

Mona Visitor Profile

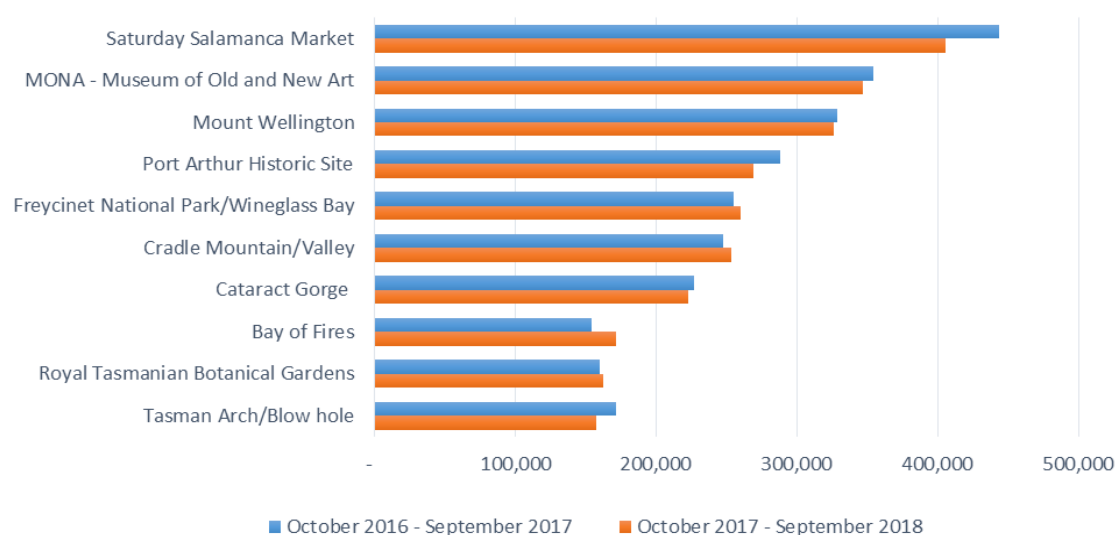
Updated to September Quarter 2018

In the year ending September 2018, Tasmania received 1.30 million visitors. Results from the TVS indicate that 27% (approx. 347,000) said they had visited MONA whilst on their trip. This is a slight decrease of 2% compared with the previous year. The TVS also indicates that:

- MONA continues to be the second most visited tourism attraction in Tasmania, behind Salamanca Market. The graphs below show Tasmania's top ten visitor attractions in 2017-18 and visitor number trends since MONA opened in January 2011.
- Of those visiting MONA, 68% were on a holiday compared with 49% of all visitors; 15% were visiting friends or relatives, compared with 25% of all visitors.
- MONA attracted a higher percentage of international visitors (20%) compared with all visitors to Tasmania (16%). Domestically, 69% of those visiting MONA were from Victoria, New South Wales, and Queensland. These figures broadly reflect the profile of visitors to Tasmania generally. (Please note that the TVS data does not capture Tasmanian visitors to MONA).
- MONA visitors spent an average of 9.6 nights in Tasmania compared with 8.3 nights for all visitors.
- Visitors to the state who went to MONA spent a total of \$861 million during their trip to the state (\$370 million on accommodation, \$149 million on transport and \$342 million on other items), a 2.5% increase from the previous year.
- For 42% of visitors to MONA this was their first time visiting Tasmania.
- For the year ending September 2018, 3% of visitors to Tasmania indicated that they were influenced to visit because of MONA.

Graph 1. Top Ten Visitor Attractions in Tasmania 2017-18

Source: Tasmanian Visitor Survey Sept 2018



Graph 2. Tracking MONA YE September 2008-18

