

International Tourism Snapshot

International visitors to Tasmania, Year ending December 2009

Global tourism outlook¹

- According to the World Tourism Organisation (UNWTO), worldwide, international tourist arrivals fell by 4% in the year ending December 2009.
- This represents a slight improvement on the October 2009 estimate (-5%) as a result of the 2% upswing in the December quarter 2009. In contrast, international tourist arrivals shrank by 10%, 7% and 2% in the first three quarters of 2009 respectively.
- Asia and the Pacific and the Middle East led the recovery with growth turning positive in both regions in the second half of 2009.
- According to the UNWTO, growth in the year ending December 2009 was negative in all world regions except for Africa.
- Australia's performance compared favourably against the overall negative global trend in 2009, with international tourist arrivals stabilising after almost two years of declines, according to the International Visitor Survey (IVS).
- International tourist arrivals worldwide are now forecast to grow between 3% and 4% in 2010.

International visitors to Australia

Key Messages:

- According to the latest results from the IVS, in the year ending December 2009, international arrivals into Australia stabilised following almost two years of declines.
- For the first time since the Global Financial Crisis (GFC) began there was a 0.2% rise in the number of international visitors to Australia (with visitor numbers increasing by 8,000 arrivals). A total of 5.18 million tourists visited the country in the year ending December 2009.
- The numbers of nights international travellers spent in Australia also increased (+6%), consequently contributing to growth in expenditure (+5%).

Summary:

- International visitors into Australia remained steady at 5.18 million during the 12 months to December 2009; whilst visitor nights and the expenditure of visitors from abroad rose to a record 177.1 million nights (+6%) and \$17 billion² (+5%) respectively.
- International travel for holiday (-2%) and business (-14%) purposes continue to be the travel sectors most affected by the global economic downturn.
- Meanwhile, VFR (visiting friends or relatives, +13%) travel remains the most resilient to the GFC crisis. New Zealand, Asia, the Americas, and to a lesser extent Europe all increased their VFR travel in 2009.
- With holiday travel to Australia down 2% to 2.4 million, the majority of the decrease was out of Japan (-26%), Korea (-25%), India (-10%), China (-3%) and the UK (-4%). Meanwhile, holiday arrivals from New Zealand remained steady over the year.
- Along with the VFR sector, education travel (+10%) recorded positive growth in 2009. At the same time business travel (-14%) and employment (-3%) travel suffered significantly.
- Source markets recording positive visitor growth over the year included: USA (+5%), China (+4%), Singapore (+7%), and Malaysia (+25%).
- Source markets recording declines included: Japan (-22%) and Korea (-17%).
- New Zealand visitor numbers remained stable, along with arrivals from the UK, Germany and Canada.

¹ World Tourism Organisation (UNWTO), January 2010, World Tourism Barometer

² Includes package expenditure

International Visitors to Tasmania

Key Messages:

- In contrast to the optimistic national trend, international visitor arrivals into Tasmania continued to decline, with arrivals down 8% in 2009 to 139,500 visitors.
- Consequently, Tasmania's share of all international visitors to Australia fell from 2.9% in 2008 to 2.7% in 2009.
- Visitor nights spent in Tasmania fell by 12% in 2009, the largest decline in six years. Average length of stay has decreased from 19.7 nights to 18.9 nights, the shortest duration of stay recorded since the year ending December 2005.
- Despite a drop in visitor numbers and nights, the total amount spent by international visitors in Tasmania grew by 13% to \$274 million (including package expenditure) during 2009.
- Additional spend, together with fewer visitors and nights, saw the average spend per visitor and per night grow to \$1,966 (+23%) and \$104 (+28%) respectively.

Summary:

- Declines were recorded for all purposes of international travel to Tasmania; Holiday (-9%), VFR (-12%), Business (-11%), Education (-3%) and Employment (-10%).
- Despite the decrease in overall nights (-12%), holiday nights remained unchanged over the year. A decrease in education (-17%) and VFR (-23%) nights were largely responsible for the state-wide decline in nights.
- Tasmania's only source target markets to record positive growth in 2009 were Germany (+12%), and whilst only based on small visitor numbers, China (+103%), Hong Kong (+15%), Taiwan (+29%), Scandinavia (+59%) and Malaysia (+17%) also increased.
- The number of visitors from the USA travelling to Tasmania showed the sharpest fall in visitors, dropping by 31% to 21,900. Other key target markets recording negative figures in 2009 included: UK (-22%), New Zealand (-6%), Canada (-31%), Singapore (-14%) and Japan (-16%).
- Compared with other states/territories, Tasmania experienced the greatest decline (-8%) in visitor numbers, followed by Queensland (-4%), New South Wales (-2%), Australian Capital Territory (-1%), while increases were recorded in Victoria (3%), Western Australia (3%) and the Northern Territory (3%), and South Australia (1%).

Tasmania's International Markets Overview

North America (Canada and United States of America):

- The number of visitors to Australia from North America increased 4% to 567,700 over the year to December 2009.
- Meanwhile, Tasmania's share of visitors from North America decreased to 21,800 (-31%).
- 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 32% on the previous year; while visitors from Canada declined by 31%.
- Total nights by North American visitors increased 15%, with the average length of stay increasing from 7.5 nights to 12.5 nights.
- In line with increased visitor nights, the total expenditure of North American visitors in Tasmania increased 23% to \$37 million.
- With fewer visitors spending more, the average spend per North America visitor increased to \$1694 (was \$942); whilst average spend per night grew to \$135 (was \$126).

United Kingdom (UK):

- Despite stable visitor numbers into Australia (-1%), Tasmania experienced a 22% decline in visitors from the UK in 2009.
- Most of the decline for Tasmania was primarily from a drop in holiday and VFR travel.
- The average length of stay UK visitors spent in Tasmania decreased from 14.4 nights to 12.9 nights in 2009, contributing to a 30% decrease in visitor nights.

- Total spend by UK visitors also fell (-6%) over the year. However, a smaller decline in expenditure than in visitors and nights saw the average spend per UK visitor increase to \$1370 (was \$1135), and the average spend per night increase to \$106 (was \$79).

New Zealand (NZ):

- While visitors numbers to Australia from NZ remained stable over the year at one million visitors (-1%), Tasmania experienced a 6% decrease in visitor numbers from NZ, largely as a result of a decrease in VFR travel.
- The average length of stay spent in Tasmania by NZ visitors also decreased from 15.4 nights in 2008 to 9.5 nights in 2009, resulting in a 42% decrease in the total nights spent in the State.
- The average spend per NZ visitor increased to \$1282 (was \$1,135); while the average spend per night grew from \$74 to \$136.
- Total spend by New Zealanders visiting Tasmania in 2009 reached \$17 million, up 6% on the previous year.

Total Europe (Germany and Other Europe):

- Arrivals into Australia from Europe remained steady over the year at 647,800 visitors.
- Tasmania's share of total European visitors was 5% of this total, or 34,100 visitors; up 9% on the previous year mainly as a result of an increase in VFR and holiday travel.
- The average length of stay European visitors spent in Tasmania decreased from 16 nights in 2008 to 13.7 nights in 2009, contributing to a 7% decrease in visitor nights.
- The number of Germans visiting Australia increased 1% to 156,000, and the number who visited Tasmania during the same period increased 11% to 8,500.
- Tasmania's share of all German visitors to Australia now stands at 6%.
- The average spend per German visitor decreased to \$957 (was \$1,071); while the average spend per night grew from \$59 to \$66, 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 at a rapid rate both nationally (-22%) and in Tasmania (-16%).
- Most of this decline nationally and in Tasmania is due to a significant drop in Japanese holiday travel.
- Average length of stay decreased from 36.8 nights to 21.7 nights, the shortest length of stay recorded in three years. This was largely the result of a decline in Japanese education visitors and visitor nights.
- Expenditure by Japanese visitors reached \$10 million for the year; a decline of 23% on the previous year.
- Despite the fall in expenditure, Japanese visitors continue to record one of the highest spend per visitor (-9% to \$1,887) in Tasmania.
- The average spend per night increased from \$56 in 2008 to \$88 in 2009.

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 6% for Australia, while for Tasmania numbers increased 13% to 35,500 over the year to December 2009.
- Tasmania's growth was due to an increase in holiday, VFR, business and education travel.
- Countries driving the growth in the Other Asia category included; Hong Kong (+15%), Malaysia (+17%), Taiwan (+28%), Thailand (+110%), China (+101%), and Indonesia (+17%).
- Declines were recorded in visitors from Singapore (-15%) and Korea (-30%).
- Of all overseas visitors, those from Other Asia spent the greatest number of nights in Tasmania (+11% to 1.24 million), which accounted for almost half (47%) of total international nights spent in the State.
- Despite the increase in visitors and nights, the average length of stay of Other Asia visitors dropped slightly from 35.4 nights in 2008, to 34.9 nights in 2009.
- The long average stay is largely due to a high proportion of Malaysian visitors in Tasmania for education purposes.

International Visitor Tables

Table 1. International visitors						
	to Tasmania			to Australia		
	Jan 08- Dec 08	Jan 09- Dec 09	% change	Jan 08- Dec 08	Jan 09- Dec 09	% change
<i>Visitors</i>						
International visitors	152,000	139,500	↓ -8%	5,166,800	5,174,700	→ 0%
<i>Nights</i>						
Nights ('000s)	2,988	2,639	↓ -12%	167,845	177,128	↑ 6%
Length of stay (nights)	20	19	↓ -4%	32	34	↑ 6%
<i>Expenditure¹</i>						
Expenditure (\$million)	\$243	\$274	↑ 13%	\$16,306	\$17,146	↑ 5%
Average spend per visitor	\$1,600	\$1,966	↑ 23%	\$3,231	\$3,307	↑ 2%
Average spend per night	\$81	\$104	↑ 28%	\$100	\$97	↓ -3%
Holiday spend (\$million)	\$101	\$113	↑ 12%	\$6,622	\$6,601	→ 0%
<i>Purpose²</i>						
Holiday	108,900	98,800	↓ -9%	2,436,800	2,398,200	↓ -2%
Visit friends or relatives (VFR)	31,900	28,200	↓ -12%	1,145,400	1,293,800	↑ 13%
Business	10,800	9,600	↓ -11%	878,000	756,100	↓ -14%
Education	8,700	8,400	↓ -3%	372,400	411,300	↑ 10%
Employment	2,500	2,200	↓ -12%	119,700	116,500	↓ -3%
Other reason	2,300	2,600	↑ 13%	214,600	199,000	↓ -7%

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

¹ Average spend per visitor, spend per night and expenditure market share is calculated using expenditure including package spend.

² 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.

np - not published due to data reliability.

Table 2. International visitor nights spent in Tasmania						
	Nights					
	Jan 08 to	Jan 09 to	%	Average Stay	Average	%
	Dec 08	Dec 09	change	Dec 08	Stay Dec 09	change
Holiday	995,500	997,400	→ 0%	9.1	10.1	↑ 10%
Visit friends or relatives	592,600	456,800	↓ -23%	18.6	16.2	↓ -13%
Business	np	np	np	np	np	np
Education	1,163,200	960,800	↓ -17%	133.7	114.4	↓ -14%
Employment	np	np	np	np	np	np
Other	np	np	np	np	np	np
Total	2,988,000	2,639,000	↓ -12%	19.7	18.9	↓ -4%

Source: International Visitor Survey, Tourism Research Australia

np - not published due to data reliability.

Table 3. International visitor expenditure spent in Tasmania by purpose of visit¹

	Expenditure (excluding package \$)									
	Jan 08 to		Jan 09 to	%	Average \$		Average \$		Average \$	
	Dec 08	Dec 09	Change	per visitor 08	per visitor 09	%	per night 08	per night 09	% Change	
	\$ million	\$ million		\$	\$		\$	\$		
Holiday	\$101	\$113	↑ 12%	\$927	\$1,144	↑ 23%	\$101	\$113	↑ 12%	
Visit friends or relatives	\$28	\$41	↑ 46%	\$878	\$1,454	↑ 66%	\$47	\$90	↑ 90%	
Business	\$14	\$18	↑ 29%	\$1,296	\$1,875	↑ 45%	np	np	np	
Education	\$93	\$84	↓ -10%	\$10,690	\$10,000	↓ -6%	\$80	\$87	↑ 9%	
Other	np	\$18	np	np	\$8,182	np	np	np	np	
Total	\$243	\$274	↑ 13%	\$1,599	\$1,964	↑ 23%	\$81	\$104	↑ 28%	

Source: International Visitor Survey, Tourism Research Australia

¹ Modelled expenditure including package expenditure

np - not published due to data reliability.

Table 4. Origin of international visitors to Tasmania

	Visitors			Market Share		
	Jan 08- Dec 08	Jan 09- Dec 09	% change	Jan 08- Dec 08	Jan 09- Dec 09	% point difference
United Kingdom	28,200	21,900	↓ -22%	4.5%	3.5%	↓ -1.0%
USA includes Hawaii	23,500	16,100	↓ -31%	5.5%	3.6%	↓ -1.9%
New Zealand	14,100	13,300	↓ -6%	1.4%	1.3%	↓ -0.1%
Germany	8,400	9,400	↑ 12%	5.4%	6.0%	↑ 0.6%
Scandinavia	3,700	5,900	↑ 59%	4.6%	7.3%	↑ 2.8%
China	2,900	5,900	↑ 103%	0.9%	1.7%	↑ 0.8%
Canada	8,300	5,700	↓ -31%	7.0%	4.9%	↓ -2.1%
Hong Kong	4,800	5,500	↑ 15%	3.6%	3.8%	↑ 0.2%
Malaysia	4,600	5,400	↑ 17%	3.0%	2.8%	↓ -0.2%
Singapore	6,300	5,400	↓ -14%	2.7%	2.1%	↓ -0.5%
Japan	6,300	5,300	↓ -16%	1.5%	1.6%	↑ 0.1%
Taiwan	3,100	4,000	↑ 29%	4.3%	4.3%	→ 0.0%
France	4,800	3,600	↓ -25%	5.9%	4.1%	↓ -1.8%
Netherlands	3,100	3,500	↑ 13%	5.9%	7.1%	↑ 1.1%
Italy	np	3,300	np	1.9%	6.2%	↑ 4.3%
Korea	4,600	3,200	↓ -30%	2.3%	1.9%	↓ -0.3%
Switzerland	np	2,800	np	5.2%	6.9%	↑ 1.7%
Thailand	np	2,300	np	1.5%	3.0%	↑ 1.5%
Other Europe	8,200	5,600	↓ -32%	4.3%	3.1%	↓ -1.2%
Other Countries	13,000	11,500	↓ -12%	1.9%	1.6%	↓ -0.3%
Total	152,000	139,500	↓ -8%	2.9%	2.7%	↓ -0.2%

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

np: not published due to data reliability

Table 5. Origin of international visitor night spent in Tasmania

	Nights			Market Share		
	Jan 08- Dec 08	Jan 09- Dec 09	% change	Jan 08- Dec 08	Jan 09- Dec 09	% point difference
New Zealand	217,000	125,300	↓ -42%	1.5%	0.9%	↓ -0.6%
Japan	231,000	113,800	↓ -51%	2.7%	1.6%	↓ -1.1%
Hong Kong	np	np	np	np	np	np
Singapore	113,500	np	np	2.2%	np	np
Malaysia	348,700	368,600	↑ 6%	5.8%	5.4%	↓ -0.4%
Indonesia	np	np	np	np	np	np
Taiwan	np	132,500	np	np	3.1%	np
Thailand	np	111,300	np	np	2.8%	np
Korea	108,500	142,600	↑ 31%	1.0%	1.2%	↑ 0.2%
China	114,700	233,400	↑ 103%	0.7%	1.2%	↑ 0.5%
India	107,400	np	np	1.6%	np	np
Other Asia	np	np	np	np	np	np
USA includes Hawaii	139,700	155,400	↑ 11%	1.5%	1.6%	↑ 0.1%
Canada	np	117,700	np	np	2.5%	np
United Kingdom	406,400	282,700	↓ -30%	1.9%	1.3%	↓ -0.7%
Germany	152,800	135,900	↓ -11%	2.1%	1.9%	↓ -0.2%
Scandinavia	np	np	np	np	np	np
France	np	np	np	np	np	np
Italy	np	np	np	np	np	np
Netherlands	np	np	np	np	np	np
Switzerland	np	np	np	np	np	np
Other Europe	np	np	np	np	np	np
Other Countries	278,700	140,900	↓ -49%	2.0%	1.0%	↓ -1.0%
Total	2,988,000	2,639,000	↓ -12%	1.8%	1.5%	↓ -0.3%

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

np: not published due to data reliability

Table 6. Origin of international visitor expenditure

	Expenditure			Market Share		
	Jan 08- Dec 08	Jan 09- Dec 09	% change	Jan 08- Dec 08	Jan 09- Dec 09	% point difference
	\$million			per cent		
New Zealand	\$16	\$17	6%	1.1%	1.3%	0.2%
United Kingdom	\$32	\$30	-6%	1.6%	1.6%	-0.1%
Germany	\$9	\$9	0%	1.4%	1.5%	0.1%
Scandinavia	np	np	np	np	np	np
Switzerland	np	np	np	np	np	np
Netherlands	np	np	np	np	np	np
France	\$4	np	np	1.3%	np	np
Italy	np	np	np	np	np	np
Other Europe	np	np	np	np	np	np
USA	\$22	\$26	18%	1.8%	2.1%	0.3%
Canada	\$8	\$11	38%	1.8%	2.4%	0.7%
Japan	\$13	\$10	-23%	1.3%	1.2%	-0.1%
China	np	\$21	np	np	1.0%	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	\$19	\$14	-26%	1.5%	1.1%	-0.4%
Total	\$243	\$274	13%	1.5%	1.6%	0.1%

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

np: not published due to data reliability

Modelled expenditure inc uding package expenditure

Table 7. Average spend per visitor and night

	Spend per visitor			Spend per night		
	Jan 08- Dec 08	Jan 09- Dec 09	% change	Jan 08- Dec 08	Jan 09- Dec 09	% change
New Zealand	\$1,135	\$1,278	↑ 13%	\$74	\$136	↑ 84%
United Kingdom	\$1,135	\$1,370	↑ 21%	\$79	\$106	↑ 35%
Germany	\$1,071	\$957	↓ -11%	\$59	\$66	↑ 12%
Scandinavia	np	np	np	np	np	np
Switzerland	np	np	np	np	np	np
Netherlands	np	np	np	np	np	np
France	np	np	np	np	np	np
Italy	np	np	np	np	np	np
Other Europe	np	np	np	np	np	np
United States of America	\$936	\$1,615	↑ 73%	\$157	\$167	↑ 6%
Canada	\$964	\$1,930	↑ 100%	np	\$93	np
Japan	\$2,063	\$1,887	↓ -9%	\$56	\$88	↑ 56%
China	np	\$21	np	np	1.0%	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	\$1,462	\$1,217	↓ -17%	\$68	\$99	↑ 46%
Total	\$1,599	\$1,964	↑ 23%	\$81	\$104	↑ 28%

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

np: not published due to data reliability

Table 8. Origin of international visitors to Australia

Origin	Visitors			Nights				
	Jan 08 to Dec 08	Jan 09 to Dec 09	% Change	Jan 08 to Dec 08	Jan 09 to Dec 09	% Change	Average Length of Stay (08)	Average Length of Stay (09)
	visitors	visitors		nights	nights		nights	nights
New Zealand	1,007,200	1,005,500	↔ 0%	14,132,400	13,470,500	↓ -5%	14.0	13.4
Japan	424,300	332,400	↓ -22%	8,692,300	7,253,400	↓ -17%	20.5	21.8
Hong Kong	131,200	142,800	↑ 9%	4,326,900	4,627,300	↑ 7%	33.0	32.4
Singapore	234,400	249,800	↑ 7%	5,274,200	5,712,800	↑ 8%	22.5	22.9
Malaysia	153,800	192,400	↑ 25%	5,966,800	6,776,100	↑ 14%	38.8	35.2
Indonesia	85,400	97,000	↑ 14%	3,574,200	3,885,500	↑ 9%	41.9	40.1
Taiwan	72,900	92,400	↑ 27%	3,278,900	4,302,800	↑ 31%	45.0	46.6
Thailand	73,800	76,400	↑ 4%	3,324,400	4,028,200	↑ 21%	45.0	52.7
Korea	202,200	168,300	↓ -17%	10,465,400	11,956,900	↑ 14%	51.8	71.0
China	338,400	350,800	↑ 4%	16,079,100	19,176,600	↑ 19%	47.5	54.7
India	109,000	117,500	↑ 8%	6,574,400	7,149,300	↑ 9%	60.3	60.8
Other Asia	122,700	131,900	↑ 7%	7,573,500	7,441,900	↓ -2%	61.7	56.4
USA includes Hawaii	429,400	450,400	↑ 5%	9,300,100	9,912,600	↑ 7%	21.7	22.0
Canada	118,700	117,300	↓ -1%	4,691,900	4,724,100	↑ 1%	39.5	40.3
United Kingdom	632,000	625,000	↓ -1%	20,845,900	22,576,500	↑ 8%	33.0	36.1
Germany	155,100	156,000	↑ 1%	7,168,000	7,178,400	↔ 0%	46.2	46.0
Scandinavia	80,900	80,800	↔ 0%	3,455,400	3,318,200	↓ -4%	42.7	41.1
France	81,300	89,000	↑ 9%	3,749,800	4,758,900	↑ 27%	46.1	53.5
Italy	56,900	52,900	↓ -7%	2,544,600	2,388,800	↓ -6%	44.7	45.2
Netherlands	52,300	49,200	↓ -6%	2,142,800	2,150,100	↔ 0%	41.0	43.7
Switzerland	37,600	40,700	↑ 8%	1,594,800	1,546,000	↓ -3%	42.4	38.0
Other Europe	192,300	179,100	↓ -7%	9,490,500	8,867,000	↓ -7%	49.4	49.5
Other Countries	375,100	377,100	↑ 1%	13,598,800	13,926,100	↑ 2%	36.3	36.9
Total	5,166,800	5,174,700	↔ 0%	167,844,800	177,128,200	↑ 6%	32.5	34.2

Source: International Visitor Survey, Tourism Research Australia

Table 9. Origin of international visitor spend in Australia

Origin	Expenditure						
	Jan 08 to	Jan 09 to	%	Average \$	Average \$	Average	Average \$
	Dec 08	Dec 09	Change	per visitor	per visitor	\$ per	per night
	\$million	\$million		(08)	(09)	night (08)	(09)
				\$	\$	\$	\$
New Zealand	\$1,493	\$1,360	↓ -9%	\$1,482	\$1,353	\$106	\$101
Japan	\$992	\$851	↓ -14%	\$2,338	\$2,560	\$114	\$117
Hong Kong	\$519	\$521	↔ 0%	\$3,956	\$3,648	\$120	\$113
Singapore	\$794	\$804	↑ 1%	\$3,387	\$3,219	\$151	\$141
Malaysia	\$685	\$773	↑ 13%	\$4,454	\$4,018	\$115	\$114
Indonesia	\$395	\$420	↑ 6%	\$4,625	\$4,330	\$111	\$108
Taiwan	\$254	\$344	↑ 35%	\$3,484	\$3,723	\$77	\$80
Thailand	\$322	\$351	↑ 9%	\$4,363	\$4,594	\$97	\$87
Korea	\$941	\$960	↑ 2%	\$4,654	\$5,704	\$90	\$80
China	\$1,584	\$2,023	↑ 28%	\$4,681	\$5,767	\$99	\$105
India	\$506	\$573	↑ 13%	\$4,642	\$4,877	\$77	\$80
Other Asia	\$477	\$569	↑ 19%	\$3,888	\$4,314	\$63	\$76
USA includes Hawaii	\$1,250	\$1,262	↑ 1%	\$2,911	\$2,802	\$134	\$127
Canada	\$457	\$455	↔ 0%	\$3,850	\$3,879	\$97	\$96
United Kingdom	\$1,964	\$1,908	↓ -3%	\$3,108	\$3,053	\$94	\$85
Germany	\$634	\$594	↓ -6%	\$4,088	\$3,808	\$88	\$83
Scandinavia	\$360	\$333	↓ -8%	\$4,450	\$4,121	\$104	\$100
France	\$306	\$353	↑ 15%	\$3,764	\$3,966	\$82	\$74
Italy	\$234	\$220	↓ -6%	\$4,112	\$4,159	\$92	\$92
Netherlands	\$203	\$185	↓ -9%	\$3,881	\$3,760	\$95	\$86
Switzerland	\$179	\$199	↑ 11%	\$4,761	\$4,889	\$112	\$129
Other Europe	\$872	\$811	↓ -7%	\$4,535	\$4,528	\$92	\$91
Other Countries	\$1,271	\$1,242	↓ -2%	\$3,388	\$3,294	\$93	\$89
Total	\$16,693	\$17,112	↑ 3%	\$3,231	\$3,307	\$99	\$97

Source: International Visitor Survey, Tourism Research Australia

¹ Modelled expenditure including package expenditure

	Visitors			Market Share		
	Jan 08-	Jan 09-	%	Jan 08-	Jan 09-	% point
	Dec 08	Dec 09	change	Dec 08	Dec 09	difference
New South Wales	2,768,500	2,711,000	↓ -2%	53.6%	52.4%	↓ -1.2%
Victoria	1,479,400	1,530,600	↑ 3%	28.6%	29.6%	↑ 1.0%
Queensland	2,050,700	1,968,200	↓ -4%	39.7%	38.0%	↓ -1.7%
South Australia	356,100	360,600	↑ 1%	6.9%	7.0%	↑ 0.1%
Western Australia	675,800	694,100	↑ 3%	13.1%	13.4%	↑ 0.3%
Tasmania	152,000	139,500	↓ -8%	2.9%	2.7%	↓ -0.2%
Northern Territory	327,600	336,100	↑ 3%	6.3%	6.5%	↑ 0.2%
Australia Capital Territory	157,200	155,300	↓ -1%	3.0%	3.0%	→ 0.0%
Total visitors to Australia	5,166,800	5,174,700	→ 0%	100.0%	100.0%	→ 0.0%

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

Table 11. Purpose of visit to Tasmania by origin of international visitors, Year ending Dec 2009

	Visitors											
	Holiday	% change	VFR ¹	% change	Business	% change	Education	% change	Employment	% change	Total	% change
United Kingdom	16,300	↓ -22%	6,200	↓ -36%	np	np	np	np	np	np	21,900	↓ -22%
New Zealand	6,100	↑ 12%	5,300	↓ -22%	2,800	↑ 60%	np	np	np	np	13,300	↓ -6%
Total Asia	27,400	↑ 6%	5,300	→ 0%	3,000	↑ 26%	5,200	↓ -13%	1,300	np	40,700	↑ 8%
Japan	3,800	↓ -19%	np	np	np	np	np	np	np	np	5,300	↓ -16%
Other Asia	23,700	↑ 11%	4,600	↑ 4%	2,300	↑ 30%	4,800	↑ 2%	1,300	np	35,500	↑ 13%
North America	17,700	↓ -31%	3,500	↓ -23%	1,200	↓ -63%	1,200	np	np	np	21,800	↓ -31%
USA	13,000	↓ -32%	2,400	↓ -17%	1,100	↓ -56%	1,100	np	np	np	16,100	↓ -32%
Canada	4,700	↓ -28%	1,100	↓ -34%	np	np	np	np	np	np	5,700	↓ -31%
Total Europe	26,700	↑ 2%	5,600	↑ 48%	1,500	↓ -25%	np	np	np	np	34,100	↑ 9%
Germany	7,300	↓ -6%	1,800	np	np	np	np	np	np	np	9,400	↑ 11%
Other Europe	19,400	↑ 5%	3,800	↑ 32%	1,000	↓ -44%	np	np	np	np	24,700	↑ 8%
Other Countries	4,600	↓ -5%	2,300	↑ 34%	np	↑ 34%	np	np	np	np	7,600	↓ -13%
Total	98,800	↓ -9%	28,200	↓ -12%	9,600	↓ -11%	8,400	↓ -3%	2,200	↓ -10%	139,500	↓ -8%

Source: International Visitor Survey, Tourism Research Australia

¹ VFR - Visit friends and/or relatives

np - not published due to data reliability.

Table 12. Zones visited in Tasmania¹

Zones Visted	Visitors					Nights				
	Jan 08 to	Jan 09 to	%	08	09	Jan 08 to	Jan 09 to	%	08 Nights	09
	Dec 08	Dec 09	Change	Visitor Share	Visitor Share	Dec 08	Dec 09	Change	Share	Nights Share
Hobart and Launceston, Tamar	123,500	117,200	↓ -5%	84%	84%	2,025,700	1,715,900	↓ -15%	68%	65%
The North West and Western Wilderness ²	58,700	50,400	↓ -14%	36%	36%	542,800	552,800	↑ 2%	18%	21%
The East Coast and	23,100	21,500	↓ -7%	15%	15%	151,900	np	np	np	np
	31,400	29,100	↓ -7%	21%	21%	114,500	147,000	↑ 28%	4%	6%
	31,500	26,900	↓ -15%	19%	19%	np	np	np	np	np
Total	152,000	139,500	↓ -8%	100%	100%	2,988,000	2,639,000	↓ -12%	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 Dec 2009 were spent in Hobart and Surrounds.

Table 13. Accommodation used in Tasmania

Accommodation used	Visitors					Nights				
	Jan 08 to	Jan 09 to	%	08	09	Jan 08 to	Jan 09 to	%	08 Nights	09
	Dec 08	Dec 09	Change	Visitor Share	Visitor Share	Dec 08	Dec 09	Change	Share	Nights Share
Hotel, resort, motel, motor Inn	66,200	63,300	↓ -4%	44%	45%	371,300	343,700	↓ -7%	12%	13%
Home of friend or relative	37,000	32,800	↓ -11%	24%	24%	713,600	469,700	↓ -34%	24%	18%
Backpacker / hostel	34,100	28,500	↓ -16%	22%	20%	300,100	297,100	↓ -1%	10%	11%
Caravan	16,000	18,100	↑ 13%	11%	13%	131,900	153,000	↑ 16%	4%	6%
Rented house / apartment / unit / flat	14,700	12,000	↓ -18%	10%	9%	1,000,700	861,600	↓ -14%	33%	33%
Guest house / Bed and Breakfast	10,700	10,000	↓ -7%	7%	7%	np	np	np	np	np
Boat, houseboat, cabin cruiser, or	5,700	3,500	↓ -39%	4%	3%	np	np	np	np	np
Educational institution (eg	2,100	2,400	↑ 14%	1%	2%	289,600	230,000	↓ -21%	10%	9%
Homestay	2,400	1,400	↓ -42%	2%	1%	np	134,300	np	np	5%
Other	2,500	2,800	↑ 12%	2%	2%	np	np	np	np	np
Total	152,000	139,500	↓ -8%	100%	100%	2,988,000	2,639,000	↓ -12%	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 Dec 2009 stayed in a home of a friend or relative.

np - not published due to data reliability

Table 14. Length of visit to Tasmania					
Visitors					
Duration of stay	Jan 08 to	Jan 09 to	% Change	08	09
	Dec 08	Dec 09		Visitor Share	Visitor Share
1 night	7,600	4,100	↓ -46%	5%	3%
2 nights	9,700	11,800	↑ 22%	6%	8%
3 to 7 nights	68,100	65,300	↓ -4%	45%	47%
8 to 14 nights	32,600	28,700	↓ -12%	21%	21%
15 to 27 nights	13,100	12,000	↓ -8%	9%	9%
28 or more nights	20,900	17,600	↓ -16%	14%	13%
Total	152,000	139,500	↓ -8%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 47% of all international visitors to Tasmania in the 12 months to Dec 2009 spent 3 to 7 nights in the State.

Table 15. First or return visit to AUSTRALIA					
Visitors					
Repeat visitation	Jan 08 to	Jan 09 to	% Change	08	09
	Dec 08	Dec 09		Visitor Share	Visitor Share
First visit to Australia	67,600	55,300	↓ -18%	44%	40%
Return visit to Australia	84,400	84,200	→ 0%	56%	60%
Total	152,000	139,500	↓ -8%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 40% of all international visitors to Tasmania in the 12 months to Dec 2009 where visiting Australia for the first time.

Table 16. Travel Party					
Visitors					
Travel party description	Jan 08 to	Jan 09 to	% Change	08	09
	Dec 08	Dec 09		Visitor Share	Visitor Share
Unaccompanied traveller	83,600	77,800	↓ -7%	55%	56%
Adult couple	47,100	37,800	↓ -20%	31%	27%
Family group - parent(s) and children	8,800	9,900	↑ 13%	6%	7%
Friends/relatives travelling together	10,700	11,100	↑ 4%	7%	8%
Business associates travelling	1,700	3,000	↑ 76%	1%	2%
Total	152,000	139,500	↓ -8%	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 Dec 2009 were travelling alone.

Table 17. Age of international visitors

Visitors					
Age	Jan 08 to	Jan 09 to	%	08	09
	Dec 08	Dec 09	Change	Visitor Share	Visitor Share
15 to 19	5,600	3,000	↓ -46%	4%	2%
20 to 24	20,900	21,200	↑ 1%	14%	15%
25 to 29	24,500	20,600	↓ -16%	16%	15%
30 to 34	12,200	11,000	↓ -10%	8%	8%
35 to 39	11,300	13,000	↑ 15%	7%	9%
40 to 44	9,100	7,600	↓ -16%	6%	5%
45 to 49	7,700	8,700	↑ 13%	5%	6%
50 to 54	11,400	9,600	↓ -16%	8%	7%
55 to 59	14,400	14,600	↑ 1%	9%	10%
60 to 64	15,500	12,100	↓ -22%	10%	9%
65 to 69	11,700	11,500	↓ -2%	8%	8%
70 and over	7,800	6,600	↓ -15%	5%	5%
Total	152,000	139,500	↓ -8%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 30% of all international visitors to Tasmania in the 12 months to Dec 2009 were aged between 20 to 29 years.

Table 18. Items booked via the internet by international visitors

Visitors					
Internet bookings	Jan 08 to	Jan 09 to	%	08	09
	Dec 08	Dec 09	Change	Visitor Share	Visitor Share
International airfare	50,400	49,700	↓ -1%	33%	36%
Domestic airfare	37,500	33,600	↓ -10%	25%	24%
Organised tour	7,800	6,000	↓ -23%	5%	4%
Vehicle rental	14,000	14,700	↑ 5%	9%	11%
Accommodation	37,300	35,500	↓ -5%	25%	25%
Entertainment activities or events	3,800	2,800	↓ -26%	3%	2%
Bus or train transport	3,300	3,400	↑ 3%	2%	2%
Australian travel package	1,500	1,300	↓ -13%	1%	1%
Education training or conferences	1,300	1,600	↑ 23%	1%	1%
Not applicable	76,900	68,900	↓ -10%	51%	49%
Total	152,000	139,500	↓ -8%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 25% of all international visitors to Tasmania in the 12 months to Dec 2009 used the internet to book accommodation in Australia prior to leaving home.

Table 19. Information sources used by international visitors

Visitors					
Information sources			% Change	08	09
	Jan 08 to Dec 08	Jan 09 to Dec 09		Visitor Share	Visitor Share
Airline company	2,200	1,900	↓ -14%	1%	1%
Travel Agent	31,700	32,200	↑ 2%	21%	23%
Internet	75,100	69,700	↓ -7%	49%	50%
Tour operator	5,300	3,300	↓ -38%	3%	2%
Travel book or guide	34,400	32,300	↓ -6%	23%	23%
Travel Article in Newspaper or Magazine	2,700	3,300	↑ 22%	2%	2%
Films or TV or Radio Program	3,500	3,900	↑ 11%	2%	3%
Advertising on TV or Radio	1,600	np	np	1%	np
Other Advertising	np	np	np	np	np
Friend/relative living in Australia	36,100	40,800	↑ 13%	24%	29%
Friend/relative who has visited Australia	20,600	15,400	↓ -25%	14%	11%
Australian Consulate or Embassy	2,200	np	np	1%	np
The library	2,700	2,200	↓ -19%	2%	2%
Tourism Australia	3,100	2,000	↓ -35%	2%	1%
Tourist Bureau or Information Centre	np	1,700	np	np	1%
Previous visit(s)	24,500	27,300	↑ 11%	16%	20%
IDP Education Australia	4,600	5,600	↑ 22%	3%	4%
Work related / Business colleagues	5,600	6,400	↑ 14%	4%	5%
No information obtained	9,500	10,200	↑ 7%	6%	7%
Total	152,000	139,500	↓ -8%	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 50% of all international visitors to Tasmania in the 12 months to Dec 2009 used the internet as an information source about Australia

np - not published due to data reliability

Table 20. Gender of international visitors

Visitors					
Gender			% Change	08	09
	Jan 08 to Dec 08	Jan 09 to Dec 09		Visitor Share	Visitor Share
Male	73,800	65,600	↓ -11%	49%	47%
Female	78,200	73,900	↓ -5%	51%	53%
Total	152,000	139,500	↓ -8%	100%	100%

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