

TASMANIAN TOURISM SNAPSHOT

YEAR ENDING DECEMBER 2023

Image: Wineglass Bay, Robert King Visuals

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

TASMANIAN TOURISM SNAPSHOT

Year ending December 2023

This Snapshot explores the changes in visitation to Tasmania over the past year, providing insights primarily from the Tasmanian Visitor Survey (TVS) and supported by the National and International Visitor Surveys (NVS & IVS), and statistics for commercial and short-stay accommodation. The TVS Analyser (www.tvsanalyser.com.au) is a free and interactive dashboard of visitation data, allowing analysis on a variety of visitor behaviours with the most recent TVS data.



In 2023, international visitation recovered to almost three quarters of pre-covid levels, driving an overall increase in spend, visitation and nights from the previous year

Post-pandemic recovery continued through 2023, with total spend, visitation and nights higher than the same period in 2022. Total spend, whilst softening over the year, remained 43% higher than 2019.

The share of domestic vs international visitors to the state has shifted from pre covid levels due to fluctuation in domestic and international visitor numbers. The market share for international visitation for 2023 is 15.3 per cent (up 0.8 pts compared to 2019), however overall visitation from both markets has not recovered to pre-covid levels.

Nationally, interstate travel has continued to soften, which may reflect open international borders and cost of living pressures.

Total	YE Dec 22	YE Dec 23	% Change 2022	% Change 2019
Spend	\$3.476b	\$3.633b	▲ 5%	▲ 43%
Visitors	1,119,500	1,257,800	▲ 6%	▼ 7%
Nights	11.1m	12.2m	▲ 10%	▲ 13%

Interstate	YE Dec 22	YE Dec 23	% Change 2022	% Change 2019
Spend	\$3.254b	\$3.018b	▼ 7%	▲ 43%
Visitors	1,111,400	1,065,700	▼ 4%	▼ 8%
Nights	10.0m	10.3m	▲ 3%	▲ 16%

% change is calculated from unrounded figures. 2019 in this table refers to same YE period in 2019.



TASMANIAN TOURISM SNAPSHOT

Year ending December 2023



TASMANIAN TOURISM SNAPSHOT

Year ending
December 2023



While spend and nights remained highly elevated compared to before the pandemic, total visitation is yet to fully recover

Tracking recovery against the calendar year 2019 benchmarks the last relatively stable annual period before major impacts were felt, first from mainland Australia bushfires, then the COVID-19 pandemic.

Year ending December	% of 2019			Change from 2019		
	93%	113%	143%	+1.7	+\$1,007	+\$63
	Visitors	Nights	Spend	ALOS	ASPV	ASPN
2023	1,26m	12.2m	\$3.63b	9.7	\$2,888	\$297
2019	1.35m	10.87m	\$2.54b	8.0	\$1,881	\$234

ALOS = Average length of stay (nights). ASPV = Average spend per visitor
ASPN = Average spend per night

COMPARING CALENDAR YEAR 2023 TO 2019:



Visitation

- Total visitation recovered to 93% in YE December 2023
- Visitation peaked in YE March 2023 at 97% due to 2022 domestic travel boom
- Only June saw more visitors than in the same month in 2019
- Interstate recovery was 92%, below the peak of 101% in YE March 2023



Nights

- Up 13% on 2019 overall, due to all months but April and May recording more nights than the equivalent month in 2019
- Visitors stayed almost two nights longer than in 2019, however this is down two nights from the recovery-period peak of 11.2 nights in YE May 2022, a period which benefitted from visitors reconnecting with friends and family as state borders re-opened



Spend

- Spend in every month far exceeded the same month in 2019, leading to overall recovery in spend of 143%
- Strongest 12-month recovery period was YE March 2023 when spend reached \$3.955b, 156% of 2019
- On average, visitors spent an extra \$1,000 each during their trip or an extra \$63 per night

VISITATION INSIGHTS

Data on this page is from Tourism Tasmania's [Tasmanian Visitor Survey](#)

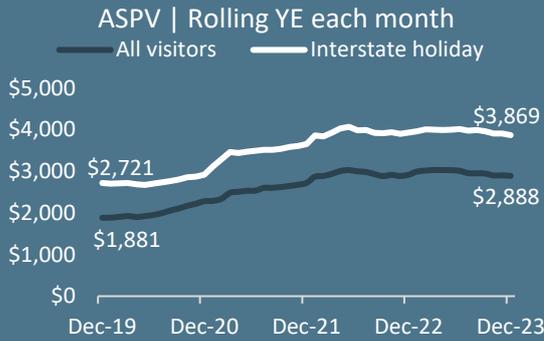
TASMANIAN TOURISM SNAPSHOT

Year ending December 2023



Average spend per visitor (ASPV) has grown considerably since 2019, though a softening is evident in the latter half of 2023, with ASPV in the December quarter down on 2022 and 2021

YE Dec 2023	Change from 2019	% Chg 2019
All visitors	▲ \$1,007	▲ 54%
Interstate holiday	▲ \$1,148	▲ 42%



Dec Quarter 2023	Change from 2019	% Chg 2019
All visitors	▲ \$1,007	▲ 54%
Interstate holiday	▲ \$1,148	▲ 42%



Average length of stay (nights) increased significantly as soon as borders reopened and then dipped back down, before tracking steadily upwards again through 2023

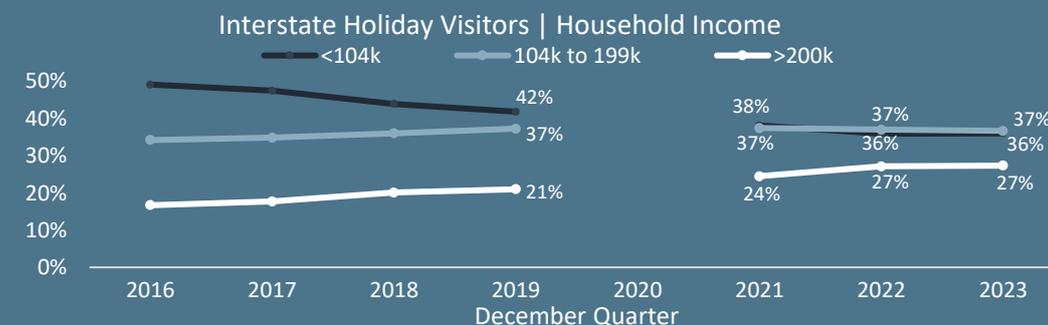
YE Dec 2023	Change from 2019	% Chg 2019
All visitors	▲ 1.7 nights	▲ 54%
Interstate holiday	▲ 1.3 nights	▲ 42%



Dec Quarter 2023	Change from 2019	% Chg 2019
All visitors	▲ 1.9 nights	▲ 27%
Interstate holiday	▲ 1.7 nights	▲ 22%



The post-COVID trend of seeing a higher proportion of interstate holiday visitors from higher household incomes (>\$200k) has continued, and settled on par with 2022



REGIONAL VISITATION

YE DEC 2023



All Tasmanian tourism regions saw an increase in visitation from the previous year

In the YE December 2023, total visitation and nights were higher than the same period in 2022 for all tourism regions. Similarly, against 2019 in the Southern, West by North-west (WxNW) and East Coast regions but not for the Northern region.

All regions saw an increase in holiday visitors and nights, including the North up 9% and 4% respectively on 2019, but this did not completely offset the decline in visitors in this region for other purposes. The softer visitation and nights for the Northern region was mainly from fewer visitors to the region who were in the state to visit friends or relatives, or for business or employment purposes.

The Southern and East Coast tourism regions saw record visitation in 2023. For the South this meant surpassing 1.1m visitors for the first time, with 1 million of them spending at least one night in the region. For the East Coast, while total visitation was a new record, the number of visitors who stayed at least night was just below the record set in year ending March 2023.

YE All visitors [^]	Visitors 2023	% Change 2022	% of Visitors in 2019 [*]	Nights 2023	% Change 2022	% of Nights in 2019 [*]
Southern	1,101,000	▲ 17%	103%	6,277,300	▲ 22%	122%
Northern	652,300	▲ 1%	92%	1,692,000	▼ 17%	77%
WxNW	536,800	▲ 7%	105%	2,245,200	▲ 7%	110%
East Coast	432,200	▲ 18%	121%	1,105,800	▲ 10%	124%

YE Interstate visitors	Visitors 2023	% Change 2022	% of Visitors in 2019 [*]	Nights 2023	% Change 2022	% of Nights in 2019 [*]
Southern	922,200	▲ 6%	103%	5,241,400	▲ 14%	124%
Northern	531,300	▼ 12%	89%	1,439,700	▼ 24%	81%
WxNW	442,300	▼ 6%	105%	1,921,700	▲ 5%	113%
East Coast	338,300	▲ 1%	127%	885,000	▼ 3%	130%

QTR All visitors [^]	Visitors Dec qtr 23	% Change Dec qtr 22	% of Visitors in Dec qtr 19 [~]	Nights Dec qtr 23	% Change Dec qtr 22	% of Nights in Dec qtr 19 [~]
Southern	305,000	▲ 13%	108%	1,607,200	▲ 22%	129%
Northern	167,500	▼ 7%	89%	392,700	▼ 27%	83%
WxNW	133,500	▼ 6%	100%	483,300	▲ 2%	100%
East Coast	116,400	▲ 8%	170%	271,200	▲ 11%	121%

^{*}% of 2019 compares the YE December 23 to YE December 19.

[~]% of 2019 compares the December quarter 23 to the December quarter 19

[^]All visitors refers to interstate and international, excludes intrastate.

INTERNATIONAL VISITATION

Data on this page is from Tourism Research Australia's [International Visitor Survey](#)

TASMANIAN TOURISM SNAPSHOT

Year ending December 2023



International travel recovered strongly through the latter half of 2023, with the USA seeing similar visitation to 2019, strong growth from the UK, though China continues to lag

Post-pandemic international travel into Australia and Tasmania continued to increase throughout 2023, with Tasmania's share of all international visitors to Australia at 3.1% (3.2% in 2019), and 4.6% of holiday visitors (5.1% in 2019).

Visitation to Australia

- 6.640m visitors (down 24% on 2019)
- \$27.996b spend* (down 11% on 2019)
- 242.261m nights (down 12% on 2019)

Visitation to Tasmania

- 207,500 visitors (down 27% on 2019)
- \$365.2m spend (down 34% on 2019)
- 3.40m nights (down 20% on 2019)

	Visitor country of origin – top five YE Dec 23	YE Dec 19	YE Dec 23	% chg 2019
Top 5: 54% of int'l visitors	United States of America	41,700	40,300	▼ 3%
	United Kingdom	27,000	23,300	▼ 14%
	Hong Kong*	28,100	16,700	▼ 40%
	New Zealand	20,200	16,100	▼ 20%
	China*	42,700	15,600	▼ 63%
	Other Countries	123,200	95,400	▼ 23%
	TOTAL INTERNATIONAL VISITORS TO TASMANIA	282,900	207,500	▼ 27%

*Low reliability in numbers due to low sample size. No other individual countries met minimum sample sizes for reliable reporting.



Tasmania's recovery of nights stayed by international visitors in the state was stronger than the national average for the latter half of 2023

While visitation and nights were down for the full year, Tasmania saw a significant uplift in nights stayed in the state in the second half of the year, surpassing the same periods in 2019. This rise primarily came from visitors on holiday, and those taking up short-term work such as seasonal farm contracts or working holidays.

Visitation | % of quarter in 2019

■ TAS ■ AUS



Nights | % of quarter in 2019

■ TAS ■ AUS



TASMANIAN TOURISM SNAPSHOT

Year ending
December 2023

INTRASTATE VISITATION

Intrastate data is from Tourism Research Australia's [National Visitor Survey](#)



In 2023 spend by Tasmanians on overnight trips within the state exceeded \$1 billion for the first time, up 46% on 2019

- Tasmanians took 5% more overnight trips within the state in 2023, with trips lasting an average of 2.4 nights way which is on par with 2019
- Average spend per trip increased 39%, or \$186, to \$669
- Tasmanians spent an additional \$88 per night, up 46%, to \$281, contributing to the significant lift in overall spend
- Spend by Tasmanians taking overnight trips for a holiday was up 36% to \$512m, however the number of trips taken was down 5% on 2019

	YE Dec 22	YE Dec 23	% chg YE Dec 22	% chg YE Dec 19
Overnight trips	1.56m	1.69m	▲ 8%	▲ 5%
Nights	3.74m	4.02m	▲ 8%	▶ 0%
Spend	\$946m	\$1.13b	▲ 20%	▲ 46%
Day trips	5.63m	5.37m	▼ 5%	▼ 26%
Spend	\$769m	\$768m	▶ 0%	▶ 1%

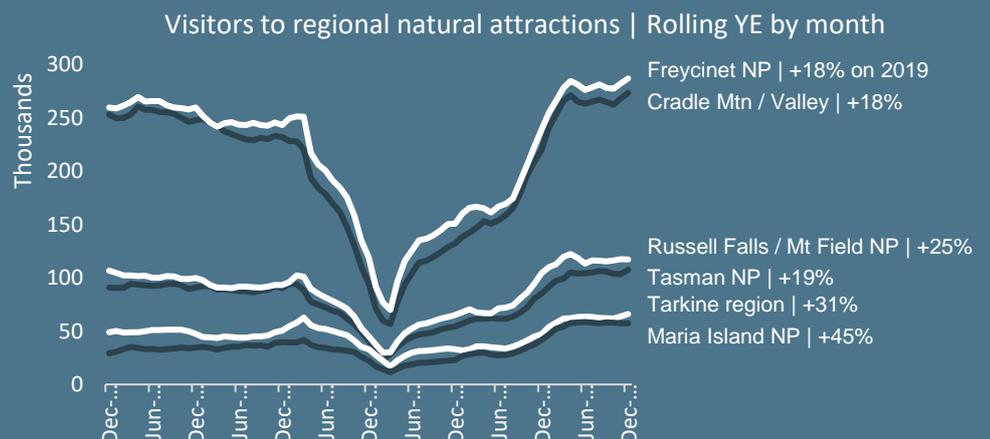
REGIONAL ATTRACTIONS

Data from Tourism Tasmania's [Tasmanian Visitor Survey](#)



Many regional natural attractions saw record visitation in 2023, including Cradle Mountain / Valley, Freycinet and Tasman national park areas, highlighting the increasing interest from visitors to experience Tasmanian's wilderness and wildlife, and such attractions as drivers of regional dispersal by visitors

- Tasmania's wilderness and wildlife are significant drivers of visitation to the state, with 44% of all visitors citing these experiences as an influence to visit, up 5%pts from 2019
- 42% of all visitors to the state visited at least one national park, up 5%pts on 2019
- 48% of visitors undertook a bushwalk (any duration), up 4%pts on 2019



TOTAL VISITORS TO TASMANIA

YEAR ENDING December 2023

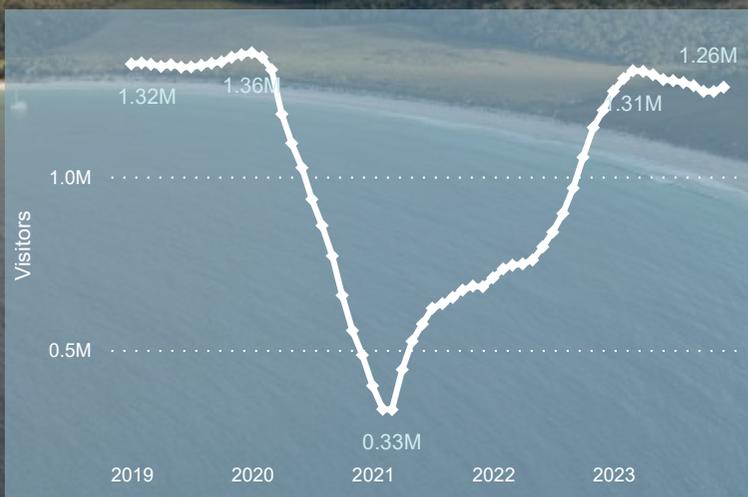
ALL VISITORS*



ALL HOLIDAY VISITORS



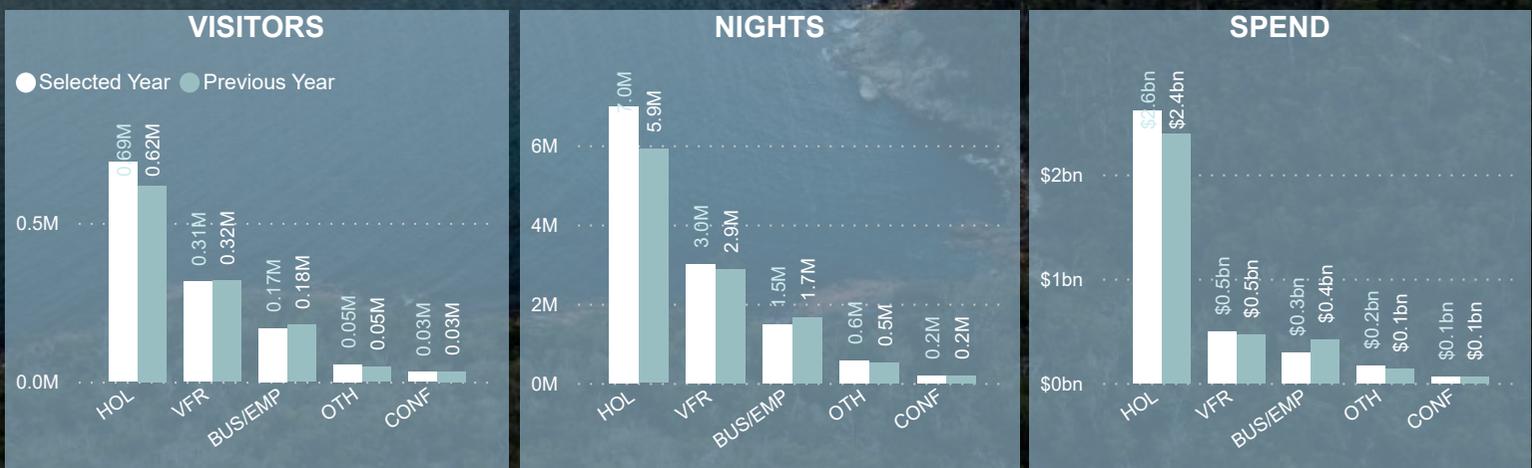
ROLLING ANNUAL VISITATION TO TASMANIA



ROLLING ANNUAL SPEND IN TASMANIA



PURPOSE OF VISIT TO TASMANIA



▲ Increase
▼ Decrease

% Change is from previous year.

* Total visitors is interstate and international, excluding Tasmanians and cruise ships.

ALOS: Average length of stay (nights);
ASPV: Average spend per visitor;
ASPN: Average spend per night.

More data available at www.tvsanalyser.com.au

The Tasmanian Visitor Survey is an exit survey of approximately 9,000 interstate and international visitors annually. Roy Morgan Research.

INTERSTATE VISITORS TO TASMANIA

YEAR ENDING December 2023

ALL INTERSTATE VISITORS*

1.07M Visitors ▼ -4.1% 92.2% of 2019	10.26M Visitor Nights ▲ 2.6% 116% of 2019	\$3.02bn Visitor Spend ▼ -7.3% 143.1% of 2019	9.6 ALOS (Nights) ▲ 7% 125.8% of 2019	\$2.832K ASPV ▼ -3.3% 155.1% of 2019	\$294 ASPN ▼ -9.6% 123.3% of 2019
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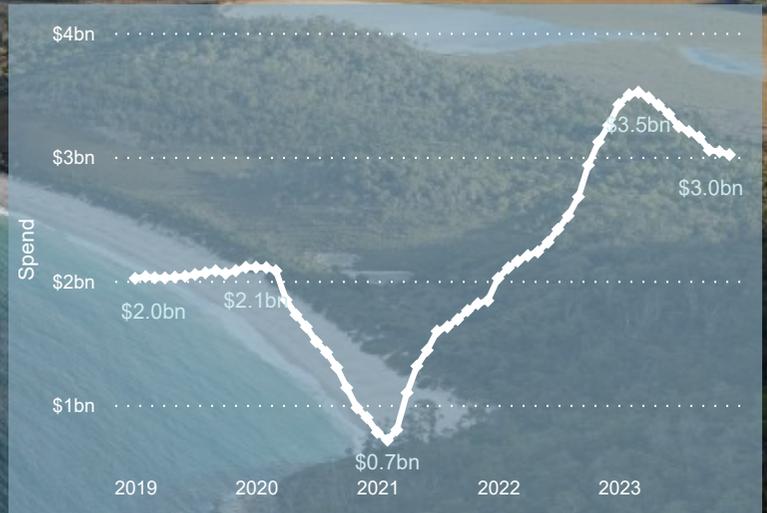
INTERSTATE HOLIDAY VISITORS

555.60K Visitors ▼ -2.9% 111.2% of 2019	5.83M Visitor Nights ▲ 6.4% 126.4% of 2019	\$2.15bn Visitor Spend ▼ -4.4% 158.2% of 2019	10.5 ALOS (Nights) ▲ 9.6% 113.6% of 2019	\$3.869K ASPV ▼ -1.6% 142.2% of 2019	\$369 ASPN ▼ -10.2% 125.2% of 2019
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ROLLING ANNUAL VISITATION TO TASMANIA



ROLLING ANNUAL SPEND IN TASMANIA



STATE OF ORIGIN

States	Visitors	Nights '000	Spend \$m	ALOS	ASPV	ASPN	% Share visitors from state			
							Holiday	VFR	Business	Other
VIC	391,100	2,976	\$888	7.6	\$2,271	\$298	47%	27%	19%	5%
NSW	294,600	2,745	\$864	9.3	\$2,933	\$315	56%	25%	13%	4%
QLD	210,300	2,463	\$695	11.7	\$3,305	\$282	57%	25%	12%	4%
SA	73,900	689	\$215	9.3	\$2,907	\$312	52%	25%	13%	7%
WA	58,800	886	\$234	15.1	\$3,980	\$264	57%	28%	8%	3%
ACT	27,100	295	\$76	10.9	\$2,799	\$257	40%	35%	13%	8%
NT	8,000	167	\$39	20.9	\$4,934	\$236	53%	28%	9%	8%

▲ Increase
▼ Decrease

% Change is from previous year.

* Interstate refers to Australian travellers, excluding Tasmanians and cruise.

ALOS: Average length of stay (nights);
ASPV: Average spend per visitor;
ASPN: Average spend per night.

More data available at www.tvsanalyser.com.au

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VISITATION TO TOURISM REGIONS (INTERSTATE & INTERNATIONAL)

YEAR ENDING December 2023

VISITORS TO REGIONS

1.10M ▲ 16.7%
Southern
102.8% of 2019

652.32K ▲ 1.1%
Northern
91.7% of 2019

536.77K ▲ 6.6%
West x North West
104.7% of 2019

432.16K ▲ 17.6%
East Coast
120.9% of 2019

OVERNIGHT VISITORS[^]

1.03M ▲ 15.1%
Southern
103% of 2019

486.14K ▼ -3.4%
Northern
88.8% of 2019

422.99K ▲ 7.3%
West x North West
107.9% of 2019

335.12K ▲ 9.9%
East Coast
112.6% of 2019

NIGHTS IN REGIONS

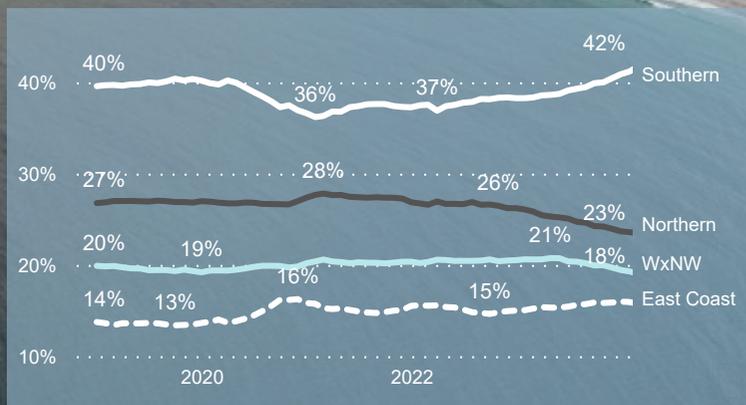
6.28M ▲ 22.1%
Southern
5.7 ALOS

1.69M ▼ -16.0%
Northern
2.6 ALOS

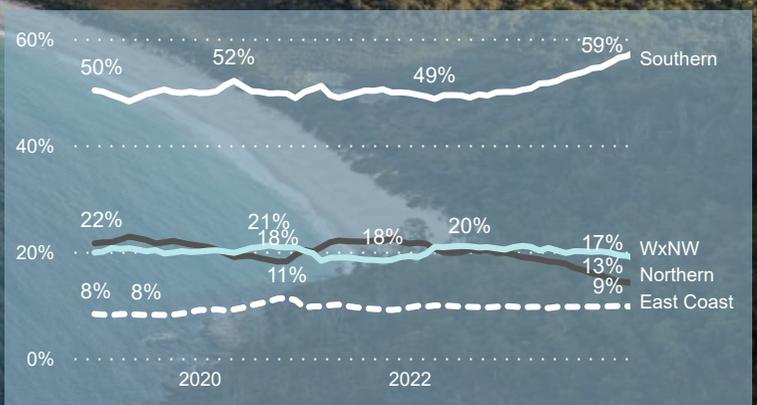
2.25M ▲ 7.1%
West x North West
4.2 ALOS

1.11M ▲ 10%
East Coast
2.6 ALOS

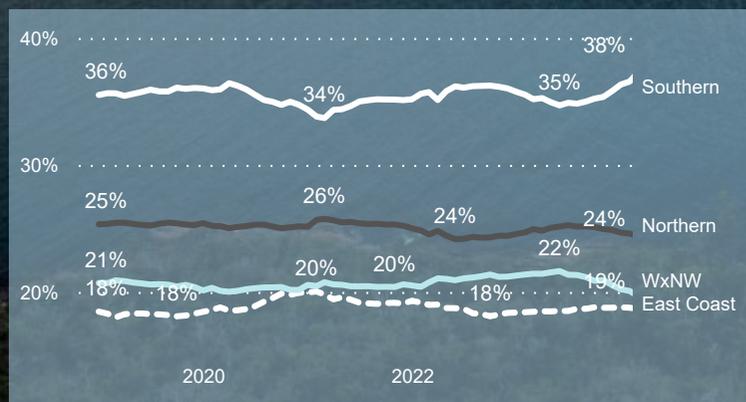
ROLLING ANNUAL SHARE* OF VISITORS BY REGION



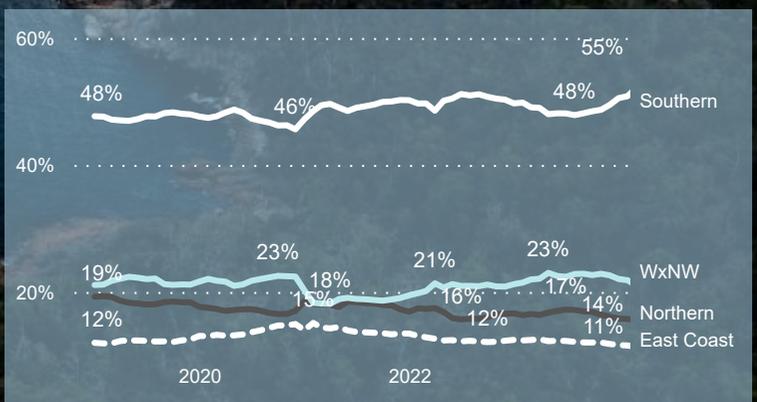
ROLLING ANNUAL SHARE OF NIGHTS BY REGION



ROLLING ANNUAL SHARE OF HOLIDAY VISITORS



ROLLING ANNUAL SHARE OF HOLIDAY NIGHTS



▲ Increase
▼ Decrease

% Change is from previous year.

[^] Visitors who stayed at least one night in the region.

* Share of visitors refers to share of total to the state

ALOS: Average length of stay (nights);
ASPV: Average spend per visitor;
ASPN: Average spend per night.

More data available at www.tvsanalyser.com.au

The Tasmanian Visitor Survey is an exit survey of approximately 9,000 interstate and international visitors annually. Roy Morgan Research.

INTERNATIONAL VISITORS TO TASMANIA

YEAR ENDING December 2023

ALL VISITORS

207.48K

Visitors

▲ 146.5%

73% of 2019

3.40M

Nights

▲ 150.7%

80% of 2019

\$365M

Spend**

▲ 138.4%

66% of 2019

16.37

ALOS (Nights)

▲ 1.7%

2019: 15

\$1,760

ASPV

▼ -3.3%

2019: \$1962

\$108

ASPAN

▼ -4.5%

2019: \$131

HOLIDAY VISITORS

149.32K

Visitors

66% of 2019

1.50M

Nights

76% of 2019

\$240M

Spend**

77% of 2019

10.07

ALOS (Nights)

2019: 8.7

\$1,608

ASPV

2019: \$1386

\$160

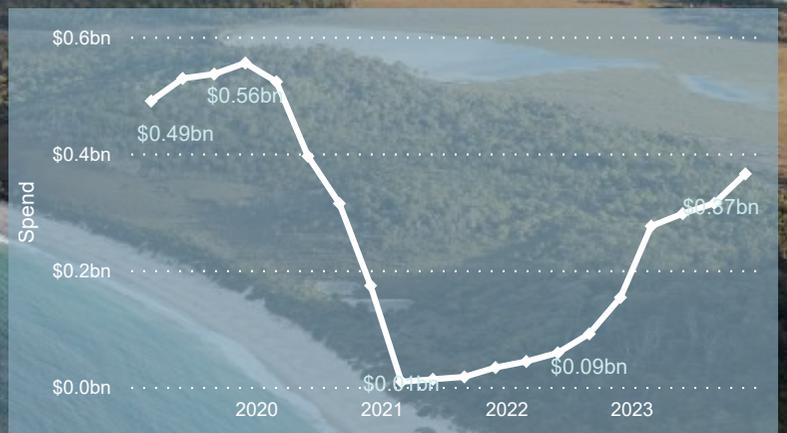
ASPAN

2019: \$158

ROLLING ANNUAL VISITATION TO TASMANIA



ROLLING ANNUAL SPEND IN TASMANIA



PRIMARY INTERNATIONAL SOURCE MARKETS

Markets	Visitors	Nights '000	Spend \$m	ALOS (nights)	ASPV	% Share visitors from country*				
						HOL	VFR	BUS	EDU	Other
USA	40,300	420	50	10.4	\$1,244	80%	18%			3%
UK	23,300	345	30	14.8	\$1,291	58%	39%	4%	2%	8%
Hong Kong	16,700	198	42	11.8	\$2,531	97%	5%		0%	16%
New Zealand	16,100	155	41	9.6	\$2,537	76%	20%	7%		7%
China	15,600	133	25	8.5	\$1,617	70%	28%		3%	
Singapore	5,600	37	12	6.5	\$2,155	89%	11%			

▲ Increase

▼ Decrease

+ % Change is from previous year.

++ IVS data up to December 2022 is based on imputations from pre-COVID visitor behaviours. March quarter 2023 is the first period to be based on interviews

* The IVS records purpose of visit per stopover, so a single 'trip' will include multiple purposes and therefore may add to more than 100%.

^ % 2019 refers to comparison to calendar year 2019

ALOS: Average length of stay (nights)

ASPV: Average spend per visitor

ASPAN: Average spend per night

The International Visitor Survey interviews 40,000 overseas travellers in person in Australia's eight major international airports. Between March 20 and Dec 22 the IVS scaled back interviews and primarily utilises passenger data cards. Interviews fully resumed from Jan 20.

The IVS is conducted by Tourism Research Australia

INTRASTATE TRIPS WITHIN TASMANIA

YEAR ENDING December 2023

OVERNIGHT TRIPS



HOLIDAY OVERNIGHT TRIPS*



PURPOSE OF OVERNIGHT TRIP



OVERNIGHT TRIPS IN REGIONS



NIGHTS IN REGIONS



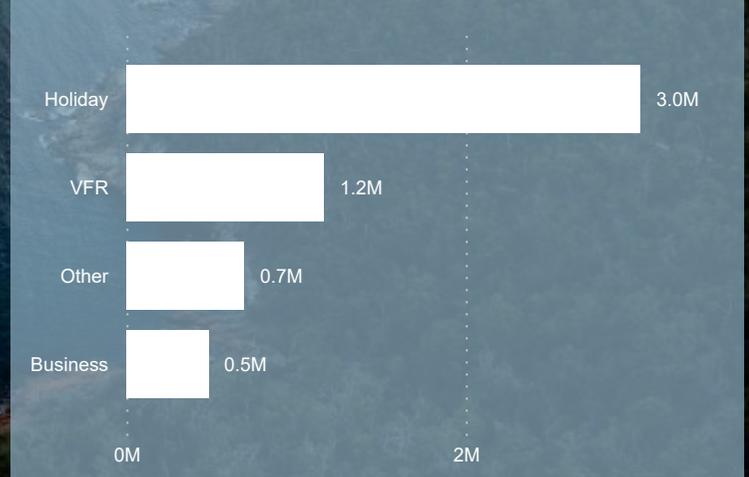
DAY TRIPS



HOLIDAY DAY TRIPS^



PURPOSE OF DAY TRIP



▲ Increase
▼ Decrease

% Change is from previous year.

ALOS: Average length of stay (nights);
ASPT: Average spend per trip;
ASPN: Average spend per night

*The NVS records purpose of visit per stopover, so a single 'trip' will include multiple purposes and therefore may add to more than 100%

The National Visitor Survey is a mobile phone survey of approximately 120,000 Australians annually. The NVS is conducted by Tourism Research Australia.

TASMANIAN ACCOMMODATION

Tourism Tasmania measures a range of metrics of visitation into the state and across the visitor economy. This has traditionally been an historical insight, predominantly through the Tasmanian Visitor Survey, National Visitor Survey and International Visitor Survey.

Accommodation demand is a key indicator of industry and community recovery, and Tourism Tasmania has engaged and worked closely with two providers to deliver meaningful data that broadly represents the range of operators in Tasmania's accommodation sector.

- **STR:** Hotels, motels and other commercial accommodation with more than three rooms.
- **AirDNA:** Short-stay accommodation.

While only one sector of the visitor economy, accommodation data provides insight into the demand from of travellers in the state.



Commercial accommodation | STR Global

STR provides operators an opt-in system to add their data to an anonymous aggregate report, drawing on a broad capture of platforms and booking systems, across a wide range of accommodation types. STR takes into account operator size, rating, brand affiliation and rates.

Providers of hotel, motel, lodge and similar accommodation are invited to join the free STR program to help us monitor this important sector. Please contact Jacqueline (jchoo@str.com) to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.



Short-stay accommodation | AirDNA

AirDNA provides an indicative view of the short-stay accommodation sector, including holiday homes, shacks, homes and self-contained apartments, as well as some traditional bed and breakfasts if they list on Airbnb or VRBO.

Data is provided across multiple indicator regions, offering a view of urban and regional performance. Data in this snapshot refers only to 'entire properties', where guests have the whole home to themselves; approximately 85% of listed properties in Tasmania. This can be a standalone building or self-contained apartment.

ACCOMMODATION REGIONS

SHORT-STAY | AirDNA

The AirDNA short-stay accommodation **forward demand** (booked nights) data provides insight into this sector of the industry at a state level plus Hobart, Launceston, and regional zones. The zones have been created to represent a range of urban and regional areas in the state on Airbnb and VRBO; the state level includes all 'entire places' listed in Tasmania in the period.

Hobart Hobart City Council	Launceston Launceston City Council	West Coast West Coast Council	Bruny Island North & South Bruny
Tasman Peninsula Tasman Council	Huon - Far South Huon Valley Council	King Island King Island Council	Flinders Island Flinders Council
Derby Derby, Branxholm, Ringarooma, Pioneer	Eastern Shore (Hobart) Geilston Bay to Tranmere, Mornington	Orford Orford, Spring Beach, Triabunna, Little Swanport	Freycinet Coles Bay, Swanwick, Bicheno, Swansea
North West 7 LGAs: Circular Head, Waratah- Wynyard, Burnie, Devonport, Central Coast, Kentish and Latrobe	North East Coast Bay of Fires, St Helens, Welborough, Douglas River	East Tamar – Bridport George Town Council, Bridport	Deloraine – Evandale Deloraine, Mole Creek, Westbury, Evandale

COMMERCIAL | STR Global

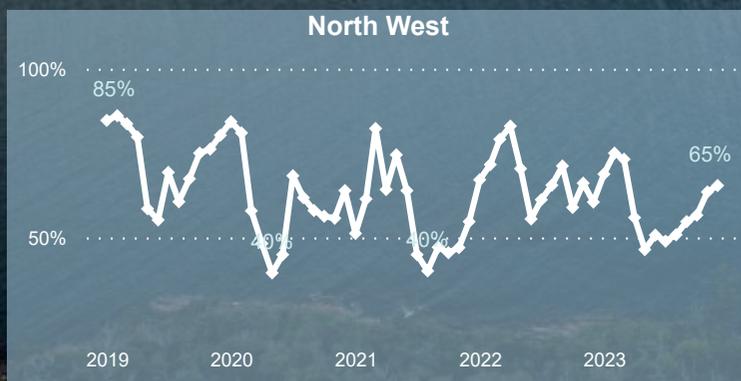
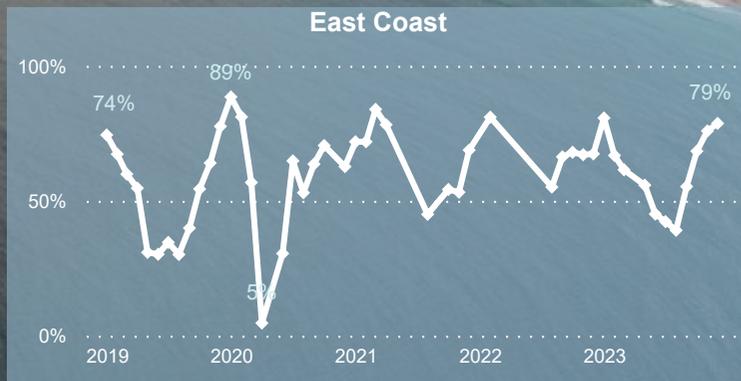
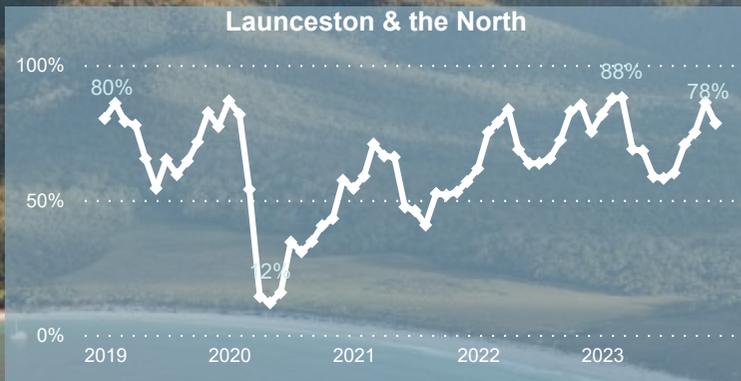
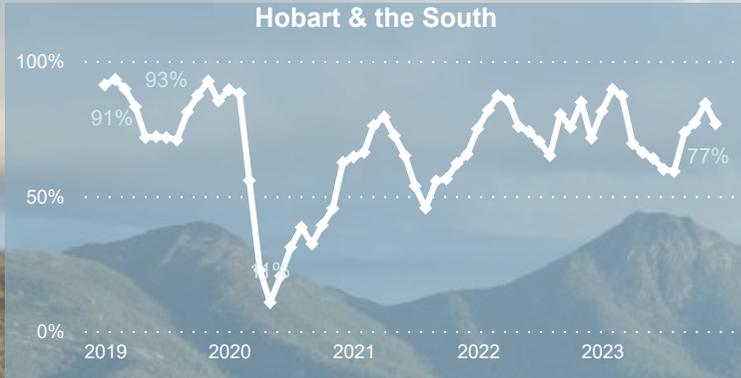
The STR commercial accommodation **occupancy** data provides insight into this sector of the industry for four regions; Hobart and the South, Launceston and the North, East Coast and North West. The zones align with the state's Tourism Regions, except for the North West which excludes the West Coast due to insufficient sample.

Tourism Tasmania actively encourages property managers to contribute to this anonymous dataset to continually improve the reliability of the data. Please contact Jacqueline (jchoo@str.com) to contribute anonymously to industry insights and monitoring, and access your own bespoke complimentary report.

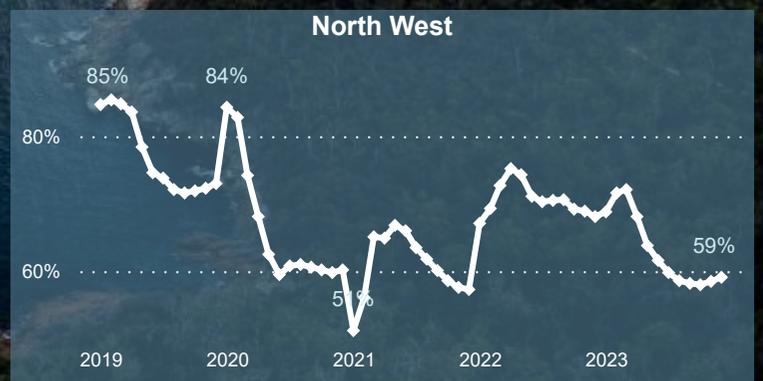
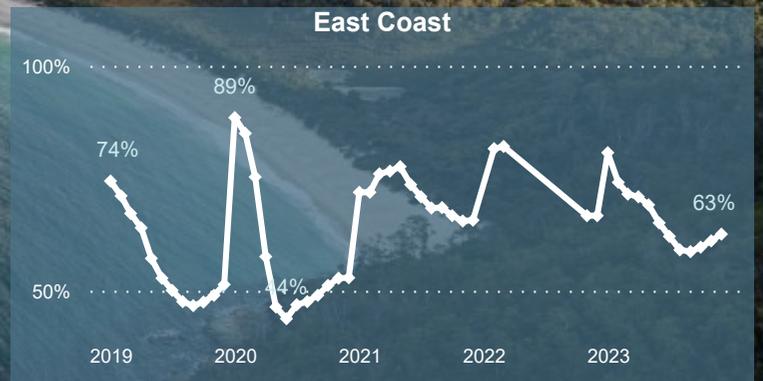
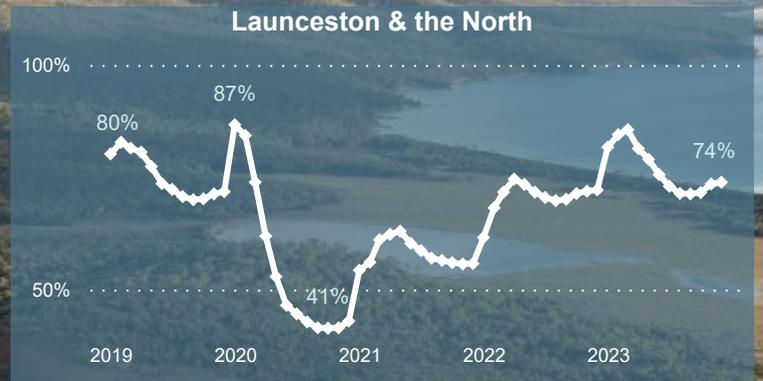
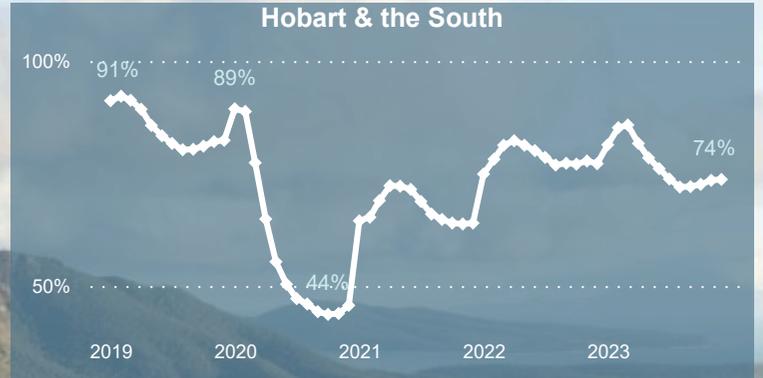
COMMERCIAL ACCOMMODATION IN TASMANIA

YEAR ENDING December 2023

OCCUPANCY BY MONTH



OCCUPANCY BY ROLLING YEAR ENDING



Source: CoSTAR UK

Image: Wineglass Bay, Robert King Visuals

Some months are omitted due to insufficient sample.

Accommodation operators are invited to contact Jacqueline (jchoo@str.com) to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.

SHORT-STAY ACCOMMODATION IN TASMANIA

YEAR ENDING December 2023

Selected Year Ending Previous Year Ending

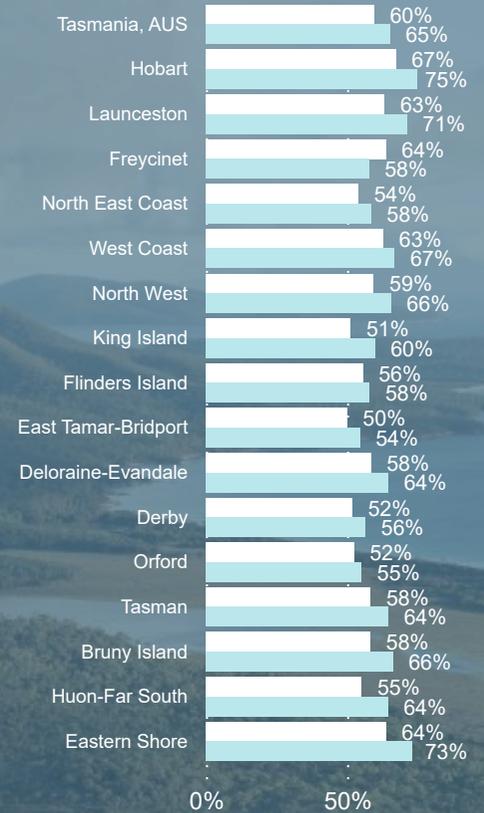
Supply (Nights Available)



Demand (Nights Booked)



Occupancy (%)



ADR (\$)



RevPAR (\$)



Revenue Estimated (\$m)



Source: AirDNA
Data shown is for 'entire properties' only.
% change is compared to the previous year.
Image: Wineglass Bay, Robert King visuals

Revenue, ADR and RevPAR are converted from USD at exchange rate of 1.51 as at 14 February 2023 for YE November 2023 totals and therefore AUD contribution is estimated only. Includes cleaning fees but not other Airbnb or VRBO service fees.

About this Snapshot

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS) and supplementary sources to provide you with an overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Accommodation data from AirDNA and STR are also featured.

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

A note of caution

You are advised to exercise care when interpreting figures contained in this report or TVS Analyser. These figures are collected from a sample of visitors and therefore may be different from the real figure if data from 100% of all visitors could have been collected. These estimates may be subject to chance variation, or sampling error, and smaller estimates under 1,000 must be treated with greater caution. Figures that show a change ≤ 2 per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables available at www.tourismtasmania.com.au/research/tvs for further information

Where does the visitor data come from?

Tasmanian Visitor Survey (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data about visitors to Tasmania, being based on a sample of more than 9,000 visitors per year. Interviews take place at the states' four main airports as well as on the Spirit of Tasmania ferries.

www.tourismtasmania.com.au/research/tvs

International Visitor Survey (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia, pre-COVID-19 sampling 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia (not Hobart).

- Between April 2020 and December 2022 the IVS utilised incoming passenger cards and algorithms supplemented by surveys. January 2023 saw the full re-introduction of survey-based sampling.

www.tra.gov.au/international

National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia, sampling over 90,000 Australians annually pre-COVID. The survey has continued uninterrupted as it 100% mobile call based. The NVS provides the only nationally comparable travel data for Tasmanians within their own state.

www.tra.gov.au/domestic



Like to see more numbers?

Explore the latest Tasmanian Visitor Survey data anytime through the **TVS Analyser** interactive dashboard, available at www.tvsanalyser.com.au

Further research and insights for Tasmania's visitor economy can be found on Tourism Tasmania's corporate site www.tourismtasmania.com.au/research