

# Travel by Tasmanians

Intrastate survey | August 2020

Research by EMRS. This report has been prepared by Tourism Tasmania's Research & Insights unit. [www.tourismtasmania.com.au/research](http://www.tourismtasmania.com.au/research)

Image: Jason Charles Hill  
Western Arthur Range, SW



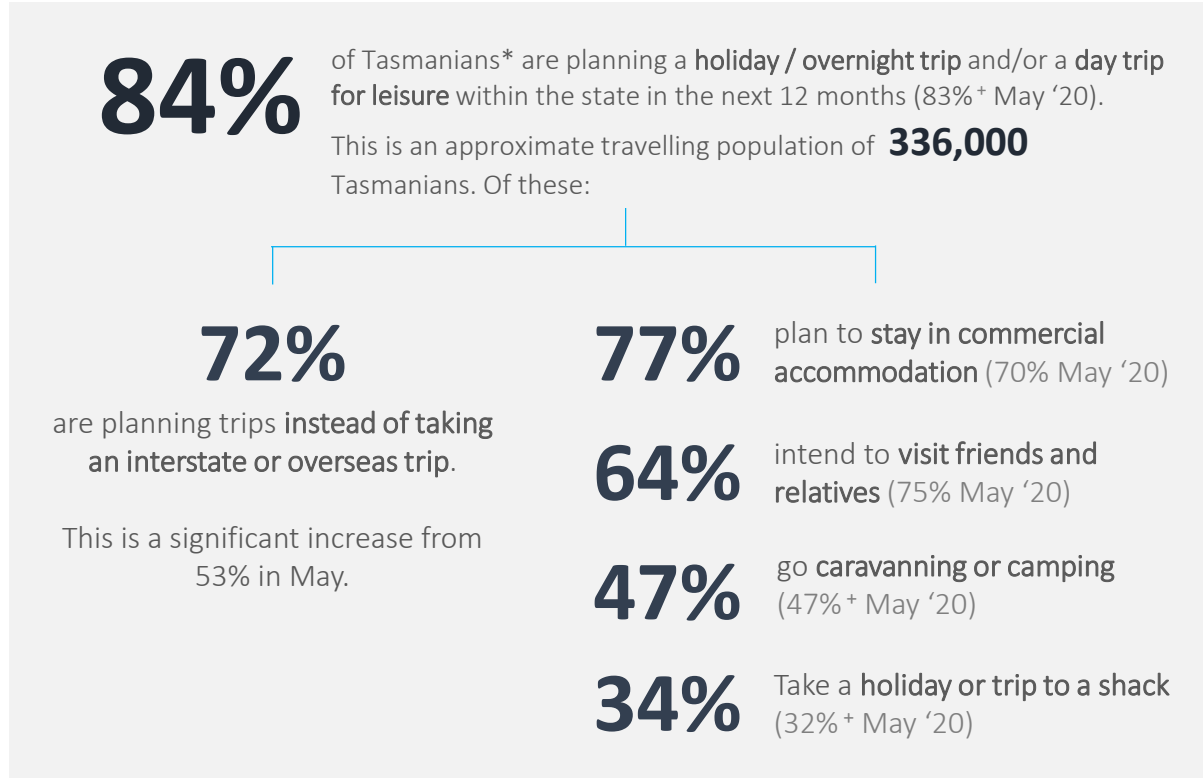
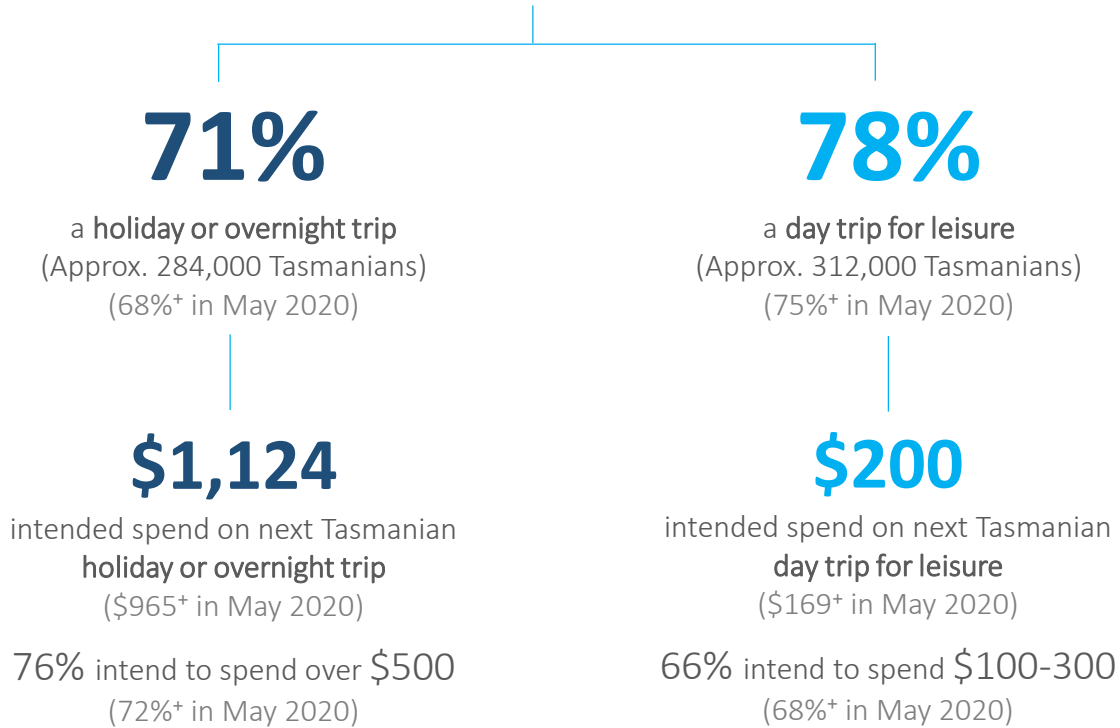
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Tasmanians are eager to travel within the state, with the vast majority intending to take a holiday or overnight trip, or a day trip for leisure, in the next twelve months. Almost three quarters of those planning intrastate trips say they are doing so to replace an interstate or overseas trip, and 77% intend to stay in commercial accommodation.

## Tasmanians' travel intentions in the next 12 months



Survey conducted by EMRS, from the 18th to the 24th of August 2020. \*1,000 adult Tasmanian residents were interviewed and responses weighted to reflect the Tasmanian adult voting population (400,733 ABS 2016). Some percentages add to more than 100% as multiple responses allowed. A sample of this size provides a margin of error of ± 3.1 percentage points at the 95% confidence level. \*Not a statistically significant change.

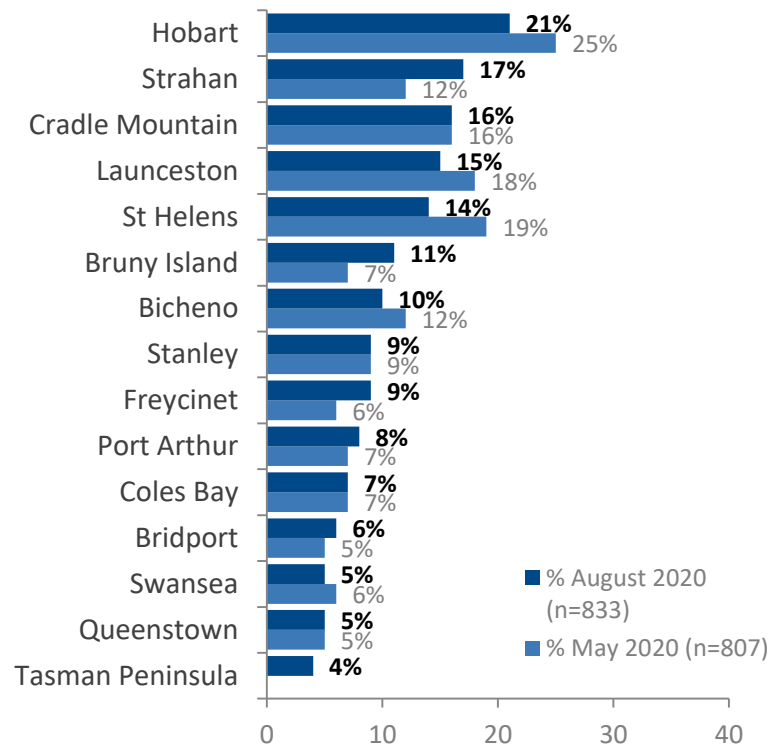
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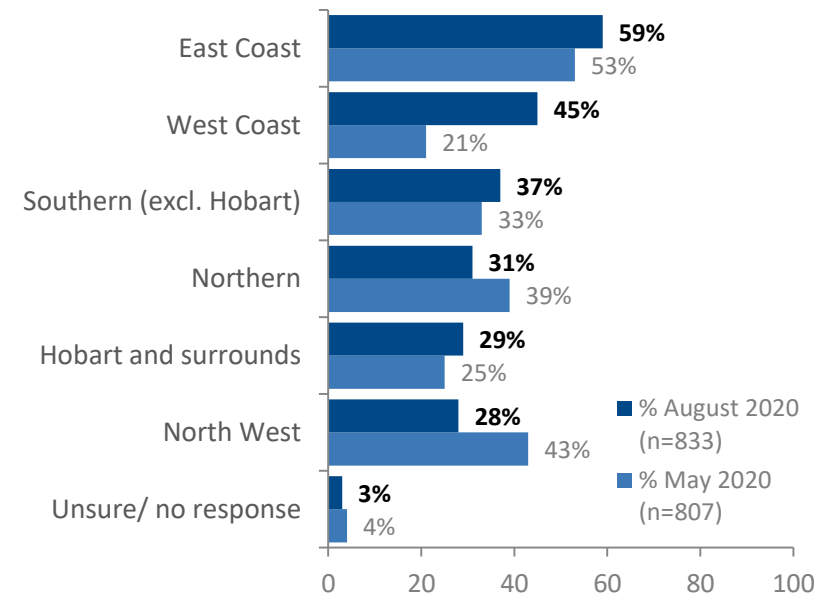


Tasmanians are planning travel all around the state, particularly to regional areas. There has been a significant swing towards the West Coast since the first survey in May, as more people nominated Strahan as one of their **top three places** they're intending to visit.

### Top places on Tasmanians' lists to go to for a holiday



### Regions on Tasmanians' lists to go to for a holiday



Question: "What are the top 3 places on your list to go to in Tasmania for holidays?" Specific locations were preferred, however general areas such as 'West Coast' were accepted.