

International Tourism Snapshot

International visitors to Tasmania, year ending December 2010

International Tourism Overview

- Globally, international visitor arrivals increased 7% in 2010, according to the United Nations World Tourism Organisation (UNWTO)'s World Tourism Barometer. This gain reversed the 4% decline in global arrivals for the previous year which was attributed to the Global Financial Crisis. The UNWTO forecasts growth to continue at the rate of 4-5% in 2011¹.
- International visitor arrivals to Australia grew 5% compared to global growth of 7% for the year 2010. This is consistent with the recovery shown by advanced economies worldwide, with higher growth reported for emerging economies.
- The Tourism Forecasting Committee estimates that inbound arrivals to Australia will increase 5.6% in 2011. Over the long term, inbound arrivals are expected to grow at an annual average of 3.9% during the years 2009-2020².
- The number of nights spent in Tasmania by international visitors during 2011 is forecast to increase 3.4% to 2.85 million.

International visitors to Australia

Key Results:

- International visitor arrivals to Australia have been rising progressively from the year ending December 2009 with a further increase of 5% for the year ending December 2010.



- The number of nights international travellers spent in Australia increased 6% to 187.2 million.
- Expenditure increased by 4% to \$17.8 billion³ for the year ending December 2010.

¹ UNWTO World Tourism Barometer (Advance Release, January 2011)

² Tourism Forecasting Committee, Forecast 2010 Issue 2

³ Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory

Summary:

- 5.44 million international travellers visited Australia in the year ending December 2010, up 5% from the previous year (Table 1).
- The change in visitor numbers in each sector was as follows: education, +5%; holiday, +4%; and VFR, +2% (Table 1).
- Visitor nights spent in Australia increased 6% to 187.2 million. Average length of stay remained stable at 34.4 nights (Table 1). The change in visitor nights in each sector was as follows: VFR, +13%; education, 5%; employment, +8%; and holiday, -1%.
- Total expenditure in Australia for the year ending December 2010 increased 4% to \$17.8 billion⁴ (including package expenditure) (Table 1).
- For the three largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, +5%; United Kingdom, -3%; and USA, -2% (Table 7).
- Other key markets recorded the following changes to visitor numbers to Australia: China, +23%; Japan, +11%; Singapore, +8%; Malaysia, +11%; Korea, +18%; and Hong Kong, +5%. Germany showed no significant change (Table 7).
- Across Australia, the following changes to international visitor numbers to the states/territories were recorded: Victoria, +8%; New South Wales, +5%; Queensland, +4%; Tasmania, +2%; South Australia, +1%; Western Australia, -1%; and Northern Territory, -1%. The Australian Capital Territory showed no significant change (Table 9).
- While holiday visitation to Australia was up 4% (to 2.49 million visitors) on the previous year, declines were reported for the United Kingdom (-3%), the USA (-2%) and Canada (-2%).

International visitors to Tasmania

Key Results:

- International visitor arrivals into Tasmania have risen 2% to 142,000 during the year to December 2010.



- International visitor nights increased 13% to 2.98 million.
- Expenditure by international visitors in Tasmania increased 2% to \$279 million (including package expenditure).

⁴ Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory
 International Tourism Snapshot, year ending December 2010

Summary:

- Tasmania received 142,000 international visitors during the year ending December 2010, up 2% from the previous year (Table 1). This represents the first positive growth in annual international visitation to Tasmania after eleven straight quarters of decline since the year ending March 2008.
- Tasmania's share of all international visitors to Australia was down from 2.7% for the year ending December 2009 to 2.6% for the year ending December 2010 (Table 9).
- Changes to visitor numbers in each sector were as follows: education, +4%; VFR, +4%; and holiday, -2% (Table 1).
- Visitor nights increased 13% to 2.98 million and the average length of stay for international visitors in Tasmania increased from 18.9 to 21.0 nights (Table 1). In each sector, change to nights was as follows: education, +22%; holiday, -2%; and VFR, -13% (Table 2).
- Expenditure by international visitors in Tasmania increased 2% to \$279 million (including package expenditure) (Table 1).
- The average spend per international visitor (including package expenditure) in Tasmania remained steady at \$1,965 (was \$1,964) during the year ending December 2010, while spend per night decreased to \$94 (was \$104) (Table 1).
- For the three largest source markets, the following changes to visitor numbers to Tasmania were recorded: USA, +11%; New Zealand, +11%; and the United Kingdom, -7% (Table 4).
- Other key markets recorded the following changes to visitor numbers to Tasmania: Hong Kong, +46%; Singapore, +24%; China, +23%; Malaysia, +22%; Japan, +18%; Canada, -22%; and Germany, -25% (Table 4).
- In contrast to the growth in holiday visitation nationally, holiday visitation to Tasmania declined by 2% to 96,000 visitors. This decline was largely due to fewer holiday visitors arriving in Tasmania from the UK (-7%), Germany (-25%) and Canada (-22%).

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 2% to 555,500 over the year to December 2010 (Table 7).
- Meanwhile, Tasmania's share of visitors from North America increased 3% to 22,400 (Table 4).
- Large increases in travel for business and employment offset declines in holiday, VFR and education travel resulting in the net increase in North American visitors to Tasmania (Table 10).
- Visitors from the USA to Tasmania were up 11% to 17,900, while visitors from Canada declined 22% to 4,500 (Table 10).
- Total nights spent by USA visitors in Tasmania increased 69% while nights spent by Canadian visitors decreased 58%. The average length of stay in Tasmania increased for USA visitors to 14.6 nights (was 9.7 nights) and for Canadian visitors to 11.1 nights (was 20.6 nights) (Table 5).
- The total modelled expenditure of USA visitors in Tasmania decreased 4% to \$25 million (Table 6).

United Kingdom (UK):

- The number of visitors to Australia from the UK declined 3% to 608,900 in the 12 months to December 2010 (Table 7).
- The number of UK visitors to Tasmania declined 7% to 20,500 (Table 4).
- Most of the decline for Tasmania was the result of a drop in holiday travel (-9%) (Table 10).
- The average length of time UK visitors spent in Tasmania increased from 12.9 nights to 13 nights over the year, however due to the decline in visitor numbers there was a 6% decline in visitor nights spent by UK visitors in Tasmania (Table 5).
- Total modelled spend by UK visitors to Tasmania decreased 23% to \$23 million (was \$30 million). This expenditure represents 1.3% of the national spend by visitors from the UK (Table 6).

New Zealand (NZ):

- The number of visitors to Australia from NZ increased 5% to 1,053,900 over the year (Table 7).
- In Tasmania, the number of visitors increased 11%, largely as a result of business travel (Table 10).
- The average length of stay in Tasmania by NZ visitors increased from 9.4 to 15.4 nights in the 12 months to December 2010, while total nights spent by NZ visitors increased 81% to 226,400 (Table 5).
- Total modelled spend by New Zealanders visiting Tasmania reached \$31 million, up 82% on the previous year (Table 6).

Total Europe (Excluding United Kingdom):

- Arrivals into Australia from Europe remained stable (0%) at 647,800 visitors (Table 7).
- Tasmania's share of all European visitors to Australia was 4% of this total, or 27,300 visitors, down 20% on the previous year mainly as a result of decreases in VFR and holiday travel (Table 10).
- The number of Germans visiting Australia remained stable (0%) at 155,300, and the number who visited Tasmania during the same period decreased 25% to 7,100 (Tables 7 and 4).
- Tasmania's share of all German visitors to Australia now stands at 4.6%.
- Total Europe expenditure is not published as the sample size is too small to be reliable.

Japan:

- Japanese visitor numbers increased 11% nationally (to 368,100), and increased 18% in Tasmania (Tables 7 and 4).
- The increase in Tasmania was due to holiday travel and VFR (Table 10).
- Average length of stay increased from 21.5 nights to 24.3 nights (Table 5).
- Modelled expenditure by Japanese visitors was \$9 million for the year, a decline of 10% from the previous year (Table 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 12% for Australia to 1,805,400, while for Tasmania numbers increased 18% to 41,900 over the year to December 2010 (Table 10).
- Tasmania's growth was due to an increase in holiday, VFR and education travel (Table 10).
- Countries driving the growth in the combined Asian nations category to Tasmania included Hong Kong, Singapore, China and Malaysia (Table 4).
- Declines were recorded in visitors from Korea (Table 4). Visitor numbers from Indonesia, Taiwan and India are not published due to concerns with data reliability.
- Of all overseas visitors, those from the combined Asian nations (excluding Japan) spent the greatest number of nights in Tasmania. Over half (63%) of all nights spent by visitors from the combined Asian nations in the State were for education purposes.

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 Dec 2009	YE Dec 2010	% change	YE Dec 2009	YE Dec 2010	% change	
Visitors							
International visitors	139,500	142,000	↑ 2%	5,174,700	5,440,900	↑ 5%	
Nights							
Nights ('000s)	2,639	2,980	↑ 13%	177,128	187,192	↑ 6%	
Ave Length of stay (nights)	18.9	21.0	↑ 11%	34.2	34.4	↑ 1%	
Expenditure							
Expenditure (\$million)	\$274	\$279	↑ 2%	\$17,112	\$17,607	↑ 3%	
Average spend per visitor	\$1,964	\$1,965	→ 0%	\$3,307	\$3,236	↓ -2%	
Average spend per night	\$104	\$94	↓ -10%	\$97	\$94	↓ -3%	
Holiday spend (\$million)	\$113	\$102	↓ -10%	\$6,601	\$6,246	↓ -5%	
Purpose							
Holiday	98,800	96,500	↓ -2%	2,398,200	2,488,600	↑ 4%	
Visit friends or relatives (VFR)	28,200	29,300	↑ 4%	1,293,800	1,325,900	↑ 2%	
Business	9,600	9,900	↑ 3%	756,100	868,100	↑ 15%	
Education	8,400	8,800	↑ 4%	411,300	431,300	↑ 5%	
Employment	2,200	3,300	↑ 49%	116,500	122,200	↑ 5%	
Other Reason	2,600	3,800	↑ 43%	199,000	204,700	↑ 3%	
Total	139,500	142,000	↑ 2%	5,174,700	5,440,900	↑ 5%	

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						
	YE Dec	YE Dec	% change	Average	Average	% change
	2009	2010		Stay Dec	Stay Dec	
Nights						
Holiday	997,400	977,300	↓ -2%	10.1	10.1	→ 0%
Visit friends or relatives	456,800	397,600	↓ -13%	16.2	13.6	↓ -16%
Business	69,300	97,700	↑ 41%	7.2	9.9	↑ 37%
Education	960,800	1,173,200	↑ 22%	114.4	133.3	↑ 17%
Employment	140,000	322,700	↑ 131%	63.6	97.8	↑ 54%
Other	14,800	11,000	↓ -26%	5.7	2.9	↓ -49%
Total	2,639,000	2,979,600	↑ 13%	18.9	21.0	↑ 11%

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 Dec 09	YE Dec 10	% Change	Average spend per visitor 09	spend per visitor 10	% Change	Average spend per night 09	Average spend per night 10	% Change
<i>Expenditure</i>									
Holiday	\$113	\$102	↓ -10%	\$1,144	\$1,057	↓ -8%	\$113	\$104	↓ -8%
Visit friends or relatives	\$41	\$26	↓ -37%	\$1,454	\$887	↓ -39%	\$90	\$65	↓ -27%
Business	\$18	\$21	↑ 17%	\$1,875	\$2,121	↑ 13%	\$260	\$215	↓ -17%
Education	\$84	\$115	↑ 37%	\$10,000	\$13,068	↑ 31%	\$87	\$98	↑ 12%
Other	\$18	np	np	\$6,923	np	np	\$1,216	np	np
Total	\$274	\$279	↑ 2%	\$1,964	\$1,965	↔ 0%	\$104	\$94	↓ -10%

Source: International Visitor Survey, Tourism Research Australia

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

Note: Modelled expenditure includes package expenditure

TABLE 4: Origin of international visitors to Tasmania

	YE Dec 2009	YE Dec 2010	% change	YE Dec 2009	YE Dec 2010	% point difference
<i>Country of origin</i>	<i>Visitors to Tasmania</i>			<i>National Market Share</i>		
New Zealand	13,300	14,700	↑ 11%	1.3%	1.4%	↑ 0.1%
Japan	5,300	6,200	↑ 18%	1.6%	1.7%	↑ 0.1%
Hong Kong	5,500	8,000	↑ 46%	3.8%	5.4%	↑ 1.5%
Singapore	5,400	6,600	↑ 24%	2.1%	2.5%	↑ 0.3%
Malaysia	5,400	6,600	↑ 22%	2.8%	3.1%	↑ 0.3%
Indonesia	np	np	np	1.5%	1.9%	↑ 0.4%
Taiwan	np	np	np	4.3%	2.7%	↓ -1.6%
Thailand	np	np	np	3.0%	3.9%	↑ 0.9%
Korea	3,200	3,100	↓ -3%	1.9%	1.6%	↓ -0.3%
China	5,900	7,200	↑ 23%	1.7%	1.7%	↔ 0.0%
India	np	np	np	1.3%	1.1%	↓ -0.2%
Other Asia	np	np	np	0.7%	1.1%	↑ 0.4%
USA	16,100	17,900	↑ 11%	3.6%	4.1%	↑ 0.5%
Canada	5,700	4,500	↓ -22%	4.9%	3.9%	↓ -1.0%
United Kingdom	21,900	20,500	↓ -7%	3.5%	3.4%	↓ -0.2%
Germany	9,400	7,100	↓ -25%	6.0%	4.6%	↓ -1.5%
Scandinavia	5,900	4,000	↓ -32%	7.3%	4.8%	↓ -2.5%
France	3,600	4,400	↑ 20%	4.1%	4.7%	↑ 0.7%
Italy	np	np	np	6.2%	3.9%	↓ -2.3%
Netherlands	3,500	3,000	↓ -14%	7.1%	6.3%	↓ -0.8%
Switzerland	np	np	np	6.9%	5.3%	↓ -1.6%
Other Europe	5,600	4,500	↓ -19%	3.1%	2.6%	↓ -0.5%
Other Countries	7,600	9,000	↑ 18%	2.0%	2.2%	↑ 0.2%
Total	139,500	142,000	↑ 2%	2.7%	2.6%	↓ -0.1%

Source: International Visitor Survey, Tourism Research Australia

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% 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

Country of origin	YE Dec	YE Dec	% change	YE Dec	YE Dec	YE Dec	YE Dec	% point difference
	2009	2010		2009	2010	2009	2010	
	Nights			Average Stay (nights)		National Market Share		
New Zealand	125,300	226,400	↑ 81%	9.4	15.4	0.9%	1.6%	↑ 0.7%
Japan	113,800	150,400	↑ 32%	21.5	24.3	1.6%	1.8%	↑ 0.3%
Hong Kong	81,900	142,100	↑ 73%	14.9	17.8	1.8%	2.7%	↑ 0.9%
Singapore	68,000	135,300	↑ 99%	12.6	20.5	1.2%	2.4%	↑ 1.2%
Malaysia	368,600	209,400	↓ -43%	68.3	31.7	5.4%	3.0%	↓ -2.4%
Indonesia	np	np	np	np	np	0.2%	0.9%	↑ 0.7%
Taiwan	np	np	np	np	np	3.1%	1.1%	↓ -2.0%
Thailand	np	np	np	np	np	2.8%	2.7%	↓ -0.1%
Korea	142,600	172,800	↑ 21%	44.6	55.7	1.2%	1.4%	↑ 0.2%
China	233,400	260,700	↑ 12%	39.6	36.2	1.2%	1.1%	↓ -0.1%
India	np	np	np	np	np	0.4%	0.6%	↑ 0.3%
Other Asia	np	np	np	np	np	0.9%	1.3%	↑ 0.4%
USA	155,400	262,200	↑ 69%	9.7	14.6	1.6%	2.7%	↑ 1.2%
Canada	117,700	49,800	↓ -58%	20.6	11.1	2.5%	1.1%	↓ -1.4%
United Kingdom	282,700	266,100	↓ -6%	12.9	13.0	1.3%	1.2%	→ 0.0%
Germany	135,900	97,900	↓ -28%	14.5	13.8	1.9%	1.5%	↓ -0.4%
Scandinavia	69,700	167,600	↑ 140%	11.8	41.9	2.1%	4.9%	↑ 2.8%
France	70,400	45,500	↓ -35%	19.6	10.3	1.5%	0.9%	↓ -0.6%
Italy	np	np	np	np	np	0.9%	1.3%	↑ 0.4%
Netherlands	50,900	33,000	↓ -35%	14.5	11.0	2.4%	1.7%	↓ -0.6%
Switzerland	np	np	np	np	np	3.4%	1.7%	↓ -1.7%
Other Europe	np	np	np	np	np	0.7%	0.5%	↓ -0.2%
Other Countries	140,900	296,300	↑ 110%	18.5	32.9	1.0%	2.0%	↑ 1.0%
Total	2,639,000	2,979,600	↑ 13%	18.9	21.0	1.5%	1.6%	↑ 0.1%

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 Dec	YE Dec	% change	YE Dec	YE Dec	% point		
	2009	2010		2009	2010	difference		
	Expenditure (\$million)			National Market Share				
New Zealand	\$17	\$31	↑	82%	1.3%	2.1%	↑	0.9%
United Kingdom	\$30	\$23	↓	-23%	1.6%	1.3%	↓	-0.3%
Germany	\$9	\$9	→	0%	1.5%	1.7%	↑	0.1%
Scandinavia	np	np		np	np			np
Switzerland	np	np		np	np			np
Netherlands	np	np		np	np			np
France	np	np		np	np			np
Italy	np	np		np	np			np
Other Europe	np	np		np	np			np
USA	\$26	\$25	↓	-4%	2.1%	2.1%	↑	0.1%
Canada	\$11	np		np	2.4%	np		np
Japan	\$10	\$9	↓	-10%	1.2%	1.0%	↓	-0.2%
China	\$21	\$26	↑	24%	1.0%	1.1%	→	0.0%
Korea	np	np		np	np			np
Singapore	np	np		np	np			np
Malaysia	np	np		np	np			np
Hong Kong	np	np		np	np			np
Indonesia	np	np		np	np			np
Thailand	np	np		np	np			np
India	np	np		np	np			np
Taiwan	np	np		np	np			np
Other Asia	np	np		np	np			np
Other Countries	\$14	\$24	↑	71%	1.1%	1.9%	↑	0.8%
Total	\$274	\$279	↑	2%	1.6%	1.6%	→	0.0%

Source: International Visitor Survey, Tourism Research Australia

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

Notes: 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.

Modelled expenditure includes package expenditure

% 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 Australia

Country of origin	YE Dec	YE Dec	% Change	YE Dec	YE Dec	% Change	Average	Average
	2009	2010		2009	2010		Stay 2009	Stay 2010
	Visitors			Nights ("000")			Average Stay (nights)	
New Zealand	1,005,500	1,053,900	↑ 5%	13,471	14,253	↑ 6%	13.4	13.5
Japan	332,400	368,100	↑ 11%	7,253	8,178	↑ 13%	21.8	22.2
Hong Kong (SAR of China)	142,800	149,400	↑ 5%	4,627	5,301	↑ 15%	32.4	35.5
Singapore	249,800	269,900	↑ 8%	5,713	5,746	↑ 1%	22.9	21.3
Malaysia	192,400	213,000	↑ 11%	6,776	6,957	↑ 3%	35.2	32.7
Indonesia	97,000	111,900	↑ 15%	3,886	4,966	↑ 28%	40.1	44.4
Taiwan	92,400	80,500	↓ -13%	4,303	4,623	↑ 7%	46.6	57.4
Thailand	76,400	78,300	↑ 2%	4,028	4,113	↑ 2%	52.7	52.5
Korea	168,300	198,500	↑ 18%	11,957	12,356	↑ 3%	71.0	62.2
China (excludes SARs and Taiwan Province)	350,800	431,400	↑ 23%	19,177	24,022	↑ 25%	54.7	55.7
India	117,500	130,400	↑ 11%	7,149	8,278	↑ 16%	60.8	63.5
Other Asia	131,900	142,100	↑ 8%	7,442	8,576	↑ 15%	56.4	60.4
USA	450,400	440,200	↓ -2%	9,913	9,591	↓ -3%	22.0	21.8
Canada	117,300	115,300	↓ -2%	4,724	4,520	↓ -4%	40.3	39.2
United Kingdom	625,000	608,900	↓ -3%	22,577	21,929	↓ -3%	36.1	36.0
Germany	156,000	155,300	↓ 0%	7,178	6,701	↓ -7%	46.0	43.1
Scandinavia	80,800	82,900	↑ 3%	3,318	3,406	↑ 3%	41.1	41.1
France	89,000	91,900	↑ 3%	4,759	4,915	↑ 3%	53.5	53.5
Italy	52,900	54,500	↑ 3%	2,389	2,388	↔ 0%	45.2	43.8
Netherlands	49,200	47,600	↓ -3%	2,150	1,896	↓ -12%	43.7	39.8
Switzerland	40,700	42,200	↑ 4%	1,546	1,534	↓ -1%	38.0	36.3
Other Europe	179,100	173,400	↓ -3%	8,867	7,917	↓ -11%	49.5	45.7
Other Countries	377,100	401,200	↑ 6%	13,926	15,026	↑ 8%	36.9	37.5
Total	5,174,700	5,440,900	↑ 5%	177,128	187,192	↑ 6%	34.2	34.4

Source: International Visitor Survey, Tourism Research Australia

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

TABLE 8: Origin of international visitor spend in Australia

Country of origin	YE Dec	YE Dec	% Change	Average spend per visitor 09	Average spend per visitor 10	Average spend per night 09	Average spend per night 10
	2009	2010					
	Expenditure (\$million)			Spend per visitor		Spend per night	
New Zealand	\$1,360	\$1,471	↑ 8%	\$1,353	\$1,396	\$101	\$103
United Kingdom	\$1,908	\$1,805	↓ -5%	\$3,053	\$2,964	\$85	\$82
Germany	\$594	\$545	↓ -8%	\$3,808	\$3,509	\$83	\$81
Scandinavia	\$333	\$332	↔ 0%	\$4,121	\$4,005	\$100	\$97
Switzerland	\$199	\$197	↓ -1%	\$4,889	\$4,668	\$129	\$128
Netherlands	\$185	\$174	↓ -6%	\$3,760	\$3,655	\$86	\$92
France	\$353	\$342	↓ -3%	\$3,966	\$3,721	\$74	\$70
Italy	\$220	\$207	↓ -6%	\$4,159	\$3,798	\$92	\$87
Other Europe	\$811	\$700	↓ -14%	\$4,528	\$4,037	\$91	\$88
USA	\$1,262	\$1,180	↓ -6%	\$2,802	\$2,681	\$127	\$123
Canada	\$455	\$438	↓ -4%	\$3,879	\$3,799	\$96	\$97
Japan	\$851	\$881	↑ 4%	\$2,560	\$2,393	\$117	\$108
China	\$2,023	\$2,410	↑ 19%	\$5,767	\$5,586	\$105	\$100
Korea	\$960	\$966	↑ 1%	\$5,704	\$4,866	\$80	\$78
Singapore	\$804	\$912	↑ 13%	\$3,219	\$3,379	\$141	\$159
Malaysia	\$773	\$814	↑ 5%	\$4,018	\$3,822	\$114	\$117
Hong Kong	\$521	\$616	↑ 18%	\$3,648	\$4,123	\$113	\$116
Indonesia	\$420	\$480	↑ 14%	\$4,330	\$4,290	\$108	\$97
Thailand	\$351	\$382	↑ 9%	\$4,594	\$4,879	\$87	\$93
India	\$573	\$614	↑ 7%	\$4,877	\$4,709	\$80	\$74
Taiwan	\$344	\$328	↓ -5%	\$3,723	\$4,075	\$80	\$71
Other Asia	\$569	\$579	↑ 2%	\$4,314	\$4,075	\$76	\$68
Other Countries	\$1,242	\$1,234	↓ -1%	\$3,294	\$3,076	\$89	\$82
Total	\$17,112	\$17,607	↑ 3%	\$3,307	\$3,236	\$97	\$94

Source: International Visitor Survey, Tourism Research Australia

Note: Modelled expenditure includes package expenditure

TABLE 9: International visitors to States/Territories

State/territory visited	YE Dec	YE Dec	% change	YE Dec	YE Dec	% point difference
	2009	2010		2009	2010	
	Visitors			Market Share		
New South Wales	2,711,000	2,838,600	↑ 5%	52.4%	52.2%	↓ -0.2%
Victoria	1,530,600	1,649,300	↑ 8%	29.6%	30.3%	↑ 0.7%
Queensland	1,968,200	2,048,200	↑ 4%	38.0%	37.6%	↓ -0.4%
South Australia	360,700	362,800	↑ 1%	7.0%	6.7%	↓ -0.3%
Western Australia	694,100	689,500	↓ -1%	13.4%	12.7%	↓ -0.7%
Tasmania	139,500	142,000	↑ 2%	2.7%	2.6%	↓ -0.1%
Northern Territory	336,100	299,600	↓ -11%	6.5%	5.5%	↓ -1.0%
Australia Capital Territory	155,300	154,800	→ 0%	3.0%	2.8%	↓ -0.2%
Total visitors to Australia	5,174,700	5,440,900	↑ 5%	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 10: Purpose of visit to Tasmania by origin of international visitors, year ending Dec 2010

Country of origin	Holiday		VFR ¹		Business		Education		Employment		Total	
	Visitors	% change	Visitors	% change	Visitors	% change	Visitors	% change	Visitors	% change	Visitors	% change
United Kingdom	14,800	↓ -9%	6,400	↑ 2%	np	np	np	np	np	np	20,500	↓ -7%
New Zealand	6,100	↓ -1%	5,100	↓ -4%	3,600	↑ 31%	np	np	np	np	14,700	↑ 11%
Total Asia	31,300	↑ 14%	8,300	↑ 57%	1,800	↓ -42%	6,100	↑ 18%	np	np	48,100	↑ 18%
Japan	4,700	↑ 25%	1,000	↑ 59%	np	np	np	np	np	np	6,200	↑ 18%
Other Asia	26,600	↑ 12%	7,300	↑ 57%	1,400	↓ -40%	5,600	↑ 16%	np	np	41,900	↑ 18%
North America	16,900	↓ -5%	3,100	↓ -12%	1,800	↑ 57%	1,200	↓ -4%	np	np	22,400	↑ 3%
USA	13,300	↑ 2%	2,300	↓ -3%	1,500	↑ 38%	1,200	↑ 9%	np	np	17,900	↑ 11%
Canada	3,600	↓ -24%	np	np	np	np	np	np	np	np	4,500	↓ -22%
Total Europe	22,600	↓ -15%	4,500	↓ -19%	np	np	np	np	np	np	27,300	↓ -20%
Germany	6,300	↓ -13%	np	np	np	np	np	np	np	np	7,100	↓ -25%
Other Europe	16,300	↓ -16%	3,900	↑ 2%	np	np	np	np	np	np	20,200	↓ -18%
Other Countries	4,900	↑ 7%	2,000	↓ -14%	1,100	↑ 25%	np	np	np	np	9,000	↑ 18%
Total	96,500	↓ -2%	29,300	↑ 4%	9,900	↑ 3%	8,800	↑ 4%	3,300	↑ 49%	142,000	↑ 2%

Source: International Visitor Survey, Tourism Research Australia

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

¹ VFR - Visit friends and/or relatives

TABLE 11: Zones visited in Tasmania¹

	2009		% Change	2010		2009		% Change	2010	
	YE Dec 2009	YE Dec 2010		Visitor Share	Visitor Share	YE Dec 2009	YE Dec 2010		2009 Nights Share	2010 Nights Share
Zones visited	Visitors					Nights				
Hobart & Surrounds	116,700	118,000	↑ 1%	84%	83%	1,695,200	2,007,500	↑ 18%	64%	67%
L'ton, Tamar & North	31,000	29,600	↓ -5%	22%	21%	109,700	116,900	↑ 7%	4%	4%
North West	27,900	28,100	↑ 1%	20%	20%	np	np	np	3%	3%
Western Wilderness ²	48,100	49,200	↑ 2%	34%	35%	543,200	550,200	↑ 1%	21%	1%
East Coast	23,100	22,200	↓ -4%	17%	16%	153,800	219,000	↑ 42%	6%	7%
Total	139,500	142,000	↑ 2%	100%	100%	2,639,000	2,979,600	↑ 13%	100%	100%

Example for how this table should be read: 67% of all international visitor nights in Tasmania in the 12 months to Dec 2010 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.

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

² Western Wilderness includes Cradle Mountain.

TABLE 12: Accommodation used in Tasmania

	2009		% Change	2010		2009		% Change	2010	
	YE Dec 2009	YE Dec 2010		Visitor Share	Visitor Share	YE Dec 2009	YE Dec 2010		2009 Nights Share	2010 Nights Share
Accommodation used	Visitors					Nights				
Hotel, resort, motel, motor-inn	63,300	69,700	↑ 10%	45%	49%	343,700	444,500	↑ 29%	13%	15%
Backpacker / hostel	28,500	25,300	↓ -11%	20%	18%	297,100	250,800	↓ -16%	11%	8%
Rented house / apartment / unit / flat	12,000	12,900	↑ 8%	9%	9%	861,600	1,026,900	↑ 19%	33%	34%
Home of friend or relative (no payment required)	32,800	32,100	↓ -2%	24%	23%	469,700	517,900	↑ 10%	18%	17%
Caravan	18,100	14,200	↓ -21%	13%	10%	153,000	102,400	↓ -33%	6%	3%
Guest house / Bed and Breakfast (2002 onwards)	10,000	9,300	↓ -6%	7%	7%	np	np	np	np	np
Boat, houseboat, cabin-cruiser, or cruise ship	3,500	3,800	↑ 7%	3%	3%	np	np	np	np	np
Educational institution (eg university)	2,400	1,800	↓ -25%	2%	1%	230,000	238,600	↑ 4%	9%	8%
Homestay	1,400	3,000	↑ 113%	1%	2%	134,300	161,800	↑ 20%	5%	5%
Other	2,800	3,200	↑ 14%	2%	2%	np	177,800	np	np	6%
Total	139,500	142,000	↑ 2%	100%	100%	2,639,000	2,979,600	↑ 13%	100%	100%

Example for how this table should be read: 49% of all international visitors to Tasmania in the 12 months to Dec 2010 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

	YE Dec 2009	YE Dec 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Length of visit</i>	<i>Visitors</i>				
1 night	4,100	3,800	↓ -7%	3%	3%
2 nights	11,800	9,900	↓ -16%	8%	7%
3 to 7 nights	65,300	66,900	↑ 3%	47%	47%
8 to 14 nights	28,700	29,300	↑ 2%	21%	21%
15 to 27 nights	12,000	12,100	↑ 1%	9%	9%
28 or more nights	17,600	19,900	↑ 13%	13%	14%
Total	139,500	142,000	↑ 2%	100%	100%

Example for how this table should be read: 47% of all international visitors to Tasmania in the 12 months to Dec 2010 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 Dec 2009	YE Dec 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Age of visitors</i>	<i>Visitors</i>				
15 to 24	24,200	26,900	↑ 11%	17%	19%
25 to 34	31,500	33,600	↑ 7%	23%	24%
35 to 44	20,700	16,900	↓ -18%	15%	12%
45 to 54	18,300	20,600	↑ 12%	13%	15%
55 to 64	26,600	27,000	↑ 2%	19%	19%
65 and over	18,100	16,900	↓ -7%	13%	12%
Total	139,500	142,000	↑ 2%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

Example for how this table should be read: 24% of all international visitors to Tasmania in the 12 months to Dec 2010 were aged between 25 to 34 years.

TABLE 15: Gender of international visitors who came to Tasmania

	YE Dec 2009	YE Dec 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Gender</i>	<i>Visitors</i>				
Male	65,600	72,200	↑ 10%	47%	51%
Female	73,900	69,700	↓ -6%	53%	49%
Total	139,500	142,000	↑ 2%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

Example for how this table should be read: 49% of all international visitors to Tasmania in the 12 months to Dec 2010 were female.

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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