



USER GUIDE

TVS ANALYSER

The TVS Analyser (www.tvsanalyser.com.au) is a free, interactive, always-on and up-to-date dashboard for exploring visitation data for Tasmania.

Tourism Tasmania provides the TVS Analyser for the benefit all members of our community, industry and government.



Image: Flinders Island, Luke Tscharke

More Tasmanian tourism statistics are available on
Tourism Tasmania's corporate website www.tourismtasmania.com.au/research
and via the interactive TVS Analyser at www.TVSanalyser.com.au

TVS Analyser | About the data



The Analyser presents data from the Tasmanian Visitor Survey (TVS), Tourism Tasmania's principal source of visitor data. The TVS provides a profile of the characteristics, travel behaviour and expenditure of visitors to Tasmania.

The TVS is acknowledged as the most reliable source of statistical data on visitors to Tasmania, and is based on a annual sample of more than 9,000 visitors as they depart from Tasmania. The TVS counts visitors departing on scheduled air (all airlines) and sea (Spirit of Tasmania) services. Cruise visitors and Tasmanians are excluded.

The TVS Analyser also shows limited international visitor data sourced from the International Visitor Survey (IVS). International is only shown on the landing page of the TVS Analyser. All other dashboards contain TVS data only.



Image: Road into Queenstown, Jess Bonde

More Tasmanian tourism statistics are available on Tourism Tasmania's corporate website www.tourismtasmania.com.au/research and via the interactive TVS Analyser at www.TVSanalyser.com.au

TVS Analyser | Navigating the dashboard



The TVS Analyser dashboard features:

- A *Snapshot* landing page, and
- An additional 7 themed dashboards.

The **Snapshot** has popular key statistics for total and domestic visitation to Tasmania, while the other **7 themed pages** draw upon common popular themes, including:

- + Origin of visitors and their purpose of visit
- + Activities participated in during a visit to Tasmania
- + Places visited
- + Attractions
- + Accommodation types
- + Expenditure and nights, and
- + Interactive maps.

Data in each of the TVS Analyser dashboards are easily manipulated by **filters** to help answer queries.

These include:

- **Snapshot page:** limited filters, key statistics only;
- **7 themed pages:** 3 types of filters, allows deeper analysis.

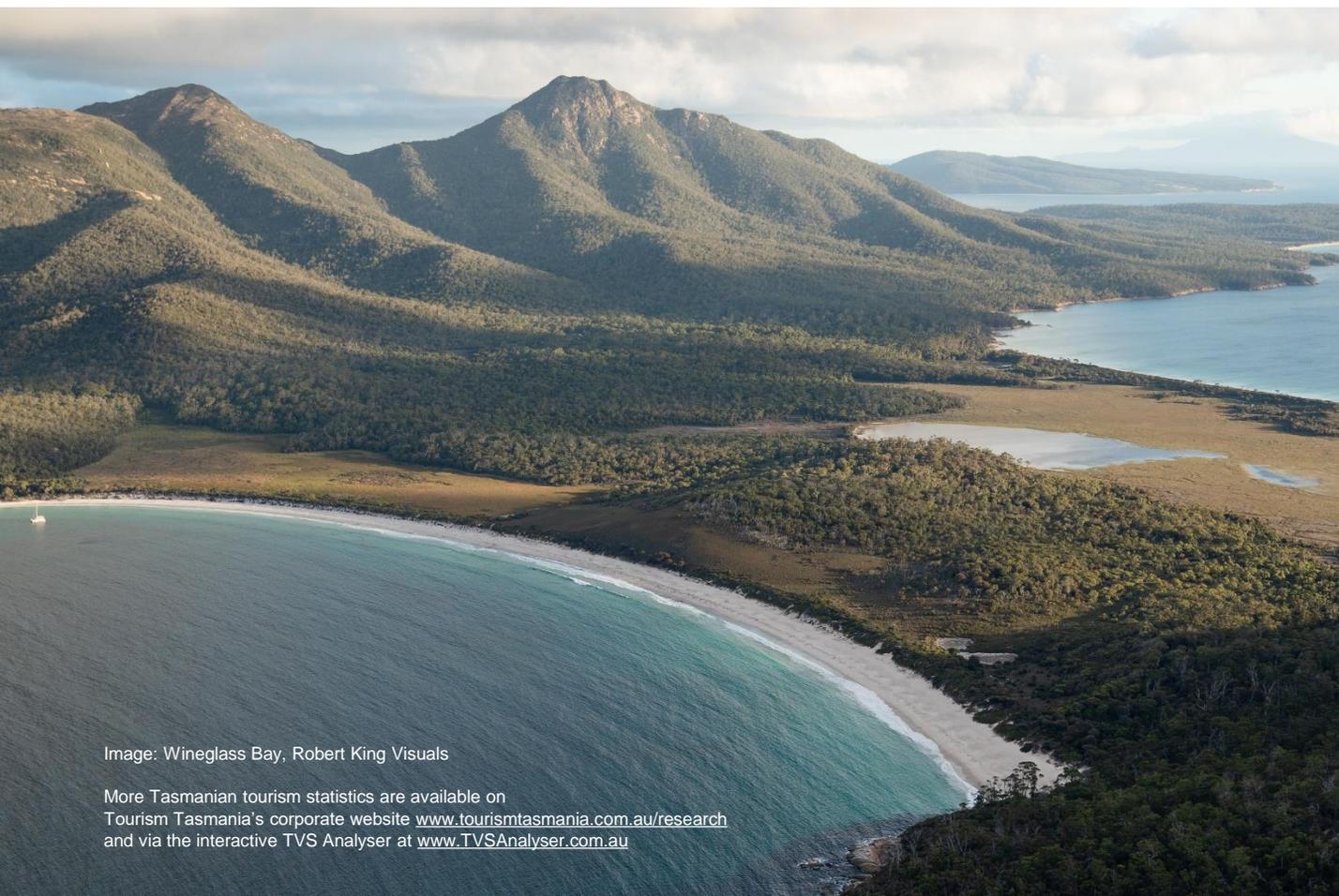


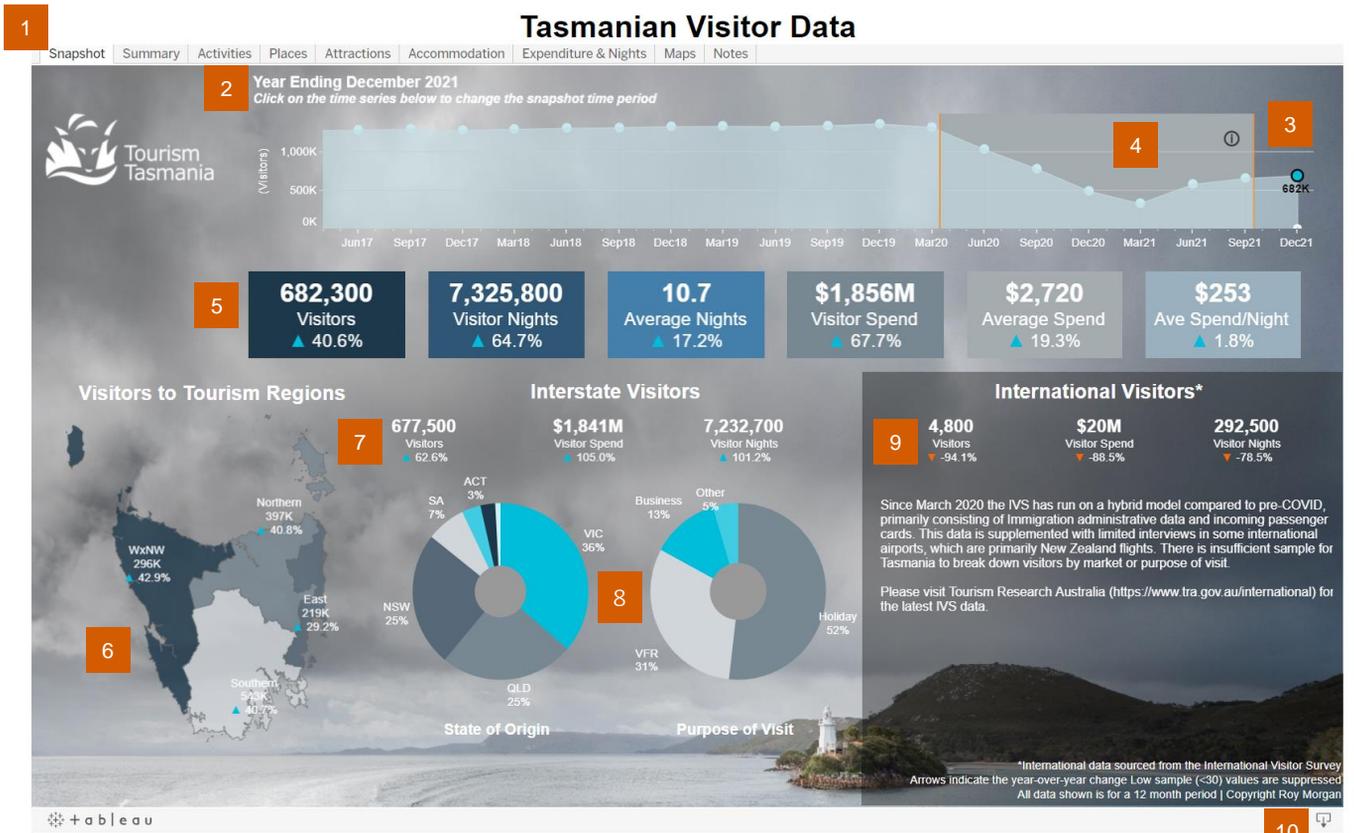
Image: Wineglass Bay, Robert King Visuals

TVS Analyser | *Snapshot* landing page

The **Snapshot** dashboard is the landing page of Tourism Tasmania's **TVS Analyser**. This features key visitor statistics for total visitors (interstate + international) and interstate (Australian) visitors only.

Data: This page features both TVS data, and limited IVS data.

Filters: Limited filters; the main function of this dashboard is to present popular key stats in one place.



Snapshot dashboard | FEATURES & FILTERS

- 1 Tabs navigate between dashboard pages. The Snapshot dashboard appears first when accessing the TVS dashboard.
- 2 This title is dynamic, updating based on filter selections.
- 3 Line chart shows rolling year ending periods, by quarter. The line chart, and dashboard, defaults to the most current TVS data year ending period.
Filter: Clicking any dot on the line chart will change the data on this page to filter by that selection.
- 4 The shaded area indicates when data collection was affected by COVID-19 (hover cursor over 'i' for more info).
- 5 Popular visitation stats for *total* visitors to Tasmania (interstate + international).
- 6 Total visitors to Tasmania's tourism regions.
- 7 Popular stats on interstate visitors (Australian residents).
- 8 Interstate visitation by origin and main purpose of visit.
- 9 International visitor data, sourced from the International Visitor Survey (IVS). By selecting March 2020 and prior to COVID-19 on the line chart, additional charts will appear.
- 10 Download the dashboard data via this icon:
e.g., (Excel –'Cross Tab', images; PowerPoint)

HOT TIPS

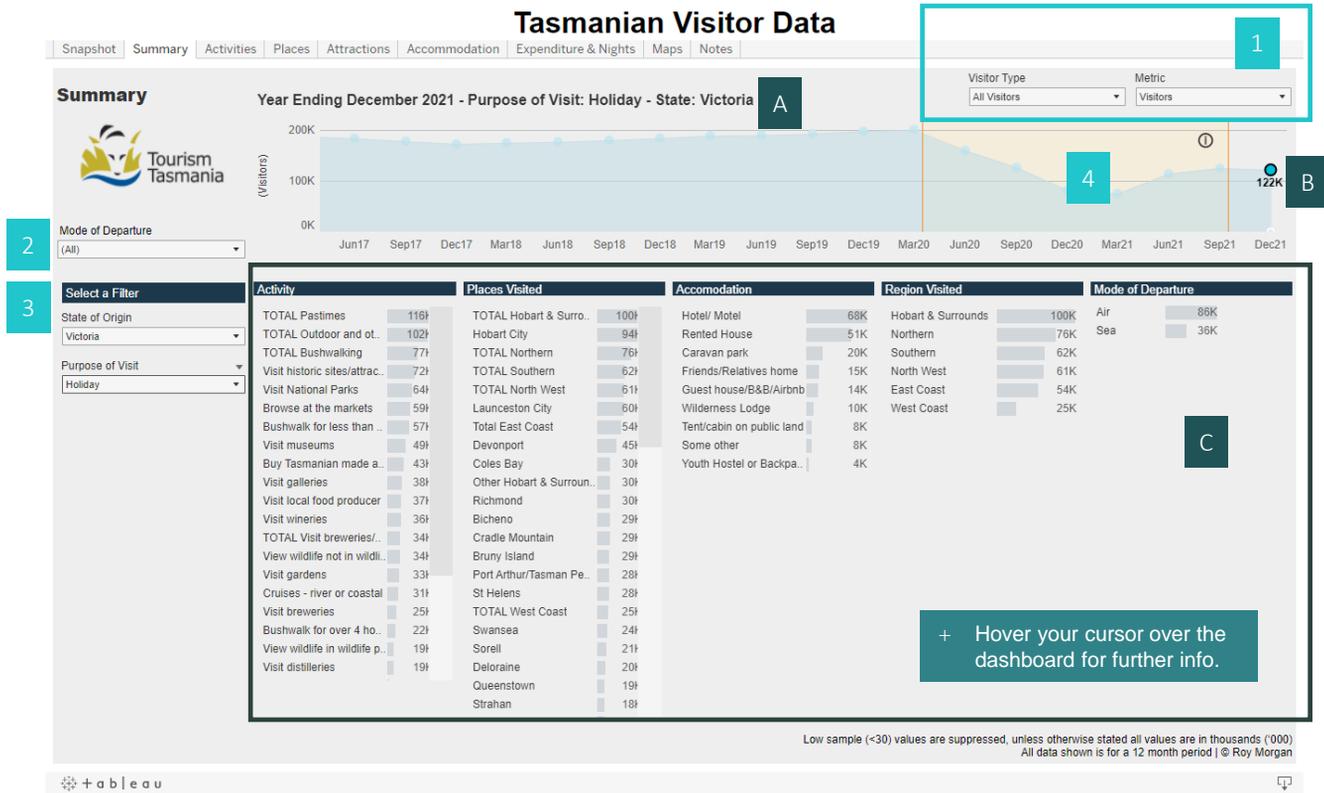
- + **Hover your cursor** over the dashboard for further info, such as visitors, nights or spend, plus mode of departure (air/sea).
- + There is no 'back' or refresh button on the dashboards. Either reload the webpage, or click the selected filter again to undo.
- + Sample sizes less than 30 are hidden from the dashboard. Therefore for some filter combinations will show blank areas.
- + Download the latest [Tasmanian Tourism Snapshot](#) for insights commentary from the TVS data.
- + **Symbols: % Change** upon the same period in the previous year.

▲ Increase | ► Steady (-2% to +2% change) | ▼ Decrease

TVS Analyser | Themed pages

The **7 themed dashboard pages** provide further ability to filter and slice the TVS data. These pages all feature common functionality for filtering and exploring the data.

There are **four main types of filtering** that can be applied to these dashboards, which are outlined below using the *Summary* tab as an example:



Themed dashboards | FILTERS

1 TOP RIGHT FILTERS:

- + **Visitor Type** – from the drop-down filter you can select 'All Visitors' (Domestic & International), or Domestic (Australian). When loading pages this defaults to 'All Visitors'.
- + **Metric** – filters between visitors (numbers of visitors), nights, % visitors (share), % nights. Some pages also include spend.

2 MODE OF DEPARTURE FILTER:

Mode of Departure from Tasmania. This offers all forms (All), scheduled air services (Air), and via the Spirit of Tasmania (Sea).

3 LEFT SIDE DROP-DOWN FILTERS:

- + **State of Origin** – Australian states & territories, or total domestic visitors.
- + **Purpose of Visit** – main purpose of trip.

4 LINE CHART – TIME PERIOD FILTERS:

Click the data points (dots) on the line chart to change the time period. Unless specified, these are year ending periods. (E.g., Dec-21 is the 12 months to December 2021, inclusive of December).

The following dashboard features change in response to the applied filters:

A **Title** is dynamic, updating based on filter selections.

B **Line chart** shows the filters applied for year ending periods.

C **Popular metrics**, which vary across the pages. These can include: activities participated in at some point during their trip in Tasmania, places visited, accommodation types stayed in during their overall trip to Tasmania, tourism regions visited, mode of departure and demographics.

TVS Analyser | Example walk through

The TVS Analyser can answer many of your Tasmanian visitor data questions, and the best way to start is to dive in and explore the filters and get familiar with the different options on each page.

Example: How many Victorian holiday visitors departed via the Spirit?

The core parts of this question are popular metrics – state of origin, purpose of visit and mode of departure – and these can all be found on the **Summary** tab. There is further traveller behaviour detail on this page too, so you'll also find the activities they participated in, places visited, accommodation types used and tourism regions visited.

Follow these steps to find the answer

- 1 **Navigate** to the **Summary** Dashboard page
- 2 Select **Victoria** from the **State of Origin** filter
- 3 Select **Holiday** from the **Purpose of Visit** filter
- 4 Select **Sea** from the **Mode of Departure** filter
- 5 Your answer is next to the **highlighted dot** on the line chart

Tasmanian Visitor Data

1

Summary

Visitor Type: Domestic

Metric: Visitors

200K

100K

0K

Jun17 Sep17 Dec17 Mar18 Jun18 Sep18 Dec18 Mar19 Jun19 Sep19 Dec19 Mar20 Jun20 Sep20 Dec20 Mar21 Jun21 Sep21 Dec21

4 Mode of Departure: (All)

2 Select a Filter

State of Origin: Victoria

3 Purpose of Visit: Holiday

Activity	Places Visited	Accommodation	Region Visited	Mode of Departure
TOTAL Pastimes 116K	TOTAL Hobart & Surro.. 100K	Hotel/ Motel 68K	Hobart & Surrounds 100K	Air 86K
TOTAL Outdoor and ot. 102K	Hobart City 94K	Rented House 51K	Northern 76K	Sea 36K
TOTAL Bushwalking 77K	TOTAL Northern 76K	Caravan park 20K	Southern 62K	
Visit historic sites/attrac.. 72K	TOTAL Southern 62K	Friends/Relatives home 15K	North West 61K	
Visit National Parks 64K	TOTAL North West 61K	Guest house/B&B/Airbnb 14K	East Coast 54K	
Browse at the markets 59K	Launceston City 60K	Wilderness Lodge 10K	West Coast 25K	
Bushwalk for less than ... 57K	Total East Coast 54K	Tent/cabin on public land 8K		
Visit museums 49K	Devonport 45K	Some other 8K		
Buy Tasmanian made a... 43K	Coles Bay 30K	Youth Hostel or Backpa.. 4K		
Visit galleries 38K	Other Hobart & Surroun.. 30K			
Visit local food producer 37K	Richmond 30K			
Visit wineries 36K	Bicheno 29K			
TOTAL Visit breweries/... 34K	Cradle Mountain 29K			
View wildlife not in wildl... 34K	Bruny Island 29K			
Visit gardens 33K	Port Arthur/Tasman Pe.. 28K			
Cruises - river or coastal 31K	St Helens 28K			
Visit breweries 25K	TOTAL West Coast 25K			
Bushwalk for over 4 ho... 22K	Swansea 24K			
View wildlife in wildlife p... 19K	Sorell 21K			
Visit distilleries 19K	Deloraine 20K			
	Queenstown 19K			
	Strahan 18K			

Low sample (<30) values are suppressed, unless otherwise stated all values are in thousands ('000)
All data shown is for a 12 month period | © Roy Morgan

Dashboards will always show you a figure – be sure it's showing you what you wanted know

See a different time period

You can choose another 12 months period by clicking any dot on the line chart.

The page will time out

After a few minutes of inactivity, the pages will time out; a refresh will activate if you click anything, but otherwise your view will remain static.

Keep an eye on filters

There are up to five filters on the pages, so it's easy to forget you've changed one or more. The metrics in the centre of the page can be clicked on, but they won't add any filtering.

Some metrics are not mutually exclusive

Importantly, visitors can only depart via sea **OR** air, and have only one purpose of visit. However, visitors can do more than one activity, or visit multiple places.