

# International Tourism Snapshot

## Year ending September 2008

Data Source: International Visitor Survey, Tourism Research Australia

### International Market Outlook

The dynamic state of the world economy and the spread of recession in Tasmania's key markets including North America, the United Kingdom (UK), New Zealand (NZ), Japan and Germany are likely to result in a reduction of long haul travel to Australia in 2009 and 2010. Emerging markets in developing regions such as China, India and Eastern Europe are also likely to move into recessionary slow-downs with a consequent reduction in travel to Australia.

While the fall in the value of the Australian dollar against key currencies would normally make Australia a more affordable destination, recent experience suggests that this has little or no impact on increasing international visits when those markets are experiencing deteriorating economic conditions. Distance and a lack of competitive pricing on the limited air seats available also remain key inhibitors, particularly on the US route.

### National Overview

International visitor numbers to Australia remained flat (-1% to 5.2 million visitors) in the year ending September 2008 when compared with the level recorded in the year ending September 2007. For much of the year ending September 2008, international visitor numbers have been negatively influenced by global economic uncertainty, the strong Australian dollar and high oil prices. While inbound travel remains flat, outbound travel from Australia continues to grow, increasing 10% on the year to November 2008<sup>1</sup>.

The number of Chinese visitors to Australia continued to grow (+5% to 347,300 visitors) in the year ending September 2008, although growth rates are now starting to ease. Improved air capacity between China and Australia and increasingly flexible Chinese government tourism policies has been largely responsible for the growth in visitors from China<sup>2</sup>. Growth out of China was complemented by increases out India (+25%), Canada (+10%), Malaysia (+6%), Indonesia (+11%), Germany (+6%), and Other Europe (excluding the UK, +8%). Growth out of these markets, however, were offset by continuing decreases in the number of visitors from Japan (-17%) and the UK (-7%), a consequence of both countries being in the grips of economic recession. Visitation from NZ (-2%) and the United States of America (USA) (+2%) was relatively steady over the year despite the growing financial gloom.

The year to September 2008 saw the volume of holiday visitors (-6%) to Australia continue to decline, the greatest reduction recorded since September 2002. Despite increases in international education (+8%), business (+4%), and visiting friends and relatives (VFR)(+4%) visitors, a decline in holiday visitors over the year effectively cancelled out any overall gain. Decreases in holiday visitors were primarily out of Japan (-19%), UK (-13%), NZ (-8%) and USA (-4%). Despite this, holiday travel still remained the most popular reason for international travel, making up almost half of all international travel to Australia.

### Tasmanian Overview

International travel to Tasmania held up well in a period of soft visitation to Australia. The year ending September 2008 saw international visitor numbers to Tasmania continue to hold steady, as the state follows the national trend. Visitor numbers were only marginally down (-2% to 158,300 visitors) on the year ending September 2007, when the highest number of international visitors was recorded in Tasmania. The trend of decreasing international visitor nights continued in the year to September 2008, (-7% to 3.1 million nights) as a consequence of the average length of stay in Tasmania by international visitors declining from 21 nights to 20 nights. Notwithstanding marginally fewer visitors, the average spend per visitor grew to \$1,535 (+8%), which saw total spend by international visitors increase by 6% to \$243 million.

In line with national holiday visitation, there was a decrease in international holiday visitors (-2%) to Tasmania in the year to September 2008, a continuing trend since the year ending December 2007. The only growth in international visitors to the State was out of the VFR market, up 13% on the previous year. Visitation for business purposes (-8%) declined over the period, the first time the business visitor numbers have decreased in two years. Visitation for education (-7%) also decreased over the year, although visitor numbers are still well above pre September 2006 levels.

Two thirds (65%) of all international visitor nights spent in Tasmania were spent in Hobart and Surrounds, followed by 21% of nights in Launceston, Tamar and the North. International nights spent in Hobart and Surrounds and Launceston, Tamar and the North decreased by 9% over the year to September 2008 compared with the year to September 2007. All areas also recorded decreases in the number of visitors except for Launceston, Tamar and the North (+10%).

<sup>1</sup> Overseas Arrivals and Departures, November 2008, Australian Bureau of Statistics

<sup>2</sup> China Aviation Profile, Tourism Australia

Almost half (44%) of all international visitors to Tasmania stayed in a hotel, resort, motel, or motor inn, followed by 25% staying in the home of a friend or relative, and 21% staying in a backpacker/hostel. The largest proportion of international nights (33%) was spent in rented house/apartment/unit/flat accommodation, with 77% of these nights spent in Tasmania by international education visitors. This was followed by 23% of nights spent in a friend/relatives home, 13% of nights in a hotel/motel, 10% of nights in a backpacker/hostel, and 9% of nights in an educational institution. During the year ending September 2008, 56% of all international visitors to Tasmania were travelling on their own, 58% were on a return visit to Australia, and 38% were aged between 15 and 34 years.

### **Tasmania's International Market Share**

Tasmania received 3% of all international visitors to Australia in the 12 months to September 2008, the same proportion as the previous year. Victoria (+1%) and Western Australia (WA) (+1%) were the only states to experience any growth, albeit small, in visitor numbers and market share, with the bulk of the growth coming from the VFR market. All other states/territories recorded marginal declines in international visitor numbers over the period.

Tasmania's share of all international nights in Australia remained unchanged at 2% in the year ending September 2008 compared to the year ending September 2007. Only Queensland (QLD) (+9%), Victoria (+6%), and WA (+5%) experienced growth in visitor nights and total share of nights over the year. Tasmania recorded the second highest decrease (-7%) in visitor nights, following the Australian Capital Territory (ACT) (-8%). The majority of the decline in Tasmanian nights was from the holiday (-11%) and employment (-56%) markets.

Despite the decrease in the number of international nights spent in Tasmania, an increase in the average spend per person meant Tasmania's share of all international expenditure (excluding package expenditure) in Australia remained unchanged at 2% in the year ending September 2008 compared with the year ending September 2007. All states/territories recorded growth in international expenditure with Victoria (+10%) achieving the strongest growth, followed by South Australia (+9%), WA (+9%), Tasmania (+6%), QLD (+6%), NSW (+5%), ACT (+4%) and the Northern Territory (+4%).

### **Tasmania's International Markets Overview**

Visitors from Asia, Europe, North America, and the United Kingdom (UK) continued to be Tasmania's largest sources of international visitors during the year to September 2008. Declines in visitors from New Zealand (-19%), Germany (-14%) and Japan (-14%) were offset by increases from Canada (+52%) and Other countries (+82%). The UK (\$27 million) was Tasmania's largest source market in terms of total spend in the State during the year ending September 2008, followed by North America (\$26 million), and New Zealand (\$15 million).

#### **North America (Canada and USA)**

Despite growing financial gloom, the number of visitors to Australia from North America was steady over the year to September 2008 (+2% to 549,500), with the number visiting Tasmania increasing by 10% to 30,700 visitors. All of this growth was out of Canada, up 52% on the previous year; whereas the number of visitors from the USA declined by 3%. Total nights by North American visitors declined 10% to 299,700 nights, with the average length of stay dropping from 12 nights to 10 nights. A 4% decrease in total expenditure saw the average spend per North American visitor decline to \$847; however, their average spend per night rose from \$81 to \$87.

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

Unlike the national trend (-7%), visitation from the UK to Tasmania remained stable, increasing by 1% over the year. UK visitors are also staying longer, with average length of stay increasing from 11 nights to 14 nights, resulting in a 25% increase in visitor nights. Total spend by UK visitors also grew (+4%) in the year ending September 2008 compared with the previous year. Consequently, the average spend per UK visitor increased to \$954, while their average spend per night dropped to \$69 (was \$83).

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

Despite steady NZ visitor numbers into Australia (-2%), Tasmania experienced significant reductions in NZ visitor numbers (-19%), nights (-50%) and spend (-35%) in the year ending September 2008 compared with the previous year. Average length of stay in Tasmania by NZ visitors decreased from 16 nights in the year ending September 2007 to 10 nights in the year ending September 2008, causing total visitor nights to slump by 50%. However, the average spend per night increased from \$76 per night to \$98 per night, stemming the impact on the average spend per NZ visitor which declined to \$1014 (was \$1250).

### ***Total Europe (Germany and Other Europe)***

Up by 7% in total visitor numbers to Australia, there were 32,100 visitors from Total Europe to Tasmania in the year ending September 2008, a decrease of 2% on the previous year. While the number of Germans visiting Australia increased 6% to 153,000 during the year to September 2008, the number who visited Tasmania during the same period decreased by 14% to 8,700, possibly due to the decrease (6%) in their average length of stay (44 nights) in the country. Visitor numbers from all other European countries grew (+4%) over the year. Due to a considerable decline in average length of stay, from 23 nights to 16 nights, total nights by European visitors declined 34%. European expenditure is not published as it is considered to be unreliable.

### ***Japan***

In line with the national trend (-17%), the volume of Japanese visitors to Tasmania decreased by 14% in the year to September 2008, the largest negative growth rate experienced since September 2006. Total nights spent in the State by visitors from Japan, however, increased by 19%. Expenditure by Japanese visitors increased 25% to \$15 million, as there were increases in average spend per visitor and per night. Japanese visitors continue to record the highest spend per visitor (\$1829), and the longest average length of stay in Tasmania, than any other market (36 nights).

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

Despite steady visitor numbers to Australia (+2%), Tasmania experienced an 11% decline in visitors from Other Asia (35,200), and a 4% decrease in their nights in the year ending September 2008 compared with the previous year. Of all overseas visitors, those from Other Asia spent the greatest number of nights in Tasmania (1.171 million nights), which accounted for 38% of total number of nights spent by international visitors in the State. The average length of stay of Other Asia visitors grew from 31 nights in the year ending September 2007, to 33 nights in the year ending September 2008, the second longest stay of any market. The long average length of stay is largely due to a high proportion of Malaysian visitors in Tasmania for education purposes. Other Asia expenditure estimates for the year ending June 2008 are too unreliable to publish.

**TABLE 1. INTERNATIONAL VISITATION – TASMANIA AND AUSTRALIA**

	TASMANIA			AUSTRALIA		
	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08	% Change
International visitors	161,000	158,300	-2	5,227,900	5,201,000	-1
International nights	3,317,900	3,090,200	-7	160,777,300	164,492,600	2
Average Length of Stay (nights)	21	20	-1	31	32	1
International Expenditure (\$million) <sup>1</sup>	\$229	\$243	6	\$14,441	\$15,423	7
Average expenditure per visitor	\$1,422	\$1,535	8	\$2,762	\$2,965	7
Average expenditure per night	\$69	\$79	14	\$90	\$94	4
<b>Market Share</b>						
Visitors	3%	3%		100%	100%	
Nights	2%	2%		100%	100%	
Expenditure	2%	2%		100%	100%	
<b>International Purpose of visit<sup>2</sup></b>						
Holiday	108,900	106,700	-2	2,639,000	2,476,900	-6
Visit friends or relatives	30,000	33,800	13	1,085,700	1,125,600	4
Business	20,100	18,400	-8	865,200	896,500	4
Education	9,500	8,800	-7	344,400	373,500	8
Employment	2,700	np	np	114,900	113,700	-1
Other reason	np	2,000	np	178,600	214,800	20
<b>Total international visitors</b>	<b>161,000</b>	<b>158,300</b>	<b>-2</b>	<b>5,227,900</b>	<b>5,201,000</b>	<b>-1</b>

Source: *International Visitor Survey, Tourism Research Australia*

<sup>1</sup> Modelled expenditure excluding package expenditure

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

np: not published due to data reliability

**TABLE 2. INTERNATIONAL VISITOR NIGHTS BY PURPOSE**

Purpose of visit	12 mths ending Sept 07	12 mths ending Sept 08	% Change	Average Length of Stay (07)	Average Length of Stay (08)
	nights	nights	%	nights	nights
Holiday	1,083,293	962,105	-11	10	9
Visit friends or relatives	450,925	582,142	29	15	17
Business	143,911	158,297	10	7	9
Education	1,254,176	1,266,371	1	132	144
Other	385,565	121,242	-69	92	33
<b>Total</b>	<b>3,317,870</b>	<b>3,090,157</b>	<b>-7</b>	<b>21</b>	<b>20</b>

Source: *International Visitor Survey, Tourism Research Australia*

**TABLE 3. INTERNATIONAL VISITOR EXPENDITURE<sup>1</sup> BY PURPOSE**

EXPENDITURE (EXCLUDING PACKAGE \$)							
Purpose of visit	12 months ending Sept 07	12 months ending Sept 08	% Change	Average spend per visitor (07)	Average spend per visitor (08)	Average spend per night (07)	Average spend per night (08)
	\$million	\$million	%	\$	\$	\$	\$
Holiday	\$95	\$86	-9	\$872	\$806	\$88	\$89
Visit friends or relatives	\$28	\$26	-7	\$933	\$769	\$62	\$45
Business	\$19	\$25	32	\$945	\$1,359	\$132	\$158
Education	\$72	\$100	39	\$7,579	\$11,364	\$57	\$79
Other	\$16	np	np	np	np	np	np
<b>Total</b>	<b>\$229</b>	<b>\$243</b>	<b>6</b>	<b>\$1,422</b>	<b>\$1,535</b>	<b>\$69</b>	<b>\$79</b>

Source: International Visitor Survey, Tourism Research Australia

<sup>1</sup> Modelled expenditure excluding package expenditure

**TABLE 4. ORIGIN OF INTERNATIONAL VISITORS TO TASMANIA**

Origin of visitor	VISITORS			NIGHTS				EXPENDITURE				
	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08	% Change	Average Length of Stay (08)	12 months ending Sept 07	12 months ending Sept 08	% Change	Average \$ per visitor (08)	Average \$ per night (08)
	visitors	visitors	%	nights	nights	%	nights	\$million	\$million	%	\$	\$
United Kingdom	28,000	28,300	1	311,600	390,600	25	13.8	\$26	\$27	4	\$954	\$69
New Zealand	18,400	14,800	-19	303,000	152,500	-50	10.3	\$23	\$15	-35	\$1,014	\$98
Total Asia	49,200	43,400	-12	1,460,700	1,461,700	0	33.7	np	np	np	np	np
<i>Japan</i>	<i>9,500</i>	<i>8,200</i>	<i>-14</i>	<i>244,100</i>	<i>290,200</i>	<i>19</i>	<i>35.5</i>	<i>\$12</i>	<i>\$15</i>	<i>25</i>	<i>\$1,829</i>	<i>\$52</i>
<i>Other Asia</i>	<i>39,700</i>	<i>35,200</i>	<i>-11</i>	<i>1,216,600</i>	<i>1,171,500</i>	<i>-4</i>	<i>33.3</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>
North America	27,800	30,700	10	331,300	299,700	-10	9.8	\$27	\$26	-4	\$847	\$87
<i>USA</i>	<i>21,200</i>	<i>20,700</i>	<i>-3</i>	<i>261,500</i>	<i>166,200</i>	<i>-36</i>	<i>8.0</i>	<i>\$21</i>	<i>\$16</i>	<i>-24</i>	<i>\$773</i>	<i>\$96</i>
<i>Canada</i>	<i>6,600</i>	<i>10,000</i>	<i>52</i>	<i>69,700</i>	<i>133,500</i>	<i>91</i>	<i>13.3</i>	<i>\$6</i>	<i>\$10</i>	<i>67</i>	<i>\$1,000</i>	<i>\$75</i>
Total Europe	32,700	32,100	-2	765,100	508,200	-34	15.8	np	np	np	np	np
<i>Germany</i>	<i>10,200</i>	<i>8,700</i>	<i>-14</i>	<i>224,800</i>	<i>172,100</i>	<i>-23</i>	<i>19.7</i>	<i>\$19</i>	<i>\$10</i>	<i>-47</i>	<i>\$1,149</i>	<i>\$58</i>
<i>Other Europe</i>	<i>22,500</i>	<i>23,300</i>	<i>4</i>	<i>540,300</i>	<i>336,100</i>	<i>-38</i>	<i>14.4</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>
Other Countries	5,000	9,100	82	146,200	277,500	90	30.5	np	\$19	np	\$2,088	\$68
<b>Total</b>	<b>161,000</b>	<b>158,300</b>	<b>-2</b>	<b>3,317,900</b>	<b>3,090,200</b>	<b>-7</b>	<b>19.5</b>	<b>\$229</b>	<b>\$243</b>	<b>6</b>	<b>\$1,535</b>	<b>\$79</b>

Source: International Visitor Survey, Tourism Research Australia

<sup>1</sup> Modelled expenditure excluding package expenditure

np - not published due to data reliability

**TABLE 5. INTERNATIONAL VISITORS TO STATES/TERRITORIES**

State/territory visited	VISITORS				NIGHTS				EXPENDITURE			
	12 mths ending Sept 07	12 mths ending Sept 08	% Change	Visitor share (08)	12 mths ending Sept 07	12 mths ending Sept 08	% Change	Night share (08)	12 mths ending Sept 07	12 mths ending Sept 08	% Change	Spend share (08)
	'000	'000	%	%	'000	'000	%	%	\$million	\$million	%	%
NSW	2,860	2,821	-1	54%	59,003	57,434	-3	35%	\$5,380	\$5,666	5	37%
VIC	1,469	1,487	1	29%	31,138	33,007	6	20%	\$2,995	\$3,294	10	21%
QLD	2,184	2,098	-4	40%	36,180	39,511	9	24%	\$3,340	\$3,534	6	23%
SA	373	362	-3	7%	7,008	6,704	-4	4%	\$462	\$503	9	3%
WA	661	666	1	13%	17,785	18,734	5	11%	\$1,557	\$1,691	9	11%
TAS	161	158	-2	3%	3,318	3,090	-7	2%	\$229	\$243	6	2%
NT	352	339	-4	7%	3,114	2,941	-6	2%	\$287	\$294	2	2%
ACT	164	160	-3	3%	2,810	2,573	-8	2%	\$190	\$197	4	1%
<b>Total Australia</b>	<b>5,228</b>	<b>5,201</b>	<b>-1</b>	<b>100%</b>	<b>160,777</b>	<b>164,493</b>	<b>2</b>	<b>100%</b>	<b>\$14,441</b>	<b>\$15,423</b>	<b>7</b>	<b>100%</b>

Source: International Visitor Survey, Tourism Research Australia

<sup>1</sup> Modelled expenditure excluding package expenditure

**TABLE 6. PURPOSE OF VISIT TO TASMANIA BY ORIGIN**

Origin of visitor	LEISURE (HOLIDAY & VFR <sup>1</sup> )			OTHER REASON <sup>2</sup>			TOTAL		
	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08	% Change
	visitors	visitors	%	visitors	visitors	%	visitors	visitors	%
United Kingdom	26,500	28,100	6	2,000	np	np	28,000	28,300	1
New Zealand	13,100	11,600	-12	6,100	3,600	-41	18,400	14,800	-19
Total Asia	35,300	29,400	-17	15,000	15,800	6	49,200	43,400	-12
Japan	7,500	6,500	-14	2,300	2,600	15	9,500	8,200	-14
Other Asia	27,800	22,900	-18	12,800	13,200	4	39,700	35,200	-11
North America	24,300	26,600	9	4,100	5,300	28	27,800	30,700	10
USA	17,800	18,100	2	3,900	3,300	-16	21,200	20,700	-3
Canada	6,500	8,400	30	np	2,000	np	6,600	10,000	52
Total Europe	28,900	29,700	3	4,500	3,200	-30	32,700	32,100	-2
Germany	9,100	8,200	-9	np	np	np	10,200	8,700	-14
Other Europe	19,800	21,500	8	3,400	2,400	-30	22,500	23,300	4
Other Countries	3,400	7,100	110	np	2,300	np	5,000	9,100	82
<b>Total</b>	<b>131,400</b>	<b>132,400</b>	<b>1</b>	<b>33,600</b>	<b>30,500</b>	<b>-9</b>	<b>161,000</b>	<b>158,300</b>	<b>-2</b>

Source: International Visitor Survey, Tourism Research Australia

<sup>1</sup> VFR - Visiting friends &/or relatives

<sup>2</sup> Other reason includes: business, education, employment and other.

How to read this table: 28,100 leisure visitors to Tasmania in the 12 months to September 2008 were from New Zealand.

np - not published due to data reliability

**TABLE 7. ZONES VISITED IN TASMANIA<sup>1</sup>**

Zones Visted	VISITORS				NIGHTS			
	12 months ending Sept 07	12 months ending Sept 08	% Change	% of visitors (08)	12 months ending Sept 07	12 months ending Sept 08	% Change	% of nights (08)
Hobart and Surrounds	133,800	128,700	-4	81%	2,233,400	2,022,300	-9	65%
Launceston, Tamar and the North	61,400	67,500	10	43%	701,400	639,700	-9	21%
The North West and King Island	27,700	25,700	-7	16%	np	np	np	np
Western Wilderness <sup>2</sup>	35,700	33,900	-5	21%	np	np	np	np
The East Coast and Flinders Island	34,900	34,100	-2	22%	np	np	np	np
<b>Total</b>	<b>161,000</b>	<b>158,300</b>	<b>-2</b>		<b>3,317,900</b>	<b>3,090,200</b>	<b>-7</b>	

Source: *International Visitor Survey, Tourism Research Australia*

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

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

np - not published due to data reliability

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

**TABLE 8. ACCOMMODATION USED IN TASMANIA**

Accommodation used	VISITORS				NIGHTS			
	12 months ending Sept 07	12 months ending Sept 08	% Change	% of visitors (08)	12 months ending Sept 07	12 months ending Sept 08	% Change	% of nights (08)
Hotel, resort, motel, motor inn	76,600	70,200	-8	44%	424,900	398,300	-6	13%
Backpacker / hostel	30,800	33,300	8	21%	241,200	310,600	29	10%
Rented house/apartment/unit/flat	11,600	16,500	42	10%	787,300	1,022,900	30	33%
Friend/relatives home (no payment)	35,600	38,900	9	25%	605,500	708,300	17	23%
Caravan	16,800	17,200	3	11%	np	np	np	np
Guest house / Bed and Breakfast	14,800	9,600	-35	6%	np	np	np	np
Boat, houseboat, cabin cruiser, cruise ship	6,500	6,600	3	4%	np	np	np	np
Educational institution (eg uni)	4,200	2,500	-40	2%	442,600	278,400	-48	9%
Homestay	3,500	2,600	-26	2%	310,300	np	np	np
Other	3,700	np	np	1%	208,500	np	np	np
<b>Total</b>	<b>161,000</b>	<b>158,300</b>	<b>-2</b>		<b>3,317,900</b>	<b>3,090,200</b>	<b>-7</b>	

Source: *International Visitor Survey, Tourism Research Australia*

How to read this table: 25% of all international visitors to Tasmania in the 12 months to September 2008 stayed in a home of a friend or relative.

np - not published due to data reliability

**TABLE 9. FIRST OR RETURN VISIT TO AUSTRALIA**

	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08
First or return visit	visitors	visitors	%	%	%
First visit to Australia	62,300	67,100	8	39%	42%
Return visit to Australia	98,600	91,300	-7	61%	58%
Total	161,000	158,300	-2	100%	100%

Source: *International Visitor Survey, Tourism Research Australia*

How to read this table: 67,100 international visitors to Tasmania in the 12 months to September 2008 were visiting Australia for the first time.

**TABLE 10. TRAVEL PARTY OF INTERNATIONAL VISITORS**

	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08
Travel party	visitors	visitors	%	%	%
Unaccompanied traveller	83,300	89,100	7	52%	56%
Adult couple	44,300	43,900	-1	28%	28%
Family group - parent(s) and children	17,100	9,300	-46	11%	6%
Friends/relatives travelling together	11,900	12,900	9	7%	8%
Business associates travelling together (with or without spouses)	4,400	3,200	-27	3%	2%
Total	161,000	158,300	-2	100%	100%

Source: *International Visitor Survey, Tourism Research Australia*

How to read this table: 56% of international visitors to Tasmania in the 12 months to September 2008 were travelling alone.

**TABLE 11. AGE OF INTERNATIONAL VISITORS**

	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08
Age group	visitors	visitors	%	%	%
15 to 24	26,200	28,100	7	16%	18%
25 to 34	32,600	31,000	-5	20%	20%
35 to 44	26,000	19,900	-23	16%	13%
45 to 54	24,200	22,500	-7	15%	14%
55 to 64	30,100	35,500	18	19%	22%
65 and over	21,900	21,300	-3	14%	13%
Total	161,000	158,300	-2	100%	100%

Source: *International Visitor Survey, Tourism Research Australia*

How to read this table: 20% of all international visitors to Tasmania in the 12 months to September 2008 were aged between 25 to 34 years.

**TABLE 12. MARITAL STATUS OF INTERNATIONAL VISITORS**

	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08
Marital Status	visitors	visitors	%	%	%
Single (never married, divorced, separated, widowed)	67,600	77,200	14	42%	49%
Part of a couple (married, de facto, living together)	93,100	81,000	-13	58%	51%
<b>Total</b>	<b>161,000</b>	<b>158,300</b>	<b>-2</b>	<b>100%</b>	<b>100%</b>

Source: *International Visitor Survey, Tourism Research Australia*

How to read this table: 49% of all international visitors to Tasmania in the 12 months to September 2008 were single.

**TABLE 13. INFORMATION SOURCES USED BY INTERNATIONAL VISITORS**

	12 months ending Sept 07	12 months ending Sept 08	% Change	12 months ending Sept 07	12 months ending Sept 08
Information Sources	visitors	visitors	%	%	%
Internet	64,600	70,800	10	40%	45%
Travel book or guide	36,100	36,700	2	22%	23%
Friend or relative living in Australia	30,200	36,700	22	19%	23%
Previous visit(s)	31,900	34,800	9	20%	22%
Travel Agent	28,200	31,800	13	18%	20%
Friend or relative who has visited Australia	20,300	22,200	9	13%	14%
Work related / Business colleagues	5,800	9,600	66	4%	6%
IDP Education Australia (2006 onwards)	5,700	5,300	-7	4%	3%
Travel Article in Newspaper or Magazine	2,800	4,300	54	2%	3%
Films or TV or Radio Program	3,800	4,100	8	2%	3%
Tour operator	2,300	3,900	70	1%	2%
The library	np	2,400	np	np	2%
<b>Total</b>	<b>161,000</b>	<b>158,300</b>	<b>-2</b>		

Source: *International Visitor Survey, Tourism Research Australia*

How to read this table: 45% of all international visitors to Tasmania in the 12 months to September 2008 used the internet as an information source for their trip to Australia.

### Data source and reliability

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

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

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

95% CONFIDENCE INTERVALS FOR IVS ESTIMATES						
Estimate	VISITORS		NIGHTS		EXPENDITURE (\$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)  
 Phone: (03) 6230 8141