

MONA Visitor Profile

January 2014

Tasmanian Visitor Survey (TVS) – Year ending September 2013

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 27 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 September 2013, Tasmania received just over one million (1 007 000) visitors. Of this number, 28 per cent (280 700) indicated that they went to MONA. This is an increase of three per cent compared to the previous year.
- MONA is the second most visited tourism attraction, behind the Salamanca Market (35 per cent of visitors).
- Of the 280 700 visitors who indicated that they went to MONA, 58 per cent were on a holiday trip, 23 per cent were visiting friends or relatives and the remaining 19 per cent indicated they had travelled for business or some other reason.
- Seventy-six per cent of those were from Victoria, New South Wales, and Queensland, 10 per cent were from other states and territories, and 14 per cent were from overseas. The TVS data does not include Tasmanian visitors to MONA.
- Sixty-nine per cent of these visitors participate in the workforce and 19 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 \$549 million during their trip to the state (\$215 million on accommodation and \$232 million on other items), a 36 per cent increase from the previous year.
- For the September quarter 2013, six per cent of visitors to MONA indicated that they came to Tasmania because of MONA.

