

Tourism Snapshot

Year ending June 2019

1.32M

Visitors

▶ 1%

10.88M

Visitor Nights

▶ 0%

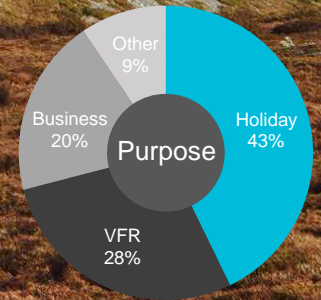
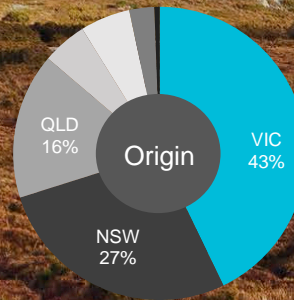
\$2.50B

Visitor Spend

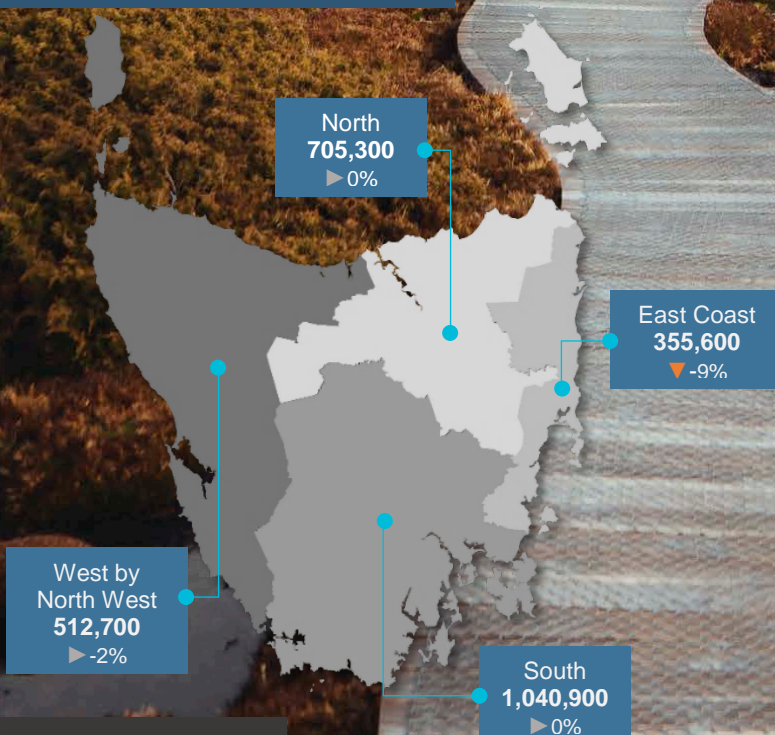
▲ 4%

Interstate	Visitors	1,121,100	▲ 4%
	Spend	\$2.04b	▲ 5%

% Share



Visitors to Tourism Regions



International	Visitors	300,300	▶ -2%
	Spend	\$528m	▼ -5%

% Share

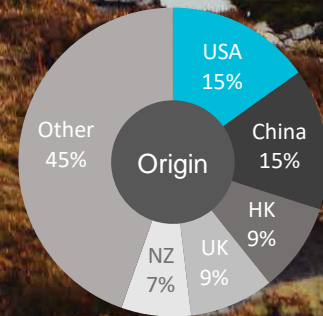


Image: Emilie Risteovski
Barn Bluff, Overland Track,
Cradle Mountain – Lake St Clair NP

Percentage change refers to the same period in the previous year.

Sources: Tasmanian Visitor Survey (TVS) and International Visitor Survey (IVS) and National Visitor Survey (TVS).

More detailed Tasmanian tourism statistics are available on Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research>.

- ▲ Increase
- ▶ Steady (-2% to +2% change)
- ▼ Decrease

Tourism Research

Percentage change refers to the same period in the previous year.

Total visitation to Tasmania

Tasmanian Visitor Survey results YE June 2019

Total visitors	1.32 million	▶	1%
Total nights	10.88 million	▶	0%
Visitor expenditure	\$2.50 billion	▲	4%
Interstate visitors	1.12 million	▲	4%
Day visitors	40,800	▲	18%

Visitation to Tasmania remained steady, with 1.32 million visitors, up 1 per cent over the year to June 2019. Total nights also showed no significant change on last year.

These figures indicate a continuance of a slowing in visitor growth to the state since the year to December 2018.

Across the results this quarter expenditure has grown, even though numbers and nights have remained steady. Total visitor spending in Tasmania reaching a record of \$2.50 billion in the year ending June 2019, up 4 per cent on the previous year.

Purpose of travel

Aligned with the overall results there has been a decline in holiday visitation to Tasmania, down 4 per cent, whilst holiday spend remained steady. Growth in visitors to friends and relatives (VFR) was up 4 per cent, whilst VFR spending was up 10 per cent on the previous year. This resulted in leisure visitation, consisting of holiday and visiting friends and relatives (VFR), remaining steady.

The growth in business visitors, up 12 per cent, indicates that business could be influencing the movements of holiday visitors.

Holiday visitors	621,500	▼	-4%
Holiday nights	5.65 million	▼	-5%
Holiday expenditure	\$1.66 billion	▶	0%
VFR visitors	348,400	▲	4%
Business visitors	234,500	▲	12%
Conference visitors	31,500	▼	-23%

Mode of travel to Tasmania

Scheduled air	88%	▶	-0%
Spirit of Tasmania	12%	▲	2%

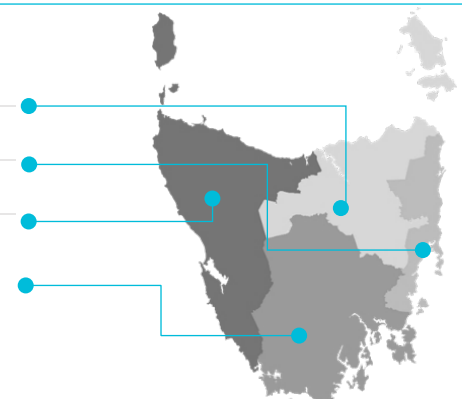
Arrival via the Spirit of Tasmania showed growth of 2 per cent upon the previous year. Air arrivals remained steady with no significant change.

Regional visitation

Visitation to the South, North and West by North West regions remained steady with no significant change upon the previous year.

East Coast visitation continued to show a decline in interstate and international visitation. However, this region is seeing strong intrastate visitation.

705,300	▶	0%	North
355,600	▼	-9%	East Coast
512,700	▶	-2%	WxNW
1,040,900	▶	0%	South



Tourism Research

Percentage change refers to the same period in the previous year.

Interstate visitation to Tasmania

Tasmanian Visitor Survey results YE June 2019

Visitors	1.12 million	▲	4%
Nights	8.28 million	▶	0%
Expenditure	\$2.04 billion	▲	5%

Both interstate visitation and expenditure in Tasmania continued an upward trend compared to the same period last year.

Day visitors showed growth, up 16 per cent upon the previous year; which aligns with the growth of visitors for business by 13 per cent for the same period.

Total nights stayed by interstate visitors remained steady.

Interstate purpose of visit

Visitors

Interstate holiday visitation remained steady in the year ending June 2019. VFR visitors increased by 6 per cent.

Overall, interstate leisure visitors remained steady.

Business visitation experienced growth of 13 per cent, with this driving the overall growth in total business visitors to the state.

Holiday	480,100	▶	-1%
VFR	315,300	▲	6%
Business	219,300	▲	13%
Conference	29,200	▼	-22%

Nights

Interstate holiday and VFR nights in Tasmania declined in the year ending June 2019. Holiday nights accounted for 52 per cent of interstate nights, and VFR 26 per cent.

Business nights recorded growth for the same period. The share of business nights has increased to a 15 per cent share of total interstate nights, up from 12 per cent in the same period last year.

Holiday	4,295,600	▼	-3%
VFR	2,122,700	▼	-3%
Business	1,244,600	▲	24%
Conference	129,800	▼	-21%

Interstate origin of visitors

Victoria	474,900	▲	5%
NSW	302,400	▶	-1%
Queensland	178,300	▲	4%
South Australia	54,700	▲	7%
Western Australia	61,100	▲	12%
A.C.T.	30,600	▶	0%
N.T.	6,500	▼	-5%

Of Tasmania's key domestic markets, Victoria and Queensland showed growth, whereas NSW remained steady for the year ending June 2019.

South Australia and Western Australia also showed growth. Western Australia's strong growth could be attributed to the direct flights between Hobart and Perth introduced in September 2018, increasing travel options and capacity into the state.

Tourism Research

Percentage change refers to the same period in the previous year.

International visitation

International Visitor Survey results YE June 2019

International visitors to Australia

Visitors	8.60 million	▲	3%
Nights	273 million	▶	1%
Average length of stay	32 nights	▶	-1%
Expenditure	\$31 billion	▲	5%

8.6 million international visitors came to Australia in the year ending June 2019, up 3 per cent from the year ending June 2018.

The number of nights and average length of stay by international visitors to Australia both remained steady. Total expenditure by international visitors in Australia for the year ending June 2019 increased by 5 per cent to \$31 billion.

International purpose of visit to Australia

Holiday	3.97 million	▲	4%
VFR	2.56 million	▶	2%
Holiday expenditure	\$10 billion	▲	6%

Holiday visitation and spend by International visitors both experienced growth for the year ending June 2019. Visiting friends or relatives (VFR) and business travel remained steady compared to the same period last year.

International origin of visitors to Australia

China	1,323,200	▶	1%
NZ	1,271,800	▶	2%
USA	763,900	▲	3%
UK	673,700	▼	-4%
Japan	445,400	▲	9%
India	350,500	▲	12%

Australia's key international markets China and NZ showed no significant change for the year ending June 2019, compared to the same period last year. Amongst these key markets, the USA, Japan and India showed growth.

International visitors to Tasmania

Visitors	300,300	▶	-2%
Nights	4.51 million	▼	-14%
Average length of stay	15 nights	▼	-13%
Expenditure	\$528 million	▼	-5%

Tasmania's international visitor numbers have plateaued. For Tasmania, this is largely driven by a decline in our key market China. Broader insights indicate that the current climate of declining consumer confidence, geopolitical factors, Brexit and the US/China trade war have impacted travel patterns globally.

to Tasmania

Holiday	243,900	▶	1%
VFR	39,900	▼	-18%
Holiday expenditure	\$317 million	▲	9%

International holiday visitation to Tasmania showed no significant change, however holiday expenditure was up 9 per cent. Travel for VFR declined 18 per cent compared to the same period last year.

to Tasmania

USA	45,500	▲	12%
China	44,400	▼	-14%
HK	28,000	▲	7%
UK	26,600	▶	-1%
NZ	21,900	▶	-1%
Share of visitors to AUS	3.5%	▶	-0.2%

Notably, the order of Tasmania's key international markets shifted since last quarter, with the USA overtaking China to again be Tasmania's leading international visitor market. Hong Kong moved up to be the third key market, ahead of the UK. Tasmania's share of all international visitors to Australia showed no significant change from 3.6 per cent for the year ending June 2018.

Tourism Research

Percentage change refers to the same period in the previous year.

Intrastate visitation

National Visitor Survey results YE June 2019

Overnight Trips for Australia

Overnight trips	77.0 million	▲	13%
Expenditure	\$32.4 billion	▲	16%

Intrastate overnight trips in Australia increased by 13 per cent in the year ending June 2019. Expenditure from intrastate overnight trips for Australia increased 16 per cent on the same period last year.

Overnight Trips by purpose for Australia

Holiday trips	32.4 million	▲	12%
VFR trips	27.2 million	▲	15%
Business trips	13.7 million	▲	14%

The three main purposes for intrastate overnight trips in Australia were holiday (42 per cent share), VFR (35 per cent share) and business (18 per cent share). Each of these purposes showed growth from the same period last year.

Day trips for Australia

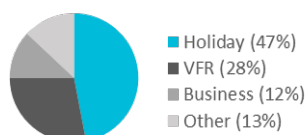
Day trips	216.3 million	▲	13%
Expenditure	\$24.3 billion	▲	13%

Intrastate day trips in Australia increased by 13 per cent to 216.3 million trips for the year ending June 2019. Total expenditure from day trips also increased by 13 per cent.

Day trips by purpose for Australia

Holiday trips	101.5 million	▲	6%
VFR trips	61.0 million	▲	12%
Business trips	26.6 million	▲	51%

Day trips % Share by Purpose



for Tasmania

Overnight trips	1.72 million	▲	12%
Expenditure	\$618 million	▲	41%

Intrastate overnight trips in Tasmania increased by 12 per cent. Total expenditure from overnight trips increased by 41 per cent in the year ending June 2019, contributing to the overall growth in national overnight trip expenditure.

for Tasmania

Holiday trips	860,000	▲	14%
VFR trips	428,000	▶	2%
Business trips	344,000	▲	32%

The three main purposes for intrastate overnight trips in Tasmania were holiday (50 per cent share), VFR (25 per cent share) and business (20 per cent share), with holiday and business up on the same period last year.

for Tasmania

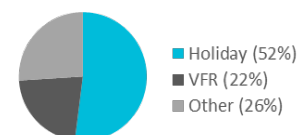
Day trips	6.7 million	▲	13%
Expenditure	\$714 million	▲	16%

Intrastate day trips within Tasmania increased by 13 per cent to 6.73 million trips for the year ending June 2019. Total expenditure from day trips in Tasmania increased by 16 per cent.

for Tasmania

Holiday trips	3.5 million	▲	8%
VFR trips	1.5 million	▲	6%

Day trips % Share by Purpose



Tourism Research

Percentage change refers to the same period in the previous year.

Total visitors to Tasmania

Total visitors to Tasmania on scheduled air and sea services

	YE June 2018	YE June 2019	% change
Visitors			
Visitors on scheduled air and sea services	1,300,000	1,315,600	▶ 1%

	YE June 2018	YE June 2019	% change
Visitors			
Day visitors	34,600	40,800	▲ 18%
Overnight visitors	1,265,500	1,274,800	▶ 1%
Total visitors	1,300,000	1,315,600	▶ 1%
Nights			
Nights (million)	10.91	10.88	▶ 0%
Average length of stay (nights)	8.4	8.3	▶ -1%
Expenditure			
Expenditure (\$million)	\$2,405	\$2,503	▲ 4%
Average spend per visitor	\$1,850	\$1,903	▲ 3%
Average spend per night	\$220	\$230	▲ 4%
Holiday spend (\$million)	\$1,652	\$1,660	▶ 0%
Purpose of Visit			
Holiday	645,400	621,500	▼ -4%
Visit friends or relatives (VFR)	334,500	348,400	▲ 4%
Total leisure (Holiday+VFR)	979,900	969,900	▶ -1%
Business or employment	208,700	234,500	▲ 12%
Convention/conference/seminar	40,900	31,500	▼ -23%
Regions Visited			
Southern	1,042,700	1,040,900	▶ 0%
East Coast	389,700	355,600	▼ -9%
Northern	708,300	705,300	▶ 0%
West by North West	520,900	512,700	▶ -2%
Mode of departure			
Air visitors	1,153,400	1,166,900	▶ 1%
Sea visitors	146,700	148,700	▶ 1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate visitors to Tasmania

Interstate visitors to Tasmania on scheduled air and sea services

	YE June 2018	YE June 2019	% change
Visitors			
Day visitors	33,800	39,100	▲ 16%
Overnight visitors	1,048,100	1,082,000	▲ 3%
Total visitors	1,081,900	1,121,100	▲ 4%
Nights			
Nights (million)	8.27	8.28	▶ 0%
Average length of stay (nights)	7.6	7.4	▼ -3%
Expenditure			
Expenditure (\$million)	\$1,949	\$2,037	▲ 5%
Average spend per visitor	\$1,801	\$1,817	▶ 1%
Average spend per night	\$236	\$246	▲ 4%
Holiday spend (\$million)	\$1,298	\$1,312	▶ 1%
Purpose of Visit			
Holiday	483,900	480,100	▶ -1%
Visit friends or relatives (VFR)	298,400	315,300	▲ 6%
Total leisure (Holiday+VFR)	782,300	795,400	▶ 2%
Business or employment	194,900	219,300	▲ 13%
Convention/conference/seminar	37,500	29,200	▼ -22%
Regions Visited			
Southern	845,800	860,100	▶ 2%
East Coast	284,600	264,300	▼ -7%
Northern	575,200	583,200	▶ 1%
West by North West	422,800	417,300	▶ -1%
Mode of departure			
Air visitors	944,000	982,900	▲ 4%
Sea visitors	137,900	138,200	▶ 0%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Origin of interstate visitors to Tasmania

	YE June 2018	YE June 2019	% change
Victoria	451,500	474,900	▲ 5%
N.S.W.	305,600	302,400	▶ -1%
Queensland	171,500	178,300	▲ 4%
South Australia	51,100	54,700	▲ 7%
Western Australia	54,600	61,100	▲ 12%
A.C.T.	30,600	30,600	▶ 0%
N.T.	6,900	6,500	▼ -6%
Total interstate visitors	1,081,900	1,121,100	▲ 4%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Tourism Research

International visitation

Percentage change refers to the same period in the previous year.

	to Tasmania			to Australia		
	YE June 2018	YE June 2019	% Change	YE June 2018	YE June 2019	% Change
Visitors						
International visitors	305,300	300,300	▶ -2%	8,366,500	8,601,300	▲ 3%
Nights						
Nights ('000s)	5,248	4,513	▼ -14%	269,272	273,023	▶ 1%
Ave Length of stay (nights)	17.2	15.0	▼ -13%	32.2	31.7	▶ -1%
Expenditure						
Expenditure (\$million)	\$554	\$528	▼ -5%	\$29,194	\$30,780	▲ 5%
Average spend per visitor	\$1,815	\$1,760	▼ -3%	\$3,489	\$3,579	▲ 3%
Average spend per night	\$106	\$117	▲ 11%	\$108	\$113	▲ 4%
Holiday spend (\$million)	\$290	\$317	▲ 9%	\$9,896	\$10,494	▲ 6%
Purpose						
Holiday	241,800	243,900	▶ 1%	3,828,900	3,967,200	▲ 4%
Visit friends & relatives (VFR)	48,500	39,900	▼ -18%	2,520,900	2,561,600	▶ 2%
Business	14,300	14,100	▶ -1%	984,500	996,600	▶ 1%
Education	10,300	9,500	▼ -8%	555,900	586,300	▲ 5%
Employment	3,700	4,500	▲ 22%	210,600	208,700	▶ -1%
Other Reason	3,000	2,700	▼ -10%	265,600	281,100	▲ 6%
Total	305,300	300,300	▶ -2%	8,366,500	8,601,300	▲ 3%

Source: International Visitor Survey (IVS), Tourism Research Australia

Notes: Modelled expenditure includes package expenditure. The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can give more than one reason for their visit. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular state/territory.

International visitors to States / Territories

State/territory visited	to Tasmania			to Australia		
	YE June 2018	YE June 2019	% Change	YE June 2018	YE June 2019	% Point difference
	Visitors			Market Share		
New South Wales	4,341,000	4,376,100	▲ 1%	51.9%	50.9%	▼ -1.0%
Victoria	2,973,700	3,101,300	▲ 4%	35.5%	36.1%	▲ 0.5%
Queensland	2,755,200	2,756,600	▶ 0%	32.9%	32.0%	▼ -0.9%
South Australia	463,000	467,400	▶ 1%	5.5%	5.4%	▶ -0.1%
Western Australia	942,900	973,100	▲ 3%	11.3%	11.3%	▶ 0.0%
Tasmania	305,300	300,300	▶ -2%	3.6%	3.5%	▶ -0.2%
Northern Territory	283,200	294,200	▲ 4%	3.4%	3.4%	▶ 0.0%
ACT	248,600	266,300	▲ 7%	3.0%	3.1%	▶ 0.1%
Total visitors to Australia	8,366,500	8,601,300	▲ 3%	100.0%	100.0%	▶ 0.0%

Source: International Visitor Survey, Tourism Research Australia

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Tourism Research

International visitors to Tasmania

Percentage change refers to the same period in the previous year.

Origin of international visitors

	YE June 2018	YE June 2019	% Change	YE June 2018	YE June 2019	% Point difference
Country of origin	Visitors to Tasmania			National Market Share		
New Zealand	22,200	21,900	▶ -1%	1.8%	1.7%	▶ -0.1%
Japan	6,900	8,300	▲ 20%	1.7%	1.9%	▶ 0.2%
Hong Kong	26,100	28,000	▲ 7%	9.6%	10.0%	▲ 0.4%
Singapore	18,000	17,200	▼ -4%	4.8%	4.2%	▼ -0.5%
Malaysia	13,000	15,700	▲ 21%	3.7%	4.5%	▲ 0.8%
Indonesia	2,900	3,100	▲ 6%	1.6%	1.6%	▶ 0.0%
Taiwan	5,000	7,100	▲ 43%	2.7%	3.9%	▲ 1.2%
Thailand	3,300	3,700	▲ 11%	3.6%	4.0%	▲ 0.5%
Korea	2,000	5,900	▲ 190%	0.7%	2.3%	▲ 1.6%
China	51,600	44,400	▼ -14%	3.9%	3.4%	▼ -0.6%
India	9,800	1,700	▼ -82%	3.1%	0.5%	▼ -2.6%
Other Asia	8,000	11,200	▲ 40%	2.2%	2.7%	▲ 0.5%
United States of America	40,800	45,500	▲ 12%	5.5%	6.0%	▲ 0.5%
Canada	10,100	9,400	▼ -7%	6.2%	5.2%	▼ -1.0%
United Kingdom	26,800	26,600	▶ -1%	3.8%	3.9%	▶ 0.1%
Germany	11,900	10,000	▼ -16%	5.9%	5.0%	▼ -0.9%
Scandinavia	6,000	3,800	▼ -36%	5.6%	3.6%	▼ -2.0%
France	10,300	7,800	▼ -25%	8.1%	5.7%	▼ -2.4%
Italy	2,200	2,900	▲ 33%	3.0%	3.8%	▲ 0.8%
Netherlands	4,500	3,100	▼ -31%	8.2%	5.3%	▼ -2.9%
Switzerland	2,900	2,400	▼ -17%	5.5%	4.5%	▼ -1.0%
Other Europe	10,900	8,300	▼ -24%	4.5%	3.2%	▼ -1.4%
Other Countries	10,100	12,300	▲ 22%	1.9%	2.3%	▲ 0.4%
Total	305,300	300,300	▶ -2%	3.6%	3.5%	▶ -0.2%

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Tourism Research

Intrastate visitation

Percentage change refers to the same period in the previous year.

Intrastate Overnight Travel

	Tasmania			Australia		
	YE Jun 2018	YE Jun 2019	% Change	YE Jun 2018	YE Jun 2019	% Change
Visitors						
Overnight visitors ('000s)	1,525	1,715	▲ 12%	68,002	76,990	▲ 13%
Nights						
Nights ('000s)	3,676	4,457	▲ 21%	205,929	229,715	▲ 12%
Average length of stay (nights)	2.4	2.6	▲ 8%	3.0	3.0	▶ -1%
Expenditure						
Expenditure (\$million)	\$439	\$618	▲ 41%	\$27,921	\$32,426	▲ 16%
Spend per visitor	\$288	\$360	▲ 25%	\$411	\$421	▲ 3%
Spend per night	\$120	\$139	▲ 16%	\$136	\$141	▲ 4%
Purpose('000s)						
Holiday	757	860	▲ 14%	28,856	32,441	▲ 12%
Visit friends &/or relatives (VFR)	420	428	▶ 2%	23,533	27,159	▲ 15%
Business	261	344	▲ 32%	11,980	13,707	▲ 14%
Other reason	81	87	▲ 7%	4,172	4,394	▲ 5%
Total overnight intrastate visitors	1,525	1,715	▲ 12%	68,002	76,990	▲ 13%

Source: National Visitor Survey (NVS), Tourism Research Australia

Intrastate Day Travel

	Tasmania			Australia		
	YE Jun 2018	YE Jun 2019	% Change	YE Jun 2018	YE Jun 2019	% Change
Visitor						
Day visitors ('000s)	5,960	6,731	▲ 13%	191,085	216,313	▲ 13%
Total intrastate Day+Overnight visitors ('000s)	7,485	8,446	▲ 13%	259,087	293,303	▲ 13%
Expenditure						
Expenditure (\$million)	\$615	\$714	▲ 16%	\$21,573	\$24,321	▲ 13%
Spend per visitor	\$103	\$106	▲ 3%	\$113	\$112	▶ 0%
Purpose('000s)						
Holiday	3,259	3,519	▲ 8%	95,936	101,492	▲ 6%
Visit friends &/or relatives (VFR)	1,438	1,525	▲ 6%	54,267	61,048	▲ 12%
Business	401	720	▲ 80%	17,629	26,551	▲ 51%
Other reason	863	967	▲ 12%	23,254	27,222	▲ 17%
Total day intrastate visitors	5,960	6,731	▲ 13%	191,085	216,313	▲ 13%

Source: National Visitor Survey (NVS), Tourism Research Australia

Tourism Research

Percentage change refers to the same period in the previous year.

Quarterly visitation to Tasmania

Tasmanian Visitor Survey results April - June 2019

The TVS reports the following key findings for all visitors during the April - June 2019 quarter.

Key statistics – Quarter 2 2019

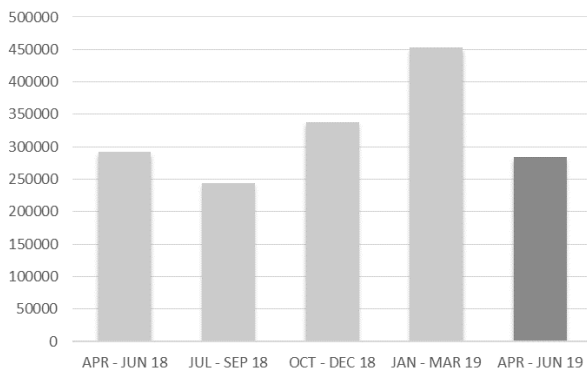
Q2 Total visitors	283,000	▼	-3%
Q2 Total nights	2.74 million	▲	10%
Q2 Visitor expenditure	\$518 million	▶	2%
Q2 Holiday visitors	121,300	▼	-7%
Q2 VFR	77,100	▲	8%
Q2 Business	61,900	▲	4%
Q2 Conference	5,100	▼	-57%

For the June quarter 2019, total visitors showed a slight decrease, down 3 per cent at 283,000 compared to 291,500 at the same time last year.

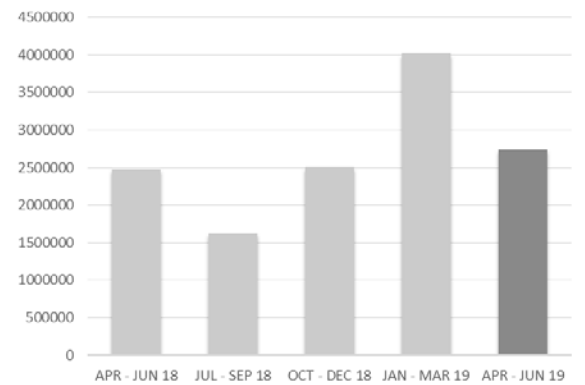
Visitor expenditure remained steady at \$518 million. Holiday expenditure for the quarter remained steady at \$325 million.

Total nights experienced growth of 10 per cent, with the average length of stay up 14 per cent to 9.7 nights.

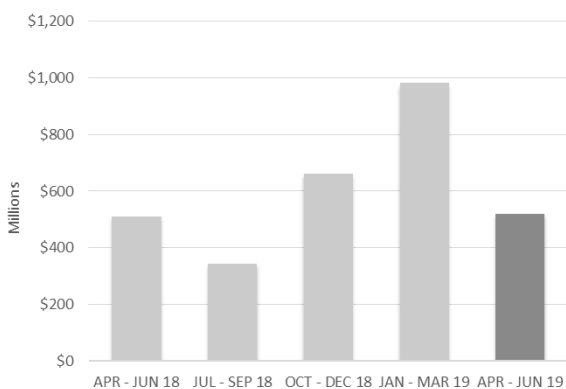
Total Visitors by Quarter



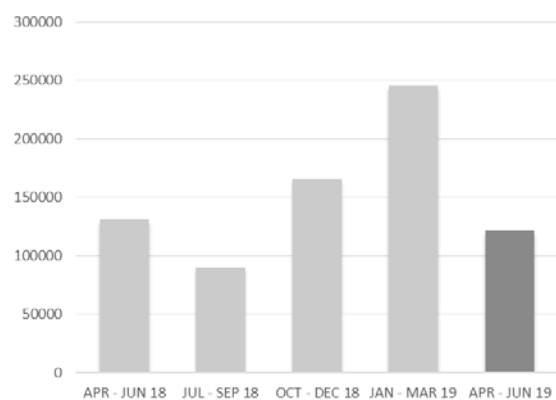
Total Nights by Quarter



Total Expenditure by Quarter



Total Holiday visitors by Quarter



Tourism Research

About the Tasmanian Tourism Snapshot

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS), to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians.

While the Tasmanian Tourism Snapshot provides a useful overview of visitors to Tasmania, more detailed statistics are available at Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research/tvs>. The TVS database service provides you with easy online access to a range of other useful statistics and tables about our visitors which you can investigate and print for your own use.

Where do the statistics come from?

Tasmanian Visitor Survey (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data about visitors to Tasmania, being based on a sample of more than 9,000 visitors per year. As an island, Tasmania has a natural advantage over other destinations when it comes to surveys of this type, because visitors can be more accurately counted as they depart via air and sea ports.

More detailed statistics from the TVS are also available through Tourism Tasmania's corporate website at www.tvsanalyser.com.au. The TVS Analyser service provides you with easy online access to a range of other useful visitor statistics and tables from the TVS which you can investigate and print for your own use.

International Visitor Survey (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia. The survey gathers information from visitors about, among other things; the number of nights they stayed in Australia, travel arrangements, reasons for visiting, places visited, information sources they used to find out about Australia prior to leaving home, impressions of aspects of Australia, income earned and expenditure on the trip. The IVS samples 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia - Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia. The NVS measures the characteristics and travel patterns of domestic tourists within Australia, including intrastate day and overnight travel. In 2019 there was a change in sampling methodology of the NVS. This has seen a break in series, so please exercise caution when comparing 2019 results with previous time periods. The survey results come from mobile phone interviews conducted with an annual sample of 120,000 Australian residents. The survey collects details about their recent travel for day trips, trips involving overnight stays and overseas travel. The NVS provides the only source of information about day and overnight travel by Tasmanians in their own state.

Why the TVS and IVS figures don't match up

The International Visitor Survey that features in this Snapshot report captures the profiles of international visitors to Australia, including those travelling to Tasmania. The IVS and TVS are each conducted by a different organisation which uses different sampling and 'weighting' methods to determine total numbers. As a result, the statistics from each survey will give differing results for identical subjects and are unlikely to tally if added together.

Caution

You are advised to exercise care when interpreting figures contained in this report or TVS Analyser. These figures are collected from a sample of visitors. They may be different from the real figure if data from 100% of all visitors could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error. Smaller estimates under 1000 must be treated with greater caution. Figures that show a change ≤ 2 per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables available at www.tourismtasmania.com.au/research/tvs for further information.