

Tasmanian Tourism Snapshot

Year ending June 2015

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 2015, there were 1.15 million visitors, up 8 per cent from 1.06 million for the previous year.
- Total nights spent by visitors in the state increased by 3 per cent to 9.72 million.
- Visitor expenditure increased by 9 per cent to \$1.89 billion.
- The number of interstate visitors to Tasmania increased by 9 per cent to 988,000 (was 909,900).

Summary:

- In terms of visitor numbers from Tasmania's key markets, Victoria increased by 10 per cent, New South Wales increased by 13 per cent, and Queensland increased by 2 per cent.
- Holiday visitors increased by 13 per cent for the year ending June 2015, holiday nights increased by 8 per cent and holiday expenditure increased by 17 per cent.
- Those who came to visit friends and relatives (VFR) increased by 5 per cent for the year. The number of nights VFR visitors spent in Tasmania decreased by 2 per cent while VFR expenditure decreased by 5 per cent.
- The total number of visitors holidaying in Tasmania during the year ending June 2015 was 541,700, up 13 per cent compared to the previous year (was 478,300).
- The total number of nights spent by holiday visitors to Tasmania for the year ending June 2015 was 4.9 million, up 8 per cent from the previous year (was 4.5 million).
- Holiday visitor expenditure for the year was up 17 per cent to \$1.28 billion (was \$1.10 billion).
- Of all visitors, 187,800 (up 4 per cent) were on business while 24,700 (down 29 per cent) were travelling to attend a conference or convention.
- For the year ending June 2015, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 12 per cent; East Coast, up 12 per cent; Northern, up 6 per cent; Cradle Coast, up 10 per cent.
- For the year ending June 2015, 89 per cent of all visitors to Tasmania travelled by scheduled air services and 11 per cent travelled by sea. The total number of visitors travelling by scheduled air was up 8 per cent and sea services was up 8 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 2015 was 988,000, up 9 per cent from 909,900 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending June 2015 was 7.59 million, up 5 per cent from the previous year (was 7.21 million).
- Interstate visitor expenditure increased by 11 per cent to \$1.59 billion (was \$1.44 billion in the year ending June 2014).
- Of all interstate visitors, 425,200 were on holiday (up 14 per cent), 295,900 were visiting friends or relatives (up 6 per cent), 175,400 were on business (up 3 per cent), and 23,000 were travelling to attend a conference or convention (down 27 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 10 per cent to 434,400, NSW increased by 13 per cent to 255,500, and Queensland increased by 2 per cent to 153,800. Together, these markets accounted for 85 per cent of interstate visitation in the year ending June 2015.

International Visitation (Source: International Visitor Survey)

Summary – Australia

- A total of 6.57 million international visitors came to Australia in the year ending June 2015, up 7 per cent from the year ending June 2014.
- Holiday visitors to Australia increased by 5 per cent to 2.91 million, while VFR visitors increased by 6 per cent to 1.82 million.
- International visitor nights spent in Australia increased by 8 per cent to 236 million.
- Total expenditure by international visitors in Australia for the year ending June 2015 increased by 11 per cent to \$22 billion¹ (including package expenditure). Holiday spend was \$8 billion (including package expenditure) for the year, increased by 14 per cent from the year ending June 2014.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 3 per cent; China, up 22 per cent; United Kingdom, showing no significant change and the USA, up 9 per cent.

Summary – Tasmania

- Tasmania received 198,300 international visitors during the year ending June 2015, up 22 per cent from 162,800 the previous year.
- The number of night's international visitors spent in Tasmania increased by 17 per cent to 3.22 million, and the average length of stay decreased by 4 per cent to 16 nights.
- Expenditure by international visitors increased by 27 per cent to \$298 million².
- Holiday visitors to Tasmania increased by 21 per cent to 150,700, while VFR visitors increased by 20 per cent to 34,300.
- Holiday nights increased by 30 per cent to 1.76 million, while the average length of stay for holiday visitors increased by 8 per cent to 12 nights.
- Total expenditure by international holiday visitors increased by 31 per cent to \$184 million.
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 38 per cent; United Kingdom, up 33 per cent; the USA, up 25 per cent; New Zealand, up 2 per cent; Hong Kong, down 13 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 2015 was 3.0 per cent, showing no significant change compared with 2.6 per cent for the year ending June 2014.

Intrastate Visitation³ (National Visitor Survey)

- The number of overnight intrastate holiday trips in Tasmania decreased by 6 per cent, VFR increased by 16 per cent, and overnight business trips increased by 14 per cent in the year ending June 2015
- In the year ending June 2015, the number of intrastate day trips in Tasmania increased by 7 per cent to 4.82 million, whilst intrastate overnight trips increased by 4 per cent to 1.3 million compared to the year ending June 2014.
- Total spend by overnight intrastate visitors in Tasmania increased by 2 per cent to \$367 million for the year ending June 2015.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

	YE June 2014	YE June 2015	% change	
<i>Visitors</i>				
Visitors on scheduled air and sea services	1,057,900	1,146,600	↑	8%

	YE June 2014	YE June 2015	% change	
<i>Visitors</i>				
Day visitors	17,500	30,800	↑	76%
Overnight visitors	1,040,400	1,115,800	↑	7%
Total visitors	1,057,900	1,146,600	↑	8%
<i>Nights</i>				
Nights (million)	9.44	9.72	↑	3%
Average length of stay (nights)	8.9	8.5	↓	-5%
<i>Expenditure</i>				
Expenditure (\$million)	\$1,727	\$1,885	↑	9%
Average spend per visitor	\$1,633	\$1,644	↑	1%
Average spend per night	\$183	\$194	↑	6%
Holiday spend (\$million)	\$1,095	\$1,281	↑	17%
<i>Purpose of Visit</i>				
Holiday	478,300	541,700	↑	13%
Visit friends or relatives (VFR)	306,600	320,600	↑	5%
Total leisure (Holiday+VFR)	784,900	862,300	↑	10%
Business or employment	180,300	187,800	↑	4%
Convention/conference/seminar	34,600	24,700	↓	-29%
<i>Regions Visited</i>				
Southern	833,800	937,300	↑	12%
East Coast	281,100	315,300	↑	12%
Northern	570,300	604,900	↑	6%
Cradle Coast	421,100	461,100	↑	10%
<i>Mode of departure</i>				
Air visitors	945,600	1,025,100	↑	8%
Sea visitors	112,300	121,400	↑	8%

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 2014	YE June 2015		% change
Visitors				
Day visitors	17,100	29,500	↑	72%
Overnight visitors	892,800	958,500	↑	7%
Total visitors	909,900	988,000	↑	9%
Nights				
Nights (million)	7.21	7.59	↑	5%
Average length of stay (nights)	7.9	7.7	↓	-3%
Expenditure				
Expenditure (\$million)	\$1,438	\$1,592	↑	11%
Average spend per visitor	\$1,580	\$1,611	↑	2%
Average spend per night	\$199	\$210	↑	5%
Holiday spend (\$million)	\$886	\$1,040	↑	17%
Purpose of Visit				
Holiday	374,100	425,200	↑	14%
Visit friends or relatives (VFR)	279,600	295,900	↑	6%
Total leisure (Holiday+VFR)	653,700	721,100	↑	10%
Business or employment	169,800	175,400	↑	3%
Convention/conference/seminar	31,600	23,000	↓	-27%
Regions Visited				
Southern	694,900	793,600	↑	14%
East Coast	210,600	236,200	↑	12%
Northern	478,000	506,500	↑	6%
Cradle Coast	347,700	377,000	↑	8%
Mode of departure				
Air visitors	805,800	877,500	↑	9%
Sea visitors	104,100	110,500	↑	6%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

	YE June 2014	YE June 2015		% change
Victoria	394,700	434,400	↑	10%
N.S.W.	226,800	255,500	↑	13%
Queensland	150,800	153,800	↑	2%
South Australia	47,700	50,600	↑	6%
Western Australia	55,300	54,600	↓	-1%
A.C.T.	22,400	25,600	↑	14%
N.T.	5,600	7,900	↑	42%
Total interstate visitors	909,900	988,000	↑	9%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

	to Tasmania			to Australia		
	YE Jun 2014	YE Jun 2015	% Change	YE Jun 2014	YE Jun 2015	% Change
Visitors						
International visitors	162,800	198,300	↑ 22%	6,161,100	6,567,200	↑ 7%
Nights						
Nights ('000s)	2,752	3,218	↑ 17%	217,633	235,549	↑ 8%
Ave Length of stay (nights)	16.9	16.2	↓ -4%	35.3	35.9	↑ 2%
Expenditure						
Expenditure (\$million)	\$235	\$298	↑ 27%	\$19,862	\$22,115	↑ 11%
Average spend per visitor	\$1,444	\$1,501	↑ 4%	\$3,224	\$3,367	↑ 4%
Average spend per night	\$85	\$92	↑ 8%	\$91	\$94	↑ 3%
Holiday spend (\$million)	\$140	\$184	↑ 31%	\$7,179	\$8,170	↑ 14%
Purpose						
Holiday	124,900	150,700	↑ 21%	2,777,600	2,909,000	↑ 5%
Visit friends or relatives (VFR)	28,700	34,300	↑ 20%	1,717,600	1,819,300	↑ 6%
Business	9,100	14,500	↑ 59%	822,000	831,000	↑ 1%
Education	4,400	6,000	↑ 38%	222,300	300,300	↑ 35%
Employment	3,600	2,900	↓ -18%	364,100	415,400	↑ 14%
Other Reason	300	300	↓ -14%	257,600	292,300	↑ 13%
Total	162,800	198,300	↑ 22%	6,161,100	6,567,200	↑ 7%

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.

TABLE 6: International visitors to States/Territories

State/territory visited	Visitors			Market Share			% Point difference
	YE Jun 2014	YE Jun 2015	% Change	YE Jun 2014	YE Jun 2015		
New South Wales	3,120,300	3,308,300	↑ 6%	50.6%	50.4%	↓	-0.3%
Victoria	2,052,900	2,273,800	↑ 11%	33.3%	34.6%	↑	1.3%
Queensland	2,070,400	2,229,300	↑ 8%	33.6%	33.9%	↑	0.3%
South Australia	388,100	385,300	↓ -1%	6.3%	5.9%	↓	-0.4%
Western Australia	799,700	835,200	↑ 4%	13.0%	12.7%	↓	-0.3%
Tasmania	162,800	198,300	↑ 22%	2.6%	3.0%	↑	0.4%
Northern Territory	268,500	288,000	↑ 7%	4.4%	4.4%	→	0.0%
ACT	181,800	179,100	↓ -1%	3.0%	2.7%	↓	-0.2%
Total visitors to Australia	6,161,100	6,567,200	↑ 7%	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)

TABLE 7: Origin of international visitors to Tasmania

Country of origin	Visitors to Tasmania			National Market Share		% Point difference
	YE Jun 2014	YE Jun 2015	% Change	YE Jun 2014	YE Jun 2015	
New Zealand	15,900	16,100	↑ 2%	1.4%	1.4%	↔ 0.0%
Japan	6,000	6,300	↑ 4%	2.0%	2.1%	↑ 0.1%
Hong Kong	15,900	13,900	↓ -13%	8.8%	7.4%	↓ -1.4%
Singapore	7,800	9,400	↑ 20%	2.5%	2.9%	↑ 0.4%
Malaysia	7,700	7,800	↑ 2%	2.8%	2.7%	↓ -0.1%
Indonesia	400	1,000	↑ 176%	0.3%	0.8%	↑ 0.5%
Taiwan	3,600	5,400	↑ 53%	3.3%	4.8%	↑ 1.5%
Thailand	1,700	2,100	↑ 22%	2.4%	3.0%	↑ 0.6%
Korea	1,900	1,400	↓ -28%	1.1%	0.7%	↓ -0.3%
China	20,400	28,100	↑ 38%	2.9%	3.3%	↑ 0.4%
India	1,600	3,800	↑ 144%	0.9%	1.9%	↑ 0.9%
Other Asia	2,100	2,700	↑ 31%	1.1%	1.3%	↑ 0.1%
United States of America	19,300	24,100	↑ 25%	3.9%	4.4%	↑ 0.6%
Canada	4,600	7,000	↑ 51%	3.6%	5.2%	↑ 1.5%
United Kingdom	18,700	24,900	↑ 33%	3.0%	4.0%	↑ 1.0%
Germany	8,700	9,400	↑ 8%	5.0%	5.2%	↑ 0.2%
Scandinavia	1,200	4,100	↑ 248%	1.3%	4.3%	↑ 3.1%
France	5,500	6,700	↑ 22%	5.0%	5.9%	↑ 0.9%
Italy	2,400	2,200	↓ -7%	3.3%	3.2%	↓ -0.2%
Netherlands	1,600	2,400	↑ 48%	3.6%	5.6%	↑ 2.0%
Switzerland	3,200	3,400	↑ 9%	6.8%	6.8%	↔ 0.0%
Other Europe	6,200	6,800	↑ 8%	3.0%	3.2%	↑ 0.2%
Other Countries	6,400	9,200	↑ 43%	1.6%	2.1%	↑ 0.5%
Total	162,800	198,300	↑ 22%	2.6%	3.0%	↑ 0.4%

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 2014	YE June 2015	% change	YE June 2014	YE June 2015	% change
Visitors						
Overnight visitors ('000s)	1,225	1,271	↑ 4%	53,833	56,253	↑ 4%
Nights						
Nights ('000s)	2,985	3,134	↑ 5%	171,058	177,404	↑ 4%
Average length of stay (nights)	2.4	2.5	↑ 1%	3.2	3.2	↓ -1%
Expenditure						
Expenditure (\$million)	\$359	\$367	↑ 2%	\$22,186	\$22,980	↑ 4%
Spend per visitor	\$293	\$289	↓ -2%	\$412	\$409	↓ -1%
Spend per night	\$120	\$117	↓ -3%	\$130	\$130	↔ 0%
Purpose('000s)						
Holiday	627	592	↓ -6%	23,771	23,381	↓ -2%
Visit friends &/or relatives (VFR)	351	407	↑ 16%	19,322	20,430	↑ 6%
Business	180	205	↑ 14%	8,178	9,566	↑ 17%
Other reason	70	74	↑ 6%	3,057	3,265	↑ 7%
Total overnight intrastate visitors	1,225	1,271	↑ 4%	53,833	56,253	↑ 4%

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

	Tasmania			Australia		
	YE June 2014	YE June 2015	% change	YE June 2014	YE June 2015	% change
Visitor						
Day visitors ('000s)	4,575	4,821	↑ 5%	156,284	160,261	↑ 3%
Total intrastate Day+Overnight visitors ('000s)	5,800	6,092	↑ 5%	210,117	216,514	↑ 3%
Expenditure						
Expenditure (\$million)	\$507	\$532	↑ 5%	\$18,231	\$18,283	↔ 0%
Spend per visitor	\$111	\$110	↔ 0%	\$117	\$114	↓ -2%
Purpose('000s)						
Holiday	2,380	2,388	↔ 0%	72,128	73,474	↑ 2%
Visit friends &/or relatives (VFR)	1,105	1,207	↑ 9%	48,147	48,281	↔ 0%
Business	461	536	↑ 16%	16,112	15,915	↓ -1%
Other reason	630	689	↑ 9%	19,896	22,591	↑ 14%
Total day intrastate visitors	4,575	4,821	↑ 5%	156,284	160,261	↑ 3%

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

Quarter ending June 2015

The TVS reports the following key findings for visitors during the April - June 2015 quarter.

- The total number of visitors to Tasmania for the June quarter 2015 was 275,400, up 18 per cent from 232,500 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the June quarter 2015 increased by 7 per cent to 2.59 million (was 2.42 million) (Fig. 2).
- Visitor expenditure was \$402 million, up 2 per cent from the same quarter of the previous year (was \$393 million) (Fig. 3).
- Of all visitors for the quarter, 115,900 (up 7 per cent) were on holiday, 79,200 (up 22 per cent) were visiting friends or relatives, 53,000 (up 34 per cent) were on business, and 4,900 (down 27 per cent) were travelling to attend a conference or convention (Fig. 4).

Fig. 1. Total Visitors to Tasmania by Quarter*

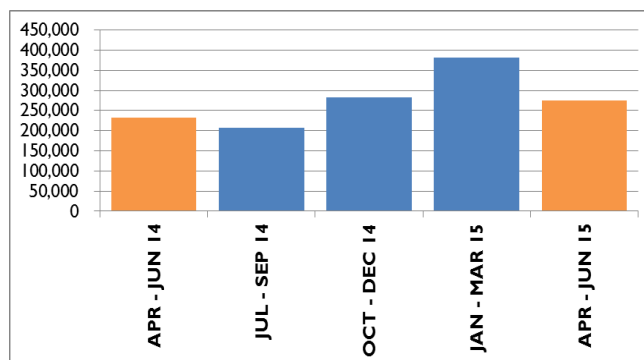


Fig. 2. Total Nights by Quarter*

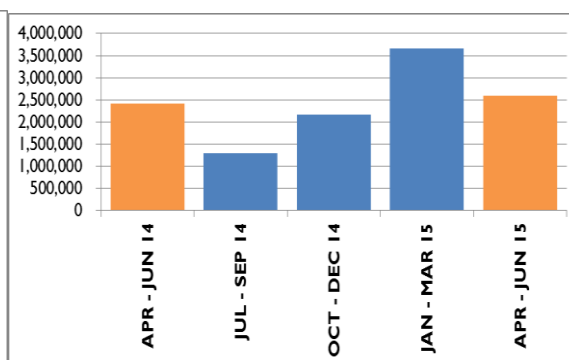


Fig. 3. Total Expenditure (\$ millions) by Quarter*

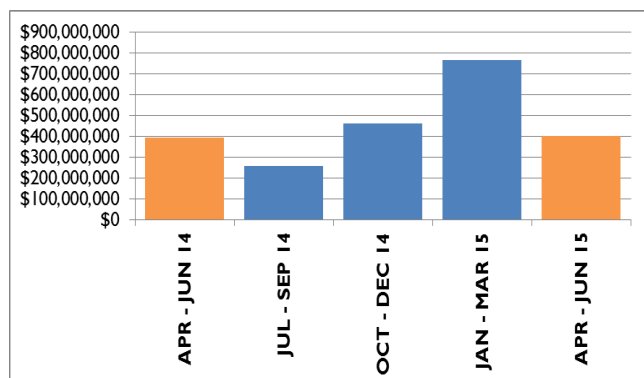
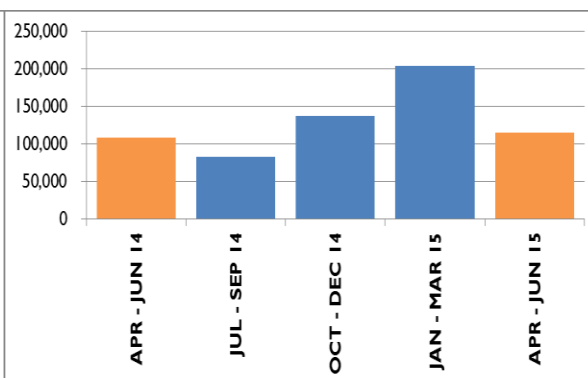


Fig. 4. Total Holiday Visitors by Quarter*



* Graphs present data for the last five quarters, 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 per cent 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.