

UNITED KINGDOM

Market Profile



Market insights

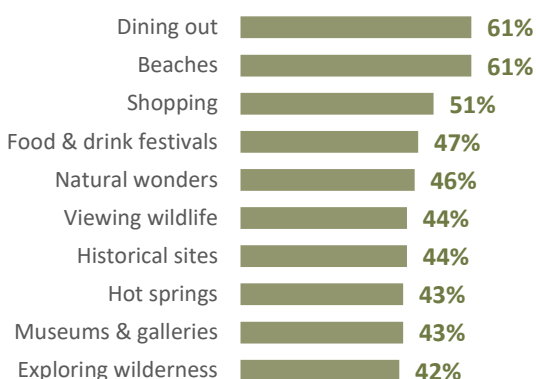
- + International tourism from the UK is expected to have recovered to pre pandemic levels by 2025. There were 27,000 visitors to Tasmania from the UK in December 2019.
- + The UK is a peak value market for Australia and Tasmania as UK visitors tend to stay longer and spend more. In December 2019 UK was the 4th largest international leisure market and the 4th highest spending leisure market for Tasmania.
- + UK visitors are more likely to stay longer (+12 nights) and are more likely to have visited Tasmania previously, just above a quarter (27%) visited before.
- + Viewing wilderness and wildlife are key drivers for UK visitors and bushwalking is their major activity while in Tassie which makes them more likely to visit national parks in Tasmania.
- + However, they also enjoy visiting historic and heritage locations and love to self-drive which allows them flexibility to disperse more around the state.
- + Visitors are likely to choose overnight accommodations across all areas of the State with a particular emphasis on the East and West Coast.

Source: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19, International Visitor Survey, Tourism Research Australia. YE Dec 2019 & TRA International Forecast 2023-2028



Interest in general tourism experiences

Experiences with the highest level of interest when on holiday anywhere for UK visitors.



Source: Tourism Australia [Future of Demand](#) market profile



Tasmania's associations

UK visitors ranking[^] of Tasmania compared to other Australian destinations for the 24 experiences associated with Australia:

Ranking of Tourism Australia's CDP associations	Average+	HYT*
Rich history and heritage	4	5
WC nature and wildlife	6	7
WC aquatic and coastal	9	8
Good food and wine	12	11

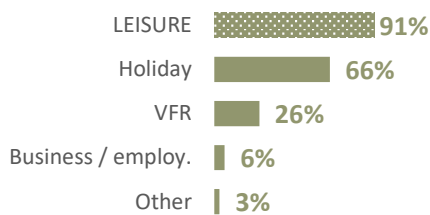
[^]Source: Tourism Australia: Ranked by importance to market. CDP means Consumer Demand Project. WC means World Class. *HYT means Tourism Australia's [High Yield Traveller](#) classification. +Average: survey respondents from this country who have travelled outside their country in the last 5 years or the in the next 2 years..

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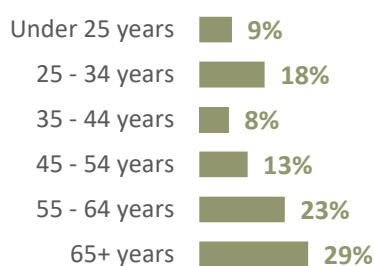
All data refers to United Kingdom visitors to Tasmania.

Purpose of visit

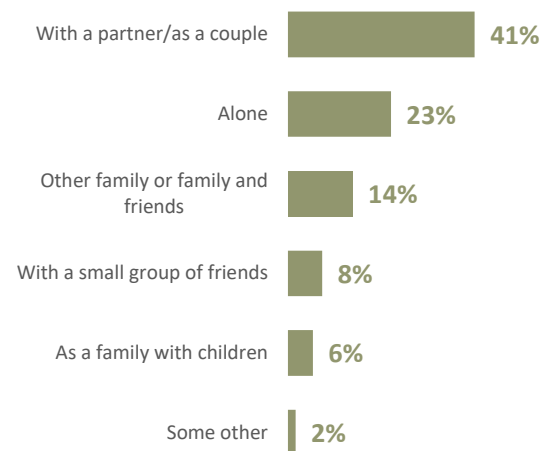


VFR = visiting friends or relatives
Leisure = holiday + VFR

Age



Travel party



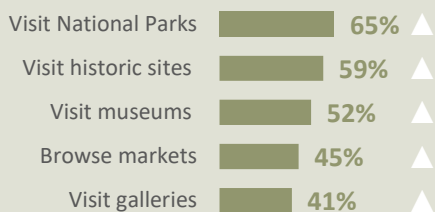
Compared to the average international visitor to Tasmania:

- More likely to be visiting friends or family
- More likely to be aged over 55; largest cohort is aged over 65
- More likely to be travelling as a couple / with a partner or alone

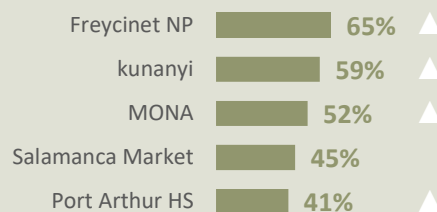
Top 5's in Tasmania

All data indicates top experiences visitors from this country participated in while in Tasmania.

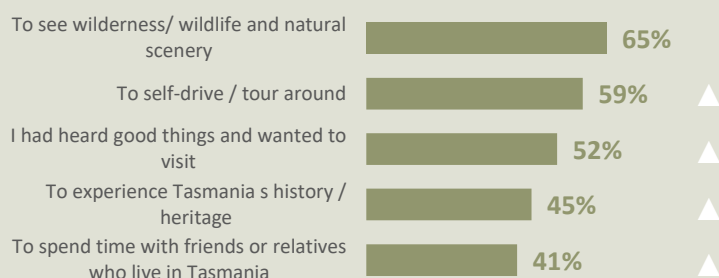
Activities



Attractions



Top influences to visit



▲ indicates more likely than average international visitor

Source: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19.



Image: Fagus at Cradle Mountain, Emilie Bisteovski