

Tourism Snapshot

Year ending June 2021

574,600

Visitors

▼ -44%

5.83 M

Visitor Nights

▼ -25%

\$1.46 B

Visitor Spend

▼ -27%

Interstate* Visitors **571,200**

▼ -35%

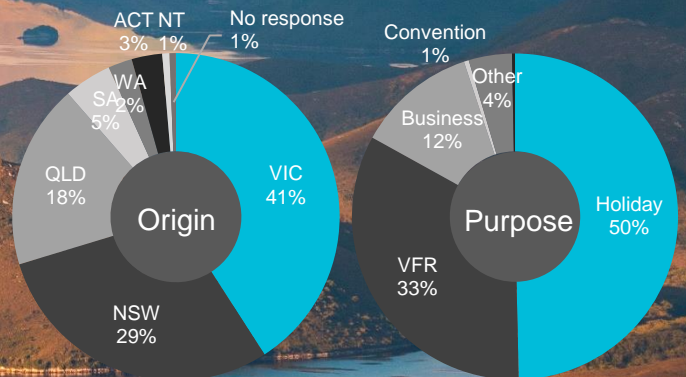
Nights **5.63 M**

▼ -9%

Spend **\$1.44 B**

▼ -12%

% Share



Visitors to Tourism Regions

North
331,700
▼ -40%

East Coast
181,900
▼ -37%

West by North West
243,800
▼ -40%

South
450,300
▼ -44%

International^ Visitors **3,900**

▼ -98%

Spend **\$14 m**

▼ -96%

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

Image: Matt Donovan
Bathurst Harbour, South West

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

*Source: Tasmanian Visitor Survey (TVS)

^Source: International Visitor Survey (IVS)

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

Tourism Snapshot

Year ending June 2021



Important context due to COVID-19

COVID-19 severely impacted Tasmania's visitor economy throughout 2020, with border restrictions in place for all non-essential travellers from 19 March 2020. Cruise ship visits were suspended on 15 March 2020, with Tasmania recording its first confirmed case on 2 March 2020. Interstate travel restrictions to Tasmania began to be lifted on 26 October 2020, with restrictions from medium and high risk areas not easing until mid- to late-November 2020.

Limited international leisure travel to Australia recommenced in April 2021 with the introduction of an Australian-New Zealand travel bubble, including direct flights between Hobart and Auckland. However, the trans-Tasman travel bubble has since been subject to impacts of COVID-19 outbreaks and lockdowns in both Australia and New Zealand. All states and territories and Tourism Australia are undertaking marketing campaigns to encourage intrastate and interstate travel including encouraging travellers who normally would have taken an international trip to substitute for interstate trips.

Availability of data

- + **TVS:** In-field January-March 2020, November & December 2020, January to June 2021. Therefore the year ending June 2021 period contains eight months of data: November 2020 to June 2021. Since the TVS was paused in 2020 between April 2020 and October 2020 due to COVID-19, the year ending June 2020 period contains nine months of data, and therefore comparing the current and previous years' data should be treated with caution.
- + **NVS:** Continued throughout 2020 as it is conducted via mobile phone calls.
- + **IVS:** Paused in March 2020, has not resumed.
 - o Therefore, year ending June 2021 data is comprised of nine months whereby Australia's international border was closed (trans-Tasman bubble commenced in April 2021), and the data should be understood in that context.
 - o Tourism Research Australia is utilising supplementary data sources to provide figures from April 2020-June 2021.

Monitoring recovery

Comparing visitation by month through 2020-21 to the same months in 2019 provides a high-level indication of how the visitor economy may be recovering, while noting that not all sectors are recovering at the same rate. While international travel remains restricted, the comparison includes only interstate visitors.

As the TVS is a departure survey at the end of a visitors' trip, it is likely that there were more visitors in the state in the month of November that is not evident in the data. Visitation in December 2020 was just over half that experienced in the same month in 2019, with March to June seeing some of the highest ever domestic holiday visitation to the state, which highlights demand for travel has been strong.

During the period where the TVS was not conducting interviews (April to October 2020), people could still enter Tasmania; primarily essential workers and returning Tasmanians. While some people would have met the definition of a 'visitor', the total volume of arrivals, and therefore potential visitors, in this period was negligible compared to the same period in 2019.

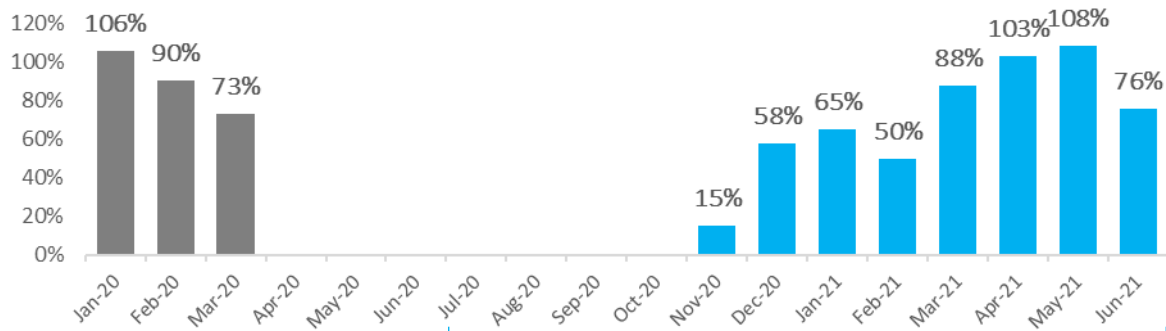
The blue columns in the chart over the page represent the months the TVS was operational, and also highlight that the year ending June 2021 data in this report refers only to these eight months. This is an important consideration when comparing year on year changes in visitation. The months of April and May 2021 both recorded more departing interstate visitors than seen in the same period in 2019, indicating a strong recovery over these periods.

Tourism Snapshot

Year ending June 2021



Monthly departing interstate visitors | % of same month in 2019



Data availability for period year ending June 2021

Accommodation indicators

Accommodation booking indicators have assisted Tourism Tasmania monitor industry recovery, allowing a view of past performance as well as future demand. While just one component of the industry, the demand for accommodation is a lead indicator of overall recovery and movement of visitors through regions. These sources provide insights on:

- + **Short-stay accommodation:** AirDNA provides insight into this sector at the state level as well as six indicator regions around Tasmania, across multiple metrics. This sector is more prevalent in regional areas. Short-stay accommodation insights are provided from [page 10](#) of this report.
- + **Commercial accommodation (hotels, motels and lodges):** STR Global provides occupancy rates for four regions across the state for hotels, motels and lodges with three or more rooms. This data enables a view of larger commercial operations, particularly for urban areas. Commercial accommodation insights are provided from [page 16](#) of this report.

Get the latest visitation data, any time

- + [TVS Analyser](#). The online TVS Analyser makes available a range of further data from the Tasmanian Visitor Survey on an interactive dashboard, allowing filtering of key metrics across selected time periods. The Analyser displays the most recently available data on visitation to Tasmania.
- + [Industry recovery reporting](#). Tourism Tasmania publishes a monthly report focusing on traveller sentiment, consumer confidence and forward-looking accommodation demand to provide the industry with a high-level indication of recovery tracking.

Tourism Snapshot

Year ending June 2021



Recovery Tracking | Domestic Visitors - Monthly

Tasmanian Visitor Survey

The Tasmanian Visitor Survey (TVS) recommenced visitor interviews in November 2020, in line with easing of travel restrictions from most interstate markets. Further COVID outbreaks and associated lockdowns have continued to occur, particularly in Tasmania's two largest markets of New South Wales and Victoria. However, demand for Tasmania has been strong, with March to June 2021 recording higher spend and more nights than seen in each of their respective months in 2019.

Following the trends observed in New Zealand and overseas, visitation to the state in the initial re-opened months saw a significant swing towards people reconnecting with friends and family, with holidays taking a lesser share of trips. This swing eased by the end of the first quarter of 2021 to be on par with past trends; Holiday returned to be the primary purpose of visit in January while VFR remained elevated until settling to pre-COVID share in March. This trend has continued to stabilise in the June quarter 2021.

The table below provides an overview of topline measures from November 2020, highlighting domestic visitors, nights and spend, comparing recovery months to the same months in 2019 as a reference point.

Please note: Monthly visitation figures have only recently been provided in the Tasmanian Tourism Snapshot. As the TVS is an exit survey it therefore records visitation in the **month of departure** only. For example, if a visitor arrived in December and departed in January, their trip is recorded against January only. Quarterly and year ending visitation figures therefore provide a more complete view of total visitation and can also be found in this Snapshot.

Domestic visitors	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21
Visitors (000)												
2020-21					15	61	101	54	95	115	80	49
2019	84	68	78	99	101	105	155	107	108	112	74	65
% 2019 month	No TVS interviews				15%	58%	65%	50%	88%	103%	108%	76%
Nights (000)												
2020-21					181	540	1,057	612	944	1,119	736	437
2019	497	416	450	602	661	758	1,501	738	841	978	574	419
% 2019 month	No TVS interviews				27%	71%	70%	83%	112%	114%	128%	104%
Spend (\$m)												
2020-21					27	120	264	131	257	297	216	127
2019	120	86	121	165	189	198	382	197	199	235	120	96
% 2019 month	No TVS interviews				14%	61%	69%	66%	129%	127%	179%	133%

Figures in blue represent months where the volume (visitors, nights or spend) in that month was higher than the same month in 2019.

Tourism Snapshot

Year ending June 2021



Recovery Tracking | Domestic Visitors - Monthly

Tasmanian Visitor Survey

Visitors

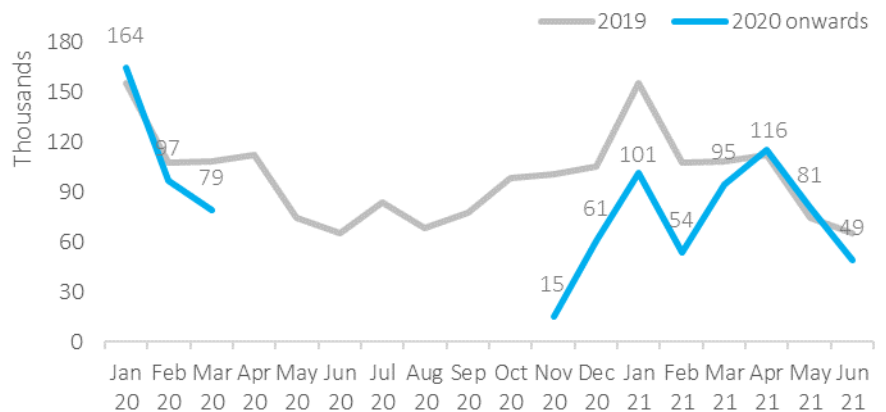
Tasmania has seen a strong return of domestic visitation, with an increasing share of holiday visitors and decreasing share of those visiting friends and family since January 2021.

The months of March, April and May 2021 all attracted more domestic visitors than the same month in 2019; a significant indication of ongoing demand for travel top the state and health of the tourism brand.

June 2021 visitation was 76% of the same month in 2019.

Recovery Tracking | Visitors

TVS | Visitors departing per month



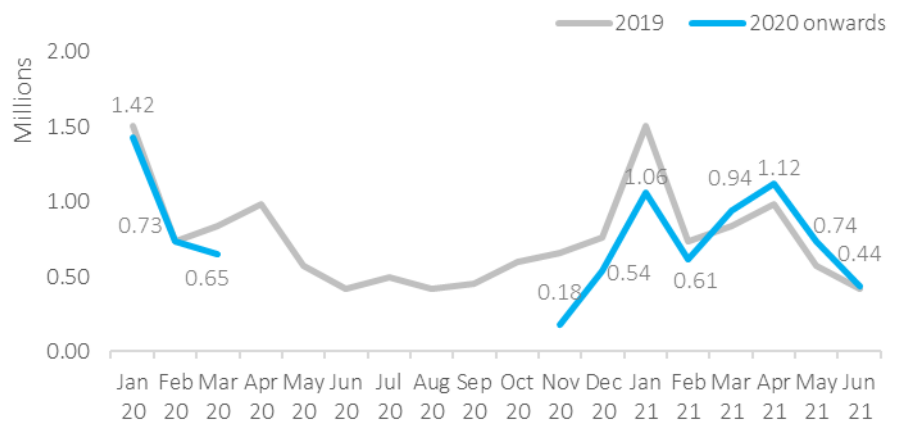
Nights

Nights spent in Tasmania saw an immediate improvement over visitor trips, particularly led by VFR visitors who were staying longer than pre-COVID as family and friends reconnect after mainland lockdowns. From January 2021 onwards nights were driven by onwards domestic holiday visitors.

Each of the months March to June 2021 recorded higher levels of nights stayed in Tasmania by domestic visitors when compared to the same period in 2019.

Recovery Tracking | Nights

TVS | Nights in TAS by visitors departing per month



Spend

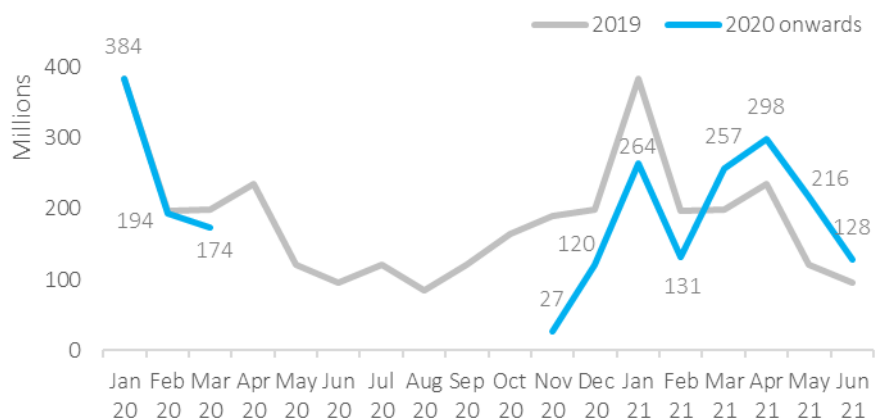
When Tasmania's border reopened in late 2020 visitor spend began tracking in line with visitor demand, however spend from March 2021 onwards has outpaced both visitor and nights recovery against the same months in 2019.

Domestic visitors spent 27% more in the state in April 2021 compared to April 2019; spend in May 2021 was 79% higher than May 2019, and June was 33% higher than 2019. Average spend per visitor (ASPV) is therefore also up, and has been above 2019 levels from December 2020 to June 2021.

Average spend per domestic visitor in June 2021 was \$2,588, 76% higher than in 2019.

Recovery Tracking | Spend

TVS | Spend in TAS by visitors departing per month



Tourism Snapshot

Year ending June 2021



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

Total visitation to Tasmania

Tasmanian Visitor Survey results YE June 2021

Total visitors	574,600	▼	-44%
Total nights	5.83 million	▼	-25%
Visitor expenditure	\$1.46 billion	▼	-27%
Interstate visitors	571,200	▼	-35%
Day visitors	10,300	▼	-65%

As with all destinations globally, Tasmania has seen significant declines in visitation due to COVID-19. The Tasmanian Visitor Survey was in-field for eight months of the year ending June 2021 period: November-December 2020, and January-June 2021. On the path to recovery, both nights and spend in Tasmania are currently outpacing visitors.

Tasmania welcomed 574,600 interstate and international visitors in the year to June 2021, down 44 per cent from the previous year. Total nights were down 25 per cent. Total visitor spending in Tasmania was \$1.46 billion, down 27 per cent on the previous year.

Purpose of travel

Visitation for all purposes of travel experienced significant declines, and disruption, through 2020 and into 2021. The first 7 months of 2020 were severely impacted by travel restrictions. In November and December 2021, visiting friends or family (VFR) gained substantial share as people reconnected as borders eased.

Share of visitors by purpose has stabilised since to reflect similar long-term trends, currently comprising of holiday (50 per cent), VFR (33 per cent), and business or employment (12 per cent).

Holiday visitors	285,100	▼	-44%
Holiday nights	2.96 million	▼	-30%
Holiday expenditure	\$995 million	▼	-27%
VFR visitors	191,800	▼	-27%
VFR nights	1.86 million	▼	-9%
VFR expenditure	\$242 million	▼	-13%
Business visitors	368,700	▼	-63%

Mode of departure from Tasmania

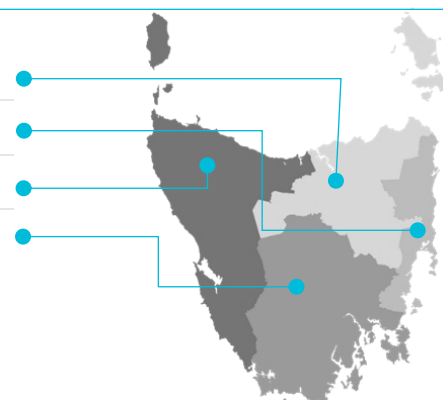
Scheduled air	86%	▼	-46%
Spirit of Tasmania	14%	▼	-28%

Border closures and travel restrictions impacted scheduled air and sea services, however both operated continuously through the pandemic. Visitor departures via the Spirit of Tasmania were 72 per cent of the levels of the year ending June 2020. Visitor departures via scheduled air services were 54 per cent of the levels of the previous year.

Regional visitation

In-line with state visitation, interstate and international visitors to regions were significantly down in the 12 months to June 2021. However, all regions are seeing increased share of domestic visitors, indicating people are seeing more places on their trips.

331,700	▼	-40%	North
181,900	▼	-37%	East Coast
243,800	▼	-40%	WxNW
450,300	▼	-44%	South



Compared to 2019 visitation levels:

- + Northern: 47 per cent of 2019
- + East Coast: 51 per cent
- + West by North West: 48 per cent
- + Southern: 43 per cent.

Tourism Snapshot

Year ending June 2021



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

Interstate visitation to Tasmania

Tasmanian Visitor Survey results YE June 2021

Visitors	571,200	▼	-35%
Nights	5.63 million	▼	-9%
Expenditure	\$1.44 billion	▼	-12%
Average length of stay	9.9 nights	▲	39%
Average spend per visitor	\$2,523	▲	35%

Visitation to Tasmania was almost entirely supplemented by interstate visitors in the year ending June 2021, with 571,200 interstate visitors coming to the state. Interstate visitation to Tasmania is now almost two-thirds the level of the year ending June 2020 period.

Since Tasmania reopened its border to quarantine-free travel in November 2020, interstate visitors spend totalled \$1.44 billion, or 88 per cent the level of the previous year (and 71 per cent of year ending June 2019). Average length of stay has increased by two nights to 9.9. nights, up from both 2020 and 2019 levels.

Interstate purpose of visit

Visitors

The main purposes of travel by interstate visitors in the 12 months to June 2021 were holiday (50 per cent share), visiting friends and relatives (VFR) (33 per cent), and business or employment (12 per cent). As seen in the March quarter 2021, the June quarter has continued to stabilise in the share of purpose of visit to be predominately holiday as the major purpose, followed by VFR.

Holiday	283,500	▼	-29%
VFR	190,800	▼	-20%
Business	67,900	▼	-61%

Nights

52 per cent of interstate nights were spent by visitors on holiday, with visiting friends and relatives holding 32 per cent share of nights. Holiday and VFR nights are showing strong recovery for the year ending June 2021, with VFR up 8 per cent compared to the previous year period.

Holiday	2,940,400	▼	-10%
VFR	1,818,900	▲	8%
Business	659,300	▼	-29%

Spend

Holiday visitors contributed to 69 per cent of interstate spend in the year ending June 2021, with VFR making up 17 per cent share of spend. Holiday and VFR spend are showing strong recovery for the year ending June 2021. The average spend per holiday visitor was \$3,495 for the year ending June 2021, up 29 per cent from the previous year.

Holiday	\$991 million	▶	-1%
VFR	\$237 million	▼	-7%
Business	\$140 million	▼	-31%

Interstate origin of visitors

Victoria	233,600	▼	-39%
NSW	168,000	▼	-28%
Queensland	104,200	▼	-22%
South Australia	27,000	▼	-36%
A.C.T.	17,300	▼	-21%
Western Australia	13,500	▼	-70%
N.T.	4,000	▼	-40%

Victoria and New South Wales remained our key domestic markets for the year ending June 2021, with all markets recording similar declines.

Despite border restrictions not easing equally – in terms of timing or whole state/hotspots – the domestic markets retained similar levels of market share across year ending June periods 2019 to 2021.

Outbreaks and travel restrictions impacted travel this quarter, with share of visitation in the June quarter 2021 by Victorian visitors (35 per cent share) falling below the normal June quarter levels (2019 was 45 per cent). Share by New South Wales visitors (37 per cent) increased upon previous June quarters (traditionally 25 per cent). Queensland remained steady (17 per cent), comparable to previous June quarters (2019 was 18 per cent).

Tourism Snapshot

Year ending June 2021



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

Total visitors to Tasmania

Interstate visitation to Tasmania

Total visitors to Tasmania on scheduled air & sea services

	YE June 2020	YE June 2021	% Change
Visitors			
Total visitors	1,025,600	574,600	▼ -44%
Day visitors	29,100	10,300	▼ -65%
Overnight visitors	996,500	564,300	▼ -43%
Nights			
Nights (million)	7.81	5.83	▼ -25%
Average length of stay (nights)	7.6	10.1	▲ 33%
Holiday nights (million)	4.23	2.97	▼ -30%
Expenditure			
Expenditure (\$million)	\$1,999	\$1,457	▼ -27%
Average spend per visitor	\$1,949	\$2,535	▲ 30%
Average spend per night	\$256	\$250	▶ -2%
Holiday spend (\$million)	\$1,362	\$995	▼ -27%
Purpose of Visit			
Holiday	509,500	285,100	▼ -44%
Visit friends or relatives (VFR)	263,600	191,800	▼ -27%
Total leisure (Holiday+VFR)	773,100	476,900	▼ -38%
Business or employment	183,200	68,700	▼ -63%
Convention/conference/seminar	24,500	2,800	▼ -89%
Regions Visited			
Southern	810,700	450,300	▼ -44%
East Coast	290,100	181,900	▼ -37%
Northern	551,600	331,700	▼ -40%
WxNW	403,200	243,800	▼ -40%
Mode of departure			
Air visitors	911,800	492,400	▼ -46%
Sea visitors	113,800	82,200	▼ -28%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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

Interstate visitors to Tasmania on scheduled air & sea services

	YE June 2020	YE June 2021	% Change
Visitors			
Total interstate visitors	874,400	571,200	▼ -35%
Day visitors	28,500	10,300	▼ -64%
Overnight visitors	845,900	560,900	▼ -34%
Nights			
Nights (million)	6.19	5.63	▼ -9%
Average length of stay (nights)	7.1	9.9	▲ 39%
Holiday nights (million)	3.26	2.94	▼ -10%
Expenditure			
Expenditure (\$million)	\$1,630	\$1,441	▼ -12%
Average spend per visitor	\$1,864	\$2,523	▲ 35%
Average spend per night	\$263	\$256	▼ -3%
Holiday spend (\$million)	\$1,078	\$991	▼ -8%
Purpose of Visit			
Holiday	398,000	283,500	▼ -29%
Visit friends or relatives (VFR)	239,400	190,800	▼ -20%
Total leisure (Holiday+VFR)	637,300	474,400	▼ -26%
Business or employment	173,200	67,900	▼ -61%
Convention/conference/seminar	21,500	2,800	▼ -87%
Regions Visited			
Southern	671,000	447,200	▼ -33%
East Coast	215,700	180,800	▼ -16%
Northern	460,400	329,300	▼ -28%
WxNW	327,700	242,600	▼ -26%
Mode of departure			
Air visitors	768,300	489,800	▼ -36%
Sea visitors	106,100	81,400	▼ -23%
State of Origin			
Victoria	384,600	233,600	▼ -39%
N.S.W.	234,400	168,000	▼ -28%
Queensland	133,100	104,200	▼ -22%
Western Australia	44,700	13,500	▼ -70%
South Australia	42,400	27,000	▼ -36%
A.C.T.	21,900	17,300	▼ -21%
N.T.	6,800	4,000	▼ -40%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Tourism Snapshot

Year ending June 2021



Percentage change refers to the same quarter period in 2019.

Tasmanian Visitor Survey results
April – June 2021

Quarterly visitation to Tasmania

The TVS reports the following key findings for all visitors during the April – June 2021 quarter.

Key statistics – Quarter 2 2021

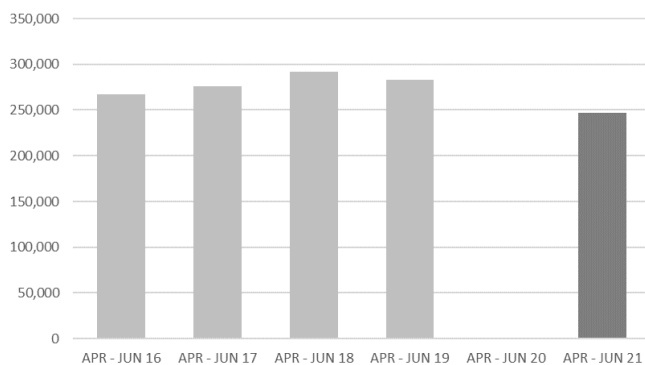
Q2 Total visitors	247,000	▼	-13%
Q2 Total nights	2.36 million	▼	-14%
Q2 Visitor expenditure	\$643 million	▲	24%
Q2 Holiday visitors	128,000	▲	-5%
Q2 VFR visitors	69,700	▼	-10%
Q2 Business visitors	32,500	▼	-47%
Q2 Average visitor spend	\$2,605	▲	42%
Q2 Average stay	9.6 nights	▶	-1%

Visitation for the June 2021 quarter was down 13 per cent compared to the same quarter in 2019, or 87 per cent of the level of visitation in that quarter.

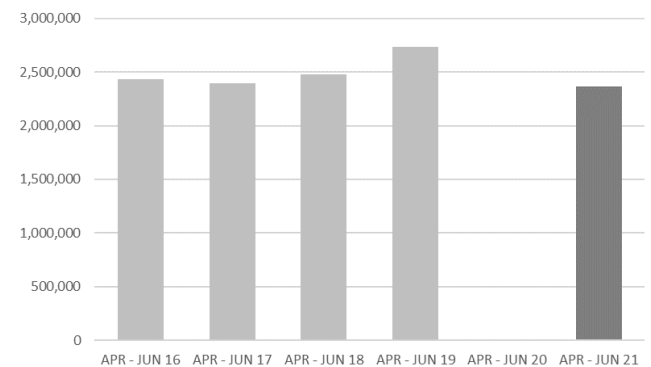
Visitor expenditure increased 24 per cent to \$643 million. Average spend per visitor increased by 42 per cent to \$2,605, up from \$1,832 in 2019. Average length of stay remained steady 9.6 nights in the June quarter 2021, was 9.7 nights in 2019.

Holiday visitors have driven the spend for the June quarter 2021, with average spend by holiday visitors increasing by 32 per cent to \$3,530, up from \$2,677 in the June quarter 2019. Average spend by VFR visitors increased to \$1,175, up slightly from \$1,140.

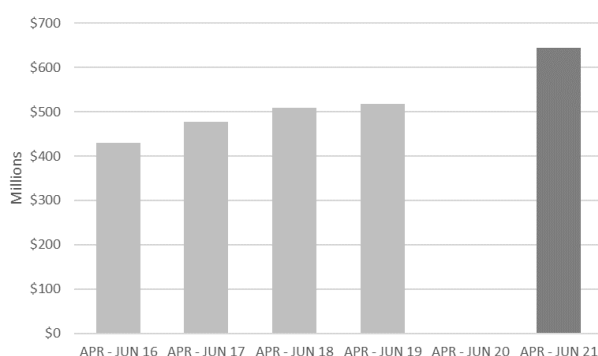
Total Visitors by Quarter



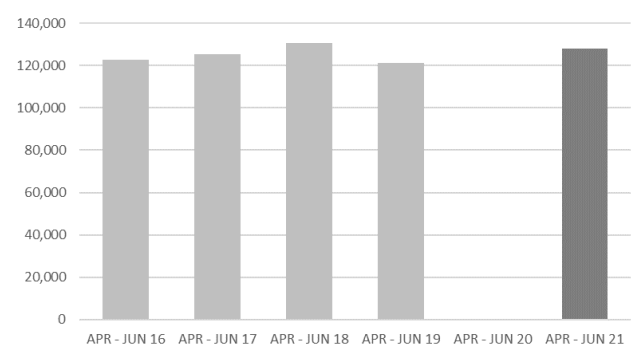
Total Nights by Quarter



Total Expenditure by Quarter



Total Holiday visitors by Quarter



Tourism Snapshot

Year ending June 2021



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

Intrastate visitation

National Visitor Survey results YE June 2021

Please note that these results are from the National Visitor Survey (NVS) and are the only source of intrastate travel data for Tasmania. Due to a decrease in Tasmanian sample size and issues with weighting the data, Tourism Tasmania advises caution in using the Tasmanian results. As the NVS is conducted by mobile phone, it was able to run continuously through the pandemic.

Overnight Trips for Australia

Overnight trips	71.3 million	▲	9%
Expenditure	\$37.3 billion	▲	39%

Australians were able to travel within their own states and territories well before interstate travel resumed. 71.3 million intrastate overnight trips were taken in the 12 months to June 2021, up 9 per cent from the previous year. Expenditure from these trips totalled \$37.3 billion, up 39 per cent. Average spend per overnight trip increased 28 per cent to \$524, was \$410 in the previous year.

Overnight Trips by purpose for Australia

Holiday trips	33.0 million	▲	34%
VFR trips	22.4 million	▶	-2%
Business trips	10.9 million	▼	-13%

Holiday (46% share), visiting friends and relatives (32%), and business (15%) were the main purposes of intrastate overnight trips nationally.

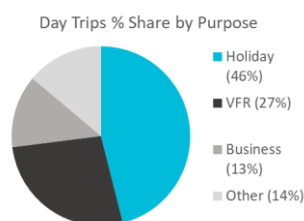
Day trips for Australia

Day trips	167.9 million	▼	-15%
Expenditure	\$18.0 billion	▼	-13%

Intrastate day trips in Australia totalled 167.9 million trips in the year to June 2021, down 15 per cent from the previous year. Expenditure from intrastate day trips totalled \$18.0 billion.

Day trips by purpose for Australia

Holiday trips	77.3 million	▼	-11%
VFR trips	45.2 million	▼	-20%
Business trips	21.9 million	▼	-19%



for Tasmania

Overnight trips	1.91 million	▲	56%
Expenditure	\$842 million	▲	119%

Following a period of travel restrictions, Tasmanians have enjoyed unrestricted intrastate travel since June 2020. In the year ending June 2021 Tasmanians took 1.91 million trips, up 56 per cent compared to the previous year. Expenditure from intrastate overnight trips totalled \$842 million, up 119 per cent from year previous year. Average spend per overnight trip increased 41 per cent to \$439, up from \$311 the previous year. The Make Yourself At Home campaign and travel vouchers encouraged Tasmanians to holiday at home.

for Tasmania

Holiday trips	1.04 million	▲	89%
VFR trips	540,000	▲	54%
Business trips	253,000	▲	14%

The three main purposes for intrastate overnight trips in Tasmania were holiday (54% share), visiting friends and relatives (28%), and business (13%).

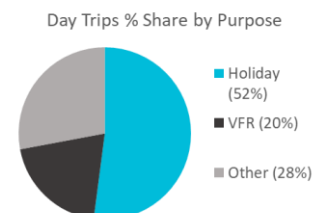
for Tasmania

Day trips	5.48 million	▼	-3%
Expenditure	\$602 million	▼	-8%

Tasmanians went on 5.48 million day trips within the state, down 3 per cent compared to the year ending June 2020. Expenditure from these day trips totalled \$602 million.

for Tasmania

Holiday trips	2.85 million	▲	9%
VFR trips	1.09 million	▼	-9%



Tourism Snapshot

Year ending June 2021



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

Intrastate visitation

National Visitor Survey results YE June 2021

Intrastate Overnight Travel

	to Tasmania			to Australia		
	YE June 2020	YE June 2021	% Change	YE June 2020	YE June 2021	% Change
Trips						
Overnight trips ('000s)	1,233	1,919	▲ 56%	65,524	71,336	▲ 9%
Nights						
Nights ('000s)	3,359	4,877	▲ 45%	199,008	234,474	▲ 18%
Average Length of stay (nights)	2.7	2.5	▼ -7%	3.0	3.3	▲ 8%
Expenditure						
Expenditure (\$million)	\$384	\$842	▲ 119%	\$26,843	\$37,391	▲ 39%
Average spend per trip	\$311	\$439	▲ 41%	\$410	\$524	▲ 28%
Average spend per night	\$114	\$173	▲ 51%	\$135	\$159	▲ 18%
Purpose - Trips ('000s)						
Holiday	552	1,043	▲ 89%	24,640	33,033	▲ 34%
Visit friends & relatives (VFR)	352	540	▲ 54%	22,876	22,486	▶ -2%
Business	220	253	▲ 15%	12,643	10,961	▼ -13%
Other Reason	119	118	▶ 0%	4,084	4,114	▶ 1%
Total intrastate overnight trips	1,233	1,919	▲ 56%	65,524	71,336	▲ 9%

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

Intrastate Day Travel

	to Tasmania			to Australia		
	YE June 2020	YE June 2021	% Change	YE June 2020	YE June 2021	% Change
Trips						
Day trips ('000s)	5,655	5,485	▼ -3%	196,672	167,967	▼ -15%
Total intrastate Day+Overnight trips ('000s)	6,888	7,404	▲ 7%	262,196	239,303	▼ -9%
Expenditure						
Expenditure (\$million)	\$651	\$602	▼ -8%	\$20,796	\$18,171	▼ -13%
Average spend per trip	\$115	\$110	▼ -5%	\$106	\$108	▶ 2%
Purpose - Trips ('000s)						
Holiday	2,623	2,856	▲ 9%	87,039	77,366	▼ -11%
Visit friends & relatives (VFR)	1,205	1,096	▼ -9%	56,717	45,268	▼ -20%
Business	783	570	▼ -27%	27,040	21,969	▼ -19%
Other Reason	1,044	963	▼ -8%	25,877	23,365	▼ -10%
Total intrastate day trips	5,655	5,485	▼ -3%	196,672	167,967	▼ -15%

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

Tourism Snapshot

Year ending June 2021



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

International visitation

International Visitor Survey results YE June 2021

International visitors to Australia

Visitors	138,400	▼	-98%
Nights	9.6 million	▼	-95%
Expenditure	\$819 million	▼	-96%

The IVS ceased interviews with departing visitors in March 2020. While international travel between Australia and New Zealand resumed on 18 April 2021, border restrictions remained in place limiting leisure travel for other all jurisdictions. Seasonal workers in the country for less than a year would also be counted as visitors.

In this context, 138,400 international visitors came to Australia in the year ending June 2021, a 98 per cent decrease from the previous year. Total nights and spend by international visitors declined 95 and 96 per cent respectively.

to Australia

Origin of international visitors	Year ending March 2020	Year ending March 2021	% Change
New Zealand	929,500	77,300	▼ -92%
Japan	344,800	1,300	▼ -100%
Hong Kong	203,500	2,000	▼ -99%
Singapore	276,700	3,300	▼ -99%
Malaysia	231,200	900	▼ -100%
Indonesia	131,600	1,300	▼ -99%
Taiwan	121,700	300	▼ -100%
Thailand	63,700	600	▼ -99%
Korea	172,300	600	▼ -100%
China	821,100	3,200	▼ -100%
India	271,200	2,900	▼ -99%
Other Asia	318,100	4,300	▼ -99%
United States of America	548,400	9,000	▼ -98%
Canada	132,600	1,400	▼ -99%
United Kingdom	529,700	7,200	▼ -99%
Germany	153,800	1,200	▼ -99%
Scandinavia	81,600	800	▼ -99%
France	106,100	1,200	▼ -99%
Italy	56,800	900	▼ -98%
Netherlands	49,100	700	▼ -99%
Switzerland	39,600	400	▼ -99%
Other Europe	212,100	4,500	▼ -98%
Other Countries	401,300	13,100	▼ -97%
Total	6,196,500	138,400	▼ -98%

International visitors to Tasmania

Visitors	3,900	▼	-98%
Nights	187,000	▼	-94%
Expenditure	\$14 million	▼	-96%

Tasmania's international visitor numbers saw a substantial drop to 3,900 visitors in the year ending June 2021. Expenditure by international visitors decreased by 96 per cent in the year to June 2021.

Direct flights between Tasmania and New Zealand were introduced in April 2021 after a 20 year hiatus, alongside other states in the Trans-Tasman travel bubble. Tasmania remained open to New Zealand travellers for the duration of the June quarter 2021.

Due to low sample size, Tasmania's international source markets, and purpose of visiting Tasmania, are unable to be reported.

Tourism Snapshot

Year ending June 2021



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

International visitation

International Visitor Survey results YE June 2021

	to Tasmania			to Australia		
	YE June 2020	YE June 2021	% Change	YE June 2020	YE June 2021	% Change
Visitors						
International visitors	200,200	3,900	▼ -98%	6,196,500	138,400	▼ -98%
Nights						
Nights (000)	2,963	187	▼ -94%	202,566	9,557	▼ -95%
Average Length of stay (nights)	14.8	48.2	▲ 226%	32.7	69.0	▲ 111%
Expenditure						
Expenditure (\$million)	\$395	\$14	▼ -96%	\$22,995	\$819	▼ -96%
Average spend per visitor	\$1,975	\$3,675	▲ 86%	\$3,711	\$5,916	▲ 59%
Average spend per night	\$133	\$76	▼ -43%	\$114	\$86	▼ -25%
Holiday spend (\$million)	\$204	\$1	▼ -100%	\$7,430	\$49	▼ -99%
Purpose - Visitors						
Holiday	156,000	250	▼ -100%	3,280,000	13,000	▼ -100%
Visit friends & relatives (VFR)	36,900	2,800	▼ -92%	2,461,000	76,400	▼ -97%
Business	6,800	100	▼ -98%	713,900	20,200	▼ -97%
Education	5,800	0	▼ -100%	489,000	2,300	▼ -100%
Employment	3,700	600	▼ -84%	151,800	17,100	▼ -89%
Other Reason	4,000	100	▼ -97%	421,800	18,400	▼ -96%
International visitors	200,200	3,900	▼ -98%	6,196,500	138,400	▼ -98%

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	Visitors			National Market Share		
	YE June 2020	YE June 2021	% Change	YE June 2020	YE June 2021	difference
New South Wales	3,050,600	74,500	▼ -98%	49.2%	53.8%	▲ 4.6%
Victoria	2,196,000	23,500	▼ -99%	35.4%	17.0%	▼ -18.5%
Queensland	1,976,400	49,500	▼ -98%	31.9%	35.8%	▲ 3.9%
South Australia	354,900	8,700	▼ -98%	5.7%	6.3%	▲ 0.5%
Western Australia	747,400	14,700	▼ -98%	12.1%	10.6%	▼ -1.5%
Tasmania	200,200	3,900	▼ -98%	3.2%	2.8%	▼ -0.4%
Northern Territory	232,800	2,000	▼ -99%	3.8%	1.4%	▼ -2.3%
ACT	174,900	2,100	▼ -99%	2.8%	1.5%	▼ -1.3%
Total visitors to Australia	6,196,500	138,400	▼ -98%	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 Snapshot

Year ending June 2021



Short-stay accommodation Tasmania

AirDNA

The short-stay accommodation sector provides an alternative to stays in hotel, motel and other options, commonly grouped as ‘commercial accommodation’, and has particular significance for regional communities and economies where there may be fewer hotel-style accommodation options.

AirDNA provides an indicative view of the short-stay accommodation sector, covering metrics including listings, demand (nights booked), occupancy rates, and some financial modelling for rates and revenue. Tourism Tasmania is also publishing forward booking data in the monthly **Industry Research & Insights Update**, available through our [Industry Recovery](#) website.

This sector includes holiday homes, shacks and homes, as well as some traditional bed and breakfasts if they list on Airbnb or VRBO. However, data in this snapshot refers only to ‘entire properties’, where guests have the whole home to themselves; approximately 85% of listed properties in Tasmania. While only one sector of the industry, and a dataset that includes Tasmanians seeing their own state, the accommodation measures provide a general insight into the general recovery of the industry.

Six key measures are explored through the following pages:

<p>Supply (Nights)</p> <p>Total number of Available Nights and Booked Nights from Active Listings</p>	<p>Demand (Nights)</p> <p>Total number of Booked Nights during the reporting period</p>	<p>Occupancy Rate</p> <p>Occupancy Rate = Total Booked Days / (Total Booked Days + Total Available Days).</p> <p>Calculation only includes rentals with at least one Booked Night.</p>
<p>Average daily rate (ADR) (\$)</p> <p>ADR = Total Revenue / Booked Nights</p>	<p>RevPAR (\$)</p> <p>Revenue Per Available Rental = ADR * Occupancy Rate</p>	<p>Revenue (\$)</p> <p>Total revenue earned during the reporting period. Includes the advertised price from the time of booking, as well as cleaning fees.</p>

Where available, data is presented for Hobart, Launceston, and up to 14 regional zones. The zones have been created to represent a range of urban and regional areas and collectively cover 51% of listed ‘entire places’ in the state on Airbnb and VRBO, with duplications across sites taken into account. The state level data includes all ‘entire places’ listed in Tasmania in the period.

<p>Hobart Hobart City Council</p>	<p>Launceston Launceston ABS SA3</p>	<p>West Coast West Coast Council</p>	<p>Tasman Peninsula</p>
<p>North East Coast Bay of Fires and St Helens to Falmouth</p>	<p>North West 7 LGAs: Circular Head to Latrobe</p>	<p>Deloraine – Evandale Mole Creek, Westbury, Longford</p>	<p>East Tamar - Bridport Georgetown, Low Head, Pipers Brook</p>
<p>Freycinet Swansea, Coles Bay, Swanwick, Bicheno</p>	<p>Huon – Far South Huonville, Geeveston, Cygnet, Dover, Cockle Creek</p>	<p>Eastern Shore Risdon to Tranmere, Bellerive to Mornington</p>	<p>Derby Branxholm, Pioneer, Ringarooma</p>
<p>King Island</p>	<p>Flinders Island</p>	<p>Bruny Island</p>	<p>Orford</p>

Tourism Snapshot

Year ending June 2021

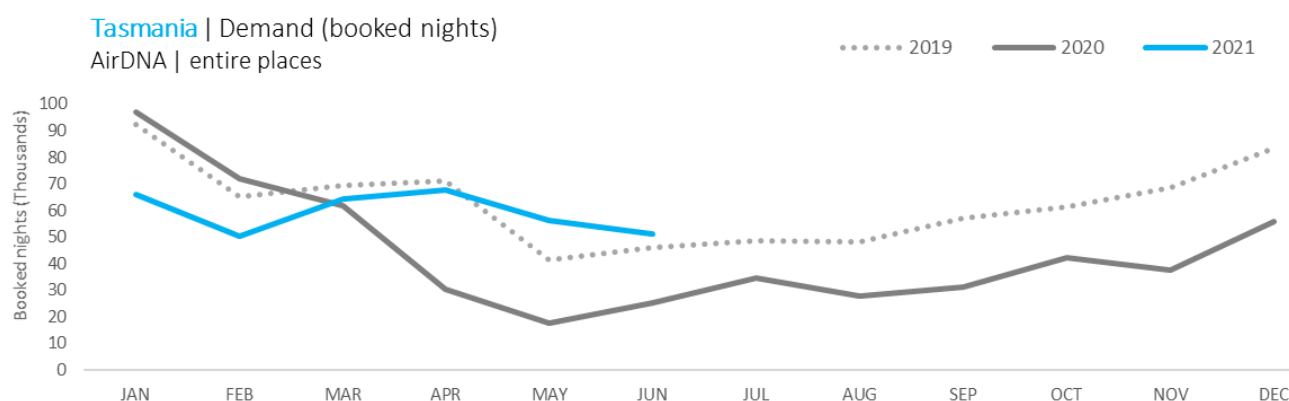


Demand (nights booked) Entire place properties

Tasmania's short-stay accommodation sector comprised around 6,100 available properties in the year ending June 2021, down 10% from 2020. Available listings tend to fluctuate from month to month as demand (booked nights) changes. The chart below shows demand by month from January 2019 to June 2021, with the impacts of border restrictions due to COVID-19 reducing nights from March 2020 onwards. Whilst Tasmania's border was restricted to essential travellers from April to October 2020, and intrastate travel was limited only between April and late June. Demand never appeared to reach zero, likely maintained by a combination of visitors remaining in the state, people self-isolating if not required to be in government quarantine, or bookings not being released again after cancellations.

Given interstate travel was restricted for the first four months of the year ending June 2021 period, Tasmanians were assumed to be the primary drivers of demand through the second half of 2020, and have significantly contributed to supporting this sector through the remainder of the period.

As border restrictions eased through quarter three of 2020, demand began to lift as more interstate visitors resumed travel to Tasmania. Demand recovery gained strength through the period, with May and June 2021 recording higher demand than the respective months in 2019.



The state-level figures provide an indication of the performance of the sector, however demand was not consistent across urban and regional areas. Historically, Hobart has been the anchor destination with 72% of visitors in 2019 spending some time in the capital. During 2020, with demand primarily coming from Tasmanians unable to travel outside the state and with 46% of Tasmanians living in the greater Hobart area, this trend shifted weight to regional areas. For Hobart and Launceston, demand has been at substantially lower levels; in contrast, some regional areas demand outpaced previous years; the North East Coast area recorded 77% more short-stay accommodation nights booked in June 2021 than the same month in 2019.

The following pages provide a breakdown by indicative regions. Tourism Tasmania partnered with AirDNA in response to the pandemic to monitor and track recovery of the tourism industry while traditional measurement tools, such as the Tasmanian Visitor Survey, were offline. As such the data for regional areas is only available for individual months from June 2020 with a comparison back to June 2019 onwards.

Tourism Snapshot

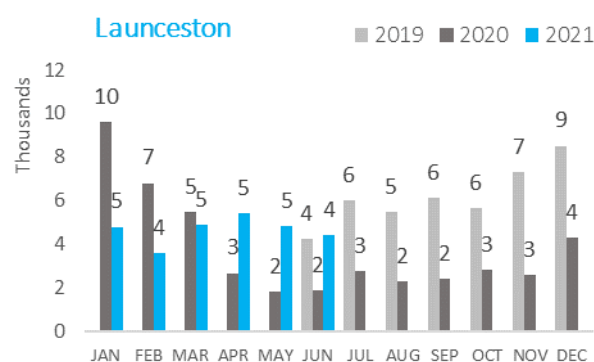
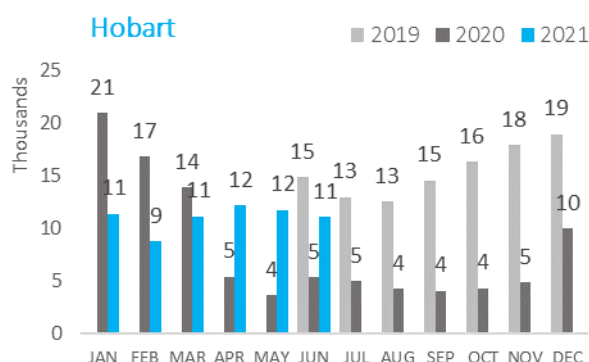
Year ending June 2021



Demand (booked nights) Share of same month previous year

The table below shows the demand (booked nights) for short-stay accommodation for the state, by month, expressed as a percentage share of the same month the previous year.

	% share of same month in 2019											
	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
Tasmania	72%	57%	55%	69%	55%	67%	71%	77%	93%	95%	136%	110%

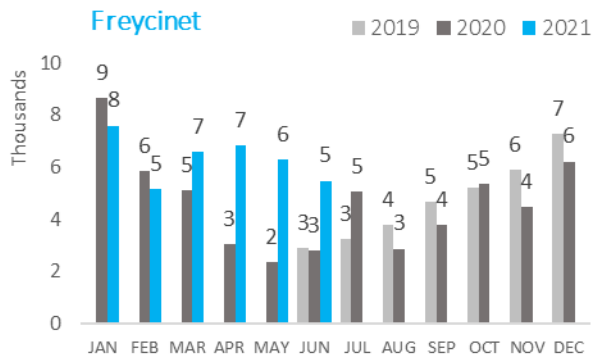


Tasmania’s capital city experienced the greatest drop in demand across the indicator regions, with the deepest trough through September to November, with improvement through March to June 2021. While there are positive signs of demand growth through the first quarter of 2021, recovery has been weaker than that seen in regional areas, and as New South Wales and Victoria were just entering their lock downs at the very end of this reporting period, it is expected that recovery will continue to be weak.

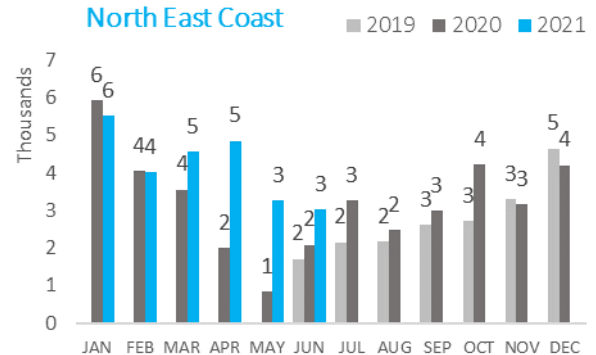
As the largest urban area outside Hobart, Launceston also saw low demand through the back end of 2020; however, it did sustain a greater share of nights than Hobart compared to the year before. April 2021 was the strongest performing month in the period, with June 2021 on par with June 2019.

Tourism Snapshot

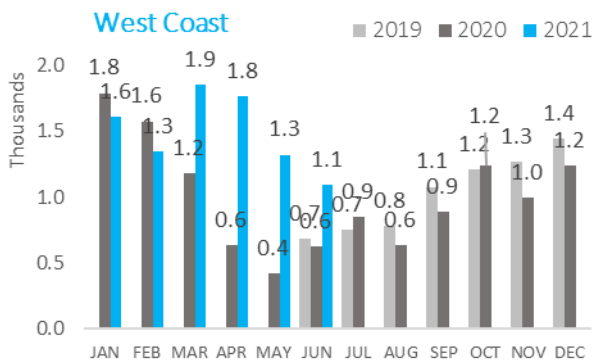
Year ending June 2021



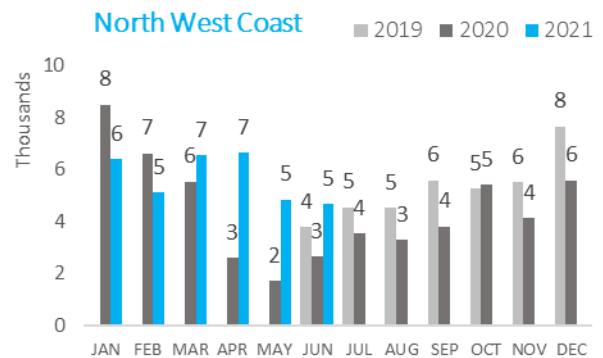
The Freycinet short-stay accommodation sector saw increasing demand through 2020 compared to Hobart and Launceston, with July and October 2020 seeing more nights booked than the same months in 2019, and March through to June 2021 performing well.



The North East Coast region was a strong performer of the indicator regions, with five of the seven months of available data showing more nights booked than the same months in 2019, and the summer peak period continuing the strong demand.



The West Coast region saw relatively healthy demand for short-stay accommodation, particularly through the two school holiday periods in July and October 2020 where demand was higher than the same time last year. March and April 2021 recorded the highest demand in the past two years (to June 2021).



The North West region saw demand rise through the school holiday periods in line with other regional areas, though saw softer demand overall until the first two quarters of 2021. Cradle Mountain is in this region which saw strong visitation to the area from June; however, the accommodation mix there is different to other destinations, with mostly hotel, lodge and cabin commercial accommodation. It is therefore likely demand for nights is higher than this data indicates.

Tourism Snapshot

Year ending June 2021



Short-stay accommodation Year ending total and % change

		TAS	Hobart	Launceston	Orford-Freycinet	NE Coast	West Coast	North West	King Is	Flinders Is
Supply (nights available)	YE Jun 21	1,035,700	165,000	79,800	162,600	78,200	27,800	101,800	7,700	9,500
	YE Jun 20	1,246,600	246,700	120,700	168,000	76,100	26,500	118,800	10,000	7,200
	% change	▼ -17%	▼ -33%	▼ -34%	▼ -3%	▲ 3%	▲ 5%	▼ -14%	▼ -23%	▲ 32%
Demand (nights booked)	YE Jun 21	577,600	97,200	47,000	71,400	45,200	14,800	58,800	4,400	5,700
	YE Jun 20	662,400	158,100	69,500	68,400	36,000	12,800	57,500	4,200	2,700
	% change	▼ -13%	▼ -38%	▼ -32%	▲ 4%	▲ 25%	▲ 16%	▲ 2%	▲ 4%	▲ 110%
Occupancy	YE Jun 21	56%	59%	59%	44%	58%	53%	58%	58%	60%
	YE Jun 20	53%	64%	58%	41%	47%	48%	48%	43%	38%
	% change	▲ 5%	▼ -8%	▲ 2%	▲ 8%	▲ 22%	▲ 11%	▲ 19%	▲ 35%	▲ 58%
ADR \$	YE Jun 21	220	235	190	253	235	185	186	447	237
	YE Jun 20	178	191	151	213	194	163	156	331	199
	% change	▲ 24%	▲ 23%	▲ 26%	▲ 19%	▲ 21%	▲ 14%	▲ 19%	▲ 35%	▲ 19%
RevPAR \$	YE Jun 21	123	138	112	111	136	99	107	258	143
	YE Jun 20	94	122	87	87	92	78	75	141	76
	% change	▲ 30%	▲ 13%	▲ 28%	▲ 28%	▲ 47%	▲ 26%	▲ 42%	▲ 83%	▲ 89%
Revenue \$m	YE Jun 21	127.1	22.8	8.9	18.1	10.6	2.7	10.9	2.0	1.4
	YE Jun 20	117.7	30.1	10.5	14.5	7.0	2.1	9.0	1.4	0.5
	% change	▲ 8%	▼ -24%	▼ -15%	▲ 24%	▲ 51%	▲ 32%	▲ 22%	▲ 41%	▲ 150%
		East Tamar - Bridport	Deloraine Evandale	Derby	Orford	Tasman Peninsula	Bruny Is	Huon Far South	Eastern Shore	
Supply (nights available)	YE Jun 21	27,500	28,400	22,000	22,900	36,100	45,700	43,300	23,800	
	YE Jun 20	28,300	32,500	18,500	23,000	35,400	44,700	47,400	36,300	
	% change	▼ -3%	▼ -13%	▲ 19%	► -1%	► 2%	► 2%	▼ -9%	▼ -35%	
Demand (nights booked)	YE Jun 21	13,500	15,000	11,700	12,300	19,900	28,900	26,000	14,500	
	YE Jun 20	13,900	15,200	10,300	9,900	16,900	23,400	23,700	24,000	
	% change	▼ -3%	► -1%	▲ 14%	▲ 24%	▲ 18%	▲ 24%	▲ 10%	▼ -40%	
Occupancy	YE Jun 21	49%	53%	53%	54%	55%	63%	60%	61%	
	YE Jun 20	49%	47%	56%	43%	48%	52%	50%	66%	
	% change	► 0%	▲ 13%	▼ -4%	▲ 25%	▲ 16%	▲ 21%	▲ 20%	▼ -8%	
ADR \$	YE Jun 21	223	193	226	208	207	261	223	227	
	YE Jun 20	193	155	198	178	157	214	181	176	
	% change	▲ 16%	▲ 25%	▲ 15%	▲ 16%	▲ 32%	▲ 22%	▲ 23%	▲ 29%	
RevPAR \$	YE Jun 21	109	102	121	112	114	165	134	138	
	YE Jun 20	95	72	110	77	75	112	90	116	
	% change	▲ 30%	▲ 13%	▲ 28%	▲ 28%	▲ 47%	▲ 26%	▲ 42%	▲ 83%	
Revenue \$m	YE Jun 21	127.1	22.8	8.9	18.1	10.6	2.7	10.9	2.0	
	YE Jun 20	117.7	30.1	10.5	14.5	7.0	2.1	9.0	1.4	
	% change	▲ 8%	▼ -24%	▼ -15%	▲ 24%	▲ 51%	▲ 32%	▲ 22%	▲ 41%	

Tourism Snapshot

Year ending June 2021



Short-stay accommodation Percentage share of previous year

The table below shows the percentage share of the year ending June 2021 figures compared to the year ending June 2020. If the values are the same, then that would equal 100%; for example, available listings in the state for the year ending June 2021 were 90% of the number in 2020.

	Available Listings		Booked Listings	
Tasmania	6,120	90%	5,526	89%
Hobart	1,155	88%	1,062	86%
Launceston	600	90%	538	89%
Freycinet	456	94%	395	93%
NE Coast	385	96%	359	96%
West Coast	132	99%	115	100%
North West	569	88%	495	86%
King Island	37	88%	36	88%
Flinders Island	50	116%	46	115%
East Tamar-Bridport	158	101%	144	100%
Deloraine-Evandale	164	89%	149	94%
Derby	90	108%	88	110%
Orford	111	86%	107	91%
Tasman	166	98%	151	97%
Bruny Island	220	92%	203	94%
Huon-Far South	241	91%	209	88%
Eastern Shore	176	92%	167	91%

Figures in blue represent months where the available or booked listings were higher in year ending June 2021 than the same period in 2020.

Tourism Snapshot

Year ending June 2021



Commercial accommodation

STR Global

Tourism Tasmania has worked with STR Global to increase the representation of Tasmanian hotel, motel and other commercial accommodation operators in this platform as an important indicator for tracking our recovery to provide decision makers with a better idea of how industry is faring. STR provides a broad capture of platforms and booking systems used by operators, enabling a wider range of accommodation types to be included across the commercial accommodation market, taking into account operator size, rating, brand affiliation and rates.

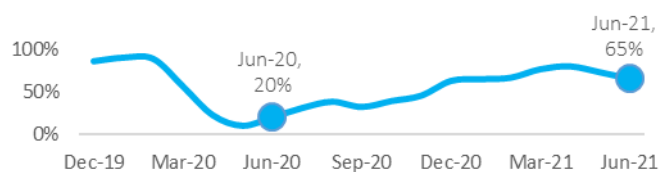
Occupancy by month

Occupancy was lowest immediately following border restrictions beginning late March 2020, with lows around 10% across the four regions monitored by STR, and did not begin to significantly lift until intrastate travel was allowed from late June 2020. Occupancy across all regions has been steadily improving through the peak summer travel period, and into autumn and winter.

Hobart & the South

Tasmania's capital city accommodation was the hardest hit from border closures. With around 45% of the states' population living in the Hobart area, intrastate travel into the city was weaker compared to regional areas. While occupancy rates are yet to return to pre-COVID levels, there has been steady improvement in demand for city stays.

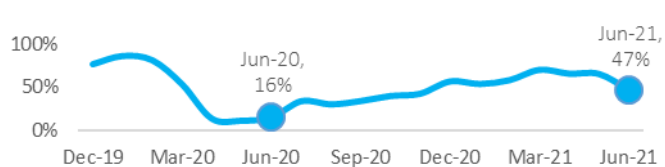
Hobart & the South



Launceston & the North

Occupancy rates in Launceston were slower to recover than Hobart, however by March 2021 were within 10% of 2019 levels. Occupancy plateaued through the first quarter of 2021.

Launceston & the North



East Coast

The East Coast saw stronger recovery than the urban centres, benefiting from intrastate travel by Tasmanians while interstate trips were not possible. The East Coast returned to similar occupancy rates in early 2021 to those seen in peak summer periods in 2018-19 and 2019-20. The breaks in series are due to low samples in those periods.

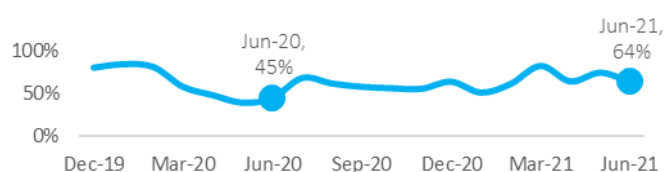
East Coast



North West

Occupancy rates in the North West were least impacted by COVID, with demand in the first quarter of 2021 on par with pre-pandemic levels.

North West



Tourism Snapshot

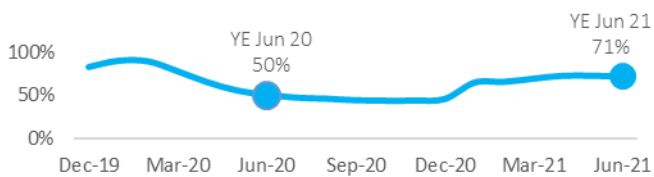
Year ending June 2021



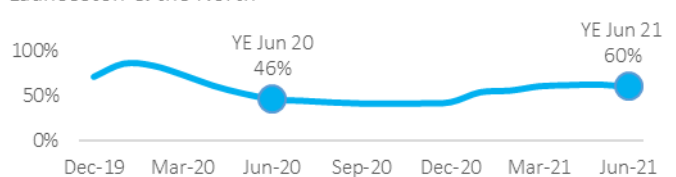
Occupancy by rolling year ending

All regions were showing signs of a strong year for occupancy through the first quarter of 2020, possibly due to impacts on travel by the mainland Australia bushfires as interstate visitors extended trips in Tasmania or diverted planned trips away from affected areas. Occupancy for the year to June 2021 improved for all regions over the year, taking into account the year ending June 2020 comparison includes three months of border restrictions and the year ending June has four months.

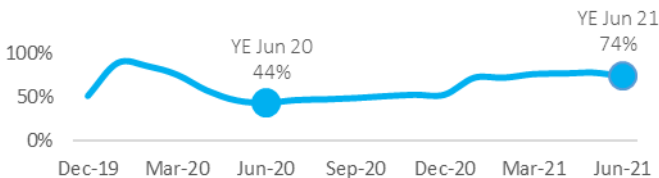
Hobart & the South



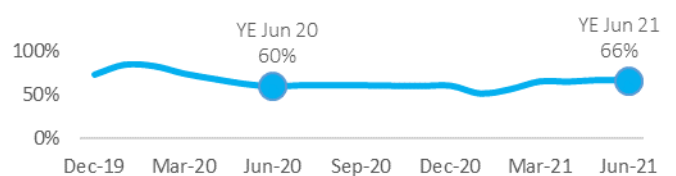
Launceston & the North



East Coast



North West



Help us improve this data

Providers of hotel, motel, lodge and similar accommodation are invited to join the free STR program to help us monitor this important sector. Please contact Tom tchappel@str.com to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.

Tourism Snapshot

Year ending June 2021



About the Tasmanian Tourism Snapshot

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS), and supplementary sources 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>.

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.

- + Due to COVID, the sample for the year ending June 2021 was reduced to approximately 7,500 interstate and international visitors.

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.

- + Interviews continued through 2020, with the overall sample only slightly reduced. However, fewer Australians were travelling which impacted the usable sample of 'travelling Australians'.

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.

- + Due to COVID, the IVS has utilised incoming passenger cards and algorithms instead of interviews since April 2020.

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 1,000 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.