Dear Visitor,

Thank you for helping us plan for future travellers by completing this survey. This survey should be completed by the person to whom it was provided.

Answers to the survey will be treated in strict confidence.

When you have filled in the form, put it in the envelope supplied. Please return via the Tasmanian Visitor Survey box or mail it to us, preferably within one week. No stamp is required if posted in Australia.

Thank you for your help with the survey.

John Fitzgerald
Chief Executive Officer
Tourism Tasmania
HOW TO FILL IN THE SURVEY

Please complete this survey carefully in black pen. For many of the questions you will be asked to answer by checking the relevant box or boxes which you think most applies to you by writing an 'X' or completing the free text option.

<table>
<thead>
<tr>
<th>Right</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>❌</td>
</tr>
</tbody>
</table>

If you make a mistake, shade out the box and cross the appropriate one.

For each question you will need to mark one of several responses. Here is an example on how to answer these questions.

Example

1. How many pets do you have?
   - Record number 2
   - None
   
Sometimes you may need to mark more than one response for the same question.

2. What type of pets do you have?
   - (Mark all that apply.)
   - Dog
   - Cat ✔
   - Bird
   - Fish
   - Some other ❌
   - No pet

Tasmanian Visitor Survey, Tourism Tasmania
1a. Have you previously been to Tasmania? (Mark one response only.)
- No, this was my first trip (Go to Q2)
- Yes, within the last 12 months (Go to Q1b)
- Yes, 12 months or more but less than 2 years ago
- Yes, 2 years or more but less than 3 years ago
- Yes, 3 years or more but less than 4 years ago
- Yes, 4 years ago or more (Go to Q2)

PLEASE ANSWER IF VISITED IN THE LAST 12 MONTHS

1b. In the last 12 months, how many trips to Tasmania have you taken (excluding this trip)?
Record number

EVERYONE PLEASE ANSWER

2. Do you think you will return to Tasmania? (Mark one response only.)
- Yes, in less than 2 years
- Yes, between 2 and up to 4 years from now
- Yes, in 4 years or more
- Unlikely to return/no intention to return
- Don't know/unsure

3a. For this trip, did any of the following influence your decision to visit Tasmania? (Mark all that apply.)
- To take part in a specific activity or interest (e.g. golf, hiking, photography, etc.)
- To spend time with friends or relatives who live in Tasmania
- To do business/work
- To attend a conference/convention
- To experience Tasmania's history/heritage
- To self-drive/tour around
- To experience Tasmanian food and wine/beverages
- To see wilderness and natural scenery
- To see wildlife
- To experience a specific tourism product (e.g. accommodation, attraction or tour)
- To experience the climate/season
- Wanted to return to see and do more
- I had heard good things and wanted to visit
- Somebody else decided/chose Tasmania
- Found a good-value travel package or airfare
- I have previously visited Tasmania on a Cruise Ship and wanted to return
- To attend a festival or event (e.g. Dark MOFO, Taste of Tasmania, etc.)

3b. Where did you arrive in Tasmania? (Mark one response only.)
- Hobart Airport
- Launceston Airport
- Devonport Airport
- Devonport Seaport (Spirit of Tasmania)
- Burnie Airport at Wynyard
- Some other (Please specify)

TRANSPORT DETAILS

4. Mark the main form of transport you used in Tasmania on this trip. (Mark one response only.)
- Rental vehicle:
  - car/4WD
  - campervan/motorhome
  - car/4WD with caravan
  - motorbike
- Own vehicle:
  - car/4WD
  - campervan/motorhome
  - car/4WD with caravan
  - motorbike
- Public transport:
  - taxis
  - buses/coaches
  - Uber or other ride share service
- Other:
  - Friend's/relative's vehicle
  - Organised tour coach
  - Walking
  - Bicycle
  - Ship/boat/ferry
  - Airline
  - Some other form of transport

Reminder:
Are you filling in the boxes correctly?

RIGHT ✗
WRONG − / ✗

Are you shading the boxes fully for any mistakes?
Wrong box ☒
Right box ✗
5. How many nights in total did you spend in Tasmania on this trip?

Total nights spent in Tasmania

| None |

6. Did you visit or stay overnight at any of the following places?
(Refer to the map on page 4.)

(Mark all that apply.)

<table>
<thead>
<tr>
<th>Place</th>
<th>Stayed overnight. How many nights?</th>
<th>Stopped but did not stay overnight</th>
<th>Just passed through</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Coast</td>
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<td>Zeehan</td>
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<td>Strahan</td>
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<td>Tullah</td>
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<td>Rosebery</td>
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<td>Corinna</td>
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<td>Other West Coast</td>
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<td>North West</td>
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<td>Cradle Mountain</td>
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<td>Sheffield</td>
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<td>Devonport</td>
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<td>Ulverstone</td>
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<td>Wynyard</td>
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<td>Other North West</td>
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<td>Huonville</td>
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<td>Kettering</td>
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<tr>
<td>Bruni Island</td>
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<td>Port Arthur/Tasman Peninsula</td>
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<td>Maydena</td>
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<td>Cockle Creek</td>
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<td>Derwent Bridge</td>
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<tr>
<td>Other Southern</td>
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</tbody>
</table>

Reminder: Are you using a **black ballpoint pen**?
### PLACES YOU VISITED OR STAYED OVERNIGHT (continued)

6. Continued. . . Did you visit or stay overnight at any of the following places? (Refer to the map on page 4.)

<table>
<thead>
<tr>
<th>Place</th>
<th>Stayed overnight</th>
<th>Stopped but did not stay overnight</th>
<th>Just passed through</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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<td>Bridport</td>
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<td>Deloraine</td>
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<td>Campbell Town</td>
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<td>Ross</td>
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<td>Mole Creek</td>
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<td>Evandale</td>
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<td>Longford</td>
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<tr>
<td>Beaconsfield</td>
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<tr>
<td>George Town</td>
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<td>Lilydale</td>
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<tr>
<td>Exeter</td>
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<td>Other Northern</td>
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<tr>
<td>East Coast</td>
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<td>St Marys</td>
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<td>Orford</td>
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<td>Swansea</td>
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<td>Coles Bay</td>
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<td>Bicheno</td>
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<tr>
<td>St Helens</td>
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<tr>
<td>Other East Coast</td>
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</tr>
</tbody>
</table>

### TOTAL NIGHTS IN TASMANIA

IS THIS TOTAL THE SAME AS THAT IN Q5?

IF NOT, PLEASE CHECK YOUR ANSWERS.

### ATTRACTIONS YOU VISITED

7. Did you visit any of the following attractions? (Refer to the map on page 4.)

- Hobart and Surrounds
  - Royal Tasmanian Botanical Gardens
  - Mount Wellington
  - Saturday Salamanca Market
  - Tasmanian Museum & Art Gallery (in Hobart)
  - MONA (Museum of Old and New Art)

- Southern
  - Tasman Arch/Blow Hole
  - Tasman National Park/Blow Hole
  - Tahune Forest AirWalk
  - Hastings Caves/Thermal Springs
  - Port Arthur Historic Site
  - Russell Falls/Mt. Field National Park
  - Lake Pedder/Gordon Dam (Strathgordon)
  - Central Plateau/Great Lake
  - Lake St. Clair

- Northern
  - Beaconsfield Heritage Centre
  - Mole Creek Caves (Marakoopa/King Solomons Caves)
  - Cataract Gorge
  - Queen Victoria Museum & Art Gallery, Inveresk
  - Low Head Pilot Station
  - Woolmer's Estate & Brickendon Estate Heritage sites

- West Coast
  - Gordon River
  - West Coast Wilderness Railway
  - Nelson Falls Nature Trail
  - Montezuma Falls
  - Horsetail Falls/Iron Blow Lookout

- North West
  - The Nut in Stanley
  - Rocky Cape National Park
  - Narawntapu National Park
  - Cradle Mountain/Valley
  - Tarkine Region

- East Coast
  - Bay of Fires
  - St. Columba Falls
  - Mt. William National Park
  - Freycinet National Park/Wineglass Bay
  - Maria Island National Park

### NONE OF THE ABOVE
**ACCOMMODATION DETAILS**

8. How many nights did you spend in the following types of accommodation?

- Did not stay overnight  [ ]  (Go to Q9)
- Stayed overnight. How many nights?

- Own property (e.g. own holiday house) [ ]
- Friend's or Relative's home [ ]
- Self-contained accommodation - house, apartment, unit, etc. (not serviced daily) [ ]
- Serviced apartment (serviced daily) [ ]
- Luxury Accommodation [ ]
- Hotel/resort - not luxury [ ]
- Motel [ ]
- Bed & Breakfast or Guest house [ ]
- Wilderness lodge - not luxury [ ]
- Youth hostel or backpackers [ ]
- Cabin/unit - in a caravan park [ ]
- Motorhome/caravan - in a caravan park [ ]
- Motorhome/caravan - not in a caravan park [ ]
- Tent/camping - in a caravan park [ ]
- Tent/camping or cabin - not in a caravan park [ ]
- Some other (Please specify) [ ]

**TOTAL NIGHTS IN TASMANIA** [ ] [ ]

**ACTIVITIES**

9. During this trip did you…

(Mark all that apply.)

**Tourist activities and sights**

- Go on a daytrip to another place [ ]
- Visit historic sites or historic attractions [ ]
- Visit museums [ ]
- Visit galleries [ ]
- Buy Tasmanian made art/craft [ ]
- Attend theatre/performing arts/concerts [ ]
- Browse at markets [ ]
- Visit wineries [ ]
- Visit breweries [ ]
- Visit distilleries [ ]
- Cook at home/in your accommodation [ ]
- Go to a local coffee shop [ ]
- Eat at a fashionable, trendy restaurant/café [ ]
- Enjoy a fine-dining experience at one of Tasmania's top restaurants [ ]
- Visit local food producer [ ]
- Experience Tasmanian Aboriginal culture [ ]
- Travel with relatives who live in Tasmania [ ]
- Travel with friends who live in Tasmania [ ]
- Travel as a backpacker [ ]

**Bushwalking / hiking / trekking**

- Bushwalk for less than four hours [ ]
- Bushwalk over 4 hours (not overnight) [ ]
- Bushwalk overnight or longer [ ]

**Outdoor and other activities**

- Go camping [ ]
- Visit National Parks [ ]
- Quad Bike/4WD off-road [ ]
- Sail/yacht [ ]
- Canoe/kayak/sea kayak [ ]
- Fish for trout [ ]
- Fish - other (e.g. sea/game) [ ]
- Cycle [ ]
- Go mountain biking [ ]
- Fly in a light aircraft/helicopter (scenic flight) [ ]
- View wildlife in a wildlife park/zoo [ ]
- View wildlife not in a wildlife park/zoo [ ]
- Play golf [ ]
- Visit gardens [ ]
- Go on a cruise – river or coastal [ ]
- Take a train journey [ ]
- Some other activities (Please specify) [ ]

**NONE OF THE ABOVE** [ ]

IS THIS TOTAL THE SAME AS THOSE IN Q5 AND Q6? IF NOT, PLEASE CHECK YOUR ANSWERS
YOUR SPENDING IN TASMANIA

To help us estimate the value of visitors to the Tasmanian economy, please answer these questions about your spending WITHIN TASMANIA on this trip. We are only interested in how much you PERSONALLY spent while in Tasmania.

Include:
- Amounts you spent on people you were travelling with;
- Anything that was pre-paid or charged to your credit card;
- Anything paid by your employer outside Tasmania;
- If on a package, provide your best guess.

Do not include:
- Anything friends/relatives spent on you;
- The cost of your travel to and from Tasmania.

10. Did you travel to Tasmania on a pre-paid package which included all or part of your accommodation, travel to and from Tasmania, transport within Tasmania or other costs?

No ☐
Yes ☐ (Mark all that were included in the package.)
- Travel to Tasmania ☐
- Accommodation ☐
- Meals ☐
- Transport within Tasmania ☐
- Admission fees (e.g. to tourist attractions) ☐
- Other costs ☐

11. Please estimate what you personally spent on accommodation in Tasmania. If on a package please provide your best guess.

Include:
- Meals paid for with accommodation.

Australian Dollars
Enter amount here $ 0 0
Mark the box below
Spent nothing on accommodation in Tasmania ☐

12. Please estimate what you personally spent on any transport you used while in Tasmania. If on a package please provide your best guess.

Include:
- Car/camper rental;
- Bus/coach/taxi fares;
- Vehicle running costs - Maintenance/Petrol.

Do not include:
- Travel to and from Tasmania.

Enter amount here $ 0 0
Mark the box below
Australian Dollars
Spent nothing on transport in Tasmania ☐

13. Please estimate what you personally spent on all other items in Tasmania. If on a package please provide your best guess.

Include:
- Restaurants/cafes/bars;
- Leisure activities; e.g. casinos/entry fees/guided trips;
- Other personal spending; e.g. groceries/souvenirs;
- Conference registration fees.

Do not include:
- Meals paid for with accommodation;
- Travel to and from Tasmania.

Enter amount here $ 0 0
Mark the box below
Australian Dollars
Spent nothing on other items in Tasmania ☐
INFORMATION SOURCES

14a. Which of the following information sources inspired you to come to Tasmania? (Mark all that apply).

- Television
- Radio
- Newspapers
- Magazines
- Travel brochures
- Travel/guide books
- Word of mouth (excluding social media)
- Discover Tasmania website
- Other travel website or blog
- Social Media
- Other information source (please specify):

No information source

14b. Which information sources did you use before arriving in Tasmania, to plan and/or to book your trip?

Tasmanian Visitor Information Centre
- Used for planning
- Used for booking

Directly from Tasmanian Tourism Operators (e.g. Hotel, hire car, etc.)
- Used for planning
- Used for booking

Discover Tasmania website
- Used for planning
- Used for booking

Travel agent
- Used for planning
- Used for booking

Airline directly (phone/website)
- Used for planning
- Used for booking

Spirit of Tasmania directly (phone/website)
- Used for planning
- Used for booking

Travel brochures
- Used for planning
- Used for booking

Travel/guide books
- Used for planning
- Used for booking

Motoring Club (e.g. RACV, RACQ, NRMA, etc.)
- Used for planning
- Used for booking

Online travel provider (e.g. Webjet, etc.)
- Used for planning
- Used for booking

Online accommodation provider (e.g. AirBNB, Booking.com, Wotif, etc.)
- Used for planning
- Used for booking

Other source (please specify):

None used
- Used for planning
- Used for booking
14c. Which information sources did you use while travelling in Tasmania, to plan and/or to book your trip?

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Used for planning</th>
<th>Used for booking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tasmanian Visitor Information Centre</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Directly from Tasmanian Tourism Operators (e.g. Hotel, hire car, etc.)</td>
<td>☐</td>
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<tr>
<td>Discover Tasmania website</td>
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<td>☐</td>
</tr>
<tr>
<td>Travel agent</td>
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<tr>
<td>Airline directly (phone/website)</td>
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<tr>
<td>Spirit of Tasmania directly (phone/website)</td>
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<td>Travel brochures</td>
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<tr>
<td>Travel/guide books</td>
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<tr>
<td>Motoring Club (e.g. RACV, RACQ, NRMA, etc.)</td>
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<tr>
<td>Online travel provider (e.g. Webjet, etc.)</td>
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<td>Online accommodation provider (e.g. AirBNB, Booking.com, Wotif, etc.)</td>
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<tr>
<td>Other source (please specify):</td>
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</tbody>
</table>

10 None used

PLEASE ANSWER IF USED A TASMANIAN VISITOR INFORMATION CENTRE FOR BOOKING (AT 14b OR 14c ABOVE).

14d. How did you book through the Tasmanian Visitor Information Centre?
(Mark all that apply.)

<table>
<thead>
<tr>
<th>Method</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>In person</td>
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<tr>
<td>Telephone</td>
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<td>Online</td>
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<td>Email</td>
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<tr>
<td>Some other way</td>
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</tr>
</tbody>
</table>
ABOUT YOUR TRIP

Please answer the following questions about your trip.

15. How many were in your immediate travelling party excluding Tasmanian residents?
   (Mark one response only.)
   - One - only me  [ ]
   - Two  [ ]
   - Three  [ ]
   - Four  [ ]
   - Five or more  [ ] (Go to Q17)

16. Who did you mainly travel with on this trip to Tasmania excluding Tasmanian residents?
   (Mark one response only.)
   - With a partner/as a couple  [ ]
   - As a family with children  [ ]
   - Other family or family and friends  [ ]
   - With a small group of friends  [ ]
   - With a tour group etc.  [ ]
   - With a school/university group  [ ]
   - Business/work associates  [ ]
   - Some other  [ ]

Reminder:
Are you filling in the boxes correctly?

RIGHT  [ ]  WRONG  [ ]

Are you shading the boxes fully for any mistakes?

Wrong box  [ ]
Right box  [ ]

ABOUT YOU

We would now like to ask you some questions about yourself.

Please note that all responses are strictly confidential.

17. Which of the following best describes the household you live in?

   - Single/living alone  [ ]
   - Share house with non related person(s)  [ ]
   - Couple, no kids  [ ]
   - Family with young children (oldest child under 14 years)  [ ]
   - Family with older children (oldest child aged 14+) but at least some living at home  [ ]
   - Other (Please specify)  [ ]

18. Which one of the following best describes your highest level of education?
   (Mark one response only.)
   - Primary school or some high/secondary school  [ ]
   - Completed high/secondary school  [ ]
   - Completed TAFE/technical or commercial tertiary college  [ ]
   - Some tertiary study  [ ]
   - Completed diploma  [ ]
   - Completed degree  [ ]
   - Higher degree/diploma  [ ]

19. Are you now in paid employment?
   (Mark one response only.)
   - Yes, full time  [ ]
   - Yes, part time  [ ]
   - No, retired  [ ]
   - No, student  [ ]
   - No, looking for work  [ ]
   - No, home duties  [ ]
   - No, do not work  [ ]
   - Other (Please specify)  [ ]
20. What is the current combined income of everyone in your household, before tax or anything else is taken out?  
Please include pensions and allowances from all sources. (Mark one response only.)

<table>
<thead>
<tr>
<th>Your Household Income (Australian Dollars)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,600 a year</td>
<td>(Under $300 a week)</td>
</tr>
<tr>
<td>$15,600 - $25,999 a year</td>
<td>($300 - $499 a week)</td>
</tr>
<tr>
<td>$26,000 - $36,399 a year</td>
<td>($500 - $699 a week)</td>
</tr>
<tr>
<td>$36,400 - $51,999 a year</td>
<td>($700 - $999 a week)</td>
</tr>
<tr>
<td>$52,000 - $77,999 a year</td>
<td>($1,000 - $1,499 a week)</td>
</tr>
<tr>
<td>$78,000 - $103,999 a year</td>
<td>($1,500 - $1,999 a week)</td>
</tr>
<tr>
<td>$104,000 - $129,999 a year</td>
<td>($2,000 - $2,499 a week)</td>
</tr>
<tr>
<td>$130,000 - $149,999 a year</td>
<td>($2,500 - $2,884 a week)</td>
</tr>
<tr>
<td>$150,000 - $174,999 a year</td>
<td>($2,885 - $3,364 a week)</td>
</tr>
<tr>
<td>$175,000 - $199,999 a year</td>
<td>($3,365 - $3,845 a week)</td>
</tr>
<tr>
<td>$200,000 - $499,999 a year</td>
<td>($3,846 - $9,614 a week)</td>
</tr>
<tr>
<td>$500,000 or more a year</td>
<td>($9,615 or more a week)</td>
</tr>
</tbody>
</table>

21. How many people’s incomes are included in this household total?  
Number of people [ ]  

22. What is your current occupation?  
Please use last occupation if not presently employed (e.g. retired, unemployed, etc.) (Mark one response only.)

- Professional  
  (e.g. Director, Doctor, CEO, Lawyer, etc.) □  
- Other Professional  
  (e.g. Nurse, Teacher, Policeman, etc.) □  
- Manager/Business owner  
  (e.g. General Manager/Dept. Head, Proprietor, etc.) □  
- Sales Person, Shop Worker, Office Worker  
  (e.g. Clerk, Receptionist, etc.) □  
- Skilled or Semi-skilled Worker  
  (e.g. Electrician, Driver, Waiter, Apprentice, etc.) □  
- Other Manual Worker  
  (e.g. Cleaner, Farm Labourer, etc.) □  
- Student □  
- Other □  
- Never been employed □  

23. Are you:  
Male □  
Female □  
Other □  
Prefer not to say □  

24. In which of these age groups are you?  

- 14 – 19 years □  
- 20 – 24 years □  
- 25 – 29 years □  
- 30 – 34 years □  
- 35 – 39 years □  
- 40 – 44 years □  
- 45 – 49 years □  
- 50 – 54 years □  
- 55 – 59 years □  
- 60 – 64 years □  
- 65 – 69 years □  
- 70+ years □  
- Prefer not to say □
YOUR OPINIONS AND COMMENTS

25a. Overall how satisfied were you with this trip to Tasmania?

<table>
<thead>
<tr>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Overall</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

25b. Please indicate how satisfied you were with the following while in Tasmania.

<table>
<thead>
<tr>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public WiFi</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food options</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Range of experiences</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of the experiences</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

25c. On a scale of 1 to 10, where 1 is ‘Not at all likely’ and 10 is ‘Extremely likely’, how likely are you to recommend Tasmania as a holiday destination to a friend, family member or colleague?

<table>
<thead>
<tr>
<th>Not at all likely</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>

26. This next question is a bit different: we’re interested how taking a holiday can make you feel.

Please take a moment and think about your recent holiday to Tasmania and the way it made you feel.

Choose 3 statements from the list below that best describes the way your holiday to Tasmania made you feel.

- Invigorated, energised
- Unconventional, non-conforming
- Invincible, unstoppable
- Confident, self-assured
- Admired, respected
- Indulged, rewarded
- Composed, poised
- Focused, clear
- Under control, on top of things
- Peaceful, content
- Calmed, mellow
- Comforted, reassured
- In harmony, balanced
- Connected, sense of belonging
- Positive, engaged
- Free-spirited, uninhibited
- Full-of-life, optimistic
- Exhilarated, buzzed
27a. What were the three best experiences you had on this trip to Tasmania?

1: ........................................................................................................................................................................
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2: ........................................................................................................................................................................
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3: ........................................................................................................................................................................
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27b. If you had a disappointing experience/s on this trip to Tasmania please let us know about it.

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No disappointing experiences □
28. Tourism Tasmania would like to understand the needs or requirements of visitors to the State to help inform the development of products and services provided by our tourism industry. Your help with this would be valuable. Would you like to take part in future market research to help with the development of better holiday experiences?

Yes [ ]  No [ ]

29. If you answered ‘Yes’ to Q28, please provide your contact details below:

Title:  Mr [ ]  Mrs [ ]  Ms [ ]  Miss [ ]  Dr [ ]

Name:  

Surname:  

Address:  

Suburb:  

State:  [ ]  Postcode:  

E-mail:  

Telephone:  Home [ ]  Work [ ]  Mobile [ ]

Please enclose this questionnaire in the envelope provided.

You may:  • return it to the interviewer; or
         • mail it back, preferably within one week.

No postage stamp is required if posted in Australia.

Thank you for your help with the survey and thank you for visiting Tasmania.
If you require further holiday information please visit www.discovertasmania.com.

Tourism Tasmania conducts the Tasmanian Visitor Survey with assistance from Roy Morgan Research in accordance with the Tourism Tasmania Act 1996.

The survey information is collected for use by Tourism Tasmania and strategically aligned parties to support the Tasmanian tourism industry to understand market trends.

If you have any questions or concerns you can call Tourism Tasmania on +613 6165 5334 to obtain further information.