

Tasmanian Tourism Snapshot

Year ending March 2016

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 March 2016, there were 1.18 million visitors, up 7 per cent from 1.10 for the previous year.
- Total nights spent by visitors in the state increased by 9 per cent to 10.36 million.
- Visitor expenditure increased by 7 per cent to \$2.01 billion.
- The number of interstate visitors to Tasmania increased by 7 per cent to 1.01 million (was 946,100).

Summary:

- The total number of visitors holidaying in Tasmania during the year ending March 2016 was 547,100, up 2 per cent compared to the previous year (was 534,200).
- The total number of nights spent by holiday visitors to Tasmania for the year ending March 2016 was 5.3 million, up 10 per cent from the previous year (was 4.8 million).
- Holiday visitor expenditure for the year was up 6 per cent to \$1.34 billion (was \$1.26 billion).
- Those who came to visit friends and relatives (VFR) increased by 4 per cent for the year. The number of nights VFR visitors spent in Tasmania decreased by 2 per cent while VFR expenditure decreased by 5 per cent.
- Of all visitors, 200,100 (up 15 per cent) were on business while 43,400 (up 63 per cent) were travelling to attend a conference or convention.
- For the year ending March 2016, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 6 per cent; East Coast, up 5 per cent; Northern, up 4 per cent; Cradle Coast, up 5 per cent.
- For the year ending March 2016, 88 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 5 per cent and sea services was up 17 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 March 2016 was 1.01 million, up 7 per cent from 946,100 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending March 2016 was 8.14 million, up 11 per cent from the previous year (was 7.31 million).
- Interstate visitor expenditure increased by 6 per cent to \$1.67 billion (was \$1.58 billion in the year ending March 2015).
- Of all interstate visitors, 432,500 were on holiday (up 4 per cent), 290,000 were visiting friends or relatives (up 3 per cent), 183,600 were on business (up 12 per cent), and 39,300 were travelling to attend a conference or convention (up 61 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 7 per cent to 439,300, NSW increased by 8 per cent to 262,700, and Queensland decreased by 1 per cent to 151,900. Together, these markets accounted for 85 per cent of interstate visitors in the year ending March 2016.

International Visitation (Source: International Visitor Survey)

Summary – Australia

- A total of 7.07 million international visitors came to Australia in the year ending March 2016, up 9 per cent from the year ending March 2015.
- Holiday visitors to Australia increased by 16 per cent to 3.36 million, while VFR visitors increased by 2 per cent to 1.86 million.
- International visitor nights spent in Australia increased by 8 per cent to 248 million.
- Total expenditure by international visitors in Australia for the year ending March 2016 increased by 17 per cent to \$25 billion¹ (including package expenditure). Holiday spend (including package expenditure) increased by 14 per cent from the year ending March 2015 to \$9 billion.
- For Australia's largest source markets, the following changes in visitor numbers to Australia were recorded: New Zealand up 5 per cent; China up 23 per cent; United Kingdom up 5 per cent and USA up 12 per cent.

Summary – Tasmania

- Tasmania received 215,600 international visitors during the year ending March 2016, up 9 per cent from 197,600 the previous year.
- The number of nights international visitors spent in Tasmania decreased by 3 per cent to 3.32 million, and the average length of stay decreased by 11 per cent to 15 nights.
- Expenditure by international visitors increased by 15 per cent to \$349 million².
- International holiday visitors to Tasmania increased by 13 per cent to 170,400, while VFR visitors increased by 3 per cent to 34,100.
- International holiday nights decreased by 12 per cent to 1.61 million, while the average length of stay for international holiday visitors decreased by 22 per cent to 9 nights.
- Total expenditure by international holiday visitors increased by 11 per cent to \$207 million.
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China down 17 per cent; United Kingdom up 5 per cent; the USA up 26 per cent; New Zealand up 11 per cent; and Hong Kong up 23 per cent.

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)

- Tasmania's share of all international visitors to Australia for the year ending March 2016 was 3 per cent, showing no significant change compared with the year ending March 2015.

Intrastate Visitation³ (National Visitor Survey)

- In the year ending March 2016, the number of overnight intrastate holiday trips in Tasmania decreased by 4 per cent, VFR increased by 4 per cent and overnight business trips decreased by 14 per cent.
- The number of intrastate day trips in Tasmania increased by 11 per cent whilst intrastate overnight trips remained steady at 1.3 million compared to the year ending March 2015.
- Total spend by overnight intrastate visitors in Tasmania increased by 13 per cent to \$407 million for the year ending March 2016.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

	YE Mar 2015	YE Mar 2016	% change	
<i>Visitors</i>				
Visitors on scheduled air and sea services	1,103,700	1,176,100	↑	7%

	YE Mar 2015	YE Mar 2016	% change	
<i>Visitors</i>				
Day visitors	29,800	31,900	↑	7%
Overnight visitors	1,073,900	1,144,200	↑	7%
Total visitors	1,103,700	1,176,100	↑	7%
<i>Nights</i>				
Nights (million)	9.55	10.36	↑	9%
Average length of stay (nights)	8.7	8.8	↑	2%
<i>Expenditure</i>				
Expenditure (\$million)	\$1,877	\$2,014	↑	7%
Average spend per visitor	\$1,700	\$1,712	↑	1%
Average spend per night	\$197	\$194	↓	-1%
Holiday spend (\$million)	\$1,261	\$1,342	↑	6%
<i>Purpose of Visit</i>				
Holiday	534,200	547,100	↑	2%
Visit friends or relatives (VFR)	306,500	318,600	↑	4%
Total leisure (Holiday+VFR)	840,700	865,700	↑	3%
Business or employment	174,500	200,100	↑	15%
Convention/conference/seminar	26,600	43,400	↑	63%
<i>Regions Visited</i>				
Southern	901,600	955,200	↑	6%
East Coast	314,500	331,700	↑	5%
Northern	595,700	620,300	↑	4%
Cradle Coast	452,100	476,800	↑	5%
<i>Mode of departure</i>				
Air visitors	985,600	1,037,700	↑	5%
Sea visitors	118,000	138,400	↑	17%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	YE Mar 2015	YE Mar 2016		% change
Visitors				
Day visitors	28,200	30,600	↑	8%
Overnight visitors	917,900	978,600	↑	7%
Total visitors	946,100	1,009,200	↑	7%
Nights				
Nights (million)	7.31	8.14	↑	11%
Average length of stay (nights)	7.7	8.1	↑	4%
Expenditure				
Expenditure (\$million)	\$1,578	\$1,671	↑	6%
Average spend per visitor	\$1,668	\$1,656	↓	-1%
Average spend per night	\$216	\$205	↓	-5%
Holiday spend (\$million)	\$1,020	\$1,097	↑	8%
Purpose of Visit				
Holiday	417,000	432,500	↑	4%
Visit friends or relatives (VFR)	281,300	290,000	↑	3%
Total leisure (Holiday+VFR)	698,400	722,500	↑	3%
Business or employment	164,600	183,600	↑	12%
Convention/conference/seminar	24,400	39,300	↑	61%
Regions Visited				
Southern	760,000	798,600	↑	5%
East Coast	234,800	252,700	↑	8%
Northern	498,100	518,800	↑	4%
Cradle Coast	370,100	393,200	↑	6%
Mode of departure				
Air visitors	839,200	882,200	↑	5%
Sea visitors	107,000	127,100	↑	19%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Table 4. Origin of interstate visitors to Tasmania				
	YE Mar 2015	YE Mar 2016		% change
Victoria	410,300	439,300	↑	7%
N.S.W.	242,400	262,700	↑	8%
Queensland	152,900	151,900	↓	-1%
South Australia	48,600	57,300	↑	18%
Western Australia	55,500	57,300	↑	3%
A.C.T.	23,500	24,900	↑	6%
N.T.	8,100	9,000	↑	11%
Total interstate visitors	946,100	1,009,200	↑	7%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

	to Tasmania			to Australia		
	YE Mar 2015	YE Mar 2016	% Change	YE Mar 2015	YE Mar 2016	% Change
Visitors						
International visitors	197,600	215,600	↑ 9%	6,499,000	7,074,200	↑ 9%
Nights						
Nights ('000s)	3,403	3,316	↓ -3%	230,913	248,457	↑ 8%
Average length of stay (nights)	17	15	↓ -11%	36	35	↓ -1%
Expenditure						
Expenditure (\$million)	\$304	\$349	↑ 15%	\$21,520	\$25,175	↑ 17%
Average spend per visitor	\$1,537	\$1,620	↑ 5%	\$3,311	\$3,559	↑ 7%
Average spend per night	\$89	\$105	↑ 18%	\$93	\$101	↑ 9%
Holiday spend (\$million)	\$187	\$207	↑ 11%	\$7,948	\$9,099	↑ 14%
Purpose of Visit						
Holiday	150,800	170,400	↑ 13%	2,889,500	3,364,700	↑ 16%
Visit friends or relatives (VFR)	33,200	34,100	↑ 3%	1,816,400	1,861,700	↑ 2%
Business	14,300	11,200	↓ -21%	834,900	796,000	↓ -5%
Education	3,400	3,600	↑ 7%	398,500	476,200	↑ 19%
Employment	5,900	7,000	↑ 17%	275,500	297,100	↑ 8%
Other Reason	200	600	↑ 199%	284,200	278,500	↓ -2%
Total	197,600	215,600	↑ 9%	6,499,000	7,074,200	↑ 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.

State/territory visited	Visitors			Market Share		
	YE Mar 2015	YE Mar 2016	% Change	YE Mar 2015	YE Mar 2016	% Point difference
New South Wales	3,272,600	3,565,300	↑ 9%	50.4%	50.4%	→ 0.0%
Victoria	2,230,900	2,512,700	↑ 13%	34.3%	35.5%	↑ 1.2%
Queensland	2,196,400	2,418,400	↑ 10%	33.8%	34.2%	↑ 0.4%
South Australia	380,800	409,700	↑ 8%	5.9%	5.8%	↓ -0.1%
Western Australia	833,100	874,600	↑ 5%	12.8%	12.4%	↓ -0.5%
Tasmania	197,600	215,600	↑ 9%	3.0%	3.0%	→ 0.0%
Northern Territory	288,900	280,900	↓ -3%	4.4%	4.0%	↓ -0.5%
ACT	177,100	199,800	↑ 13%	2.7%	2.8%	→ 0.1%
Total visitors to Australia	6,499,000	7,074,200	↑ 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 Mar 2015	YE Mar 2016	% Change	YE Mar 2015	YE Mar 2016	% Point difference
<i>Country of origin</i>	<i>Visitors</i>			<i>National Market Share</i>		
New Zealand	14,900	16,500	↑ 11%	1.3%	1.4%	↑ 0.1%
Japan	7,000	5,900	↓ -15%	2.3%	1.8%	↓ -0.6%
Hong Kong	17,000	20,900	↑ 23%	9.0%	9.7%	↑ 0.6%
Singapore	8,900	11,500	↑ 30%	2.7%	3.2%	↑ 0.5%
Malaysia	7,500	7,300	↓ -3%	2.6%	2.3%	↓ -0.3%
Indonesia	1,200	2,200	↑ 87%	0.8%	1.6%	↑ 0.8%
Taiwan	5,700	4,100	↓ -29%	5.0%	3.1%	↓ -1.9%
Thailand	2,100	1,700	↓ -19%	3.0%	2.3%	↓ -0.7%
Korea	1,200	2,600	↑ 108%	0.6%	1.1%	↑ 0.5%
China	28,200	23,300	↓ -17%	3.4%	2.3%	↓ -1.1%
India	2,800	4,100	↑ 50%	1.4%	1.9%	↑ 0.5%
Other Asia	2,100	3,400	↑ 61%	1.0%	1.4%	↑ 0.4%
USA includes Hawaii	24,100	30,300	↑ 26%	4.5%	5.1%	↑ 0.6%
Canada	6,900	7,700	↑ 12%	5.1%	5.7%	↑ 0.6%
United Kingdom	23,400	24,500	↑ 5%	3.7%	3.7%	⇒ 0.0%
Germany	9,500	12,400	↑ 30%	5.3%	6.7%	↑ 1.4%
Scandinavia	3,800	4,100	↑ 6%	4.0%	4.1%	↑ 0.1%
France	6,400	8,800	↑ 37%	5.6%	7.6%	↑ 2.0%
Italy	2,400	2,400	⇒ 0%	3.3%	3.4%	⇒ 0.0%
Netherlands	2,300	3,400	↑ 48%	5.2%	7.5%	↑ 2.3%
Switzerland	3,800	4,000	↑ 7%	7.4%	7.9%	↑ 0.5%
Other Europe	6,900	7,800	↑ 13%	3.2%	3.7%	↑ 0.4%
Other Countries	9,700	6,900	↓ -29%	2.2%	1.6%	↓ -0.7%
Total	197,600	215,600	↑ 9%	3.0%	3.0%	⇒ 0.0%

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 Mar 2015	YE Mar 2016	% change	YE Mar 2015	YE Mar 2016	% change
Visitors						
Overnight visitors ('000s)	1,332	1,337	↔ 0%	55,713	59,802	↑ 7%
Nights						
Nights ('000s)	3,148	3,501	↑ 11%	176,419	185,714	↑ 5%
Average length of stay (nights)	2.4	2.6	↑ 11%	3.2	3.1	↓ -2%
Expenditure						
Expenditure (\$million)	\$359	\$407	↑ 13%	\$22,854	\$24,310	↑ 6%
Spend per visitor	\$269	\$304	↑ 13%	\$410	\$407	↓ -1%
Spend per night	\$114	\$116	↑ 2%	\$130	\$131	↑ 1%
Purpose('000s)						
Holiday	654	631	↓ -4%	23,247	25,634	↑ 10%
Visit friends &/or relatives (VFR)	415	433	↑ 4%	20,370	21,299	↑ 5%
Business	206	178	↓ -14%	9,297	9,950	↑ 7%
Other reason	68	93	↑ 37%	3,227	3,379	↑ 5%
Total overnight intrastate visitors	1,332	1,337	↔ 0%	55,713	59,802	↑ 7%

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

	Tasmania			Australia		
	YE Mar 2015	YE Mar 2016	% change	YE Mar 2015	YE Mar 2016	% change
Visitor						
Day visitors ('000s)	4,796	5,311	↑ 11%	159,471	173,709	↑ 9%
Total intrastate Day+Overnight visitors ('000s)	6,128	6,648	↑ 8%	215,184	233,511	↑ 9%
Expenditure						
Expenditure (\$million)	\$538	\$547	↑ 2%	\$18,448	\$19,306	↑ 5%
Spend per visitor	\$112	\$103	↓ -8%	\$116	\$111	↓ -4%
Purpose('000s)						
Holiday	2,317	2,837	↑ 22%	72,570	83,042	↑ 14%
Visit friends &/or relatives (VFR)	1,235	1,207	↓ -2%	48,214	50,182	↑ 4%
Business	546	572	↑ 5%	16,719	16,906	↑ 1%
Other reason	698	695	↔ 0%	21,967	23,579	↑ 7%
Total day intrastate visitors	4,796	5,311	↑ 11%	159,471	173,709	↑ 9%

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

Quarter ending March 2016

The TVS reports the following key findings for visitors during the January - March 2016 quarter.

- The total number of visitors to Tasmania for the March quarter 2016 was 404,000, up 6 per cent from 381,200 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the March quarter 2016 increased by 9 per cent to 4.0 million (was 3.66 million) (Fig. 2).
- Total visitor expenditure was \$827 million, up 8 per cent from the same quarter the previous year (was \$766 million) (Fig. 3).
- Of all visitors to Tasmania this quarter, 231,800 (up 13 per cent) were on holiday, 101,700 (up 3 per cent) were visiting friends or relatives, 43,900 (down 2 per cent) were on business, and 8,200 (up 45 per cent) were travelling to attend a conference or convention (Fig. 4).

Fig. 1. Total Visitors to Tasmania by Quarter*

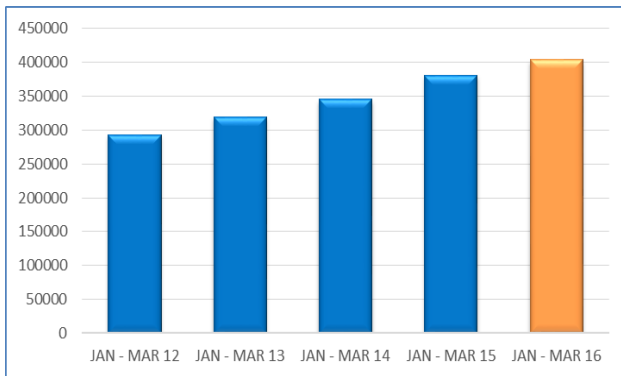


Fig. 2. Total Nights by Quarter*

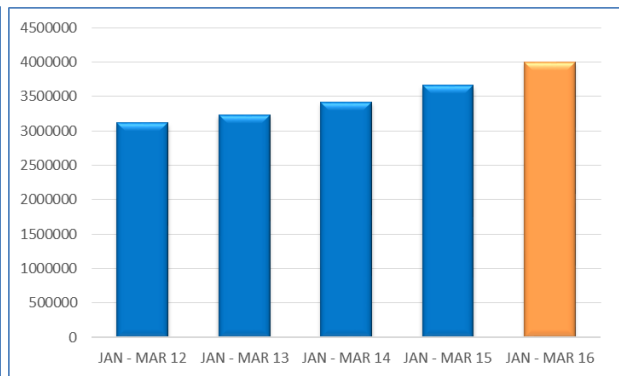


Fig. 3. Total Expenditure by Quarter*

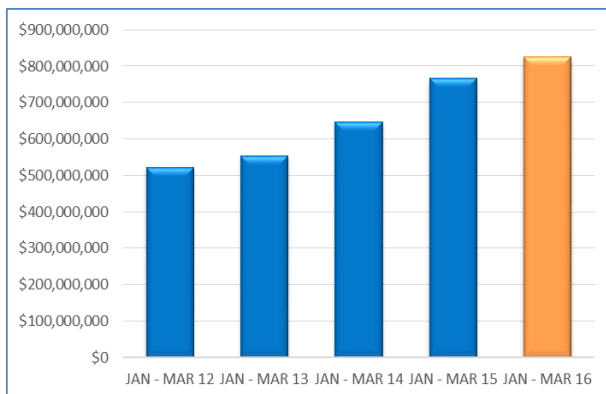
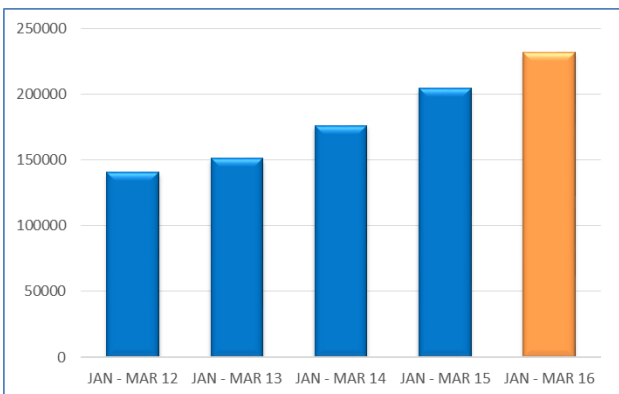


Fig. 4. Total Holiday Visitors by Quarter*



* 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 per cent 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.