

Tasmanian Tourism Snapshot

Year ending June 2016

Introduction

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey, the International Visitor Survey and the National Visitor Survey, to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Information about these three surveys is contained at the back of the Snapshot. A commentary on the data is provided as a separate document on Tourism Tasmania's website.

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.

Total Visitation to Tasmania (Source: Tasmanian Visitor Survey)

Key Results:

- For the year ending June 2016, there were 1.17 million visitors, up 2 per cent from 1.15 for the previous year.
- Total nights spent by visitors in the state increased by 5 per cent to 10.20 million.
- Visitor expenditure increased by 9 per cent to \$2.05 billion.
- The number of interstate visitors to Tasmania increased by 1 per cent to 997,800 (was 988,000).

Summary:

- The total number of visitors holidaying in Tasmania during the year ending June 2016 was 553,900, up 2 per cent compared to the previous year (was 541,700).
- The total number of nights spent by holiday visitors to Tasmania for the year ending June 2016 was 5.1 million, up 4 per cent from the previous year (was 4.9 million).
- Holiday visitor expenditure for the year was up 7 per cent to \$1.38 billion (was \$1.28 billion).
- Those who came to visit friends and relatives (VFR) decreased by 4 per cent for the year. The number of nights VFR visitors spent in Tasmania remained steady and VFR expenditure remained steady.
- Of all visitors, 193,400 (up 3 per cent) were on business while 45,200 (up 83 per cent) were travelling to attend a conference or convention.
- For the year ending June 2016, data from the TVS for the four tourism regions reported the following changes in visitor numbers: South showed no significant change; East Coast up 6 per cent; North up 3 per cent; and Cradle Coast up 4 per cent.
- For the year ending June 2016, 88 per cent of all visitors to Tasmania travelled by scheduled air services and 12 per cent travelled by sea. The total number of visitors travelling by scheduled air was up 1 per cent and sea services was up 13 per cent from the previous year.

Interstate Visitation to Tasmania (Source: Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending June 2016 was 997,800, up 1 per cent from 988,000 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending June 2016 was 7.91 million, up 4 per cent from the previous year (was 7.59 million).
- Interstate visitor expenditure increased by 7 per cent to \$1.70 billion (was \$1.59 billion in the year ending June 2015).
- Of all interstate visitors, 436,400 were on holiday (up 3 per cent), 280,000 were visiting friends or relatives (down 5 per cent), 178,200 were on business (up 2 per cent), and 40,400 were travelling to attend a conference or convention (up 75 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria decreased by 1 per cent to 431,800, NSW increased by 2 per cent to 260,800, and Queensland decreased by 2 per cent to 150,200. Together, these markets accounted for 84 per cent of interstate visitation in the year ending June 2016.

International Visitation (Source: International Visitor Survey)

Summary – Australia

- A total of 7.25 million international visitors came to Australia in the year ending June 2016, up 10 per cent from the year ending June 2015.
- Holiday visitors to Australia increased by 22 per cent to 3.54 million, while VFR visitors increased by 3 per cent to 1.87 million.
- International visitor nights spent in Australia increased by 5 per cent to 248 million.
- Total expenditure by international visitors in Australia for the year ending June 2016 increased by 15 per cent to \$25 billion¹ (including package expenditure). Holiday spend was \$9 billion (including package expenditure) for the year, increased by 13 per cent from the year ending June 2015.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 4 per cent; China, up 23 per cent; United Kingdom, up 6 per cent and the USA, up 14 per cent.

Summary – Tasmania

- Tasmania received 224,000 international visitors during the year ending June 2016, up 13 per cent from 198,300 the previous year.
- The number of night's international visitors spent in Tasmania increased by 6 per cent to 3.41 million, and the average length of stay decreased by 6 per cent to 15 nights.
- Expenditure by international visitors increased by 23 per cent to \$368 million².
- Holiday visitors to Tasmania increased by 18 per cent to 177,100, while VFR visitors decreased by 3 per cent to 33,200.
- Holiday nights decreased by 5 per cent to 1.67 million, while the average length of stay for holiday visitors decreased by 19 per cent to 9 nights.
- Total expenditure by international holiday visitors increased by 18 per cent to \$217 million.
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, down 14 per cent; United Kingdom, down 1 per cent; the USA, up 29 per cent; New Zealand, down 4 per cent; Hong Kong, up 60 per cent.

¹ Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory

² Modelled expenditure (includes package expenditure)

- Tasmania's share of all international visitors to Australia for the year ending June 2016 was 3.1 per cent, compared with 3.0 per cent for the year ending June 2015.

Intrastate Visitation³ (National Visitor Survey)

- The number of overnight intrastate holiday trips in Tasmania increased by 1 per cent, VFR remained steady, and overnight business trips decreased by 16 per cent in the year ending June 2016.
- In the year ending June 2016, the number of intrastate day trips in Tasmania increased by 14 per cent whilst intrastate overnight trips decreased by 1 per cent to 1.25 million compared to the year ending June 2015.
- Total spend by overnight intrastate visitors in Tasmania decreased by 1 per cent to \$362 million for the year ending June 2016.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

Table 1. Total visitors to Tasmania on scheduled air and sea services			
	YE June 2015	YE June 2016	% change
Visitors			
Visitors on scheduled air and sea services	1,146,600	1,167,900	↑ 2%

Table 2. Total visitors to Tasmania on scheduled air and sea services			
	YE June 2015	YE June 2016	% change
Visitors			
Day visitors	30,800	33,100	↑ 8%
Overnight visitors	1,115,800	1,134,800	↑ 2%
Total visitors	1,146,600	1,167,900	↑ 2%
Nights			
Nights (million)	9.72	10.20	↑ 5%
Average length of stay (nights)	8.5	8.7	↑ 3%
Expenditure			
Expenditure (\$million)	\$1,885	\$2,054	↑ 9%
Average spend per visitor	\$1,644	\$1,759	↑ 7%
Average spend per night	\$194	\$201	↑ 4%
Holiday spend (\$million)	\$1,281	\$1,377	↑ 7%
Purpose of Visit			
Holiday	541,700	553,900	↑ 2%
Visit friends or relatives (VFR)	320,600	308,800	↓ -4%
Total leisure (Holiday+VFR)	862,300	862,700	→ 0%
Business or employment	187,800	193,400	↑ 3%
Convention/conference/seminar	24,700	45,200	↑ 83%
Regions Visited			
Southern	937,300	941,400	→ 0%
East Coast	315,300	334,800	↑ 6%
Northern	604,900	620,300	↑ 3%
Cradle Coast	461,100	480,500	↑ 4%
Mode of departure			
Air visitors	1,025,100	1,030,800	↑ 1%
Sea visitors	121,400	137,100	↑ 13%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	YE June 2015	YE June 2016		% change
Visitors				
Day visitors	29,500	31,900	↑	8%
Overnight visitors	958,500	965,900	↑	1%
Total visitors	988,000	997,800	↑	1%
Nights				
Nights (million)	7.59	7.91	↑	4%
Average length of stay (nights)	7.7	7.9	↑	3%
Expenditure				
Expenditure (\$million)	\$1,592	\$1,697	↑	7%
Average spend per visitor	\$1,611	\$1,701	↑	6%
Average spend per night	\$210	\$214	↑	2%
Holiday spend (\$million)	\$1,040	\$1,124	↑	8%
Purpose of Visit				
Holiday	425,200	436,400	↑	3%
Visit friends or relatives (VFR)	295,900	280,000	↓	-5%
Total leisure (Holiday+VFR)	721,100	716,300	↓	-1%
Business or employment	175,400	178,200	↑	2%
Convention/conference/seminar	23,000	40,400	↑	75%
Regions Visited				
Southern	793,600	787,200	↓	-1%
East Coast	236,200	255,900	↑	8%
Northern	506,500	517,500	↑	2%
Cradle Coast	377,000	394,900	↑	5%
Mode of departure				
Air visitors	877,500	873,000	↓	-1%
Sea visitors	110,500	124,700	↑	13%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Table 4. Origin of interstate visitors to Tasmania				
	YE June 2015	YE June 2016		% change
Victoria	434,400	431,800	↓	-1%
N.S.W.	255,500	260,800	↑	2%
Queensland	153,800	150,200	↓	-2%
South Australia	50,600	56,200	↑	11%
Western Australia	54,600	57,000	↑	4%
A.C.T.	25,600	24,500	↓	-4%
N.T.	7,900	10,400	↑	31%
Total interstate visitors	988,000	997,800	↑	1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

	to Tasmania			to Australia		
	YE June 2015	YE June 2016	% Change	YE June 2015	YE June 2016	% Change
Visitors						
International visitors	198,300	224,000	↑ 13%	6,567,200	7,246,500	↑ 10%
Nights						
Nights ('000s)	3,218	3,412	↑ 6%	235,549	247,912	↑ 5%
Average length of stay (nights)	16.2	15.2	↓ -6%	35.9	34.2	↓ -5%
Expenditure						
Expenditure (\$million)	\$298	\$368	↑ 23%	\$22,115	\$25,346	↑ 15%
Average spend per visitor	\$1,501	\$1,641	↑ 9%	\$3,367	\$3,498	↑ 4%
Average spend per night	\$92	\$108	↑ 16%	\$94	\$102	↑ 9%
Holiday spend (\$million)	\$184	\$217	↑ 18%	\$8,170	\$9,262	↑ 13%
Purpose of Visit						
Holiday	150,700	177,100	↑ 18%	2,909,000	3,535,700	↑ 22%
Visit friends or relatives (VFR)	34,300	33,200	↓ -3%	1,819,300	1,868,600	↑ 3%
Business	14,500	13,200	↓ -9%	831,000	797,300	↓ -4%
Education	6,000	7,400	↑ 22%	415,400	475,100	↑ 14%
Employment	2,900	5,300	↑ 82%	300,300	281,400	↓ -6%
Other Reason	300	600	↑ 107%	292,300	288,500	↓ -1%
Total	198,300	224,000	↑ 13%	6,567,200	7,246,500	↑ 10%

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

* Modelled expenditure including package expenditure. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular state/territory.

** 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.

State/territory visited	Visitors			Market Share		
	YE June 2015	YE June 2016	% Change	YE June 2015	YE June 2016	% Point difference
New South Wales	3,308,300	3,648,600	↑ 10%	50.4%	50.3%	↓ 0.0%
Victoria	2,273,800	2,564,700	↑ 13%	34.6%	35.4%	↑ 0.8%
Queensland	2,229,300	2,480,500	↑ 11%	33.9%	34.2%	↑ 0.3%
South Australia	385,300	421,900	↑ 9%	5.9%	5.8%	↓ 0.0%
Western Australia	835,200	888,000	↑ 6%	12.7%	12.3%	↓ -0.5%
Tasmania	198,300	224,000	↑ 13%	3.0%	3.1%	↑ 0.1%
Northern Territory	288,000	279,500	↓ -3%	4.4%	3.9%	↓ -0.5%
ACT	179,100	203,100	↑ 13%	2.7%	2.8%	↑ 0.1%
Total visitors to Australia	6,567,200	7,246,500	↑ 10%	100.0%	100.0%	↑ 0.0%

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

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

Table 7. Origin of international visitors to Tasmania

Country of origin	YE June 2015	YE June 2016	% Change	YE June 2015	YE June 2016	% Point difference
	Visitors			National Market Share		
New Zealand	16,100	15,500	↓	-4%	1.4%	1.3% ↓ -0.1%
Japan	6,300	6,900	↑	10%	2.1%	2.0% ↓ -0.1%
Hong Kong	13,900	22,200	↑	60%	7.4%	10.2% ↑ 2.8%
Singapore	9,400	12,300	↑	30%	2.9%	3.3% ↑ 0.4%
Malaysia	7,800	6,700	↓	-15%	2.7%	2.1% ↓ -0.6%
Indonesia	1,000	3,300	↑	216%	0.8%	2.3% ↑ 1.6%
Taiwan	5,400	4,800	↓	-12%	4.8%	3.4% ↓ -1.3%
Thailand	2,100	1,700	↓	-18%	3.0%	2.2% ↓ -0.8%
Korea	1,400	2,700	↑	94%	0.7%	1.1% ↑ 0.4%
China	28,100	24,000	↓	-14%	3.3%	2.3% ↓ -1.0%
India	3,800	4,100	↑	7%	1.9%	1.8% ↓ 0.0%
Other Asia	2,700	4,200	↑	53%	1.3%	1.7% ↑ 0.4%
USA includes Hawaii	24,100	31,100	↑	29%	4.4%	5.0% ↑ 0.6%
Canada	7,000	7,800	↑	12%	5.2%	5.8% ↑ 0.6%
United Kingdom	24,900	24,600	↓	-1%	4.0%	3.7% ↓ -0.3%
Germany	9,400	11,800	↑	26%	5.2%	6.3% ↑ 1.1%
Scandinavia	4,100	4,400	↑	6%	4.3%	4.4% ↑ 0.1%
France	6,700	8,700	↑	31%	5.9%	7.6% ↑ 1.7%
Italy	2,200	3,000	↑	37%	3.2%	4.3% ↑ 1.1%
Netherlands	2,400	3,600	↑	49%	5.6%	7.9% ↑ 2.3%
Switzerland	3,400	4,000	↑	15%	6.8%	7.8% ↑ 1.0%
Other Europe	6,800	8,100	↑	20%	3.2%	3.8% ↑ 0.6%
Other Countries	9,200	8,400	↓	-8%	2.1%	1.9% ↓ -0.2%
Total	198,300	224,000	↑	13%	3.0%	3.1% ↑ 0.1%

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)

Intrastate Visitors

	Tasmania			Australia		
	YE June 2015	YE June 2016	% change	YE June 2015	YE June 2016	% change
Visitors						
Overnight visitors ('000s)	1,271	1,252	↓ -1%	56,253	59,757	↑ 6%
Nights						
Nights ('000s)	3,134	3,371	↑ 8%	177,404	185,537	↑ 5%
Average length of stay (nights)	2.5	2.7	↑ 9%	3.2	3.1	↓ -2%
Expenditure						
Expenditure (\$million)	\$367	\$362	↓ -1%	\$22,981	\$24,451	↑ 6%
Spend per visitor	\$289	\$289	→ 0%	\$409	\$409	→ 0%
Spend per night	\$117	\$107	↓ -8%	\$130	\$132	↑ 2%
Purpose('000s)						
Holiday	592	599	↑ 1%	23,381	25,715	↑ 10%
Visit friends &/or relatives (VFR)	407	405	→ 0%	20,430	21,059	↑ 3%
Business	205	173	↓ -16%	9,566	10,008	↑ 5%
Other reason	74	77	↑ 4%	3,265	3,461	↑ 6%
Total overnight intrastate visitors	1,271	1,252	↓ -1%	56,253	59,757	↑ 6%

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

	Tasmania			Australia		
	YE June 2015	YE June 2016	% change	YE June 2015	YE June 2016	% change
Visitor						
Day visitors ('000s)	4,821	5,499	↑ 14%	160,261	177,531	↑ 11%
Total intrastate Day+Overnight visitors ('000s)	6,092	6,751	↑ 11%	216,514	237,288	↑ 10%
Expenditure						
Expenditure (\$million)	\$532	\$567	↑ 7%	\$18,283	\$19,588	↑ 7%
Spend per visitor	\$110	\$103	↓ -6%	\$114	\$110	↓ -3%
Purpose('000s)						
Holiday	2,388	2,965	↑ 24%	73,474	85,581	↑ 16%
Visit friends &/or relatives (VFR)	1,207	1,243	↑ 3%	48,281	50,572	↑ 5%
Business	536	567	↑ 6%	15,915	17,508	↑ 10%
Other reason	689	724	↑ 5%	22,591	23,870	↑ 6%
Total day intrastate visitors	4,821	5,499	↑ 14%	160,261	177,531	↑ 11%

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

Quarter ending June 2016

The TVS reports the following key findings for visitors during the April - June 2016 quarter.

- The total number of visitors to Tasmania for the June quarter 2016 was 267,300, down 3 per cent from 275,400 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the June quarter 2016 decreased by 6 per cent to 2.4 million (was 2.59 million) (Fig. 2).
- Visitor expenditure was \$441.5 million, up 10 per cent from the same quarter of the previous year (was \$401.5 million) (Fig. 3).
- Of all visitors for the quarter, 122,700 (up 6 per cent) were on holiday (Fig. 4), 69,400 (down 12 per cent) were visiting friends or relatives, 46,300 (down 13 per cent) were on business, and 6,700 (up 38 per cent) were travelling to attend a conference or convention.

Nb. In 2016, Easter was celebrated in the March quarter whereas in 2015 it was during the June quarter. This may have resulted in lower visitor numbers being reported for this year's June quarter when compared with the same period last year.

Fig. 1. Total Visitors to Tasmania by Quarter*

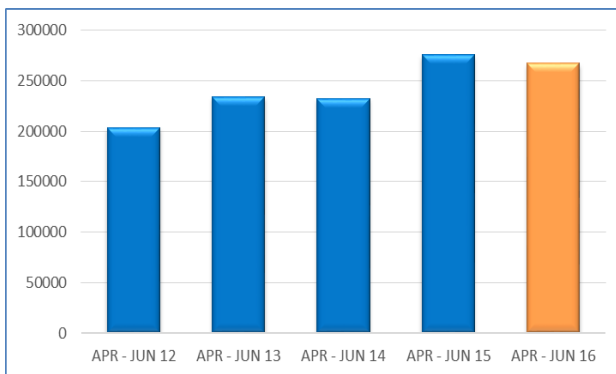


Fig. 2. Total Nights by Quarter*

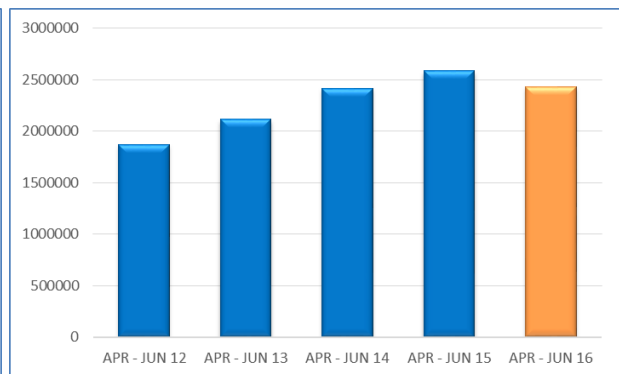


Fig. 3. Total Expenditure by Quarter*

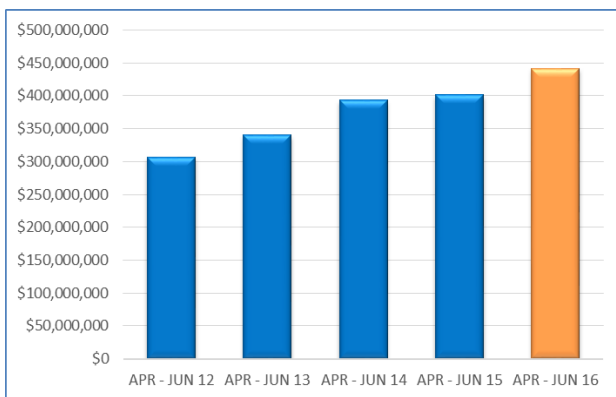
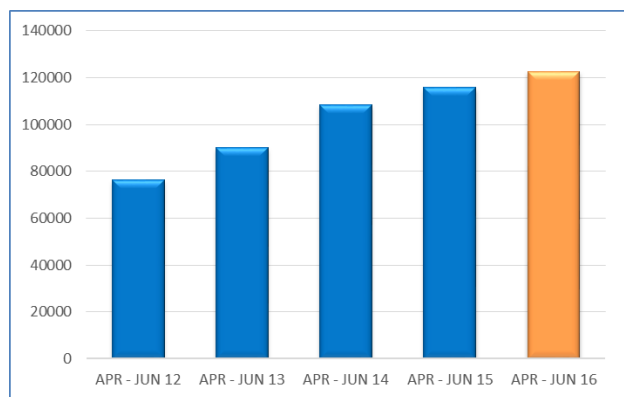


Fig. 4. Total Holiday Visitors by Quarter*



* Graphs present data for the last five years, on visitors travelling to Tasmania via scheduled services. Data source: Tasmanian Visitor Survey.

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. The survey results come from telephone 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

Each survey is 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.