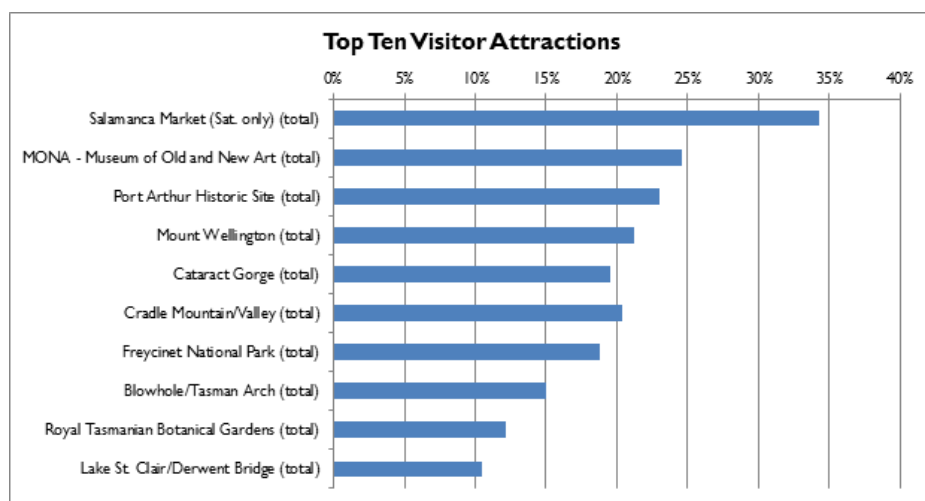


# MONA – first twelve months of TVS data

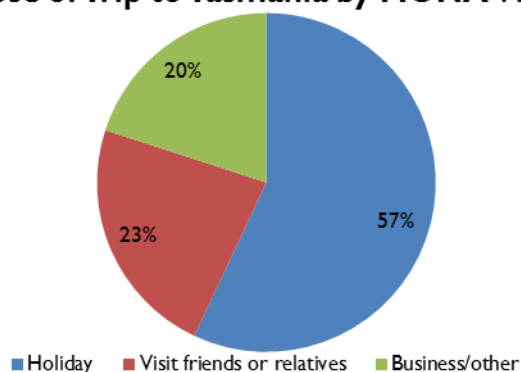
From July 2011 Tourism Tasmania's Tasmanian Visitor Survey (TVS) questionnaire was updated to include the Museum of Old and New Art, MONA, in the list of attractions visitors are asked to identify as having visited during their trip. There are a total of 27 attractions in the list, including National Parks, attractions such as Port Arthur Historic Site, Cataract Gorge, Royal Tasmanian Botanical Gardens, and Salamanca Market.

Data for the first six months indicated that MONA had quickly become a significant attraction for visitors in the State. This trend continues for the twelve months to the year ending June 2012.

- In the year ending June 2012, approximately 210 300, or 25% of all visitors to Tasmania, visited MONA.
- MONA ranked as the second most visited tourism attraction, only behind the Salamanca Market (34%).
- Of the visitors to MONA, 57% were on a holiday trip, 23% were visiting friends or relatives and the remaining 20% indicated they had travelled for business or some other reason.
- MONA visitors spent an average of 10 nights in Tasmania with many travelling to regions beyond Hobart.



## Purpose of Trip to Tasmania by MONA Visitors



Note: The TVS data shows the number of visitors to Tasmania who visited MONA, they do not provide an indication of whether visiting MONA was their main purpose for travel to the state.