

Tasmanian Tourism Snapshot

Year ending December 2015

Introduction

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey, the International Visitor Survey and the National Visitor Survey, to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Information about these three surveys is contained at the back of the Snapshot. A commentary on the data is provided as a separate document on Tourism Tasmania's website.

While the Tasmanian Tourism Snapshot provides a useful overview of visitors to Tasmania, more detailed statistics are available at Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research/tvs>. The TVS database service provides you with easy online access to a range of other useful statistics and tables about our visitors which you can investigate and print for your own use.

Total Visitation to Tasmania (Source: Tasmanian Visitor Survey)

Key Results:

- For the year ending December 2015, there were 1.15 million visitors, up 8 per cent from 1.07 for the previous year.
- Total nights spent by visitors in the state increased by 8 per cent to 10.02 million.
- Visitor expenditure increased by 11 per cent to \$1.95 billion.
- The number of interstate visitors to Tasmania increased by 8 per cent to 996,400 (was 918,600).

Summary:

- In terms of visitor numbers from Tasmania's key markets, Victoria increased by 6 per cent, New South Wales increased by 14 per cent, and Queensland increased by 6 per cent.
- Holiday visitors increased by 3 per cent for the year ending December 2015, holiday nights increased by 7 per cent and holiday expenditure increased by 10 per cent.
- Those who came to visit friends and relatives (VFR) increased by 3 per cent for the year. The number of nights VFR visitors spent in Tasmania decreased by 3 per cent while VFR expenditure decreased by 4 per cent.
- The total number of visitors holidaying in Tasmania during the year ending December 2015 was 520,000, up 3 per cent compared to the previous year (was 505,800).
- The total number of nights spent by holiday visitors to Tasmania for the year ending December 2015 was 4.9 million, up 7 per cent from the previous year (was 4.6 million).
- Holiday visitor expenditure for the year was up 10 per cent to \$1.27 billion (was \$1.16 billion).
- Of all visitors, 200,800 (up 15 per cent) were on business while 40,800 (up 42 per cent) were travelling to attend a conference or convention.
- For the year ending December 2015, data from the TVS for the four tourism regions reported the following changes in visitor numbers: South up 10 per cent; East Coast up 15 per cent; North up 7 per cent; Cradle Coast up 11 per cent.
- During this period, 89 per cent of all visitors to Tasmania travelled by scheduled air services and 11 per cent travelled by sea. The number of visitors travelling by scheduled air was up 7 per cent and the number of visitors travelling by sea increased 16 per cent from the previous year.

Interstate Visitation to Tasmania (Source: Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending December 2015 was 996,400, up 8 per cent from 918,600 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending December 2015 was 7.96 million, up 13 per cent from the previous year (was 7.08 million).
- Interstate visitor expenditure increased by 11 per cent to \$1.64 billion (was \$1.48 billion in the year ending December 2014).
- Of all interstate visitors, 410,100 were on holiday (up 3 per cent), 290,400 were visiting friends or relatives (up 4 per cent), 185,800 were on business (up 13 per cent), and 37,400 were travelling to attend a conference or convention (up 44 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 6 per cent to 427,300, NSW increased by 14 per cent to 260,800, and Queensland increased by 6 per cent to 157,800. Together, these markets accounted for 85 per cent of interstate visitors in the year ending December 2015.

International Visitation (Source: International Visitor Survey)

Summary – Australia

- A total of 6.86 million international visitors came to Australia in the year ending December 2015, up 8 per cent from the year ending December 2014.
- Holiday visitors to Australia increased by 10 per cent to 3.13 million, while VFR visitors increased by 7 per cent to 1.88 million.
- International visitor nights spent in Australia increased by 11 per cent to 248 million.
- Total expenditure by international visitors in Australia for the year ending December 2015 increased by 19 per cent to \$24 billion¹ (including package expenditure). Holiday spend was \$9 billion (including package expenditure) for the year, an increase of 16 per cent from the year ending December 2014.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand up 5 per cent; China up 21 per cent; United Kingdom up 6 per cent and the USA up 10 per cent.

Summary – Tasmania

- Tasmania received 211,800 international visitors during the year ending December 2015, up 20 per cent from 177,100 the previous year.
- The number of nights that international visitors spent in Tasmania increased by 2 per cent to 3.25 million, and the average length of stay decreased by 15 per cent to 15 nights.
- Expenditure by international visitors increased by 34 per cent to \$351 million².
- Holiday visitors to Tasmania increased by 19 per cent to 162,500, while VFR visitors increased by 10 per cent to 35,400.
- Holiday nights decreased by 5 per cent to 1.58 million, while the average length of stay for holiday visitors decreased by 20 per cent to 10 nights.
- Total expenditure by international holiday visitors increased by 33 per cent to \$206 million.

¹ Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory

² Modelled expenditure (includes package expenditure)

- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China up 14 per cent; United Kingdom up 37 per cent; the USA up 38 per cent; New Zealand up 4 per cent; Hong Kong down 6 per cent.
- Tasmania's share of all international visitors to Australia for the year ending December 2015 was 3.1 per cent, up from 2.8 per cent for the year ending December 2014.

Intrastate Visitation³ (National Visitor Survey)

- The number of overnight intrastate holiday trips in Tasmania decreased by 6 per cent, VFR increased by 26 per cent, and overnight business trips increased by 1 per cent in the year ending December 2015.
- In the year ending December 2015, the number of intrastate day trips in Tasmania increased by 12 per cent to 5.21 million, whilst intrastate overnight trips increased by 7 per cent to 1.4 million compared to the year ending December 2014.
- Total spend by overnight intrastate visitors in Tasmania increased by 8 per cent to \$398 million for the year ending December 2015.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

	YE Dec 2014	YE Dec 2015	% change
Visitors			
Visitors on scheduled air and sea services	1,068,100	1,153,300	↑ 8%

	YE Dec 2014	YE Dec 2015	% change
Visitors			
Day visitors	26,500	33,300	↑ 26%
Overnight visitors	1,041,500	1,120,000	↑ 8%
Total visitors	1,068,100	1,153,300	↑ 8%
Nights			
Nights (million)	9.31	10.02	↑ 8%
Average length of stay (nights)	8.7	8.7	→ 0%
Expenditure			
Expenditure (\$million)	\$1,757	\$1,954	↑ 11%
Average spend per visitor	\$1,645	\$1,694	↑ 3%
Average spend per night	\$189	\$195	↑ 3%
Holiday spend (\$million)	\$1,155	\$1,274	↑ 10%
Purpose of Visit			
Holiday	505,800	520,000	↑ 3%
Visit friends or relatives (VFR)	305,400	315,600	↑ 3%
Total leisure (Holiday+VFR)	811,300	835,600	↑ 3%
Business or employment	174,000	200,800	↑ 15%
Convention/conference/seminar	28,800	40,800	↑ 42%
Regions Visited			
Southern	858,600	941,300	↑ 10%
East Coast	284,300	328,300	↑ 15%
Northern	565,500	604,200	↑ 7%
Cradle Coast	423,400	471,200	↑ 11%
Mode of departure			
Air visitors	955,800	1,023,500	↑ 7%
Sea visitors	112,200	129,800	↑ 16%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate Visitors to Tasmania

	YE Dec 2014	YE Dec 2015		% change
Visitors				
Day visitors	26,000	31,700	↑	22%
Overnight visitors	892,600	964,700	↑	8%
Total visitors	918,600	996,400	↑	8%
Nights				
Nights (million)	7.08	7.96	↑	13%
Average length of stay (nights)	7.7	8.0	↑	4%
Expenditure				
Expenditure (\$million)	\$1,475	\$1,644	↑	11%
Average spend per visitor	\$1,606	\$1,650	↑	3%
Average spend per night	\$208	\$206	↓	-1%
Holiday spend (\$million)	\$939	\$1,041	↑	11%
Purpose of Visit				
Holiday	398,000	410,100	↑	3%
Visit friends or relatives (VFR)	279,000	290,400	↑	4%
Total leisure (Holiday+VFR)	677,100	700,500	↑	3%
Business or employment	165,000	185,800	↑	13%
Convention/conference/seminar	26,000	37,400	↑	44%
Regions Visited				
Southern	723,000	790,700	↑	9%
East Coast	211,300	250,800	↑	19%
Northern	474,400	508,600	↑	7%
Cradle Coast	348,600	387,700	↑	11%
Mode of departure				
Air visitors	815,800	877,800	↑	8%
Sea visitors	102,800	118,600	↑	15%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

	YE Dec 2014	YE Dec 2015		% change
Victoria	401,700	427,300	↑	6%
N.S.W.	229,400	260,800	↑	14%
Queensland	148,600	157,800	↑	6%
South Australia	47,600	55,300	↑	16%
Western Australia	55,800	56,900	↑	2%
A.C.T.	22,200	24,600	↑	11%
N.T.	7,700	7,200	↓	-7%
Total interstate visitors	918,600	996,400	↑	8%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

	to Tasmania			to Australia		
	YE Dec 2014	YE Dec 2015	% Change	YE Dec 2014	YE Dec 2015	% Change
Visitors						
International visitors	177,100	211,800	↑ 20%	6,357,200	6,859,000	↑ 8%
Nights						
Nights ('000s)	3,179	3,248	↑ 2%	222,908	248,107	↑ 11%
Ave Length of stay (nights)	17.9	15.3	↓ -15%	35.1	36.2	↑ 3%
Expenditure						
Expenditure (\$million)	\$262	\$351	↑ 34%	\$20,392	\$24,252	↑ 19%
Average spend per visitor	\$1,477	\$1,657	↑ 12%	\$3,208	\$3,536	↑ 10%
Average spend per night	\$82	\$108	↑ 31%	\$91	\$98	↑ 7%
Holiday spend (\$million)	\$155	\$206	↑ 33%	\$7,555	\$8,734	↑ 16%
Purpose						
Holiday	136,500	162,500	↑ 19%	2,854,300	3,133,200	↑ 10%
Visit friends & relatives (VFR)	32,200	35,400	↑ 10%	1,755,900	1,881,500	↑ 7%
Business	10,700	13,000	↑ 22%	838,600	794,800	↓ -5%
Education	2,900	3,200	↑ 9%	378,400	458,600	↑ 21%
Employment	5,500	6,700	↑ 22%	256,600	309,000	↑ 20%
Other Reason	300	500	↑ 35%	273,400	282,000	↑ 3%
Total	177,100	211,800	↑ 20%	6,357,200	6,859,000	↑ 8%

Source: International Visitor Survey (IVS), Tourism Research Australia

Notes: Modelled expenditure includes package expenditure. The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can give more than one reason for their visit. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular state/territory.

State/territory visited	YE Dec 2014	YE Dec 2015	% Change	YE Dec 2014	YE Dec 2015	% Point difference
	Visitors			Market Share		
New South Wales	3,208,200	3,420,900	↑ 7%	50.5%	49.9%	↓ -0.6%
Victoria	2,133,200	2,422,600	↑ 14%	33.6%	35.3%	↑ 1.8%
Queensland	2,147,500	2,336,600	↑ 9%	33.8%	34.1%	↑ 0.3%
South Australia	372,700	408,400	↑ 10%	5.9%	6.0%	→ 0.1%
Western Australia	826,700	848,800	↑ 3%	13.0%	12.4%	↓ -0.6%
Tasmania	177,100	211,800	↑ 20%	2.8%	3.1%	↑ 0.3%
Northern Territory	279,000	287,700	↑ 3%	4.4%	4.2%	↓ -0.2%
ACT	176,600	195,100	↑ 10%	2.8%	2.8%	→ 0.1%
Total visitors to Australia	6,357,200	6,859,000	↑ 8%	100.0%	100.0%	→ 0.0%

Source: International Visitor Survey (IVS), Tourism Research Australia

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

TABLE 7: Origin of international visitors to Tasmania

	YE Dec 2014	YE Dec 2015	% Change		YE Dec 2014	YE Dec 2015	% Point difference	
Country of origin	Visitors to Tasmania				National Market Share			
New Zealand	14,600	15,200	↑	4%	1.3%	1.3%	⇒	0.0%
Japan	6,200	6,200	↑	1%	2.1%	2.0%	↓	0.0%
Hong Kong	18,600	17,400	↓	-6%	10.1%	8.7%	↓	-1.4%
Singapore	8,400	10,600	↑	27%	2.6%	3.1%	↑	0.5%
Malaysia	6,800	7,800	↑	15%	2.3%	2.6%	↑	0.2%
Indonesia	500	1,900	↑	298%	0.4%	1.4%	↑	1.0%
Taiwan	4,300	4,900	↑	14%	3.8%	4.0%	↑	0.2%
Thailand	2,200	1,600	↓	-25%	3.1%	2.2%	↓	-0.8%
Korea	1,600	1,700	↑	7%	0.8%	0.8%	⇒	0.0%
China	24,300	27,600	↑	14%	3.1%	2.9%	↓	-0.2%
India	2,200	4,000	↑	81%	1.2%	1.8%	↑	0.6%
Other Asia	2,200	3,600	↑	61%	1.1%	1.5%	↑	0.4%
United States of America	20,200	28,000	↑	38%	3.9%	4.9%	↑	1.0%
Canada	5,100	7,400	↑	44%	4.0%	5.5%	↑	1.5%
United Kingdom	19,600	26,800	↑	37%	3.2%	4.1%	↑	0.9%
Germany	9,300	11,400	↑	22%	5.2%	6.2%	↑	1.0%
Scandinavia	2,000	3,900	↑	99%	2.1%	4.1%	↑	2.0%
France	6,400	6,400	⇒	0%	5.7%	5.6%	⇒	0.0%
Italy	2,200	1,800	↓	-19%	3.1%	2.6%	↓	-0.6%
Netherlands	1,900	3,200	↑	70%	4.2%	7.2%	↑	3.0%
Switzerland	3,400	3,600	↑	4%	7.0%	6.9%	↓	-0.1%
Other Europe	7,500	7,700	↑	3%	3.5%	3.7%	↑	0.2%
Other Countries	7,700	9,000	↑	17%	1.8%	2.1%	↑	0.2%
Total	177,100	211,800	↑	20%	2.8%	3.1%	↑	0.3%

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Intrastate Visitors

	Tasmania			Australia		
	YE Dec 2014	YE Dec 2015	% change	YE Dec 2014	YE Dec 2015	% change
Visitors						
Overnight visitors ('000s)	1,270	1,354	↑ 7%	55,509	58,640	↑ 6%
Nights						
Nights ('000s)	3,055	3,465	↑ 13%	178,527	181,845	↑ 2%
Average length of stay (nights)	2.4	2.6	↑ 6%	3.2	3.1	↓ -4%
Expenditure						
Expenditure (\$million)	\$368	\$398	↑ 8%	\$22,710	\$23,795	↑ 5%
Spend per visitor	\$290	\$294	↑ 1%	\$409	\$406	↓ -1%
Spend per night	\$120	\$115	↓ -5%	\$127	\$131	↑ 3%
Purpose('000s)						
Holiday	639	601	↓ -6%	23,282	24,636	↑ 6%
Visit friends &/or relatives (VFR)	377	474	↑ 26%	20,304	21,080	↑ 4%
Business	193	195	↑ 1%	9,284	9,921	↑ 7%
Other reason	69	83	↑ 20%	3,078	3,425	↑ 11%
Total overnight intrastate visitors	1,270	1,354	↑ 7%	55,509	58,640	↑ 6%

Source: National Visitor Survey (NVS), Tourism Research Australia

	Tasmania			Australia		
	YE Dec 2014	YE Dec 2015	% change	YE Dec 2014	YE Dec 2015	% change
Visitor						
Day visitors ('000s)	4,648	5,214	↑ 12%	155,611	170,309	↑ 9%
Total intrastate Day+Overnight visitors ('000s)	5,918	6,568	↑ 11%	211,120	228,949	↑ 8%
Expenditure						
Expenditure (\$million)	\$517	\$540	↑ 4%	\$17,969	\$19,004	↑ 6%
Spend per visitor	\$111	\$104	↓ -7%	\$115	\$112	↓ -3%
Purpose('000s)						
Holiday	2,306	2,674	↑ 16%	71,937	79,459	↑ 10%
Visit friends &/or relatives (VFR)	1,175	1,185	↑ 1%	47,402	49,868	↑ 5%
Business	472	584	↑ 24%	16,031	17,526	↑ 9%
Other reason	695	771	↑ 11%	20,242	23,456	↑ 16%
Total day intrastate visitors	4,648	5,214	↑ 12%	155,611	170,309	↑ 9%

Source: National Visitor Survey (NVS), Tourism Research Australia

Quarter ending December 2015

The TVS reports the following key findings for visitors during the October - December 2015 quarter.

- The total number of visitors to Tasmania for the December quarter 2015 was 292,800, up 4 per cent from 282,000 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the December quarter 2015 increased by 10 per cent to 2.38 million (was 2.17 million) (Fig. 2).
- Visitor expenditure was \$499 million, up 8 per cent from the same quarter of the previous year (was \$460 million) (Fig. 3).
- Of all visitors for the quarter, 129,100 (down 6 per cent) were on holiday, 72,100 (down 10 per cent) were visiting friends or relatives, 53,100 (up 23 per cent) were on business, and 21,200 (up 126 per cent) were travelling to attend a conference or convention (Fig. 4).

Fig. 1. Total Visitors to Tasmania by Quarter*

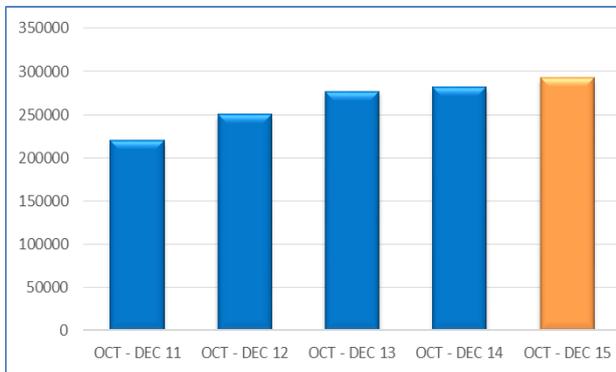


Fig. 2. Total Visitor Nights by Quarter*

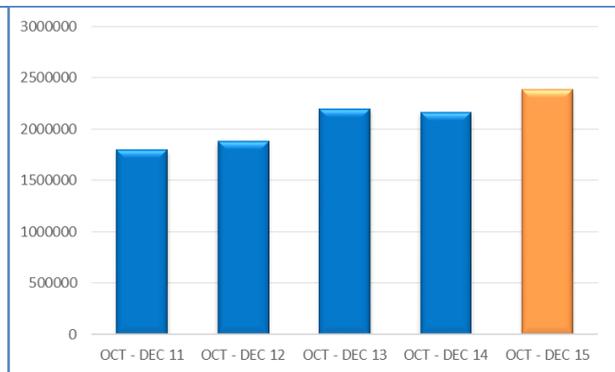


Fig. 3. Total Visitor Expenditure by Quarter*

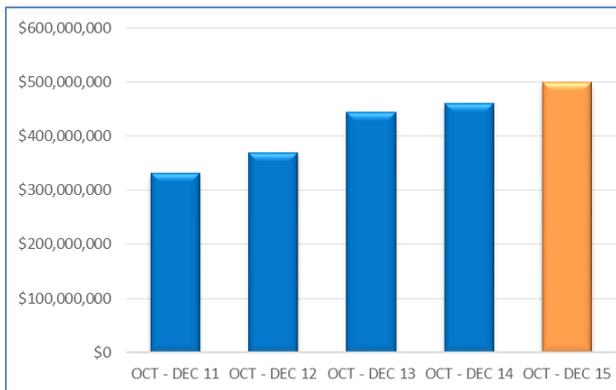
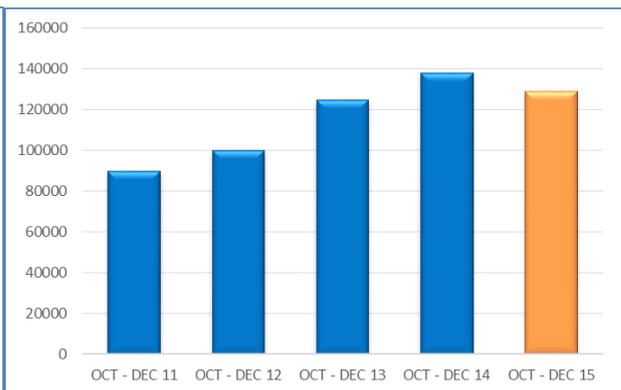


Fig. 4. Total Holiday Visitors by Quarter*



* Graphs present data for the last five years on visitors travelling to Tasmania via scheduled services. Source: Tasmanian Visitor Survey.

Where do the statistics 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. As an island, Tasmania has a natural advantage over other destinations when it comes to surveys of this type, because visitors can be more accurately counted as they depart via air and sea ports.

More detailed statistics from the TVS are also available through Tourism Tasmania's corporate website at www.tvsanalyser.com.au. The TVS Analyser service provides you with easy online access to a range of other useful visitor statistics and tables from the TVS which you can investigate and print for your own use.

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. The survey gathers information from visitors about, among other things; the number of nights they stayed in Australia, travel arrangements, reasons for visiting, places visited, information sources they used to find out about Australia prior to leaving home, impressions of aspects of Australia, income earned and expenditure on the trip. The IVS samples 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia - Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia. The NVS measures the characteristics and travel patterns of domestic tourists within Australia, including intrastate day and overnight travel. The survey results come from telephone interviews conducted with an annual sample of 120,000 Australian residents. The survey collects details about their recent travel for day trips, trips involving overnight stays and overseas travel. The NVS provides the only source of information about day and overnight travel by Tasmanians in their own state.

Why the TVS and IVS figures don't match up

Each survey is conducted by a different organisation which uses different sampling and 'weighting' methods to determine total numbers. As a result, the statistics from each survey will give differing results for identical subjects and are unlikely to tally if added together.

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. They may be different from the real figure if data from 100 per cent of all visitors could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error. Smaller estimates under 1000 must be treated with greater caution.