

# Tourism Snapshot

Year ending December 2019

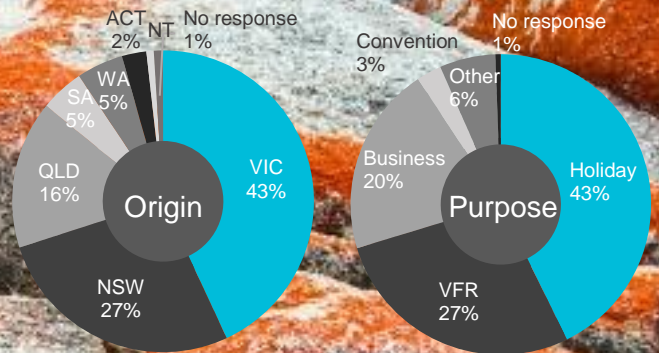
**1.35 M**  
Visitors ▲ 3%

**10.87 M**  
Visitor Nights ► 0%

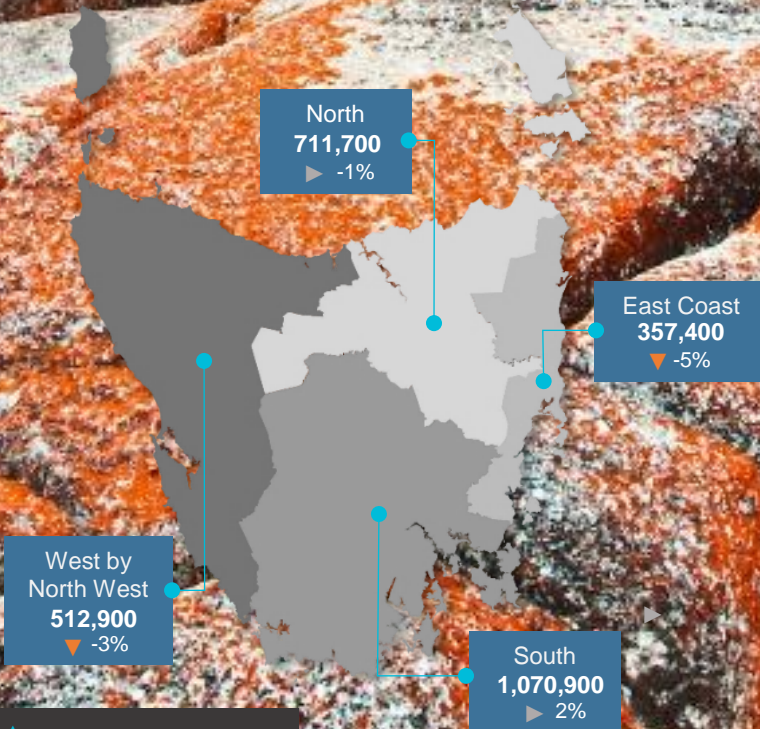
**\$2.54 B**  
Visitor Spend ▲ 3%

**Interstate\*** Visitors **1,157,400** ▲ 5%  
Nights **8.44 m** ► 2%  
Spend **\$2.11 b** ▲ 6%

**% Share**



**Visitors to Tourism Regions**



**International^** Visitors **282,900** ▼ -8%  
Spend **\$555m** ► 1%

**% Share**

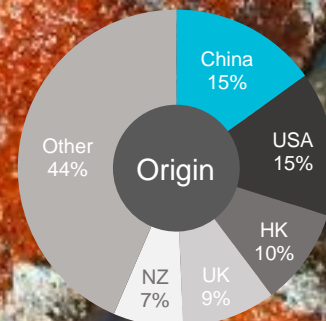


Image: Scott Sporleder  
Binalong Bay, Bay of Fires

Percentage change refers to the same period in the previous year.

\*Source: Tasmanian Visitor Survey (TVS)

^Source: International Visitor Survey (IVS)

More detailed Tasmanian tourism statistics are available on Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research>.

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

The title "Tourism Research" is displayed in a large, white, sans-serif font against a dark, circular background. The background image shows a person standing on a rocky outcrop with their arms raised, set against a cloudy sky and a dark landscape.

# Tourism Research

## **Preface**

This Tourism Snapshot contains data for the year ending December 2019. These results have three key sources: the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS). Please note that these results pre-date the major impacts on travel behaviour from the recent Australian bushfire crisis and more recently the COVID-19 (novel coronavirus) pandemic.

The impacts of these events may be reflected in the year ending March 2020 data, which is scheduled for release in June 2020. Data collection for the TVS and IVS involves face-to-face interviews with people leaving the state or country, which have now been ceased for safety reasons. The year ending March 2020 will be the final TVS and IVS visitor data released until movement restrictions are lifted.

The NVS data is collected from 100% mobile phone interviews, so will continue to be collected and reported. However, please exercise caution when interpreting data from the NVS at all times as the data is highly variable due to sample size and issues with weighting.



# Tourism Research

Percentage change refers to the same period in the previous year.

## Total visitation to Tasmania

Tasmanian Visitor Survey results YE December 2019

Total visitors	1.352 million	▲	3%
Total nights	10.87 million	▶	0%
Visitor expenditure	\$2.54 billion	▲	3%
Interstate visitors	1.157 million	▲	5%
Day visitors	41,100	▶	0%

In the year ending December 2019, Tasmania welcomed 1.35 million visitors, up 3 per cent over the year to December 2019. Total nights showed no significant change on last year.

These figures, whilst a slight increase, indicate a continuance of a slowing in visitor growth to the state since the year to December 2018.

Total visitor spending in Tasmania reached a record of \$2.54 billion, up 3 per cent on the previous year.

## Purpose of travel

Aligned with the overall results, there has been no significant change in holiday visitation to Tasmania (down 1 per cent). Holiday nights and spend also remained steady. Visitors to friends and relatives (VFR) remained steady (up 2 per cent), whilst VFR spending was up 3 per cent on the previous year.

The growth in business visitors, up 9 per cent, indicates that business travel could be influencing holiday visitation levels, in terms of seat availability and accommodation.

Holiday visitors	635,100	▶	-1%
Holiday nights	5.73 million	▶	-1%
Holiday expenditure	\$1.67 billion	▶	0%
VFR visitors	350,400	▶	2%
Business visitors	251,600	▲	9%
Conference visitors	35,100	▼	-3%

## Mode of departure from Tasmania

Scheduled air	89%	▶	2%
Spirit of Tasmania	11%	▲	5%

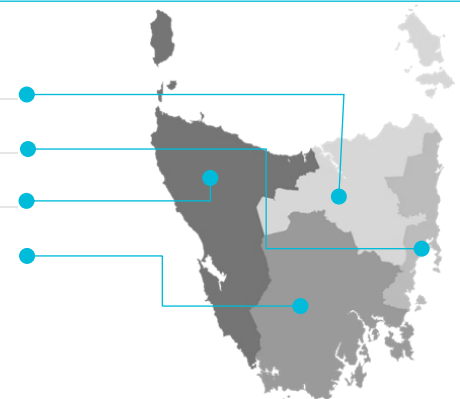
Visitor departures via the Spirit of Tasmania increased, up 5 per cent, compared to the year ending December 2018. Visitor departures via scheduled air services remained steady with no significant change.

## Regional visitation

Visitation to the South and North regions remained steady compared to the previous year. Visitation to the West by North West region showed a slight decrease of 3 per cent.

East Coast visitation continued to show a decline in interstate and international visitation, however this is influenced by a slow quarter to March 2019. The East Coast recorded 4 per cent growth in the December 2019 quarter, indicating a softening in the decline.

711,700	▶	-1%	North
357,400	▼	-5%	East Coast
512,900	▼	-3%	WxNW
1,070,900	▶	2%	South



# Tourism Research

Percentage change refers to the same period in the previous year.

## Interstate visitation to Tasmania

Tasmanian Visitor Survey results YE December 2019

Visitors	1.157 million	▲	5%
Nights	8.44 million	▶	2%
Expenditure	\$2.11 billion	▲	6%

Both interstate visitation and expenditure in Tasmania continued an upward trend compared with December 2018.

Day visitors showed no significant change upon the previous year; the majority (81 per cent) continue to be business visitors.

Total interstate visitor nights remained steady.

## Interstate purpose of visit

### Visitors

Interstate holiday visitation remained steady in the year ending December 2019. VFR visitors increased by 4 per cent.

Overall, interstate leisure visitors increased by 3 per cent, driven predominantly by the VFR market. Business visitation experienced growth of 9 per cent over the same period.

Holiday	494,800	▶	2%
VFR	318,900	▲	4%
Business	236,200	▲	9%
Conference	31,200	▼	-10%

### Nights

Interstate holiday nights increased, up 3 per cent compared to the same period last year. VFR nights in Tasmania declined in the year ending December 2019. Holiday nights accounted for 52 per cent of interstate nights, and VFR 25 per cent.

Business nights recorded growth, up 5 per cent. The share of business nights of total interstate nights remains steady at 15 per cent compared with the same period last year.

Holiday	4,402,000	▲	3%
VFR	2,125,300	▼	-4%
Business	1,295,700	▲	5%
Conference	125,800	▼	-14%

## Interstate origin of visitors

Victoria	498,500	▲	6%
NSW	312,200	▲	3%
Queensland	183,800	▲	7%
Western Australia	57,900	▼	-3%
South Australia	54,200	▼	-3%
A.C.T.	30,400	▼	-7%
N.T.	9,100	▲	70%

Of Tasmania's key domestic markets, Victoria, NSW and Queensland showed growth for the year ending December 2019. Across these key markets, the increase was predominantly in VFR visitors.

The decline in Western Australian visitors was driven by a decline in convention visitors and those travelling for sports events other than AFL; VFR visitation showed no significant change. Holiday visitors increased 5 per cent.

The decline in South Australian visitors was led by the VFR market, with holiday visitation up 4 per cent.

# Tourism Research

Percentage change refers to the same period in the previous year.

## International visitation

International Visitor Survey results YE December 2019

### International visitors to Australia

Visitors	8.70 million	▶	2%
Nights	274 million	▶	0%
Average length of stay	32 nights	▶	-2%
Expenditure	\$31.4 billion	▲	4%

8.70 million international visitors came to Australia in the year ending December 2019, showing no significant change from December 2018.

The number of nights and average length of stay by international visitors to Australia both remained steady. Total expenditure by international visitors in Australia for the year ending December 2019 increased by 4 per cent to \$31 billion.

### International purpose of visit to Australia

Holiday	4.01 million	▲	3%
VFR	2.61 million	▶	2%
Holiday expenditure	\$10.6 billion	▲	5%

Holiday visitation and spend by international visitors both increased for the year ending December 2019. Visiting friends or relatives (VFR) remained steady; business travel showed no significant change from the same period last year.

### International origin of visitors to Australia

China	1,328,200	▶	0%
New Zealand	1,299,200	▲	3%
USA	767,000	▲	3%
UK	671,500	▶	-2%
Japan	457,900	▲	6%
Singapore	416,500	▲	6%

Australia's key international market, China, showed no significant change for the year ending December 2019. Amongst the key markets, growth was observed from NZ, USA, Japan and Singapore compared to the same period last year. Visitation from the UK remained steady.

### International visitors to Tasmania

Visitors	282,900	▼	-8%
Nights	4.25 million	▼	-14%
Average length of stay	14 nights	▼	-6%
Expenditure	\$555 million	▶	1%

Tasmania's international visitor numbers continue to decline which has impacted the number of international nights and length of stay. However, average spend per visitor increased 10 per cent, and spend per night increased by 17 per cent. Declines were observed across our key international markets, but primarily in the China market. The current climate of declining consumer confidence, geopolitical factors, and financial uncertainty have impacted travel globally.

### to Tasmania

Holiday	225,700	▼	-8%
VFR	42,100	▼	-8%
Holiday expenditure	\$312.9 million	▲	7%

International holiday and VFR visitation to Tasmania declined in the year to December 2019, both down 8 per cent. However holiday expenditure was up 7 per cent, and average spend per holiday visitor increased by 16 cent compared with the same period last year. Spend per VFR visitor was also up 16 per cent.

### to Tasmania

China	42,700	▼	-19%
USA	41,700	▼	-5%
Hong Kong	28,100	▲	13%
UK	27,000	▼	-8%
New Zealand	20,200	▼	-6%
Share of visitors to AUS	3.2%	▼	-0.4%

China is again Tasmania's leading international market, closely followed by the USA. The softening in China visitation is driven by a decline in holiday visitors, down 30 per cent compared with the previous year. Hong Kong had strong growth, up 13 per cent. Tasmania's share of all international visitors to Australia was down from 3.6 per cent to 3.2 per cent from the year ending December 2018.

# Tourism Research

Percentage change refers to the same period in the previous year.

## Intrastate visitation

National Visitor Survey results YE December 2019

Please note that these results are the only source of intrastate travel data for Tasmania. Due to a decrease in Tasmanian sample size and issues with weighting the data, Tourism Tasmania advises caution in using the Tasmanian results.

### Overnight Trips for Australia

Overnight trips	79.1 million	▲	12%
Expenditure	\$33.2 billion	▲	12%

Intrastate overnight trips in Australia increased by 12 per cent in the year ending December 2019. Expenditure from intrastate overnight trips for Australia increased 12 per cent on the same period last year.

### Overnight Trips by purpose for Australia

Holiday trips	32.9 million	▲	10%
VFR trips	27.9 million	▲	13%
Business trips	14.5 million	▲	18%

The three main purposes for intrastate overnight trips in Australia were holiday (42 per cent share), VFR (35 per cent share) and business (18 per cent share). Each of these purposes showed growth on the same period last year.

### Day trips for Australia

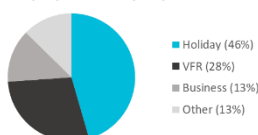
Day trips	236.3 million	▲	22%
Expenditure	\$26.3 billion	▲	17%

Intrastate day trips in Australia increased by 22 per cent to 236.3 million trips for the year ending December 2019. Total expenditure from intrastate day trips also increased by 17 per cent.

### Day trips by purpose for Australia

Holiday trips	107.6 million	▲	12%
VFR trips	67.0 million	▲	22%
Business trips	31.8 million	▲	67%

Day Trips % Share by Purpose



### for Tasmania

Overnight trips	1.61 million	▼	-5%
Expenditure	\$528 million	▼	-8%

Intrastate overnight trips in Tasmania decreased by 5 per cent. Total expenditure from overnight trips decreased by 8 per cent to \$528 million in the year ending December 2019, down from \$575 million the previous year.

### for Tasmania

Holiday trips	840,000	▶	1%
VFR trips	397,000	▼	-17%
Business trips	284,000	▼	-6%

The three main purposes for intrastate overnight trips in Tasmania were holiday (52 per cent share), VFR (25 per cent share) and business (18 per cent share). Both VFR and business trips declined in comparison with the previous year.

### for Tasmania

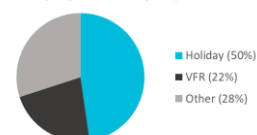
Day trips	7.24 million	▲	16%
Expenditure	\$783 million	▲	24%

Intrastate day trips within Tasmania increased by 16 per cent to 7.24 million trips for the year ending December 2019. Total expenditure from day trips also increased by 24 per cent.

### for Tasmania

Holiday trips	3.5 million	▶	1%
VFR trips	1.6 million	▲	14%

Day Trips % Share by Purpose





# Tourism Research

Percentage change refers to the same period in the previous year.

## Total visitors to Tasmania

## Interstate visitation to Tasmania

### Total visitors to Tasmania on scheduled air & sea services

	YE December 2018	YE December 2019	% Change
<b>Visitors</b>			
Total visitors	1,318,500	1,351,500	▲ 3%
Day visitors	41,200	41,100	▶ 0%
Overnight visitors	1,277,300	1,310,400	▲ 3%
<b>Nights</b>			
Nights (million)	10.83	10.87	▶ 0%
Average length of stay (nights)	8.2	8.0	▶ -2%
Holiday nights (million)	5.78	5.73	▶ -1%
<b>Expenditure</b>			
Expenditure (\$million)	\$2,458	\$2,543	▲ 3%
Average spend per visitor	\$1,865	\$1,881	▶ 1%
Average spend per night	\$227	\$234	▲ 3%
Holiday spend (\$million)	\$1,674	\$1,673	▶ 0%
<b>Purpose of Visit</b>			
Holiday	640,600	635,100	▶ -1%
Visit friends or relatives (VFR)	342,700	350,400	▶ 2%
Total leisure (Holiday+VFR)	983,300	985,500	▶ 0%
Business or employment	230,000	251,600	▲ 9%
Convention/conference/seminar	36,300	35,100	▼ -3%
<b>Regions Visited</b>			
Southern	1,048,500	1,070,900	▶ 2%
East Coast	377,300	357,400	▼ -5%
Northern	715,900	711,700	▶ -1%
WxNW	529,000	512,900	▼ -3%
<b>Mode of departure</b>			
Air visitors	1,172,100	1,198,400	▶ 2%
Sea visitors	146,300	153,200	▲ 5%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

### Interstate visitors to Tasmania on scheduled air & sea services

	YE December 2018	YE December 2019	% Change
<b>Visitors</b>			
Total interstate visitors	1,106,800	1,157,400	▲ 5%
Day visitors	39,700	39,900	▶ 0%
Overnight visitors	1,067,000	1,117,500	▲ 5%
<b>Nights</b>			
Nights (million)	8.29	8.44	▶ 2%
Average length of stay (nights)	7.5	7.3	▼ -3%
Holiday nights (million)	4.28	4.40	▲ 3%
<b>Expenditure</b>			
Expenditure (\$million)	\$1,987	\$2,109	▲ 6%
Average spend per visitor	\$1,795	\$1,822	▶ 2%
Average spend per night	\$240	\$250	▲ 4%
Holiday spend (\$million)	\$1,309	\$1,359	▲ 4%
<b>Purpose of Visit</b>			
Holiday	483,400	494,800	▶ 2%
Visit friends or relatives (VFR)	306,000	318,900	▲ 4%
Total leisure (Holiday+VFR)	789,400	813,700	▲ 3%
Business or employment	216,600	236,200	▲ 9%
Convention/conference/seminar	34,600	31,200	▼ -10%
<b>Regions Visited</b>			
Southern	855,200	894,100	▲ 5%
East Coast	281,200	266,000	▼ -5%
Northern	585,300	593,700	▶ 1%
WxNW	430,200	419,700	▶ -2%
<b>Mode of departure</b>			
Air visitors	969,700	1,015,000	▲ 5%
Sea visitors	137,100	142,500	▲ 4%
<b>State of Origin</b>			
Victoria	469,000	498,500	▲ 6%
N.S.W.	301,900	312,200	▲ 3%
Queensland	171,600	183,800	▲ 7%
South Australia	55,600	54,200	▼ -3%
Western Australia	59,700	57,900	▼ -3%
A.C.T.	32,600	30,400	▼ -7%
N.T.	5,400	9,100	▲ 70%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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

# Tourism Research

Percentage change refers to the same period in the previous year.

## International visitation

International Visitor Survey results YE December 2019

	to Tasmania			to Australia		
	YE December 2018	YE December 2019	% Change	YE December 2018	YE December 2019	% Change
<b>Visitors</b>						
International visitors	308,800	282,900	▼ -8%	8,523,500	8,708,600	▶ 2%
<b>Nights</b>						
Nights ('000s)	4,911	4,247	▼ -14%	273,269	273,962	▶ 0%
Average Length of stay (nights)	15.9	15.0	▼ -6%	32.1	31.5	▶ -2%
<b>Expenditure</b>						
Expenditure (\$million)	\$549	\$555	▶ 1%	\$30,234	\$31,438	▲ 4%
Average spend per visitor	\$1,780	\$1,962	▲ 10%	\$3,547	\$3,610	▶ 2%
Average spend per night	\$112	\$131	▲ 17%	\$111	\$115	▲ 4%
Holiday spend (\$million)	\$292	\$313	▲ 7%	\$10,119	\$10,616	▲ 5%
<b>Purpose</b>						
Holiday	244,600	225,700	▼ -8%	3,900,400	4,007,800	▲ 3%
Visit friends & relatives (VFR)	45,800	42,100	▼ -8%	2,563,500	2,612,200	▶ 2%
Business	15,100	12,600	▼ -17%	996,200	1,013,300	▶ 2%
Education	10,100	9,300	▼ -7%	576,600	594,000	▲ 3%
Employment	3,600	4,600	▲ 28%	204,400	212,500	▲ 4%
Other Reason	3,200	4,500	▲ 39%	282,500	268,700	▼ -5%
International visitors	308,800	282,900	▼ -8%	8,523,500	8,708,600	▶ 2%

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.

## International visitors to States/ Territories

State/territory visited	Visitors			National Market Share		
	YE December 2018	YE December 2019	% Change	YE December 2018	YE December 2019	% Point difference
New South Wales	4,369,700	4,384,300	▶ 0%	51.3%	50.3%	▼ -0.9%
Victoria	3,039,200	3,137,600	▲ 3%	35.7%	36.0%	▲ 0.4%
Queensland	2,763,200	2,782,700	▶ 1%	32.4%	32.0%	▼ -0.5%
South Australia	452,200	487,600	▲ 8%	5.3%	5.6%	▲ 0.3%
Western Australia	963,800	995,700	▲ 3%	11.3%	11.4%	▶ 0.1%
Tasmania	308,800	282,900	▼ -8%	3.6%	3.2%	▼ -0.4%
Northern Territory	298,100	298,600	▶ 0%	3.5%	3.4%	▶ -0.1%
ACT	251,700	269,800	▲ 7%	3.0%	3.1%	▶ 0.1%
Total visitors to Australia	8,523,500	8,708,600	▶ 2%	100.0%	100.0%	▶ 0.0%

Source: International Visitor Survey, Tourism Research Australia

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



# Tourism Research

Percentage change refers to the same period in the previous year.

## International visitation

International Visitor Survey results YE December 2019

### Origin of international visitors

Country of origin	Visitors to Tasmania			National Market Share		
	YE December 2018	YE December 2019	% Change	YE December 2018	YE December 2019	% Point difference
New Zealand	21,400	20,200	▼ -6%	1.7%	1.6%	▶ -0.1%
Japan	9,000	6,400	▼ -29%	2.1%	1.4%	▶ 0.1%
Hong Kong	24,700	28,100	▲ 13%	8.8%	9.8%	▲ 1.5%
Singapore	19,100	15,300	▼ -20%	4.9%	3.7%	▼ -1.0%
Malaysia	16,200	11,000	▼ -32%	4.5%	3.2%	▼ -0.7%
Indonesia	3,300	5,100	▲ 54%	1.8%	2.6%	▼ -0.9%
Taiwan	7,200	5,600	▼ -22%	3.9%	3.2%	▲ 1.0%
Thailand	3,300	2,400	▼ -28%	3.6%	2.5%	▼ -1.3%
Korea	4,000	4,100	▶ 1%	1.5%	1.6%	▲ 0.7%
China	52,500	42,700	▼ -19%	4.0%	3.2%	▼ -0.9%
India	5,800	2,700	▼ -53%	1.7%	0.7%	▼ -2.0%
Other Asia	5,900	16,500	▲ 180%	1.5%	3.8%	▲ 0.7%
United States of America	43,900	41,700	▼ -5%	5.9%	5.4%	▲ 0.3%
Canada	6,800	10,000	▲ 47%	4.0%	5.6%	▼ -0.5%
United Kingdom	29,400	27,000	▼ -8%	4.3%	4.0%	▲ 0.4%
Germany	12,500	8,300	▼ -33%	6.3%	4.2%	▼ -0.9%
Scandinavia	5,800	2,200	▼ -62%	5.4%	2.2%	▼ -1.5%
France	8,400	5,900	▼ -30%	6.2%	4.3%	▼ -2.3%
Italy	2,900	1,500	▼ -49%	3.9%	2.0%	▲ 0.9%
Netherlands	3,600	4,600	▲ 29%	6.4%	7.5%	▼ -3.7%
Switzerland	1,900	1,400	▼ -29%	3.6%	2.7%	▼ -1.3%
Other Europe	9,000	8,300	▼ -8%	3.5%	3.1%	▼ -0.9%
Other Countries	12,000	11,900	▶ -1%	2.2%	2.2%	▲ 0.6%
<b>Total</b>	<b>308,800</b>	<b>282,900</b>	<b>▼ -8%</b>	<b>3.6%</b>	<b>3.2%</b>	<b>▶ -0.2%</b>

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)

# Tourism Research

Percentage change refers to the same period in the previous year.

## Intrastate visitation

National Visitor Survey results YE December 2019

### Intrastate Overnight Travel

	to Tasmania			to Australia		
	YE December 2018	YE December 2019	% Change	YE December 2018	YE December 2019	% Change
<b>Visitors</b>						
Overnight visitors ('000s)	1,703	1,610	▼ -5%	70,449	79,102	▲ 12%
<b>Nights</b>						
Nights ('000s)	4,348	4,021	▼ -8%	203,272	228,610	▲ 12%
Average Length of stay (nights)	2.6	2.5	▶ -2%	2.9	2.9	▶ 0%
<b>Expenditure</b>						
Expenditure (\$million)	\$575	\$528	▼ -8%	\$29,726	\$33,193	▲ 12%
Average spend per visitor	\$337	\$328	▼ -3%	\$422	\$420	▶ -1%
Average spend per night	\$132	\$131	▶ -1%	\$146	\$145	▶ -1%
<b>Purpose ('000s)</b>						
Holiday	835	840	▶ 1%	29,871	32,896	▲ 10%
Visit friends & relatives (VFR)	481	397	▼ -17%	24,739	27,868	▲ 13%
Business	302	284	▼ -6%	12,278	14,450	▲ 18%
Other Reason	101	96	▼ -5%	4,108	4,608	▲ 12%
Total overnight intrastate visitors	1,703	1,610	▼ -5%	70,449	79,102	▲ 12%

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

### Intrastate Day Travel

	to Tasmania			to Australia		
	YE December 2018	YE December 2019	% Change	YE December 2018	YE December 2019	% Change
<b>Visitors</b>						
Day visitors ('000s)	6,232	7,241	▲ 16%	194,062	236,324	▲ 22%
Total intrastate Day+Overnight visitors ('000s)	7,935	8,851	▲ 12%	264,511	315,426	▲ 19%
<b>Expenditure</b>						
Expenditure (\$million)	\$631	\$783	▲ 24%	\$22,421	\$26,338	▲ 17%
Average spend per visitor	\$101	\$108	▲ 7%	\$116	\$111	▼ -4%
<b>Purpose ('000s)</b>						
Holiday	3,428	3,455	▶ 1%	96,445	107,575	▲ 12%
Visit friends & relatives (VFR)	1,412	1,613	▲ 14%	55,178	67,043	▲ 22%
Business	627	874	▲ 39%	19,009	31,770	▲ 67%
Other Reason	765	1,299	▲ 70%	23,430	29,936	▲ 28%
Total day intrastate visitors	6,232	7,241	▲ 16%	194,062	236,324	▲ 22%

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

# Tourism Research

Percentage change refers to the same period in the previous year.

## Tasmanian Visitor Survey results October - December 2019

### Quarterly visitation to Tasmania

The TVS reports the following key findings for all visitors during the October - December 2019 quarter.

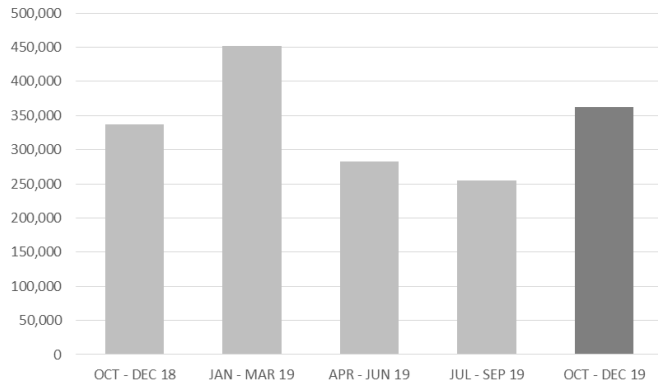
#### Key statistics – Quarter 4 2019

Q4 Total visitors	362,100	▲	7%
Q4 Total nights	2.56 million	▶	2%
Q4 Visitor expenditure	\$669 million	▶	1%
Q4 Holiday visitors	173,400	▲	5%
Q4 VFR visitors	95,700	▶	1%
Q4 Business visitors	68,300	▲	28%
Q4 Conference visitors	12,300	▲	57%

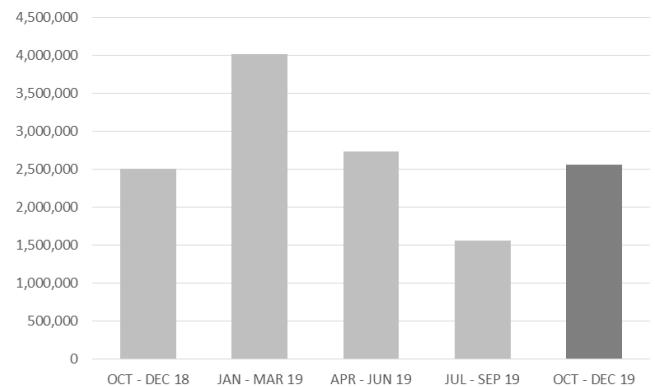
Visitation for the October to December 2019 quarter is the highest to have visited in this quarter. Growth from the Holiday market has assisted with this, up 5 per cent on the same quarter last year. Strong growth from Business visitors, up 28 per cent, also contributed to the increase.

Visitor expenditure remained steady at \$669 million, up 1 per cent. Holiday expenditure reached a record for the quarter, up 1 per cent to \$440 million. Business spend increased 15 per cent for the quarter, to \$80.6 million. Total nights remained steady, up 2 per cent, with the average length of stay down 5 per cent to 7.1 nights.

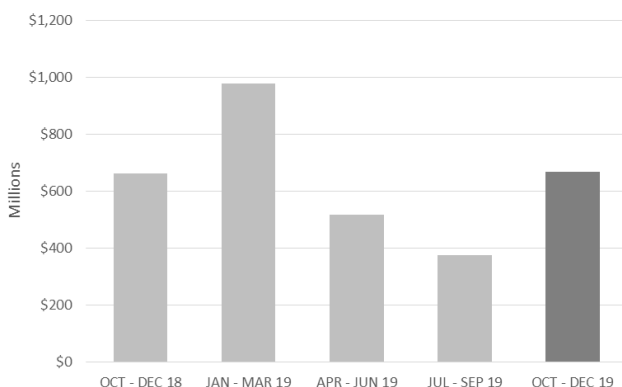
#### Total Visitors by Quarter



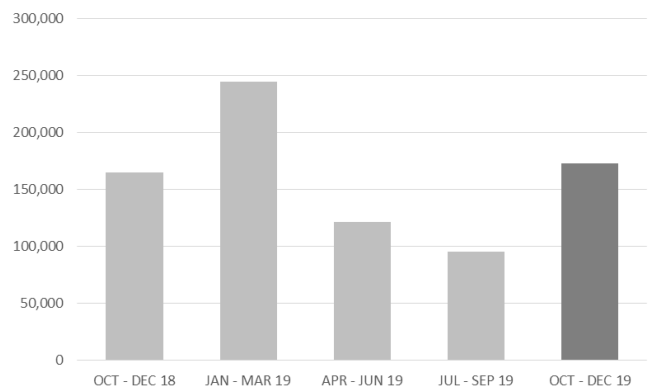
#### Total Nights by Quarter



#### Total Expenditure by Quarter



#### Total Holiday visitors by Quarter





# Tourism Research

## About the Tasmanian Tourism Snapshot

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS), to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians.

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.

## 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](http://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. In 2019 there was a change in sampling methodology of the NVS. This has seen a break in series, so please exercise caution when comparing 2019 results with previous time periods. The survey results come from mobile phone 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

The International Visitor Survey that features in this Snapshot report captures the profiles of international visitors to Australia, including those travelling to Tasmania. The IVS and TVS are each 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% 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. Figures that show a change  $\leq 2$  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](http://www.tourismtasmania.com.au/research/tvs) for further information.