
Understanding the opportunity for Tasmania to leverage travel for events
TOURISM
TASMANIA

# Key Insights

This research supports a strong focus on events to drive interest in visiting Tasmania in 2026.

**Our events increase interest in visiting:** Knowing about Tasmanian events makes 79% of travellers more likely to visit, and 67% feel more positively about Tasmania as a destination. Interest in Tasmanian events outstrips awareness. The events that are of strongest interest to visitors also have potential to build a stronger brand by increasing familiarity with what makes Tasmania unique and worth visiting.

**Event of different types play a role:** Some events reinforce what people already associate with the state and hold strongest appeal from many visitors. Natural events lead interest at 78%, followed closely by food and wine festivals at 70%, and live music at 57%. Arts and culture events present another key opportunity to grow interest and travel intent. Sports events attract fans of the specific sport and have lower general appeal as events to travel to. The (future) Tasmania Devils and the Sydney to Hobart yacht race are the exceptions, both seen as genuinely different or world class moments worth travelling for a broader audience.

**The recurring events opportunity:** A clear role for recurring events in travel planning. Most travellers (66%) want to know about an event at least two to three months ahead, and nearly half want more than four months notice. The good news is that Tasmania already has a strong annual event calendar. Recurring events, those that happen on a predictable schedule each year, allow promotion of dates and seasons well in advance, even before full programs are announced. This early visibility can help shift events from trip enhancers (something discovered after the destination is chosen) to trip drivers (the reason to go in the first place).

**Seasonality and regional dispersal:** Events have genuine potential to smooth Tasmania's seasonality. Interest in travelling for events is present across all seasons, with spring (55%), autumn (50%) and summer (49%) all appealing. Winter has lower appeal but still 3 in 10 are open to winter events. The event calendar provides reasons for visitors to visit in any season. The dispersal picture is equally encouraging. Only 4% of event travellers say they would stay only in the event location. The majority are open to Hobart (66%) and Launceston (62%) as well as the East Coast (49%), North (51%), South (48%) and West (44%). All events can act as gateways to broader itineraries.

**Practical barriers:** Potential demand exists and visitors also shared what will make their path from looking to booking simpler. Visitors tell us that some barriers for event travel are logistical: accommodation availability (63%), flight costs (59%), and cost of accommodation (54%) are potential concerns. Affordable deals are the strongest enabler, cited by 72%, followed by early information (55%), bundled packages (51%) and easy booking processes (51%).

# Understanding event attendance while travelling to any destination

What sort of events do people attend while travelling?

# In sum...

- Events are a popular part of travel, with broad interest across multiple event types by a broad cross section of potential visitors.
- Concerts and food & wine festivals lead event participation, highlighting the importance of immersive, experience-led formats that align with leisure travel.
- Interest spans a wide mix of event types, including arts, natural events and sporting events, reinforcing that events play a diverse role in travel experiences rather than being limited to one category.
- Word-of-mouth remains the strongest travel trigger, with friends and family recommendations leading inspiration sources.
- Practical online research supports decision-making, with travel websites, destination sites and media content acting as important secondary influences.



# When travelling for events I want to feel more...




*The most common words used to describe how people **do** want to feel when travelling for events*

# Motivations and needs when travelling for events:

## Seeking Unique and Memorable Experiences

- Opportunity to attend events that are unique, once-in-a-lifetime, or unavailable at home

## Cultural Exploration and Learning

- Experiencing local culture, traditions, and ways of life – value in learning about new places, their customs, food, and community through events

## Connection and Socialising

- Connecting with friends, family, and like-minded individuals, fostering a sense of community and shared enjoyment

## Personal Interests and Passions

- Events that align with their hobbies or passions, such as music, sport, food, art, or specific activities

## Breaking Routine and Adding Excitement

- Events provide a break from daily routines, offering novelty, excitement, and a sense of accomplishment or enrichment



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# When travelling for events I want to feel less...




*The most common words used to describe how people **don't** want to feel when travelling for events (anywhere)*

Qualitative Events Study 2025

# Events need to avoid pitfalls to meet needs

**High Cost / Overpriced**

- Expensive tickets, high travel/accommodation costs, poor cost-to-enjoyment ratio, and feeling "ripped off"

**Poor Organisation / Management**

- Lack of clear communication, bad management, or fail logistically (signage, facilities, seating, etc).

**Overcrowding / Too Busy**

- Overcrowded events, long wait times, difficulty moving around, and lack of personal space

**Failure to Meet Expectations / Misrepresentation**

- Events that do not deliver what was promised, are underwhelming and boring, can fail to meet expectations

**Poor Amenities / Accessibility Issues**

- Lack of quality food and drink, poor amenities (toilets, seating), difficult access/transport, and challenges for those with disabilities contributed to negative experiences

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# Events of all kinds are of interest when travelling with concerts and food & wine festivals the most attended and interested in.

## Events attended or interested in (any destination)

| | |
|---|---|
| Live music concerts | 49% |
| Food & wine festivals | 41% |
| Natural events (e.g. Southern Lights, tulip festival, blosson festival | 34% |
| Arts (e.g. theatre, art exhibitions, comedy) | 33% |
| Music festivals | 31% |
| AFL games | 30% |
| Seasonal events (e.g. Christmas in July, Easter show) | 28% |
| Cultural festivals) | 27% |
| Light festivals (e.g. Vivid) | 25% |
| Cricket | 20% |
| Tennis championships | 19% |
| Walking/trekking events | 19% |
| Quirky/unique events (e.g.niche or unusual themes) | 19% |
| Wellness/lifestyle events | 16% |
| Super cars | 11% |
| Basketball | 10% |
| Classical / jazz / orchestral music/folk | 8% |
| Marathon or running events | 7% |
| Folk festivals | 7% |
| Water sports (e.g. rowing, yachting) | 6% |
| Cycling events | 5% |
| Golf championships | 4% |
| Something else (please specify) | 6% |

A3. Which (if any) of the following types of events have you attended or participated in over the last 2 years OR have an interest in for the future?
Base: Total n = 1002



# Family and Friends are the most powerful travel inspiration sources, with online research, social and traditional media also playing a role.

## Factors contributing to inspiration to travel

| | |
|---|---|
| Friends or family recommendations | 61% |
| Travel websites | 44% |
| Travel TV shows | 39% |
| Destination websites and apps (the official site) | 38% |
| Short form social media (e.g. TikTok, Instagram, Facebook) | 37% |
| Travel articles or blogs | 29% |
| Seeing a destination in a tv show or movie (e.g. White Lotus) | 28% |
| Personal reviews (e.g. Tripadvisor or Reddit) | 27% |
| Documentaries | 25% |
| Long form social media (e.g. YouTube) | 25% |
| Influencers or content creators | 16% |
| Travel agent or event booking company | 15% |
| AI e.g. ChatGPT | 11% |



A5. Where do you get inspiration for your travels – especially when you're considering a holiday that includes an event?
Base: Total n = 1002

# Tasmania's appeal to event goers

Interest and appeal

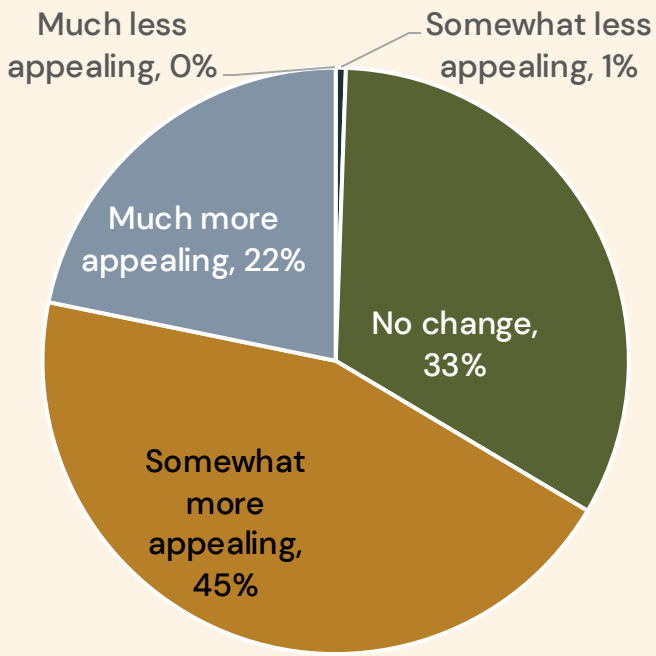
# In sum...

- Awareness of events increases Tasmania's overall appeal as a destination and overall interest in visiting. Events already play a strong role in attracting visitors and have the potential to play an even stronger role in future.
- Tasmania's familiarity is low to moderate for many travellers, the state is generally seen as a nature-led destination. Scenery and wildlife are at the core and food, with arts and culture acting as secondary, supporting layers of associations.
- Interest in travelling to Tasmania for events is strongest for nature-led, food and wine, and live music experiences, and most event types are more likely to be seen as trip enhancers rather than the primary reason to visit.
- The bigger issue is visibility, not lack of appeal. Awareness of many specific Tasmanian events remains low, but interest often exceeds awareness, particularly across food and nature experiences. Arts and culture remain under the radar aside from Dark Mofo, while major sporting events are better known but do not strongly motivate travel.
- Appeal is not uniform across audiences. Positive Impact travellers are more drawn to food, culture and arts, while Conscious Adventurers lean more toward active and sporting experiences, suggesting Tasmania's events can play different roles for different traveller mindsets.
- Tasmanian events are seen as meaningfully different from mainland events, particularly through their natural settings, smaller scale, relaxed atmosphere and local feel. Importantly, thinking about these events lifts both Tasmania's overall appeal and likelihood to visit, especially when the events reinforce what people already associate with the state, namely nature first, with food, wine and local produce as complementary strengths.

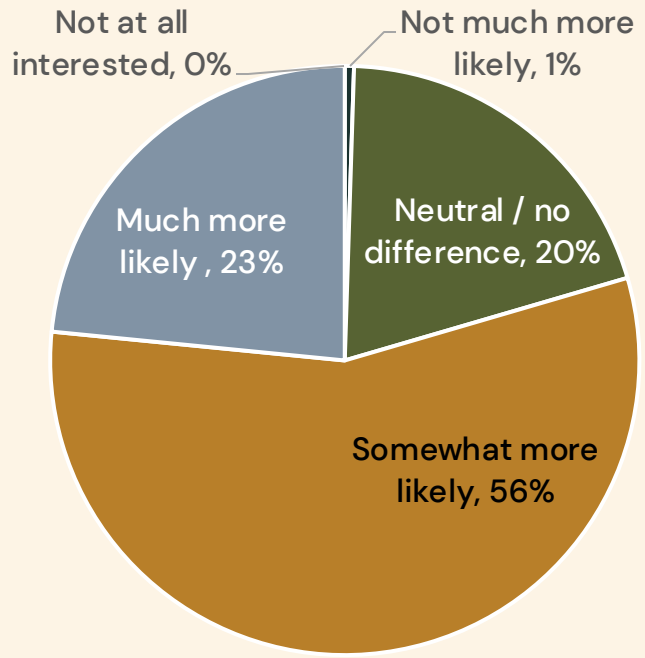


# Awareness of events increases Tasmania's overall appeal as a destination and overall interest in visiting. Events already play a strong role in attracting visitors and have the potential to play an even stronger role in future.

## Has it changed how you feel about Tasmania as a place to visit? (*knowing about events*)




## How much more likely are you to visit?




C9. Having just thought about these Tasmanian events, has it changed how you feel about Tasmania as a place to visit overall?
C10. Thinking about a future visit to Tasmania, if events that you are interested in are happening in Tasmania, how much more likely are you to visit overall?
Base: Total n = 1002

# Tasmania is widely regarded as a highly appealing travel destination, reflecting the strong emotional pull of its landscapes, natural beauty and distinctive experiences.

## Appeal of Tasmania as a travel destination

| | |
|---|---|
| Extremely appealing | 61% |
| Somewhat appealing | 37% |
| Neither appealing nor unappealing | 2% |
| Not very appealing | 0% |

*I love nature and would love to do a road trip around Tasmania*

*Tasmania is different to the rest of Australia. Beautiful landscapes and outdoor things to do. Alpine scenery you can't experience in other places in Australia. Snow.*

*It's a really naturally beautiful place with interesting historical places and good food*

*Because it is extremely scenic place with lots of calm, food and nature experiences*

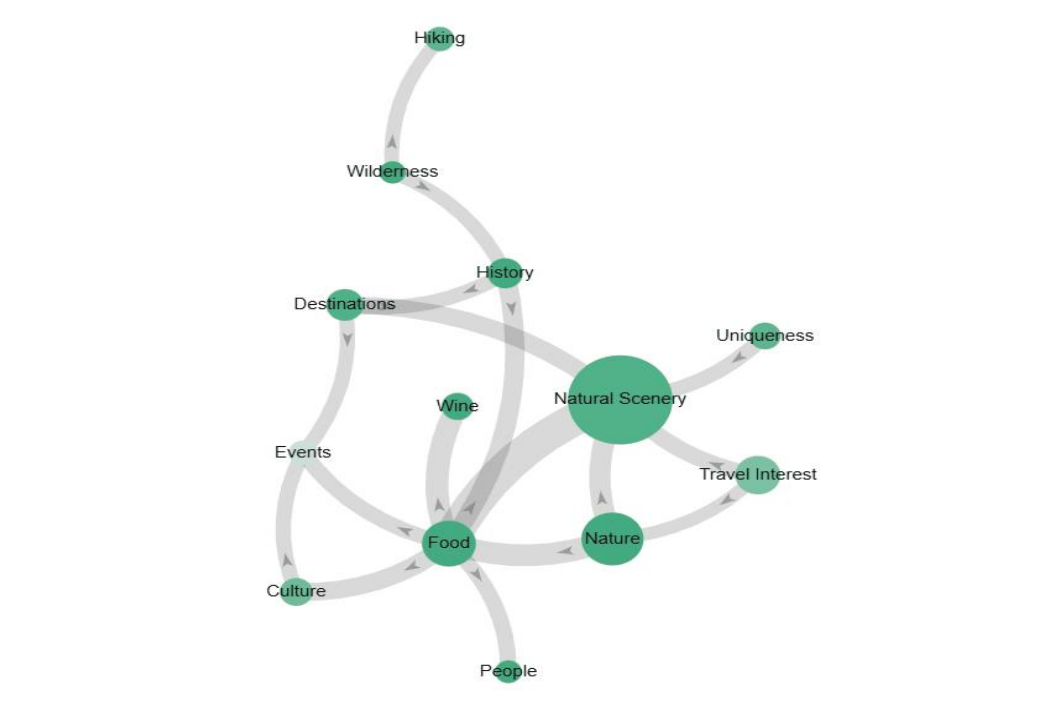


B3. Based on what you know, how appealing is Tasmania as a travel destination?
B4. Why do you say that? (Reasons for appeal) Base: Total n = 1002

# Natural landscapes remain Tasmania's strongest source of appeal, while complementary experiences such as food, culture and events help broaden the destination's travel appeal.



## Appeal of Tasmania Impact Map




The map shows *Natural Scenery,* followed by *Nature and Food* as the strongest and most interconnected themes as indicated by the size of the circles and the connections to each bubble, with green colouring indicating high positive sentiment. travellers suggest that Tasmania's appeal lies in its combination of natural beauty, food, and cultural identity.

> *It has beautiful scenery and natural landscapes, it is easy to drive from town to town across the state. Public transport is minimal and it is expensive to hire a car*
>
> *Tasmania has natural beauty lots to do animals galore, fresh air. Kid friendly. Southern lights. Snow in September. Hop on hop off bus. Great food. Fantastic local markets*
>
> *Although it's super cold and rainy there, I am keen to try the food there especially the seafood and also to look at the scenery and city vibes there*

B4. Why do you say that? (Reasons for appeal)
Base: Total n = 1002

# Interest in travelling to Tasmania for event categories is similar for event travel for any destination. Differences include increased interest in nature, food related and clearly uniquely Tasmanian events.

## Event Interest (in Tasmania)

| | |
|---|---|
| Natural events (Southern Lights, penguin tours, platypus, glow) | 78% |
| Food & wine festivals | 70% |
| Live music concerts | 57% |
| Light festivals (e.g. Bicheno Beams) | 54% |
| Cultural festivals | 53% |
| Quirky/unique events (e.g. niche or unusual themes, offbeat cultural experiences) | 53% |
| Arts (e.g. theatre, art exhibitions, comedy) | 53% |
| Music festivals | 52% |
| Walking/trekking events | 51% |
| Seasonal events (e.g. Christmas in July, Easter show) | 51% |
| Wellness/lifestyle events | 40% |
| AFL games | 36% |
| Folk festivals | 29% |
| Classical / jazz / orchestral music / folk | 28% |
| Cricket | 28% |
| Tennis championships | 27% |
| Super cars | 22% |
| Water sports (e.g. rowing, yachting) | 18% |
| Basketball | 18% |
| Marathon or running events | 15% |
| Cycling events | 13% |
| Golf championships | 12% |



B5. Thinking about future travel, how interested would you be in travelling to Tasmania to attend or participate in the following types of events?.
Base: Total n = 1002

# Awareness of Tasmanian food events remains relatively low, but interest in the events is much higher. This speaks to a significant opportunity to grow visitation through increased visibility.



## Tasmanian Food Event Awareness and Interest

### Awareness

| | |
|---|---|
| Taste of Summer (local produce, drinks and crafts at Hobart waterfront) | 29% |
| Tasmanian Wine Festival (wine and food at Royal Botanical Gardens in Hobart) | 31% |
| Festivale (fine food, drinks and entertainment in Launceston) | 20% |
| Taste of the Huon (food, drinks, and feature apples) | 19% |
| Street Eats at Franko (street food and music) | 13% |
| Winter Feast (at Dark Mofo) | 27% |
| Effervescence Sparkling Wine Festival (events and tastings statewide) | 13% |
| Tas Whiskey week (whiskey events, tastings, and tours statewide) | 13% |

### Interest

| | |
|---|---|
| Taste of Summer (local produce, drinks and crafts at Hobart waterfront) | 49% |
| Tasmanian Wine Festival (wine and food at Royal Botanical Gardens in Hobart) | 43% |
| Festivale (fine food, drinks and entertainment in Launceston) | 41% |
| Taste of the Huon (food, drinks, and feature apples) | 41% |
| Street Eats at Franko (street food and music) | 36% |
| Winter Feast (at Dark Mofo) | 35% |
| Effervescence Sparkling Wine Festival (events and tastings statewide) | 24% |
| Tas Whiskey week (whiskey events, tastings, and tours statewide) | 23% |

C4.Which of the following Tasmanian food events are you aware of?
C8. Which of these events or experiences would you be interested in attending or participating in on a future visit (whether you were already aware of have just heard of these events today?
Base: Total n = 1002 (ordered by interest)

# Food & wine events hold appeal to foodies but are seen as generic and lacking unique Tasmanian elements

- Tasmania is seen as a natural fit for food events, as both prior visitors and those who have never visited associated Tasmania with exceptional fresh produce, cheese and wine
- While Tasmania's food events hold some appeal for passionate foodies, the list of events shown is seen to be similar to what could be found in other locations; most would like to see more events built around elements unique to Tasmania
- Examples included scallops (mention of the Tassie Scallop Fiesta), oysters, apples, berries and honey
- Food events with a more distinct theme are of more interest than more general events. For example:
- Taste of the Huon with a focus on a particular region
- Truffle picking, offering a unique and hyper local event
- Agfest sparked some interest with its focus on both agriculture and food

> *Tasmania really reminds me of fresh produce, good food and I think in particular seafood and maybe like oysters... cheese tasting and like drinking wine as well. (Never visited, mixed gender)*



# Arts and culture events remain under the radar, and interest in these events doesn't notably shift once aware. Dark Mofo is the outlier, over-indexing in both awareness and interest.



## Tasmanian Arts and Culture Awareness and Interest

### Awareness

| | |
|---|---|
| Dark Mofo (mid-winter arts festival around MONA and Hobart) | 35% |
| 10 days on the island (statewide arts festival) | 10% |
| Party in the Paddock (multi-day music and camping festival) | 16% |
| Beaker Street Festival (science-meets-art events and installations in Hobart) | 9% |
| Penny Farthing bicycle race (costumed race and street festivities in Evandale) | 14% |
| Longford Jazz Festival (local and visiting jazz artists) | 11% |
| Cygnet Folk Festival (folk, roots, and world music) | 10% |
| The Unconformity (arts festival celebrating Queenstown local history/identity) | 7% |
| Festival of voices (choir concerts and singing events around Hobart) | 10% |

### Interest

| | |
|---|---|
| Dark Mofo (mid-winter arts festival around MONA and Hobart) | 29% |
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| The Unconformity (arts festival celebrating Queenstown local history/identity) | 10% |
| Festival of voices (choir concerts and singing events around Hobart) | 10% |

C5.Which of the following Tasmanian arts and culture events are you aware of?
C8. Which of these events or experiences would you be interested in attending or participating in on a future visit (whether you were already aware of have just heard of these events today?
Base: Total n = 1002 (ordered by interest)

# Arts & culture events such as Dark Mofo are intriguing; there is scope to grow awareness further

- Tasmania's arts and culture events are seen to have some unique elements that might not be found elsewhere
- Dark Mofo is the most well known and intriguing, although those with more knowledge of the event feel it has an edge that may not appeal to more mainstream event goers. Some are aware of Dark Mofo's connection to MONA
- Most feel they would need more information about other arts and culture events, including the program, to determine if they would be of interest

> *Dark Mofo is a winter arts and culture festival in Hobart, very arty and out of the box art and really different. (Previous visitor, male)*
>
> *I would plan my trip around Dark Mofo and make it the centrepiece of my holiday (Past visitor, mixed gender)*



# Nature related events offer potential, but low awareness and modest interest except for Aurora Australis indicate promotional opportunity to showcase the strength of Tasmania's environment.



## Tasmanian Nature Event Awareness and Interest

### Awareness

| | |
|---|---|
| Aurora Australis / Southern Lights | 46% |
| Penguin tours | 35% |
| Platypus seeking walks/tours | 16% |
| Glow Tour (after-dark nature tours in Hobart) | 16% |
| Bioluminescence (glowing plankton in Tasmanian waters) | 18% |
| Tulip Festival (Wynyard, spring) | 21% |
| The Truffle Farm (finding truffles experience) | 16% |
| Bird Watching Festival (Bruny Island) | 12% |
| Turning of the Fagus (autumn leaves) | 5% |
| AgFest (agricultural field day) | 10% |

### Interest

| | |
|---|---|
| Aurora Australis / Southern Lights | 52% |
| Penguin tours | 40% |
| Platypus seeking walks/tours | 35% |
| Glow Tour (after-dark nature tours in Hobart) | 33% |
| Bioluminescence (glowing plankton in Tasmanian waters) | 29% |
| Tulip Festival (Wynyard, spring) | 28% |
| The Truffle Farm (finding truffles experience) | 20% |
| Bird Watching Festival (Bruny Island) | 14% |
| Turning of the Fagus (autumn leaves) | 13% |
| AgFest (agricultural field day) | 8% |

C6.Which of the following nature-related events and experiences are you aware of?
C8. Which of these events or experiences would you be interested in attending or participating in on a future visit (whether you were already aware of have just heard of these events today?
Base: Total n = 1002 (ordered by interest)

# Nature events are unique and could be drawcards; but the lack of a guaranteed experience is too risky for some

- Tasmania's natural events are seen to be unique and compelling, and many would love to see these natural attractions
- The Aurora Southern Lights and Bioluminescence are particularly captivating, although the risk of not being guaranteed a viewing of these natural phenomena is too risky for some; some note Nordic countries offering a 'northern lights' guarantee of a discount if the lights aren't viewed
- The Turning of the Fagus is of niche interest, more appealing to those with an interest in unique plants
- The Tulip Festival holds appeal to some but is considered less unique, being compared to Floriade in Canberra or Tesselaar Tulip Festival in Victoria
- The Glow tour also raised interest; there is a growing trend for events incorporating lights and outdoor elements at night

> *I do a lot of night time photography already so the Aurora sounds good. Bioluminescence ... could be good if they get both that and the Aurora at the same time. (Never visited, Male)*



# Tasmania's major sporting events are widely recognised, but have more targeted appeal among fans of the sport than the broader travel market.



## Tasmanian Sport Event Awareness and Interest

### Awareness

| | |
|---|---|
| Tasmania Devils (future AFL team) | 40% |
| Sydney to Hobart yacht race | 64% |
| Hobart Hurricanes (Big Bash cricket) | 41% |
| Hawthorn Hawks Home Games (AFL) | 36% |
| Supercars Championship (Launceston round) | 22% |
| Hobart International (WTA tournament) | 19% |
| Jack Jumpers (National Basketball League) | 26% |
| Point to Pinnacle half marathon | 8% |
| Kunanyi / Mt Wellington Mountain Run | 8% |
| Tassie Tigers (National Hockey League) | 8% |
| Australian Rowing Championships | 8% |

### Interest

| | |
|---|---|
| Tasmania Devils (future AFL team) | 21% |
| Sydney to Hobart yacht race | 18% |
| Hobart Hurricanes (Big Bash cricket) | 16% |
| Hawthorn Hawks Home Games (AFL) | 15% |
| Supercars Championship (Launceston round) | 14% |
| Hobart International (WTA tournament) | 9% |
| Jack Jumpers (National Basketball League) | 7% |
| Point to Pinnacle half marathon | 5% |
| Kunanyi / Mt Wellington Mountain Run | 5% |
| Tassie Tigers (National Hockey League) | 5% |
| Australian Rowing Championships | 4% |

C7.Which of the following sports events, competitions or teams in Tasmania are you aware of?
C8. Which of these events or experiences would you be interested in attending or participating in on a future visit (whether you were already aware of have just heard of these events today?
Base: Total n = 1002 (ordered by interest)

# Sports events have mixed relevance; the Tasmanian Devils team will drive visitation from keen AFL fans

- While many would attend sports events if they were in Tasmania and came across them, not all would travel specifically for them
- There was fairly low interest in events such as the basketball, cricket and hockey as these are seen to be events which can be watched locally
- While Hobart International Tennis is a drawcard for some, the fact that it is a women only tournament made it less interesting to some and general awareness of this event was low even amongst tennis fans
- Sports events of greater interest include:
  - When the Tasmania Devils AFL team play at the new stadium; in particular the opening game is seen to be a historic sports event worth travelling for
  - The Sydney to Hobart yacht race is considered a world class event and welcoming the yachts to Hobart appeals



# The prospect of a Tasmanian AFL Team is already sparking interest



# Tasmanian events are seen as distinct from mainland events, particularly through their connection to natural settings and smaller scale.

## Tasmanian Event Perceptions

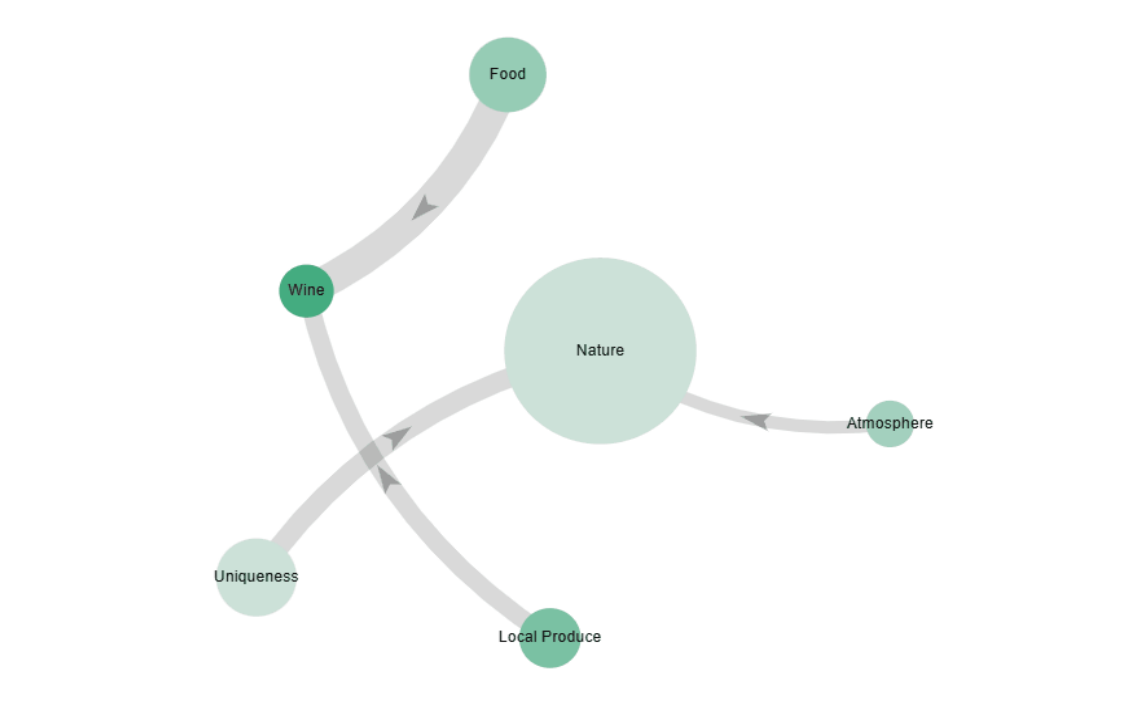
| | |
|---|---|
| Feel different and more unique than events elsewhere in Australia | 75% |
| Feel more community-driven and welcoming than events elsewhere in Australia | 72% |
| Are more relaxed compared to mainland events | 67% |
| Combine high-quality experiences with a more intimate, small-scale feel | 64% |
| Make the most of natural settings and scenery in ways other events don't | 60% |

C12. Overall, based on what you know or expect about these events, how much would you agree or disagree with the following statements? T2B agree scores
Base: Total n = 1002



# Nature-led events with strong food and wine elements feel most authentic to Tasmania and reinforce current perceptions of the destination.

Tasmania Event Fit Impact Map




The map shows *Nature* as the strongest and most interconnected theme as indicated by the size of the circle and the connections to each bubble, with green colouring indicating positive sentiment. Tasmania's event identity is shaped by its natural beauty, local produce, and relaxed atmosphere, which work together to create unique experiences.

> *Something that takes advantage of the unique natural beauty that Tasmania has to offer.*
>
> *I think the events in Tasmania are more natural and personal. Smaller crowds and a real local feel. It's an experience that's hard to find on the mainland.*
>
> *From what I know about Tasmania I think there events are very nature setting with good foods and wines.*
>
> *Tasmania has lots of nature focused events, it fits it's natural beauty and lifestyle. I also want to experience more of music festivals.*

D2. And, thinking about the events that Tasmania has and the places where they are held. What do you think makes an event fit with Tasmania and what would you want to experience?
Base: Total n = 1002

# Planning for travelling for events

Current behaviours

# In sum...

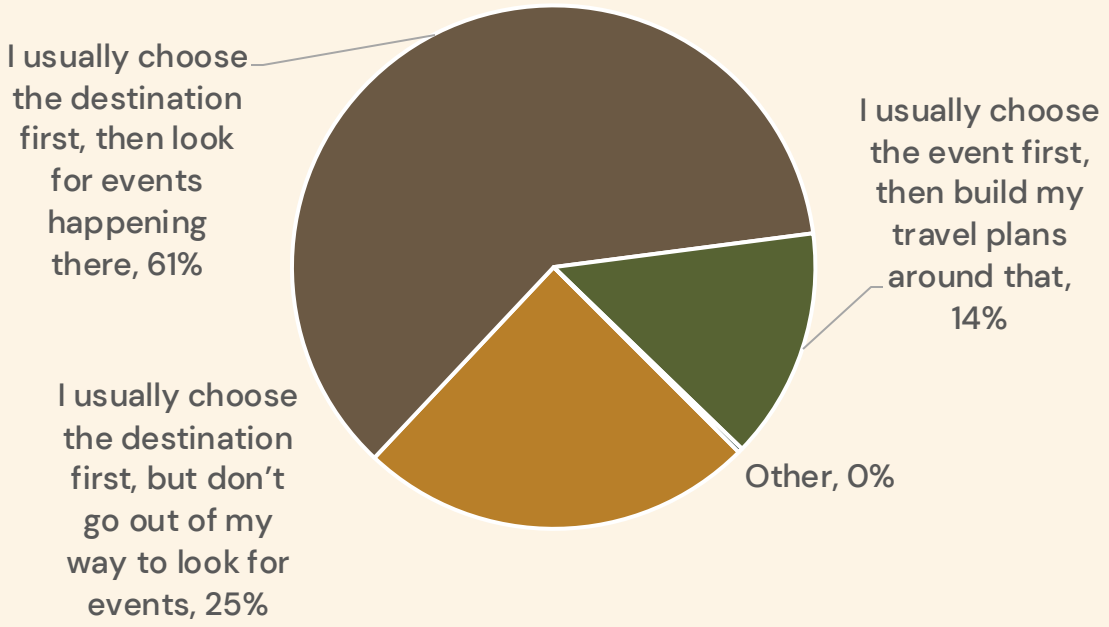
- Event travel is already a familiar behaviour, and Tasmania is in the consideration set, but planning is still largely destination-led rather than event-led. Most travellers choose the destination first and then look for events, while only a minority build the trip around the event itself, meaning events need to be visible early to influence choice.
- Early notice is critical. Most travellers want to know about an event at least 2 to 3 months ahead, and many want even longer, reinforcing that Tourism Tasmania needs a long lead-time promotion if events are going to shape travel plans.
- Travel decisions are shaped more by logistics than by the event itself. Accommodation availability/costs, flight costs, time off work and transportation all influence the decision to travel to Tasmania for an event.
- The clearest way to increase consideration is to reduce friction. Affordable travel deals are the strongest lever, followed by early information, bundled packages and easy booking.
- When people do travel for events, they are likely to stay beyond the event itself and travel across seasons. Hobart and Launceston are the main destinastion anchors, but many travellers would also consider the East Coast and other regional areas as part of the trip. This strengthens the case for using events as a dispersal lever as well as a visitation lever.



# Events typically play a supporting role in travel planning, making early awareness critical to influencing trips. From recent visitor behaviour we can see that compelling major events inspire more spontaneous travel (Foo Fighters!)



When you plan **holidays**, which of the following best describes your usual approach and the role of events for you?




If you were to travel specifically to attend an event, when would you ideally want to know about it?

| | |
|---|---|
| Less than 1 week before travelling | 1% |
| 1–4 weeks before travelling | 12% |
| 2–3 months before travelling | 39% |
| 4–6 months before travelling | 27% |
| More than 6 months before travelling | 18% |
| I don't usually plan my trips around events | 3% |

A1. When you plan holidays, which of the following best describes your usual approach and the role of events for you?
A4. If you were to travel specifically to attend an event, when would you ideally want to know about it?
Base: Total n = 1002

# Reducing the complexity and cost of travelling to Tasmania is key, with travellers responding most to bundled deals, early information and simple booking.

Addressing barriers

| | |
|---|---|
| Affordable travel deals (e.g. flights, ferries, accommodation) | 72% |
| Early information and announcements (enough time to plan) | 55% |
| Package deals combining tickets + accommodation + transport | 51% |
| Easy and reliable booking processes | 51% |
| Assurance around cancellations / refund guarantees | 47% |
| Flexible ticket options (e.g. transferable tickets) | 44% |
| Events timed during school holidays or long weekend | 22% |



C2. Thinking about events in Tasmania, which of the following would help make challenges less of an issue for you? Please select all that app
Base: Total n = 1002

# Events are of interest all year round and can play a strong role in smoothing seasonality. Most visitors expect to make a holiday out of an event visit – most expect to stay three additional days with 3 in 10 staying an additional week.



When would you consider travelling to Tasmania for events?

| | |
|---|---|
| Summer (Dec–Feb) | 49% |
| Autumn (Mar–May) | 50% |
| Winter (Jun–Aug) | 33% |
| Spring (Sep–Nov) | 55% |
| Not sure | 11% |



How many additional days would you expect to stay for (including before and after the event?

| | |
|---|---|
| No extra days (just the time of the event) | 0% |
| 1-2 days | 10% |
| 3-4 days | 31% |
| 5-6 days | 23% |
| A week or more additional days | 31% |
| Not sure | 5% |

C11a. When would you consider travelling to Tasmania for events?
C11c. How many additional days would you expect to stay for (including before and after the event?
Base: Total n = 1002

# Interest in events right across Tasmania. Our major cities hold the strongest appeal with 8 in 10 open to Hobart and 7 in 10 open to Launceston. While nearly 5 in 10 are open to regional events.

## Where would you consider travelling within Tasmania for events?

| | |
|---|---|
| Hobart | 82% |
| Launceston | 71% |
| East Coast (e.g., Freycinet, Bicheno) | 50% |
| North (e.g., Devonport, Burnie, Stanley) | 49% |
| South (e.g., Huon Valley, Bruny Island) | 49% |
| West ( e.g., Strahan, Queenstown) | 42% |
| Somewhere else | 1% |

C11b. Where would you consider travelling within Tasmania for events?
Base: Total n = 1002



# Event visitors highly likely to disperse while here. Only 4% say they would only visit where the event is held!

## Where else would you consider visiting on your trip?

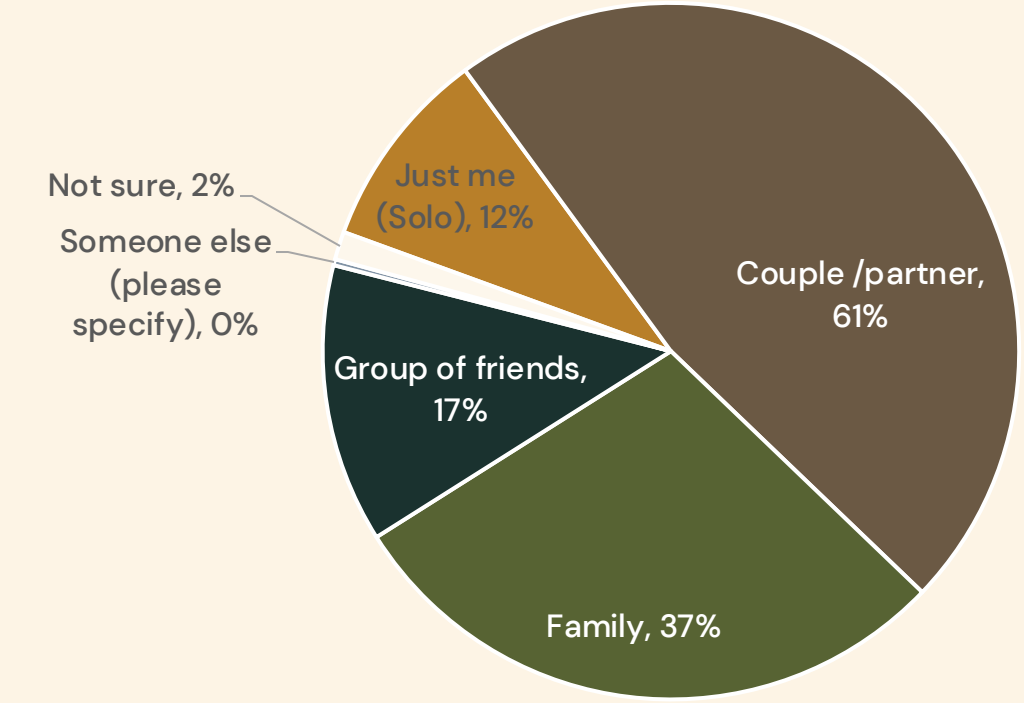
| | |
|---|---|
| Hobart | 66% |
| Launceston | 62% |
| North (e.g., Devonport, Burnie, Stanley) | 51% |
| East Coast (e.g., Freycinet, Bicheno) | 49% |
| South (e.g., Huon Valley, Bruny Island) | 48% |
| West ( e.g., Strahan, Queenstown) | 44% |
| I would likely only visit the area where the event is held | 4% |



C11d. Where else would you consider visiting on your trip?
Base: Total n = 1002

# Travellers prefer company when attending events. Partners first, families next, with only a minority choosing to travel solo.

## Who would be in your travel party when travelling for an event?




C11e. Who would be in your travel party when travelling for an event?
Base: Total n = 1002



# Executive Summary

Overall insights and recommendations

# Events are a popular and meaningful part of travel behaviour

Event travel is not niche, with participation spanning concerts, food and wine, nature and arts. This gives Tourism Tasmania an opportunity that is broader than any single event category, but success will depend on matching the right parts of Tasmania's event calendar to the right traveller mindsets and ensuring they are visible in trusted planning channels.

**Supporting Data**

- Events tend to play a supporting role in travel planning, with the majority (61%) of travellers looking for events after choosing a destination to travel to.
- Participation is broad-based, led by live music concerts (49%) and food and wine festivals (41%), with strong interest also in natural events (34%) and arts (33%).
- Engagement differs by segment, with Positive Impact travellers participating in more event types overall, while Discoverers are less engaged, indicating different event roles for different traveller mindsets.
- Discovery is driven by trust and practicality, with friends and family recommendations (61%) leading, followed by travel websites (44%) and official destination websites and apps (38%)

**Strategic Implication**

- Tourism Tasmania could treat events as a broad travel lever by increasing awareness of Tasmania's event calendar and making events easy to discover within the travel planning journey.



# Events can extend trips and increase visitor value

Events are unlikely to be experienced in isolation. Many travelers expect to stay beyond the event itself and are open to travelling across multiple seasons, suggesting events can help drive longer stays, broaden itineraries and make more valuable visitation rather than simply short, single-purpose trips.

**Supporting Data**

- Events create clear stay extension potential, with most travelers expecting to add extra days around the event and some anticipating stays of 3 to 4 days (31%) or a week or more (31%).
- Interest spans all seasons, with consideration strongest in spring (55%), followed by autumn (50%) and summer (49%), indicating events can support visitation beyond a single peak period.
- Regional travel can extend beyond the event location, with travelers open to considering places such as the East Coast, North, West and South alongside the main event hubs, reinforcing the broader trip potential.

**Strategic Implication**

- Tourism Tasmania could position events as trip anchors, encouraging visitors to extend their stay and explore multiple regions and seasons.



# Mainland events create a credible opportunity for Tasmania to capture add-on visitation

Major mainland events can act as travel triggers, creating a window for Tasmania to position itself as a natural extension to the trip. The opportunity is strongest when Tasmania is embedded into these moments through tangible Tasmanian experiences especially food, drink and culture, rather than more abstract itinerary or scheduling concepts.

### Supporting Data

- Nearly half of travellers would consider adding Tasmania to an interstate event trip, showing that mainland events can act as a genuine acquisition moment.
- Shorter and more flexible event contexts, particularly major music tours, create the strongest extension opportunity, likely because travellers already have an interstate trip planned but retain flexibility in their itinerary.
- Partnerships across categories to link events is an opportunity, MSO and TSO subscriber specials, Hobart international and AO links. Pre Covid these were done more often.
- Travellers respond most to tangible Tasmanian experiences, especially food, drink and culture, rather than more abstract itinerary or scheduling concepts.
- Conversion still relies on ease, with transport discounts, packages and convenient planning support helping turn interest into action.

### Strategic Implication

- Major mainland events, such as the Australian Open, can act as acquisition moments. Tourism Tasmania could use these moments to showcase Tasmania's unique experiences and position the state as a natural add-on to existing travel plans.



# Tasmania’s strongest event opportunity sits where events align with its brand

Tasmania’s appeal is strongest when events reinforce what people already associate with the state, particularly nature, local food and wine, and a more intimate, authentic atmosphere. Rather than competing with mainland events on size or spectacle, Tasmania’s advantage lies in offering event experiences that feel uniquely connected to place.

### Supporting Data

- Tasmania’s destination equity is nature-led, with scenery and wildlife dominating spontaneous associations and natural scenery the main driver of overall appeal.
- The event types with the strongest pull align with this equity, led by natural events (78% interested) and food and wine festivals (70%), with live music also attracting broad appeal (57%).
- Tasmanian events are seen as distinct from mainland events, particularly because they make more of natural settings (75%), combine quality with a more intimate feel (72%), and feel more relaxed (67%).

### Strategic Implication

- Events that reflect the state’s unique natural, culinary and local strengths offer an opportunity to differentiate Tasmania from larger mainland event destinations.



# The biggest barriers are practical, not emotional

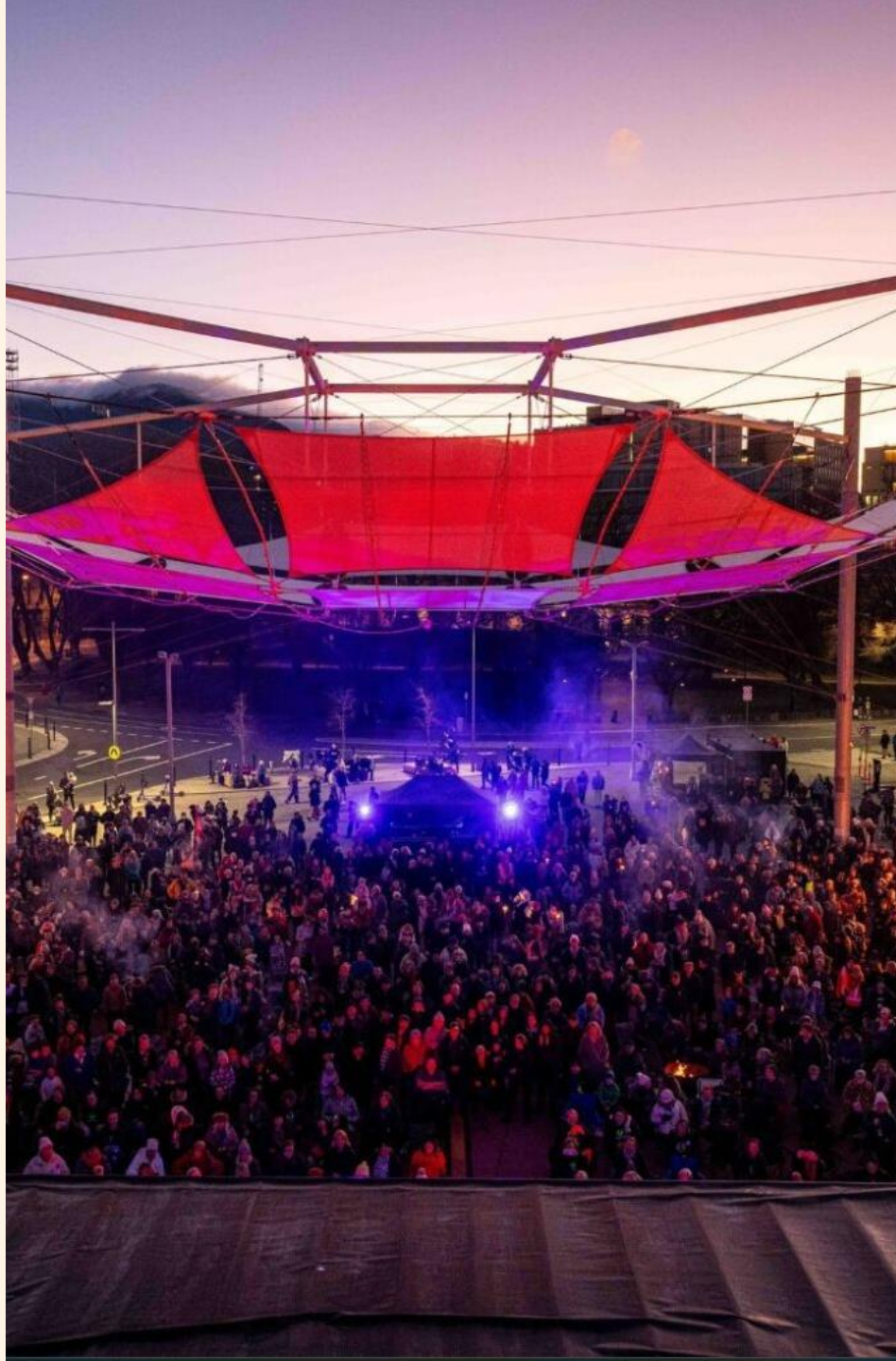
While there is interest in Tasmanian events, challenges remain in the practical effort involved in turning that interest into a trip, with costs, accommodation and transport all playing a major role in attendance decisions. This means conversion will depend as much on reducing friction as on building demand.

**Supporting Data**

- Travel logistics are the main gatekeepers, with accommodation availability (63%), cost of flights (59%) and cost of accommodation (54%) the strongest influences on whether travelers attend.
- Time and transport also matter, with getting time off work (51%) and transport availability (49%) shaping decisions alongside financial considerations.
- The strongest solutions are practical, led by affordable travel deals (72%), early information (55%), bundled packages (51%) and easy, reliable booking processes (51%).

**Strategic Implication**

- Readily addressable barriers include sharing event information early to enable time for planning. The strong calendar of annual events provide opportunities for time of year advance notice (the key dates) well before formal announcements of acts and bookable elements.



# Inspiration comes from family, friends and the usual planning channels

Event travel inspiration largely follows the same pathways as general holiday planning. Word of mouth remains the strongest influence, while travel websites, destination sites and social media all play an important supporting role. This means Tasmania's event calendar needs to be visible within the everyday travel planning journey rather than relying on event-specific discovery alone.

**Supporting Data**

- Word of mouth is the strongest driver of inspiration, with friends and family recommendations leading at 61%.
- Travel planning platforms play a major role, with travel websites (44%) and destination websites or apps (38%) acting as key sources of inspiration.
- Media and social channels reinforce discovery, including travel TV shows (39%), short-form social media (37%), and travel articles or blogs (29%).
- Influencers and AI tools currently play a smaller role, suggesting traditional travel inspiration pathways still dominate.

**Strategic Implication**

- Tourism Tasmania could ensure Tasmania's event calendar is highly visible across the travel planning journey, particularly across destination websites, travel platforms and social channels where travelers already look for trip inspiration.



# Strategic Recommendations

## 1

### Build awareness of Tasmania's event calendar

MAKE EVENTS EASY TO DISCOVER

Tasmania holds interest as an event destination, but awareness of specific events is still limited.

Many travelers already attend events and discover them through general travel planning channels as well as event searches.

Tourism Tasmania could consider stronger focus on events through planning own media channels, so events are **visible within the normal travel planning journey**, particularly across destination websites, travel platforms and social channels.

## 2

### Lean into events that align with Tasmania's natural strengths

DISTINCTIVE TASMANIA

Tasmania is most competitive where events reinforce its core brand strengths, particularly nature, food and wine and authentic local experiences.

Rather than competing with mainland destinations on scale, Tourism Tasmania could focus on growing awareness of events that feel uniquely Tasmanian, such as natural phenomena, food and wine festivals and cultural experiences.
Opportunity to use recurring events for a forward calendar to assist planning early.

## 3

### Use events as anchors for longer and higher value trips

EVENTS AS TRIP DRIVERS

Events can do more than drive attendance, they can encourage visitors to stay longer, travel across regions and build broader itineraries around the event itself.

Keep showcasing unique-to-Tasmania experiences to reinforce our destination difference.

## 4

### Reduce practical barriers to converting interest into travel

MAKE EVENT TRAVEL EASY

The main barriers to event travel are practical, including flights, accommodation and transport logistics.

Tourism Tasmania could improve the visibility of travel options and promote events early enough for people to plan around them, helping reduce friction in the path to visitation.

Strong opportunity to use recurring events for a forward calendar to assist planning early.

## 5

### Use mainland events as acquisition and promotion moments

CAPTURE EXISTING TRAVEL MOMENTUM

Major mainland events already create interstate travel.

Tourism Tasmania can capture this momentum by positioning Tasmania as an extension to these trips through targeted advertising, **that highlight the state's distinctive experiences.**

# Project Background & Methodology

# Background

Tourism Tasmania has identified the opportunity to explore events as a potential driver of visitation. These can range from cultural and sports events, to major events such as musical artist tours or global sporting events.

The key purpose of this research is to understand the extent to which these types of events can help drive visitation to Tasmania – and which events are more likely to do so.

Key objectives for the qualitative phase of the research included:

- Determine the types of events that are likely to drive visitation to Tasmania – local and national
- Understand the process undertaken when deciding which events to attend, particularly on holiday, or ones they are willing to travel for – including information sources
- Determine how Tasmania can leverage the national events calendar to increase visitation across seasons, and how this can be utilised by Operators to encourage visitation
- Understand ways in which events can contribute to increasing 'value per visitor' for Tasmania



# Qualitative Sample & Methodology

**We conducted 6 x 90-minute online focus groups. Participants also completed a 30-minute pre task. All participants were mainland Australian residents with a strong focus on Eastern Seaboard. All had recently attended events while travelling both domestically and internationally. Both past visitors to Tasmania and those who had never visited were represented.**

**Group 1: Thurs 21 August 5.30 – 7pm**

- Visited Tasmania
- Female
- 7 Participants

**Group 2: Thurs 21 August 7.30 – 9pm**

- Visited Tasmania
- Mixed Gender
- 7 Participants

**Group 3: Mon 25 August 5.30pm-7pm**

- Not Visited Tasmania
- Mixed Gender
- 6 Participants

**Group 4: Mon 25 August 7.30pm-9pm**

- Visited Tasmania
- Male
- 7 Participants

**Group 5: Tues 26 August 5.30pm-7pm**

- Not Visited Tasmania
- Male
- 7 Participants

**Group 6: Tues 26 August 7.30pm-9pm**

- Not Visited Tasmania
- Female
- 7 Participants

# Quantitative Objectives and Approach

This quantitative phase builds on insights from the earlier qualitative exploration. The objectives of this quantitative stage were:

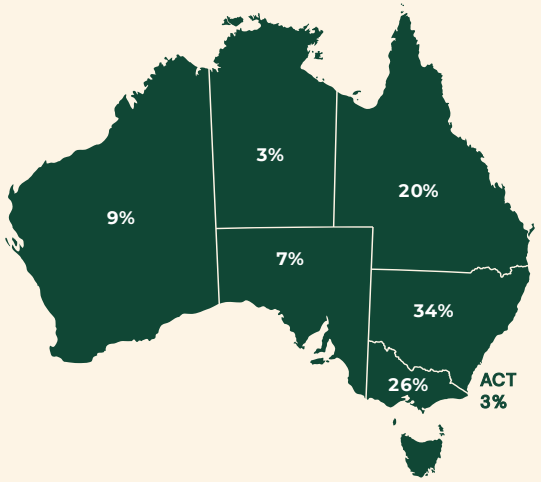
- Understand the role events play in motivating travel and visitation to Tasmania.
- Identify the types of events most likely to attract mainland travellers.
- Explore how events influence trip planning, destination appeal and length of stay

Our approach consisted of the following:

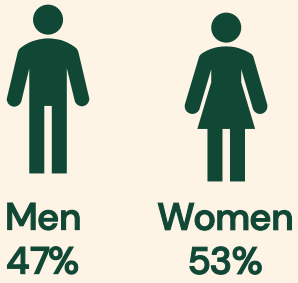
- A 15-minute online survey conducted in December 2025 – January 2026 among 1,000 mainland Australian residents aged 18+.
- All participants travel domestically for leisure and are likely to participate in an organised event while on holiday. Tasmanian residents were excluded, and respondents must not exclude Tasmania as a potential future destination.
- The sample includes a mix of past visitors and potential visitors to Tasmania. Analysis focused on Tourism Tasmania's key traveller segments, particularly Conscious Adventurers, Discoverers and Positive Impact travellers, with other segments grouped for comparison.
- Data were weighted by age, gender and state to ensure representativeness across mainland Australia.

# Quantitative Phase; Who we spoke to

## State



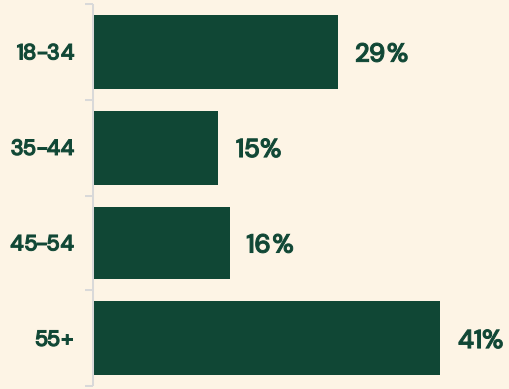

## Gender



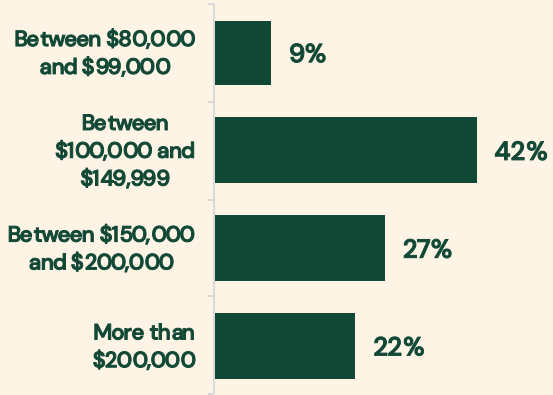
Men
47%

Women
53%

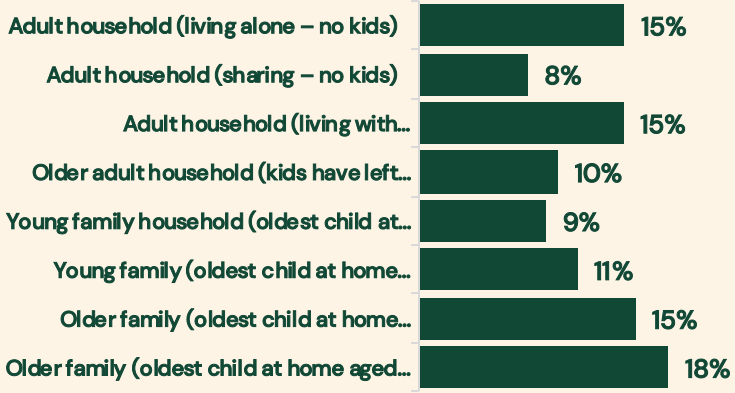
## Age



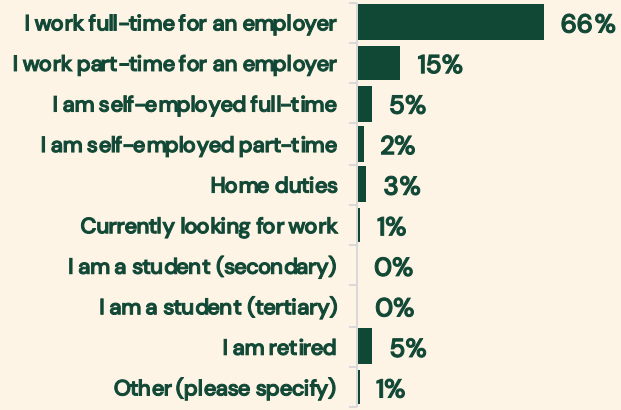

## Household Income




## Household Status




## Employment Status




## Plan to visit in the next 2 years?

