

Tasmanian Tourism Snapshot

Year ending June 2017

Introduction

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey, the International Visitor Survey and the National Visitor Survey, 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 contained at the back of the Snapshot. A commentary on the data is provided as a separate document on Tourism Tasmania's website.

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.

Total Visitation to Tasmania (Source: Tasmanian Visitor Survey)

Key Results:

- For the year ending June 2017, there were 1.27 million visitors, up 9 per cent from 1.17 for the previous year.
- Total nights spent by visitors in the state increased by 6 per cent to 10.83 million.
- Visitor expenditure increased by 10 per cent to \$2.26 billion.
- The number of interstate visitors to Tasmania increased by 6 per cent to 1.06 million (was 997,800).

Summary:

- The total number of visitors holidaying in Tasmania during the year ending June 2017 was 623,300, up 13 per cent compared to the previous year (was 553,900).
- The total number of nights spent by holiday visitors to Tasmania for the year ending June 2017 was 5.35 million, up 4 per cent from the previous year (was 5.12 million).
- Holiday visitor expenditure for the year was up 12 per cent to \$1.54 billion (was \$1.38 billion).
- Those who came to visit friends and relatives (VFR) increased by 11 per cent for the year. The number of nights VFR visitors spent in Tasmania increased by 10 per cent while VFR expenditure increased by 13 per cent.
- Of all visitors, 202,500 (up 5 per cent) were on business while 35,500 (down 21 per cent) were travelling to attend a conference or convention.
- For the year ending June 2017, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 8 per cent; East Coast, up 13 per cent; Northern, up 11 per cent; Cradle Coast, up 5 per cent.
- For the year ending June 2017, 89 per cent of all visitors to Tasmania travelled by scheduled air services and 12 per cent travelled by sea. The total number of visitors travelling by scheduled air was up 9 per cent and sea services was up 7 per cent from the previous year.

Interstate Visitation to Tasmania (Source: Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending June 2017 was 1.06 million, up 6 per cent from 997,800 the previous year.

- The total number of nights spent by interstate visitors to Tasmania for the year ending June 2017 was 8.19 million, up 3 per cent from the previous year (was 7.91 million).
- Interstate visitor expenditure increased by 9 per cent to \$1.84 billion (was \$1.70 billion in the year ending June 2016).
- Of all interstate visitors, 475,500 were on holiday (up 9 per cent), 306,400 were visiting friends or relatives (up 9 per cent), 187,000 were on business (up 5 per cent), and 30,900 were travelling to attend a conference or convention (down 23 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 2 per cent to 442,100, NSW increased by 13 per cent to 294,200, and Queensland increased by 12 per cent to 168,800. Together, these markets accounted for 85 per cent of interstate visitation in the year ending June 2017.

International Visitation (Source: International Visitor Survey)

Summary – Australia

- A total of 7.88 million international visitors came to Australia in the year ending June 2017, up 9 per cent from the year ending June 2016.
- Holiday visitors to Australia increased by 11 per cent to 3.93 million, while VFR visitors increased by 6 per cent to 1.97 million.
- International visitor nights spent in Australia increased by 7 per cent to 266 million.
- Total expenditure by international visitors in Australia for the year ending June 2017 increased by 10 per cent to \$28 billion¹ (including package expenditure). Holiday spend was \$10 billion (including package expenditure) for the year, increased by 6 per cent from the year ending June 2016.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 2 per cent; China, up 10 per cent; United Kingdom, up 3 per cent and the USA, up 14 per cent.

Summary – Tasmania

- Tasmania received 253,200 international visitors during the year ending June 2017, up 13 per cent from 224,000 the previous year.
- The number of nights' international visitors spent in Tasmania increased by 16 per cent to 3.95 million, and the average length of stay increased by 2 per cent to 16 nights.
- Expenditure by international visitors increased by 24 per cent to \$457 million².
- Holiday visitors to Tasmania increased by 13 per cent to 200,500, while VFR visitors increased by 18 per cent to 39,300.
- Holiday nights increased by 15 per cent to 1.93 million, while the average length of stay for holiday visitors increased by 2 per cent to 10 nights.
- Total expenditure by international holiday visitors increased by 25 per cent to \$273 million.
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 30 per cent; United Kingdom, showing no significant change; the USA, up 28 per cent; New Zealand, down 1 per cent; Hong Kong, up 11 per cent.
- Tasmania's share of all international visitors to Australia for the year ending June 2017 was 3.2 per cent, showing no significant change compared with 3.1 per cent for the year ending June 2016.

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)

Intrastate Visitation³ (National Visitor Survey)

- The number of overnight intrastate holiday trips in Tasmania increased by 6 per cent, VFR increased by 31 per cent, and overnight business trips increased by 48 per cent in the year ending June 2017.
- In the year ending June 2017, the number of intrastate day trips in Tasmania decreased by 2 per cent whilst intrastate overnight trips increased by 18 per cent to 1.44 million compared to the year ending June 2016.
- Total spend by overnight intrastate visitors in Tasmania increased by 25 per cent to \$411 million for the year ending June 2017.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

	YE June 2016	YE June 2017	% change	
<i>Visitors</i>				
Visitors on scheduled air and sea services	1,167,900	1,269,600	↑	9%

	YE June 2016	YE June 2017	% change	
<i>Visitors</i>				
Day visitors	33,100	32,200	↓	-3%
Overnight visitors	1,134,800	1,237,400	↑	9%
Total visitors	1,167,900	1,269,600	↑	9%
<i>Nights</i>				
Nights (million)	10.20	10.83	↑	6%
Average length of stay (nights)	8.7	8.5	↓	-2%
<i>Expenditure</i>				
Expenditure (\$million)	\$2,054	\$2,264	↑	10%
Average spend per visitor	\$1,759	\$1,783	↑	1%
Average spend per night	\$201	\$209	↑	4%
Holiday spend (\$million)	\$1,377	\$1,539	↑	12%
<i>Purpose of Visit</i>				
Holiday	553,900	623,300	↑	13%
Visit friends or relatives (VFR)	308,800	342,900	↑	11%
Total leisure (Holiday+VFR)	862,700	966,200	↑	12%
Business or employment	193,400	202,500	↑	5%
Convention/conference/seminar	45,200	35,500	↓	-21%
<i>Regions Visited</i>				
Southern	941,400	1,015,600	↑	8%
East Coast	334,800	378,100	↑	13%
Northern	620,300	690,600	↑	11%
Cradle Coast	480,500	502,600	↑	5%
<i>Mode of departure</i>				
Air visitors	1,030,800	1,123,600	↑	9%
Sea visitors	137,100	146,100	↑	7%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	YE June 2016	YE June 2017	% change	
<i>Visitors</i>				
Day visitors	31,900	30,600	↓	-4%
Overnight visitors	965,900	1,028,200	↑	6%
Total visitors	997,800	1,058,800	↑	6%
<i>Nights</i>				
Nights (million)	7.91	8.19	↑	3%
Average length of stay (nights)	7.9	7.7	↓	-2%
<i>Expenditure</i>				
Expenditure (\$million)	\$1,697	\$1,843	↑	9%
Average spend per visitor	\$1,701	\$1,741	↑	2%
Average spend per night	\$214	\$225	↑	5%
Holiday spend (\$million)	\$1,124	\$1,221	↑	9%
<i>Purpose of Visit</i>				
Holiday	436,400	475,500	↑	9%
Visit friends or relatives (VFR)	280,000	306,400	↑	9%
Total leisure (Holiday+VFR)	716,300	781,900	↑	9%
Business or employment	178,200	187,000	↑	5%
Convention/conference/seminar	40,400	30,900	↓	-23%
<i>Regions Visited</i>				
Southern	787,200	825,900	↑	5%
East Coast	255,900	276,000	↑	8%
Northern	517,500	563,200	↑	9%
Cradle Coast	394,900	405,700	↑	3%
<i>Mode of departure</i>				
Air visitors	873,000	921,800	↑	6%
Sea visitors	124,700	137,000	↑	10%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

	YE June 2016	YE June 2017	% change	
Victoria	431,800	442,100	↑	2%
N.S.W.	260,800	294,200	↑	13%
Queensland	150,200	168,800	↑	12%
South Australia	56,200	56,400	→	0%
Western Australia	57,000	51,300	↓	-10%
A.C.T.	24,500	31,500	↑	29%
N.T.	10,400	8,400	↓	-19%
Total interstate visitors	997,800	1,058,800	↑	6%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

	to Tasmania			to Australia		
	YE June 2016	YE June 2017	% Change	YE June 2016	YE June 2017	% Change
Visitors						
International visitors	224,000	253,200	↑ 13%	7,246,500	7,878,000	↑ 9%
Nights						
Nights ('000s)	3,412	3,949	↑ 16%	247,912	265,989	↑ 7%
Average length of stay (nights)	15.2	15.6	↑ 2%	34.2	33.8	↓ -1%
Expenditure						
Expenditure (\$million)	\$368	\$457	↑ 24%	\$25,346	\$27,871	↑ 10%
Average spend per visitor	\$1,641	\$1,804	↑ 10%	\$3,498	\$3,538	↑ 1%
Average spend per night	\$108	\$116	↑ 7%	\$102	\$105	↑ 2%
Holiday spend (\$million)	\$218	\$273	↑ 25%	\$9,269	\$9,841	↑ 6%
Purpose of Visit						
Holiday	177,100	200,500	↑ 13%	3,535,700	3,926,500	↑ 11%
Visit friends or relatives (VFR)	33,200	39,300	↑ 18%	1,868,600	1,973,200	↑ 6%
Business	13,200	14,800	↑ 13%	797,300	834,600	↑ 5%
Education	7,400	5,200	↓ -29%	475,100	549,800	↑ 16%
Employment	5,300	4,500	↓ -16%	281,400	297,900	↑ 6%
Other Reason	600	200	↓ -74%	288,500	296,000	↑ 3%
Total	224,000	253,200	↑ 13%	7,246,500	7,878,000	↑ 9%

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 state/territory.

** 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.

Table 6. International visitors to States/Territories							
	YE June 2016	YE June 2017	% Change	YE June 2016	YE June 2017	% Point difference	
State/territory visited	Visitors			Market Share			
New South Wales	3,648,600	4,008,500	↑ 10%	50.3%	50.9%	↑	0.5%
Victoria	2,564,700	2,761,500	↑ 8%	35.4%	35.1%	↓	-0.3%
Queensland	2,480,500	2,618,500	↑ 6%	34.2%	33.2%	↓	-1.0%
South Australia	421,900	435,100	↑ 3%	5.8%	5.5%	↓	-0.3%
Western Australia	888,000	965,900	↑ 9%	12.3%	12.3%	→	0.0%
Tasmania	224,000	253,200	↑ 13%	3.1%	3.2%	↑	0.1%
Northern Territory	279,500	302,400	↑ 8%	3.9%	3.8%	↓	0.0%
ACT	203,100	221,500	↑ 9%	2.8%	2.8%	→	0.0%
Total visitors to Australia	7,246,500	7,878,000	↑ 9%	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 June 2016	YE June 2017	% Change	YE June 2016	YE June 2017	% Point difference
Country of origin	Visitors			National Market Share		
New Zealand	15,500	15,300	↓ -1%	1.3%	1.2%	⇒ 0.0%
Japan	6,900	8,000	↑ 17%	2.0%	2.1%	↑ 0.1%
Hong Kong	22,200	24,600	↑ 11%	10.2%	10.3%	↑ 0.1%
Singapore	12,300	13,800	↑ 13%	3.3%	3.6%	↑ 0.3%
Malaysia	6,700	15,000	↑ 125%	2.1%	4.2%	↑ 2.1%
Indonesia	3,300	1,600	↓ -52%	2.3%	0.9%	↓ -1.4%
Taiwan	4,800	5,700	↑ 18%	3.4%	3.6%	↑ 0.1%
Thailand	1,700	3,500	↑ 106%	2.2%	4.1%	↑ 1.9%
Korea	2,700	4,100	↑ 54%	1.1%	1.5%	↑ 0.4%
China	24,000	31,400	↑ 30%	2.3%	2.7%	↑ 0.4%
India	4,100	5,300	↑ 29%	1.8%	2.0%	↑ 0.2%
Other Asia	4,200	4,700	↑ 14%	1.7%	1.5%	↓ -0.1%
USA includes Hawaii	31,100	39,900	↑ 28%	5.0%	5.7%	↑ 0.6%
Canada	7,800	8,000	↑ 2%	5.8%	5.2%	↓ -0.6%
United Kingdom	24,600	24,500	↓ 0%	3.7%	3.6%	↓ -0.1%
Germany	11,800	13,100	↑ 11%	6.3%	6.5%	↑ 0.2%
Scandinavia	4,400	3,400	↓ -21%	4.4%	3.3%	↓ -1.1%
France	8,700	4,300	↓ -51%	7.6%	3.6%	↓ -4.0%
Italy	3,000	2,200	↓ -26%	4.3%	3.1%	↓ -1.2%
Netherlands	3,600	3,600	↑ 1%	7.9%	7.0%	↓ -0.9%
Switzerland	4,000	3,300	↓ -18%	7.8%	6.2%	↓ -1.5%
Other Europe	8,100	8,400	↑ 4%	3.8%	3.7%	↓ -0.1%
Other Countries	8,400	9,200	↑ 9%	1.9%	1.9%	⇒ 0.0%
Total	224,000	253,200	↑ 13%	3.1%	3.2%	↑ 0.1%

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)

Intrastate Visitors

	Tasmania			Australia		
	YE June 2016	YE June 2017	% change	YE June 2016	YE June 2017	% change
Visitors						
Overnight visitors ('000s)	1,220	1,442	↑ 18%	59,938	63,461	↑ 6%
Nights						
Nights ('000s)	3,352	3,489	↑ 4%	183,684	190,451	↑ 4%
Average length of stay (nights)	2.7	2.4	↓ -12%	3.1	3.0	↓ -2%
Expenditure						
Expenditure (\$million)	\$329	\$411	↑ 25%	\$24,373	\$26,075	↑ 7%
Spend per visitor	\$269	\$285	↑ 6%	\$407	\$411	↑ 1%
Spend per night	\$98	\$118	↑ 20%	\$133	\$137	↑ 3%
Purpose('000s)						
Holiday	618	652	↑ 6%	25,963	26,631	↑ 3%
Visit friends &/or relatives (VFR)	362	474	↑ 31%	20,849	22,131	↑ 6%
Business	170	251	↑ 48%	9,936	11,161	↑ 12%
Other reason	71	67	↓ -6%	3,669	4,068	↑ 11%
Total overnight intrastate visitors	1,220	1,442	↑ 18%	59,938	63,461	↑ 6%

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

	Tasmania			Australia		
	YE June 2016	YE June 2017	% change	YE June 2016	YE June 2017	% change
Visitor						
Day visitors ('000s)	5,680	5,567	↓ -2%	178,929	177,687	↓ -1%
Total intrastate Day+Overnight visitors ('000s)	6,900	7,009	↑ 2%	238,867	241,148	↑ 1%
Expenditure						
Expenditure (\$million)	\$599	\$645	↑ 8%	\$19,180	\$19,734	↑ 3%
Spend per visitor	\$105	\$116	↑ 10%	\$107	\$111	↑ 4%
Purpose('000s)						
Holiday	3,290	2,958	↓ -10%	89,098	87,709	↓ -2%
Visit friends &/or relatives (VFR)	1,233	1,154	↓ -6%	49,258	48,911	↓ -1%
Business	510	474	↓ -7%	17,012	16,837	↓ -1%
Other reason	647	982	↑ 52%	23,561	24,231	↑ 3%
Total day intrastate visitors	5,680	5,567	↓ -2%	178,929	177,687	↓ -1%

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

Quarter ending June 2017

The TVS reports the following key findings for visitors during the April - June 2017 quarter.

- The total number of visitors to Tasmania for the June quarter 2017 was 274,800, up 3 per cent from 267,300 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the June quarter 2017 decreased by 2 per cent to 2.39 million (was 2.43 million) (Fig. 2).
- Visitor expenditure was \$476 million, up 8 per cent from the same quarter of the previous year (was \$442 million) (Fig. 3).
- Of all visitors for the quarter, 125,000 (up 2 per cent) were on holiday, 74,900 (up 8 per cent) were visiting friends or relatives, 47,300 (up 2 per cent) were on business, and 9,300 (up 38 per cent) were travelling to attend a conference or convention (Fig. 4).

Fig. 1. Total Visitors to Tasmania by Quarter*

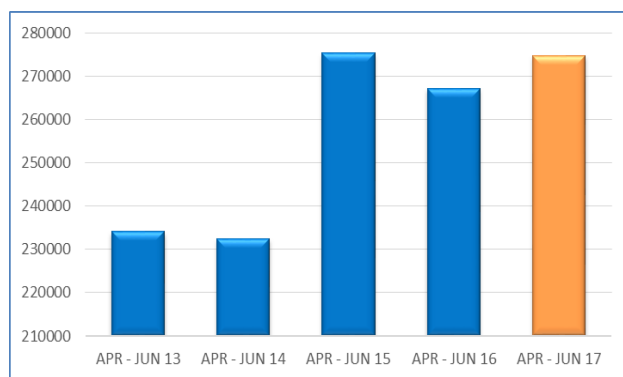


Fig. 2. Total Nights by Quarter*

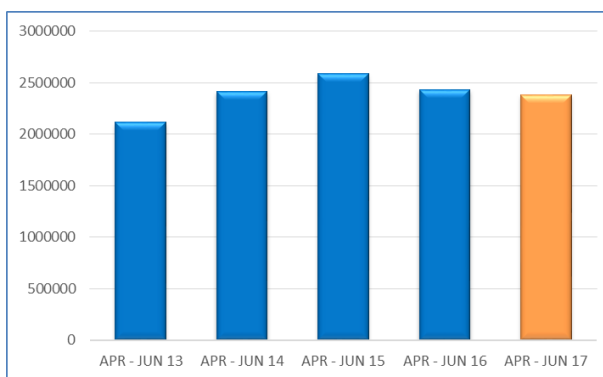


Fig. 3. Total Expenditure by Quarter*

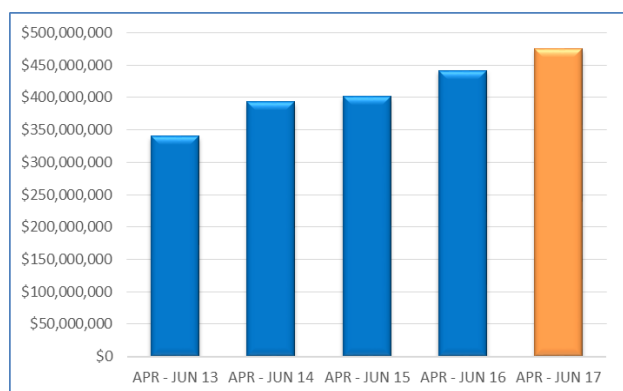
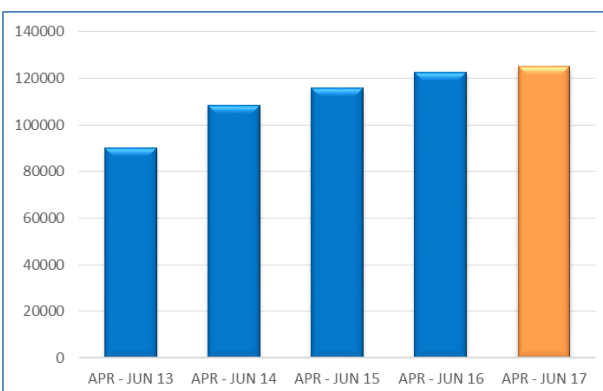


Fig. 4. Total Holiday Visitors by Quarter*



* Graphs present data for the last five years, on visitors travelling to Tasmania via scheduled services. Data source: Tasmanian Visitor Survey.

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.