

MONA Visitor Profile

March 2016

Tasmanian Visitor Survey (TVS) – Year ending December 2015

From July 2011, Tourism Tasmania's Tasmanian Visitor Survey (TVS) questionnaire was updated to include the Museum of Old and New Art (MONA) in the list of attractions visitors are asked to identify as having visited during their trip. There are a total of 31 attractions in the list, including National Parks, attractions such as Port Arthur Historic Site, Cataract Gorge, Royal Tasmanian Botanical Gardens, and Salamanca Market.

Below is a summary of some topline results related to these visitors.

- In the year ending December 2015, Tasmania received over one million (1 153 300) visitors. Of this number, 30 per cent (340 800) indicated that they went to MONA. This is an increase of 13 per cent compared to the previous year.
- MONA is the second most visited tourism attraction, behind the Salamanca Market (34 per cent of visitors).
- Of the 340 800 visitors who indicated that they went to MONA, 61 per cent were on a holiday trip, 18 per cent were visiting friends or relatives and the remaining 21 per cent indicated they had travelled for business or some other reason.
- Seventy-two per cent of those were from Victoria, New South Wales, and Queensland, 12 per cent were from other states and territories, and 16 per cent were from overseas. The TVS data does not include Tasmanian visitors to MONA.
- Sixty eight per cent of these visitors participate in the workforce and 18 per cent of them are retired.
- MONA visitors spent an average of 10 nights in Tasmania with many travelling to regions beyond Hobart.
- Visitors to the state who went to MONA spent a total of \$741 million during their trip to the state (\$311 million on accommodation, \$128 million on transport and \$302 million on other items), a 21 per cent increase from the previous year.
- For thirty six per cent of visitors to MONA this was their first time visiting Tasmania.
- For the year ending December 2015, 4 per cent of visitors to Tasmania indicated that they were influenced to visit because of MONA.

