

Tourism Research

Tasmanian Visitor Survey

2021–2022 Data Confidence Tables and Reliability Notes

TVS Confidence Interval Tables (at 95%):

TVS Visitors			TVS Visitor Nights			TVS Expenditure		
Estimate of Adult Visitors	Lower Limit	Upper Limit	Estimate of Nights	Lower Limit	Upper Limit	Estimate of Expenditure (\$'000)	Lower Limit (\$'000)	Upper Limit (\$'000)
1,000	642	1,357	40,000	23,546	56,453	1,500	769	2,230
2,000	1,470	2,529	60,000	41,614	78,385	2,000	1,062	2,937
3,000	2,298	3,701	80,000	59,228	100,771	5,000	2,824	7,175
4,000	3,127	4,872	100,000	76,556	123,443	10,000	6,442	13,557
5,000	3,955	6,044	150,000	120,866	179,133	15,000	10,208	19,791
6,000	4,783	7,216	200,000	163,663	236,336	20,000	14,827	25,172
7,000	5,611	8,388	300,000	251,289	348,710	30,000	24,274	35,725
8,000	6,439	9,560	400,000	337,451	462,548	40,000	32,584	47,415
9,000	7,267	10,732	500,000	422,220	577,779	50,000	41,029	58,970
10,000	8,224	11,775	600,000	510,770	689,229	60,000	49,102	70,897
15,000	12,816	17,183	800,000	687,869	912,130	80,000	66,739	93,260
20,000	17,407	22,592	900,000	779,030	1,020,969	90,000	75,557	104,442
25,000	21,998	28,001	1,000,000	869,393	1,130,606	100,000	84,375	115,624
30,000	26,590	33,409	1,100,000	959,756	1,240,243	150,000	128,468	171,531
40,000	36,115	43,884	1,200,000	1,050,119	1,349,880	200,000	177,267	222,732
50,000	45,556	54,443	1,300,000	1,140,482	1,459,517	300,000	273,411	326,588
60,000	54,851	65,148	1,400,000	1,230,844	1,569,155	400,000	359,629	440,370
70,000	64,202	75,797	1,500,000	1,321,207	1,678,792	500,000	451,314	548,685
80,000	73,399	86,600	2,000,000	1,777,142	2,222,857	600,000	543,788	656,211
90,000	82,667	97,332	2,500,000	2,233,237	2,766,762	800,000	728,736	871,263
100,000	91,935	108,064	3,000,000	2,689,332	3,310,667	1,000,000	918,512	1,081,487
150,000	138,275	161,724	3,500,000	3,162,094	3,837,905	1,200,000	1,107,613	1,292,386
200,000	184,614	215,385	4,000,000	3,630,225	4,369,774	1,300,000	1,202,164	1,397,836
250,000	230,954	269,045	4,500,000	4,098,356	4,901,644	1,400,000	1,296,714	1,503,285
300,000	277,293	322,706	5,000,000	4,566,487	5,433,513	1,456,769	1,350,389	1,563,148
350,000	325,183	374,816	5,689,982	5,212,490	6,167,473			
400,000	372,922	427,077						
450,000	420,662	479,337						
500,000	468,401	531,598						
574,607	539,635	609,578						

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Why estimates may differ from the “real” number?

The estimates in this report are based on information obtained from a **sample** of visitors coming to Tasmania. As with all surveys, the estimates are subject to sampling variability. This means the survey results may vary from the results that would have been produced, if all visitors could have been interviewed.

Therefore, it is often prudent to talk about results in a range, rather than as a single figure. These ranges are called “confidence intervals”. In other words, the true result lies within a range, to which a level of confidence can be given. The above table shows ranges for visitors, nights and expenditure estimates. Statistically, we are 95 per cent confident that the actual result lies somewhere within the lower and upper limits of these ranges.

A basic assumption is that the bigger the sample (i.e. the more visitors that were interviewed), the smaller the range can be. Conversely, results based on a small number of interviews are less reliable, meaning the size of the range is bigger to compensate. This means that smaller estimates are less reliable than larger estimates.

How to interpret TVS statistics using confidence intervals – examples:

Visitors example (left hand table). If the TVS estimated that around 574,607 scheduled air and sea visitors came to Tasmania, the lower range of this result is 539,635 and the upper range is 609,578. Therefore, there are 19 chances in 20 (i.e. we are 95 per cent confident) that the true number of visitors to Tasmania was somewhere between 539,635 and 609,578 visitors.

Expenditure example (right hand table). If visitors report that they collectively spent a total of \$1,456,769 (\$'000) in Tasmania, i.e. \$1.456 billion, we are 95 percent confident that they spent between \$1,350,389 (\$'000) and \$1,563,148 (\$'000).

Non sampling error

Non-sampling errors may occur due to such things as non-response and imperfections in reporting by surveyed visitors. Every effort has been made to keep non-sampling error to a minimum by careful design and testing of TVS questionnaires, efficient interviewing procedures and appropriate sampling methodology.

Further Information:

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