of 2019	<b>10.32M</b> Visitor Nights ▲ 28.9% 118.7% of 2019	<b>\$3.35bn</b> Visitor Spend ▲ 44.7% 164.2% of 2019	<b>9.2</b> ALOS (Nights) ▼ -11.8% 117.9% of 2019	<b>\$2.980K</b> ASPV ▼ -0.9% 163.1% of 2019	<b>\$324</b> ASPN ▲ 12.3% 138.3% of 2019
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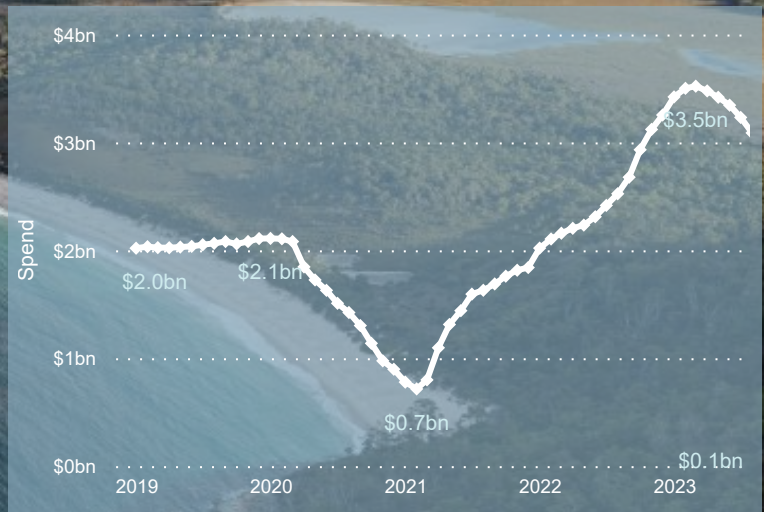
## INTERSTATE HOLIDAY VISITORS

<b>585.14K</b> Visitors ▲ 43.8% 121.6% of 2019	<b>5.88M</b> Visitor Nights ▲ 37.1% 131.7% of 2019	<b>\$2.35bn</b> Visitor Spend ▲ 44.7% 179% of 2019	<b>10.0</b> ALOS (Nights) ▼ -4.7% 108.3% of 2019	<b>\$4.015K</b> ASPV ▲ 0.6% 147.2% of 2019	<b>\$400</b> ASPN ▲ 5.5% 135.9% of 2019
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## ROLLING ANNUAL VISITATION TO TASMANIA



## ROLLING ANNUAL SPEND IN TASMANIA



## STATE OF ORIGIN

States	Visitors	Nights '000	Spend \$m	ALOS	ASPV	ASPN	% Share visitors from state			
							Holiday	VFR	Business	Other
VIC	400,300	3,014	\$1,030	7.5	\$2,572	\$342	47%	26%	19%	5%
NSW	325,600	2,958	\$989	9.1	\$3,038	\$334	57%	24%	11%	4%
QLD	226,100	2,476	\$781	11.0	\$3,456	\$316	57%	27%	11%	4%
SA	68,100	604	\$190	8.9	\$2,786	\$314	48%	30%	12%	7%
WA	64,500	912	\$247	14.1	\$3,830	\$271	55%	31%	9%	2%
ACT	28,300	242	\$76	8.6	\$2,686	\$314	34%	36%	20%	7%
NT	8,300	77	\$29	9.3	\$3,510	\$378	48%	46%	2%	4%

▲ Increase  
▼ Decrease

% Change is from previous year.

\* Interstate refers to Australian travellers, excluding Tasmanians and cruise.

ALOS: Average length of stay (nights);  
ASPV: Average spend per visitor;  
ASPN: Average spend per night.

More data available at [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

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# VISITATION TO TOURISM REGIONS (INTERSTATE & INTERNATIONAL)

YEAR ENDING **June** ▼ **2023** ▼

## VISITORS TO REGIONS

**1.05M** ▲ 65.9%  
Southern  
100.6% of 2019

**681.65K** ▲ 51.8%  
Northern  
96.6% of 2019

**560.72K** ▲ 63%  
West x North West  
109.4% of 2019

**414.23K** ▲ 60.5%  
East Coast  
116.5% of 2019

## OVERNIGHT VISITORS<sup>^</sup>

**983.35K** ▲ 65%  
Southern  
100.5% of 2019

**520.89K** ▲ 49.6%  
Northern  
97% of 2019

**442.87K** ▲ 62%  
West x North West  
112% of 2019

**330.51K** ▲ 50.5%  
East Coast  
113% of 2019

## NIGHTS IN REGIONS

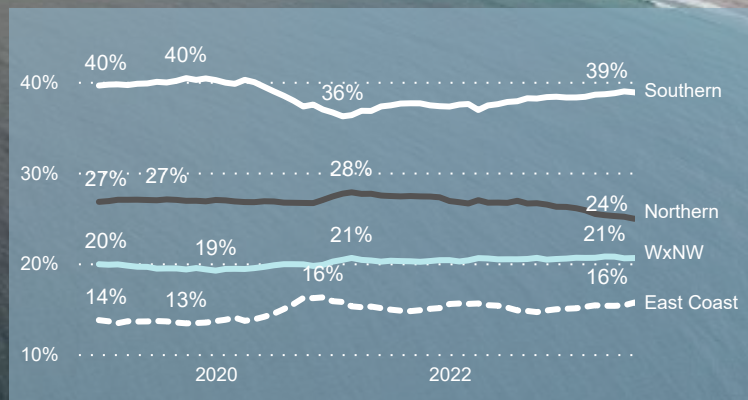
**5.77M** ▲ 45.5%  
Southern  
**5.5** ALOS

**2.00M** ▲ 25.9%  
Northern  
**2.9** ALOS

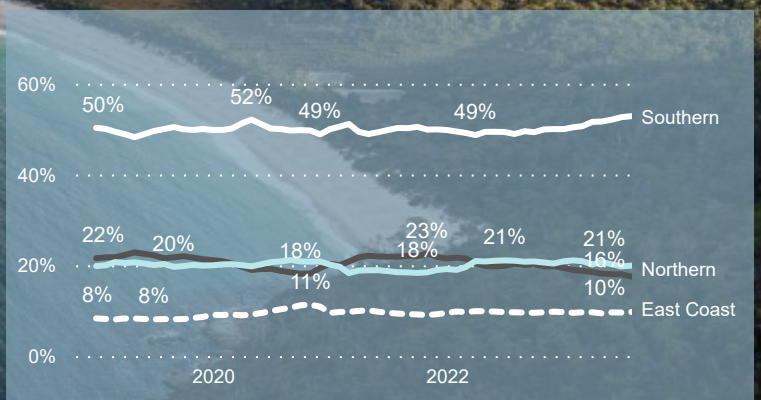
**2.24M** ▲ 32.9%  
West x North West  
**4.0** ALOS

**1.07M** ▲ 35.7%  
East Coast  
**2.6** ALOS

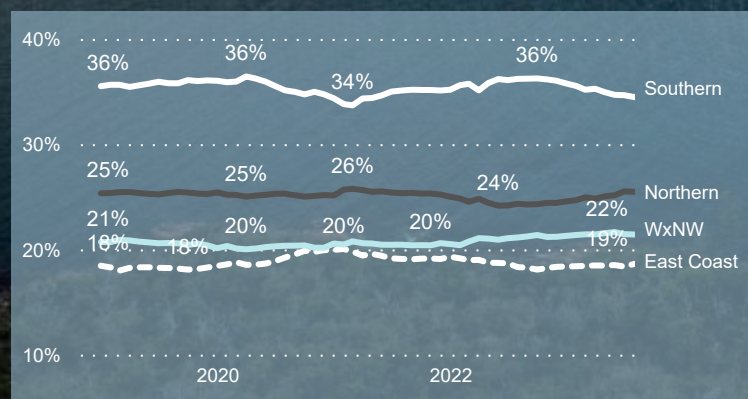
## ROLLING ANNUAL SHARE\* OF VISITORS BY REGION



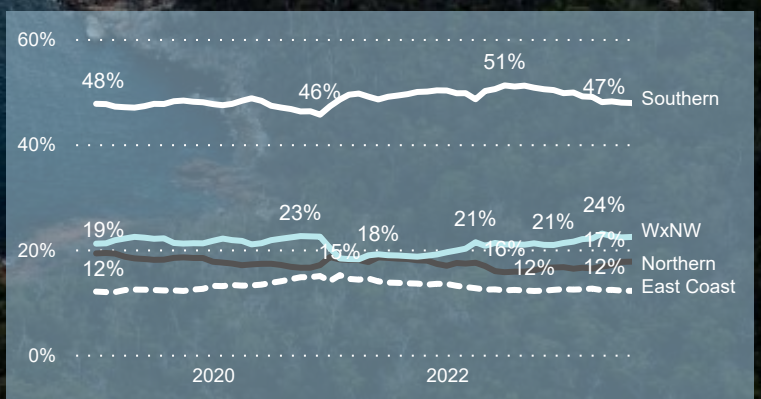
## ROLLING ANNUAL SHARE OF NIGHTS BY REGION



## ROLLING ANNUAL SHARE OF HOLIDAY VISITORS



## ROLLING ANNUAL SHARE OF HOLIDAY NIGHTS



▲ Increase  
▼ Decrease

% Change is from previous year.

<sup>^</sup> Visitors who stayed at least one night in the region.

\* Share of visitors refers to share of total to the state

ALOS: Average length of stay (nights);  
ASPV: Average spend per visitor;  
ASPN: Average spend per night.

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# INTERNATIONAL VISITORS TO TASMANIA

YEAR ENDING June 2023

## ALL VISITORS

**165.51K**

Visitors

▲ 760.4%

55% of 2019

**2.61M**

Nights

▲ 252.6%

58% of 2019

**\$297M**

Spend\*\*

▲ 408.4%

56% of 2019

**15.78**

ALOS (Nights)

▼ -59%

2019: 15

**\$1,794**

ASPV

▼ -40.9%

2019: \$1761

**\$114**

ASPN

▲ 44.6%

2019: \$117

## HOLIDAY VISITORS

**114.50K**

Visitors

47% of 2019

**873.44K**

Nights

42% of 2019

**\$175M**

Spend\*\*

55% of 2019

**7.63**

ALOS (Nights)

2019: 8.5

**\$1,528**

ASPV

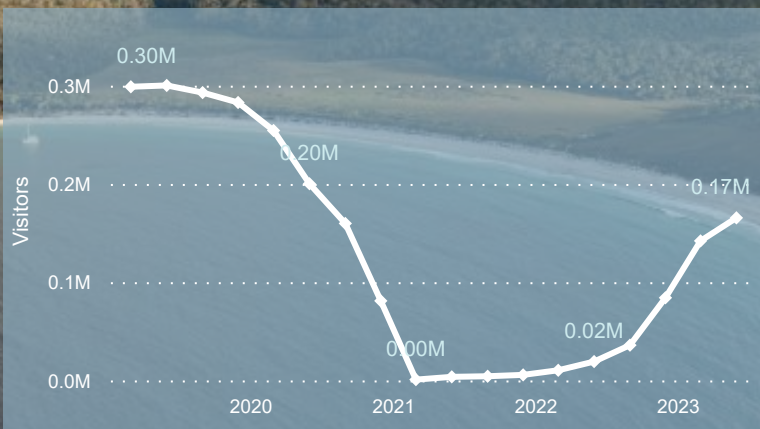
2019: \$1298

**\$200**

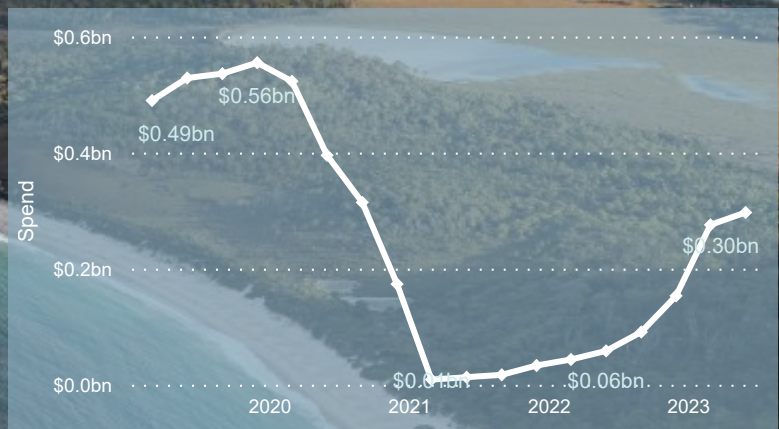
ASPN

2019: \$153

## ROLLING ANNUAL VISITATION TO TASMANIA



## ROLLING ANNUAL SPEND IN TASMANIA



## PRIMARY INTERNATIONAL SOURCE MARKETS

Markets	Visitors	Nights '000	Spend \$m	ALOS (nights)	ASPV	% Share visitors from country				
						HOL	VFR	BUS	EDU	Other
USA	32,500	405	44	12.5	\$1,344	76%	20%	1%		4%
UK	21,000	331	30	15.7	\$1,425	57%	35%	13%		5%
New Zealand	17,300	180	41	10.4	\$2,348	69%	24%	10%	0%	4%
Singapore	16,400	125	27	7.6	\$1,618	99%	2%		0%	46%
China	7,800	132	24	16.9	\$3,041	92%	0%	0%	7%	0%
Hong Kong	3,400	45	5	13.2	\$1,600	90%	15%	1%	3%	7%

▲ Increase

▼ Decrease

+ % Change is from previous year.

++ IVS

data up to December 2022 is based on imputations from pre-COVID visitor behaviours. March quarter 2023 is the first period to be based on interviews

\* The IVS records purpose of visit per stopover, so a single 'trip' will include multiple purposes and therefore may add to more than 100%.

^ % 2019 refers to comparison to calendar year 2019

ALOS: Average length of stay (nights)

ASPV: Average spend per visitor

ASPN: Average spend per night.

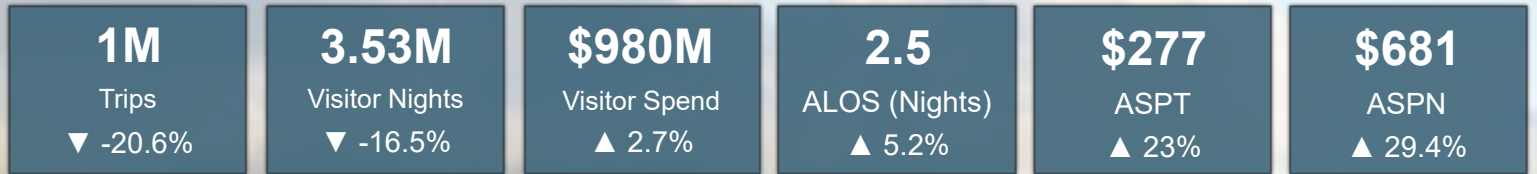
The International Visitor Survey interviews 40,000 overseas travellers in person in Australia's eight major international airports. Between March 20 and Dec 22 the IVS scaled back interviews and primarily utilises passenger data cards. Interviews fully resumed from Jan 20.

The IVS is conducted by Tourism Research Australia

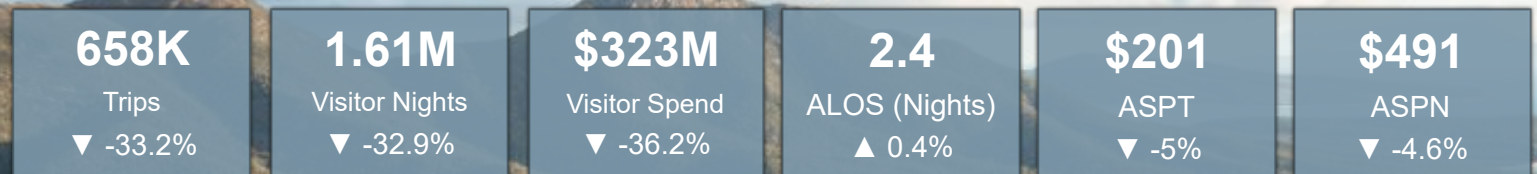
# INTRASTATE TRIPS WITHIN TASMANIA

YEAR ENDING June 2023

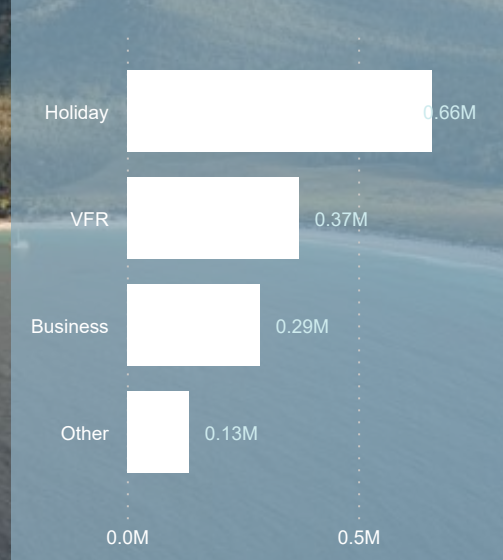
## OVERNIGHT TRIPS



## HOLIDAY OVERNIGHT TRIPS\*



### PURPOSE OF OVERNIGHT TRIP



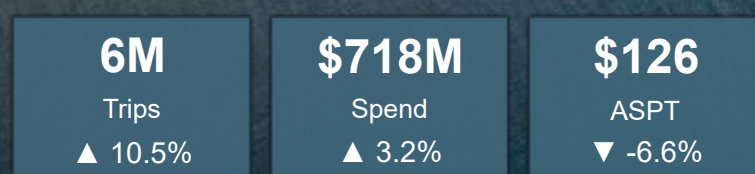
### OVERNIGHT TRIPS IN REGIONS



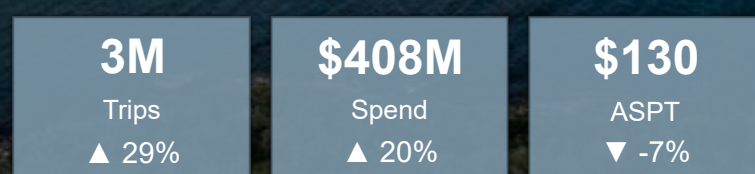
### NIGHTS IN REGIONS



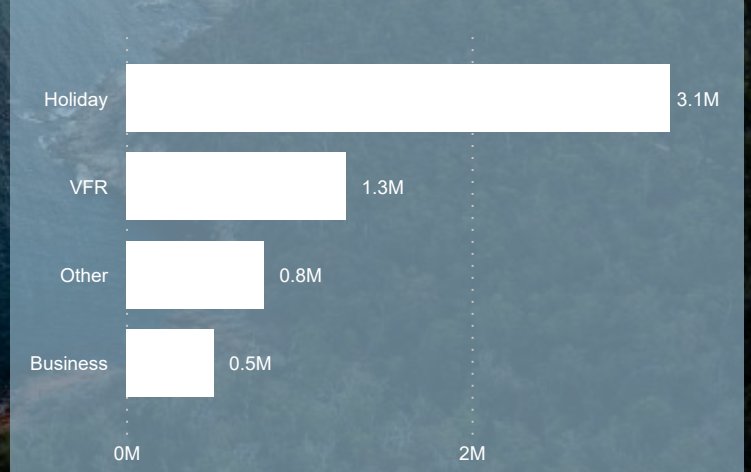
## DAY TRIPS



## HOLIDAY DAY TRIPS^



### PURPOSE OF DAY TRIP



▲ Increase  
▼ Decrease

% Change is from previous year.

ALOS: Average length of stay (nights);  
ASPT: Average spend per trip;  
ASPN: Average spend per night

\*The NVS records purpose of visit per stopover, so a single 'trip' will include multiple purposes and therefore may add to more than 100%

The National Visitor Survey is a mobile phone survey of approximately 120,000 Australians annually. The NVS is conducted by Tourism Research Australia.

# TASMANIAN ACCOMMODATION

Year ending December 2022

Tourism Tasmania measures a range of metrics of visitation into the state and across the visitor economy. This has traditionally been an historical insight, predominantly through the Tasmanian Visitor Survey, National Visitor Survey and International Visitor Survey.

Accommodation demand is a key indicator of industry and community recovery, and Tourism Tasmania has engaged and worked closely with two providers to deliver meaningful data that broadly represents the range of operators in Tasmania's accommodation sector.

- **STR:** Hotels, motels and other commercial accommodation with more than three rooms.
- **AirDNA:** Short-stay accommodation.

While only one sector of the visitor economy, accommodation data provides insight into the demand from of travellers in the state.



## Commercial accommodation | STR Global

STR provides operators an opt-in system to add their data to an anonymous aggregate report, drawing on a broad capture of platforms and booking systems, across a wide range of accommodation types. STR takes into account operator size, rating, brand affiliation and rates.

Providers of hotel, motel, lodge and similar accommodation are invited to join the free STR program to help us monitor this important sector. Please contact Jacqueline ([jchoo@str.com](mailto:jchoo@str.com)) to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.



## Short-stay accommodation | AirDNA

AirDNA provides an indicative view of the short-stay accommodation sector, including holiday homes, shacks, homes and self-contained apartments, as well as some traditional bed and breakfasts if they list on Airbnb or VRBO.

Data is provided across multiple indicator regions, offering a view of urban and regional performance. Data in this snapshot refers only to 'entire properties', where guests have the whole home to themselves; approximately 85% of listed properties in Tasmania. This can be a standalone building or self-contained apartment.

# ACCOMMODATION REGIONS

## SHORT-STAY | AirDNA

The AirDNA short-stay accommodation **forward demand** (booked nights) data provides insight into this sector of the industry at a state level plus Hobart, Launceston, and regional zones. The zones have been created to represent a range of urban and regional areas in the state on Airbnb and VRBO; the state level includes all 'entire places' listed in Tasmania in the period.

<b>Hobart</b> Hobart City Council	<b>Launceston</b> Launceston City Council	<b>West Coast</b> West Coast Council	<b>Bruny Island</b> North & South Bruny
<b>Tasman Peninsula</b> Tasman Council	<b>Huon - Far South</b> Huon Valley Council	<b>King Island</b> King Island Council	<b>Flinders Island</b> Flinders Council
<b>Derby</b> Derby, Branxholm, Ringarooma, Pioneer	<b>Eastern Shore (Hobart)</b> Geilston Bay to Tranmere, Mornington	<b>Orford</b> Orford, Spring Beach, Triabunna, Little Swanport	<b>Freycinet</b> Coles Bay, Swanwick, Bicheno, Swansea
<b>North West</b> 7 LGAs: Circular Head, Waratah- Wynyard, Burnie, Devonport, Central Coast, Kentish and Latrobe	<b>North East Coast</b> Bay of Fires, St Helens, Welborough, Douglas River	<b>East Tamar – Bridport</b> George Town Council, Bridport	<b>Deloraine – Evandale</b> Deloraine, Mole Creek, Westbury, Evandale

## COMMERCIAL | STR Global

The STR commercial accommodation **occupancy** data provides insight into this sector of the industry for four regions; Hobart and the South, Launceston and the North, East Coast and North West. The zones align with the state's Tourism Regions, except for the North West which excludes the West Coast due to insufficient sample.

Tourism Tasmania actively encourages property managers to contribute to this anonymous dataset to continually improve the reliability of the data. Please contact Jacqueline ([jchoo@str.com](mailto:jchoo@str.com)) to contribute anonymously to industry insights and monitoring, and access your own bespoke complimentary report.

# COMMERCIAL ACCOMMODATION IN TASMANIA

## YEAR ENDING JUNE 2023

### OCCUPANCY BY MONTH

### OCCUPANCY BY ROLLING YEAR ENDING

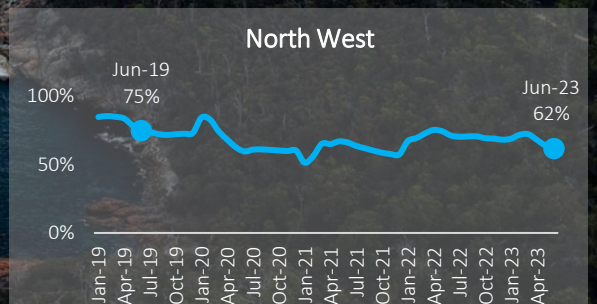
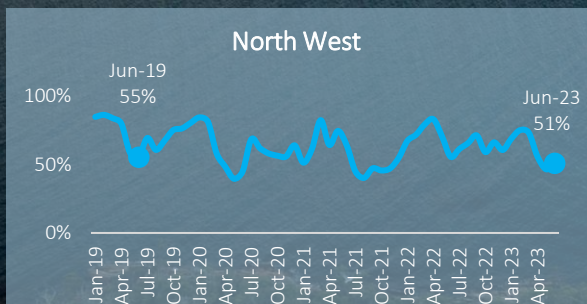
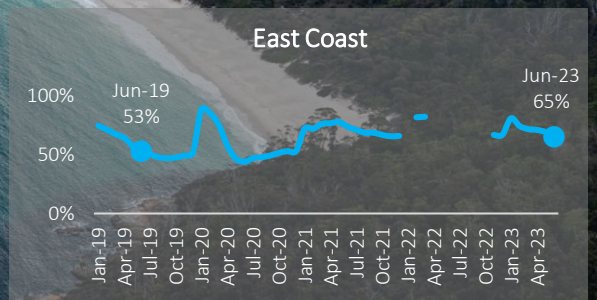
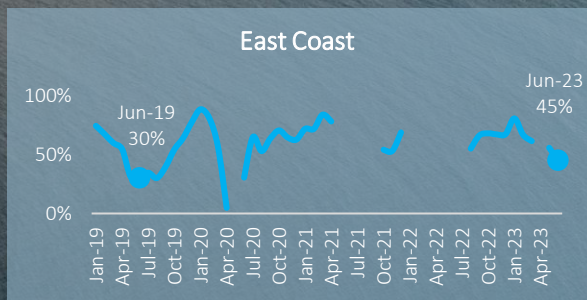
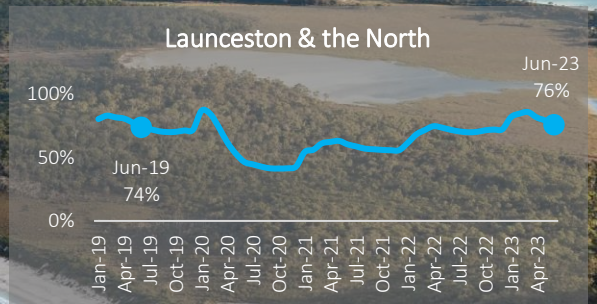
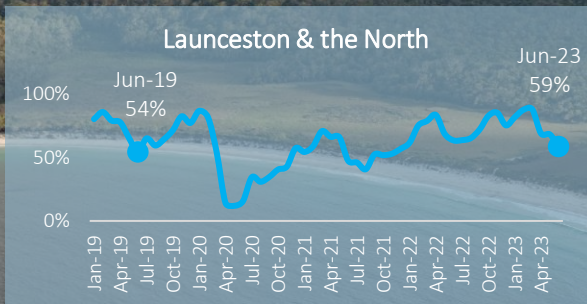
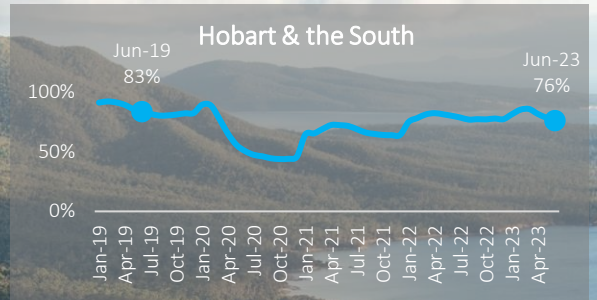
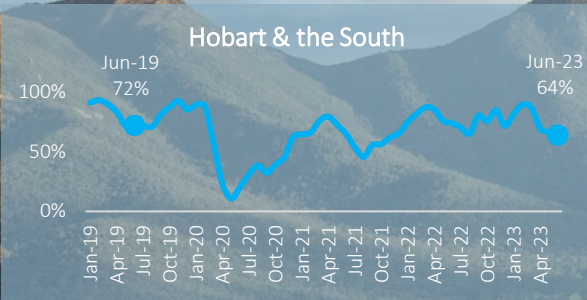


Image: Wineglass Bay, Robert King Visuals

Source: STR

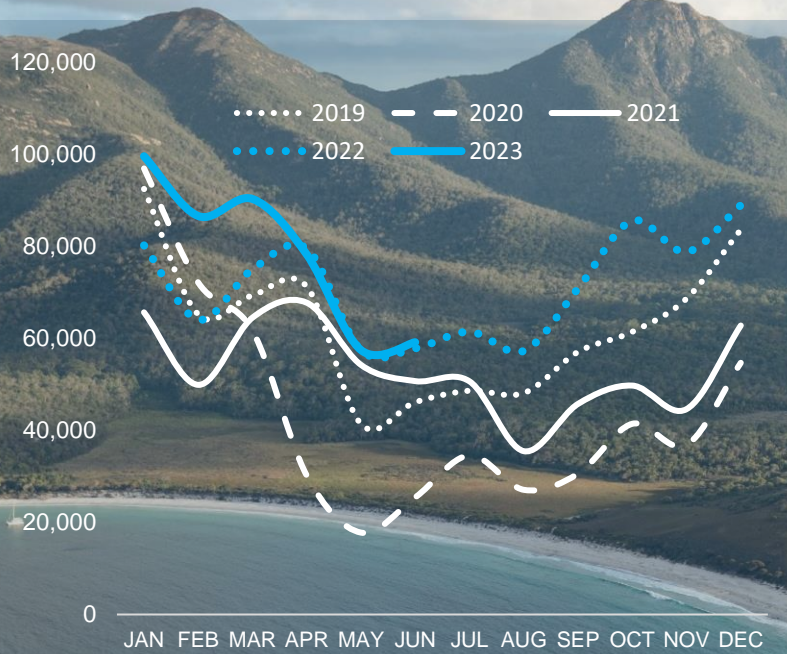
Some months are omitted due to insufficient sample.

Accommodation operators are invited to contact Jacqueline ([jchoo@str.com](mailto:jchoo@str.com)) to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.

# SHORT-STAY ACCOMMODATION IN TASMANIA

YEAR ENDING JUNE 2023

## TASMANIA | DEMAND (BOOKED NIGHTS)



The chart above shows demand (booked nights) each month.

## YEAR ENDING JUNE

	2019	2020	2021	2022	2023
DEMAND ('000)	688.5	671.8	578.3	703.5	<b>914.7</b>
SUPPLY ('000)	1,309.9	1,266.1	1,038.3	1,162.8	<b>1,127.3</b>
OCCUPANCY	53%	53%	56%	61%	<b>81%</b>
AVAILABLE LISTINGS	7,359	6,792	6,087	5,556	<b>6,176</b>

Demand (booked nights) in Tasmania for the year to June 2023 was 133% of demand recorded in the same period in 2019, and 136% of 2020. The increased demand in conjunction with a 14% decline in Supply (nights available to book) from 2019 to 2023 resulted in an substantial overall increase in Occupancy rate of 29 percentage points.

All months in year ending June 2023 saw stronger demand than previous years. These months align with the sustained strong domestic visitation, nights and spend in Tasmania, as captured in the Tasmanian Visitor Survey (TVS).

## Recovery tracking by month

	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
<b>Demand</b> (booked nights)	58,000	49,400	63,400	76,700	79,300	88,300	99,600	86,600	90,300	78,300	57,500	59,200
% 2019*	119%	103%	111%	125%	116%	106%	108%	133%	130%	110%	139%	128%
<b>Supply</b> (available nights)	98,700	94,900	99,500	109,300	109,100	121,800	119,800	110,300	123,700	119,400	114,800	115,800
% 2019	92%	85%	92%	93%	90%	88%	88%	101%	103%	97%	116%	113%
<b>Occ. (%)</b>	59%	52%	64%	70%	73%	72%	83%	79%	73%	66%	50%	51%
%pts diff. 2019	14%	9%	11%	18%	16%	12%	15%	19%	15%	7%	8%	6%

Source: AirDNA

Green cells indicate months where results were equal to or higher than that month in 2019.

Data shown are for 'entire properties' only, therefore excludes listing there are only shared or private rooms within a property.

- Recovery is shown as % share of the same month in 2019.
- Demand = booked nights
- Supply = available nights
- Available listings = total 'entire places' seen listed at least once in the year

# SHORT-STAY ACCOMMODATION IN TASMANIA

YEAR ENDING JUNE 2023

		TAS	Hobart	Launceston	Freycinet	NE Coast	West Coast	North West	King Is.	Flinders Is.	East Tamar - Bridport	Deloraine Evandale	Derby	Orford	Tasman Peninsula	Bruny Is.	Huon Far South	Eastern Shore
<b>Supply</b> (nights available)	YE Dec 22	1,336,800	238,900	115,700	180,100	93,400	31,000	126,000	8,300	9,400	34,300	34,700	31,200	26,300	36,500	56,300	57,100	39,800
	YE Dec 21	1,147,600	191,900	89,600	162,400	84,100	28,300	114,400	7,000	10,800	32,600	34,300	26,100	24,100	34,000	48,500	48,800	27,200
	% change	16%	25%	29%	11%	11%	10%	10%	18%	-13%	5%	1%	20%	9%	7%	16%	17%	47%
<b>Demand</b> (nights booked)	YE Dec 22	886,700	175,200	80,500	124,600	54,600	21,100	83,800	5,100	5,900	18,900	22,200	17,700	15,600	24,100	37,800	36,800	28,200
	YE Dec 21	694,000	124,700	59,100	71,300	50,100	16,900	72,300	4,300	6,500	17,400	20,200	14,200	13,900	21,200	30,900	31,700	17,400
	% change	28%	40%	36%	75%	9%	25%	16%	21%	-10%	8%	10%	25%	12%	14%	22%	16%	62%
<b>Occupancy</b> (%)	YE Dec 22	66%	73%	70%	69%	58%	68%	66%	62%	62%	55%	64%	57%	59%	66%	67%	65%	71%
	YE Dec 21	60%	65%	66%	44%	60%	60%	63%	61%	60%	54%	59%	54%	58%	62%	64%	65%	64%
	% change	10%	13%	5%	58%	-2%	14%	5%	2%	4%	3%	9%	4%	3%	6%	5%	-1%	10%
<b>ADR (\$)</b>	YE Dec 22	296	317	271	346	298	237	261	684	396	297	255	282	289	273	350	277	320
	YE Dec 21	289	311	260	321	295	240	246	599	328	308	253	286	304	272	341	278	317
	% change	2%	2%	4%	8%	1%	-1%	6%	14%	20%	-4%	1%	-2%	-5%	0%	3%	0%	1%
<b>RevPAR</b> (\$)	YE Dec 22	196	232	189	240	174	161	173	423	246	164	163	160	172	180	235	179	226
	YE Dec 21	175	202	172	141	176	143	156	363	197	165	149	156	175	169	217	180	203
	% change	12%	15%	10%	70%	-1%	12%	11%	17%	25%	-1%	10%	2%	-2%	6%	8%	-1%	11%
<b>Revenue</b> (\$m) <i>Estimated</i>	YE Dec 22	262.1	55.5	21.8	43.2	16.3	5.0	21.8	3.5	2.3	5.6	5.7	5.0	4.5	6.6	13.2	10.2	9.0
	YE Dec 21	200.5	38.8	15.4	22.9	14.8	4.0	17.8	2.6	2.1	5.4	5.1	4.1	4.2	5.8	10.5	8.8	5.5
	% change	31%	43%	42%	88%	10%	23%	22%	38%	9%	5%	11%	23%	7%	14%	26%	16%	63%

Source: AirDNA

Data shown is for 'entire properties' only.  
% change is compared to the previous year.

Revenue, ADR and RevPAR are converted from USD at exchange rate of 1.57 as at 8 September 2023 for YE June 2023 totals and therefore AUD contribution is estimated only.

Image: Wineglass Bay, Robert King Visuals



## About this Snapshot

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS) and supplementary sources to provide you with an overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Accommodation data from AirDNA and STR are also featured.

More detailed statistics are available at Tourism Tasmania's corporate website at [www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research) and via the interactive TVS Analyser [www.tvsanalyser.com.au](http://www.tvsanalyser.com.au)

## A note of 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 and therefore may be different from the real figure if data from 100% of all visitors could have been collected. These estimates may be subject to chance variation, or sampling error, and smaller estimates under 1,000 must be treated with greater caution. Figures that show a change  $\leq 2$  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](http://www.tourismtasmania.com.au/research/tvs) for further information

## Where does the visitor data 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. Interviews take place at the states' four main airports as well as on the Spirit of Tasmania ferries.

[www.tourismtasmania.com.au/research/tvs](http://www.tourismtasmania.com.au/research/tvs)

### 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, pre-COVID-19 sampling 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia (not Hobart).

- Between April 2020 and December 2022 the IVS utilised incoming passenger cards and algorithms supplemented by surveys. January 2023 saw the full re-introduction of survey-based sampling.

[www.tra.gov.au/international](http://www.tra.gov.au/international)

### National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia, sampling over 90,000 Australians annually pre-COVID. The survey has continued uninterrupted as it 100% mobile call based. The NVS provides the only nationally comparable travel data for Tasmanians within their own state.

[www.tra.gov.au/domestic](http://www.tra.gov.au/domestic)