



TVS

Data Confidence Tables & Reliability Notes

2023-2024

Image: Wineglass Bay, Robert King Visuals




More Tasmanian tourism statistics are available on
Tourism Tasmania's corporate website
www.tourismtasmania.com.au/research
and via the interactive TVS Analyser at
www.TVSanalyser.com.au

TVS Data Confidence Tables

2023 - 2024


The Tasmanian Visitor Survey (TVS) provides a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. The TVS is acknowledged as the most reliable source of statistical data on visitors to Tasmania, being based on an exit sample of more than 9,000 visitors to Tasmania each year.

The below table provides a summary of TVS data at the **95% confidence level**:

 TVS Visitors			 TVS Visitor Nights			 TVS Expenditure		
Estimate of Adult Visitors	Lower Limit	Upper Limit	Estimate of Nights	Lower Limit	Upper Limit	Estimate of Expenditure (\$'000)	Lower Limit (\$'000)	Upper Limit (\$'000)
1,000	568	1,431	40,000	23,457	56,542	1,500	609	2,390
2,000	1,511	2,488	60,000	38,497	81,502	2,000	915	3,084
3,000	2,454	3,545	80,000	52,029	107,970	5,000	2,748	7,251
4,000	3,397	4,602	100,000	69,436	130,563	10,000	6,347	13,652
5,000	4,340	5,659	150,000	112,669	187,330	15,000	10,199	19,800
6,000	5,236	6,763	200,000	154,971	245,028	20,000	14,337	25,662
7,000	6,116	7,883	300,000	234,339	365,660	30,000	22,612	37,387
8,000	6,997	9,002	400,000	319,457	480,542	40,000	31,102	48,897
9,000	7,877	10,122	500,000	411,895	588,104	50,000	39,652	60,347
10,000	8,757	11,242	600,000	503,114	696,885	60,000	48,202	71,797
15,000	13,157	16,842	800,000	682,060	917,939	80,000	65,392	94,607
20,000	17,536	22,463	900,000	773,390	1,026,610	90,000	74,072	105,927
25,000	22,204	27,795	1,000,000	866,966	1,133,033	100,000	82,751	117,248
30,000	26,872	33,127	1,100,000	960,542	1,239,457	150,000	126,147	173,852
40,000	36,209	43,790	1,200,000	1,054,118	1,345,881	200,000	171,138	228,861
50,000	45,545	54,454	1,300,000	1,146,531	1,453,468	300,000	262,293	337,707
60,000	54,882	65,117	1,400,000	1,238,002	1,561,998	400,000	353,398	446,601
70,000	64,219	75,780	1,500,000	1,329,472	1,670,527	500,000	448,204	551,795
80,000	73,555	86,444	2,000,000	1,779,824	2,220,175	600,000	543,580	656,419
90,000	82,904	97,095	2,500,000	2,250,462	2,749,537	800,000	733,454	866,545
100,000	92,523	107,476	3,000,000	2,731,536	3,268,463	1,000,000	917,699	1,082,300
150,000	140,558	159,441	3,500,000	3,196,713	3,803,286	1,200,000	1,102,467	1,297,532
200,000	187,605	212,394	4,000,000	3,661,890	4,338,109	1,300,000	1,196,314	1,403,685
250,000	234,652	265,347	4,500,000	4,127,067	4,872,932	1,400,000	1,290,160	1,509,839
300,000	281,699	318,300	5,000,000	4,592,244	5,407,755	1,500,000	1,384,007	1,615,992
350,000	328,092	371,907	6,000,000	5,522,598	6,477,401	1,600,000	1,477,853	1,722,146
400,000	375,772	424,227	8,000,000	7,383,717	8,616,283	1,700,000	1,571,700	1,828,299
450,000	423,452	476,547	10,000,000	9,244,912	10,755,088	1,800,000	1,665,546	1,934,453
500,000	471,132	528,867	11,679,170	10,807,542	12,550,798	2,000,000	1,853,239	2,146,760
600,000	566,492	633,507				2,200,000	2,040,729	2,359,270
700,000	661,852	738,147				2,400,000	2,228,276	2,571,723
900,000	851,274	948,726				2,600,000	2,415,824	2,784,176
1,000,000	945,900	1,054,099				3,000,000	2,790,919	3,209,081
1,279,952	1,210,808	1,349,095				3,300,000	3,072,240	3,527,760
						3,600,000	3,353,561	3,846,438
						3,853,138	3,590,938	4,115,338

TVS Data Confidence Tables

2023 - 2024

 Examples of how to interpret the TVS statistics (2023 - 2024) using the confidence interval tables:

Visitors



If the TVS estimated that around **1,279,952** scheduled air and sea visitors came to Tasmania, the lower range of this result is 1,210,808 and the upper range is 1,349,095.

Therefore, there are 19 chances in 20 (i.e. we are 95 per cent confident) that the true number of visitors to Tasmania was somewhere between 1,210,808 and 1,349,095 visitors.

Nights



If the TVS estimated that visitors stayed a total of 11.679 million nights Tasmania, the lower range of this result is 10.807 million and the upper range is 12.550 million nights.

Therefore, we are 95 per cent confident that the true number of visitor nights stayed in Tasmania was somewhere between 10.807 million and 12.550 million nights.

Expenditure



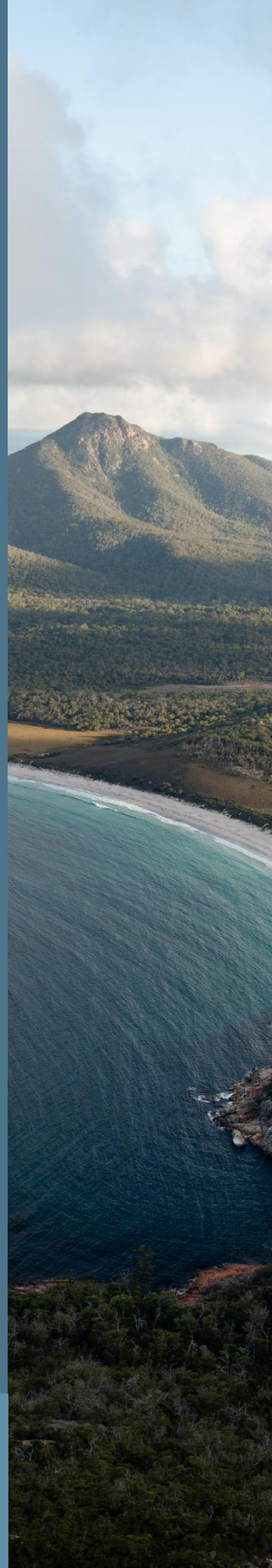
If visitors report that they collectively spent a total of \$3,853,138 (\$'000) in Tasmania, i.e. \$3.853 billion, the lower range of this result is \$3.590 billion, and upper limit is \$4.115 billion.

Therefore, we are 95 percent confident that they spent between \$3,590,938 (\$'000) and \$4,115,338 (\$'000).

Like to see more numbers?

The TVS Analyser interactive dashboard is available at www.tvsnalayer.com.au

Further research on Tasmania's visitor economy can be found on Tourism Tasmania's corporate site www.tourismtasmania.com.au/research



TVS Data Reliability Notes

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Why estimates may differ from the “real” number

The estimates in this report are based on information obtained from a sample of visitors departing Tasmania. As with all surveys, the estimates are subject to sampling variability. This means the survey results may vary from the results that would have been produced if all visitors could have been interviewed.

Therefore, it is often practical to talk about results in a range, rather than as a single figure. These ranges are called “confidence intervals”. In other words, the true result lies within a range, to which a level of confidence can be given. The table shows ranges for visitors, nights and expenditure estimates.

Statistically, we are **95 per cent confident** that the actual result lies somewhere within the lower and upper limits of these ranges.



Sample sizes and ranges

A basic assumption is that the larger the sample (i.e. the more visitors that were interviewed), the narrower the range can be. Conversely, results based on a small number of interviews are less reliable, meaning the size of the range is bigger to compensate. This means that smaller estimates are less reliable than larger estimates.



Non sampling error

Non-sampling errors may occur due to such things as non-response and imperfections in reporting by surveyed visitors. Every effort has been made to keep non-sampling error to a minimum by careful design and testing of TVS questionnaires, efficient interviewing procedures and appropriate sampling methodology.



Caution

You are advised to exercise care when interpreting figures contained in TVS reports or the TVS Analyser. These figures are collected from a sample of visitors and therefore may be different from the real figure if data from 100% of all visitors could have been collected. These estimates may be subject to chance variation, or sampling error, and smaller estimates under 1,000 must be treated with greater caution.



Like to see more numbers?

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