

First Time and Repeat Visitors

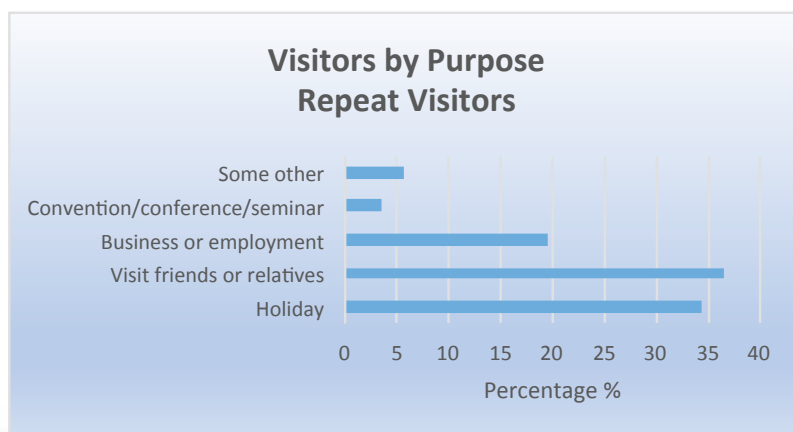
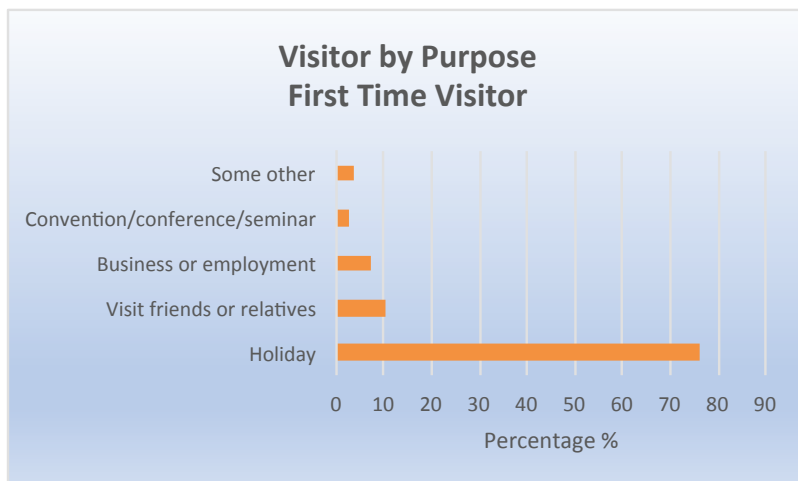
Research Snapshot from Tourism Tasmania July 2015

This snapshot provides insights into the holiday patterns of first time and repeat visitors to Tasmania.

Of the 1,068,100 domestic and international visitors that Tasmania attracted in 2014, over 70 per cent had visited previously. This percentage has been quite consistent for the past 4 years.

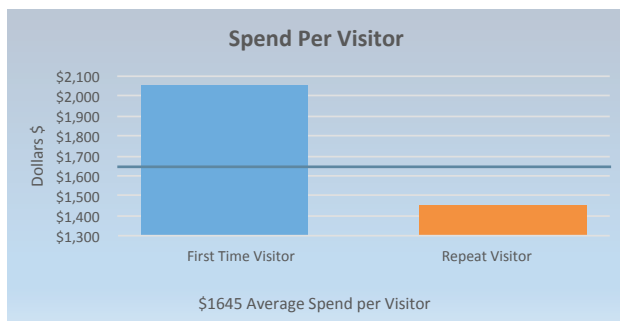
In 2014 the majority of repeat visitors were coming to Tasmania for the main purpose of visiting friends or relatives. This was followed closely by those coming for a holiday.

The first time visitor is more likely to be visiting the state for a holiday.



Spend

Research shows that the first time visitor to Tasmania generally spends more than the repeat visitor. This may reflect the fact that the first time visitor is more likely to be visiting Tasmania for a holiday.



Travel Trends

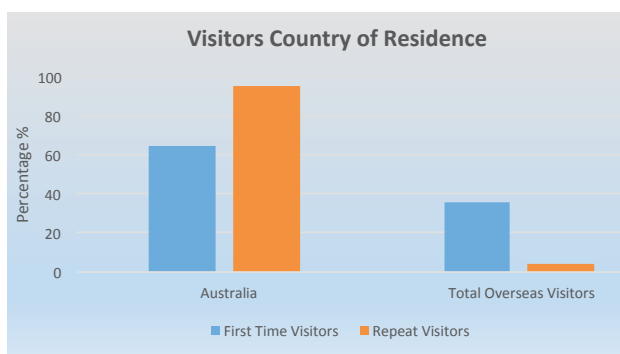
Almost one third (29 per cent) of repeat visitors were previously in Tasmania within the last 12 months, and almost one in five (19 per cent) were returning to Tasmania four or more years after their previous visit.

Repeat visitors were also more likely to travel solo, with 33 per cent of repeat visitors travelling to the state on their own compared to only 14 per cent of first time visitors.

First time visitors are more likely to travel here with a partner/couple (42 per cent) or with a small group of friends (11 per cent).

Source of Repeat Visitors

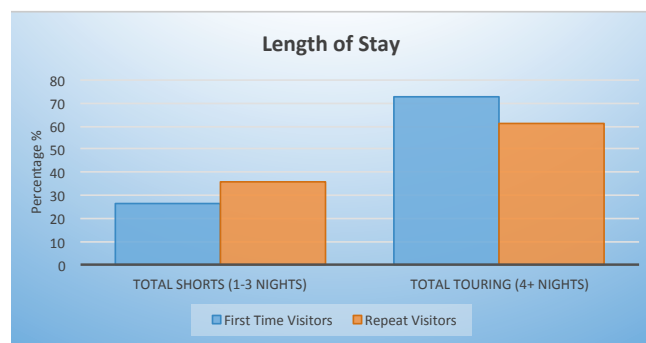
The repeat visitor is far more likely to come from Australia than overseas with Victorians providing the highest volume of repeat visitors (44 per cent). The majority of international visitors are first time visitors.



Trip Length

The preferred length of stay for first time and repeat visitors is for 4 nights or longer. However the repeat visitor is more likely than a first time visitor to come to Tasmania for a 1-3 night short break.

Despite this, touring the state for 8 -14 nights remains the largest and most popular length of stay in Tasmania for all visitors.



Trip Influences

When first time visitors were asked what influenced their decision to visit Tasmania, the top three responses given were – the desire to see our wilderness, wildlife and natural scenery; to do a self-drive/tour around the State; and they had heard good things about Tasmania and wanted to visit (Word of mouth).



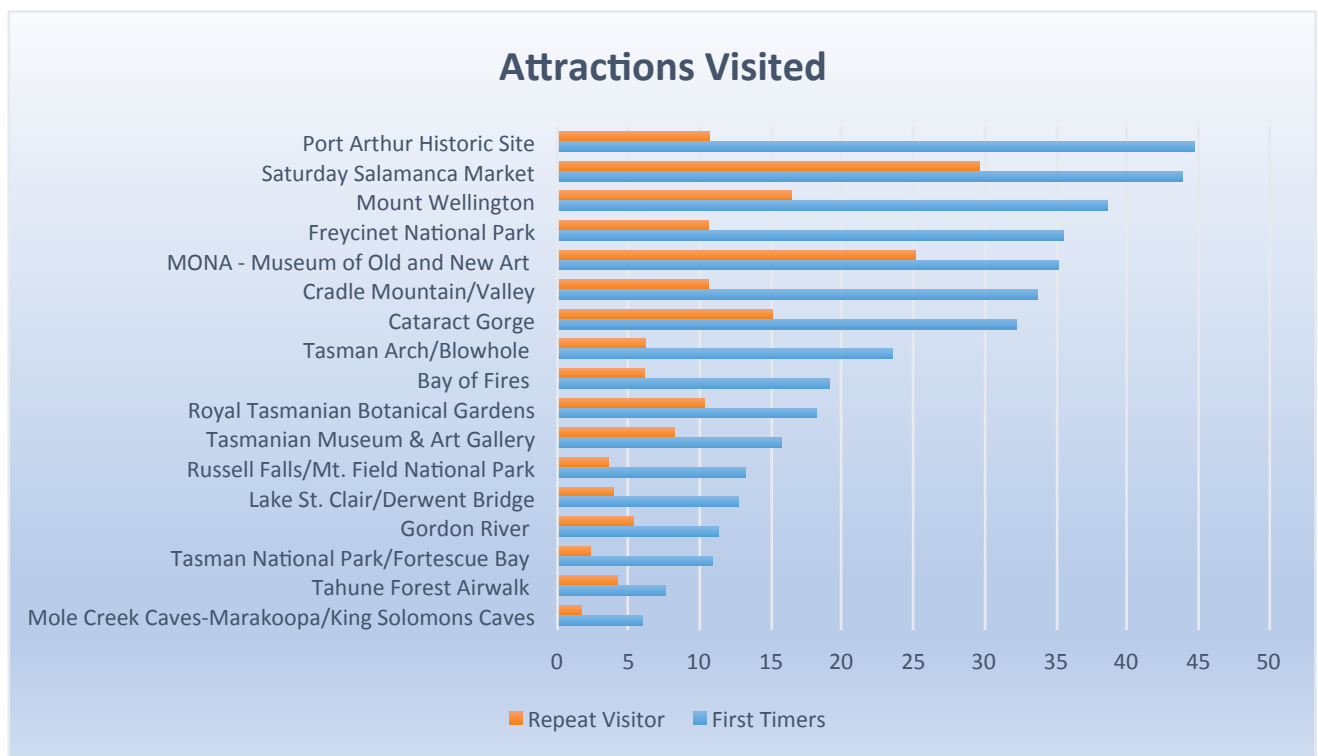
Whereas, when asked what influenced repeat visitors to visit Tasmania, their top three influences were – to spend time with friends or relatives that live in Tasmania; to see wilderness, wildlife and natural scenery; and to do business, work or attend a conference / convention.

Attractions and Activities

In 2014, first time visitors to Tasmania visited more attractions and participated in more activities than repeat visitors. The most popular attractions for first time visitors were the Port Arthur Historic Site, Salamanca Market and Mt Wellington.

Their most popular activities in Tasmania were visiting historic sites and attractions (62 per cent) and going to national parks (61 per cent).

While our attractions were not as well patronised by repeat visitors, a few attractions were popular. These included the Salamanca Market, MONA and Mt Wellington. The most popular activities by repeat visitors to Tasmania were browsing at the markets (36 per cent) and participating in some sort of bushwalk (32 per cent).



Likelihood of Returning

The majority of repeat visitors intend to return again, with around 70 per cent stating that they planned to return within 2 years, and 90 per cent saying they will return to Tasmania at some time.

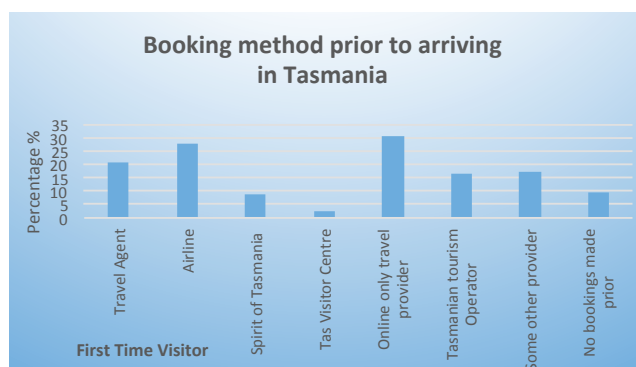
Just as importantly, around one third of first time visitors also said they will return within 2 years. Overall, around 67 per cent stated that they will return to Tasmania at some time, and a further 26 per cent said they were unsure.

Advance Travel Research and Booking

When planning their trip to Tasmania, our first time visitor primarily used websites with Tasmanian travel information (70 per cent) and word of mouth recommendations (45 per cent) to gain ideas and information.

They also check travel review websites such as Tripadvisor (45 per cent), look at online maps (35 per cent) and use travel guide books (32 per cent). They also had a much higher propensity to contact a Tasmanian Visitor Information Centre (21 per cent).

When booking their travel, 31 per cent of first time visitors used an online-only travel provider such as Webjet or Wotif. Around 28 per cent said they booked through an airline, and 34 per cent used a Tasmanian tourism operator or some other provider.



As one might expect, around 44 per cent of repeat visitors said they did not use any information sources or the internet to plan their trip, prior to arriving.

For the repeat visitor that did some research when planning their trip, the most popular method was through websites. Around 26 per cent also said that word of mouth recommendations did have an influence on their plans, prior to arriving in Tasmania.

Around 33 per cent of repeat visitors used an airline to book their travel to Tasmania, 27 per cent used an online-only travel provider, and 24 per cent said they used a Tasmanian tourism operator or some other provider.



Bookings in the State

Around 48 per cent of first time visitors said they booked some accommodation, transport or activities while travelling in Tasmania.

Around 31 per cent booked activities and attractions, 25 per cent booked accommodation and 15 per cent booked transport in Tasmania.

Fewer repeat visitors (28 per cent) said they made a booking for accommodation, transport or activities whilst travelling in Tasmania. The majority (72 per cent) of repeat visitors said they didn't make bookings while in Tasmania.

Around 16 per cent booked activities and attractions, 12 per cent booked accommodation and 8 per cent booked transport excluding their travel to and from Tasmania.

Data Sources

Tasmanian Visitor Survey YE December 2014

For further information on these key data sources email: statistics@tourism.tas.gov.au

Caution:

You are advised to exercise care when interpreting figures contained in this report. These figures are collected from a sample of respondents. They may be different from the real figure if data from 100 per cent of the population could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error.