

Tasmanian Tourism Snapshot

Year ending September 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 September 2016, there were 1.19 million visitors, up 4 per cent from 1.14 for the previous year.
- Total nights spent by visitors in the state increased by 8 per cent to 10.58 million.
- Visitor expenditure increased by 8 per cent to \$2.07 billion.
- The number of interstate visitors to Tasmania increased by 3 per cent to 1.01 million (was 982,000).

Summary:

- The total number of visitors holidaying in Tasmania during the year ending September 2016 was 572,900, up 8 per cent compared to the previous year (was 528,800).
- The total number of nights spent by holiday visitors to Tasmania for the year ending September 2016 was 5.2 million, up 5 per cent from the previous year (was 5.0 million).
- Holiday visitor expenditure for the year was up 9 per cent to \$1.40 billion (was \$1.29 billion).
- Those who came to visit friends and relatives (VFR) decreased by 5 per cent for the year. The number of nights VFR visitors spent in Tasmania remained steady while VFR expenditure decreased by 4 per cent.
- Of all visitors, 201,000 (up 5 per cent) were on business while 44,200 (up 53 per cent) were travelling to attend a conference or convention.
- For the year ending September 2016, data from the TVS for the four tourism regions reported the following changes in visitor numbers: South up 3 per cent; East Coast up 6 per cent; North up 3 per cent; and Cradle Coast up 3 per cent.
- For the year ending September 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 3 per cent and sea services was up 12 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 September 2016 was 1.01 million, up 3 per cent from 982,000 the previous year.

- The total number of nights spent by interstate visitors to Tasmania for the year ending September 2016 was 8.05 million, up 5 per cent from the previous year (was 7.66 million).
- Interstate visitor expenditure increased by 6 per cent to \$1.70 billion (was \$1.61 billion in the year ending September 2015).
- Of all interstate visitors, 447,100 were on holiday (up 8 per cent), 275,500 were visiting friends or relatives (down 8 per cent), 184,600 were on business (up 5 per cent), and 39,300 were travelling to attend a conference or convention (up 47 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 3 per cent to 436,200, NSW increased by 2 per cent to 265,000, and Queensland decreased by 2 per cent to 153,400. Together, these markets accounted for 85 per cent of interstate visitation in the year ending September 2016.

International Visitation (Source: International Visitor Survey)

Summary – Australia

- A total of 7.44 million international visitors came to Australia in the year ending September 2016, up 11 per cent from the year ending September 2015.
- Holiday visitors to Australia increased by 27 per cent to 3.72 million, while VFR visitors decreased by 1 per cent to 1.86 million.
- International visitor nights spent in Australia increased by 4 per cent to 251 million.
- Total expenditure by international visitors in Australia for the year ending September 2016 increased by 12 per cent to \$26 billion¹ (including package expenditure). Holiday spend was \$10 billion (including package expenditure) for the year, increased by 16 per cent from the year ending September 2015.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 3 per cent; China, up 22 per cent; United Kingdom, up 5 per cent and the USA, up 18 per cent.

Summary – Tasmania

- Tasmania received 228,500 international visitors during the year ending September 2016, up 15 per cent from 199,100 the previous year.
- The number of night's international visitors spent in Tasmania increased by 3 per cent to 3.38 million, and the average length of stay decreased by 10 per cent to 15 nights.
- Expenditure by international visitors increased by 15 per cent to \$363 million².
- Holiday visitors to Tasmania increased by 18 per cent to 180,700, while VFR visitors increased by 11 per cent to 36,500.
- Holiday nights increased by 14 per cent to 1.81 million, while the average length of stay for holiday visitors decreased by 4 per cent to 10 nights.
- Total expenditure by international holiday visitors increased by 20 per cent to \$224 million.
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, down 15 per cent; United Kingdom, down 6 per cent; the USA, up 33 per cent; New Zealand, down 6 per cent; Hong Kong, up 35 per cent.
- Tasmania's share of all international visitors to Australia for the year ending September 2016 was 3.1 per cent, compared with 3.0 per cent for the year ending September 2015.

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 decreased by 6 per cent, and overnight business trips decreased by 3 per cent in the year ending September 2016.
- In the year ending September 2016, the number of intrastate day trips in Tasmania increased by 2 per cent whilst intrastate overnight trips remained steady at 1.30 million compared to the year ending September 2015.
- Total spend by overnight intrastate visitors in Tasmania decreased by 6 per cent to \$369 million for the year ending September 2016.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

Table 1. Total visitors to Tasmania on scheduled air and sea services			
	YE Sept 2015	YE Sept 2016	% change
Visitors			
Visitors on scheduled air and sea services	1,142,500	1,191,900	↑ 4%

Table 2. Total visitors to Tasmania on scheduled air and sea services			
	YE Sept 2015	YE Sept 2016	% change
Visitors			
Day visitors	31,700	32,900	↑ 4%
Overnight visitors	1,110,800	1,159,000	↑ 4%
Total visitors	1,142,500	1,191,900	↑ 4%
Nights			
Nights (million)	9.80	10.58	↑ 8%
Average length of stay (nights)	8.6	8.9	↑ 3%
Expenditure			
Expenditure (\$million)	\$1,915	\$2,074	↑ 8%
Average spend per visitor	\$1,676	\$1,740	↑ 4%
Average spend per night	\$195	\$196	→ 0%
Holiday spend (\$million)	\$1,285	\$1,403	↑ 9%
Purpose of Visit			
Holiday	528,800	572,900	↑ 8%
Visit friends or relatives (VFR)	323,500	305,700	↓ -5%
Total leisure (Holiday+VFR)	852,300	878,600	↑ 3%
Business or employment	190,900	201,000	↑ 5%
Convention/conference/seminar	29,000	44,200	↑ 53%
Regions Visited			
Southern	932,900	959,400	↑ 3%
East Coast	323,200	342,600	↑ 6%
Northern	610,000	631,000	↑ 3%
Cradle Coast	469,900	485,800	↑ 3%
Mode of departure			
Air visitors	1,018,000	1,052,900	↑ 3%
Sea visitors	124,500	139,000	↑ 12%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate Visitors to Tasmania

	YE Sept 2015	YE Sept 2016		% change
Visitors				
Day visitors	30,300	31,300	↑	3%
Overnight visitors	951,700	978,800	↑	3%
Total visitors	982,000	1,010,100	↑	3%
Nights				
Nights (million)	7.66	8.05	↑	5%
Average length of stay (nights)	7.8	8.0	↑	2%
Expenditure				
Expenditure (\$million)	\$1,615	\$1,705	↑	6%
Average spend per visitor	\$1,644	\$1,688	↑	3%
Average spend per night	\$211	\$212	→	0%
Holiday spend (\$million)	\$1,052	\$1,133	↑	8%
Purpose of Visit				
Holiday	413,500	447,100	↑	8%
Visit friends or relatives (VFR)	299,000	275,500	↓	-8%
Total leisure (Holiday+VFR)	712,500	722,500	↑	1%
Business or employment	176,500	184,600	↑	5%
Convention/conference/seminar	26,600	39,300	↑	47%
Regions Visited				
Southern	785,600	794,500	↑	1%
East Coast	243,800	259,300	↑	6%
Northern	512,700	520,700	↑	2%
Cradle Coast	386,600	393,700	↑	2%
Mode of departure				
Air visitors	868,700	883,800	↑	2%
Sea visitors	113,300	126,300	↑	11%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

	YE Sept 2015	YE Sept 2016		% change
Victoria	422,000	436,200	↑	3%
N.S.W.	258,600	265,000	↑	2%
Queensland	156,100	153,400	↓	-2%
South Australia	50,700	56,800	↑	12%
Western Australia	56,600	55,700	↓	-2%
A.C.T.	25,100	25,700	↑	2%
N.T.	7,300	10,200	↑	40%
Total interstate visitors	982,000	1,010,100	↑	3%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

	to Tasmania			to Australia		
	YE Sept 2015	YE Sept 2016	% Change	YE Sept 2015	YE Sept 2016	% Change
Visitors						
International visitors	199,100	228,500	↑ 15%	6,678,300	7,444,700	↑ 11%
Nights						
Nights ('000s)	3,286	3,383	↑ 3%	241,886	250,997	↑ 4%
Average length of stay (nights)	16.5	14.8	↓ -10%	36.2	33.7	↓ -7%
Expenditure						
Expenditure (\$million)	\$317	\$363	↑ 15%	\$23,143	\$25,815	↑ 12%
Average spend per visitor	\$1,592	\$1,589	→ 0%	\$3,465	\$3,468	→ 0%
Average spend per night	\$96	\$107	↑ 11%	\$96	\$103	↑ 7%
Holiday spend (\$million)	\$186	\$224	↑ 20%	\$8,244	\$9,556	↑ 16%
Purpose of Visit						
Holiday	152,600	180,700	↑ 18%	2,932,700	3,721,000	↑ 27%
Visit friends or relatives (VFR)	32,900	36,500	↑ 11%	1,879,100	1,858,400	↓ -1%
Business	13,200	13,500	↑ 3%	810,100	808,100	→ 0%
Education	6,700	6,800	↑ 2%	437,800	487,600	↑ 11%
Employment	3,500	4,300	↑ 22%	323,200	272,100	↓ -16%
Other Reason	500	200	↓ -59%	295,400	297,500	↑ 1%
Total	199,100	228,500	↑ 15%	6,678,300	7,444,700	↑ 11%

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 Sept 2015	YE Sept 2016	% Change	YE Sept 2015	YE Sept 2016	% Point difference
New South Wales	3,339,500	3,760,400	↑ 13%	50.0%	50.5%	↑ 0.5%
Victoria	2,320,900	2,630,100	↑ 13%	34.8%	35.3%	↑ 0.6%
Queensland	2,254,900	2,551,300	↑ 13%	33.8%	34.3%	↑ 0.5%
South Australia	392,000	429,500	↑ 10%	5.9%	5.8%	↓ -0.1%
Western Australia	851,900	921,400	↑ 8%	12.8%	12.4%	↓ -0.4%
Tasmania	199,100	228,500	↑ 15%	3.0%	3.1%	→ 0.1%
Northern Territory	280,000	293,000	↑ 5%	4.2%	3.9%	↓ -0.3%
ACT	186,100	206,900	↑ 11%	2.8%	2.8%	→ 0.0%
Total visitors to Australia	6,678,300	7,444,700	↑ 11%	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 Sept 2015	YE Sept 2016	% Change	YE Sept 2015	YE Sept 2016	% Point difference
<i>Country of origin</i>	<i>Visitors</i>			<i>National Market Share</i>		
New Zealand	15,000	14,200	↓ -6%	1.3%	1.2%	↓ -0.1%
Japan	6,200	6,400	↑ 3%	2.1%	1.7%	↓ -0.3%
Hong Kong	15,600	21,100	↑ 35%	8.1%	9.6%	↑ 1.5%
Singapore	9,500	12,600	↑ 33%	2.8%	3.3%	↑ 0.5%
Malaysia	6,900	11,400	↑ 65%	2.3%	3.4%	↑ 1.1%
Indonesia	1,700	3,300	↑ 93%	1.2%	2.3%	↑ 1.0%
Taiwan	4,700	5,200	↑ 10%	4.0%	3.5%	↓ -0.5%
Thailand	2,100	2,000	↓ -4%	2.9%	2.4%	↓ -0.5%
Korea	1,600	2,800	↑ 68%	0.8%	1.1%	↑ 0.2%
China	29,000	24,700	↓ -15%	3.2%	2.3%	↓ -1.0%
India	4,100	4,400	↑ 7%	1.9%	1.9%	↓ -0.1%
Other Asia	3,200	4,400	↑ 35%	1.4%	1.6%	↑ 0.2%
USA includes Hawaii	24,000	31,800	↑ 33%	4.3%	4.9%	↑ 0.6%
Canada	6,300	8,200	↑ 29%	4.7%	5.9%	↑ 1.2%
United Kingdom	25,400	23,900	↓ -6%	4.0%	3.6%	↓ -0.4%
Germany	10,500	11,000	↑ 5%	5.8%	5.8%	↔ 0.0%
Scandinavia	3,900	5,100	↑ 30%	4.1%	5.1%	↑ 0.9%
France	6,500	8,500	↑ 30%	5.7%	7.3%	↑ 1.6%
Italy	1,800	3,100	↑ 70%	2.6%	4.3%	↑ 1.7%
Netherlands	2,400	4,000	↑ 68%	5.4%	8.5%	↑ 3.1%
Switzerland	3,500	4,200	↑ 21%	6.9%	8.3%	↑ 1.4%
Other Europe	6,800	9,100	↑ 35%	3.2%	4.2%	↑ 1.0%
Other Countries	8,500	7,500	↓ -12%	1.9%	1.6%	↓ -0.3%
Total	199,100	228,500	↑ 15%	3.0%	3.1%	↑ 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 Sept 2015	YE Sept 2016	% change	YE Sept 2015	YE Sept 2016	% change
<i>Visitors</i>						
Overnight visitors ('000s)	1,298	1,299	→ 0%	57,549	60,315	↑ 5%
<i>Nights</i>						
Nights ('000s)	3,107	3,469	↑ 12%	179,473	185,427	↑ 3%
Average length of stay (nights)	2.4	2.7	↑ 12%	3.1	3.1	↓ -1%
<i>Expenditure</i>						
Expenditure (\$million)	\$391	\$369	↓ -6%	\$23,330	\$24,696	↑ 6%
Spend per visitor	\$301	\$284	↓ -6%	\$405	\$409	↑ 1%
Spend per night	\$126	\$106	↓ -16%	\$130	\$133	↑ 2%
<i>Purpose('000s)</i>						
Holiday	579	613	↑ 6%	24,143	25,827	↑ 7%
Visit friends &/or relatives (VFR)	451	426	↓ -6%	20,701	21,153	↑ 2%
Business	202	195	↓ -3%	9,806	10,132	↑ 3%
Other reason	70	77	↑ 10%	3,306	3,681	↑ 11%
Total overnight intrastate visitors	1,298	1,299	→ 0%	57,549	60,315	↑ 5%

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

	Tasmania			Australia		
	YE Sept 2015	YE Sept 2016	% change	YE Sept 2015	YE Sept 2016	% change
<i>Visitor</i>						
Day visitors ('000s)	5,397	5,496	↑ 2%	165,715	178,205	↑ 8%
Total intrastate Day+Overnight visitors ('000s)	6,695	6,795	↑ 1%	223,264	238,520	↑ 7%
<i>Expenditure</i>						
Expenditure (\$million)	\$579	\$594	↑ 2%	\$19,052	\$19,329	↑ 1%
Spend per visitor	\$107	\$108	↑ 1%	\$115	\$108	↓ -6%
<i>Purpose('000s)</i>						
Holiday	2,753	3,023	↑ 10%	76,102	86,617	↑ 14%
Visit friends &/or relatives (VFR)	1,251	1,219	↓ -3%	49,764	49,008	↓ -2%
Business	592	548	↓ -7%	16,503	18,477	↑ 12%
Other reason	801	706	↓ -12%	23,345	24,104	↑ 3%
Total day intrastate visitors	5,397	5,496	↑ 2%	165,715	178,205	↑ 8%

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

Quarter ending September 2016

The TVS reports the following key findings for visitors during the July - September 2016 quarter.

- The total number of visitors to Tasmania for the September quarter 2016 was 227,900, up 12 per cent from 203,900 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the September quarter 2016 increased by 27 per cent to 1.76 million (was 1.39 million) (Fig. 2).
- Visitor expenditure was \$306.2 million, up 7 per cent from the same quarter of the previous year (was \$286.5 million) (Fig. 3).
- Of all visitors for the quarter, 89,400 (up 27 per cent) were on holiday, 62,500 (down 5 per cent) were visiting friends or relatives, 57,700 (up 15 per cent) were on business, and 8,000 (down 11 per cent) were travelling to attend a conference or convention (Fig. 4).

Fig. 1. Total Visitors to Tasmania by Quarter*

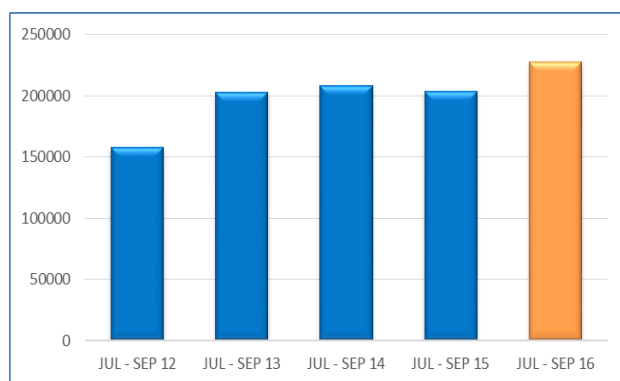


Fig. 2. Total Nights by Quarter*

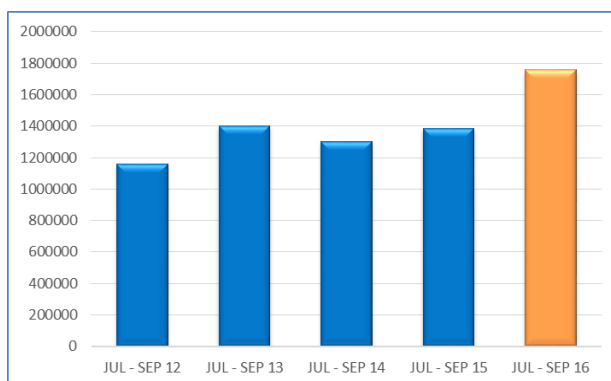


Fig. 3. Total Expenditure by Quarter*

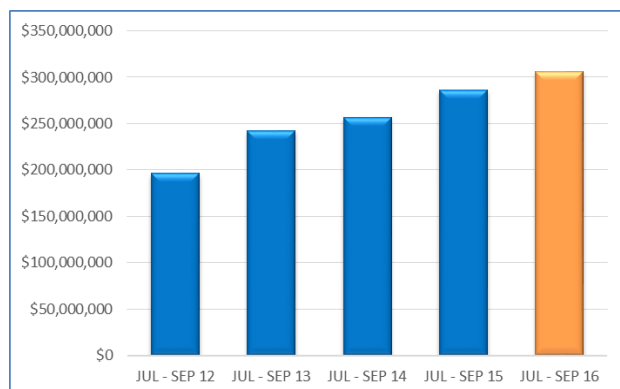
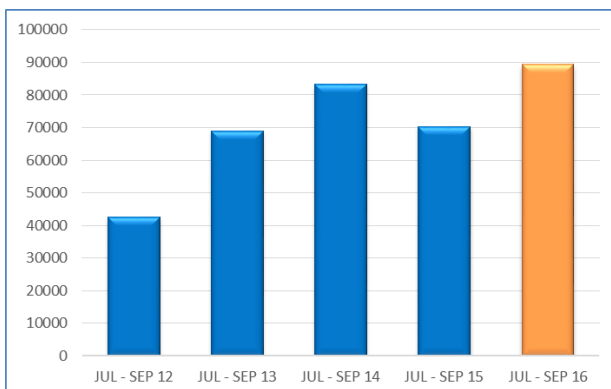


Fig. 4. Total Holiday Visitors by Quarter*



* 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.