

International Tourism Snapshot

International visitors to Tasmania, Year ending March 2010

International Tourism Forecast¹

- Worldwide, international tourism is steadily gaining momentum following an extremely challenging 2009.
- Consensus Economics forecast the global economy to expand 3.4% in 2010. However, the sovereign debt crisis in Europe represents a considerable risk to the outlook for the world economy.
- Inbound arrivals to Australia are forecast to increase 5.5% in 2010 to reach 5.9 million, in line with the assumed world economic recovery and competitive airfares.
- Higher economic growth in key inbound source markets and a lower average value of the Australian dollar are the primary sources for the forecast solid growth in international visitor arrivals in 2010.
- Arrivals into Australia from all major inbound markets are forecast to increase in 2010, with most growth (in terms of trips) coming from the US (+9% or 42,000), China (+9% or 34,000) and New Zealand (+3% or 30,000). The markets showing the strongest growth this year in percentage terms are the Middle East (+20%) and Indonesia (+19%).
- The number of international visitor nights spent in Tasmania is forecast to reach 2.79 million in 2010, a 5.3% increase on the 2009 total of 2.64 million nights.

International visitors to Australia

Key Messages:

- According to the latest results of the International Visitor Survey, international visitor arrivals to Australia in the year ending March 2010 increased 3% on the previous year, following almost two years of declines.
- A total of 5.26 million international tourists visited the country in the year ending March 2010.
- The number of nights international travellers spent in Australia also grew (+5%), contributing to a 4% growth in international visitor expenditure².

Summary:

- 5.26 million international travellers visited Australia in the year ending March 2010 (+3%). Nearly all of the growth was from the VFR³ market (+14%), followed by the education market (+13%), whilst the holiday market remained stable (+1%).
- Visitor nights spent in Australia grew by 5% to 181.3 million, with growth coming from the VFR (+12%), holiday (+4%) and the education (+10%) sectors. Average length of stay remained stable at 34 nights.
- Total expenditure in Australia for the year ending March 2010 increased 4% to \$17.3 billion (including package expenditure).
- Larger source markets recording positive growth over the year included: USA (+9%), UK (+2%), China (+2%), Singapore (+9%), and Malaysia (+22%).
- New Zealand visitor numbers remained stable, along with arrivals from Canada. Meanwhile, the only key source markets to record a decline included Japan (-15%) and Korea (-7%).
- New South Wales (+1%), Victoria (+4%), South Australia (+3%), Western Australia (+2%) and the Northern Territory (+3%) all recorded increases in international visitors. Meanwhile, Tasmania recorded the biggest decline in visitor numbers (-5%), followed by Qld (-2%) and the ACT (-1%).
- International visitors on a return visit to Australia (62% of all visitors) increased 8% over the year to March 2010, whilst first time visitors (38% of all visitors) decreased by 5% on the previous year.

¹ Tourism Forecasting Committee, Forecast 2010 Issue 1

² Includes package expenditure

³ Visiting friends and/or relatives

International Visitors to Tasmania

Key Messages:

- In contrast to the positive national trend, international visitor arrivals into Tasmania continued to decline, with arrivals down 5% in the year ending March 2010 to 140,600 visitors.
- Consequently, Tasmania's share of all international visitors to Australia fell to 2.7% over the year (was 2.9%).
- Visitor nights spent in Tasmania fell by 6%, an ongoing trend since December 2007. Meanwhile the total amount spent by international visitors in Tasmania grew by 9% to \$273 million (including package expenditure).

Summary:

- Tasmania received 140,600 international visitors in the year ending March 2010, 5% fewer visitors than in the previous year.
- With visitor nights spent in Tasmania decreasing 6%, average length of stay dropped slightly from 19.8 nights to 19.5 nights.
- Despite the drop in visitor numbers and nights, the spending of international visitors in Tasmania grew by 9% to \$273 million (including package expenditure).
- The average spend per international visitor in Tasmania grew from \$1,696 to \$1,942 in the year ending March 2010. Similarly, spend per night increased to \$99 (was \$86)⁴.
- Only the VFR market (+10%) recorded an increase in international visitors over the year. Declines were recorded in the holiday (-4%), business (-32%), and employment (-49%) markets, whilst the number of education visitors to the state remained unchanged.
- Despite this, holiday nights increased by 16% over the year. A decrease in VFR (-22%) and education nights (-8%) were largely responsible for the decrease in the total number of nights spent in the state by international visitors (-6%).
- There was an increase in visitors from Germany (+29%) over the year to March 2010. Smaller increases in visitor numbers were recorded out of China, Malaysia, Hong Kong, and Scandinavia.
- The greatest decrease in visitors numbers was out of the UK, reducing by 7,000 visitors (-25%) to 20,100. Other markets recording negative figures over the year to March 2010 included: USA (-27%), New Zealand (-15%), Canada (-53%) and Japan (-17%).
- International visitors to Tasmania on a repeat visit to Australia (61% of all visitors) increased 2% over the year to March 2010, whilst the number of visitors to Tasmania on their first trip to Australia (39% of all visitors) decreased by 13% on the previous year.

Tasmania's International Markets Overview

Note: 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 increased 7% to 576,100 over the year to March 2010.
- Meanwhile, Tasmania's share of visitors from North America decreased to 20,000 (-35%).
- A decline in holiday, business and VFR travel was responsible for the overall decrease in North American visitors to Tasmania.
- Visitors from the USA were down 27% on the previous year; while visitors from Canada declined by 53%.
- Total nights by North American visitors increased 6%, with the average length of stay increasing from 9.1 nights to 14.8 nights.
- In line with increased visitor nights, the total expenditure of USA visitors in Tasmania increased 4% to \$24 million. Total expenditure for North America is unavailable due to reliability concerns with estimates from Canada.

⁴ Average spend per visitor and night includes package expenditure

- With fewer visitors spending more, the average spend per USA visitor increased to \$1,519 (was \$1,065); whilst their average spend per night fell to \$114 (was \$153).

United Kingdom (UK):

- Despite stable visitor numbers into Australia (+2%), Tasmania experienced a 25% decline in visitors from the UK in the 12 months to March 2010.
- Most of the decline for Tasmania was the result of a drop in holiday and VFR travel.
- The average length of stay UK visitors spent in Tasmania increased from 13.7 nights to 15.6 nights over the year. Despite an increased length of stay, there was a 15% decrease in visitor nights spent by UK visitors in Tasmania.
- Total spend by UK visitors also decreased over the year (-10%). However, a smaller decline in expenditure than in visitors and nights saw the average spend per UK visitor increase to \$1,393 (was \$1,152), and the average spend per night increase to \$89 (was \$84).

New Zealand (NZ):

- While visitors numbers to Australia from NZ increased marginally over the year to one million visitors (+1%), Tasmania experienced a 15% decrease in visitor numbers from NZ, largely as a result of a decrease in employment and education travel.
- The average length of stay in Tasmania by NZ visitors also decreased from 13.7 nights to 11.0 nights in the 12 months to March 2010, resulting in a 32% decrease in the total nights spent in the State.
- Total spend by New Zealanders visiting Tasmania reached \$29 million⁵, up 53% on the previous year.
- The average spend per NZ visitor increased to \$2,148 (was \$1,203); while the average spend per night grew from \$87 to \$195.

Total Europe (Germany and Other Europe):

- Arrivals into Australia from Europe increased 2% to 662,700 visitors.
- Tasmania's share of total European visitors was 5% of this total, or 36,100 visitors; up 24% on the previous year mainly as a result of an increase in VFR and holiday travel.
- The number of Germans visiting Australia increased 4% to 158,900, and the number who visited Tasmania during the same period increased 29% to 10,100.
- Tasmania's share of all German visitors to Australia now stands at 6%.
- The average spend per German visitor decreased to \$1,089 (was \$1,154); while the average spend per night grew from \$59 to \$79, which resulted in no change to total expenditure over the year.
- Total Europe expenditure is not published due to reliability concerns.

Japan:

- Japanese visitors numbers continue to decline both nationally (-15%) and in Tasmania (-17%).
- Most of the decline in Tasmania is due to a decline in Japanese holiday and business travel.
- Average length of stay decreased from 29.7 nights to 19.4 nights. This was largely the result of a decline in Japanese education visitor nights.
- Expenditure by Japanese visitors was \$9 million for the year; a decline of 31% on the previous year.
- Despite the fall in expenditure, Japanese visitors continue to record one of the highest spend per visitor (-17% to \$1,837) in Tasmania.
- The average spend per night by Japanese visitors increased from \$74 in 2009 to \$94 in 2010.

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

⁵ Preliminary expenditure estimate which may be subject to revision.

- The number of visitors from the combined Asian nations (excluding Japan) increased 7% for Australia, while for Tasmania numbers increased 21% to 37,900 over the year to March 2010.
- Tasmania's growth was due to an increase in holiday and education travel.
- Countries driving the growth in the combined Asian nations category included; Hong Kong, Malaysia, Taiwan, China and Korea.
- Declines were recorded in visitors from Singapore. Visitor numbers from Indonesia 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 (1.2 million), no change on the previous year. Just over half (52%) of all nights were spent by visitors in the state for education purposes, while 34% of all nights were spent by visitors on a holiday.
- With an increase in visitors and no change in nights, the average length of stay dropped from 38.3 nights in 2009, to 31.7 nights in 2010.
- The long average stay is largely due to a high proportion of Chinese and Malaysian visitors in Tasmania for education purposes.

International Visitor Tables:

International visitors to Tasmania and Australia							
	to Tasmania			to Australia			
	YE March 2009	YE March 2010	% change	YE March 2009	YE March 2010	% change	
<i>Visitors</i>							
International visitors	147,400	140,600	↓ -5%	5,122,700	5,256,800	↑ 3%	
<i>Nights</i>							
Nights ('000s)	2,921	2,747	↓ -6%	172,197	181,336	↑ 5%	
Length of stay (nights)	19.8	19.5	↓ -1%	33.6	34.5	↑ 3%	
<i>Expenditure*</i>							
Expenditure (\$million)*	\$250	\$273	↑ 9%	\$16,670	\$17,331	↑ 4%	
Average spend per visitor	\$1,696	\$1,942	↑ 14%	\$3,254	\$3,297	↑ 1%	
Average spend per night	\$86	\$99	↑ 16%	\$97	\$96	↓ -1%	
Holiday spend (\$million)	\$100	\$110	↑ 10%	\$6,707	\$6,462	↓ -4%	
<i>Purpose**</i>							
Holiday	102,100	98,400	↓ -4%	2,397,400	2,415,500	↑ 1%	
Visit friends or relatives (VFR)	29,400	32,200	↑ 10%	1,158,200	1,320,700	↑ 14%	
Business	11,600	7,900	↓ -32%	845,600	775,900	↓ -8%	
Education	8,100	8,100	→ 0%	381,600	430,200	↑ 13%	
Employment	3,500	1,800	↓ -49%	123,800	112,700	↓ -9%	
Other reason	2,800	2,800	→ 0%	216,100	201,900	↓ -7%	
Total	147,400	140,600	↓ -5%	216,100	201,900	↓ -7%	

source: International Visitor Survey (IVS), Tourism Research Australia

* 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.

International visitor nights spent in Tasmania						
	YE March 2009	YE March 2010	% change	Average Stay March 2009	Average Stay March 2010	% change
<i>Nights</i>						
Holiday	934,300	1,081,700	↑ 16%	9.2	11.0	↑ 20%
Visit friends or relatives	595,500	462,800	↓ -22%	20.3	14.4	↓ -29%
Business	112,500	np	np	9.7	np	np
Education	1,053,700	970,500	↓ -8%	130.1	119.8	↓ -8%
Employment	210,800	160,500	↓ -24%	60.2	89.2	np
Other	np	np	np	np	np	np
Total	2,920,700	2,746,600	↓ -6%	19.8	19.5	↓ -1%

Source: International Visitor Survey, Tourism Research Australia

np - not published due to data reliability.

International visitor expenditure spent in Tasmania by purpose of visit ¹										
	YE Mar 09 \$million	YE Mar 10 \$million	% Change	Average spend per visitor 09	Average spend per visitor 10	% Change	Average spend per night 09	Average spend per night 10	% Change	
<i>Expenditure</i>										
Holiday	\$100	\$110	↑ 10%	\$979	\$1,118	↑ 14%	\$107	\$102	↓ -5%	
Visit friends or relatives	\$34	\$39	↑ 15%	\$1,156	\$1,211	↑ 5%	\$57	\$84	↑ 48%	
Business	\$19	\$21	↑ 11%	\$1,638	\$2,658	↑ 62%	\$169	np	np	
Education	\$76	\$94	↑ 24%	\$9,383	\$11,605	↑ 24%	\$72	\$97	↑ 34%	
Other	\$20	\$7	↓ -65%	\$5,714	\$3,889	↓ -32%	np	np	np	
Total	\$250	\$273	↑ 9%	\$1,696	\$1,942	↑ 14%	\$86	\$99	↑ 16%	

Source: International Visitor Survey, Tourism Research Australia

¹ Modelled expenditure including package expenditure

np - not published due to data reliability.

International visitors to States/Territories							
	YE March 2009	YE March 2010	% change	YE March 2009	YE March 2010	% point difference	
<i>State/territory visited</i>	<i>Visitors</i>			<i>Market Share</i>			
New South Wales	2,739,600	2,753,700	↑ 1%	53.5%	52.4%	↓ -1.1%	
Victoria	1,476,700	1,539,300	↑ 4%	28.8%	29.3%	↑ 0.5%	
Queensland	2,018,700	1,985,500	↓ -2%	39.4%	37.8%	↓ -1.6%	
South Australia	350,100	361,100	↑ 3%	6.8%	6.9%	→ 0.0%	
Western Australia	674,200	688,500	↑ 2%	13.2%	13.1%	↓ -0.1%	
Tasmania	147,400	140,600	↓ -5%	2.9%	2.7%	↓ -0.2%	
Northern Territory	323,300	333,200	↑ 3%	6.3%	6.3%	→ 0.0%	
Australia Capital Territory	156,900	155,300	↓ -1%	3.1%	3.0%	↓ -0.1%	
Total visitors to Australia	5,122,700	5,256,800	↑ 3%	100.0%	100.0%		

source: International Visitor Survey (IVS), Tourism Research Australia

Origin of international visitors to Tasmania							
	YE March 2009	YE March 2010	% change		YE March 2009	YE March 2010	% point difference
<i>Country of origin</i>	<i>Visitors</i>			<i>Market Share</i>			
New Zealand	15,800	13,500	↓	-15%	1.6%	1.3%	↓ -0.2%
Japan	5,900	4,900	↓	-17%	1.5%	1.5%	↓ 0.0%
Hong Kong	5,000	6,100	↑	22%	3.8%	4.3%	↑ 0.5%
Singapore	6,600	5,300	↓	-20%	2.8%	2.1%	↓ -0.7%
Malaysia	4,100	6,200	↑	51%	2.5%	3.2%	↑ 0.7%
Indonesia	np	np	np	np	1.4%	1.5%	↑ 0.1%
Taiwan	3,200	3,400	↑	6%	4.1%	3.7%	↓ -0.4%
Thailand	np	2,700	np	np	1.8%	3.5%	↑ 1.7%
Korea	2,600	3,100	↑	19%	1.4%	1.8%	↑ 0.4%
China	3,700	7,100	↑	92%	1.1%	2.0%	↑ 0.9%
India	2,200	np	np	np	2.0%	1.3%	↓ -0.8%
Other Asia	np	np	np	np	1.2%	0.6%	↓ -0.5%
USA includes Hawaii	21,600	15,800	↓	-27%	5.1%	3.4%	↓ -1.7%
Canada	9,100	4,200	↓	-54%	7.8%	3.6%	↓ -4.2%
United Kingdom	26,900	20,100	↓	-25%	4.4%	3.2%	↓ -1.2%
Germany	7,800	10,100	↑	29%	5.1%	6.3%	↑ 1.2%
Scandinavia	3,600	6,100	↑	69%	4.6%	7.3%	↑ 2.7%
France	4,400	4,600	↑	5%	5.4%	4.9%	↓ -0.4%
Italy	np	3,400	np	np	2.2%	6.3%	↑ 4.1%
Netherlands	3,300	3,000	↓	-9%	6.5%	6.1%	↓ -0.4%
Switzerland	np	2,800	np	np	3.8%	6.6%	↑ 2.8%
Other Europe	7,200	6,000	↓	-17%	3.8%	3.3%	↓ -0.5%
Other Countries	7,700	8,200	↑	6%	2.0%	2.1%	↑ 0.1%
Total	147,400	140,600	↓	-5%	2.9%	2.7%	↓ -0.2%

Source: International Visitor Survey, Tourism Research Australia

np - not published due to data reliability.

Origin of international visitor nights spent in Tasmania									
	YE March 2009	YE March 2010		% change	YE March 2009	YE March 2010	YE March 2009	YE March 2010	% point difference
<i>Country of origin</i>	<i>Nights</i>				<i>Average Stay (nights)</i>		<i>Market Share</i>		
New Zealand	217,200	148,400	↓	-32%	13.7	11.0	1.5%	1.1%	↓ -0.4%
Japan	175,100	95,300	↓	-46%	29.7	19.4	2.1%	1.3%	↓ -0.8%
Hong Kong	124,700	127,200	↑	2%	24.9	20.9	2.8%	2.5%	↓ -0.3%
Singapore	103,000	np		np	15.6	np	2.0%	1.2%	↓ -0.7%
Malaysia	342,200	229,100	↓	-33%	83.5	37.0	5.6%	3.4%	↓ -2.2%
Indonesia	np	np		np	np	np	np	np	np
Taiwan	np	153,400		np	np	45.1	np	3.2%	np
Thailand	np	115,600		np	np	42.8	np	3.0%	np
Korea	np	158,500		np	np	51.1	np	1.3%	np
China	216,700	227,900	↑	5%	58.6	32.1	1.3%	1.1%	↓ -0.2%
India	112,700	np		np	51.2	np	1.5%	np	np
Other Asia	np	np		np	np	np	np	np	np
USA includes Hawaii	150,500	210,400	↑	40%	7.0	13.3	1.6%	2.1%	↑ 0.5%
Canada	129,000	np		np	14.2	np	2.5%	1.9%	↓ -0.6%
United Kingdom	369,000	314,100	↓	-15%	13.7	15.6	1.7%	1.4%	↓ -0.3%
Germany	153,000	139,200	↓	-9%	19.6	13.8	2.1%	1.9%	↓ -0.2%
Scandinavia	np	np		np	np	np	np	np	np
France	np	np		np	np	np	np	np	np
Italy	np	np		np	np	np	np	np	np
Netherlands	np	np		np	np	np	np	np	np
Switzerland	np	np		np	np	np	np	np	np
Other Europe	np	np		np	np	np	np	np	np
Other Countries	226,900	221,100	↓	-3%	29.5	27.0	1.6%	1.6%	↔ 0.0%
Total	2,920,700	2,746,600	↓	-6%	19.8	19.5	1.7%	1.5%	↓ -0.2%

Source: International Visitor Survey, Tourism Research Australia

np - not published due to data reliability.

Origin of international visitor expenditure spent in Tasmania							
	YE March 2009	YE March 2010	% change	YE March 2009	YE March 2010	% point difference	
<i>Country of origin</i>	<i>Expenditure (\$million)</i>			<i>Market Share</i>			
New Zealand	\$19	\$29	↑ 53%	1.3%	2.1%	↑ 0.8%	
United Kingdom	\$31	\$28	↓ -10%	1.6%	1.5%	↓ -0.1%	
Germany	\$9	\$11	↑ 22%	1.4%	1.8%	↑ 0.4%	
Scandinavia	np	np	np	np	np	np	
Switzerland	np	np	np	np	np	np	
Netherlands	\$4	np	np	2.1%	np	np	
France	\$4	np	np	1.2%	np	np	
Italy	np	np	np	np	np	np	
Other Europe	np	np	np	np	np	np	
United States of America	\$23	\$24	↑ 4%	1.9%	1.9%	→ 0.0%	
Canada	\$9	np	np	1.8%	np	np	
Japan	\$13	\$9	↓ -31%	1.3%	1.1%	↓ -0.2%	
China	np	\$25	np	np	1.1%	np	
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	\$13	\$18	↑ 38%	1.0%	1.4%	↑ 0.4%	
Total	\$250	\$273	↑ 9%	1.5%	1.6%	↑ 0.1%	

Source: International Visitor Survey (IVS), Tourism Research Australia

np: not published due to data reliability

¹ Modelled expenditure including package expenditure.

Note: 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.

Average spend per international visitor and night in Tasmania							
	YE March 2009	YE March 2010	% change	YE March 2009	YE March 2010	% change	
<i>Country of origin</i>	<i>Spend per visitor</i>			<i>Spend per night</i>			
New Zealand	\$1,203	\$2,148	↑ 79%	\$87	\$195	↑ 123%	
United Kingdom	\$1,152	\$1,393	↑ 21%	\$84	\$89	↑ 6%	
Germany	\$1,154	\$1,089	↓ -6%	\$59	\$79	↑ 34%	
Scandinavia	np	np	np	np	np	np	
Switzerland	np	np	np	np	np	np	
Netherlands	\$1,212	np	np	np	np	np	
France	\$909	np	np	np	np	np	
Italy	np	np	np	np	np	np	
Other Europe	np	np	np	np	np	np	
United States of America	\$1,065	\$1,519	↑ 43%	\$153	\$114	↓ -25%	
Canada	\$989	np	np	\$70	np	np	
Japan	\$2,203	\$1,837	↓ -17%	\$74	\$94	↑ 27%	
China	np	\$3,521	np	np	\$110	np	
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	\$1,688	\$2,195	↑ 30%	\$57	\$81	↑ 42%	
Total	\$1,696	\$1,942	↑ 14%	\$86	\$99	↑ 16%	

Source: International Visitor Survey (IVS), Tourism Research Australia

np: not published due to data reliability

¹ Modelled expenditure including package expenditure

Note: 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.

Origin of international visitors to Australia

	YE March 2009	YE March 2010	% Change		YE March 2009	YE March 2010	% Change	Average Stay 2009	Average Stay 2010
<i>Country of origin</i>	<i>Visitors</i>				<i>Nights ('000s)</i>			<i>Average Stay (nights)</i>	
New Zealand	1,005,800	1,011,000	↑ 1%		14,248	13,171	↓ -8%	14.2	13.0
Japan	395,700	335,000	↓ -15%		8,366	7,488	↓ -10%	21.1	22.4
Hong Kong (SAR of China)	132,400	143,600	↑ 8%		4,496	5,090	↑ 13%	34.0	35.4
Singapore	235,000	255,000	↑ 9%		5,238	5,709	↑ 9%	22.3	22.4
Malaysia	160,400	196,100	↑ 22%		6,062	6,690	↑ 10%	37.8	34.1
Indonesia	83,700	102,400	↑ 22%		3,548	4,001	↑ 13%	42.4	39.1
Taiwan	78,700	90,500	↑ 15%		3,506	4,726	↑ 35%	44.6	52.2
Thailand	73,400	78,600	↑ 7%		3,585	3,808	↑ 6%	48.8	48.4
Korea	189,200	175,200	↓ -7%		11,070	12,093	↑ 9%	58.5	69.0
China	352,200	359,700	↑ 2%		17,040	21,186	↑ 24%	48.4	58.9
India	111,900	120,100	↑ 7%		7,372	7,549	↑ 2%	65.9	62.9
Other Asia	125,100	136,400	↑ 9%		7,612	7,881	↑ 4%	60.8	57.8
USA includes Hawaii	420,500	458,600	↑ 9%		9,211	9,962	↑ 8%	21.9	21.7
Canada	116,700	117,500	↑ 1%		5,061	4,478	↓ -12%	43.4	38.1
United Kingdom	613,900	628,100	↑ 2%		21,441	22,850	↑ 7%	34.9	36.4
Germany	153,500	158,900	↑ 4%		7,210	7,426	↑ 3%	47.0	46.7
Scandinavia	77,700	84,000	↑ 8%		3,272	3,644	↑ 11%	42.1	43.4
France	83,000	93,400	↑ 13%		4,230	4,911	↑ 16%	51.0	52.6
Italy	57,300	53,700	↓ -6%		2,738	2,221	↓ -19%	47.8	41.4
Netherlands	50,800	49,800	↓ -2%		2,107	2,153	↑ 2%	41.5	43.2
Switzerland	37,000	42,400	↑ 15%		1,492	1,663	↑ 11%	40.3	39.2
Other Europe	190,200	180,500	↓ -5%		9,199	8,816	↓ -4%	48.4	48.8
Other Countries	378,700	386,500	↑ 2%		14,092	13,818	↓ -2%	37.2	35.8
Total	5,122,700	5,256,800	↑ 3%		172,197	181,336	↑ 5%	33.6	34.5

Source: International Visitor Survey, Tourism Research Australia

Origin of international visitor spend in Australia

	YE March 2009	YE March 2010	% Change	Average spend per visitor 09	Average spend per visitor 10	Average spend per night 09	Average spend per night 10
<i>Country of origin</i>	<i>Expenditure (\$million)</i>			<i>Spend per visitor</i>		<i>Spend per night</i>	
New Zealand	\$1,464	\$1,367	↓ -7%	\$1,456	\$1,352	\$103	\$104
United Kingdom	\$1,933	\$1,887	↓ -2%	\$3,149	\$3,004	\$90	\$83
Germany	\$622	\$608	↓ -2%	\$4,052	\$3,826	\$86	\$82
Scandinavia	\$340	\$363	↑ 7%	\$4,376	\$4,321	\$104	\$100
Switzerland	\$174	\$208	↑ 20%	\$4,703	\$4,906	\$117	\$125
Netherlands	\$190	\$189	↓ -1%	\$3,740	\$3,795	\$90	\$88
France	\$338	\$360	↑ 7%	\$4,072	\$3,854	\$80	\$73
Italy	\$244	\$214	↓ -12%	\$4,258	\$3,985	\$89	\$96
Other Europe	\$855	\$785	↓ -8%	\$4,495	\$4,349	\$93	\$89
United States of America	\$1,222	\$1,250	↑ 2%	\$2,906	\$2,726	\$133	\$125
Canada	\$488	\$438	↓ -10%	\$4,182	\$3,728	\$96	\$98
Japan	\$1,003	\$836	↓ -17%	\$2,535	\$2,496	\$120	\$112
China	\$1,784	\$2,207	↑ 24%	\$5,065	\$6,136	\$105	\$104
Korea	\$979	\$921	↓ -6%	\$5,174	\$5,257	\$88	\$76
Singapore	\$786	\$824	↑ 5%	\$3,345	\$3,231	\$150	\$144
Malaysia	\$683	\$721	↑ 6%	\$4,258	\$3,677	\$113	\$108
Hong Kong	\$525	\$541	↑ 3%	\$3,965	\$3,767	\$117	\$106
Indonesia	\$379	\$432	↑ 14%	\$4,528	\$4,219	\$107	\$108
Thailand	\$347	\$343	↓ -1%	\$4,728	\$4,364	\$97	\$90
India	\$552	\$573	↑ 4%	\$4,933	\$4,771	\$75	\$76
Taiwan	\$279	\$345	↑ 24%	\$3,545	\$3,812	\$80	\$73
Other Asia	\$490	\$584	↑ 19%	\$3,917	\$4,282	\$64	\$74
Other Countries	\$1,292	\$1,244	↓ -4%	\$3,412	\$3,219	\$92	\$90
Total	\$16,970	\$17,239	↑ 2%	\$3,313	\$3,279	\$99	\$95

Source: International Visitor Survey, Tourism Research Australia

¹ Modelled expenditure including package expenditure

Purpose of visit to Tasmania by origin of international visitors, Year ending March 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	14,400	↓ -28%	7,200	↓ -8%	np	np	np	np	np	np	20,100	↓ -25%
New Zealand	5,800	↓ -1%	6,300	↓ -7%	2,900	↑ 9%	np	np	np	np	13,500	↓ -15%
Total Asia	29,700	↑ 25%	5,500	↓ -3%	2,000	↓ -39%	5,000	↑ 2%	np	np	42,800	↑ 15%
Japan	3,500	↓ -13%	np	np	np	↓ -67%	np	np	np	np	4,900	↓ -18%
Other Asia	26,200	↑ 33%	4,700	↓ -5%	1,700	↓ -28%	4,500	↑ 5%	np	np	37,900	↑ 21%
North America	15,600	↓ -34%	3,700	↓ -24%	1,100	↓ -52%	1,300	↑ 36%	np	np	20,000	↓ -35%
USA	12,300	↓ -26%	2,700	↓ -11%	1,100	↓ -46%	1,100	↑ 91%	np	np	15,800	↓ -27%
Canada	3,400	↓ -53%	1,000	↓ -47%	np	np	np	np	np	np	4,200	↓ -53%
Total Europe	28,100	↑ 13%	7,400	↑ 224%	np	np	np	np	np	np	36,100	↑ 24%
Germany	8,200	↑ 20%	1,800	↑ 489%	np	np	np	np	np	np	10,100	↑ 28%
Other Europe	19,900	↑ 10%	5,500	↑ 182%	np	np	np	np	np	np	26,000	↑ 22%
Other Countries	4,900	↑ 28%	2,100	↑ 4%	np	np	np	np	np	np	8,200	↑ 7%
Total	98,400	↓ -4%	32,200	↑ 9%	7,900	↓ -32%	8,100	→ 0%	1,800	↓ -49%	140,600	↓ -5%

Source: International Visitor Survey, Tourism Research Australia

¹ VFR - Visit friends and/or relatives

np - not published due to data reliability.

Zones visited in Tasmania ¹											
	YE March 2009	YE March 2010	% Change	2009 Visitor Share	2010 Visitor Share	YE March 2009	YE March 2010	% Change	2009 Nights Share	2010 Nights Share	
<i>Zones visited</i>	<i>Visitors</i>					<i>Nights</i>					
Hobart and Surrounds	118,700	118,600	→ 0%	81%	84%	1,867,500	1,774,800	↓ -5%	64%	65%	
Launceston, Tamar and the North	55,500	51,000	↓ -8%	38%	36%	600,400	556,000	↓ -7%	21%	20%	
The North West and King Island	23,700	21,200	↓ -11%	16%	15%	172,200	184,300	↑ 7%	6%	7%	
Western Wilderness ²	32,700	28,600	↓ -13%	22%	20%	119,900	np	np	4%	np	
The East Coast and Flinders Island	31,100	28,100	↓ -10%	21%	20%	np	np	↑ 33%	np	np	
Total	147,400	140,600	↓ -5%	100%	100%	2,920,700	2,746,600	↓ -6%	100%	100%	

Source: International Visitor Survey, Tourism Research Australia

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

² Western Wilderness includes Cradle Mountain.

np - not published due to data reliability

How to read this table: 65% of all international visitor nights in Tasmania in the 12 months to March 2010 were spent in Hobart and Surrounds.

Accommodation used in Tasmania											
	YE March 2009	YE March 2010	% Change	2009 Visitor Share	2010 Visitor Share	YE March 2009	YE March 2010	% Change	2009 Nights Share	2010 Nights Share	
<i>Accommodation used</i>	<i>Visitors</i>					<i>Nights</i>					
Hotel, resort, motel, motor Inn	66,500	62,300	↓ -6%	45%	44%	369,600	352,900	↓ -5%	13%	13%	
Backpacker / hostel	30,400	29,400	↓ -3%	21%	21%	304,600	283,900	↓ -7%	10%	10%	
Rented house/apartment/unit/flat	12,000	12,500	↑ 4%	8%	9%	941,000	871,200	↓ -7%	32%	32%	
Home of friend or relative (no payment required)	35,100	33,500	↓ -5%	24%	24%	680,600	544,300	↓ -20%	23%	20%	
Caravan	17,700	17,000	↓ -4%	12%	12%	146,900	145,700	↓ -1%	5%	5%	
Guest house/Bed and Breakfast	10,000	10,600	↑ 6%	7%	8%	np	np	↑ 11%	np	np	
Boat, houseboat, cabin cruiser,	4,600	3,400	↓ -26%	3%	2%	np	np	↓ -41%	np	np	
Educational institution (eg university)	2,100	1,800	↓ -14%	1%	1%	231,000	233,700	↑ 1%	8%	9%	
Homestay	2,300	2,000	↓ -13%	2%	1%	130,200	120,200	↓ -8%	4%	4%	
Other	2,700	2,600	↓ -4%	2%	2%	np	123,600	np	np	5%	
Total	147,400	140,600	↓ -5%	100%	100%	2,920,700	2,746,600	↓ -6%	100%	100%	

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 24% of all international visitors to Tasmania in the 12 months to March 2010 stayed in a home of a friend or relative.

np - not published due to data reliability

Length of visit to Tasmania					
	YE March 2009	YE March 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Length of visit</i>	<i>Visitors</i>				
1 night	6,000	3,900	↓ -35%	4%	3%
2 nights	10,100	11,400	↑ 13%	7%	8%
3 to 7 nights	67,300	62,700	↓ -7%	46%	45%
8 to 14 nights	31,900	30,200	↓ -5%	22%	21%
15 to 27 nights	12,500	14,500	↑ 16%	8%	10%
28 or more nights	19,700	18,000	↓ -9%	13%	13%
Total	147,400	140,600	↓ -5%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 45% of all international visitors to Tasmania in the 12 months to March 2010 spent 3 to 7 nights in the State.

International visitors to Tasmania on a first or return visit to AUSTRALIA					
	YE March 2009	YE March 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Repeat visitation</i>	<i>Visitors</i>				
First visit to Australia	63,200	54,700	↓ -13%	43%	39%
Return visit to Australia	84,200	85,900	↑ 2%	57%	61%
Total	147,400	140,600	↓ -5%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 39% of all international visitors to Tasmania in the 12 months to March 2010 were visiting Australia for the first time.

Travel Party					
	YE March 2009	YE March 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Travel party description</i>	<i>Visitors</i>				
Unaccompanied traveller	82,400	77,100	↓ -6%	56%	55%
Adult couple	42,400	37,900	↓ -11%	29%	27%
Family group - parent(s) and children	9,600	11,700	↑ 22%	7%	8%
Friends and/ or relatives travelling together	10,600	11,000	↑ 4%	7%	8%
Business associates travelling together with or without spouses	2,400	2,800	↑ 17%	2%	2%
Total	147,400	140,600	↓ -5%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 55% of international visitors to Tasmania in the 12 months to March 2010 were travelling alone.

Age of international visitors				2009	2010
	YE March 2009	YE March 2010	% Change	Visitor Share	Visitor Share
<i>Age of visitors</i>	<i>Visitors</i>				
15 to 24	24,900	24,900	↔ 0%	17%	18%
25 to 34	34,700	31,900	↓ -8%	24%	23%
35 to 44	21,600	18,500	↓ -14%	15%	13%
45 to 54	18,100	22,300	↑ 23%	12%	16%
55 to 64	29,000	26,000	↓ -10%	20%	18%
65 and over	19,200	16,900	↓ -12%	13%	12%
Total	147,400	140,600	↓ -5%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 23% of all international visitors to Tasmania in the 12 months to March 2010 were aged between 25 to 34 years.

Items booked via the internet by international visitors					
	YE March 2009	YE March 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Internet bookings</i>	<i>Visitors</i>				
International airfare	48,400	54,000	↑ 12%	33%	38%
Domestic airfare	32,200	34,800	↑ 8%	22%	25%
Organised tour	6,100	6,400	↑ 5%	4%	5%
Vehicle rental	13,000	15,100	↑ 16%	9%	11%
Accommodation	34,300	36,700	↑ 7%	23%	26%
Entertainment activities or events	3,000	3,400	↑ 13%	2%	2%
Bus or train transport	2,400	4,600	↑ 92%	2%	3%
Australian travel package	1,300	1,100	↓ -15%	1%	1%
Education training or conferences	1,000	1,600	↑ 60%	1%	1%
Not applicable	77,000	66,100	↓ -14%	52%	47%
Total	147,400	140,600	↓ -5%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 26% of all international visitors to Tasmania in the 12 months to March 2010 used the internet to book accommodation in Australia prior to leaving home.

Information sources used by international visitors						
Visitors						
	YE March 2009	YE March 2010	% Change		2009 Visitor Share	2010 Visitor Share
<i>Information sources</i>	<i>Visitors</i>					
Airline company	2,300	2,400	↑ 4%		2%	2%
Travel Agent	30,800	32,500	↑ 6%		21%	23%
Internet	73,900	72,000	↓ -3%		50%	51%
Tour operator	5,000	3,400	↓ -32%		3%	2%
Travel book or guide	34,700	28,000	↓ -19%		24%	20%
Travel Article in Newspaper or Magazine	2,800	2,400	↓ -14%		2%	2%
Films or TV or Radio Program	2,700	4,100	↑ 52%		2%	3%
Advertising in Newspaper or Magazine	800	500	↓ -38%		1%	0%
Advertising on TV or Radio	1,400	300	↓ -79%		1%	0%
Other Advertising	400	500	↑ 25%		0%	0%
Friend or relative living in Australia	37,400	37,600	↑ 1%		25%	27%
Friend or relative who has visited Aus	17,400	17,200	↓ -1%		12%	12%
Aus Consulate or Embassy	900	300	↓ -67%		1%	0%
The library	2,700	2,000	↓ -26%		2%	1%
Tourism Australian	2,700	2,300	↓ -15%		2%	2%
Tourist Bureau or Information Centre	1,000	1,200	↑ 20%		1%	1%
Previous visit(s)	26,800	24,800	↓ -7%		18%	18%
IDP Education Australia (2006 onwards)	4,900	6,700	↑ 37%		3%	5%
Work related / Business colleagues	5,900	6,100	↑ 3%		4%	4%
Conference related	300	700	↑ 133%		0%	0%
Associations / Groups / Churches	200	400	↑ 100%		0%	0%
No information obtained	9,500	11,200	↑ 18%		6%	8%
Total	147,400	140,600	↓ -5%		100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 51% of all international visitors to Tasmania in the 12 months to March 2010 used the internet as an information source about Australia

np - not published due to data reliability

Gender of international visitors					
	YE March 2009	YE March 2010	% Change	2009 Visitor Share	2010 Visitor Share
<i>Gender</i>	<i>Visitors</i>				
Male	69,100	67,400	↓ -2%	47%	48%
Female	78,300	73,100	↓ -7%	53%	52%
Total	147,400	140,600	↓ -5%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 52% of all international visitors to Tasmania in the 12 months to March 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

For further information please contact:

Research Unit
 Tourism Tasmania
 Email: statistics@tourism.tas.gov.au
 Ph: 62 308 141