

Tasmanian Tourism Snapshot

Year ending March 2011

Total Visitation to Tasmania (Tasmanian Visitor Survey)

Key Results:

- For the year ending March 2011 there were 911,900 visitors, showing no significant change from 912,600 for the previous year.
- Total nights decreased by 6% to 8.24 million.
- Visitor expenditure increased by 1% to \$1.55 billion.
- The number of interstate visitors to Tasmania remained steady at 785,900 (was 785,400).

Summary:

- In terms of visitor numbers from Tasmania's key markets, Victoria remained steady, New South Wales increased by 5%, and Queensland remained steady.
- Holiday visitors decreased by 7% for the year ending March 2011, holiday nights remained steady and holiday expenditure decreased by 2%.
- VFR visitors increased by 10% for the year. The number of nights VFR visitors spent in Tasmania increased by 5% while VFR expenditure increased by 6%.
- The total number of visitors holidaying in Tasmania during the year ending March 2011 was 378,700, down 7% compared to the previous year (was 409,000).
- The total number of nights spent by holiday visitors to Tasmania for the year ending March 2011 was 3.9 million, showing no significant change from the previous year (was 3.9 million).
- Holiday visitor expenditure decreased by 2% to \$1.01 billion (was \$1.03 billion).
- Of all visitors, 378,700 (down 7%) were on holiday, 271,400 (up 10%) were visiting friends or relatives, 171,300 (showing no significant change) were on business, and 32,600 (up 6%) were travelling to attend a conference or convention.
- For the year ending March 2011, the five marketing zones reported the following changes in visitor numbers: Hobart and Surrounds, down 4%; Launceston, Tamar Valley and the North, up 6%; Western Wilderness, down 8%; North West, down 2%; and East Coast, down 2%.
- For the year ending March 2011, 85% of all visitors to Tasmania travelled by scheduled air services, showing no significant change from the previous year. Visitors travelling by sea made up 15% of all visitors to the State, down 1% from the year ending March 2010.

Interstate Visitation to Tasmania (Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending March 2011 was 785,900, showing no significant change from 785,400 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending March 2011 was 6.41 million, down 5% from the previous year (was 6.75 million).
- Interstate visitor expenditure increased by 1% to \$1.31 billion (was \$1.30 billion in the year ending March 2010).
- Of all interstate visitors, 297,200 were on holiday (down 9%), 248,000 were visiting friends or relatives (up 11%), 160,400 were on business (down 1%), and 29,700 were travelling to attend a conference or convention (up 8%).
- In terms of visitation to Tasmania from the key interstate markets, Victoria remained steady at 352,800, NSW increased by 5% to 189,700, and Queensland remained steady at 110,900 (Fig. 5). Together, these markets accounted for 83% of interstate visitation in the year ending March 2011.

International Visitation (International Visitor Survey)

Key Results:

- A total of 5.44 million international tourists visited the country in the year ending March 2011, up 3% from the year ending March 2010.
- Holiday visitors to Australia increased by 2% to 2.46 million, while VFR visitors remained steady at 1.32 million.
- International visitor nights spent in Australia increased by 3% to 187.1 million.
- Total expenditure by international visitors in Australia for the year ending March 2011 increased by 3% to 17.8 billion¹ (including package expenditure). Holiday spend was \$6.1 billion (including package expenditure) for the year, down 5% from the year ending March 2010.
- For Australia's three largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 5%; United Kingdom, down 7%; and the USA, down 4%.

Summary – Tasmania:

- Tasmania received 145,100 international visitors during the year ending March 2011, up 3% from 140,600 the previous year.
- The number of nights international visitors spent in Tasmania remained steady at 2.76 million.
- Expenditure by international visitors decreased by 9% to \$248 million².
- Holiday visitation to Tasmania increased by 2% to 100,200 visitors.
- Holiday visitors to Tasmania increased by 2% to 100,200, while VFR visitors decreased by 13% to 28,100.
- Visitor nights remained steady at 2.76 million, and the average length of stay for international visitors in Tasmania decreased by 3% to 19 nights. Holiday nights decreased by 7% to 1.00, while the average length of stay for holiday visitors decreased by 9% to 10 nights.
- Expenditure by international visitors in Tasmania decreased by 9% to \$248 million (including package expenditure).
- The average spend per international visitor (including package expenditure) in Tasmania decreased by 12% to \$1,709 (was \$1,942) during the year ending March 2011, while spend per night decreased by 10% to \$90 (was \$99).

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)

- For Tasmania's three largest source markets, the following changes to visitor numbers to the State were recorded: United Kingdom, up 12%; New Zealand, up 12%; and the USA, up 11%.
- Tasmania's share of all international visitors to Australia for the year ending March 2011 was 2.7%, showing no significant change from 2.7% for the year ending March 2010.

Intrastate Visitation³ (National Visitor Survey)

- Looking at intrastate travel, the number of intrastate day trips decreased by 5% to 4.3 million, whilst intrastate overnight trips increased by 4% to 1.0 million.
- For Tasmania, overnight intrastate activity increased 4% to 1.03 million trips compared to the previous year. The number of overnight intrastate holiday trips increased 2% and VFR increased 11% while overnight business visits decreased 11% in the year ending March 2011.
- Nationally, the number of residents undertaking day trips in their home state has increased 3% to 143.6 million over the year, while for Tasmania this has decreased 5% to 4.3 million trips.
- Total holiday spend by overnight intrastate visitors in Tasmania decreased 17% to \$236 million for the year ending March 2011.
- Total day travel expenditure decreased 4% to \$420 million for the year ending March 2011 when compared to the year ending March 2010.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

	YE Mar 2010	YE Mar 2011	% change
Visitors			
Visitors on scheduled air and sea services	912,600	911,900	➔ 0%

	YE Mar 2010	YE Mar 2011	% change
Visitors			
Day visitors	20,900	24,200	⬆️ 16%
Overnight visitors	891,800	887,700	➔ 0%
Total visitors	912,600	911,900	➔ 0%
Nights			
Nights (million)	8.72	8.24	⬆️ -6%
Length of stay (nights)	9.6	9.0	⬆️ -5%
Expenditure			
Expenditure (\$million)	\$1,533	\$1,546	⬆️ 1%
Average spend per visitor	\$1,680	\$1,695	⬆️ 1%
Average spend per night	\$176	\$188	⬆️ 7%
Holiday spend (\$million)	\$1,032	\$1,007	⬆️ -2%
Purpose			
Holiday	409,000	378,700	⬆️ -7%
Visit friends or relatives (VFR)	247,400	271,400	⬆️ 10%
Total leisure (Holiday+VFR)	656,300	650,100	⬆️ -1%
Business or employment	171,900	171,300	➔ 0%
Convention/conference/seminar	30,700	32,600	⬆️ 6%
Zones Visited*			
Hobart & Surrounds	742,300	715,000	⬆️ -4%
Launceston, Tamar Valley & North	527,700	559,200	⬆️ 6%
Western Wilderness	268,800	248,200	⬆️ -8%
North West	379,200	371,500	⬆️ -2%
East Coast	296,200	291,200	⬆️ -2%
Mode of departure			
Air visitors	777,900	778,900	➔ 0%
Sea visitors	134,700	133,000	⬆️ -1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

* Zones are based on Tourism Tasmania's Zone Marketing Strategy

Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	YE Mar 2010	YE Mar 2011		% change
Visitors				
Day visitors	20,600	23,400	↑	14%
Overnight visitors	764,800	762,500	→	0%
Total visitors	785,400	785,900	→	0%
Nights				
Nights (million)	6.75	6.41	↓	-5%
Length of stay (nights)	8.6	8.2	↓	-5%
Expenditure				
Expenditure (\$million)	\$1,302	\$1,311	↑	1%
Average spend per visitor	\$1,658	\$1,669	↑	1%
Average spend per night	\$193	\$204	↑	6%
Holiday spend (\$million)	\$864	\$836	↓	-3%
Purpose				
Holiday	327,900	297,200	↓	-9%
Visit friends or relatives (VFR)	223,200	248,000	↑	11%
Total leisure (Holiday+VFR)	551,100	545,200	↓	-1%
Business or employment	161,400	160,400	↓	-1%
Convention/conference/seminar	27,400	29,700	↑	8%
Zones Visited*				
Hobart & Surrounds	625,000	597,800	↓	-4%
Launceston, Tamar Valley & North	448,600	470,500	↑	5%
Western Wilderness	213,000	187,400	↓	-12%
North West	325,800	316,200	↓	-3%
East Coast	230,100	225,400	↓	-2%
Mode of departure				
Air visitors	658,900	663,000	↑	1%
Sea visitors	126,500	122,900	↓	-3%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

* Zones are based on Tourism Tasmania's Zone Marketing Strategy

Table 4. Origin of interstate visitors to Tasmania

	YE Mar 2010	YE Mar 2011		% change
Victoria	352,000	352,800	→	0%
N.S.W.	181,200	189,700	↑	5%
Queensland	110,400	110,900	→	0%
South Australia	55,900	45,700	↓	-18%
Western Australia	44,600	44,200	↓	-1%
A.C.T.	20,100	23,300	↑	16%
N.T.	8,400	8,600	↑	1%
Total interstate visitors	785,400	785,900	→	0%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

Table 5. International visitors

	to Tasmania			to Australia		
	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011	% Change
Visitors						
International visitors	140,600	145,100	↑ 3%	5,256,800	5,439,600	↑ 3%
Nights						
Nights ('000s)	2,747	2,759	→ 0%	181,336	187,067	↑ 3%
Length of stay (nights)	19.5	19.0	↓ -3%	34.5	34.4	→ 0%
Expenditure*						
Expenditure (\$million)*	\$273	\$248	↓ -9%	\$17,239	\$17,779	↑ 3%
Average spend per visitor	\$1,942	\$1,709	↓ -12%	\$3,279	\$3,268	→ 0%
Average spend per night	\$99	\$90	↓ -10%	\$95	\$95	→ 0%
Holiday spend (\$million)	\$110	\$103	↓ -6%	\$6,462	\$6,111	↓ -5%
Purpose**						
Holiday	98,400	100,200	↑ 2%	2,415,500	2,457,200	↑ 2%
Visit friends or relatives (VFR)	32,200	28,100	↓ -13%	1,320,700	1,320,300	→ 0%
Business	7,900	11,800	↑ 49%	775,900	891,900	↑ 15%
Education	8,100	7,400	↓ -8%	430,200	430,400	→ 0%
Employment	1,800	3,800	↑ 111%	112,700	127,400	↑ 13%
Other Reason	2,800	3,800	↑ 36%	201,900	212,400	↑ 5%
Total	140,600	145,100	↑ 3%	5,256,800	5,439,600	↑ 3%

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

* Modelled expenditure including 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.

Table 6. International visitors to States/Territories

	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011	% Point difference
<i>State/territory visited</i>	<i>Visitors</i>			<i>Market Share</i>		
New South Wales	2,753,700	2,829,000	↑ 3%	52.4%	52.0%	↓ -0.4%
Victoria	1,539,300	1,693,400	↑ 10%	29.3%	31.1%	↑ 1.8%
Queensland	1,985,500	2,001,600	↑ 1%	37.8%	36.8%	↓ -1.0%
South Australia	361,100	368,300	↑ 2%	6.9%	6.8%	↓ -0.1%
Western Australia	688,500	706,600	↑ 3%	13.1%	13.0%	↓ -0.1%
Tasmania	140,600	145,100	↑ 3%	2.7%	2.7%	→ 0.0%
Northern Territory	333,200	301,500	↓ -10%	6.3%	5.5%	↓ -0.8%
Australia Capital Territory	155,300	158,900	↑ 2%	3.0%	2.9%	→ 0.0%
Total visitors to Australia	5,256,800	5,439,600	↑ 3%	100%	100%	

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	Visitors			National Market Share		% Point difference
	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011	
New Zealand	13,500	15,000	↑ 12%	1.3%	1.4%	↑ 0.1%
Japan	4,900	5,500	↑ 12%	1.5%	1.6%	↑ 0.1%
Hong Kong	6,100	10,100	↑ 64%	4.3%	6.7%	↑ 2.4%
Singapore	5,300	6,100	↑ 17%	2.1%	2.2%	↑ 0.2%
Malaysia	6,200	5,500	↓ -12%	3.2%	2.5%	↓ -0.6%
Indonesia	np	np	np	1.5%	2.1%	↑ 0.6%
Taiwan	np	np	np	3.7%	2.9%	↓ -0.8%
Thailand	np	np	np	3.5%	3.0%	↓ -0.4%
Korea	3,100	3,700	↑ 17%	1.8%	1.9%	↑ 0.1%
China	7,100	7,600	↑ 7%	2.0%	1.6%	↓ -0.3%
India	np	np	np	1.3%	1.5%	↑ 0.3%
Other Asia	np	np	np	0.6%	1.3%	↑ 0.6%
USA includes Hawaii	15,800	17,400	↑ 11%	3.4%	4.0%	↑ 0.5%
Canada	4,200	5,700	↑ 34%	3.6%	5.0%	↑ 1.4%
United Kingdom	20,100	22,500	↑ 12%	3.2%	3.8%	↑ 0.6%
Germany	10,100	7,400	↓ -27%	6.3%	4.8%	↓ -1.5%
Scandinavia	6,100	3,100	↓ -49%	7.3%	3.8%	↓ -3.5%
France	4,600	4,300	↓ -8%	4.9%	4.7%	↓ -0.2%
Italy	np	np	np	6.3%	3.3%	↓ -3.1%
Netherlands	3,000	2,800	↓ -8%	6.1%	6.0%	↓ -0.1%
Switzerland	np	np	np	6.6%	5.6%	↓ -1.0%
Other Europe	6,000	3,700	↓ -39%	3.3%	2.2%	↓ -1.2%
Other Countries	8,200	9,800	↑ 20%	2.1%	2.5%	↑ 0.3%
Total	140,600	145,100	↑ 3%	2.7%	2.7%	→ 0.0%

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 Mar 2010	YE Mar 2011	% change	YE Mar 2010	YE Mar 2011	% change
Visitors						
Overnight visitors ('000s)	996	1,035	↑ 4%	43,565	44,601	↑ 2%
Nights						
Nights ('000s)	2,570	2,633	↑ 2%	140,227	140,173	→ 0%
Length of stay (nights)	2.6	2.5	↓ -1%	3.2	3.1	↓ -2%
Expenditure						
Expenditure (\$million)	\$285	\$236	↓ -17%	\$17,390	\$14,499	↓ -17%
Spend per visitor	\$286	\$228	↓ -20%	\$399	\$325	↓ -19%
Spend per night	\$111	\$90	↓ -19%	\$124	\$103	↓ -17%
Purpose('000s)						
Holiday	502	511	↑ 2%	20,658	20,685	→ 0%
Visit friends &/or relatives (VFR)	259	288	↑ 11%	14,532	14,879	↑ 2%
Business	186	166	↓ -11%	6,475	6,784	↑ 5%
Other reason	50	72	↑ 44%	2,405	2,684	↑ 12%
Total overnight intrastate visitors	996	1,035	↑ 4%	43,565	44,601	↑ 2%

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

	Tasmania			Australia		
	YE Mar 2010	YE Mar 2011	% change	YE Mar 2010	YE Mar 2011	% change
Visitor						
Day visitors ('000s)	4,499	4,281	↓ -5%	140,062	143,636	↑ 3%
Total intrastate Day+Overnight visitors ('000s)	5,495	5,316	↓ -3%	183,627	188,237	↑ 3%
Expenditure						
Expenditure (\$million)	\$436	\$420	↓ -4%	\$15,095	\$14,950	↓ -1%
Spend per visitor	\$97	\$98	↑ 1%	\$108	\$104	↓ -3%
Purpose('000s)						
Holiday	2,451	2,260	↓ -8%	70,705	69,334	↓ -2%
Visit friends &/or relatives (VFR)	1,063	1,052	↓ -1%	39,965	43,262	↑ 8%
Business	419	362	↓ -14%	13,494	13,726	↑ 2%
Other reason	566	607	↑ 7%	15,898	17,314	↑ 9%
Total day intrastate visitors	4,499	4,281	↓ -5%	140,062	143,636	↑ 3%

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

Where do the statistics come from?

The primary sources of information on visitors to Tasmania published in this document are:

- Tasmanian Visitor Survey (Tourism Tasmania) for total and interstate visitor figures. Note: while the NVS provides valuable data on interstate travel at the national level, the Tasmanian Visitor Survey (TVS), conducted by Tourism Tasmania, continues to be the key source of detailed information about interstate visitation to Tasmania
- International Visitor Survey (Tourism Research Australia) for international visitor figures
- National Visitor Survey (Tourism Research Australia) for intrastate visitor figures (travel by Tasmanians in Tasmania)
- Holiday Tracking Survey (Roy Morgan Research) for information on Tasmania's marketing performance and preference and intention of Australians to visit Tasmania

For further information please contact:

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