

Tourism Research

Tasmanian Tourism Snapshot - Year ending June 2018

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS) to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Information about these three surveys is at the back of the Snapshot.

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 (Tasmanian Visitor Survey results unless otherwise stated)

Key statistics

Total visitors	1.30 million	▲ 2%	For the Year ending June 2018, there were 1.30 million visitors, up 2% from 1.27 million for the previous year.
Total nights	10.91 million	▢ 0%	Total nights spent by visitors in the state remained steady to 10.91 million.
Visitor expenditure	\$2.40 billion	▲ 6%	Visitor expenditure increased by 6 per cent to \$2.40 billion.
Interstate visitors	1.08 million	▲ 2%	The number of interstate visitors to Tasmania increased by 2 per cent to 1.08 million (was 1.06 million).
International visitors (Source: IVS)	307,000	▲ 21%	Tasmania received 307,000 international visitors during the year ending June 2018, up 21% from 253,200 the previous year.

Purpose of travel

Holiday visitors	645,400	▲ 3%	The total number of visitors holidaying in Tasmania during the Year ending June 2018 was 645,400, up 3% compared to the previous year (was 625,400).
Holiday nights	5.94 million	▲ 11%	The total number of nights spent by holiday visitors to Tasmania for the Year ending June 2018 was 5.94 million, up 11% from the previous year (was 5.36 million).
Holiday expenditure	\$1.65 billion	▲ 7%	Holiday visitor expenditure for the year was up 7% to \$1.65 billion (was \$1.55 billion).
Visiting friends and relatives (VFR)	334,500	▼ 3%	Those who came to visit friends and relatives (VFR) decreased by 3% for the year. The number of nights VFR visitors spent in Tasmania decreased by 1% while VFR expenditure remained steady.
Business travel	208,700	▲ 3%	Of all visitors, 208,700 (up 3%) were on business while 40,900 (up 15%) were travelling to attend a conference or convention.
Conference travel	40,900	▲ 15%	

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Regional visitation

South	1,042,700	▲ 2%	For the Year ending June 2018, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 2%; East Coast, up 3%; Northern, up 2%; Cradle Coast, up 4%.
East	389,700	▲ 3%	
North	708,300	▲ 2%	
Cradle Coast	520,900	▲ 4%	

Mode of travel

Air	89%	▲ 2%	For the Year ending June 2018, 89% of all visitors to Tasmania travelled by scheduled air services and 11% travelled by sea. The total number of visitors travelling by scheduled air was up 2% and sea services was showing no significant change from the previous year.
Spirit of Tasmania	11%	▢ 0%	

Interstate Visitation to Tasmania (Tasmanian Visitor Survey results)

Key statistics

Interstate visitors	1.08 million	▲ 2%	The total number of interstate visitors to Tasmania for the Year ending June 2018 was 1.08 million, up 2% from 1.06 million the previous year.
Interstate nights	8.27 million	▲ 1%	The total number of nights spent by interstate visitors to Tasmania for the Year ending June 2018 was 8.27 million, up 1% from the previous year (was 8.21 million).
Interstate expenditure	\$1.95 billion	▲ 5%	Interstate visitor expenditure increased by 5% to \$1.95 billion (was \$1.85 billion in the year ending June 2017).

Purpose of travel

Interstate holiday visitors	483,900	▲ 1%	Of all interstate visitors, 483,900 were on holiday (up 1%), 298,400 were visiting friends or relatives (down 3%), 194,900 were on business (up 4%), and 37,500 were travelling to attend a conference or convention (up 21%).
Interstate VFR	298,400	▼ 3%	
Interstate business travel	194,900	▲ 4%	
Interstate conference travel	37,500	▲ 21%	

Origin of visitors

Victorian visitors	451,500	▲ 2%	In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 2% to 451,500, NSW increased by 4% to 305,600, and Queensland increased by 1% to 171,500. Together, these markets accounted for 86% of interstate visitation in the Year ending June 2018.
NSW visitors	305,600	▲ 4%	
Queensland visitors	171,500	▲ 1%	

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International Visitation (International Visitor Survey results)

Key statistics - Australia

International visitors	8.36 million	△ 6%	A total of 8.36 million international visitors came to Australia in the year ending June 2018, up 6% from the year ending June 2017.
International visitor nights	270 million	△ 1%	International visitor nights spent in Australia increased by 1% to 270 million.
International visitor expenditure	\$29 billion	△ 5%	Total expenditure by international visitors in Australia for the year ending June 2018 increased by 5% to \$29 billion (including package expenditure).

Purpose of travel - Australia

TRA has advised that due to a continuing concern with the passenger data provided by the Department of Home Affairs (from which TRA derives its purpose of visit data), the latest IVS figures do not include information on purpose of visit (VFR, holiday, business, employment, education).

Origin of visitors - Australia

China visitors	1,312,200	△ 13%	For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 1%; China, up 13%; United Kingdom, up 2% and the USA, up 5%.
NZ visitors	1,244,500	△ 1%	
USA visitors	741,600	△ 5%	
UK visitors	697,700	△ 2%	
Japan visitors	408,100	△ 4%	

Key statistics - Tasmania

International visitors	307,000	△ 21%	Tasmania received 307,000 international visitors during the year ending June 2018, up 21% from 253,200 the previous year.
International visitor nights	5.23 million	△ 32%	The number of nights international visitors spent in Tasmania increased by 32% to 5.23 million, and the average length of stay increased by 9% to 17 nights.
International average length of stay	17 nights	△ 9%	
International visitor expenditure	\$552 million	△ 21%	Expenditure by international visitors increased by 21% to \$552 million.

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Purpose of travel - Tasmania

TRA has advised that due to a continuing concern with the passenger data provided by the Department of Home Affairs (from which TRA derives its purpose of visit data), the latest IVS figures do not include information on purpose of visit (VFR, holiday, business, employment, education).

Origin of visitors - Tasmania

China visitors	52,200	△ 67%	For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 67%; United Kingdom, up 8%; the USA, up 3%; New Zealand, up 45%; Hong Kong, up 7%.
USA visitors	41,000	△ 3%	
UK visitors	26,600	△ 8%	
HK visitors	26,400	△ 7%	
NZ visitors	22,300	△ 45%	
Market share of international visitors		△ 3.7%	Tasmania's share of all international visitors to Australia for the year ending June 2018 was 3.7%, showing no significant change compared with 3.2% for the year ending June 2017.

Intrastate Visitation (National Visitor Survey results)

Intrastate holiday visitors	750,000	△ 15%	The number of overnight intrastate holiday trips in Tasmania increased by 15%, VFR decreased by 12%, and overnight business trips increased by 2% in the year ending June 2018.
Intrastate VFR	417,000	▽ 12%	
Intrastate business	257,000	△ 2%	

Day and overnight trips - Intrastate

Intrastate day trips	5.89 million	△ 6%	In the year ending June 2018, the number of intrastate day trips in Tasmania increased by 6% whilst intrastate overnight trips increased by 5% to 1.51 million compared to the year ending June 2017.
Intrastate overnight trips	1.51 million	△ 5%	

Expenditure - Intrastate

Intrastate expenditure	\$434 million	△ 5%	Total spend by overnight intrastate visitors in Tasmania increased by 5% to \$434 million for the year ending June 2018.
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Total Visitors to Tasmania

Table 1. Total visitors to Tasmania on scheduled air and sea services

	YE June 2017	YE June 2018	% change	
Visitors				
Visitors on scheduled air and sea services	1,273,900	1,300,000	↑	2%

Table 2. Total visitors to Tasmania on scheduled air and sea services

	YE June 2017	YE June 2018	% change	
Visitors				
Day visitors	32,300	34,600	↑	7%
Overnight visitors	1,241,600	1,265,500	↑	2%
Total visitors	1,273,900	1,300,000	↑	2%
Nights				
Nights (million)	10.86	10.91	→	0%
Average length of stay (nights)	8.5	8.4	↓	-2%
Expenditure				
Expenditure (\$million)	\$2,275	\$2,405	↑	6%
Average spend per visitor	\$1,786	\$1,850	↑	4%
Average spend per night	\$209	\$220	↑	5%
Holiday spend (\$million)	\$1,549	\$1,652	↑	7%
Purpose of Visit				
Holiday	625,400	645,400	↑	3%
Visit friends or relatives (VFR)	344,000	334,500	↓	-3%
Total leisure (Holiday+VFR)	969,300	979,900	↑	1%
Business or employment	203,400	208,700	↑	3%
Convention/conference/seminar	35,600	40,900	↑	15%
Regions Visited				
Southern	1,018,300	1,042,700	↑	2%
East Coast	378,800	389,700	↑	3%
Northern	692,200	708,300	↑	2%
Cradle Coast	502,700	520,900	↑	4%
Mode of departure				
Air visitors	1,127,900	1,153,400	↑	2%
Sea visitors	146,100	146,700	→	0%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services

	YE June 2017	YE June 2018	% change
Visitors			
Day visitors	30,600	33,800	↑ 10%
Overnight visitors	1,031,400	1,048,100	↑ 2%
Total visitors	1,062,000	1,081,900	↑ 2%
Nights			
Nights (million)	8.21	8.27	↑ 1%
Average length of stay (nights)	7.7	7.6	↓ -1%
Expenditure			
Expenditure (\$million)	\$1,854	\$1,949	↑ 5%
Average spend per visitor	\$1,746	\$1,801	↑ 3%
Average spend per night	\$226	\$236	↑ 4%
Holiday spend (\$million)	\$1,230	\$1,298	↑ 5%
Purpose of Visit			
Holiday	476,800	483,900	↑ 1%
Visit friends or relatives (VFR)	307,200	298,400	↓ -3%
Total leisure (Holiday+VFR)	784,000	782,300	→ 0%
Business or employment	187,900	194,900	↑ 4%
Convention/conference/seminar	31,000	37,500	↑ 21%
Regions Visited			
Southern	827,700	845,800	↑ 2%
East Coast	276,700	284,600	↑ 3%
Northern	564,900	575,200	↑ 2%
Cradle Coast	405,100	422,800	↑ 4%
Mode of departure			
Air visitors	925,000	944,000	↑ 2%
Sea visitors	137,000	137,900	↑ 1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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Table 4. Origin of interstate visitors to Tasmania

	YE June 2017	YE June 2018	% change	
Victoria	442,800	451,500	↑	2%
N.S.W.	294,800	305,600	↑	4%
Queensland	169,400	171,500	↑	1%
South Australia	56,800	51,100	↓	-10%
Western Australia	51,700	54,600	↑	6%
A.C.T.	31,800	30,600	↓	-4%
N.T.	8,500	6,900	↓	-19%
Total interstate visitors	1,062,000	1,081,900	↑	2%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

Table 5. International visitors

	to Tasmania			to Australia		
	YE June 2017	YE June 2018	% Change	YE June 2017	YE June 2018	% Change
Visitors						
International visitors	253,200	307,000	↑ 21%	7,878,000	8,362,800	↑ 6%
Nights						
Nights ('000s)	3,949	5,231	↑ 32%	265,989	269,676	↑ 1%
Ave Length of stay (nights)	15.6	17.0	↑ 9%	33.8	32.2	↓ -4%
Expenditure						
Expenditure (\$million)	\$457	\$552	↑ 21%	\$27,871	\$29,207	↑ 5%
Average spend per visitor	\$1,804	\$1,797	→ 0%	\$3,538	\$3,492	↓ -1%
Average spend per night	\$116	\$105	↓ -9%	\$105	\$108	↑ 3%
Holiday spend (\$million)	\$273	\$0	↓ -100%	\$9,842	\$0	↓ -100%
Purpose						
Holiday	200,500	0	↓ -100%	4,373,900	0	↓ -100%
Visit friends & relatives (VFR)	39,300	0	↓ -100%	2,878,000	0	↓ -100%
Business	14,800	0	↓ -100%	917,300	0	↓ -100%
Education	5,200	0	↓ -100%	604,200	0	↓ -100%
Employment	4,500	0	↓ -100%	296,600	0	↓ -100%
Other Reason	200	0	↓ -100%	713,900	0	↓ -100%
Total	253,200	307,000	↑ 21%	7,878,000	8,362,800	↑ 6%

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

** 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.

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Table 6. International visitors to States/Territories

	YE June 2017	YE June 2018	% Change	YE June 2017	YE June 2018	% Point difference
State/territory visited	Visitors			Market Share		
New South Wales	4,094,800	4,337,600	↑ 6%	52.0%	51.9%	↓ -0.1%
Victoria	2,766,100	2,983,600	↑ 8%	35.1%	35.7%	↑ 0.6%
Queensland	2,630,100	2,737,300	↑ 4%	33.4%	32.7%	↓ -0.7%
South Australia	435,100	463,600	↑ 7%	5.5%	5.5%	→ 0.0%
Western Australia	968,600	951,000	↓ -2%	12.3%	11.4%	↓ -0.9%
Tasmania	253,200	307,000	↑ 21%	3.2%	3.7%	↑ 0.5%
Northern Territory	306,000	283,400	↓ -7%	3.9%	3.4%	↓ -0.5%
ACT	221,500	248,900	↑ 12%	2.8%	3.0%	↑ 0.2%
Total visitors to Australia	7,878,000	8,362,800	↑ 6%	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)

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Table 7. Origin of international visitors to Tasmania

Country of origin	Visitors to Tasmania			National Market Share		
	YE June 2017	YE June 2018	% Change	YE June 2017	YE June 2018	% Point difference
New Zealand	15,300	22,300	↑ 45%	1.2%	1.8%	↑ 0.5%
Japan	8,000	7,000	↓ -13%	2.1%	1.7%	↓ -0.3%
Hong Kong	24,600	26,400	↑ 7%	10.3%	9.7%	↓ -0.6%
Singapore	13,800	18,100	↑ 31%	3.6%	4.8%	↑ 1.2%
Malaysia	15,000	13,600	↓ -9%	4.2%	3.9%	↓ -0.3%
Indonesia	1,600	2,900	↑ 86%	0.9%	1.6%	↑ 0.7%
Taiwan	5,700	5,000	↓ -12%	3.6%	2.7%	↓ -0.8%
Thailand	3,500	3,400	↓ -5%	4.1%	3.7%	↓ -0.4%
Korea	4,100	2,000	↓ -51%	1.5%	0.7%	↓ -0.8%
China	31,400	52,200	↑ 67%	2.7%	4.0%	↑ 1.3%
India	5,300	9,700	↑ 83%	2.0%	3.1%	↑ 1.0%
Other Asia	4,700	8,100	↑ 71%	1.5%	2.2%	↑ 0.7%
United States of America	39,900	41,000	↑ 3%	5.7%	5.5%	↓ -0.1%
Canada	8,000	10,100	↑ 27%	5.2%	6.2%	↑ 1.0%
United Kingdom	24,500	26,600	↑ 8%	3.6%	3.8%	↑ 0.2%
Germany	13,100	11,900	↓ -10%	6.5%	5.9%	↓ -0.5%
Scandinavia	3,400	6,000	↑ 75%	3.3%	5.7%	↑ 2.3%
France	4,300	10,200	↑ 138%	3.6%	8.0%	↑ 4.4%
Italy	2,200	2,100	↓ -5%	3.1%	3.0%	↓ -0.1%
Netherlands	3,600	4,500	↑ 23%	7.0%	8.1%	↑ 1.2%
Switzerland	3,300	2,900	↓ -12%	6.2%	5.5%	↓ -0.8%
Other Europe	8,400	11,100	↑ 31%	3.7%	4.6%	↑ 0.9%
Other Countries	9,200	10,000	↑ 9%	1.9%	1.9%	→ 0.0%
Total	253,200	307,000	↑ 21%	3.2%	3.7%	↑ 0.5%

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)

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Intrastate Visitors

Table 8. Intrastate OVERNIGHT Travel

	Tasmania			Australia		
	YE June 2017	YE June 2018	% change	YE June 2017	YE June 2018	% change
Visitors						
Overnight visitors ('000s)	1,442	1,510	↑ 5%	63,461	67,246	↑ 6%
Nights						
Nights ('000s)	3,489	3,640	↑ 4%	190,451	206,320	↑ 8%
Average length of stay (nights)	2.4	2.4	→ 0%	3.0	3.1	↑ 2%
Expenditure						
Expenditure (\$million)	\$411	\$434	↑ 5%	\$26,075	\$27,933	↑ 7%
Spend per visitor	\$285	\$287	↑ 1%	\$411	\$415	↑ 1%
Spend per night	\$118	\$119	↑ 1%	\$137	\$135	↓ -1%
Purpose('000s)						
Holiday	652	750	↑ 15%	26,631	28,702	↑ 8%
Visit friends &/or relatives (VFR)	474	417	↓ -12%	22,131	23,105	↑ 4%
Business	251	257	↑ 2%	11,161	11,803	↑ 6%
Other reason	67	80	↑ 19%	4,068	4,172	↑ 3%
Total overnight intrastate visitors	1,442	1,510	↑ 5%	63,461	67,246	↑ 6%

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

Table 9. Intrastate DAY Travel

	Tasmania			Australia		
	YE June 2017	YE June 2018	% change	YE June 2017	YE June 2018	% change
Visitor						
Day visitors ('000s)	5,567	5,899	↑ 6%	177,687	189,740	↑ 7%
Total intrastate Day+Overnight visitors ('000s)	7,009	7,409	↑ 6%	241,148	256,986	↑ 7%
Expenditure						
Expenditure (\$million)	\$645	\$611	↓ -5%	\$19,734	\$21,431	↑ 9%
Spend per visitor	\$116	\$104	↓ -11%	\$111	\$113	↑ 2%
Purpose('000s)						
Holiday	2,958	3,261	↑ 10%	87,709	95,376	↑ 9%
Visit friends &/or relatives (VFR)	1,154	1,409	↑ 22%	48,911	53,819	↑ 10%
Business	474	381	↓ -20%	16,837	17,526	↑ 4%
Other reason	982	847	↓ -14%	24,231	23,019	↓ -5%
Total day intrastate visitors	5,567	5,899	↑ 6%	177,687	189,740	↑ 7%

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

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Tasmanian Tourism Snapshot - Quarter ending June 2018

The TVS reports the following key findings for visitors during the April - June 2018 quarter.

Key statistics – Quarter 2 2018

Q2 Total visitors	291,500	△ 6%	The total number of visitors to Tasmania for the June quarter 2018 was 291,500, up 6per cent from 276,000 the previous year (Fig. 1).
Q2 Total nights	2.48 million	△ 3%	The total number of nights spent by visitors to Tasmania for the June quarter 2018 increased to 2.48 million (was 2.39 million) (Fig. 2).
Q2 Visitor expenditure	\$510 million	△ 7%	Visitor expenditure was \$510 million, up 7 per cent from the same quarter of the previous year (was \$478 million) (Fig. 3).
Q2 Holiday visitors	130,600	△ 4%	Of all visitors for the quarter, 130,600 (up 4 per cent) were on holiday, 71,600 (down 5 per cent) were visiting friends or relatives, 59,300 (up 24 per cent) were on business, and 11,800 (up 26 per cent) were travelling to attend a conference or convention (Fig. 4).
Q2 VFR	71,600	▽ 5%	
Q2 Business	59,300	△ 24%	
Q2 Conference	11,800	△ 26%	

Fig. 1. Total Visitors to Tasmania by Quarter

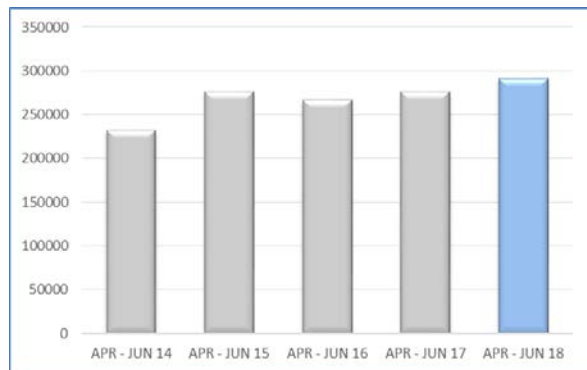


Fig. 2. Total Nights by Quarter

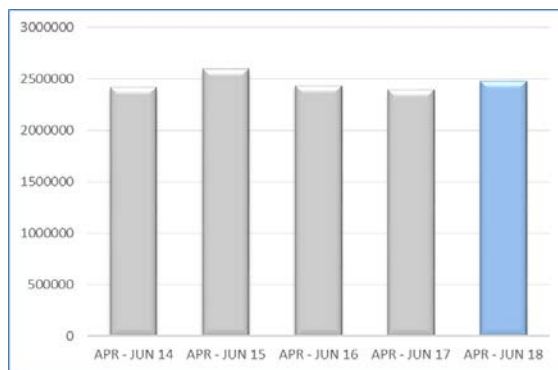


Fig. 3. Total Expenditure by Quarter

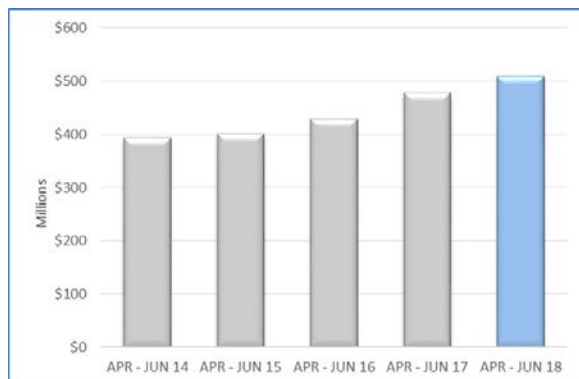
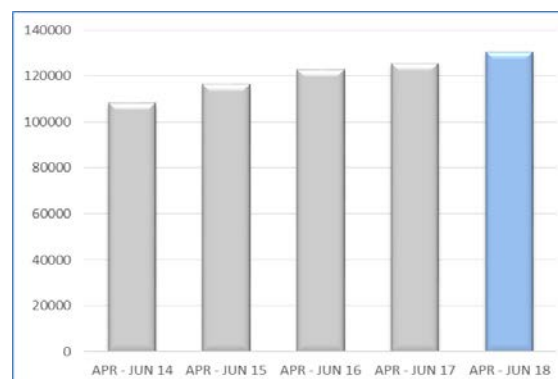


Fig. 4. Total Holiday Visitors by Quarter



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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.