

# CEO Commentary

## Tasmanian Tourism Snapshot for the year ending September 2018



The New Year has arrived and the Tasmania's tourism industry is going from strength to strength. The latest visitation results have been released and show the state is continuing to attract visitors and Tasmania has strong appeal.

In the year ending September 2018, we welcomed 1.3 million visitors who stayed more nights and spent a record \$2.4 billion in our communities, up 4 per cent from previous year. The total number of holidaymakers has grown by 2 per cent and they are staying longer with holiday nights up 8 per cent from the previous 12 month period to 5.87 million nights. The figures also reveal that 69 per cent of all visitor nights were spent outside of the capital. This is reflected in regional visitation with all regions experiencing steady visitor growth. The Cradle Coast region has shown the strongest rate increase, up 5 per cent from the previous period.

The growth in the regional dispersal of visitors is a positive sign and it's good to see visitors exploring beyond our capital city and spending money on petrol, tours, attractions, accommodation and other goods and services around the state.

The total visitor expenditure in Tasmania reached \$2.41 billion in the year ending September 2018, which is a particularly pleasing result as important work has commenced that aims to increase the value of visitors and help spread the benefits of the visitor economy to more Tasmanian communities. Encouraging more wide spread visitor dispersal generates jobs in a whole range of businesses that directly and indirectly support our visitor economy.

In the past year, access to the state has also strengthened with a new direct service from Perth and more seats on flights from Sydney, Melbourne, Brisbane, Adelaide and the Gold Coast. The Spirits of Tasmania have increased sailings across Bass Strait to meet the growing demand for drive holidays and with new Spirit of Tasmania vessels due in 2021, the capacity for sea travel will expand. We know that on average, travellers on the Spirits stay nine nights longer than air travellers, spend more and visit twice as many places. So, our regions will clearly benefit when these new ships commence sailings.

The Tasmanian Tourism Snapshot includes Tourism Research Australia's latest data from the International Visitor Survey (IVS). The IVS shows that Tasmania received 307,000 international visitors during the year ending September 2018, up 15 per cent from 266,500 the previous year. Expenditure by international visitors increased by 13 per cent to \$547 million.

In 2019, Tourism Tasmania has another strong program of marketing activities planned in our international markets including consumer-direct, trade partnerships, PR, content and social media advocacy campaigns.

Our key international source markets continue to be from South East Asia, North America and Europe. In the year ending September 2018, visitors from China were 52,300 up 51 per cent from the previous 12 month period, visitors from New Zealand grew by 25 per cent to 21,900 and visitors from the United States of America grew by 5 per cent to 42,000.

This summer we are expecting around 250,000 holidaymakers to visit Tasmania, and many Tasmanians will be out and about holidaying in our state – making it an ideal time to harness the promotional power of passionate advocates, encouraging them to share their own unique Tassie experiences with their friends and family.

We know word of mouth recommendations are a powerful influence on people’s holiday choices and today’s likes and shares can bring tomorrow’s visitors. Tourism Tasmania will build on the success of the TassieStyle summer advocacy campaigns implemented over the last two years and has a new campaign to encourage visitors to share their Tasmanian experiences to their social networks, A Quiet Little... #TassieStyle.

The quiet little moments could be... a quiet little ride on world class mountain biking trails, a quiet little walk through stunning wilderness world heritage rainforests or a quiet little bite with friends and thousands of others at the Taste of Tasmania.

We believe it’s a subtle message that can speak to a juxtaposition of Tasmanian experiences and can embody what is different about our state and our way of life. It’s humble while cheeky, speaks to a real ‘Tasmanian-ness’ – this is how we do our thing – it can be literal or tongue-in-cheek.

Visitors and locals will see examples of A Quiet Little...#TassieStyle on billboards at Hobart and Launceston airports and through targeted social and digital advertisements – [read more about the campaign and how you can get involved here](#).

Tasmania is full of genuine, hardworking people who are passionate about our state and way of life. Our tourism industry is one of the best in the country and I would like to encourage everyone to become ambassadors for our state and share those quiet little moments on social media that speak to real Tasmanian experiences.

Warm regards

**John Fitzgerald**  
**CEO, Tourism Tasmania**

**9 January 2019**