

Tourism Snapshot

Year ending March 2019

1.32M

Visitors

▲ 3%

10.62M

Visitor Nights

▶ -2%

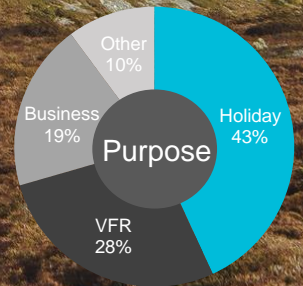
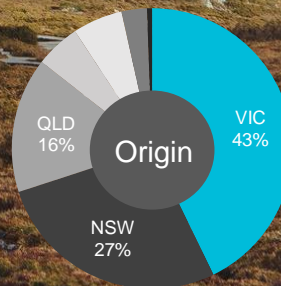
\$2.49B

Visitor Spend

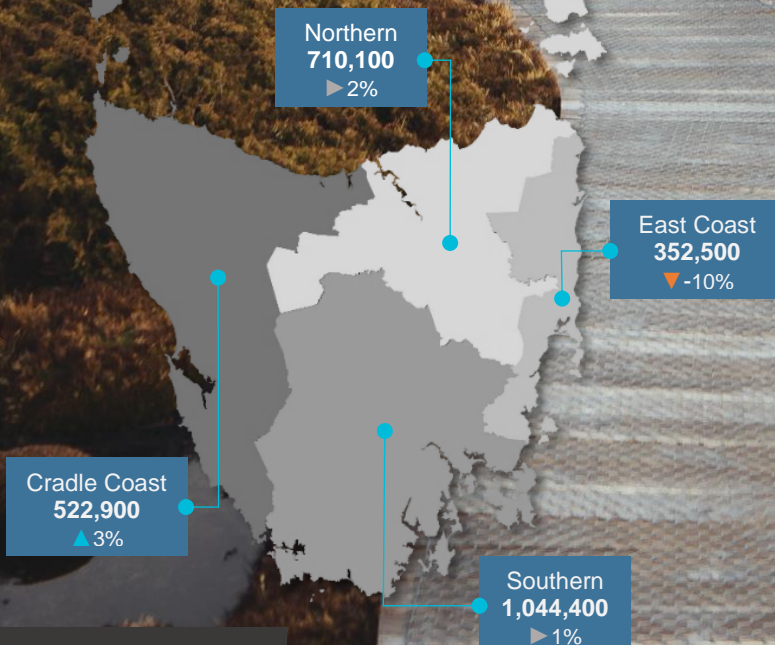
▲ 5%

Interstate	Visitors	1,121,900	▲ 5%
	Spend	\$2.02b	▲ 6%

% Share



Visitors to Tourism Regions



International	Visitors	298,900	▶ 0%
	Spend	\$490m	▼ -12%

% Share

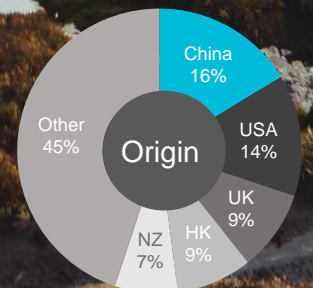


Image: Emilie Risteovski
Barn Bluff, Overland Track,
Cradle Mountain – Lake St Clair NP

Percentage change refers to the same period in the previous year.

Sources: Tasmanian Visitor Survey (TVS) and International Visitor Survey (IVS) and National Visitor Survey (TVS).

More detailed Tasmanian tourism statistics are available on Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research>.

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

Tourism Research

Percentage change refers to the same period in the previous year.

Total visitation to Tasmania

Tasmanian Visitor Survey results YE March 2019

Total visitors	1.32 million	▲	3%
Total nights	10.62 million	▶	-2%
Visitor expenditure	\$2.49 billion	▲	5%
Interstate visitors	1.12 million	▲	5%
Day visitors	42,900	▲	44%

Visitation to Tasmania has continued to grow, with 1.32 million visitors, up 3 per cent over the year to March 2019.

However these figures also indicate a continuance of a slowing in visitor growth to the state, as seen in the year to December 2018 period.

Total visitor spending in Tasmania reached a record \$2.49 billion in the year ending March 2019, an increase of 5 per cent upon the previous year.

Purpose of travel

There was strong growth in day visitors to the state, up 44 per cent compared to the year ending March 2018. This may be attributed to the spike in business visitors, up 18 per cent, as 82 per cent of day visitors came for business.

Leisure visitation, consisting of holiday and visiting friends and relatives (VFR), remained steady. However there was growth in both holiday and VFR expenditure, both up 3 per cent.

Holiday visitors	630,900	▶	-1%
Holiday nights	5.62 million	▼	-3%
Holiday expenditure	\$1.67 billion	▲	3%
VFR visitors	342,900	▶	1%
Business visitors	231,900	▲	18%
Conference visitors	38,200	▶	-1%

Mode of travel to Tasmania

Air	89%	▲	3%
Spirit of Tasmania	11%	▶	1%

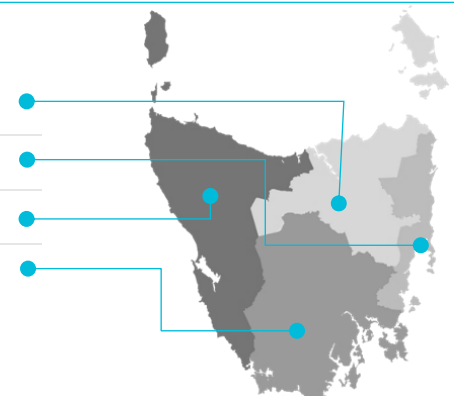
A slight increase in the number of visitors arriving in Tasmania via air (1.18 million) was observed, reflecting growth in capacity and awareness of direct routes. Arrival via the Spirit of Tasmania remained steady.

Regional visitation

Visitation to both the Southern and Northern regions remained steady, Cradle Coast is up 3 per cent.

East Coast visitation decreased, however it appears this may be supplemented by a growth in intrastate visitation to the area.

710,100	▶	2%	Northern
352,500	▼	-10%	East Coast
522,900	▲	3%	Cradle Coast
1,044,400	▶	1%	Southern



Tourism Research

Percentage change refers to the same period in the previous year.

Interstate visitation to Tasmania

Tasmanian Visitor Survey results YE March 2019

Visitors	1.12 million	▲	5%
Nights	8.16 million	▶	-1%
Expenditure	\$2.02 billion	▲	6%

Both interstate visitation and expenditure in Tasmania continued on an upwards trend compared to the same period last year.

Total nights stayed by interstate visitors remained steady.

Interstate purpose of visit

Visitors

Both interstate holiday and VFR visitation to Tasmania remained steady in the year ending March 2019, while business visitation experienced growth.

Twenty nine per cent of all visitors to Tasmania during this period were visiting the state for the first time.

Holiday	484,000	▶	1%
VFR	307,400	▶	2%
Business	216,700	▲	18%
Conference	36,100	▲	6%

Nights

Interstate holiday and VFR nights in Tasmania declined in the year ending March 2019, however business nights recorded good growth over the same period.

Holiday nights accounted for 52 per cent of interstate nights, and VFR 26 per cent.

Holiday	4,249,3000	▼	-4%
VFR	2,128,500	▼	-4%
Business	1,161,900	▲	21%
Conference	152,700	▼	-8%

Interstate origin of visitors

Victoria	474,600	▲	9%
NSW	301,500	▶	-1%
Queensland	173,000	▶	1%
South Australia	57,200	▲	7%
Western Australia	63,800	▲	23%
A.C.T.	32,400	▲	7%
N.T.	6,500	▲	3%

Of Tasmania's key domestic markets, only Victoria showed growth, up 9 per cent, whereas both NSW and Queensland have remained steady for the year ending March 2019.

Direct flights between Hobart and Perth were introduced in September 2018, increasing travel options and capacity into the state.

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE March 2019

International visitors to Australia

Visitors	8.53 million	▲	3%
Nights	271 million	▶	1%
Average length of stay	32 nights	▼	-4%
Expenditure	\$31 billion	▲	6%

Total international visitor numbers to Australia increased by 3 per cent, with expenditure up 6 per cent. The number of repeat visitors to Australia increased by 5% to 5.4 million during the year. In contrast, the number of first-time visitors fell 1% to 3.1 million. This is the worst result for first-time visitors to Australia since 2010; first-time visitors are a good indicator of leading trend growth.

International purpose of visit to Australia

Holiday	3.92 million	▶	2%
VFR	2.53 million	▶	1%
Holiday expenditure	\$10 billion	▲	5%

Holiday and VFR visitation remained steady; however holiday expenditure was up 5 per cent, contributing to overall growth in expenditure nationally.

International origin of visitors to Australia

China	1,329,100	▲	3%
NZ	1,262,300	▶	2%
USA	750,400	▶	0%
UK	673,000	▼	-4%
Japan	437,500	▲	9%
India	342,700	▲	15%

Of Australia's key source markets, both China and Japan experienced growth, while NZ and the USA remained steady. The UK decreased by 4 per cent.

International visitors to Tasmania

Visitors	298,900	▶	0%
Nights	4.44 million	▼	-14%
Average length of stay	15 nights	▼	-14%
Expenditure	\$490 million	▼	-12%

Tasmania received 298,900 international visitors during the year to March 2019, showing no significant change from 298,700 visitors for the previous year.

The average length of stay for international visitors in the state decreased by 2 nights, to 15 nights.

to Tasmania

Holiday	239,600	▶	1%
VFR	42,900	▼	-8%
Holiday expenditure	\$296 million	▲	3%

International holiday visitor numbers remained steady, whereas VFR visitors decreased by 8 per cent. Despite a decrease in overall international expenditure in Tasmania, international holiday expenditure increased by 3 per cent.

to Tasmania

China	48,700	▲	7%
USA	41,300	▼	-7%
UK	27,500	▲	9%
HK	25,700	▶	1%
NZ	21,400	▼	-6%
Share of visitors to AUS	3.5%	▶	0%

Chinese visitation increased, supported by a growth overall to Australia, while Tasmania's increase in visitors from the UK was in contrast to a decline nationally. The USA and NZ decreased, despite overall stability in visitation from those markets. Market share of international visitors to the state remained steady at 3.5 per cent of all visitors to Australia.

Tourism Research

Percentage change refers to the same period in the previous year.

Intrastate visitation

National Visitor Survey results YE March 2019

Overnight Trips for Australia

Overnight trips	73.4 million	▲	10%
Expenditure	\$31.02 billion	▲	15%

Intrastate overnight trips in Australia increased by 10 per cent in the year ending March 2019. Expenditure from intrastate overnight trips for Australia increased 15 per cent on the same period last year.

Overnight Trips by purpose for Australia

Holiday trips	31.1 million	▲	11%
VFR trips	25.7 million	▲	11%
Business trips	12.9 million	▲	10%

The three main purposes for intrastate overnight trips in Australia were holiday (42 per cent share), VFR (35 per cent share) and business (18 per cent share), with all showing increases in trips on the same period last year.

Day trips for Australia

Day trips	207.3 million	▲	11%
Expenditure	\$23.52 billion	▲	12%

Intrastate day trips in Australia increased by 11 per cent to 207.3 million trips for the year ending March 2019. Total expenditure from day trips increased by 12 per cent.

Day trips by purpose for Australia

Holiday trips	99.7 million	▲	7%
VFR trips	59.3 million	▲	11%
Business trips	22.9 million	▲	41%

Intrastate day trips in Australia by purpose included for holiday (48 per cent share), VFR (29 per cent share) and business (11 per cent share).

for Tasmania

Overnight trips	1.70 million	▲	12%
Expenditure	\$581 million	▲	33%

Intrastate overnight trips in Tasmania increased by 12 per cent. Total expenditure from overnight trips increased by 33 per cent in the year ending March 2019, contributing to the overall growth in national overnight trip expenditure.

for Tasmania

Holiday trips	854,000	▲	21%
VFR trips	425,000	▼	-3%
Business trips	343,000	▲	21%

The three main purposes for intrastate overnight trips in Tasmania were holiday (50 per cent share), VFR (25 per cent share) and business (20 per cent share), with holiday and business up on the same period last year.

for Tasmania

Day trips	6.5 million	▲	15%
Expenditure	\$689 million	▲	8%

Intrastate day trips within Tasmania increased by 15 per cent to 6.54 million trips for the year ending March 2019. Total expenditure from day trips in Tasmania increased by 8 per cent.

for Tasmania

Holiday trips	3.4 million	▲	11%
VFR trips	1.6 million	▲	21%

Intrastate day trips in Tasmania for holiday (52 per cent share) and VFR (24 per cent share) both experienced growth in the year ending March 2019.

Tourism Research

Percentage change refers to the same period in the previous year.

Total visitors to Tasmania

Total visitors to Tasmania on scheduled air and sea services

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

	YE Mar 2018	YE Mar 2019	% change	
Visitors				
Visitors on scheduled air and sea services	1,284,600	1,324,100	▲	3%

	YE Mar 2018	YE Mar 2019	% change	
Visitors				
Day visitors	29,900	42,900	▲	43%
Overnight visitors	1,254,700	1,281,200	▶	2%
Total visitors	1,284,600	1,324,100	▲	3%
Nights				
Nights (million)	10.83	10.62	▶	-2%
Average length of stay (nights)	8.4	8.0	▼	-5%
Expenditure				
Expenditure (\$million)	\$2,373	\$2,495	▲	5%
Average spend per visitor	\$1,847	\$1,884	▶	2%
Average spend per night	\$219	\$235	▲	7%
Holiday spend (\$million)	\$1,625	\$1,667	▲	3%
Purpose of Visit				
Holiday	640,300	630,900	▶	-1%
Visit friends or relatives (VFR)	337,900	342,900	▶	1%
Total leisure (Holiday+VFR)	978,200	973,800	▶	0%
Business or employment	197,100	231,900	▲	18%
Convention/conference/seminar	38,500	38,200	▶	-1%
Regions Visited				
Southern	1,032,700	1,044,400	▶	1%
East Coast	391,100	352,500	▼	-10%
Northern	695,200	710,100	▶	2%
Cradle Coast	506,400	522,900	▲	3%
Mode of departure				
Air visitors	1,139,000	1,177,700	▲	3%
Sea visitors	145,600	146,400	▶	1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate visitors to Tasmania

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

Interstate visitors to Tasmania on scheduled air and sea services

Visitors				
Day visitors	29,000	41,500	▲	43%
Overnight visitors	1,036,800	1,080,400	▲	4%
Total visitors	1,065,700	1,121,900	▲	5%
Nights				
Nights (million)	8.25	8.16	▶	-1%
Average length of stay (nights)	7.7	7.3	▼	-6%
Expenditure				
Expenditure (\$million)	\$1,909	\$2,025	▲	6%
Average spend per visitor	\$1,792	\$1,805	▶	1%
Average spend per night	\$231	\$248	▲	7%
Holiday spend (\$million)	\$1,258	\$1,314	▲	4%
Purpose of Visit				
Holiday	480,300	484,000	▶	1%
Visit friends or relatives (VFR)	302,400	307,400	▶	2%
Total leisure (Holiday+VFR)	782,600	791,300	▶	1%
Business or employment	183,400	216,700	▲	18%
Convention/conference/seminar	34,100	36,100	▲	6%
Regions Visited				
Southern	833,600	860,200	▲	3%
East Coast	283,300	260,200	▼	-8%
Northern	562,000	582,500	▲	4%
Cradle Coast	408,900	425,200	▲	4%
Mode of departure				
Air visitors	928,700	985,400	▲	6%
Sea visitors	137,100	136,500	▶	0%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Origin of interstate visitors to Tasmania

	YE Mar 2018	YE Mar 2019	% change	
Victoria	436,900	474,600	▲	9%
N.S.W.	304,900	301,500	▶	-1%
Queensland	171,600	173,000	▶	1%
South Australia	53,700	57,200	▲	7%
Western Australia	51,800	63,800	▲	23%
A.C.T.	30,400	32,400	▲	7%
N.T.	6,200	6,500	▲	5%
Total interstate visitors	1,065,700	1,121,900	▲	5%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Tourism Research

International visitation

Percentage change refers to the same period in the previous year.

	to Tasmania			to Australia		
	YE Mar 2018	YE Mar 2019	% Change	YE Mar 2018	YE Mar 2019	% Change
Visitors						
International visitors	298,700	298,900	▶ 0%	8,311,900	8,534,300	▲ 3%
Nights						
Nights ('000s)	5,182	4,435	▼ -14%	268,468	270,672	▶ 1%
Ave Length of stay (nights)	17.3	14.8	▼ -14%	32.3	31.7	▶ -2%
Expenditure						
Expenditure (\$million)	\$559	\$490	▼ -12%	\$28,914	\$30,601	▲ 6%
Average spend per visitor	\$1,870	\$1,638	▼ -12%	\$3,479	\$3,586	▲ 3%
Average spend per night	\$108	\$110	▲ 2%	\$108	\$113	▲ 5%
Holiday spend (\$million)	\$288	\$296	▲ 3%	\$9,857	\$10,333	▲ 5%
Purpose						
Holiday	237,800	239,600	▶ 1%	3,828,600	3,916,900	▲ 2%
Visit friends & relatives (VFR)	46,600	42,900	▼ -8%	2,499,100	2,531,200	▶ 1%
Business	13,600	15,000	▲ 10%	946,100	1,008,300	▲ 7%
Education	9,600	9,200	▼ -4%	548,300	585,800	▲ 7%
Employment	4,200	3,900	▼ -7%	225,400	208,300	▼ -8%
Other Reason	2,800	2,700	▼ -4%	264,500	283,800	▲ 7%
Total	298,700	298,900	▶ 0%	8,311,900	8,534,300	▲ 3%

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

Modelled expenditure includes 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.

International visitors to States / Territories

State/territory visited				% Point difference		
	YE Mar 2018	YE Mar 2019	% Change	YE Mar 2018	YE Mar 2019	% Point difference
	Visitors			Market Share		
New South Wales	4,332,100	4,345,800	▶ 0%	53.3%	51.0%	▼ -2.3%
Victoria	2,941,900	3,087,600	▲ 5%	36.2%	36.2%	▶ 0.1%
Queensland	2,747,200	2,738,400	▶ 0%	33.8%	32.1%	▼ -1.6%
South Australia	477,900	456,600	▼ -4%	5.9%	5.4%	▼ -0.5%
Western Australia	961,000	949,000	▶ -1%	11.8%	11.1%	▼ -0.7%
Tasmania	298,700	298,900	▶ 0%	3.7%	3.5%	▶ -0.2%
Northern Territory	284,900	296,900	▲ 4%	3.5%	3.5%	▶ 0.0%
ACT	248,500	259,400	▲ 4%	3.1%	3.0%	▶ 0.0%
Total visitors to Australia	8,135,100	8,523,500	▲ 5%	100.0%	100.0%	▶ 0.0%

Source: International Visitor Survey, Tourism Research Australia

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Tourism Research

Percentage change refers to the same period in the previous year.

International visitors to Tasmania

Origin of international visitors

Country of origin	YE Mar 2018	YE Mar 2019	% Change	YE Mar 2018	YE Mar 2019	% Point difference
	Visitors to Tasmania			National Market Share		
New Zealand	22,800	21,400	▼ -6%	1.8%	1.7%	▶ -0.1%
Japan	5,400	9,500	▲ 75%	1.4%	2.2%	▲ 0.8%
Hong Kong	25,400	25,700	▶ 1%	9.2%	9.5%	▶ 0.2%
Singapore	17,100	18,000	▲ 5%	4.5%	4.6%	▶ 0.1%
Malaysia	13,300	14,600	▲ 9%	3.7%	4.2%	▲ 0.4%
Indonesia	2,000	3,700	▲ 89%	1.1%	2.0%	▲ 0.9%
Taiwan	4,900	7,200	▲ 45%	2.8%	3.9%	▲ 1.0%
Thailand	3,900	3,400	▼ -12%	4.3%	3.7%	▼ -0.6%
Korea	1,800	5,700	▲ 219%	0.6%	2.2%	▲ 1.5%
China	45,400	48,700	▲ 7%	3.5%	3.7%	▶ 0.2%
India	9,600	2,400	▼ -75%	3.2%	0.7%	▼ -2.5%
Other Asia	8,400	10,200	▲ 21%	2.4%	2.6%	▶ 0.1%
United States of America	44,600	41,300	▼ -7%	5.9%	5.5%	▼ -0.4%
Canada	9,900	9,700	▶ -2%	6.1%	5.5%	▼ -0.5%
United Kingdom	25,300	27,500	▲ 9%	3.6%	4.1%	▲ 0.5%
Germany	12,800	10,100	▼ -21%	6.4%	5.1%	▼ -1.3%
Scandinavia	6,300	3,900	▼ -38%	5.9%	3.7%	▼ -2.1%
France	9,400	8,500	▼ -10%	7.5%	6.2%	▼ -1.4%
Italy	2,100	3,000	▲ 44%	2.8%	3.9%	▲ 1.1%
Netherlands	4,100	3,400	▼ -16%	7.5%	6.0%	▼ -1.5%
Switzerland	2,700	2,200	▼ -18%	5.1%	4.1%	▼ -0.9%
Other Europe	11,100	7,300	▼ -34%	4.6%	2.8%	▼ -1.8%
Other Countries	10,400	11,400	▲ 10%	2.0%	2.1%	▶ 0.1%
Total	298,700	298,900	▶ 0%	3.6%	3.5%	▶ -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)

Tourism Research

Intrastate visitation (National Visitor Survey)

Percentage change refers to the same period in the previous year.

Intrastate Overnight Travel

	Tasmania			Australia		
	YE Mar 2018	YE Mar 2019	% Change	YE Mar 2018	YE Mar 2019	% Change
Visitors						
Overnight visitors ('000s)	1,516	1,701	▲ 12%	66,741	73,419	▲ 10%
Nights						
Nights ('000s)	3,706	4,424	▲ 19%	200,633	220,298	▲ 10%
Average length of stay (nights)	2.4	2.6	▲ 6%	3.0	3.0	▶ 0%
Expenditure						
Expenditure (\$million)	\$437	\$581	▲ 33%	\$27,084	\$31,023	▲ 15%
Spend per visitor	\$289	\$341	▲ 18%	\$406	\$423	▲ 4%
Spend per night	\$118	\$131	▲ 11%	\$135	\$141	▲ 4%
Purpose('000s)						
Holiday	708	854	▲ 21%	28,091	31,138	▲ 11%
Visit friends &/or relatives (VFR)	438	425	▼ -3%	23,233	25,735	▲ 11%
Business	284	343	▲ 21%	11,784	12,912	▲ 10%
Other reason	76	81	▲ 7%	4,166	4,289	▲ 3%
Total overnight intrastate visitors	1,516	1,701	▲ 12%	66,741	73,419	▲ 10%

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

Intrastate Day Travel

	Tasmania			Australia		
	YE Mar 2018	YE Mar 2019	% Change	YE Mar 2018	YE Mar 2019	% Change
Visitor						
Day visitors ('000s)	5,691	6,535	▲ 15%	186,316	207,248	▲ 11%
Total intrastate Day+Overnight visitors ('000s)	7,207	8,236	▲ 14%	253,057	280,667	▲ 11%
Expenditure						
Expenditure (\$million)	\$637	\$689	▲ 8%	\$20,919	\$23,523	▲ 12%
Spend per visitor	\$112	\$105	▼ -6%	\$112	\$114	▶ 1%
Purpose('000s)						
Holiday	3,052	3,388	▲ 11%	93,102	99,666	▲ 7%
Visit friends &/or relatives (VFR)	1,319	1,599	▲ 21%	53,542	59,250	▲ 11%
Business	353	657	▲ 86%	16,205	22,915	▲ 41%
Other reason	968	890	▼ -8%	23,466	25,417	▲ 8%
Total day intrastate visitors	5,691	6,535	▲ 15%	186,316	207,248	▲ 11%

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

Tourism Research

Percentage change refers to the same period in the previous year.

Quarterly visitation to Tasmania

Tasmanian Visitor Survey results **January - March 2019**

The TVS reports the following key findings for all visitors during the January - March 2019 quarter.

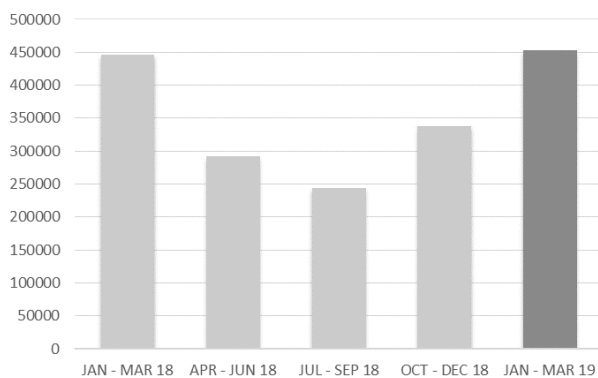
Key statistics – Quarter I 2019

Q1 Total visitors	451,900	▶	1%
Q1 Total nights	4.02 million	▼	-5%
Q1 Visitor expenditure	\$980 million	▲	4%
Q1 Holiday visitors	245,100	▼	-4%
Q1 VFR	109,500	▶	0%
Q1 Business	55,900	▲	3%
Q1 Conference	7,800	▲	31%

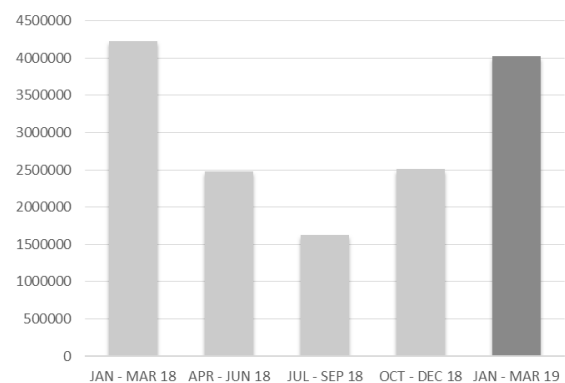
For the March quarter 2019, total visitors remained steady at 451,900 compared to 446,300 at the same time last year.

Visitor expenditure increased by 4% to \$980 million, holiday expenditure for the quarter decreased by 4 per cent.

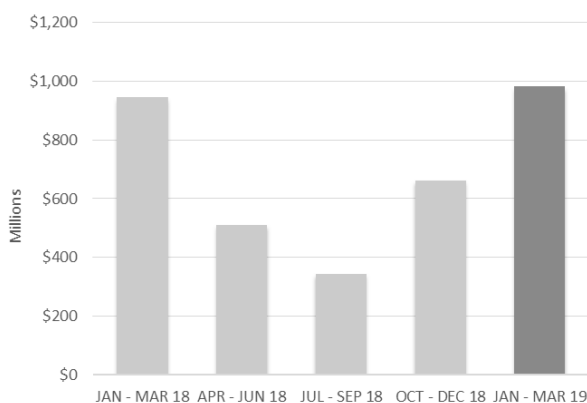
Total Visitors by Quarter



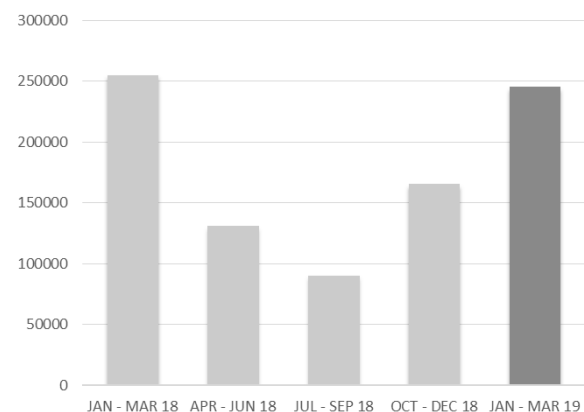
Total Nights by Quarter



Total Expenditure by Quarter



Total Holiday visitors by Quarter



Tourism Research

About the Tasmanian Tourism Snapshot

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.

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.

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. In 2019 there was a change in sampling methodology of the NVS. This has seen a break in series, so please exercise caution when comparing 2019 results with previous time periods. The survey results come from mobile phone 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

The International Visitor Survey that features in this Snapshot report captures the profiles of international visitors to Australia, including those travelling to Tasmania. The IVS and TVS are each 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. Figures that show a change ≤ 2 per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables available at www.tourismtasmania.com.au/research/tvs for further information.