

Mona Visitor Profile

September 2017

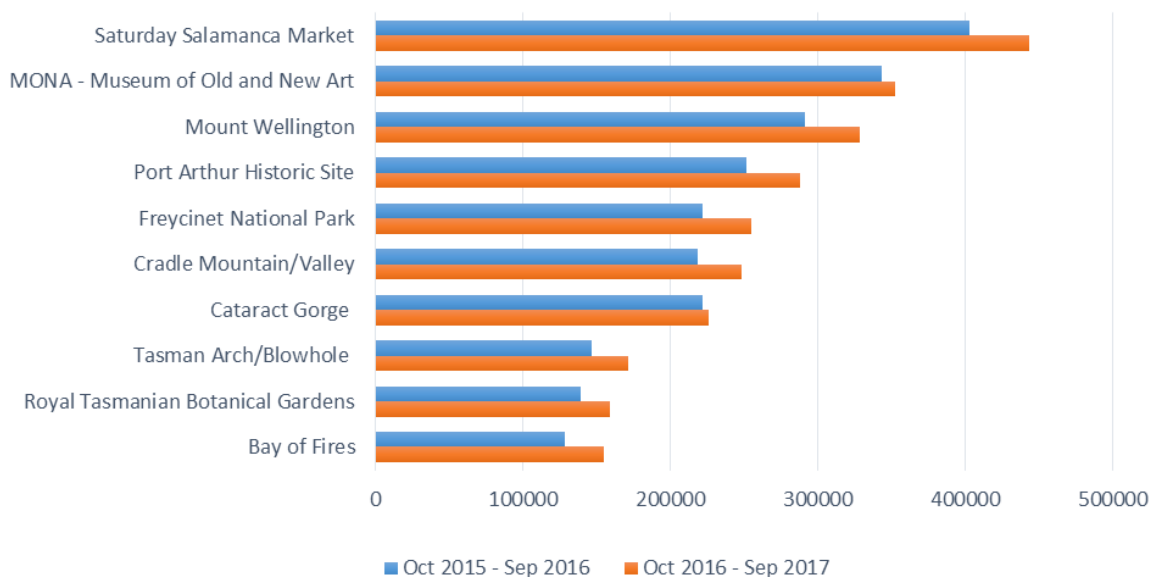
Tasmanian Visitor Survey (TVS) – Year ending Sep 2017

In the year ending September 2017, Tasmania received 1.28 million visitors. Results from the TVS indicate that 27% (approx. 350 000) said they had visited MONA whilst on their trip. This is an increase of 3% compared to the previous year. The TVS also indicates that:

- MONA continues to be the second most visited tourism attraction in Tasmania, behind Salamanca Market (10% of visitors). The below graphs show Tasmania's top ten visitor attractions in 2016-17 and visitor number trends since MONA opened in January 2011.
- Of those visiting MONA, 68% were on a holiday compared with 62% of all visitors and 17% were visiting friends or relatives compared with 20% of all visitors.
- MONA attracted a higher percentage of international visitors (18%) compared with all visitors to Tasmania (15%). Domestically, 68% of those visiting MONA were from Victoria, New South Wales, and Queensland, and 13% were from other states and territories. These figures broadly reflect the profile of visitors to Tasmania generally. Please note that the TVS data does not include Tasmanian visitors to MONA.
- MONA visitors spent an average of 9.3 nights in Tasmania compared with 9.8 nights for all visitors.
- Visitors to the state who went to MONA spent a total of \$820 million during their trip to the state (\$350 million on accommodation, \$133 million on transport and \$336 million on other items), a 2.3% increase from the previous year.
- For 41% of visitors to MONA this was their first time visiting Tasmania.
- For the year ending September 2017, 4% of visitors to Tasmania indicated that they were influenced to visit because of MONA.

Top Ten Visitor Attractions in Tasmania 2016-17

Source: Tasmanian Visitor Survey Sept 2017



Top Ten Visitor Attractions in Tasmania 2009-17

Source: Tasmanian Visitor Survey Sept 2017

