

# International Tourism Snapshot

## International visitors to Tasmania, year ending March 2011

### International Tourism Overview

- Globally, the UN World Tourism Organisation (UNWTO) reports that international visitor arrivals grew by 4.7% during the first months of 2011. This observed growth is in line with the UNWTO's forecast, prepared in January this year, which predicted 4-5% growth in international tourist arrivals in 2011. The impact of recent developments in North Africa and the Middle East, and recent natural disasters in Japan, are not predicted to greatly affect projected growth worldwide<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, inbound arrivals to Australia are forecast 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, the number of nights spent in Tasmania by international visitors during 2011 is forecast to be 201 million, while 3.3% growth in nights by international visitors over the period 2010-20 is expected.

### International Visitor Survey (IVS) Results

#### KEY RESULTS – Australia

- A total of 5.44 million international tourists visited the country in the year ending March 2011, up 3% from the year ending March 2010 (Fig. 1, Tab. 1).
- The number of nights international travellers spent in Australia increased by 3% to 187.1 million (Fig. 2, Tab. 1).
- Unmodelled expenditure<sup>3</sup> was \$18.03 billion, up 4% from the year ending March 2010 (Fig. 3).
- Holiday visitors to Australia numbered 2.46 million, up 2% from the previous year (Fig. 4, Tab. 1).

Figure 1. International Visitors to Australia<sup>4</sup>

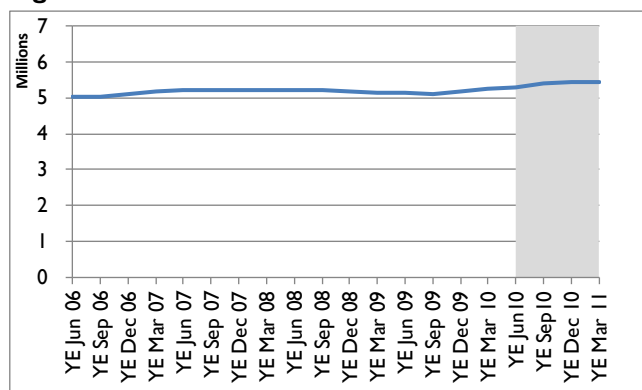
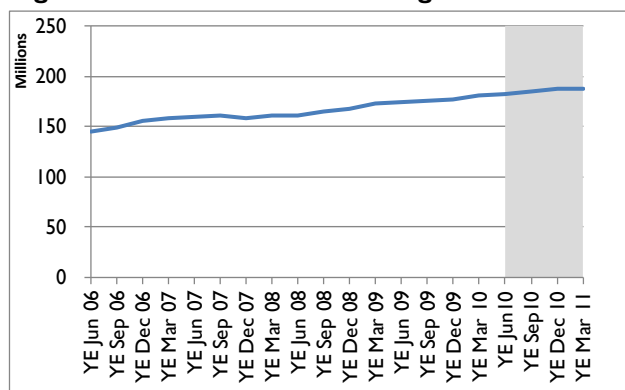


Figure 2. International Visitor Nights to Australia<sup>4</sup>



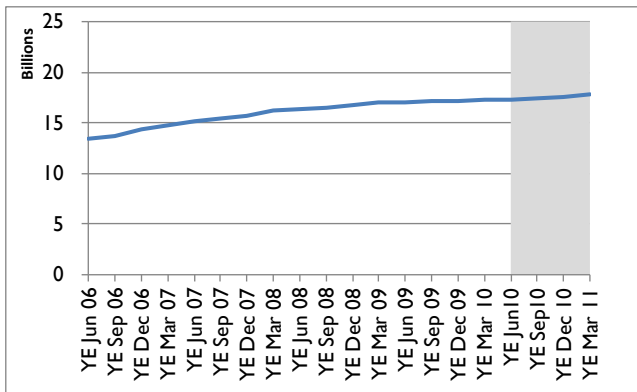
<sup>1</sup> UNWTO World Tourism Barometer 2011 (April Interim Update)

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

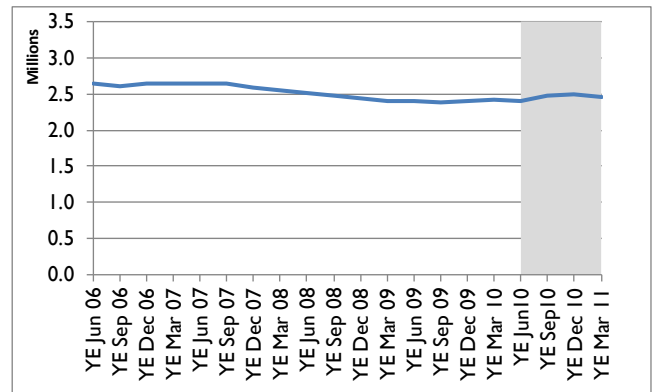
<sup>3</sup> Unmodelled expenditure includes amounts that cannot be allocated to States/Territories and is only referred to at the top-line National level.

<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.

**Figure 3. Total Expenditure<sup>5</sup> in Australia (\$)<sup>6</sup>**



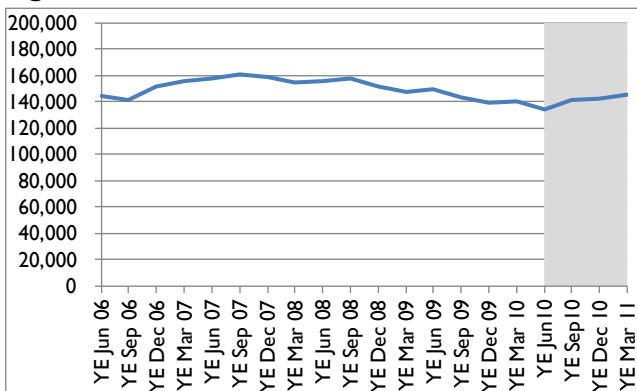
**Figure 4. Total Holiday Visitors to Australia<sup>6</sup>**



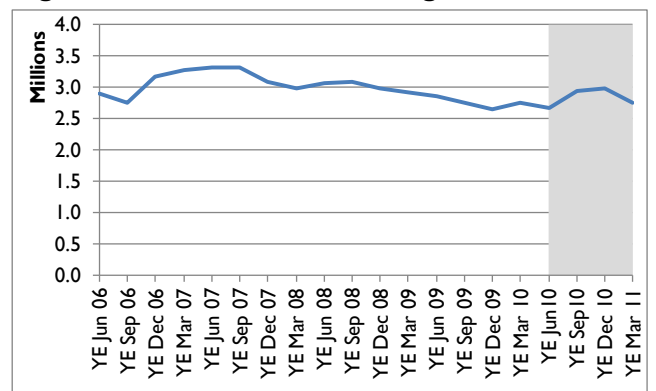
**KEY RESULTS - Tasmania**

- International visitor arrivals into Tasmania increased by 3% to 145,100 during the year ending March 2011 (Fig. 5, Tab. 1).
- The number of nights international visitors spent in Tasmania remained steady at 2.76 million (Fig. 6, Tab. 1).
- Modelled expenditure<sup>5</sup> by international visitors decreased by 9% to \$248 million (Fig. 7, Tab. 1).
- Holiday visitation to Tasmania increased by 2% to 100,200 visitors (Fig. 8, Tab. 1).

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



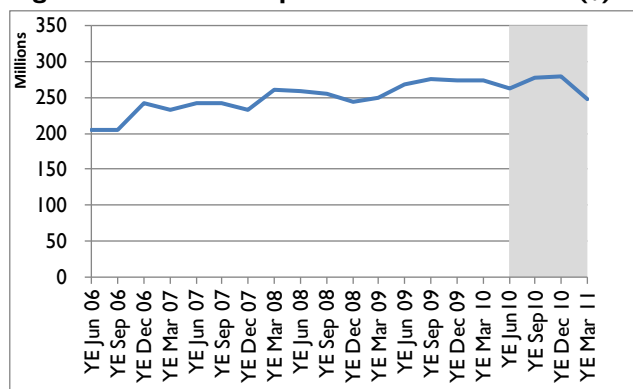
**Figure 6. International Visitor Nights to Tasmania<sup>6</sup>**



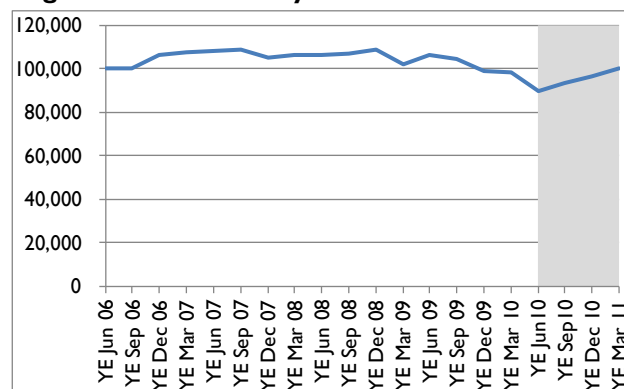
<sup>5</sup> Modelled expenditure does not include amounts that cannot be allocated to the States/Territories. Modelled expenditure includes package expenditure.

<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.

**Figure 7. Modelled Expenditure<sup>7</sup> in Tasmania (\$) <sup>8</sup>**



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



### Summary – Australia, year ending March 2011

- A total of 5.44 million international tourists visited the country in the year ending March 2011, up 3% from the year ending March 2010 (Tab. 1).
- International visitor nights spent in Australia increased by 3% to 187.1 million (Tab. 1).
- Total modelled expenditure<sup>7</sup> by international visitors in Australia for the year ending March 2011 increased by 3% to \$17.8 billion. Holiday/leisure spend<sup>7</sup> was \$6.1 billion for the year, down 5% from the year ending March 2010 (Tab. 1).
- Holiday visitors to Australia increased by 2% to 2.46 million, while those visiting friends and relatives (VFR) remained steady at 1.32 million (Tab. 1).
- For Australia's three largest source markets, the following changes to visitor numbers to Australia were reported: New Zealand, up 5%; United Kingdom, down 7%; and the USA, down 4%.
- For Australia's key Asian markets, the following changes to visitor numbers to Australia were reported: China, up 29%; Japan, up 5%; and Singapore, up 7%.

### Summary – Tasmania, year ending March 2011

- Tasmania's share of all international visitors to Australia for the year ending March 2011 was 2.7%, showing no significant change from 2.7% for the year ending March 2010 (Tab. 4).
- Tasmania received 145,100 international visitors during the year ending March 2011, up 3% from 140,600 the previous year (Tab. 1).
- Modelled expenditure<sup>7</sup> by international visitors in Tasmania decreased by 9% to \$248 million (Tab. 1).
- The average spend<sup>7</sup> per international visitor in Tasmania decreased by 12% to \$1,709 (was \$1,942) during the year ending March 2011, while spend per night<sup>9</sup> decreased by 10% to \$90 (was \$99) (Tab. 1).
- Visitor nights remained steady at 2.76 million, and the average length of stay for international visitors in Tasmania decreased by 3% to 19 nights. Holiday nights decreased by 7% to 1.00 million, while the average length of stay for holiday visitors decreased by 9% to 10 nights (Tab. 2).
- Holiday visitors to Tasmania increased by 2% to 100,200, while VFR visitors decreased by 13% to 28,100 (Tab. 1).

<sup>7</sup> Includes package expenditure.

<sup>8</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.

- For Tasmania's three largest source markets, the following changes to visitor numbers were reported: United Kingdom, up 12%; New Zealand, up 12%; and the USA, up 11% (Tab. 4).
- Of Tasmania's key Asian markets, the following changes to visitor numbers were reported: Hong Kong, up 64%; China, up 7%; and Singapore, up 17% (Tab. 4).

## 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 4% to 551,900 over the year to March 2011 (Tab. 7).
- Meanwhile, Tasmania's share of visitors from North America increased 16% to 23,100 (Tab. 7).
- Large increases in holiday travel offset declines in VFR travel resulting in the net increase in North American visitors to Tasmania (Tab. 10).
- Visitors from the USA to Tasmania were up 11% to 17,400, while visitors from Canada increased 34% to 5,700 (Tab. 7).
- Total nights spent by USA visitors in Tasmania increased 5% while nights spent by Canadian visitors decreased 33%. The average length of stay in Tasmania decreased for USA visitors to 12.6 nights (was 13.3 nights) and for Canadian visitors, average length of stay decreased to 10.1 nights (was 20.4 nights) (Tab. 5).
- The total modelled expenditure of USA visitors in Tasmania decreased 13% to \$21 million (Tab. 6).

### United Kingdom (UK):

- The number of visitors to Australia from the UK declined 7% to 587,000 in the 12 months to March 2011 (Tab. 7).
- The number of UK visitors to Tasmania increased 12% to 22,500 (Tab. 4).
- Most of the increase for Tasmania was the result of a 3% increase in holiday travel, offsetting a decline of 11% in VFR travel (Tab. 10).
- The average length of time UK visitors spent in Tasmania decreased from 15.6 nights to 12 nights over the year.
- The IVS reported a 14% decline in visitor nights spent by UK visitors in Tasmania (Tab. 5).
- Total modelled spend by UK visitors to Tasmania decreased 11% to \$25 million (was \$28 million). This expenditure represents 1.5% of the national spend by visitors from the UK (Tab. 6).

### New Zealand (NZ):

- The number of visitors to Australia from NZ increased 5% to 1,064,300 over the year (Tab. 7).
- In Tasmania, the number of visitors increased 12%, largely as a result of holiday travel which offset declines in VFR (Tab. 10).
- The average length of stay in Tasmania by NZ visitors increased from 11 to 14.3 nights in the 12 months to March 2011, while total nights spent by NZ visitors increased 45% to 214,500 (Tab. 5).
- Total modelled spend by New Zealanders visiting Tasmania declined 38% to \$18 million, in spite of increases in

visitors and nights (Tab. 6).

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

- Arrivals into Australia from Europe decreased by 4% to 639,000 visitors (Tab. 7).
- Tasmania's share of all European visitors to Australia was 4% of this total, or 25,400 visitors, down 30% on the previous year mainly as a result of decreases in VFR and holiday travel (Tab. 10).
- The number of Germans visiting Australia decreased 3% to 153,700, and the number who visited Tasmania during the same period decreased 27% to 7,400 (Tab. 7 & 4).
- Tasmania's share of all German visitors to Australia now stands at 4.8%.
- Total Europe expenditure is not published as the sample size is too small to be reliable.

**Japan:**

- Japanese visitor numbers increased 5% nationally (to 352,300), and increased 12% in Tasmania (Tab. 7 & 4).
- The increase in Tasmania was due mainly to holiday travel (Tab. 10).
- Average length of stay increased from 19.4 nights to 25.1 nights (Tab. 5).
- Modelled expenditure by Japanese visitors was \$7 million for the year, a decline of 22% from 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 11% for Australia to 1,844,100, while for Tasmania numbers increased 16% to 43,800 over the year to March 2011 (Tab. 10).
- Increases in all sectors contributed to Tasmania's growth (Tab. 10).
- Countries driving the growth in the combined Asian nations category to Tasmania included Hong Kong, Singapore, China and Korea (Tab. 4).
- Declines were recorded in visitors from Malaysia (Tab. 4). Visitor numbers from other Asian countries are not published due to concerns with data reliability.
- In terms of education travel, the majority of visitors travelling for education purposes were from the combined Asian nations (Tab. 10).

## International Visitor Tables:

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

	to Tasmania			to Australia		
	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011	% Change
<b>Visitors</b>						
International visitors	140,600	145,100	↑ 3%	5,256,800	5,439,600	↑ 3%
<b>Nights</b>						
Nights ('000s)	2,747	2,759	→ 0%	181,336	187,067	↑ 3%
Ave Length of stay (nights)	19.5	19.0	↓ -3%	34.5	34.4	→ 0%
<b>Expenditure</b>						
Expenditure (\$million)	\$273	\$248	↓ -9%	\$17,239	\$17,779	↑ 3%
Average spend per visitor	\$1,942	\$1,709	↓ -12%	\$3,279	\$3,268	→ 0%
Average spend per night	\$99	\$90	↓ -10%	\$95	\$95	→ 0%
Holiday spend (\$million)	\$110	\$103	↓ -6%	\$6,462	\$6,111	↓ -5%
<b>Purpose</b>						
Holiday	98,400	100,200	↑ 2%	2,415,500	2,457,200	↑ 2%
Visit friends or relatives (V	32,200	28,100	↓ -13%	1,320,700	1,320,300	→ 0%
Business	7,900	11,800	↑ 49%	775,900	891,900	↑ 15%
Education	8,100	7,400	↓ -8%	430,200	430,400	→ 0%
Employment	1,800	3,800	↑ 111%	112,700	127,400	↑ 13%
Other Reason	2,800	3,800	↑ 36%	201,900	212,400	↑ 5%
<b>Total</b>	<b>140,600</b>	<b>145,100</b>	<b>↑ 3%</b>	<b>5,256,800</b>	<b>5,439,600</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

				Average Stay		Average Stay	
	YE Mar 2010	YE Mar 2011	% Change	Mar 2010	Mar 2011	% Change	
<b>Nights</b>							
Holiday/ pleasure	1,081,700	1,001,200	↓ -7%	11.0	10.0	↓ -9%	
Visiting friends and relatives	462,800	443,500	↓ -4%	14.4	15.8	↑ 10%	
Business	60,300	114,100	↑ 89%	7.6	9.7	↑ 27%	
Education	970,500	949,300	↓ -2%	119.8	128.3	↑ 7%	
Employment	160,500	239,100	↑ 49%	89.2	62.9	↓ -29%	
Other reason	10,700	11,500	↑ 8%	3.8	3.0	↓ -21%	
<b>Total</b>	<b>2,746,600</b>	<b>2,758,700</b>	<b>→ 0%</b>	<b>19.5</b>	<b>19.0</b>	<b>↓ -3%</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 Mar 10 \$million	YE Mar 11 \$million	% Change	Average spend per visitor Mar 10	Average spend per visitor Mar 11	% Change	Average spend per night Mar 10	Average spend per night Mar 11	% Change
<i>Expenditure</i>									
Holiday	\$110	\$103	↓ -6%	\$1,118	\$1,028	↓ -8%	\$102	\$103	↑ 1%
Visit friends or relatives	\$39	\$27	↓ -31%	\$1,211	\$961	↓ -21%	\$84	\$61	↓ -28%
Business	\$21	\$13	↓ -38%	\$2,658	\$1,102	↓ -59%	\$348	\$114	↓ -67%
Education	\$94	\$91	↓ -3%	\$11,605	\$12,297	↑ 6%	\$97	\$96	↓ -1%
Other	\$7	\$14	↑ 100%	\$1,522	\$1,842	↑ 21%	\$41	\$56	↑ 37%
<b>Total</b>	<b>\$273</b>	<b>\$248</b>	<b>↓ -9%</b>	<b>\$1,942</b>	<b>\$1,709</b>	<b>↓ -12%</b>	<b>\$99</b>	<b>\$90</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	Visitors to Tasmania			National Market Share		% Point difference
	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011	
New Zealand	13,500	15,000	↑ 12%	1.3%	1.4%	↑ 0.1%
Japan	4,900	5,500	↑ 12%	1.5%	1.6%	↑ 0.1%
Hong Kong (SAR of China)	6,100	10,100	↑ 64%	4.3%	6.7%	↑ 2.4%
Singapore	5,300	6,100	↑ 17%	2.1%	2.2%	↑ 0.2%
Malaysia	6,200	5,500	↓ -12%	3.2%	2.5%	↓ -0.6%
Indonesia	np	np	np	1.5%	2.1%	↑ 0.6%
Taiwan	np	np	np	3.7%	2.9%	↓ -0.8%
Thailand	np	np	np	3.5%	3.0%	↓ -0.4%
Korea	3,100	3,700	↑ 17%	1.8%	1.9%	↑ 0.1%
China (excludes SARs and Taiwan Province)	7,100	7,600	↑ 7%	2.0%	1.6%	↓ -0.3%
India	np	np	np	1.3%	1.5%	↑ 0.3%
Other Asia	np	np	np	0.6%	1.3%	↑ 0.6%
USA includes Hawaii	15,800	17,400	↑ 11%	3.4%	4.0%	↑ 0.5%
Canada	4,200	5,700	↑ 34%	3.6%	5.0%	↑ 1.4%
United Kingdom	20,100	22,500	↑ 12%	3.2%	3.8%	↑ 0.6%
Germany	10,100	7,400	↓ -27%	6.3%	4.8%	↓ -1.5%
Scandinavia	6,100	3,100	↓ -49%	7.3%	3.8%	↓ -3.5%
France	4,600	4,300	↓ -8%	4.9%	4.7%	↓ -0.2%
Italy	np	np	np	6.3%	3.3%	↓ -3.1%
Netherlands	3,000	2,800	↓ -8%	6.1%	6.0%	↓ -0.1%
Switzerland	np	np	np	6.6%	5.6%	↓ -1.0%
Other Europe	6,000	3,700	↓ -39%	3.3%	2.2%	↓ -1.2%
Other Countries	8,200	9,800	↑ 20%	2.1%	2.5%	↑ 0.3%
<b>Total</b>	<b>140,600</b>	<b>145,100</b>	<b>↑ 3%</b>	<b>2.7%</b>	<b>2.7%</b>	<b>→ 0.0%</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**

Country of origin	YE Mar 2010	YE Mar 2011	% Change		YE Mar 2010	YE Mar 2011	YE Mar 2010	YE Mar 2011	% Point difference	
	Nights			Average Stay (nights)		National Market Share				
New Zealand	148,400	214,500	↑	45%	11.0	14.3	1.1%	1.5%	↑	0.3%
Japan	95,300	138,000	↑	45%	19.4	25.1	1.3%	1.8%	↑	0.5%
Hong Kong (SAR of China)	127,200	99,400	↓	-22%	20.9	9.8	2.5%	1.9%	↓	-0.6%
Singapore	70,000	138,200	↑	97%	13.2	22.7	1.2%	2.4%	↑	1.1%
Malaysia	229,100	206,000	↓	-10%	37.0	37.5	3.4%	3.0%	↓	-0.4%
Indonesia	np	np	np	np	np	np	0.2%	0.9%	↑	0.7%
Taiwan	np	np	np	np	np	np	3.2%	0.5%	↓	-2.7%
Thailand	np	np	np	np	np	np	3.0%	2.5%	↓	-0.5%
Korea	158,500	156,200	↓	-1%	51.1	42.2	1.3%	1.3%	→	0.0%
China (excludes SARs and Taiwan Province)	227,900	281,200	↑	23%	32.1	37.0	1.1%	1.1%	→	0.0%
India	np	np	np	np	np	np	0.5%	1.0%	↑	0.5%
Other Asia	np	np	np	np	np	np	0.9%	0.8%	↓	-0.1%
USA includes Hawaii	210,400	220,000	↑	5%	13.3	12.6	2.1%	2.2%	↑	0.1%
Canada	85,700	57,700	↓	-33%	20.4	10.1	1.9%	1.3%	↓	-0.6%
United Kingdom	314,100	270,600	↓	-14%	15.6	12.0	1.4%	1.3%	↓	-0.1%
Germany	139,200	88,900	↓	-36%	13.8	12.0	1.9%	1.4%	↓	-0.5%
Scandinavia	73,200	154,500	↑	111%	12.0	49.8	2.0%	4.6%	↑	2.6%
France	75,400	59,400	↓	-21%	16.4	13.8	1.5%	1.2%	↓	-0.3%
Italy	np	np	np	np	np	np	1.2%	0.9%	↓	-0.3%
Netherlands	54,100	27,600	↓	-49%	18.0	9.9	2.5%	1.5%	↓	-1.0%
Switzerland	np	np	np	np	np	np	2.8%	1.7%	↓	-1.0%
Other Europe	np	np	np	np	np	np	0.6%	0.6%	↓	-0.1%
Other Countries	221,100	220,100	→	0%	27.0	22.5	1.6%	1.4%	↓	-0.2%
<b>Total</b>	<b>2,746,600</b>	<b>2,758,700</b>	<b>→</b>	<b>0%</b>	<b>19.5</b>	<b>19.0</b>	<b>1.5%</b>	<b>1.5%</b>	<b>→</b>	<b>0.0%</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**

	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011	% Point difference
Country of origin	Expenditure (\$million)			National Market Share		
New Zealand	\$29	\$18	↓ -38%	2.1%	1.2%	↓ -0.9%
United Kingdom	\$28	\$25	↓ -11%	1.5%	1.5%	→ 0.0%
Germany	\$11	\$9	↓ -18%	1.8%	1.7%	↓ -0.1%
Scandinavia	np	np	np	np	np	np
Switzerland	np	np	np	np	np	np
Netherlands	np	np	np	np	np	np
France	np	\$3	np	np	0.9%	np
Italy	np	np	np	np	np	np
Other Europe	np	np	np	np	np	np
United States of America	\$24	\$21	↓ -13%	1.9%	1.7%	↓ -0.2%
Canada	np	np	np	np	np	np
Japan	\$9	\$7	↓ -22%	1.1%	0.9%	↓ -0.2%
China	\$25	\$22	↓ -12%	1.1%	0.8%	↓ -0.3%
Korea	np	np	np	np	np	np
Singapore	np	np	np	np	np	np
Malaysia	np	np	np	np	np	np
Hong Kong	np	np	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	\$18	\$18	→ 0%	1.4%	1.5%	→ 0.0%
<b>Total</b>	<b>\$273</b>	<b>\$248</b>	<b>↓ -9%</b>	<b>1.6%</b>	<b>1.4%</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.

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**

	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011	% Change
<i>Country of origin</i>	<i>Tasmania</i>			<i>Australia</i>		
United Kingdom	20,100	22,500	↑ 12%	628,100	587,000	↓ -7%
New Zealand	13,500	15,000	↑ 12%	1,011,000	1,064,300	↑ 5%
Total Asia	42,800	49,300	↑ 15%	1,992,500	2,196,400	↑ 10%
<i>Japan</i>	4,900	5,500	↑ 12%	335,000	352,300	↑ 5%
<i>Other Asia</i>	37,900	43,800	↑ 16%	1,657,500	1,844,100	↑ 11%
North America	20,000	23,100	↑ 16%	576,100	551,900	↓ -4%
USA	15,800	17,400	↑ 11%	458,600	438,100	↓ -4%
Canada	4,200	5,700	↑ 34%	117,500	113,700	↓ -3%
Total Europe	36,100	25,400	↓ -30%	662,700	639,000	↓ -4%
Germany	10,100	7,400	↓ -27%	158,900	153,700	↓ -3%
Other Europe	26,000	18,000	↓ -31%	503,800	485,200	↓ -4%
Other Countries	8,200	9,800	↑ 20%	386,500	401,100	↑ 4%
<b>Total</b>	<b>140,600</b>	<b>145,100</b>	<b>↑ 3%</b>	<b>5,256,800</b>	<b>5,439,600</b>	<b>↑ 3%</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 point)

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

Country of origin	Expenditure (\$million)			Spend per visitor		Spend per night	
	YE Mar 2010	YE Mar 2011	% Change	Average spend per visitor Mar 10	Average spend per visitor Mar 11	Average spend per night Mar 10	Average spend per night Mar 11
New Zealand	\$1,367	\$1,469	↑ 7%	\$1,352	\$1,380	\$104	\$99
United Kingdom	\$1,887	\$1,691	↓ -10%	\$3,004	\$2,881	\$83	\$82
Germany	\$608	\$524	↓ -14%	\$3,826	\$3,409	\$82	\$80
Scandinavia	\$363	\$311	↓ -14%	\$4,321	\$3,807	\$100	\$94
Switzerland	\$208	\$196	↓ -6%	\$4,906	\$4,645	\$125	\$128
Netherlands	\$189	\$168	↓ -11%	\$3,795	\$3,613	\$88	\$91
France	\$360	\$342	↓ -5%	\$3,854	\$3,792	\$73	\$69
Italy	\$214	\$208	↓ -3%	\$3,985	\$3,838	\$96	\$80
Other Europe	\$785	\$662	↓ -16%	\$4,349	\$3,885	\$89	\$86
United States of America	\$1,250	\$1,205	↓ -4%	\$2,726	\$2,751	\$125	\$121
Canada	\$438	\$433	↓ -1%	\$3,728	\$3,808	\$98	\$96
Japan	\$836	\$821	↓ -2%	\$2,496	\$2,330	\$112	\$108
China	\$2,207	\$2,645	↑ 20%	\$6,136	\$5,714	\$104	\$104
Korea	\$921	\$964	↑ 5%	\$5,257	\$4,898	\$76	\$81
Singapore	\$824	\$932	↑ 13%	\$3,231	\$3,409	\$144	\$160
Malaysia	\$721	\$860	↑ 19%	\$3,677	\$3,972	\$108	\$125
Hong Kong	\$541	\$635	↑ 17%	\$3,767	\$4,245	\$106	\$123
Indonesia	\$432	\$491	↑ 14%	\$4,219	\$4,288	\$108	\$96
Thailand	\$343	\$390	↑ 14%	\$4,364	\$5,013	\$90	\$94
India	\$573	\$669	↑ 17%	\$4,771	\$4,974	\$76	\$77
Taiwan	\$345	\$324	↓ -6%	\$3,812	\$4,280	\$73	\$74
Other Asia	\$584	\$616	↑ 5%	\$4,282	\$4,326	\$74	\$74
Other Countries	\$1,244	\$1,224	↓ -2%	\$3,219	\$3,052	\$90	\$80
<b>Total</b>	<b>\$17,239</b>	<b>\$17,779</b>	<b>↑ 3%</b>	<b>\$3,279</b>	<b>\$3,268</b>	<b>\$95</b>	<b>\$95</b>

Source: International Visitor Survey, Tourism Research Australia

Note: Modelled expenditure includes package expenditure

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

State/territory visited	Visitors			Market Share		% Point difference	
	YE Mar 2010	YE Mar 2011	% Change	YE Mar 2010	YE Mar 2011		
New South Wales	2,753,700	2,829,000	↑ 3%	52.4%	52.0%	↓	-0.4%
Victoria	1,539,300	1,693,400	↑ 10%	29.3%	31.1%	↑	1.8%
Queensland	1,985,500	2,001,600	→ 1%	37.8%	36.8%	↓	-1.0%
South Australia	361,100	368,300	↑ 2%	6.9%	6.8%	↓	-0.1%
Western Australia	688,500	706,600	↑ 3%	13.1%	13.0%	↓	-0.1%
Tasmania	140,600	145,100	↑ 3%	2.7%	2.7%	→	0.0%
Northern Territory	333,200	301,500	↓ -10%	6.3%	5.5%	↓	-0.8%
Australian Capital Territory	155,300	158,900	↑ 2%	3.0%	2.9%	↓	0.0%
<b>Total visitors to Australia</b>	<b>5,256,800</b>	<b>5,439,600</b>	<b>↑ 3%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>→</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 Mar 2011**

Country of origin	Holiday		VFR <sup>1</sup>		Business		Education		Employment		Total	
	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	% Change	
United Kingdom	14,700	↑ 3%	6,400	↓ -11%	2,400	↑ 856%	np	np	np	np	22,500	↑ 12%
New Zealand	7,200	↑ 24%	5,000	↓ -20%	2,900	→ 0%	np	np	np	np	15,000	↑ 12%
Total Asia	31,900	↑ 8%	9,100	↑ 66%	2,700	↑ 30%	5,900	↑ 17%	1,200	↑ 72%	49,300	↑ 15%
Japan	4,400	↑ 27%	np	np	np	np	np	np	np	np	5,500	↑ 12%
Other Asia	27,500	↑ 5%	8,200	↑ 74%	2,300	↑ 35%	5,700	↑ 27%	1,200	↑ 72%	43,800	↑ 16%
North America	18,400	↑ 17%	2,700	↓ -26%	2,000	↑ 80%	np	np	np	np	23,100	↑ 16%
USA	14,000	↑ 14%	1,900	↓ -30%	1,300	↑ 21%	np	np	np	np	17,400	↑ 11%
Canada	4,400	↑ 30%	np	np	np	np	np	np	np	np	5,700	↑ 34%
Total Europe	21,700	↓ -23%	2,900	↓ -61%	np	np	np	np	np	np	25,400	↓ -30%
Germany	6,800	↓ -17%	np	np	np	np	np	np	np	np	7,400	↓ -27%
Other Europe	14,900	↓ -25%	2,200	↓ -59%	np	np	np	np	np	np	18,000	↓ -31%
Other Countries	6,200	↑ 28%	2,000	↓ -7%	1,200	↑ 53%	np	np	np	np	9,800	↑ 20%
<b>Total</b>	<b>100,200</b>	<b>↑ 2%</b>	<b>28,100</b>	<b>↓ -13%</b>	<b>11,800</b>	<b>↑ 49%</b>	<b>7,400</b>	<b>↓ -8%</b>	<b>3,800</b>	<b>↑ 111%</b>	<b>145,100</b>	<b>↑ 3%</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>**

Zones visited	YE Mar	YE Mar	% Change	Mar 10	Mar 11	YE Mar	YE Mar	% Change	Mar 10	Mar 11		
	2010	2011		Visitor Share	Visitor Share	2010	2011		Nights Share	Nights Share		
	Visitors					Nights						
Hobart & Surrounds	118,100	120,500	↑	2%	84%	83%	1,748,800	1,778,800	↑	2%	64%	64%
L'ton, Tamar & North	48,600	50,900	↑	5%	35%	35%	508,000	646,400	↑	27%	18%	23%
North West	23,600	23,800	↑	1%	17%	16%	226,100	138,700	↓	-39%	8%	5%
Western Wilderness <sup>2</sup>	30,400	31,400	↑	3%	22%	22%	120,900	122,200	↑	1%	4%	1%
East Coast	29,000	26,100	↓	-10%	21%	18%	np	np	np	np	np	np
Total	140,600	145,100	↑	3%	100%	100%	2,746,600	2,758,700	→	0%	100%	100%

Example for how this table should be read: 64% of all international visitor nights in Tasmania in the 12 months to March 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 Mar	YE Mar	% Change	Mar 10	Mar 11	YE Mar	YE Mar	% Change	Mar 10	Mar 11		
	2010	2011		Visitor Share	Visitor Share	2010	2011		Nights Share	Nights Share		
	Visitors					Nights						
Hotel, resort, motel, motor-inn	62,300	71,300	↑	14%	44%	49%	352,900	470,100	↑	33%	13%	17%
Backpacker / hostel	29,400	27,200	↓	-8%	21%	19%	283,900	261,200	↓	-8%	10%	9%
Rented house / apartment / unit / flat	12,500	11,200	↓	-10%	9%	8%	871,200	780,100	↓	-10%	32%	28%
Home of friend or relative (no payment required)	33,500	32,600	↓	-3%	24%	22%	544,300	623,500	↑	15%	20%	23%
Caravan	17,000	15,200	↓	-11%	12%	10%	145,700	123,400	↓	-15%	5%	4%
Guest house / Bed and Breakfast (2002 onwards)	10,600	8,500	↓	-19%	8%	6%	np	np	np	np	np	np
Boat, houseboat, cabin-cruiser, or cruise ship	3,400	4,000	↑	17%	2%	3%	np	np	np	np	np	np
Educational institution (eg university)	1,800	1,800	↑	1%	1%	1%	233,700	174,600	↓	-25%	9%	6%
Homestay	2,000	2,300	↑	16%	1%	2%	120,200	119,400	↓	-1%	4%	4%
Other	2,600	3,600	↑	39%	2%	2%	123,600	167,200	↑	123,600	123,600	6%
Total	140,600	145,100	↑	3%	100%	100%	2,746,600	2,758,700	→	0%	100%	100%

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**

	YE Mar 2010	YE Mar 2011	% Change	Mar 10 Visitor Share	Mar 11 Visitor Share
<i>Length of visit</i>	<i>Visitors</i>				
1 night	3,900	4,500	↑ 16%	3%	3%
2 nights	11,400	10,000	↓ -12%	8%	7%
3 to 7 nights	62,700	70,000	↑ 12%	45%	48%
8 to 14 nights	30,200	30,000	↓ -1%	21%	21%
15 to 27 nights	14,500	11,500	↓ -21%	10%	8%
28 or more nights	18,000	19,200	↑ 7%	13%	13%
<b>Total</b>	<b>140,600</b>	<b>145,100</b>	<b>↑ 3%</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 March 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 Mar 2010	YE Mar 2011	% Change	Mar 10 Visitor Share	Mar 11 Visitor Share
<i>Age of visitors</i>	<i>Visitors</i>				
15 to 24	24,900	25,800	↑ 3%	18%	18%
25 to 34	31,900	37,000	↑ 16%	23%	25%
35 to 44	18,500	19,500	↑ 5%	13%	13%
45 to 54	22,300	18,200	↓ -18%	16%	13%
55 to 64	26,000	25,700	→ -1%	18%	18%
65 and over	16,900	19,000	↑ 12%	12%	13%
<b>Total</b>	<b>140,600</b>	<b>145,100</b>	<b>↑ 3%</b>	<b>100%</b>	<b>100%</b>

Source: International Visitor Survey, Tourism Research Australia

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

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

	YE Mar 2010	YE Mar 2011	% Change	Mar 10 Visitor Share	Mar 11 Visitor Share
<i>Gender</i>	<i>Visitors</i>				
Male	67,400	72,400	↑ 7%	48%	50%
Female	73,100	72,700	↓ -1%	52%	50%
<b>Total</b>	<b>140,600</b>	<b>145,100</b>	<b>↑ 3%</b>	<b>100%</b>	<b>100%</b>

Source: International Visitor Survey, Tourism Research Australia

Example for how this table should be read: 50% of all international visitors to Tasmania in the 12 months to March 2011 were female.

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

	Holiday	% Change	VFR <sup>1</sup>	% Change	Business	% Change	Education	% Change	Employment	% Change	Total	% Change
Country of origin	Visitors											
United Kingdom	360,200	↓ -10%	340,600	↓ -5%	57,400	↑ 11%	6,200	↓ -7%	20,800	↑ 36%	587,000	↓ -7%
New Zealand	442,400	↓ -2%	451,500	↑ 4%	220,100	↑ 9%	16,800	→ 0%	44,500	↑ 49%	1,064,300	↑ 5%
Total Asia	1,146,200	↑ 13%	620,000	↑ 9%	364,500	↑ 18%	313,200	↑ 3%	40,400	↑ 15%	2,196,400	↑ 10%
Japan	253,600	↑ 6%	56,900	↑ 3%	38,800	↑ 6%	27,600	↓ -1%	2,600	↓ -6%	352,300	↑ 5%
Other Asia	892,600	↑ 15%	563,100	↑ 10%	325,700	↑ 19%	285,500	↑ 4%	37,800	↑ 16%	1,844,100	↑ 11%
North America	300,900	↓ -8%	181,600	↓ -4%	136,100	↑ 13%	37,400	↓ -1%	12,500	↓ -9%	551,900	↓ -4%
USA	231,300	↓ -8%	129,100	↓ -8%	119,200	↑ 14%	30,300	↓ -2%	9,400	↓ -5%	438,100	↓ -4%
Canada	69,600	↓ -8%	52,500	↑ 8%	16,900	↑ 1%	7,100	↑ 3%	3,100	↓ -20%	113,700	↓ -3%
Total Europe	450,600	↓ -4%	203,600	↓ -7%	80,300	↑ 10%	46,700	↓ -13%	28,500	↑ 10%	639,000	↓ -4%
Germany	117,100	↓ -2%	41,600	↓ -10%	19,700	↑ 18%	9,900	↓ -19%	5,800	↑ 11%	153,700	↓ -3%
Other Europe	333,500	↓ -4%	162,100	↓ -7%	60,700	↑ 7%	36,800	↓ -11%	22,700	↑ 10%	485,200	↓ -4%
Other Countries	165,700	↑ 4%	162,800	↑ 7%	65,000	↑ 11%	45,000	↑ 4%	7,100	↑ 10%	401,100	↑ 4%
Total	2,866,000	↑ 1%	1,960,100	↑ 2%	923,300	↑ 13%	465,100	↑ 1%	153,800	↑ 22%	5,439,600	↑ 3%

Source: International Visitor Survey, Tourism Research Australia

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

## 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

## For further information please contact:

Research Unit  
 Tourism Tasmania  
 Email: [statistics@tourism.tas.gov.au](mailto:statistics@tourism.tas.gov.au)  
 Ph: 6230 8141