

# UNITED STATES OF AMERICA

## Market Profile

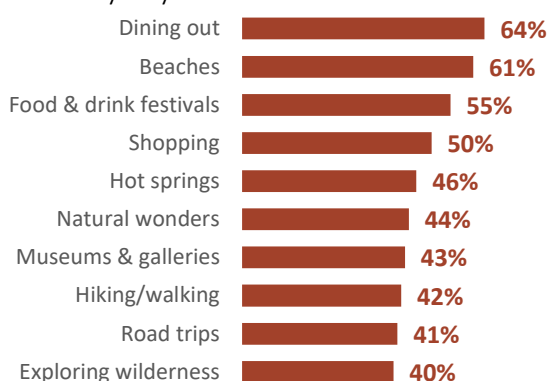
### Market insights

- + International tourism from the USA is expected to have recovered to pre pandemic levels by the end of 2024. There were 41,700 visitors to Tasmania from the USA in December 2019.
- + The USA is a peak value market for Australia and Tasmania as USA visitors tend to spend more per night albeit in a short stay. In December 2019 they were the largest international leisure market and the 2nd highest spending leisure market for Tasmania.
- + USA visitors to Tasmania are more likely to have shorter stay (+6 nights) which is often 1/3 of their total time in Australia. They tend to be a first-time visitor to Tasmania, just under 18% have visited previously.
- + Viewing wilderness and wildlife are key drivers for USA visitors and bushwalking is a major activity while in Tassie, they love to visit national parks in Tasmania and immerse in nature.
- + However, they also take pleasure in visiting historic and heritage locations, museums and trying Tasmanian food and beverages, they enjoy being able 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 staying in Hobart and on the East 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 USA visitors.



Source: Tourism Australia Future of Demand market profile

Header image Mt Geryon - Wilkography

### Tasmania's associations

USA visitors ranking<sup>^</sup> of Tasmania compared to other Australian destinations for the 24 experiences associated with Australia:

<sup>^</sup> Ranking of Tourism Australia's CDP associations	Average+	HYT*
WC nature and wildlife	5	5
Rich history and heritage	5	8
Good food and wine	13	15
WC aquatic and coastal	14	15

<sup>^</sup>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.

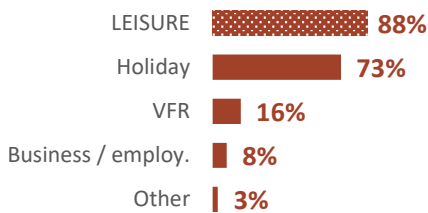
+Average: survey respondents from this country who have travelled outside their country in the last 5 years or the in the next 2 years.

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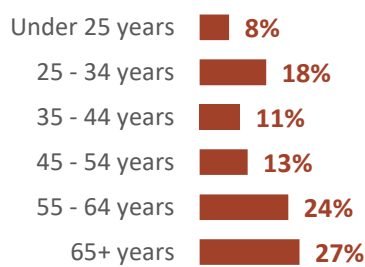
All data refers to USA visitors to Tasmania.

### Purpose of visit

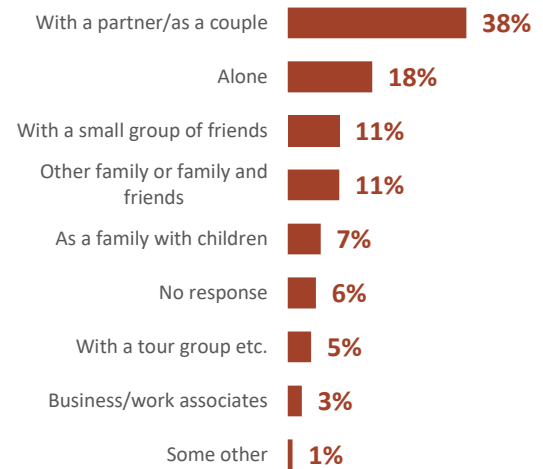


VFR = visiting friends or relatives  
Leisure = holiday + VFR

### Age



### Travel party



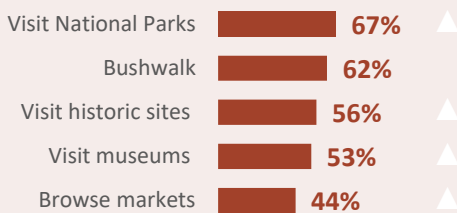
### Compared to the average international visitor to Tasmania:

- More likely to be on holiday
- More likely to be aged over 55 years; largest cohort is aged over 65
- More likely to be travelling as a couple / with a partner or alone

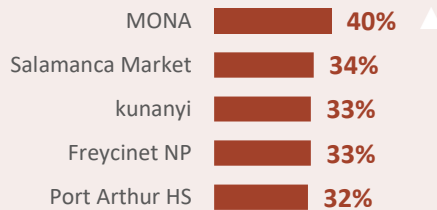
## Top 5's in Tasmania

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: Springlawn, Narawntapu NP - Samuel Shelley