

# International Tourism Snapshot

## International visitors to Tasmania, year ending June 2011

### International Tourism Overview

- The UN World Tourism Organisation (UNWTO) reports that globally international visitor arrivals grew by 4.5% during the four months to April 2011. This growth is in line with UNWTO's forecast, prepared in January this year, which predicted 4-5% growth in international tourist arrivals in 2011. The Asia/Pacific region was reported to have grown 5% during this period, although this is slightly below expectations largely the result of the Japanese earthquake disaster<sup>1</sup>.
- The Tourism Forecasting Committee (TFC) issued the first Tourism Forecast for 2011 on 26 May<sup>2</sup>. According to the TFC's forecast, inbound arrivals to Australia are to increase by 3.1% in 2011, a downward revision of the previous forecast (was 5.6%). This revised rate of growth for Australia is lower than the global average of 4-5% reported by the UNWTO, and lower than the average for advanced economies of 4%.
- Over the longer term, the TFC expects a compound annual average growth rate of 3.6% in inbound arrivals for the years 2010-20.
- According to the TFC forecast, the number of nights spent in Tasmania by international visitors during 2011 is expected to be 201 million, while 3.3% growth in nights by international visitors over the period 2010-20 is predicted.

### International Visitor Survey (IVS) Results

#### KEY RESULTS – Total Australia

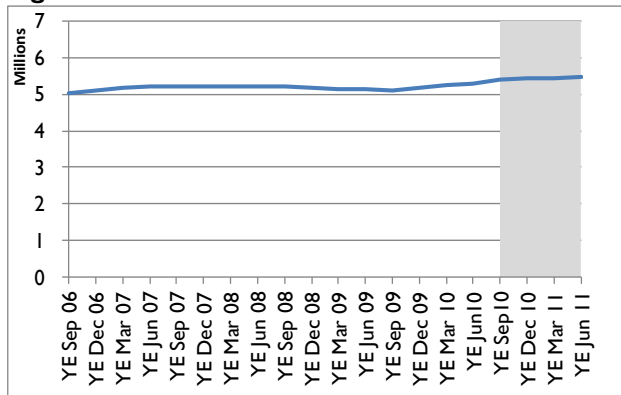
- A total of 5.46 million international tourists visited the country in the year ending June 2011, up 3% from the year ending June 2010 (Fig. 1).
- The number of nights international travellers spent in Australia increased by 4% to 189.6 million (Fig. 2).
- Expenditure<sup>3</sup> stood at \$18.0 billion for the year ending June 2011, up 4% from the year ending June 2010 (Fig. 3).
- Holiday visitors to Australia numbered 2.45 million, up 2% from the previous year (Fig. 4).

<sup>1</sup> UNWTO World Tourism Barometer 2011 (June Interim Update)

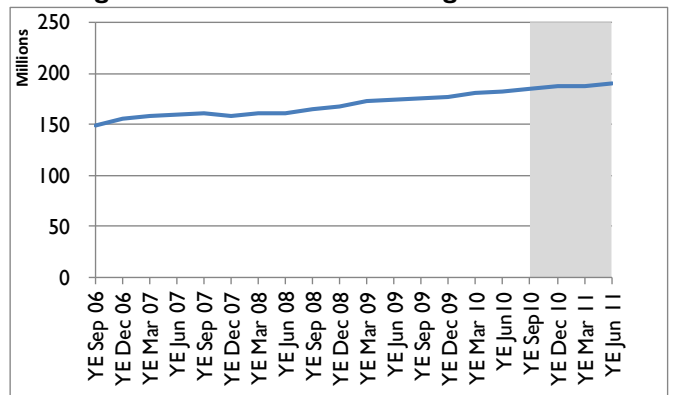
<sup>2</sup> Tourism Forecasting Committee, Forecast 2011 Issue 1

<sup>3</sup> Modelled expenditure (includes package expenditure & amounts unallocated to particular state/territories).

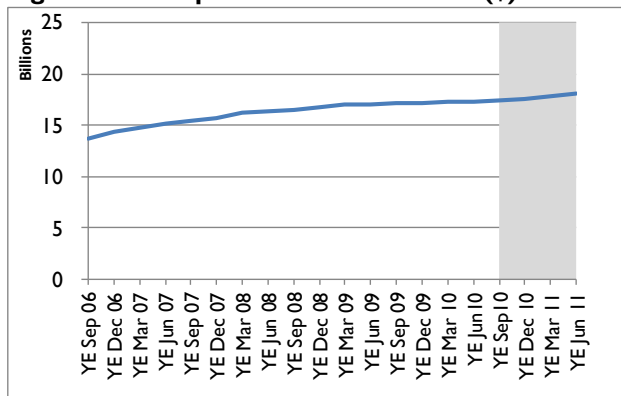
**Fig. 1. International Visitors to Australia<sup>4</sup>**



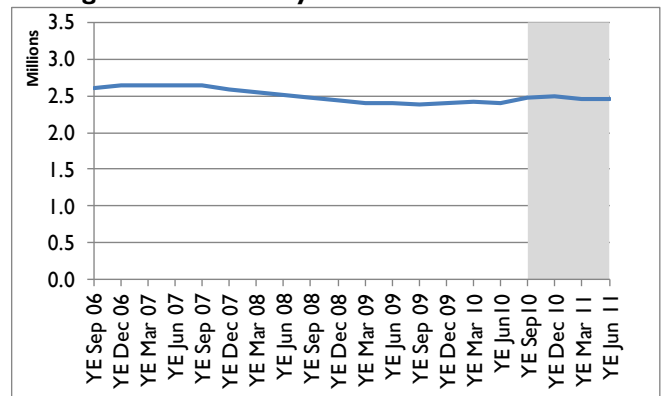
**Fig. 2. International Visitor Nights to Australia<sup>4</sup>**



**Fig. 3. Total Expenditure<sup>‡</sup> in Australia (\$) <sup>4</sup>**



**Fig. 4. Total Holiday Visitors to Australia<sup>4</sup>**



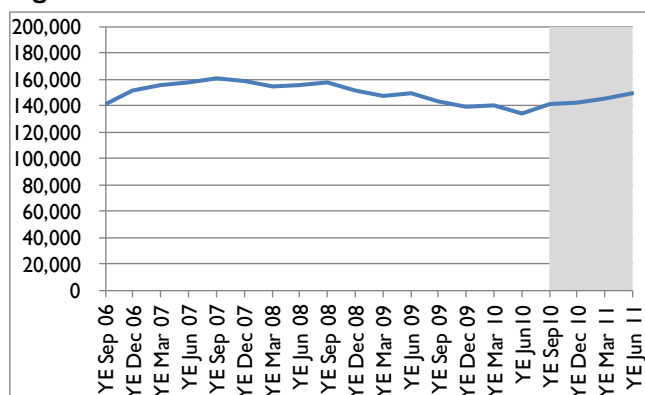
## KEY RESULTS - Tasmania

- International visitor arrivals into Tasmania increased by 11% to 149,900 during the year ending June 2011 (Fig. 5).
- The number of nights international visitors spent in Tasmania increased by 9% to 2.91 million (Fig. 6).
- Expenditure<sup>5</sup> by international visitors decreased by 2% to \$257 million (Fig. 7).
- International visitors who came for the purpose of a holiday to Tasmania increased by 16% to 104,100 (Fig. 8), while those here for the purpose of visiting friends and relatives (VFR) decreased by 12% to 29,000.

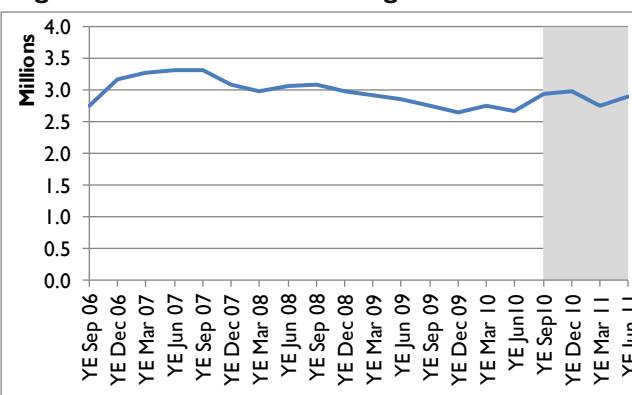
<sup>4</sup> Graphs present data for the last five years on visitors travelling to Australia via scheduled services. The line represents the trend and the shaded area represents the last 12 months. Data source: International Visitor Survey.

<sup>5</sup> Modelled expenditure (includes package expenditure & amounts unallocated to particular state/territories).

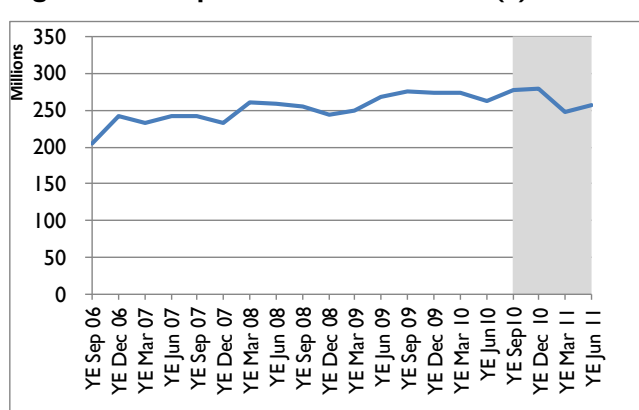
**Fig. 5. International Visitors to Tasmania<sup>6</sup>**



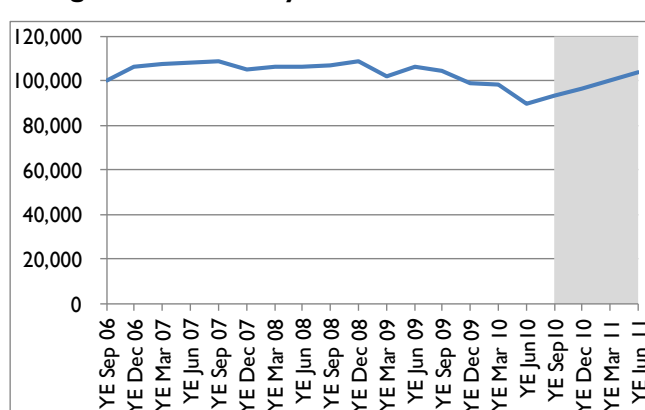
**Fig. 6. International Visitor Nights to Tasmania<sup>6</sup>**



**Fig. 7. Total Expenditure<sup>7</sup> in Tasmania (\$) <sup>6</sup>**



**Fig. 8. Total Holiday Visitors to Tasmania<sup>6</sup>**



### Other Findings – Total Australia

- A total of 5.46 million international tourists visited the country in the year ending June 2011, up 3% from the year ending June 2010.
- Holiday visitors to Australia increased by 2% to 2.45 million, while VFR visitors increased by 2% to 1.34 million.
- International visitor nights spent in Australia increased by 4% to 189.6 million.
- Total expenditure<sup>7</sup> by international visitors in Australia for the year ending June 2011 increased by 4% to \$18.0 billion. Holiday spend<sup>7</sup> was \$6.1 billion for the year, down 3% from the year ending June 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 3%; and the USA, down 5%.

<sup>6</sup> Graphs present data for the last five years on visitors travelling to Tasmania via scheduled services. The line represents the trend and the shaded area represents the last 12 months. Data source: Tasmanian Visitor Survey.

<sup>7</sup> Modelled expenditure (includes package expenditure & amounts unallocated to particular state/territories).

## Other Findings – Tasmania

- Tasmania received 149,900 international visitors during the year ending June 2011, up 11% from 134,500 the previous year.
- International visitors who came for the purpose of a holiday to Tasmania increased by 16% to 104,100 (Fig. 8), while those here for the purpose of visiting friends and relatives (VFR) decreased by 12% to 29,000.
- Visitor nights increased by 9% to 2.91 million, and the average length of stay for international visitors in Tasmania decreased by 2% to 19 nights. Holiday nights increased by 27% to 1.1 million, while the average length of stay for holiday visitors increased by 10% to 11 nights.
- Expenditure by international visitors in Tasmania decreased by 2% to \$257 million.
- The average spend<sup>8</sup> per international visitor in Tasmania decreased by 12% to \$1,714 (was \$1,955) during the year ending June 2011, while spend per night<sup>††</sup> decreased by 10% to \$88 (was \$99).
- For Tasmania's three largest source markets, the following changes to visitor numbers to the State were recorded: United Kingdom, up 10%; New Zealand, up 19%; and the USA, up 9%.
- Tasmania's share of all international visitors to Australia for the year ending June 2011 was 2.7%, up from 2.5% for the year ending June 2010.

## Tasmania's International Markets Overview

Note: Modelled expenditure estimates for Tasmania's international markets should be interpreted with caution as they are derived from small sample sizes which can cause large fluctuations in estimates between years.

### North America (Canada and United States of America):

- The number of visitors to Australia from North America decreased by 5% to 547,200 over the year to June 2011 (Tab. 7).
- Meanwhile, Tasmania's share of visitors from North America increased by 19% to 24,100 (Tab. 7).
- Holiday visitors to Tasmania from North America increased by 25% to 18,900, while VFR visitors remained steady at 3,300 (Tab. 10).
- Visitors from the USA to Tasmania were up 9% to 17,400, while visitors from Canada were up 55% to 6,700 (Tab. 7).
- Total nights spent by USA visitors in Tasmania increased by 7% while nights spent by Canadian visitors decreased by 33%. The average length of stay in Tasmania for USA visitors decreased by 2% to 13 nights, while for Canadian visitors, average length of stay decreased by 57% to 10 nights (Tab. 5).
- The total modelled expenditure of USA visitors in Tasmania increased by 4% to \$24 million (Tab. 6).

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<sup>8</sup> Modelled expenditure (includes package expenditure & amounts unallocated to particular state/territories).

### **United Kingdom (UK):**

- The number of visitors to Australia from the UK decreased by 3% to 595,600 in the 12 months to June 2011 (Tab. 7).
- The number of UK visitors to Tasmania increased by 10% to 21,900. Tasmania's market share of all UK visitors to Australia now stands at 3.7%, showing no significant change compared to the previous year. (Tab. 4).
- Holiday visitors to Tasmania increased by 12% to 14,600, while VFR visitors decreased by 27% to 6,000 (Tab. 10).
- The IVS reported that visitor nights spent by UK visitors in Tasmania numbered 322,000, up 13% compared to the previous year (Tab. 5).
- The average length of time UK visitors spent in Tasmania increased by 2% to 15 nights over the year.
- Total modelled spend by UK visitors to Tasmania increased by 4% to \$25 million (Tab. 6).

### **New Zealand (NZ):**

- The number of visitors to Australia from NZ increased by 5% to 1.1 million over the year (Tab. 7).
- In Tasmania, the number of NZ visitors increased by 19% to 14,600. This figure comprises 1.4% of all visitors to Australia from NZ, showing no significant change compared to the previous year.
- Holiday visitors increased by 54% to 7,500, while VFR visitors decreased by 4% to 5,000 (Tab. 10).
- The average length of stay in Tasmania by NZ visitors was up 59% to 15 nights in the 12 months to June 2011, while total nights spent by NZ visitors increased by 89% to 219,700 (Tab. 5).
- Total modelled spend by New Zealanders visiting Tasmania decreased by 35% to \$17 million (Tab. 6).

### **Total Europe (Excluding United Kingdom):**

- Arrivals into Australia from Europe decreased by 3% to 639,600 visitors (Tab. 7).
- European visitors to Tasmania decreased by 25% to 25,600 visitors compared to the previous year.
- Holiday visitors to Tasmania numbered 22,000, down 17% compared to the year ending June 2010, while VFR visitors numbered 2,600, down 65% compared to the previous year (Tab. 10).
- German visitors to Australia decreased by 2% to 154,100, while the number who visited Tasmania during the same period decreased by 23% to 7,300 (Tab. 7 & 4).
- Tasmania's share of all German visitors to Australia now stands at 4.7%, down 1% compared to the previous year.
- Total Europe expenditure is not published as the sample size is too small to be reliable.

### **Japan:**

- Japanese visitor numbers decreased by 2% to 334,900 nationally, and increased by 29% to 6,200 in Tasmania during the year ending June 2011 (Tab. 7 & 4).
- Holiday visitors to Tasmania from Japan increased by 49% to 5,000 (Tab. 10).
- Total nights in Tasmania increased by 101% to 198,600, while average length of stay increased by 56% to 32 nights (Tab. 5).
- Modelled expenditure by Japanese visitors was \$10 million for the year, up 25% compared to the previous year (Tab. 6).

**Other Asia (excluding Japan but including China, Korea, Hong Kong, Singapore, Malaysia, Indonesia, Taiwan, Thailand):**

- The number of visitors from the combined Asian nations (excluding Japan) increased by 12% to 1.87 million nationally, while for Tasmania numbers increased by 35% to 48,300 over the year to June 2011 (Tab. 10).
- Holiday visitors to Tasmania increased by 35% to 30,300, while VFR visitors increased by 62% to 9,200. Visitors travelling for education purposes numbered 5,600 for the year, up 28% compared to the previous year. The combined Asian nations represent Tasmania's largest market in the education travel sector (Tab. 10).
- Total nights in Tasmania and modelled expenditure for Other Asia are not published as sample sizes are too small to be reliable.

## International Visitor Tables:

NOTE: Unrounded estimates have been used to calculate percentage change and market share in all tables

TABLE 1: International visitors							
	to Tasmania				to Australia		
	YE Jun 2010	YE Jun 2011	% Change		YE Jun 2010	YE Jun 2011	% Change
<b>Visitors</b>							
International visitors	134,500	149,900	↑	11%	5,279,700	5,461,400	↑ 3%
<b>Nights</b>							
Nights ('000s)	2,669	2,905	↑	9%	182,677	189,597	↑ 4%
Ave Length of stay (nights)	19.8	19.4	↓	-2%	34.6	34.7	→ 0%
<b>Expenditure</b>							
Expenditure (\$million)	\$263	\$257	↓	-2%	\$17,256	\$18,018	↑ 4%
Average spend per visitor	\$1,955	\$1,714	↓	-12%	\$3,268	\$3,299	↑ 1%
Average spend per night	\$99	\$88	↓	-10%	\$94	\$95	↑ 1%
Holiday spend (\$million)	\$95	\$110	↑	16%	\$6,344	\$6,123	↓ -3%
<b>Purpose</b>							
Holiday	89,800	104,100	↑	16%	2,408,600	2,449,900	↑ 2%
Visit friends or relatives (VFR)	32,700	29,000	↓	-12%	1,309,500	1,338,900	↑ 2%
Business	8,100	12,300	↑	52%	816,400	891,200	↑ 9%
Education	8,500	8,300	↓	-2%	429,900	430,400	→ 0%
Employment	2,200	3,500	↑	60%	112,100	131,600	↑ 17%
Other Reason	2,200	3,900	↑	74%	203,200	219,600	↑ 8%
<b>Total</b>	<b>134,500</b>	<b>149,900</b>	<b>↑</b>	<b>11%</b>	<b>5,279,700</b>	<b>5,461,400</b>	<b>↑ 3%</b>

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.

TABLE 2: International visitor nights spent in Tasmania							
	to Tasmania			Average Stay			
	YE Jun 2010	YE Jun 2011	% Change	Jun 2010	Jun 2011	% Change	
<b>Nights</b>							
Holiday/ pleasure	867,000	1,103,100	↑	27%	9.7	10.6	↑ 10%
relatives	458,900	483,700	↑	5%	14.0	16.7	↑ 19%
Business	70,900	104,300	↑	47%	8.8	8.5	↓ -3%
Education	1,062,900	992,200	↓	-7%	125.0	119.5	↓ -4%
Employment	202,600	211,100	↑	4%	92.1	60.3	↓ -35%
Other reason	6,800	10,600	↑	55%	3.1	2.7	↓ -12%
<b>Total</b>	<b>2,669,200</b>	<b>2,905,100</b>	<b>↑</b>	<b>9%</b>	<b>19.8</b>	<b>19.4</b>	<b>↓ -2%</b>

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

**TABLE 3: International visitor expenditure spent in Tasmania by purpose of visit**

	YE Jun			Average			Average			% Change
	YE Jun 2010	2011	% Change	spend per visitor Jun 10	spend per visitor Jun 11	% Change	spend per night Jun 10	spend per night Jun 11	% Change	
	\$million	\$million								
<b>Expenditure</b>										
Holiday	\$95	\$110	↑ 16%	\$1,058	\$1,057	→ 0%	\$110	\$100	↓ -9%	
Visit friends or relatives	\$36	\$28	↓ -22%	\$1,101	\$966	↓ -12%	\$78	\$58	↓ -26%	
Business	\$20	\$15	↓ -25%	\$2,469	\$1,220	↓ -51%	\$282	\$144	↓ -49%	
Education	\$102	\$92	↓ -10%	\$12,000	\$11,084	↓ -8%	\$96	\$93	↓ -3%	
Other	np	\$12	np	np	\$1,622	np	np	\$54	np	
<b>Total</b>	<b>\$263</b>	<b>\$257</b>	<b>↓ -2%</b>	<b>\$1,955</b>	<b>\$1,714</b>	<b>↓ -12%</b>	<b>\$99</b>	<b>\$88</b>	<b>↓ -10%</b>	

Source: International Visitor Survey, Tourism Research Australia

Note: Modelled expenditure includes package expenditure

np - not published as the sample size is too small to be reliable.

**TABLE 4: Origin of international visitors to Tasmania**

Country of origin	YE Jun			YE Jun		% Point difference
	2010	2011	% Change	2010	2011	
	Visitors to Tasmania			National Market Share		
New Zealand	12,300	14,600	↑ 19%	1.2%	1.4%	↑ 0.2%
Japan	4,800	6,200	↑ 29%	1.4%	1.8%	↑ 0.4%
Hong Kong (SAR of China)	6,600	10,800	↑ 62%	4.7%	7.0%	↑ 2.3%
Singapore	5,200	6,600	↑ 26%	2.1%	2.4%	↑ 0.3%
Malaysia	5,400	6,500	↑ 21%	2.8%	2.9%	↑ 0.2%
Indonesia	np	np	np	0.5%	2.5%	↑ 2.1%
Taiwan	np	np	np	3.0%	3.3%	↑ 0.3%
Thailand	np	np	np	3.6%	3.5%	↓ -0.1%
Korea	3,100	4,500	↑ 44%	1.7%	2.4%	↑ 0.7%
China (excludes SARs and T)	6,700	7,600	↑ 13%	1.8%	1.6%	↓ -0.2%
India	np	np	np	1.3%	1.8%	↑ 0.5%
Other Asia	np	np	np	1.0%	1.0%	→ 0.0%
USA includes Hawaii	15,900	17,400	↑ 9%	3.5%	4.0%	↑ 0.5%
Canada	4,300	6,700	↑ 55%	3.7%	6.0%	↑ 2.3%
United Kingdom	19,800	21,900	↑ 10%	3.2%	3.7%	↑ 0.4%
Germany	9,400	7,300	↓ -23%	6.0%	4.7%	↓ -1.2%
Scandinavia	6,300	2,600	↓ -58%	7.5%	3.2%	↓ -4.3%
France	4,700	4,100	↓ -13%	5.0%	4.6%	↓ -0.5%
Italy	np	np	np	5.8%	3.3%	↓ -2.5%
Netherlands	3,100	2,900	↓ -7%	6.2%	6.1%	→ 0.0%
Switzerland	np	np	np	5.6%	6.1%	↑ 0.5%
Other Europe	5,300	4,400	↓ -18%	3.0%	2.6%	↓ -0.4%
Other Countries	7,300	9,300	↑ 27%	1.9%	2.3%	↑ 0.5%
<b>Total</b>	<b>134,500</b>	<b>149,900</b>	<b>↑ 11%</b>	<b>2.5%</b>	<b>2.7%</b>	<b>↑ 0.2%</b>

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)

**TABLE 5: Origin of international visitor nights spent in Tasmania**

	YE Jun 2010	YE Jun 2011	% Change	YE Jun 2010	YE Jun 2011	YE Jun 2010	YE Jun 2011	% Point difference
Country of origin	Nights			Average Stay (nights)		National Market Share		
New Zealand	116,100	219,700	↑ 89%	9.4	15.0	0.9%	1.5%	↑ 0.6%
Japan	98,800	198,600	↑ 101%	20.6	32.0	1.3%	2.5%	↑ 1.2%
Hong Kong (SAR of China)	135,200	94,300	↓ -30%	20.5	8.7	2.6%	1.9%	↓ -0.7%
Singapore	87,200	155,900	↑ 79%	16.8	23.6	1.5%	2.6%	↑ 1.1%
Malaysia	248,300	192,300	↓ -23%	46.0	29.6	3.8%	2.8%	↓ -0.9%
Indonesia	np	np	np	np	np	0.1%	1.7%	↑ 1.6%
Taiwan	np	np	np	np	np	1.5%	0.5%	↓ -1.0%
Thailand	np	np	np	np	np	2.3%	2.8%	↑ 0.5%
Korea	135,900	210,800	↑ 55%	43.8	46.8	1.1%	1.7%	↑ 0.6%
China (excludes SARs and T)	234,500	271,400	↑ 16%	35.0	35.7	1.0%	1.1%	→ 0.0%
India	np	np	np	np	np	0.7%	0.9%	↑ 0.2%
Other Asia	np	np	np	np	np	1.0%	0.7%	↓ -0.3%
USA includes Hawaii	213,800	229,200	↑ 7%	13.4	13.2	2.1%	2.3%	↑ 0.2%
Canada	97,300	65,500	↓ -33%	22.6	9.8	2.2%	1.5%	↓ -0.7%
United Kingdom	284,800	322,000	↑ 13%	14.4	14.7	1.3%	1.5%	↑ 0.3%
Germany	126,600	81,800	↓ -35%	13.5	11.2	1.8%	1.2%	↓ -0.6%
Scandinavia	77,900	149,500	↑ 92%	12.4	57.5	2.2%	4.3%	↑ 2.1%
France	79,200	77,900	↓ -2%	16.9	19.0	1.6%	1.6%	→ 0.0%
Italy	np	np	np	np	np	1.1%	0.7%	↓ -0.4%
Netherlands	54,800	28,800	↓ -47%	17.7	9.9	2.6%	1.5%	↓ -1.0%
Switzerland	np	np	np	np	np	2.0%	1.9%	↓ -0.1%
Other Europe	np	np	np	np	np	0.7%	0.6%	→ 0.0%
Other Countries	274,900	144,500	↓ -47%	37.7	15.5	2.0%	0.9%	↓ -1.1%
<b>Total</b>	<b>2,669,200</b>	<b>2,905,100</b>	<b>↑ 9%</b>	<b>19.8</b>	<b>19.4</b>	<b>1.5%</b>	<b>1.5%</b>	<b>↑ 0.1%</b>

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)

**TABLE 6: Origin of international visitor expenditure spent in Tasmania**

Country of origin	YE Jun	YE Jun	% Change	YE Jun	YE Jun	% Point difference
	2010	2011		2010	2011	
	Expenditure (\$million)			National Market Share		
New Zealand	\$26	\$17	↓ -35%	1.9%	1.1%	↓ -0.7%
United Kingdom	\$24	\$25	↑ 4%	1.3%	1.5%	↑ 0.1%
Germany	\$11	\$9	↓ -18%	1.9%	1.7%	↓ -0.2%
Scandinavia	np	np	np	np	np	np
Switzerland	np	np	np	np	np	np
Netherlands	np	\$3	np	np	np	np
France	np	\$4	np	np	1.2%	np
Italy	np	np	np	np	np	np
Other Europe	np	np	np	np	np	np
United States of America	\$23	\$24	↑ 4%	1.8%	2.0%	↑ 0.2%
Canada	\$9	\$8	np	np	np	np
Japan	\$8	\$10	↑ 25%	0.9%	1.2%	↑ 0.3%
China	\$25	\$22	↓ -12%	1.1%	0.8%	↓ -0.3%
Korea	np	np	np	np	np	np
Singapore	\$11	np	np	np	np	np
Malaysia	np	np	np	np	np	np
Hong Kong	np	\$20	np	np	np	np
Indonesia	np	np	np	np	np	np
Thailand	np	np	np	np	np	np
India	np	np	np	np	np	np
Taiwan	np	np	np	np	np	np
Other Asia	np	np	np	np	np	np
Other Countries	\$19	\$12	↓ -37%	1.5%	1.0%	↓ -0.6%
<b>Total</b>	<b>\$263</b>	<b>\$257</b>	<b>↓ -2%</b>	<b>1.5%</b>	<b>1.4%</b>	<b>↓ -0.1%</b>

**TABLE 7: Origin of International visitors**

	YE Jun 2010	YE Jun 2011	% Change	YE Jun 2010	YE Jun 2011	% Change
<i>Country of origin</i>	<i>Tasmania</i>			<i>Australia</i>		
United Kingdom	19,800	21,900	↑ 10%	614,600	595,600	↓ -3%
New Zealand	12,300	14,600	↑ 19%	1,020,700	1,073,000	↑ 5%
Total Asia	40,500	54,400	↑ 34%	2,015,300	2,208,700	↑ 10%
<i>Japan</i>	4,800	6,200	↑ 29%	340,300	334,900	↓ -2%
<i>Other Asia</i>	35,700	48,300	↑ 35%	1,675,000	1,873,800	↑ 12%
North America	20,300	24,100	↑ 19%	578,100	547,200	↓ -5%
USA	15,900	17,400	↑ 9%	459,300	434,600	↓ -5%
Canada	4,300	6,700	↑ 55%	118,800	112,600	↓ -5%
Total Europe	34,300	25,600	↓ -25%	660,200	639,600	↓ -3%
Germany	9,400	7,300	↓ -23%	157,800	154,100	↓ -2%
Other Europe	24,900	18,300	↓ -26%	502,400	485,500	↓ -3%
Other Countries	7,300	9,300	↑ 27%	390,800	397,500	↑ 2%
<b>Total</b>	<b>134,500</b>	<b>149,900</b>	<b>↑ 11%</b>	<b>5,279,700</b>	<b>5,461,400</b>	<b>↑ 3%</b>

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)

**TABLE 8: Origin of international visitor spend in Australia**

	YE Jun 2010	YE Jun 2011	% Change	Average spend per visitor Jun 10	Average spend per visitor Jun 11	Average spend per night Jun 10	Average spend per night Jun 11
<i>Country of origin</i>	<i>Expenditure (\$million)</i>			<i>Spend per visitor</i>		<i>Spend per night</i>	
New Zealand	\$1,390	\$1,481	↑ 7%	\$1,362	\$1,380	\$106	\$100
United Kingdom	\$1,832	\$1,720	↓ -6%	\$2,981	\$2,888	\$82	\$81
Germany	\$587	\$533	↓ -9%	\$3,720	\$3,459	\$82	\$80
Scandinavia	\$353	\$324	↓ -8%	\$4,197	\$3,923	\$99	\$93
Switzerland	\$195	\$199	↑ 2%	\$4,621	\$4,738	\$128	\$128
Netherlands	\$190	\$168	↓ -12%	\$3,838	\$3,621	\$89	\$88
France	\$353	\$346	↓ -2%	\$3,783	\$3,870	\$70	\$70
Italy	\$216	\$216	→ 0%	\$4,000	\$4,000	\$96	\$79
Other Europe	\$761	\$707	↓ -7%	\$4,244	\$4,132	\$87	\$88
United States of America	\$1,252	\$1,196	↓ -4%	\$2,726	\$2,752	\$124	\$122
Canada	\$441	\$426	↓ -3%	\$3,712	\$3,783	\$99	\$96
Japan	\$848	\$817	↓ -4%	\$2,492	\$2,440	\$111	\$104
China	\$2,263	\$2,674	↑ 18%	\$6,009	\$5,634	\$101	\$106
Korea	\$928	\$987	↑ 6%	\$5,079	\$5,219	\$76	\$81
Singapore	\$842	\$960	↑ 14%	\$3,329	\$3,457	\$146	\$162
Malaysia	\$743	\$853	↑ 15%	\$3,832	\$3,870	\$112	\$125
Hong Kong	\$561	\$612	↑ 9%	\$3,970	\$3,956	\$107	\$123
Indonesia	\$453	\$512	↑ 13%	\$4,270	\$4,263	\$102	\$101
Thailand	\$334	\$417	↑ 25%	\$4,315	\$5,085	\$90	\$97
India	\$559	\$677	↑ 21%	\$4,563	\$4,985	\$74	\$73
Taiwan	\$325	\$325	→ 0%	\$3,978	\$4,260	\$71	\$69
Other Asia	\$602	\$616	↑ 2%	\$4,306	\$4,305	\$73	\$73
Other Countries	\$1,228	\$1,252	↑ 2%	\$3,142	\$3,150	\$89	\$81
<b>Total</b>	<b>\$17,256</b>	<b>\$18,018</b>	<b>↑ 4%</b>	<b>\$3,268</b>	<b>\$3,299</b>	<b>\$94</b>	<b>\$95</b>

Source: International Visitor Survey, Tourism Research Australia

Note: Modelled expenditure includes package expenditure

**TABLE 9: International visitors to States/Territories**

	YE Jun 2010	YE Jun 2011	% Change		YE Jun 2010	YE Jun 2011	% Point difference
<i>State/territory visited</i>	<i>Visitors</i>				<i>Market Share</i>		
New South Wales	2,781,900	2,812,500	↑ 1%		52.7%	51.5%	↓ -1.2%
Victoria	1,548,200	1,734,100	↑ 12%		29.3%	31.8%	↑ 2.4%
Queensland	1,969,800	1,988,600	⇒ 1%		37.3%	36.4%	↓ -0.9%
South Australia	363,600	365,100	⇒ 0%		6.9%	6.7%	↓ -0.2%
Western Australia	683,700	720,200	↑ 5%		12.9%	13.2%	↑ 0.2%
Tasmania	134,500	149,900	↑ 11%		2.5%	2.7%	↑ 0.2%
Northern Territory	322,600	302,100	↓ -6%		6.1%	5.5%	↓ -0.6%
Australian Capital Territory	153,400	161,400	↑ 5%		2.9%	3.0%	⇒ 0.0%
<b>Total visitors to Australia</b>	<b>5,279,700</b>	<b>5,461,400</b>	<b>↑ 3%</b>		<b>100.0%</b>	<b>100.0%</b>	<b>⇒ 0.0%</b>

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 10: Purpose of visit to Tasmania by origin of international visitors, year ending Jun 2011**

<i>Country of origin</i>	Holiday		VFR <sup>1</sup>		Business		Education		Employment		Total	
	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	
	<i>Visitors</i>											
United Kingdom	14,600 ↑ 12%	6,000 ↓ -27%	2,100 ↑ 408%	np	np	np	np	21,900 ↑ 10%				
New Zealand	7,500 ↑ 54%	5,000 ↓ -4%	2,600 ↑ 1%	np	np	np	14,600 ↑ 19%					
<b>Total Asia</b>	<b>35,300 ↑ 36%</b>	<b>10,000 ↑ 54%</b>	<b>3,200 ↑ 50%</b>	<b>6,500 ↑ 23%</b>	<b>1,100 ↑ 65%</b>	<b>54,400 ↑ 34%</b>						
Japan	5,000 ↑ 49%	np	np	np	np	6,200 ↑ 29%						
Other Asia	30,300 ↑ 35%	9,200 ↑ 62%	3,000 ↑ 58%	6,000 ↑ 28%	1,100 ↑ 65%	48,300 ↑ 35%						
<b>Total North America</b>	<b>18,900 ↑ 25%</b>	<b>3,300 ⇒ 0%</b>	<b>2,100 ↑ 31%</b>	np	np	<b>24,100 ↑ 19%</b>						
USA	13,600 ↑ 13%	2,000 ↓ -16%	1,600 ↑ 19%	np	np	17,400 ↑ 9%						
Canada	5,300 ↑ 72%	1,300 ↑ 43%	np	np	np	6,700 ↑ 55%						
<b>Total Europe</b>	<b>22,000 ↓ -17%</b>	<b>2,600 ↓ -65%</b>	<b>1,000 ↑ 5%</b>	np	np	<b>25,600 ↓ -25%</b>						
Germany	6,900 ↓ -6%	np	np	np	np	7,300 ↓ -23%						
Other Europe	15,000 ↓ -22%	2,100 ↓ -63%	np	np	np	18,300 ↓ -26%						
Other Countries	5,800 ↑ 35%	2,000 ↓ -1%	1,200 ↑ 256%	np	np	9,300 ↑ 27%						
<b>Total</b>	<b>104,100 ↑ 16%</b>	<b>29,000 ↓ -12%</b>	<b>12,300 ↑ 52%</b>	<b>8,300 ↓ -2%</b>	<b>3,500 ↑ 60%</b>	<b>149,900 ↑ 11%</b>						

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

<sup>1</sup> VFR - Visit friends and/or relatives

**TABLE 11: Zones visited in Tasmania<sup>1</sup>**

<i>Zones visited</i>	YE Jun 2010	YE Jun 2011	% Change	Jun 10 Visitor Share	Jun 11 Visitor Share	YE Jun 2010	YE Jun 2011	% Change	Jun 10 Nights Share	Jun 11 Nights Share
	<i>Visitors</i>				<i>Nights</i>					
Hobart & Surrounds	1,113,300	1,251,100	↑ 12%	83%	83%	1,735,800	1,801,600	↑ 4%	65%	62%
L'ton, Tamar & North	46,000	53,100	↑ 15%	34%	35%	486,500	701,400	↑ 44%	18%	24%
North West	21,800	23,800	↑ 9%	16%	16%	225,000	204,800	↓ -9%	8%	7%
Western Wilderness <sup>2</sup>	27,800	33,100	↑ 19%	21%	22%	108,100	126,100	↑ 17%	4%	17%
East Coast	26,500	26,400	↓ 0%	20%	18%	np	np	np	np	np
<b>Total</b>	<b>1,345,500</b>	<b>1,499,900</b>	<b>↑ 11%</b>	<b>100%</b>	<b>100%</b>	<b>2,669,200</b>	<b>2,905,100</b>	<b>↑ 9%</b>	<b>100%</b>	<b>100%</b>

Example for how this table should be read: 62% of all international visitor nights in Tasmania in the 12 months to June 2011 were spent in Hobart and Surrounds.

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

<sup>1</sup> Zones are based on Tourism Tasmania's Marketing Zones.

<sup>2</sup> Western Wilderness includes Cradle Mountain.

**TABLE 12: Accommodation used in Tasmania**

Accommodation used	YE Jun	YE Jun	% Change	Jun 10 Visitor	Jun 11 Visitor	YE Jun 2010	YE Jun 2011	% Change	Jun 10 Nights	Jun 11 Nights		
	2010	2011		Share	Share				Share	Share		
	Visitors					Nights						
Hotel, resort, motel, motor-inn	58,700	74,400	↑	27%	44%	50%	335,800	471,300	↑	40%	13%	16%
Backpacker / hostel	26,600	28,900	↑	9%	20%	19%	295,100	258,000	↓	-13%	11%	9%
Rented house / apartment / unit / flat	11,500	13,000	↑	14%	9%	9%	877,700	794,300	↓	-9%	33%	27%
Home of friend or relative (no payment required)	34,700	32,300	↓	-7%	26%	22%	539,200	700,600	↑	30%	20%	24%
Caravan	14,600	16,200	↑	10%	11%	11%	109,700	141,200	↑	29%	4%	5%
Guest house / Bed and Breakfast (2002 onwards)	9,600	9,500	↓	-1%	7%	6%	np	np	np	np	np	np
Boat, houseboat, cabin-cruiser, or cruise ship	3,100	4,200	↑	35%	2%	3%	np	np	np	np	np	np
Educational institution (eg university)	2,100	1,700	↓	-18%	2%	1%	257,500	168,500	↓	-35%	10%	6%
Homestay	2,100	2,800	↑	32%	2%	2%	126,400	149,300	↑	18%	5%	5%
Other	2,000	3,800	↑	90%	1%	3%	np	174,100	np	np	np	6%
<b>Total</b>	<b>134,500</b>	<b>149,900</b>	<b>↑</b>	<b>11%</b>	<b>100%</b>	<b>100%</b>	<b>2,669,200</b>	<b>2,905,100</b>	<b>↑</b>	<b>9%</b>	<b>100%</b>	<b>100%</b>

Example for how this table should be read: 49% of all international visitors to Tasmania in the 12 months to March 2011 stayed in a hotel, resort, motel or motor inn

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

**TABLE 13: Length of visit to Tasmania**

Length of visit	YE Jun	YE Jun	% Change	Jun 10 Visitor	Jun 11 Visitor	
	2010	2011		Share	Share	
	Visitors					
1 night	3,800	3,700	↓	-1%	3%	2%
2 nights	10,500	10,800	↑	3%	8%	7%
3 to 7 nights	60,200	71,400	↑	19%	45%	48%
8 to 14 nights	29,200	31,800	↑	9%	22%	21%
15 to 27 nights	12,700	11,700	↓	-8%	9%	8%
28 or more nights	18,100	20,400	↑	13%	13%	14%
<b>Total</b>	<b>134,500</b>	<b>149,900</b>	<b>↑</b>	<b>11%</b>	<b>100%</b>	<b>100%</b>

Example for how this table should be read: 48% of all international visitors to Tasmania in the 12 months to June 2011 spent 3 to 7 nights in the State.

Source: International Visitor Survey, Tourism Research Australia

**TABLE 14: Age of international visitors who came to Tasmania**

	YE Jun 2010	YE Jun 2011	% Change	Jun 10 Visitor Share	Jun 11 Visitor Share
<b>Age of visitors</b>	<b>Visitors</b>				
15 to 24	24,400	27,200	↑ 11%	18%	18%
25 to 34	30,600	37,400	↑ 22%	23%	25%
35 to 44	18,600	20,300	↑ 9%	14%	14%
45 to 54	20,700	18,600	↓ -10%	15%	12%
55 to 64	23,600	26,600	↑ 13%	18%	18%
65 and over	16,500	19,800	↑ 20%	12%	13%
<b>Total</b>	<b>134,500</b>	<b>149,900</b>	<b>↑ 11%</b>	<b>100%</b>	<b>100%</b>

Source: International Visitor Survey, Tourism Research Australia

Example for how this table should be read: 22% of all international visitors to Tasmania in the 12 months to June 2011 were aged between 25 to 34 years.

**TABLE 15: Gender of international visitors who came to Tasmania**

	YE Jun 2010	YE Jun 2011	% Change	Jun 10 Visitor Share	Jun 11 Visitor Share
<b>Gender</b>	<b>Visitors</b>				
Male	63,100	73,900	↑ 17%	47%	49%
Female	71,300	76,000	↑ 7%	53%	51%
<b>Total</b>	<b>134,500</b>	<b>149,900</b>	<b>↑ 11%</b>	<b>100%</b>	<b>100%</b>

Source: International Visitor Survey, Tourism Research Australia

Example for how this table should be read: 51% of all international visitors to Tasmania in the 12 months to June 2011 were female.

**TABLE 16: Purpose of visit to Australia by origin of international visitors, Year ending Jun 2011**

Country of origin	Holiday		VFR <sup>1</sup>		Business		Education		Employment		Total	
	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	
<b>Country of origin</b>	<b>Visitors</b>											
United Kingdom	362,300	↓ -7%	344,600	↓ -2%	58,500	↑ 11%	6,300	↓ -2%	21,100	↑ 36%	595,600	↓ -3%
New Zealand	435,400	↓ -4%	456,500	↑ 5%	224,500	↑ 8%	17,800	↓ -1%	44,100	↑ 38%	1,073,000	↑ 5%
<b>Total Asia</b>	<b>1,153,400</b>	<b>↑ 13%</b>	<b>616,200</b>	<b>↑ 6%</b>	<b>366,800</b>	<b>↑ 13%</b>	<b>315,200</b>	<b>↑ 5%</b>	<b>42,700</b>	<b>↑ 17%</b>	<b>2,208,700</b>	<b>↑ 10%</b>
Japan	238,300	↓ -2%	53,100	↓ -6%	38,500	↑ 3%	28,000	↓ -1%	3,000	↑ 11%	334,900	↓ -2%
Other Asia	915,100	↑ 17%	563,100	↑ 7%	328,300	↑ 14%	287,300	↑ 6%	39,700	↑ 18%	1,873,800	↑ 12%
<b>North America</b>	<b>297,500</b>	<b>↓ -10%</b>	<b>178,800</b>	<b>↓ -2%</b>	<b>133,700</b>	<b>↑ 3%</b>	<b>37,400</b>	<b>↑ 2%</b>	<b>11,500</b>	<b>↓ -19%</b>	<b>547,200</b>	<b>↓ -5%</b>
USA	228,500	↓ -9%	127,600	↓ -6%	117,100	↑ 5%	31,100	↑ 5%	8,700	↓ -11%	434,600	↓ -5%
Canada	69,000	↓ -11%	51,200	↑ 7%	16,600	↓ -7%	6,300	↓ -13%	2,800	↓ -35%	112,600	↓ -5%
<b>Total Europe</b>	<b>450,400</b>	<b>↓ -3%</b>	<b>202,200</b>	<b>↓ -7%</b>	<b>78,300</b>	<b>↑ 2%</b>	<b>47,900</b>	<b>↓ -10%</b>	<b>29,500</b>	<b>↑ 17%</b>	<b>639,600</b>	<b>↓ -3%</b>
Germany	116,600	↓ -2%	41,900	↓ -9%	18,900	↑ 5%	9,600	↓ -17%	6,300	↑ 30%	154,100	↓ -2%
Other Europe	333,800	↓ -3%	160,300	↓ -7%	59,400	↑ 1%	38,300	↓ -7%	23,200	↑ 14%	485,500	↓ -3%
Other Countries	162,300	↔ 0%	162,300	↑ 8%	62,100	↔ 0%	44,500	↓ -2%	7,100	↑ 23%	397,500	↑ 2%
<b>Total</b>	<b>2,861,200</b>	<b>↑ 1%</b>	<b>1,960,700</b>	<b>↑ 2%</b>	<b>923,900</b>	<b>↑ 8%</b>	<b>469,100</b>	<b>↑ 2%</b>	<b>156,000</b>	<b>↑ 21%</b>	<b>5,461,400</b>	<b>↑ 3%</b>

Source: International Visitor Survey, Tourism Research Australia

<sup>1</sup> VFR - Visit friends and/or relatives

np - not published as the sample size is too small to be reliable.

## 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 (million)	
	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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