

National Overview

According to the latest results of the International Visitor Survey, the number of international visitors (unchanged at 5.2 million visitors) and the nights they spent in Australia (+1% to 161.2 million nights) continued to remain flat during the year ending June 2008. The demand for Australia as an international destination in the last financial year remained weak as a result of global economic uncertainty, the strong Australian dollar and increasing oil prices. For the first time since 1986 more people travelled out of Australia than into the Country¹.

The number of Chinese visitors to Australia continues to grow strongly. In the year ending June 2008 there were nearly three times more Chinese visitors (+10% to 357,000) to Australia compared to the year ending June 2000 (99,000). Improved air capacity between China and Australia and increasingly flexible Chinese government tourism policies has been largely responsible for this growth². However, any growth out of China was moderated by decreases in the number of visitors from Japan (-14%) and the United Kingdom (UK) (-6%). Australia's Japanese market has been hit hard by the declining value of the Japanese yen against the Australian dollar, demographic change within the Country, and a decrease in seat capacity from Japan to Australia³. Visitation from New Zealand (NZ) (+1%) and the United States of America (USA) (no change) was also flat over the year.

Australia's international business (+4%), education (+11%), and visiting friends and relatives (VFR) (+5%) markets performed strongly over the year to June 2008, whilst the holiday visitor market (-5%) lost ground over the period. Declines in holiday visitors were primarily out of Japan (-16%), UK (-13%), USA (-4%), and NZ (-4%). However, the holiday visitor market still remains the most popular reason for international travel, making up almost half of all international travel to Australia.

Tasmanian Overview

Tasmania has maintained a three per cent share of all international visitors to Australia in the year ending June 2008 in a period of zero growth in visitors to Australia. International visitor numbers to Tasmania remained stable at 155,900 (-1%). While an eight per cent decrease in the number of nights spent in Tasmania by international visitors was recorded during the year to June 2008, an increase in the average spend per visitor (+7%) to \$1,571 has resulted in a six per cent increase in total expenditure compared with the previous financial year. In line with the national trend, there has been sustained growth in the international business and VFR travel markets in Tasmania (both up 9%). Correspondingly, the number of international holiday visitors in the State declined over the period (-2%), albeit at a lower rate than that experienced nationally (-5%).

Two thirds (65%) of all international visitor nights spent in Tasmania were in the Hobart and Surrounds zone, followed by 23 per cent of nights in Launceston, Tamar and the North. All zones recorded decreases in visitors except for Launceston, Tamar and the North (+16%). International nights spent in Hobart and Surrounds decreased by 16 per cent, while nights in Launceston, Tamar and the North increased by 19 per cent over the year to June 2008 compared with the year to June 2007.

Almost half (44%) of all international visitors to Tasmania stayed in a hotel, resort, motel, or motor inn, followed by 24 per cent staying in the home of a friend or relative, and 21 per cent staying in a backpacker/hostel. The largest proportion of international nights (33%) was spent in a rented house/apartment/unit/flat, although only 11 per cent of visitors used this style of accommodation. This was followed by 22 per cent of nights spent in a friend/relatives home.

During the year ending June 2008, 57 per cent of all international visitors were travelling on their own, 58 per cent were on a return visit to Australia, 38 per cent were aged between 15 and 34, and only 4 per cent were travelling on a group tour while in Australia.

Tasmania's International Market Share

Tasmania received three per cent of all international visitors to Australia in the 12 months to June 2008, the same share as the previous financial year. The Australian Capital Territory (ACT) (+2%) and Western Australia (+4%) were the only territory/state to have experienced growth in visitor numbers and market share, with the bulk of the growth coming from the VFR market. All other states recorded no change or a slight decline in the number of international visitors in the period.

Tasmania's share of all international nights in Australia remained unchanged at 2 per cent in the year ending June 2008 compared to the year ending June 2007. Only Queensland (+9%), Western Australia (+7%) and the ACT (+5%) experienced growth in visitor nights and total share of nights over the year. Tasmania recorded the second highest decrease (-8%) in visitor nights, following the Northern Territory (NT) (-13%).

¹ Overseas Arrivals & Departures, Australian Bureau of Statistics

² China Aviation Profile, Tourism Australia

³ Japan Aviation Profile, Tourism Australia

Despite the decrease in the number of international nights spent in Tasmania, an increase in the average spend per person meant Tasmania's share of all international expenditure (excluding package expenditure) in Australia remained unchanged at 2 per cent in the year ending June 2008 compared with the year ending June 2007. All states/territories except the NT (-13%) recorded growth in international expenditure with Western Australia (+15%) achieving the strongest growth, followed by South Australia (+13%), Victoria (+9%), QLD (+8%), NSW (+8%), Tasmania (+6%) and the ACT (+3%).

Tasmania's International Markets Overview

Visitors from Asia, Europe, North America, and the UK continued to be Tasmania's largest sources of international visitors during the year to June 2008. Declines in visitors from New Zealand (-9%) and the UK (-6%) were moderated by increases from North America (+8%) and Europe (excluding Germany) (+9%). North America (\$28 million) remained Tasmania's largest source market in terms of total spend in the State in the year ending June 2008, followed by the UK (\$26 million), and New Zealand (\$16 million).

North America (Canada and USA)

There were 30,100 visitors from North America during the year ending June 2008, an increase of eight per cent compared with the previous year. All of this growth was out of Canada, up 55 per cent on the previous year; whereas the number of visitors from the USA declined by five per cent. Total nights by North American visitors declined 14 percent, with the average length of stay dropping from 13 nights to 10 nights. A seven per cent decrease in total expenditure saw the average spend per North American visitor decline to \$931; however, their average spend per night rose from \$83 to \$91.

United Kingdom (UK)

Visitation from the UK continues to decline nationally (-6%), with Tasmania experiencing the same six per cent drop in visitor numbers over the financial year. Despite fewer UK visitors to Tasmania, they are staying longer, with average length of stay increasing from 11.7 nights to 13.4 nights, resulting in an eight per cent increase in UK visitor nights. Total spend by UK visitors also grew (+4%) in the year ending June 2008 compared with the previous year. Consequently, the average spend per UK visitor increased to \$958, while their average spend per night dropped marginally to \$72 (was \$74).

New Zealand (NZ)

There were significant reductions in visitor numbers (-9%) and total spend (-11%) by visitors from NZ in the year ending June 2008 compared with the previous year. The average spend per NZ visitor declined slightly to \$1091 (was \$1116). NZ visitor night estimates for the year ending June 2008 are too unreliable to publish.

Total Europe (Germany and other Europe)

There were 32,800 visitors from Europe to Tasmania during the year ending June 2008, an increase of four per cent compared with the year ending June 2007. Visitors from Germany decreased (-9%) while visitors from all other European countries grew (+9%) over the year. Due to a considerable decline in average length of stay, from 22.9 nights to 16.1 nights, total nights by European visitors declined 27 percent. European expenditure estimates for the year ending June 2008 are too unreliable to publish.

Japan

There was a decrease in visitors to Tasmania from Japan (-4% to 8,800) in the year to June 2008; however, total nights spent in the State by visitors from Japan increased by 19 per cent (303,300). Expenditure by Japanese visitors declined 13 per cent to \$14 million, as there was a decline in average spend per visitor and per night. Despite the decrease in spend, Japanese visitors have the highest spend per visitor (\$1582), and the second longest average length of stay in Tasmania than any other market (34.2 nights).

Other Asia

(excluding Japan and including Hong Kong, Singapore, Malaysia, Indonesia, Taiwan, Thailand, Korea, China)
Despite a 10 per cent decline in visitors (34,400), a slight increase in nights (+1%) was recorded for visitors from Other Asia (excluding Japan) in the year ending June 2008 compared with the previous year. Of all overseas visitors, those from Other Asia spent the greatest number of nights in Tasmania (1.177 million nights), accounting for 38 per cent of total international nights spent in the State. The average length of stay of Other Asia visitors grew to 34.3 nights in the year ending June 2008, the longest stay of any market and almost twice the State average (19.6 nights). The long average length of stay was a result of a high proportion of Malaysian visitors in Tasmania for education purposes. Other Asia expenditure estimates for the year ending June 2008 are too unreliable to publish.

TABLE 1. INTERNATIONAL VISITOR SUMMARY

| | TASMANIA | | | AUSTRALIA | | |
|--|-------------------------|-------------------------|-----------|-------------------------|-------------------------|----------|
| | 12 months ending Jun 07 | 12 months ending Jun 08 | % Change | 12 months ending Jun 07 | 12 months ending Jun 08 | % Change |
| International visitors | 157,400 | 155,900 | -1 | 5,194,013 | 5,195,763 | 0 |
| International nights | 3,322,500 | 3,057,400 | -8 | 159,542,400 | 161,232,200 | 1 |
| Average Length of Stay (nights) | 21.1 | 19.6 | -7 | 30.7 | 31.0 | 1 |
| International Expenditure ¹ | \$231 million | \$245 million | 6 | \$14 billion | \$15.2 billion | 8 |
| Average expenditure per visitor | \$1,465 | \$1,573 | +\$108 | \$2,705 | \$2,932 | +\$227 |
| Average expenditure per night | \$69 | \$80 | +\$11 | \$88 | \$95 | +\$7 |
| Tasmania's Market Share | | | | | | |
| Visitors | 3% | 3% | | 100% | 100% | |
| Nights | 2% | 2% | | 100% | 100% | |
| Expenditure | 2% | 2% | | 100% | 100% | |
| Purpose of visit² | | | | | | |
| Holiday | 108,200 | 106,500 | -2 | 2,642,083 | 2,520,365 | -5 |
| Visit friends or relatives | 29,500 | 32,200 | 9 | 1,071,334 | 1,121,905 | 5 |
| Business | 17,700 | 19,400 | 10 | 856,191 | 886,272 | 4 |
| Education | 9,400 | 9,200 | -2 | 336,137 | 372,495 | 11 |
| Employment | 2,500 | np | np | 117,684 | 109,250 | -7 |
| Other reason | np | np | np | 170,584 | 185,476 | 9 |
| Total international visitors | 157,400 | 155,900 | -1 | 5,194,013 | 5,195,763 | 0 |

Source: International Visitor Survey, Tourism Research Australia.

¹ Modelled expenditure excluding package expenditure

² Sum of components for Tasmania may be greater than the total as a visitor can give more than one reason for visiting Tasmania.

np: not published due to data reliability

TABLE 2. INTERNATIONAL VISITORS TO ALL STATES/TERRITORIES

| State/territory visited | VISITORS | | | | NIGHTS | | | | EXPENDITURE | | | |
|-------------------------|-------------------------|-------------------------|--------------------|----------|-------------------------|-------------------------|-------------------|----------|-------------------------|-------------------------|------------------|----------|
| | 12 months ending Jun 07 | 12 months ending Jun 08 | Visitor share (08) | % Change | 12 months ending Jun 07 | 12 months ending Jun 08 | Nights share (08) | % Change | 12 months ending Jun 07 | 12 months ending Jun 08 | Spend share (08) | % Change |
| | '000 | '000 | Per cent | Per cent | '000 | '000 | Per cent | Per cent | '000 | '000 | Per cent | Per cent |
| NSW | 2,871 | 2,833 | 55% | -1 | 58,724 | 56,864 | 35% | -3 | \$5,211 | \$5,608 | 37% | 8 |
| VIC | 1,481 | 1,489 | 29% | 1 | 31,581 | 31,656 | 20% | 0 | \$2,915 | \$3,185 | 21% | 9 |
| QLD | 2,190 | 2,129 | 41% | -3 | 35,724 | 38,934 | 24% | 9 | \$3,276 | \$3,534 | 23% | 8 |
| SA | 375 | 362 | 7% | -3 | 6,898 | 6,521 | 4% | -5 | \$435 | \$492 | 3% | 13 |
| WA | 646 | 671 | 13% | 4 | 17,201 | 18,371 | 11% | 7 | \$1,477 | \$1,696 | 11% | 15 |
| TAS | 157 | 156 | 3% | -1 | 3,323 | 3,057 | 2% | -8 | \$231 | \$245 | 2% | 6 |
| NT | 362 | 337 | 6% | -7 | 3,246 | 2,829 | 2% | -13 | \$303 | \$264 | 2% | -13 |
| ACT | 158 | 161 | 3% | 2 | 2,416 | 2,539 | 2% | 5 | \$202 | \$209 | 1% | 3 |
| Total Australia | 5,194 | 5,196 | 100% | 0 | 159,113 | 160,774 | 100% | 1 | \$14,049 | \$15,236 | 100% | 8 |

Source: International Visitor Survey, Tourism Research Australia.

How to read this table: 156,000, or 3% of all international visitors to Australia in the 12 months to June 2008 visited Tasmania.

TABLE 3. INTERNATIONAL VISITORS TO TASMANIA BY ORIGIN

| Origin of visitor | VISITORS | | | NIGHTS | | | | EXPENDITURE | | | | |
|-------------------|-------------------------|-------------------------|-----------|-------------------------|-------------------------|-----------|---------------------|-------------------------|-------------------------|----------|-----------------------------|-----------------------------|
| | 12 months ending Jun 07 | 12 months ending Jun 08 | % Change | 12 months ending Jun 07 | 12 months ending Jun 08 | % Change | Average Stay Jun 08 | 12 months ending Jun 07 | 12 months ending Jun 08 | % Change | Average \$ per visitor (08) | Average \$ per visitor (08) |
| | '000 | '000 | Per cent | Per cent | '000 | '000 | Per cent | Per cent | '000 | '000 | Per cent | Per cent |
| United Kingdom | 28,700 | 27,100 | -6 | 336,000 | 363,000 | 8 | 13.4 | \$25 | \$26 | 4 | \$958 | \$72 |
| New Zealand | 16,100 | 14,700 | -9 | 288,000 | np | np | np | \$18 | \$16 | -11 | \$1,091 | np |
| Total Asia | 47,500 | 43,200 | -9 | 1,426,000 | 1,480,000 | 4 | 34.3 | np | np | np | np | np |
| Japan | 9,200 | 8,800 | -4 | 255,000 | 303,000 | 19 | 34.2 | \$16 | \$14 | -13 | \$1,582 | \$46 |
| Other Asia | 38,300 | 34,400 | -10 | 1,171,000 | 1,177,000 | 1 | 34.3 | np | np | np | np | np |
| North America | 27,800 | 30,100 | 8 | 361,000 | 309,000 | -14 | 10.3 | \$30 | \$28 | -7 | \$931 | \$91 |
| USA | 21,600 | 20,500 | -5 | 295,000 | np | np | np | \$24 | \$18 | -25 | \$876 | np |
| Canada | 6,200 | 9,500 | 55 | np | np | np | np | \$6 | \$10 | 67 | \$1,050 | np |
| Total Europe | 31,600 | 32,800 | 4 | 723,000 | 529,000 | -27 | 16.1 | np | np | np | np | np |
| Germany | 9,700 | 8,800 | -9 | 221,000 | np | np | np | \$18 | \$11 | -39 | \$1,249 | np |
| Other Europe | 21,900 | 24,000 | 9 | 502,000 | 361,000 | -28 | 15.1 | np | np | np | np | np |
| Other Countries | 5,600 | 8,100 | 43 | np | 230,000 | np | 28.5 | \$11 | \$19 | 73 | 2,352 | 83 |
| Total | 157,400 | 155,900 | -1 | 3,323,000 | 3,057,000 | -8 | 19.6 | \$231 | \$245 | 6 | \$1,573 | \$80 |

Source: International Visitor Survey, Tourism Research Australia.

np - Visitor numbers under 2,000; visitor nights under 200,000; and expenditure amounts under \$5million are not published due to concerns with data reliability. How to read this table: An estimated 27,100 visitors to Tasmania in the 12 months to June 2008 were from the UK, spending an average of 13 nights in the State.

TABLE 4. PURPOSE OF VISIT TO TASMANIA BY ORIGIN, YEAR ENDING JUNE 2008

| Origin of visitor | Leisure (holiday & VFR ¹) | | Other reason ² | | Total | |
|-------------------|---------------------------------------|-------------|---------------------------|-------------|----------------|-------------|
| | visitors | % | visitors | % | visitors | % |
| United Kingdom | 26,700 | 21% | np | np | 27,100 | 17% |
| New Zealand | 10,900 | 8% | 4,400 | 14% | 14,700 | 9% |
| Total Asia | 28,800 | 22% | 16,500 | 53% | 43,200 | 28% |
| Japan | 7,100 | 5% | 2,600 | 8% | 8,800 | 6% |
| Other Asia | 21,700 | 17% | 13,900 | 45% | 34,400 | 22% |
| North America | 26,100 | 20% | 4,800 | 15% | 30,100 | 19% |
| USA | 18,200 | 14% | 3,000 | 10% | 20,500 | 13% |
| Canada | 7,900 | 6% | np | np | 9,500 | 6% |
| Total Europe | 30,600 | 24% | 3,000 | 10% | 32,800 | 21% |
| Germany | 8,200 | 6% | np | np | 8,800 | 6% |
| Other Europe | 22,400 | 17% | 2,100 | 7% | 24,000 | 15% |
| Other Countries | 6,700 | 5% | np | np | 8,100 | 5% |
| Total | 129,700 | 100% | 31,100 | 100% | 155,900 | 100% |

Source: International Visitor Survey, Tourism Research Australia.

¹VFR - Visiting friends &/or relatives

²Other reason includes: business, education, employment and other.

How to read this table: 8% of all leisure visitors to Tasmania in the 12 months to June 2008 were from New Zealand.

np - not published due to data reliability

TABLE 5. ZONES VISITED IN TASMANIA¹

| | 12 months ending Jun 08 | % of visitors | % Change | 12 months ending Jun 08 | % of nights | % Change |
|------------------------------------|----------------------------|------------------|------------|----------------------------|----------------|------------|
| Zones Visited | visitors | % | % | nights | % | % |
| Hobart and Surrounds | 127,000 | 81% | -4 | 1,977,800 | 65% | -16 |
| Launceston, Tamar and the North | 67,400 | 43% | 16 | 712,500 | 23% | 19 |
| The North West and King Island | 25,200 | 16% | -1 | np | np | np |
| Western Wilderness ² | 33,100 | 21% | -8 | np | np | np |
| The East Coast and Flinders Island | 33,500 | 21% | -2 | np | np | np |
| Total | 155,900 | | -1% | 3,057,400 | | -8% |

Source: International Visitor Survey, Tourism Research Australia.

¹Zones are based on Tourism Tasmania's Marketing Zones.

²Western Wilderness includes Cradle Mountain.

np - not published due to data reliability

How to read this table: 81% of all international visitors to Tasmania in the 12 months to June 2008 visited Hobart and Surrounds.

TABLE 6. ACCOMMODATION USED IN TASMANIA

| | 12 months ending Jun 08 | % of visitors | % Change | 12 months ending Jun 08 | % of nights | % Change |
|---|----------------------------|------------------|----------|----------------------------|----------------|----------|
| Accommodation used | visitors | % | % | nights | % | % |
| Hotel, resort, motel, motor inn | 69,300 | 44% | -10 | 370,800 | 12% | -21 |
| Backpacker / hostel | 32,300 | 21% | 10 | 276,100 | 9% | 18 |
| Rented house/apartment/unit/flat | 16,500 | 11% | 42 | 997,100 | 33% | 23 |
| Home of friend or relative (no payment) | 37,000 | 24% | 8 | 666,100 | 22% | 10 |
| Caravan | 17,400 | 11% | 10 | np | np | np |
| Guest house / Bed and Breakfast | 10,000 | 6% | -30 | np | np | np |
| Boat, houseboat, cabin cruiser, cruise ship | 6,400 | 4% | -1 | np | np | np |
| Educational institution (eg uni) | 3,000 | 2% | -23 | 307,400 | 10% | -32 |
| Homestay | 2,700 | 2% | -9 | np | np | np |
| Other | 2,100 | 1% | -36 | np | np | np |
| Total | 155,900 | 100% | | 3,057,400 | 100% | |

Source: International Visitor Survey, Tourism Research Australia.

How to read this table: 24% of all international visitors to Tasmania in the 12 months to June 2008 stayed in a home of a friend or relative.

np - not published due to data reliability

TABLE 7. FIRST OR RETURN VISIT TO AUSTRALIA

| | 12 mths ending Jun 07 | 12 mths ending Jun 08 | % Change | 12 mths ending Jun 07 | 12 mths ending Jun 08 |
|---------------------------|-----------------------|-----------------------|----------|-----------------------|-----------------------|
| | visitors | visitors | % | % | % |
| First visit to Australia | 59,900 | 65,700 | 10 | 38% | 42% |
| Return visit to Australia | 97,500 | 90,200 | -7 | 62% | 58% |
| Total | 157,400 | 155,900 | -1 | 100% | 100% |

Source: International Visitor Survey, Tourism Research Australia.

How to read this table: 65,700 international visitors to Tasmania in the 12 months to June 2008 where visiting Australia for the first time.

TABLE 8. TRAVEL PARTY

| | 12 mths ending Jun 07 | 12 mths ending Jun 08 | % Change | 12 mths ending Jun 07 | 12 mths ending Jun 08 |
|---|-----------------------|-----------------------|----------|-----------------------|-----------------------|
| | visitors | visitors | % | % | % |
| Unaccompanied traveller | 79,300 | 88,800 | 12 | 50% | 57% |
| Adult couple | 45,400 | 41,100 | -9 | 29% | 26% |
| Family group - parent(s) and children | 17,300 | 9,500 | -45 | 11% | 6% |
| Friends and/ or relatives travelling together | 12,000 | 12,400 | 4 | 8% | 8% |
| Business associates travelling together with or without spouses | 3,400 | 4,000 | 20 | 2% | 3% |
| Total | 157,400 | 155,900 | -1 | 100% | 100% |

Source: International Visitor Survey, Tourism Research Australia.

How to read this table: 57% of international visitors to Tasmania in the 12 months to June 2008 were travelling alone.

TABLE 9. AGE OF INTERNATIONAL VISITORS

| | 12 mths ending Jun 07 | 12 mths ending Jun 08 | % Change | 12 mths ending Jun 07 | 12 mths ending Jun 08 |
|-------------|-----------------------|-----------------------|----------|-----------------------|-----------------------|
| Age group | visitors | visitors | % | % | % |
| 15 to 24 | 27,300 | 25,900 | -5 | 17% | 17% |
| 25 to 34 | 29,700 | 32,100 | 8 | 19% | 21% |
| 35 to 44 | 26,100 | 18,400 | -29 | 17% | 12% |
| 45 to 54 | 22,500 | 24,700 | 10 | 14% | 16% |
| 55 to 64 | 29,400 | 34,500 | 17 | 19% | 22% |
| 65 and over | 22,400 | 20,300 | -9 | 14% | 13% |
| Total | 157,400 | 155,900 | -1 | 100% | 100% |

Source: International Visitor Survey, Tourism Research Australia.

How to read this table: 22% of all international visitors to Tasmania in the 12 months to June 2008 were aged between 55 to 64 years.

TABLE 10. MARITAL STATUS OF INTERNATIONAL VISITORS

| | 12 mths ending Jun 07 | 12 mths ending Jun 08 | % Change | 12 mths ending Jun 07 | 12 mths ending Jun 08 |
|---|--------------------------|--------------------------|----------|--------------------------|--------------------------|
| Marital Status | visitors | visitors | % | % | % |
| Single (never married, divorced, separated, widowed) | 65,300 | 75,500 | 16 | 41% | 48% |
| Part of a couple (married, de facto, living together) | 91,600 | 80,300 | -12 | 58% | 52% |
| Total | 157,400 | 155,900 | -1 | 100% | 100% |

Source: *International Visitor Survey, Tourism Research Australia.*

How to read this table: 48% of all international visitors to Tasmania in the 12 months to June 2008 were single.

TABLE 11. INTERNATIONAL VISITORS TO TASMANIA ON A GROUP TOUR IN AUSTRALIA

| | 12 mths ending Jun 07 | 12 mths ending Jun 08 | % Change | 12 mths ending Jun 07 | 12 mths ending Jun 08 |
|----------------|--------------------------|--------------------------|----------|--------------------------|--------------------------|
| | visitors | visitors | % | % | % |
| Group tour | 5,900 | 5,300 | -10 | 4% | 3% |
| Non group tour | 151,500 | 150,600 | -1 | 96% | 97% |
| Total | 157,400 | 155,900 | -1 | 100% | 100% |

Source: *International Visitor Survey, Tourism Research Australia.*

How to read this table: 96% of all international visitors to Tasmania in the 12 months to June 2008 were NOT on a group tour to Australia.

Data source and reliability

The information included in this report was extracted from the International Visitor Survey (IVS), Tourism Research Australia. The IVS collects information via face to face interviews of a sample of short-term (<12 months) international visitors in the departure lounges of eight international airports around Australia.

The table below provides the 95% confidence intervals for a range of estimates in the IVS. That is, there are approximately 19 chances in 20 that the true number of international visitors, nights and expenditure is within the range identified in the table. A basic assumption is that the bigger the sample (the more visitors that were interviewed), the smaller 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. To illustrate; if the IVS estimated that 20,000 visitors from the USA stayed in Tasmania then looking at the visitor column, we can be 95% confident that the true number of Americans who stayed in Tasmania was between 16,000 (lower limit estimate) and 24,000 (upper limit estimate).

Please consult the table below before drawing any conclusions or inferences, or taking any action, based on the data. Judgments as to the level of data reliability required should be relative to the decisions they inform.

| 95% CONFIDENCE INTERVALS FOR IVS ESTIMATES | | | | | | |
|--|-------------|-------------|-------------|-------------|---------------------|-------------|
| Estimate | Visitors | | Nights | | Expenditure ('000s) | |
| | lower limit | upper limit | lower limit | upper limit | lower limit | upper limit |
| 2,000 | 1,000 | 3,000 | | | | |
| 5,000 | 3,000 | 7,000 | | | | |
| 10,000 | 7,000 | 13,000 | | | | |
| 20,000 | 16,000 | 24,000 | | | | |
| 50,000 | 43,000 | 57,000 | | | | |
| 100,000 | 90,000 | 110,000 | 24,000 | 176,000 | | |
| 155,000 | 143,000 | 168,000 | 59,000 | 251,000 | | |
| 200,000 | | | 89,000 | 311,000 | | |
| 300,000 | | | 161,000 | 439,000 | | |
| 400,000 | | | 238,000 | 562,000 | | |
| 500,000 | | | 316,000 | 684,000 | | |
| 1,000,000 | | | 731,000 | 1,269,000 | | |
| 2,000,000 | | | 1,606,000 | 2,394,000 | | |
| 2,978,000 | | | 2,487,000 | 3,469,000 | | |
| 5,000,000 | | | | | 4 | 6 |
| 10,000,000 | | | | | 7 | 13 |
| 15,000,000 | | | | | 11 | 19 |
| 20,000,000 | | | | | 15 | 25 |
| 50,000,000 | | | | | 19 | 31 |
| 100,000,000 | | | | | 75 | 126 |
| 200,000,000 | | | | | 149 | 251 |
| 247,000,000 | | | | | 184 | 310 |

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