

# Positive Impact Module

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TASMANIA  
COME DOWN FOR AIR



# Positive Impact | Recent & Prospective Visitors Surveys

A positive impact survey was conducted with both prospective and actual visitors to Tasmania, revealing consistent values across segments, with recent visitors demonstrating significantly greater awareness of biosecurity protocols than prospective travellers.



## What makes visitors feel positive

Both potential first-time and repeat visitors identified supporting local businesses, clean air and water, experiencing protected nature, and consuming local produce as the top four factors that contribute most positively to their Tasmania travel experience.



## Language needs to be simple & active

Travellers prefer language that is more frequently used and less technical (e.g. responsible travel, eat local, respecting wildlife, welcoming for everyone). Preferred language is clear and active (e.g. no single use plastic, protecting wildlife).



## Biosecurity matters

Visitors care about biosecurity because it protects farmers & agriculture and because it protects wildlife & nature, with more than half believing it demonstrates how much Tasmania cares about protecting its environment.

**Key takeaway:** There is a strong desire from both prospective and recent visitors to wanting to support local operators and producers as a way to have a positive impact in Tasmania. In terms of positive impact language, simple and active defines what's preferred.

# Visitors perceive Tasmania as an environmentally friendly destination, so they come with high expectations of what they'll see and experience.

- 71% of holiday visitors actively consider sustainability in their choices of where to go and what to do while they're in Tasmania.
- For 34% of holiday visitors, the level of sustainability demonstrated in Tasmania exceeded expectations. 59% said it matched expectations.
- Tasmania's image as an environmentally friendly destination was an influence on the decision to visit for 17% of holiday visitors.

Source: TVS YE September 2025 – Sustainability Module



# What can we learn to meet travellers expectations?

Sustainable travel intent has surged to 93% in 2025, but widespread greenwashing and communication gaps threaten to undermine this momentum, demanding verified models that integrate measurable impact into the visitor experience.



**Sustainable travel intent soared from 40% to 90% in a decade. [Booking.com](#)**

93% of global travellers say they want to make more sustainable travel choices, and 53% of travellers are now conscious of travel's impact not only on the environment but communities as well.



**Community impact matches environmental concerns while traveling. [Booking.com](#)**

Travellers are considering ways they can minimise their impact on the destinations they visit, whether that's seeking advice on travel at other times of the year or visiting other destinations to avoid overcrowding.



**Two thirds of travellers want to leave places better than they found them. [Booking.com](#)**

Regenerative tourism is a personal matter and an impactful one, with 66% of travellers saying they want to improve destinations leaving them better than when they arrived.



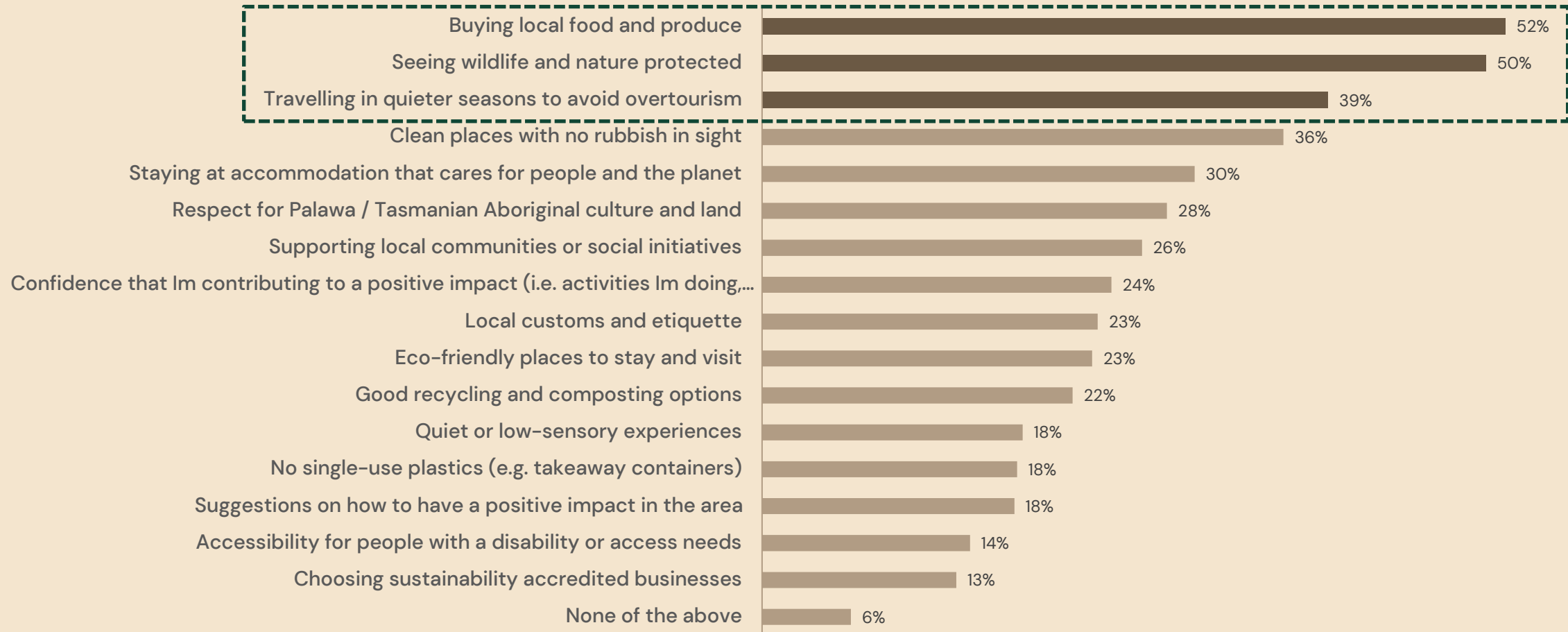
**The challenge: half of green claims are misleading or unverified. [Environment.ec](#)**  
53% of green claims are vague or misleading and half of all green labels offer weak or non-existent verification. There are 57 unique sustainability labels in Australia alone.

**Key takeaway:** The fundamental shift is that traveller consciousness has evolved from narrow environmental considerations to holistic destination impact—with 53% now aware of effects on local communities and 69% aspiring to leave places better than they found them, signaling a maturation from passive eco-awareness to active regenerative intent. To meet travelers expectations, Tasmanian operators need to be clear in their communications of positive impact initiatives.

## Communicating Positive Impact in detail

# Travellers' key priorities align well with strategic focus, in terms of both content (F&B, wildlife & nature) and the value of Off Season

## Importance of Positive Impact Factors

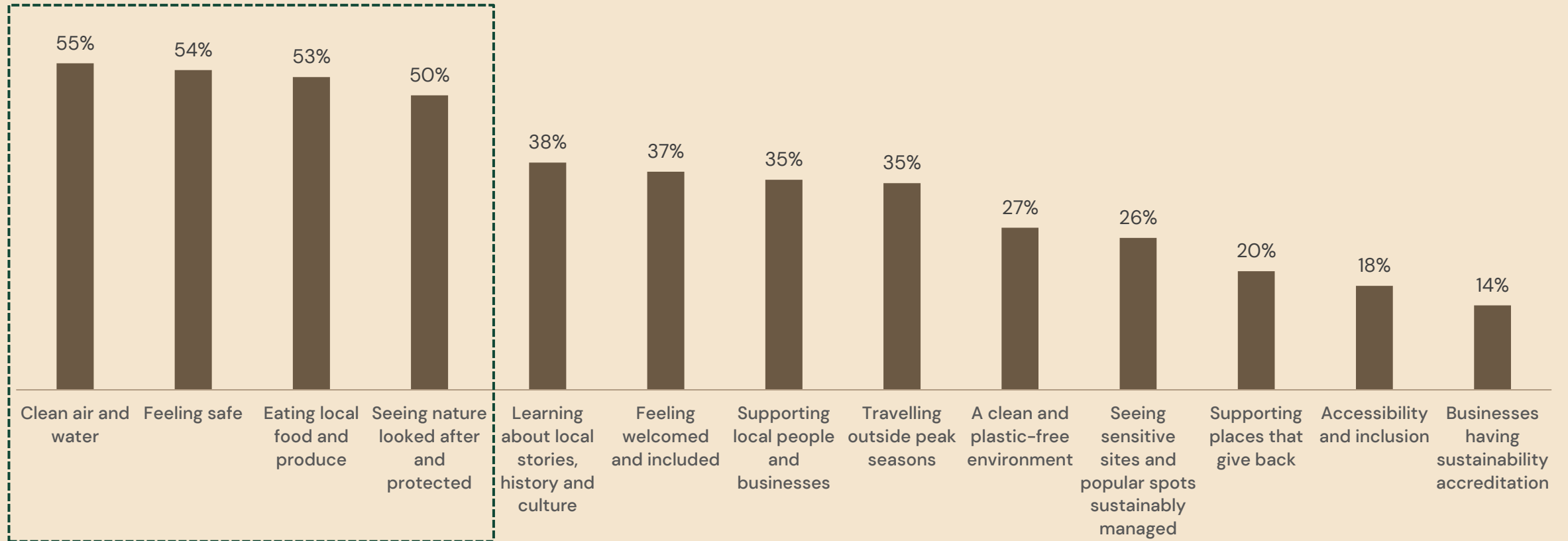


Q: Imagine you've booked your next holiday to Tasmania. Which of the following would be important to you when travelling there? Please select all that apply

Base: 519 (excl Tas)

# In general, travellers feel positive about Tasmania's clean and protected natural environment, safety and local food & beverages

## Positive Impact General Feeling



Q: Which of the below would make you feel positive about a trip to Tasmania? Select all that apply  
Base: 519 (excl Tas)

# Travellers seek a cultural holiday that allows them to experience our beautiful and pristine nature. Ultimately, driven by a need to relax and be at ease

Q: What would a positive impact holiday in Tasmania look like for you? What would you see, feel or experience?

## Feel: Relaxation, Calming, At Ease

"a great relaxing time where I feel I have learnt something, experienced something seen beautiful nature"

"A friendly atmosphere with no hassle and being able to fully relax"

"Nature, beauty and calm"

"i would feel free and escape my normal life"

"Relaxing, going on walks, visiting tourist spots"

"See natural untouched beauty, feel relaxed, a quiet way of life"

"A calm, friendly place to stay wherever we travelled there. Beautiful scenery with hardly any other[s]"

## See: People and Culture

"seeing all the local attractions"

"Friendly locals, easy access to activities"

"where the money from your trip contributes to the community and the environment. Authentic experiences"

"Friendly people and its safe"

"Learning more about the history, culture, the people and their way of life day to day"

"Accommodation and food provided by locals. Not big crowds of people. Pristine nature."

"touring and seeing wonderful scenery"

"Visiting galleries that support local artists, and dining at independent restaurants and cafes."

"To tour the Island and take in all the natural beauty, and indulging in local foods"

## Experience: Nature

"Nature at its best, Freedom to explore, Clean air and surrounds, basically untouched island"

"Just explore all the beautiful scenery by going hiking, cycling, camping and enjoying exploring..."

"Enjoy pristine wilderness, relax away from busy cities."

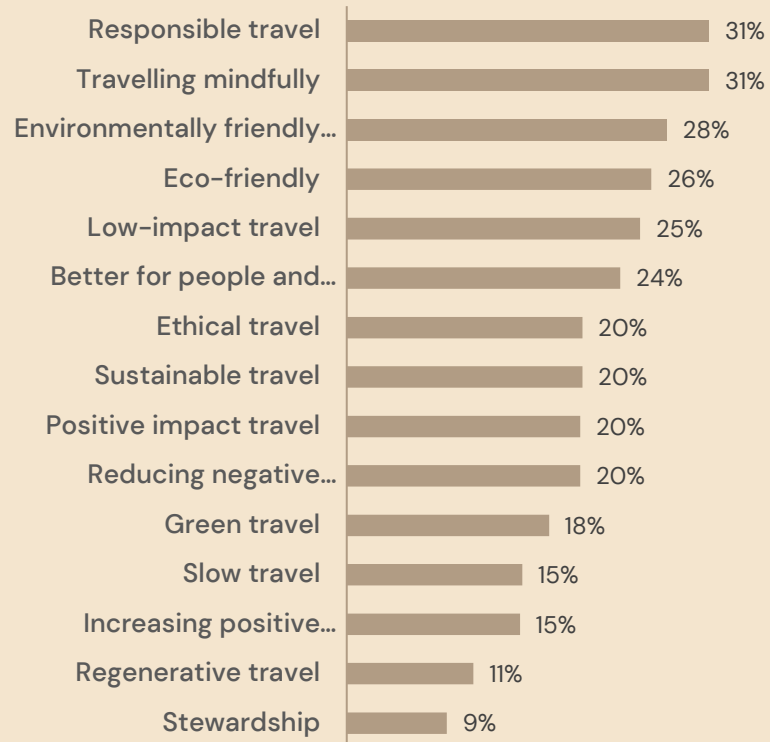
"I would see the natural world untouched and healthy, and also visit historically significant places."

"Visit the animal Sanctuaries, go on hikes"

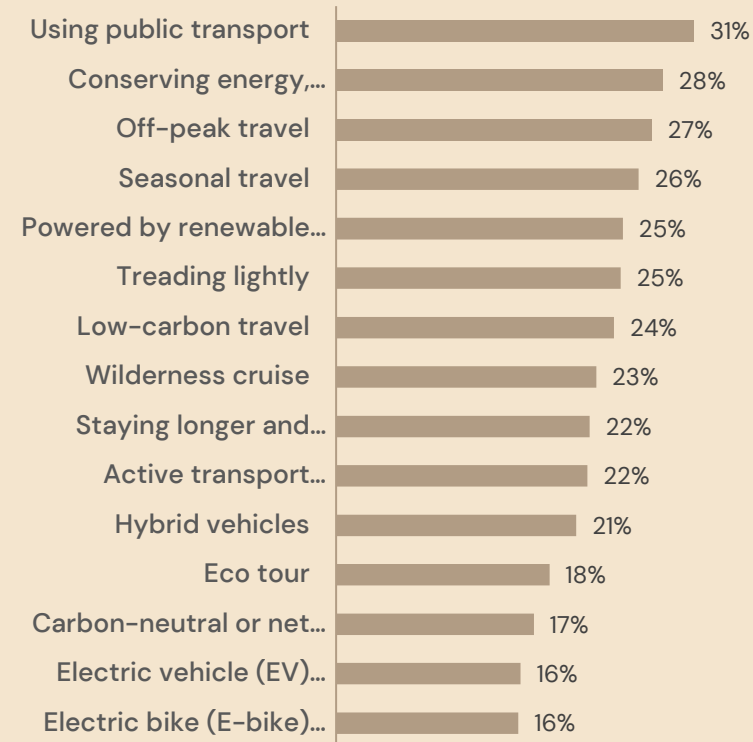
# Travellers tend to prefer broader sustainability language around responsibility, mindfulness & the environment. Seasonal & off-peak resonates (another positive sign for TOS), while preference for public transport is strong

## Positive Impact Glossary of Terms (Slide 1 of 4)

### General Sustainability



### Carbon & Climate Friendly Travel



Q: Please continue to think about that next holiday to Tasmania. Please select the positive impact phrase(s) which you would most like to see when travelling there in regards to...

Base: 519 (excl Tas)

# Language around local proximity is particularly strong – in terms of production, sourcing, eating and reducing waste. Recycling particularly resonates over other plastic reduction language

## Positive Impact Glossary of Terms (Slide 2 of 4)

### Local Food Production



### Food Waste



### Plastic



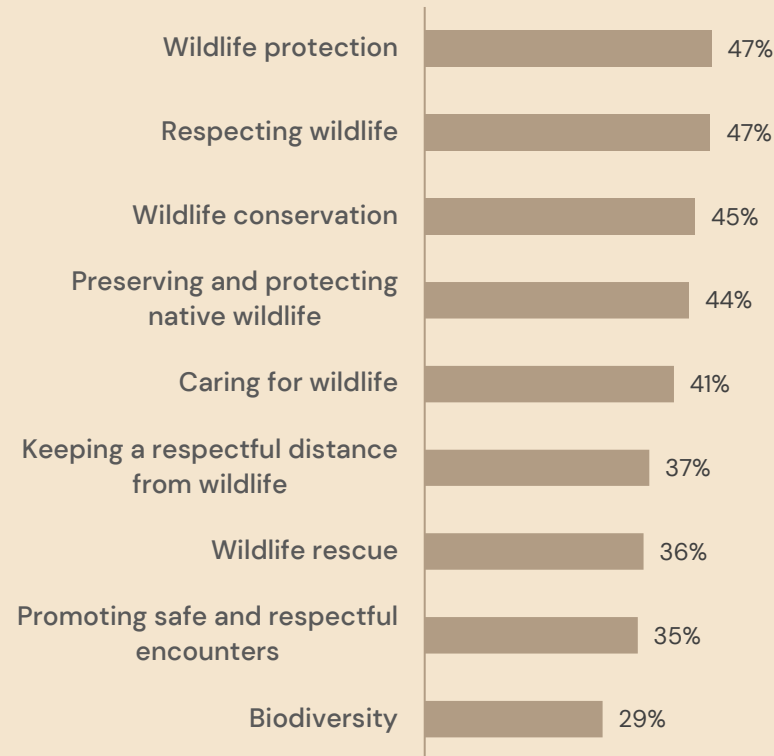
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Base: 519 (excl Tas)

# Language around the respect, protection & conservation of wildlife is particularly strong, as is the protection of 'wild' or 'natural' places

## Positive Impact Glossary of Terms (Slide 3 of 4)

### Conservation of Wildlife



### Nature



### Culture & Community



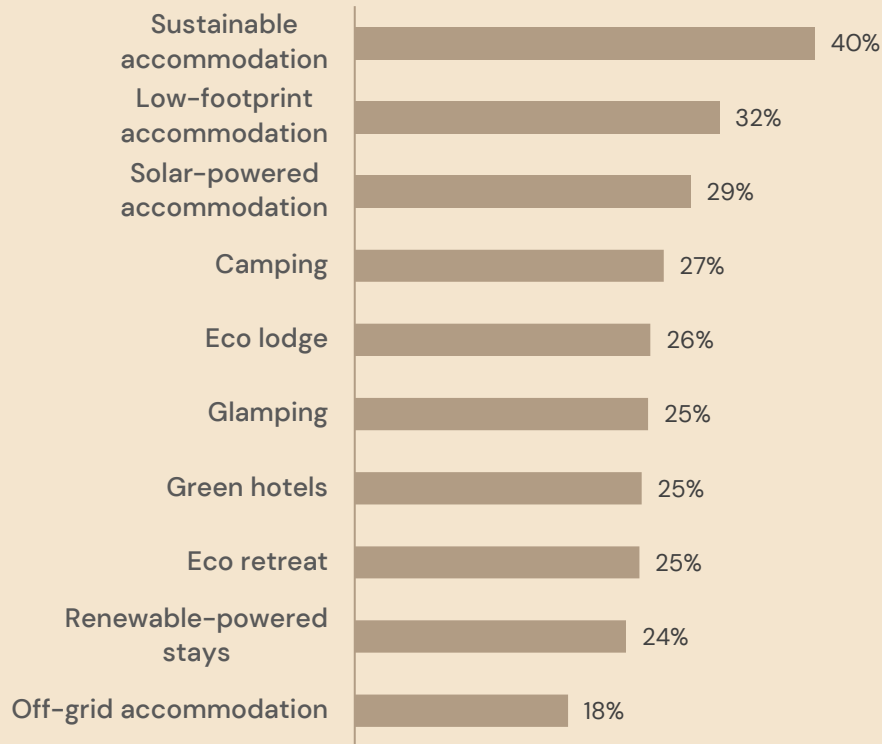
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Base: 519 (excl Tas)

# Specific terminology for positive impact accommodation is less effective, with general language about 'sustainable' accommodation being preferred. 'Welcoming to everyone' is particularly potent language

## Positive Impact Glossary of Terms (Slide 4 of 4)

### Accommodation



### Accessibility & Inclusion



Q: Please continue to think about that next holiday to Tasmania. Please select the positive impact phrase(s) which you would most like to see when travelling there in regards to...

Base: 519 (excl Tas)