

Tasmanian Tourism Snapshot

Year ending September 2010

Total Visitation to Tasmania (Tasmanian Visitor Survey)

Key Results:

- After eight years of growth, the TVS has reported a decline (-1%) in total visitors to Tasmania for the year ending September 2010, now 912,800 down from 920,700 during the previous year when visitor numbers peaked (Table 1).
- The number of interstate visitors to Tasmania increased by 1%, to 793,900 with growth from the non-core markets of South Australia, Western Australia, Northern Territory and the ACT helping to offset declines in visitors from Victoria and NSW. The number of interstate visitors from Queensland remained stable (Table 4).
- When combined with navy and cruise visitors (84,800), the total number of visitors to Tasmania decreased by 3% to 997,600 (Table 1).
- The average length of stay lifted to 9.3 nights (was 9.0), an increase of 3% compared to the year ending September 2009 (Table 2).
- The average length of stay for holiday visitors lifted to 9.8 nights (was 9.0) during the year ending September 2009.
- Despite the period traditionally being the quietest for visitation each year total visitation increased by 1% for the 2010 September quarter and the number of interstate visitors increased by 5% compared to the September quarter 2009.

TVS SUMMARY

- In the year ending September 2010 total visitor numbers to Tasmania on scheduled air and sea services decreased 1% to 912,800 was (920,700) (Table 2).
- The total number of nights spent by visitors in Tasmania was 8.45 million nights (+2%), and the average length of stay rose to 9.3 nights (was 9.0), the increase in nights was largely driven by a 7% increase in VFR¹ (Table 2).
- Visitor expenditure in Tasmania grew 4% to 1.53 billion. Average spend per night increasing 2% to \$181 per night and the average spend per visitor increasing 5% to \$1,676 (Table 2).
- Visitors to the State for a holiday decreased 12% over the year, while VFR (+8%) and business or employment travel (+9%) performed well to help offset the decline in holiday travel. Travel for conventions/conferences/seminars declined 7% to the year ending September 2010 (Table 2).
- There were mixed results for the five tourism marketing zones; growth in visitor numbers was recorded for Launceston, Tamar Valley and the North (+2%) and the North West Coast (+3%). The East Coast remained unchanged whilst both Hobart and Surrounds (-3%) and the Western Wilderness (-7%) recorded decreases. (Table 2).

Interstate Visitation to Tasmania (Tasmanian Visitor Survey)

Key Results:

- Interstate visitor numbers increased 1% to 793,900 for the year ending September 2010 (Table 3).

¹ VFR – Visiting Friends and Relatives

- Interstate visitor nights remained steady at 6.56 million, with the average length of stay decreasing slightly from 8.4 to 8.3 nights for the year ending September 2010 (Table 3).
- Expenditure by interstate visitors increased 4% to \$1.31 billion for the year ending September 2010 (Table 3).
- Furthermore, the average spend by each interstate visitor increased by 3% to \$1,646 and the average spend per night also increased 5% from \$190 to \$199 per night (Table 3).

Summary:

- Interstate visitor numbers grew by 1% over the year, with increases from South Australia (+20%), Western Australia (+7%), ACT (+20%) and the Northern Territory (+42%). Victoria (-1%) and New South Wales (-4%) declined while Queensland remained stable (Table 4).
- The number of interstate visitors on holiday declined 10%, while VFR increased 9%. Business or employment visitors from interstate have increased by 7% although convention/conference visitors decreased 3% for the year (Table 3).
- The improving trend toward travel on the Spirit of Tasmania by interstate visitors has continued with an increase of 7% to 126,800 for the year to September 2010. Interstate visitors departing by air remained steady at 667,100 visitors (Table 3).
- In regards to Interstate visitors the North West Coast (+5%) and the Launceston, Tamar Valley and the North Zone (+4%) were the only zones to record increases. Hobart and Surrounds (-1%), East Coast (-1%) and Western Wilderness (-7%) all declined in the year ending September 2010 (Table 3).

International Visitation (International Visitor Survey)

Key Results:

- According to the latest results of the International Visitor Survey, international visitor arrivals to Australia in the year ending September 2010 reported a total of 5.38 million international tourists visited the country in the year ending September 2010, a 6% increase on the previous year (Table 5).
- The number of nights international travellers spent in Australia grew 6%, while international visitor expenditure (including package expenditure) increased 2% over the same period (Table 5).
- In contrast, international visitor arrivals into Tasmania declined 1% with arrivals down to 141,800. Although nights spent by international travellers in Tasmania increased 7% to 2.95 million nights and expenditure by international visitors also increased 1% to \$277 million² (Table 5).

Summary – Tasmania

- Tasmania received 141,800 international visitors in the year ending September 2010, 1% fewer visitors than in the previous year (Table 5).
- Visitor nights spent in Tasmania increased 7% and the length of stay increased from 19.2 nights to 20.8 nights (Table 5).
- Expenditure in Tasmania by international travellers for the year ending September 2010 increased 1% to \$277 million (including package expenditure) (Table 5).
- The average spend per international visitor in Tasmania grew from \$1,915 to \$1,953 in the year ending September 2010. The average spend per night decreased from \$100 to \$94 dollars per night including package expenditure (Table 5).
- Only the VFR market (+27%) and employment (+4%) recorded an increase in international visitors over the year. Declines were recorded in the holiday (-10%), business (-8%), and the education market (-1%).
- There was an increase in visitors from New Zealand (+10% to 14,800), Asia (+9% to 43,700) and Europe (+18% to 34,400). These increases were off-set by a decline in visitors from both the United Kingdom (-26% to 19,500) and North America (-23% to 21,000) over the year to September 2010 (Table 7).
- International visitors to Tasmania on a repeat visit to Australia (61% of all visitors) increased 4% over the year to September 2010, whilst the number of visitors to Tasmania on their first trip to Australia (39% of all visitors) decreased by 8% on the previous year.

² Modelled expenditure Includes package expenditure

Intrastate Visitation³ (National Visitor Survey)

Key Results:

- Overnight intrastate activity increased 5% to just over a million trips compared to the previous year. The number of overnight intrastate holiday trips increased 4% and VFR (+14%) while overnight business visits declined 15% in the year ending September 2010 (Table 8).
- Residents undertaking day trips in their home state has followed the national trend (+6%) over the year, increasing (+3%) to 4.5 million trips for Tasmania and to 143.5 million nationally (Table 9).
- Total spend by overnight intrastate visitors decreased 18% to \$232 million for the year ending September 2010 (Table 8).
- In contrast total day travel expenditure increased 4% to \$442 million for the year ending September 2010 when compared to the year ending September 2009 (Table 9).

Cruise and Navy Ship Visitation

Key Results:

- During the year to September 2010, 84,800 people visited Tasmania via cruise and navy ships, compared to 106,860 in the previous year representing a decline of 21% (Table 1).
- The main contributor to this decline was a reduction in the number of cruise ship vessels which came to a Tasmanian port, down from 47 last season to 36 ships during the 12 months to September 2010.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

Table I. Total visitors to Tasmania from all sources			
	Oct 2008 - Sept 2009	Oct 2009 - Sept 2010	% change
<i>Visitors</i>			
Cruise ship visitors	105,400	82,400	↓ -22%
Navy ship visitors	1,460	2,400	↑ 64%
Visitors on scheduled air and sea services	920,700	912,800	↓ -1%
Total visitors to Tasmania from all sources	1,027,560	997,600	↓ -3%

Note: Due to enhanced procedures some Tasmanian Visitor Survey estimates (to Dec 2009) have been subject to revision to ensure comparability.

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

	Oct 2008 - Sept 2009	Oct 2009 - Sept 2010	% change	
Visitors				
Day visitors	16,400	23,900	↑	46%
Overnight visitors	904,300	888,800	↓	-2%
Total visitors	920,700	912,800	↓	-1%
Nights				
Nights (million)	8.31	8.45	↑	2%
Length of stay (nights)	9.0	9.3	↑	3%
Expenditure				
Expenditure (\$million)	\$1,474	\$1,530	↑	4%
Average spend per visitor	\$1,601	\$1,676	↑	5%
Average spend per night	\$177	\$181	↑	2%
Holiday spend (\$million)	\$1,026	\$1,005	↓	-2%
Purpose				
Holiday	441,600	390,100	↓	-12%
Visit friends or relatives (VFR)	241,800	260,200	↑	8%
Total leisure (Holiday+VFR)	683,400	650,300	↓	-5%
Business or employment	158,500	173,200	↑	9%
Convention/conference/seminar	35,100	32,700	↓	-7%
Zones Visited*				
Hobart & Surrounds	756,800	731,600	↓	-3%
Launceston, Tamar Valley & North	531,900	543,200	↑	2%
Western Wilderness	280,100	260,700	↓	-7%
North West	379,900	389,500	↑	3%
East Coast	296,900	296,500	→	0%
Mode of departure				
Air visitors	791,800	778,400	↓	-2%
Sea visitors	128,900	134,300	↑	4%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

* Zones are based on Tourism Tasmania's Zone Marketing Strategy

Note: Due to enhanced procedures some Tasmanian Visitor Survey estimates (to Dec 2009) have been subject to revision to ensure comparability.

Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	Oct 2008 - Sept 2009	Oct 2009 - Sept 2010		% change
Visitors				
Day visitors	15,900	23,600	↑	48%
Overnight visitors	768,600	770,300	→	0%
Total visitors	784,500	793,900	↑	1%
Nights				
Nights (million)	6.58	6.56	→	0%
Length of stay (nights)	8.4	8.3	↓	-1%
Expenditure				
Expenditure (\$million)	\$1,252	\$1,306	↑	4%
Average spend per visitor	\$1,596	\$1,646	↑	3%
Average spend per night	\$190	\$199	↑	5%
Holiday spend (\$million)	\$856	\$837	↓	-2%
Purpose				
Holiday	348,800	315,000	↓	-10%
Visit friends or relatives (VFR)	217,700	237,800	↑	9%
Total leisure (Holiday+VFR)	566,400	552,800	↓	-2%
Business or employment	151,600	162,600	↑	7%
Convention/conference/seminar	31,000	30,000	↓	-3%
Zones Visited*				
Hobart & Surrounds	629,900	621,400	↓	-1%
Launceston, Tamar Valley & North	448,600	465,800	↑	4%
Western Wilderness	220,200	204,800	↓	-7%
North West	324,300	339,000	↑	5%
East Coast	235,000	231,900	↓	-1%
Mode of departure				
Air visitors	666,400	667,100	→	0%
Sea visitors	118,100	126,800	↑	7%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

* Zones are based on Tourism Tasmania's Zone Marketing Strategy

Note: Due to enhanced procedures some Tasmanian Visitor Survey estimates (to Dec 2009) have been subject to revision to ensure comparability.

Table 4. Origin of interstate visitors to Tasmania

	Oct 2008 - Sept 2009	Oct 2009 - Sept 2010	% change	
Victoria	355,100	352,700	↓	-1%
N.S.W.	193,700	186,100	↓	-4%
Queensland	111,800	112,400	→	0%
South Australia	46,000	55,300	↑	20%
Western Australia	39,900	42,800	↑	7%
A.C.T.	18,400	22,100	↑	20%
N.T.	6,400	9,100	↑	42%
Total interstate visitors	784,500	793,900	↑	1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Note: Due to enhanced procedures some Tasmanian Visitor Survey estimates (to Dec 2009) have been subject to revision to ensure comparability.

International Visitors to Tasmania

Table 5. International visitors

	to Tasmania			to Australia		
	YE Sept 2009	YE Sept 2010	% change	YE Sept 2009	YE Sept 2010	% change
Visitors						
International visitors	143,600	141,800	↓ -1%	5,098,000	5,381,500	↑ 6%
Nights						
Nights ('000s)	2,754	2,951	↑ 7%	175,258	184,921	↑ 6%
Length of stay (nights)	19.2	20.8	↑ 9%	34.4	34.4	→ 0%
Expenditure*						
Expenditure (\$million)*	\$275	\$277	↑ 1%	\$17,141	\$17,424	↑ 2%
Average spend per visitor	\$1,915	\$1,953	↑ 2%	\$3,362	\$3,238	↓ -4%
Average spend per night	\$100	\$94	↓ -6%	\$98	\$94	↓ -4%
Holiday spend (\$million)	\$118	\$94	↓ -20%	\$6,692	\$6,340	↓ -5%
Purpose**						
Holiday	104,700	93,700	↓ -10%	2,380,400	2,467,000	↑ 4%
Visit friends or relatives (VFR)	26,200	33,400	↑ 27%	1,244,200	1,318,000	↑ 6%
Business	10,300	9,400	↓ -8%	760,600	840,400	↑ 10%
Education	8,700	8,600	↓ -1%	401,800	430,200	↑ 7%
Employment	2,800	2,900	↑ 4%	121,000	122,000	↑ 1%
Other Reason	3,000	2,400	↓ -18%	190,000	203,900	↑ 7%
Total	143,600	141,800	↓ -1%	5,098,000	5,381,500	↑ 6%

Source: International Visitor Survey (IVS), Tourism Research Australia

* Modelled expenditure including package expenditure

** 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

State/territory visited	YE Sept 2009	YE Sept 2010	% change		YE Sept 2009	YE Sept 2010	% point difference	
	Visitors				Market Share			
New South Wales	2,659,200	2,835,000	↑	7%	52.2%	52.7%	↑	0.5%
Victoria	1,501,700	1,597,400	↑	6%	29.5%	29.7%	↑	0.2%
Queensland	1,982,000	2,012,500	↑	2%	38.9%	37.4%	↓	-1.5%
South Australia	353,700	364,000	↑	3%	6.9%	6.8%	↓	-0.2%
Western Australia	694,600	680,800	↓	-2%	13.6%	12.7%	↓	-1.0%
Tasmania	143,600	141,800	↓	-1%	2.8%	2.6%	↓	-0.2%
Northern Territory	328,400	316,500	↓	-4%	6.4%	5.9%	↓	-0.6%
Australia Capital Territory	151,700	155,400	↑	2%	3.0%	2.9%	↓	-0.1%
Total visitors to Australia	5,098,000	5,381,500	↑	6%	100%	100%		

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 and nights

Country of origin	YE Sept 2009	YE Sept 2010	% Change		YE Sept 2009	YE Sept 2010	% Change	
	Visitors				Nights ("000")			
United Kingdom	26,200	19,500	↓	-26%	620,100	607,000	↓	-2%
New Zealand	13,400	14,800	↑	10%	1,005,700	1,037,800	↑	3%
Total Asia	39,900	43,700	↑	9%	1,925,900	2,112,800	↑	10%
Japan	5,300	5,500	↑	3%	348,000	363,800	↑	5%
Other Asia	34,600	38,200	↑	10%	1,578,000	1,749,000	↑	11%
North America	27,400	21,000	↓	-23%	544,900	569,500	↑	5%
USA	19,500	16,900	↓	-14%	431,200	451,100	↑	5%
Canada	7,900	4,100	↓	-47%	113,700	118,400	↑	4%
Total Europe	29,100	34,400	↑	18%	631,500	657,900	↑	4%
Germany	8,500	9,100	↑	7%	151,800	157,800	↑	4%
Other Europe	20,600	25,300	↑	22%	479,700	500,100	↑	4%
Other Countries	7,500	8,400	↑	12%	370,000	396,400	↑	7%
Total	143,600	141,800	↓	-1%	5,098,000	5,381,500	↑	6%

Source: International Visitor Survey, Tourism Research Australia

Intrastate Visitors

	Tasmania				Australia		
	Year ending September 2009	Year ending September 2010		% change	Year ending September 2009	Year ending September 2010	% change
Visitors							
Overnight visitors ('000s)	967	1,015	↑	5%	45,503	45,166	↓ -1%
Nights							
Nights ('000s)	2,362	2,629	↑	11%	141,067	141,315	→ 0%
Length of stay (nights)	2.4	2.6	↑	6%	3.1	3.1	→ 0%
Expenditure							
Expenditure (\$million)	\$284	\$232	↓	-18%	\$17,643	\$14,228	↓ -19%
Spend per visitor	\$294	\$229	↓	-22%	\$388	\$315	↓ -19%
Spend per night	\$120	\$88	↓	-27%	\$125	\$101	↓ -19%
Purpose('000s)							
Holiday	492	512	↑	4%	21,202	20,621	↓ -3%
Visit friends &/or relatives (VFR)	244	279	↑	14%	14,755	14,574	↓ -1%
Business	184	157	↓	-15%	6,345	6,647	→ 5%
Other reason	45	68	↑	51%	2,367	2,474	→ 5%
Total overnight intrastate visitors	967	1,015	↑	5%	44,121	43,824	↓ -1%

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

	Tasmania				Australia		
	Oct 2008 - Sept 2009	Oct 2009 - Sept 2010		% change	Oct 2008 - Sept 2009	Oct 2009 - Sept 2010	% change
Visitor							
Day visitors ('000s)	4,377	4,489	↑	3%	135,424	143,455	↑ 6%
Total intrastate Day+Overnight visitors ('000s)	5,344	5,504	↑	3%	180,927	188,621	↑ 4%
Expenditure							
Expenditure (\$million)	\$426	\$442	↑	4%	\$14,450	\$15,520	↑ 7%
Spend per visitor	\$97	\$98	↑	1%	\$107	\$108	↑ 1%
Purpose('000s)							
Holiday	2,309	2,401	↑	4%	68,599	71,026	↑ 4%
Visit friends &/or relatives (VFR)	1,047	1,106	↑	6%	39,232	41,644	↑ 6%
Business	472	413	↓	-13%	13,255	13,949	↑ 5%
Other reason	549	568	↑	3%	14,337	16,837	↑ 17%
Total day intrastate visitors	4,377	4,489	↑	3%	135,424	143,455	↑ 6%

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

Where do the statistics come from?

The primary sources of information on visitors to Tasmania published in this document are:

- Tasmanian Visitor Survey (Tourism Tasmania) for total and interstate visitor figures. Note: while the NVS provides valuable data on interstate travel at the national level, the Tasmanian Visitor Survey (TVS), conducted by Tourism Tasmania, continues to be the key source of detailed information about interstate visitation to Tasmania;
- International Visitor Survey (Tourism Research Australia) for international visitor figures;
- National Visitor Survey (Tourism Research Australia) for intrastate visitor figures (travel by Tasmanians in Tasmania);
- Holiday Tracking Survey (Roy Morgan Research) for information on Tasmania's marketing performance and preference and intention of Australians to visit Tasmania;
- Tasmanian Ports Corporation for cruise ship visitor figures;
- Navy Head Quarters Tasmania for navy ship visitor figures.

For further information please contact:

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