

MONA Visitor Profile

September 2016

Tasmanian Visitor Survey (TVS) – Year ending June 2016

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 June 2016, Tasmania received over one million (1 167 900) visitors. Of this number, 29 per cent (335 127) indicated that they went to MONA. This is an increase of 1 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 335 127 visitors who indicated that they went to MONA, 64 per cent were on a holiday trip, 17 per cent were visiting friends or relatives and the remaining 19 per cent indicated they had travelled for business or some other reason.
- Seventy per cent of those were from Victoria, New South Wales, and Queensland, 14 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.
- Seventy per cent of these visitors participate in the workforce and 15 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 \$738 million during their trip to the state (\$323 million on accommodation, \$121 million on transport and \$294 million on other items), a 2.6 per cent increase from the previous year.
- For thirty nine per cent of visitors to MONA this was their first time visiting Tasmania.
- For the year ending June 2016, 3 per cent of visitors to Tasmania indicated that they were influenced to visit because of MONA.

