

MONA Visitor Profile

December 2016

Tasmanian Visitor Survey (TVS) – Year ending December 2016

- In the year ending December 2016, Tasmania received 1 236 400 visitors. Of this number, 27 per cent (338 358) indicated that they went to MONA. This is a decrease of 2 per cent compared to the previous year.
- MONA is the second most visited tourism attraction, behind the Salamanca Market (34 per cent of visitors).
- Of the 338 358 visitors who indicated that they went to MONA, 68 per cent were on a holiday, 16 per cent were visiting friends or relatives and the remaining 16 per cent indicated they had travelled for business or some other reason.
- Seventy two per cent of those were from Victoria, New South Wales, and Queensland, 12 per cent were from other states and territories, and 16 per cent were from overseas. The TVS data does not include Tasmanian visitors to MONA.
- Seventy per cent of these visitors participate in the workforce and 15 per cent of them are retired.
- MONA visitors spent an average of 9 nights in Tasmania with many travelling to regions beyond Hobart.
- Visitors to the state who went to MONA spent a total of \$760 million during their trip to the state (\$327 million on accommodation, \$124 million on transport and \$308 million on other items), a 2.5 per cent increase from the previous year.
- For 40 per cent of visitors to MONA this was their first time visiting Tasmania.
- For the year ending December 2016, 4 per cent of visitors to Tasmania indicated that they were influenced to visit because of MONA.

