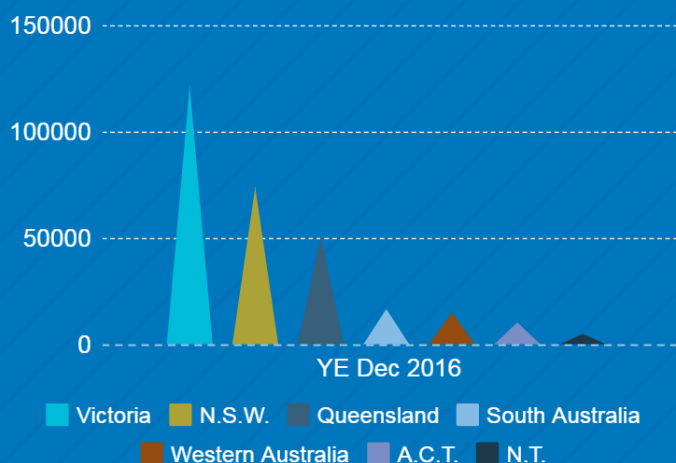


Visitor Snapshot

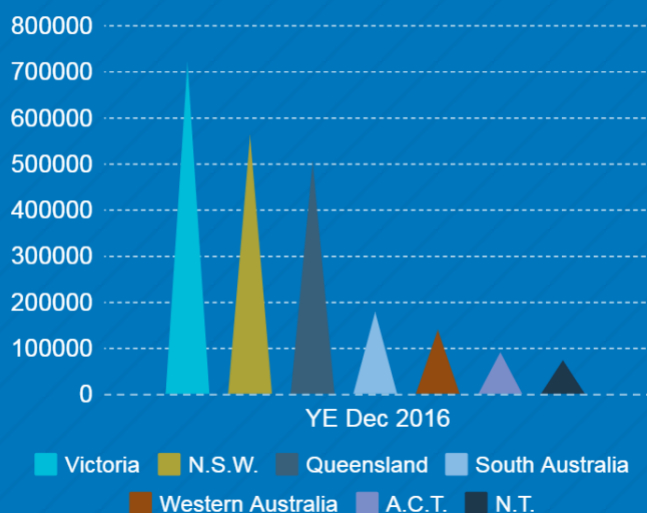
Visiting Friends and Relatives (VFR)

Year Ending December 2016

Interstate VFR Visitors



Interstate VFR Nights



327,350 visitors to Tasmania were VFR
 35,400 international visitors were VFR
 85% were repeat visitors
 41% had visited 1 - 4 times in the last year
 92% are likely to visit again
 Average length of stay was 8 nights
 39% are couples with no kids

Average spend per visitor \$945
 Average spend per night \$114
 46% are over 55 years
 17% are 45 - 54 years
 18% are 25 - 34 years
 48% have completed a degree or a higher
 56% are a professional
 66% average income is \$52,000+

Favourite Activities



27% Visit
Craft Shops



25% Visit
Historic Sites



33% Visit
Markets



31% Go
Bush -
walking



25% Visit
Food
Producers



22% Visit
National Parks

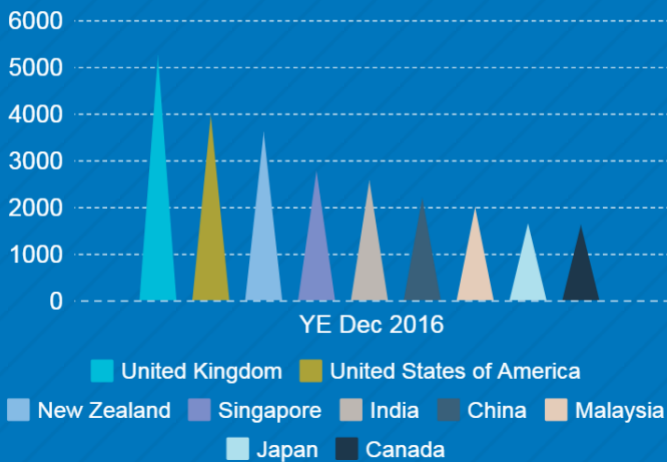


20% Visit
Museums

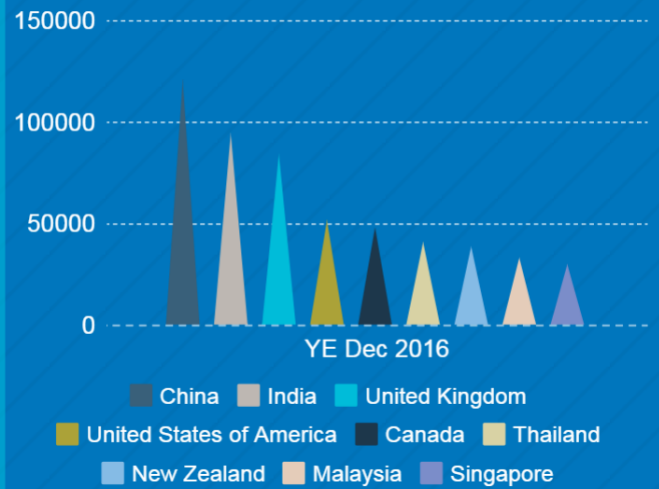


17% Visit
Wineries

International VFR Visitors



International VFR Nights



Insights

VFR travellers spend money across a wide range of categories and also engage local residents in 'tourism' activities

47% of VFR visitors stay in commercial accommodation while here.

VFR are more likely to travel to Tasmanian regions.

VFR predominantly stayed in a friend or relatives home.

VFR are far more likely to be a repeat visitor to the state.

Almost all VFR visitors recommend a Tasmanian holiday to others.

VFR visitors spend less but stay a similar amount of time to a holiday visitor.

Word of Mouth and Travel Websites are VFR's primary source of information about Tasmania

Sources : Tasmanian Visitors Survey. Year ended December 2016
International Visitors Survey. Year ended December 2016

For more information Email: statistics@tourism.tas.gov.au

Disclaimer: The information contained has been prepared by Tourism Tasmania for its own purposes. It is of a general nature and should not be relied upon by others in substitution for professional advice and individual investigation. The State of Tasmania, its employees and agents will not be responsible for any loss whatsoever arising from the use of, or reliance on, this information.