Tasmanian Tourism Industry Business Sentiment Survey

Spring 2018

Tourism Industry Council Tasmania

About this survey

Tourism Industry Council Tasmania undertakes two industry-wide surveys each year measuring business performance, expectations and industry confidence.

An Autumn Survey is undertaken in March/April, asking operators to report on their business performance over the preceding peak Summer visitor season, along with their expectations coming into the traditionally quieter autumn and winter months.

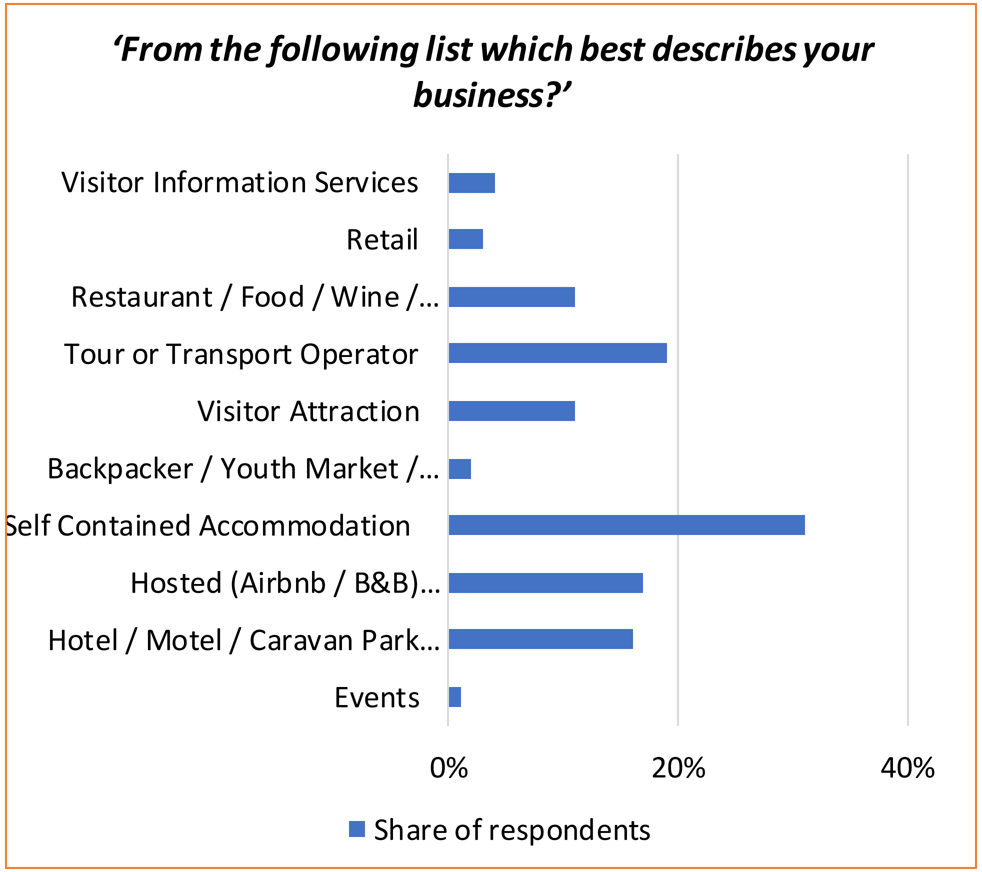
A Spring Survey is conducted in September/October, asking operators to report on actual activity over the Autumn/Winter period, and their expectations based on forward bookings and inquires coming into the peak summer visitor season.

From **October 15 – 26 2018**, TICT conducted the Spring 2018 survey of all Tasmanian tourism operators listed on the 'Tiger Tour' Database.

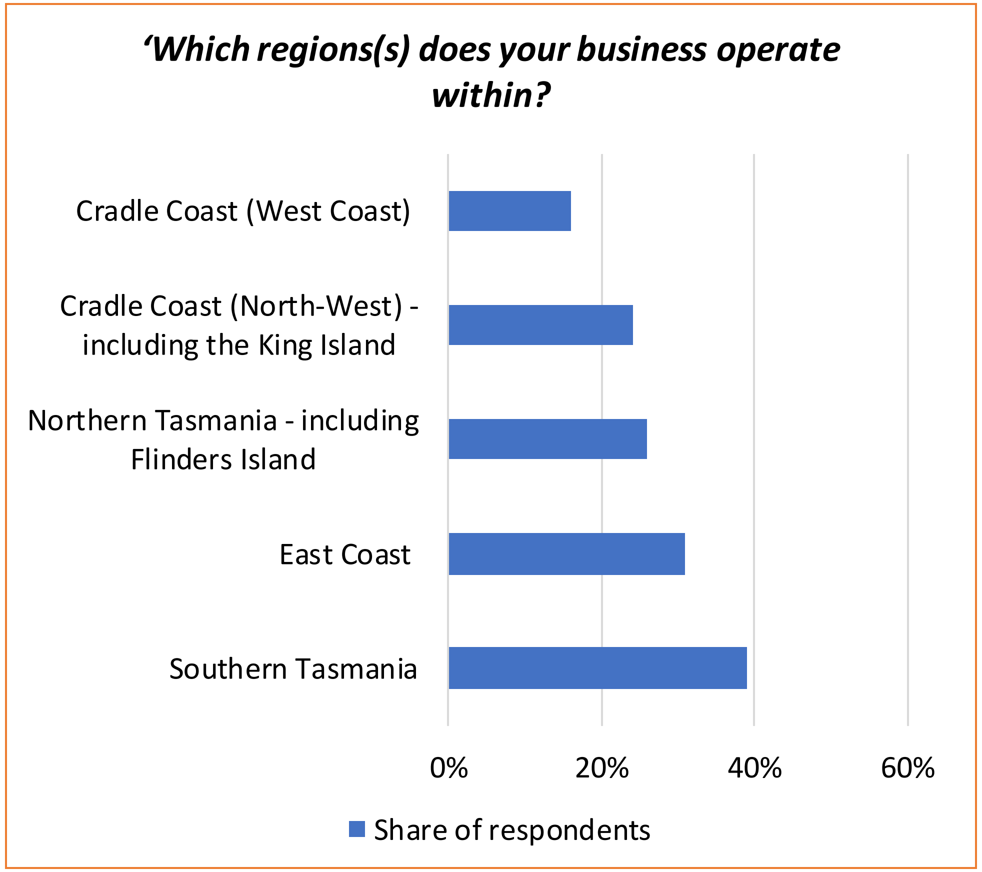
The survey asked operators about their business performance over the past-6 months period, business expectations coming into the business spring and summer period, as well as their general outlook for the Tasmanian tourism industry over the 12 months. This is a widely recognised measure of business confidence.

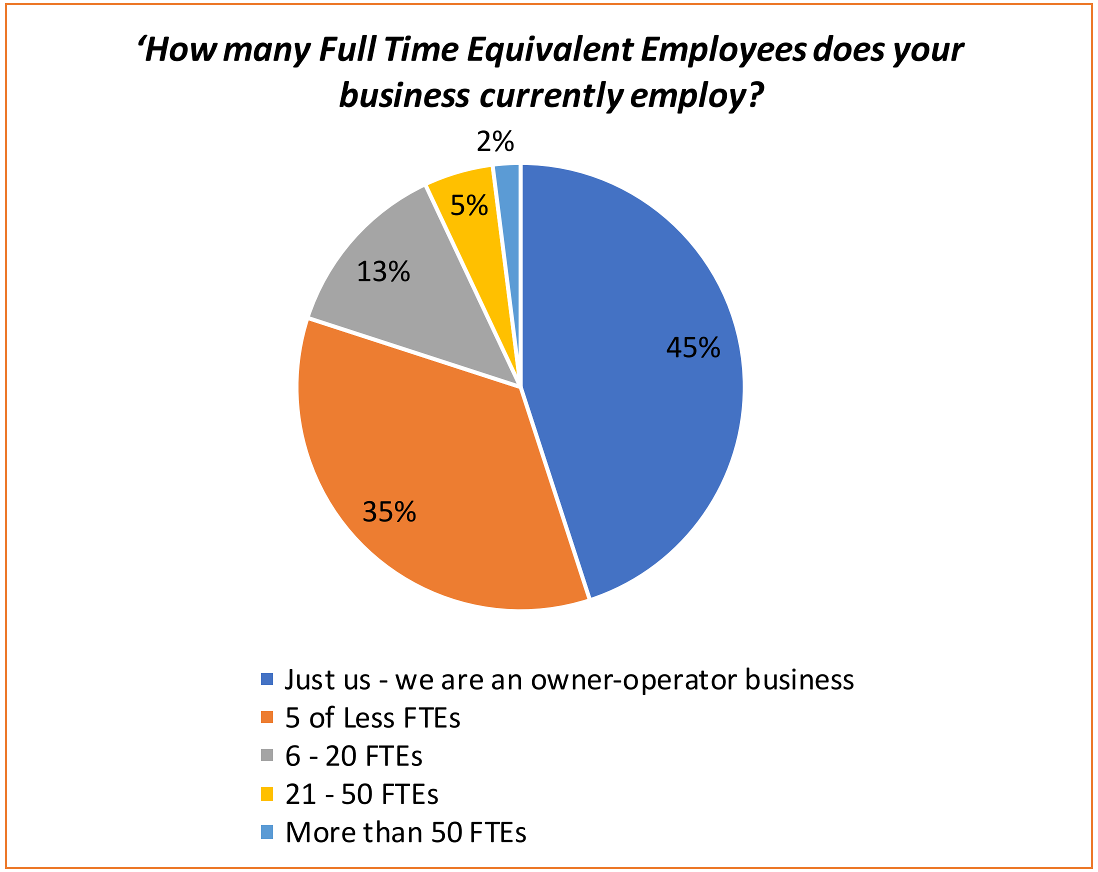
Sample

228 operators completed this survey. This represents about 15% of all potential respondents, and is comparable with previous sentiment surveys.



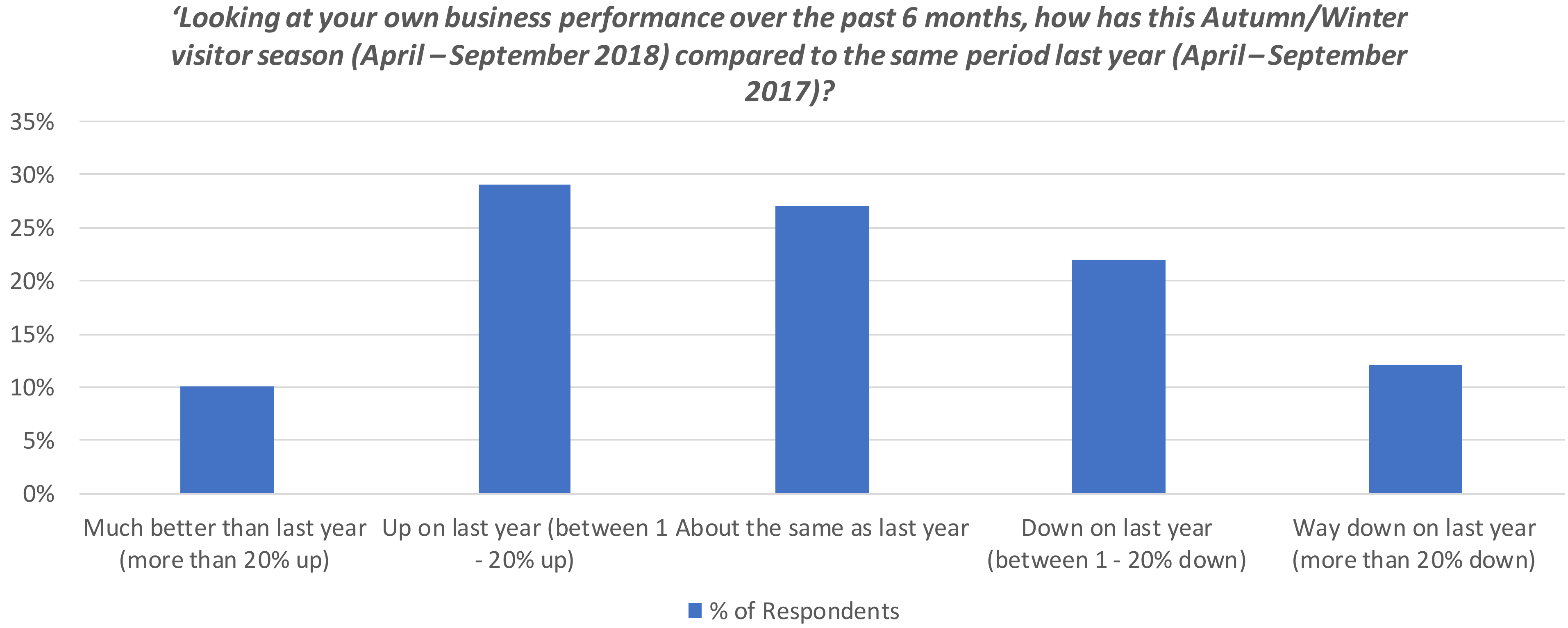
The sample is highly representative of the structure of the Tasmanian tourism industry, with around 60% of respondents located beyond Southern Tasmania, and 80% of respondents small businesses employing less than 5 staff.





Business Performance

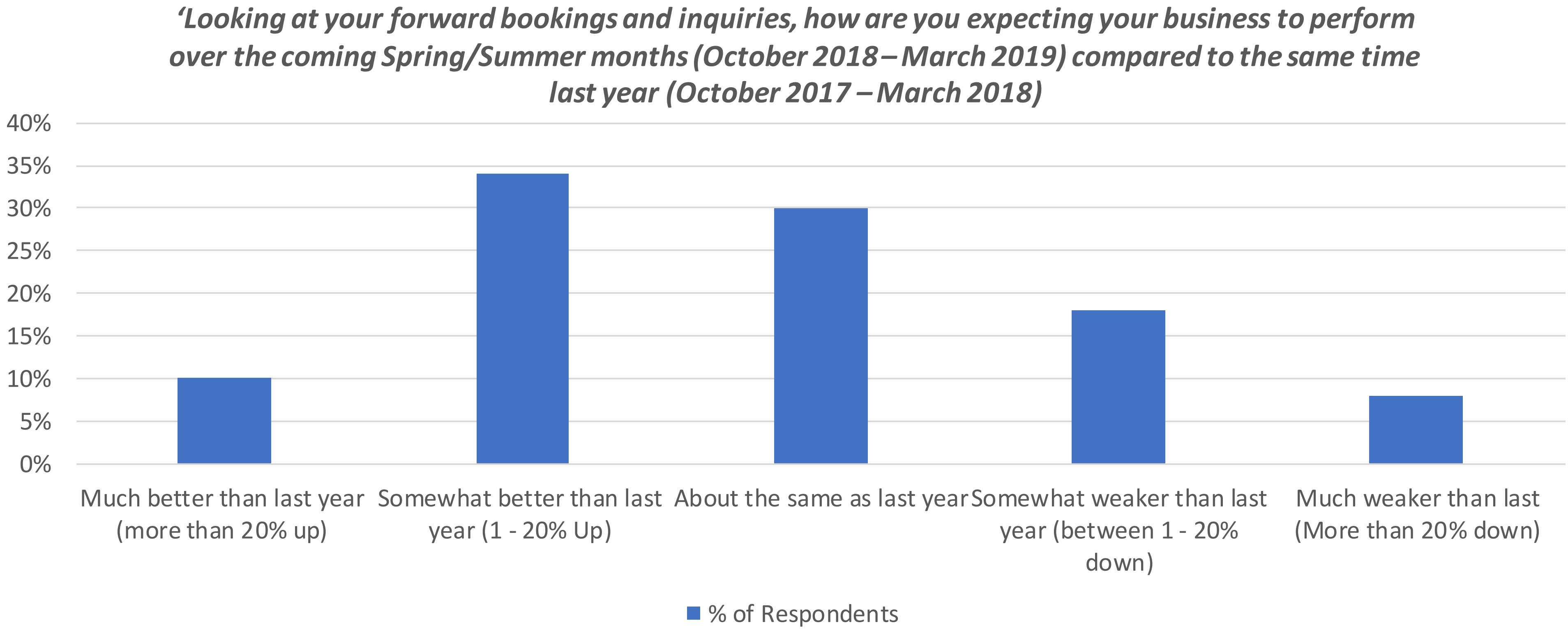
39% of respondent reported business being up this winter/autumn period compared to the same time last year.
27% reported similar business conditions to last year, while 34% said business was down compared to the same time last year.



Business Expectations

34% of respondents are expecting business this peak Spring/Summer visitor season to be up on last year.

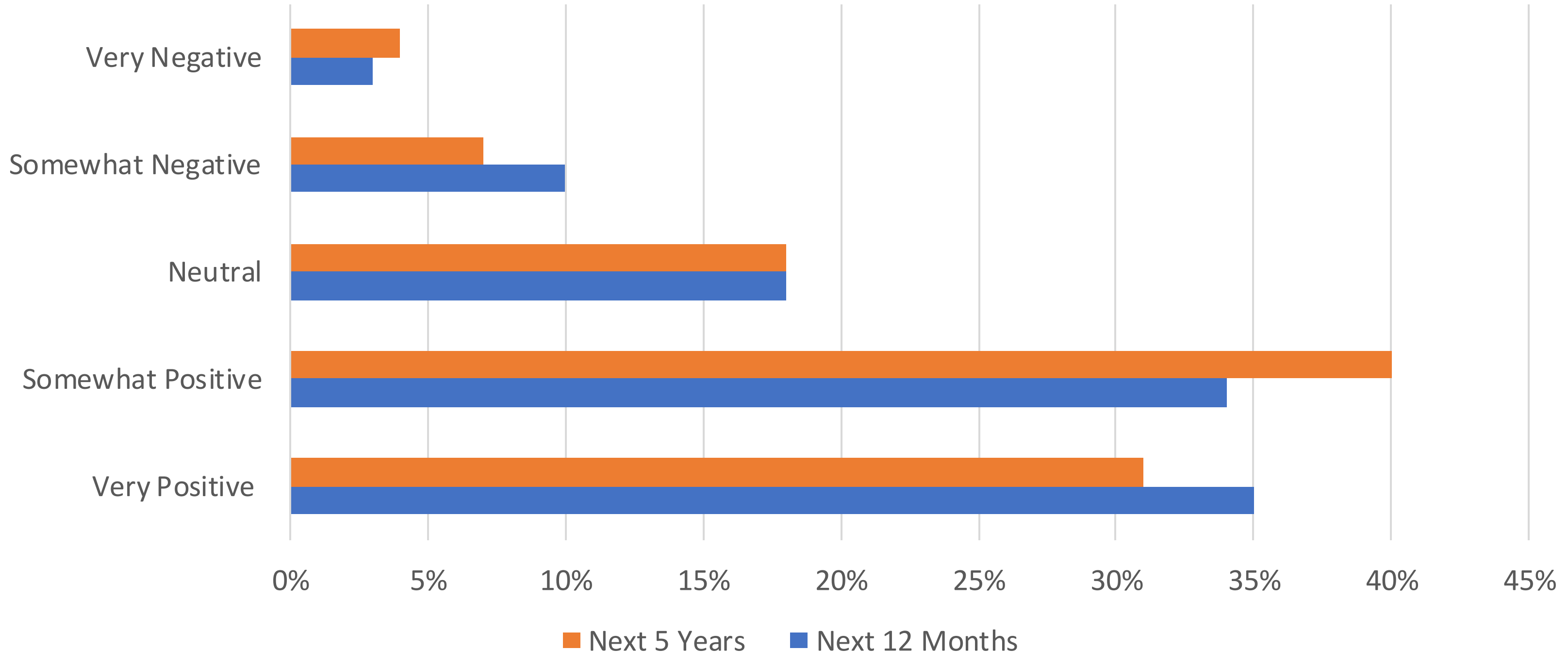
30% are expecting business to be similar to last year, while 26% are projecting business to be down on last year.



Industry Outlook

Respondents were asked for their general outlook for the Tasmanian tourism industry over the next 12-months and 5-years. This is a widely recognised measure of business confidence.

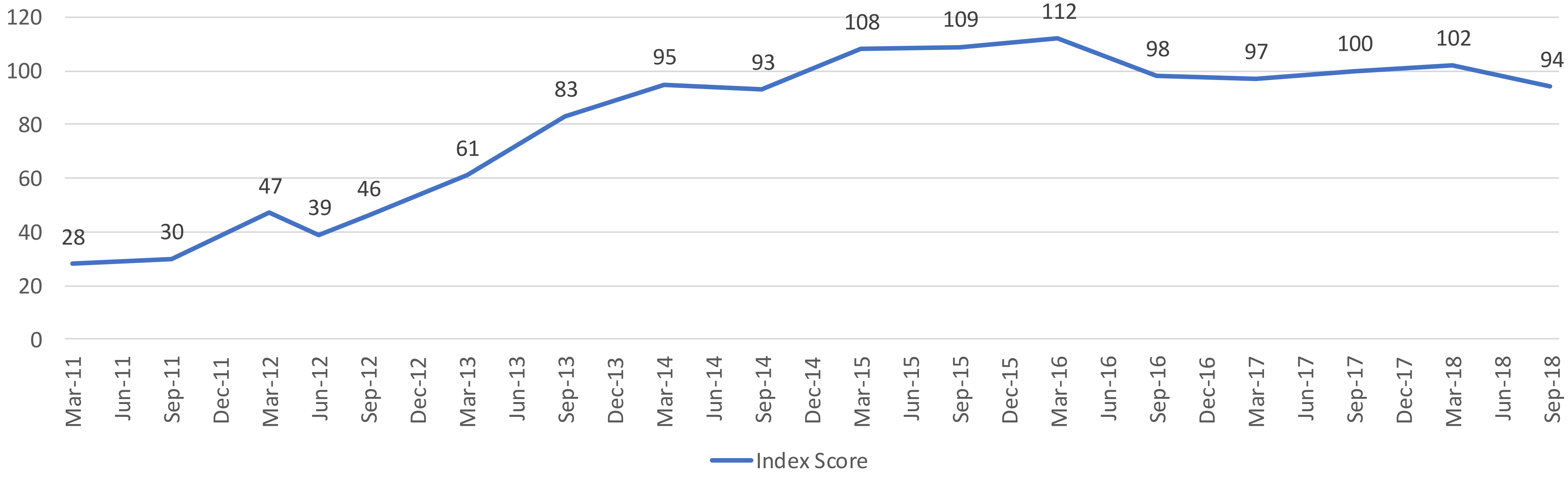
The responses show continued high level of business confidence about the state of the Tasmanian tourism industry over the short and medium term, with 75% of respondents saying their have a positive outlook for the industry over both timeframes.



Tasmanian Tourism Business Confidence Index

About this Index: 50 points is neutral. An index score above 50 Points represents a positive industry outlook, below 50 Points represents a negative industry outlook. A consistent index score above 50 Points is considered representative of industry conditions encouraging further investment and growth.

The Tasmanian Tourism Business Confidence Index Score for Spring 2018 is **94 Points** – while this indicates a slight decline in industry confidence through 2018, and over the past couple of years, it is important to note this still reflects a vey high rate of general industry confidence. .



Hosted & Self Contained Accommodation Sector

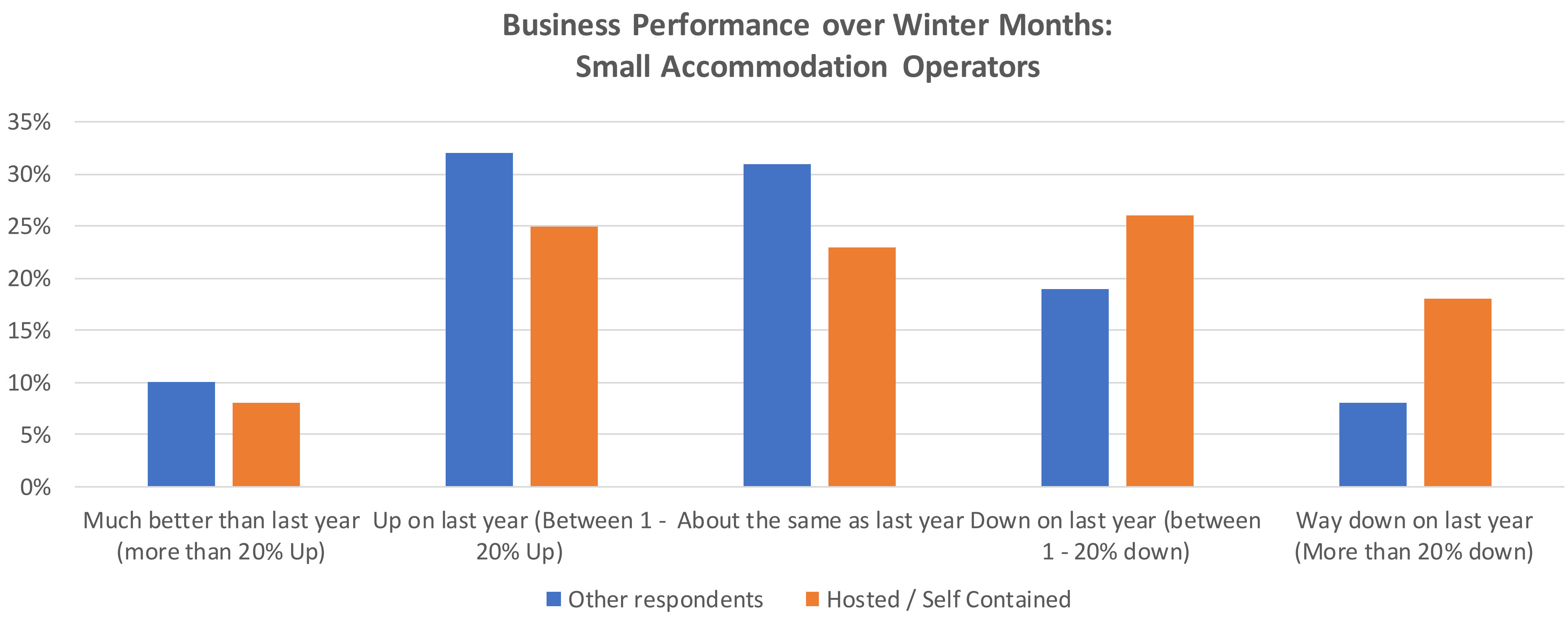
A number of respondents commented on the impact of Airbnb and other ‘home sharing’ platforms on their business performance.

The following graphs shows the combined responses of the 84 survey respondents who say they operate small, hosted or self contained accommodation businesses (in orange) compared to all other survey respondents (in blue).

Hosted & Self Contained – Performance

44% of respondents who say they operate hosted and/or self contained accommodation experienced business being down this winter compared to last year, compared to 27% of all other survey respondents.

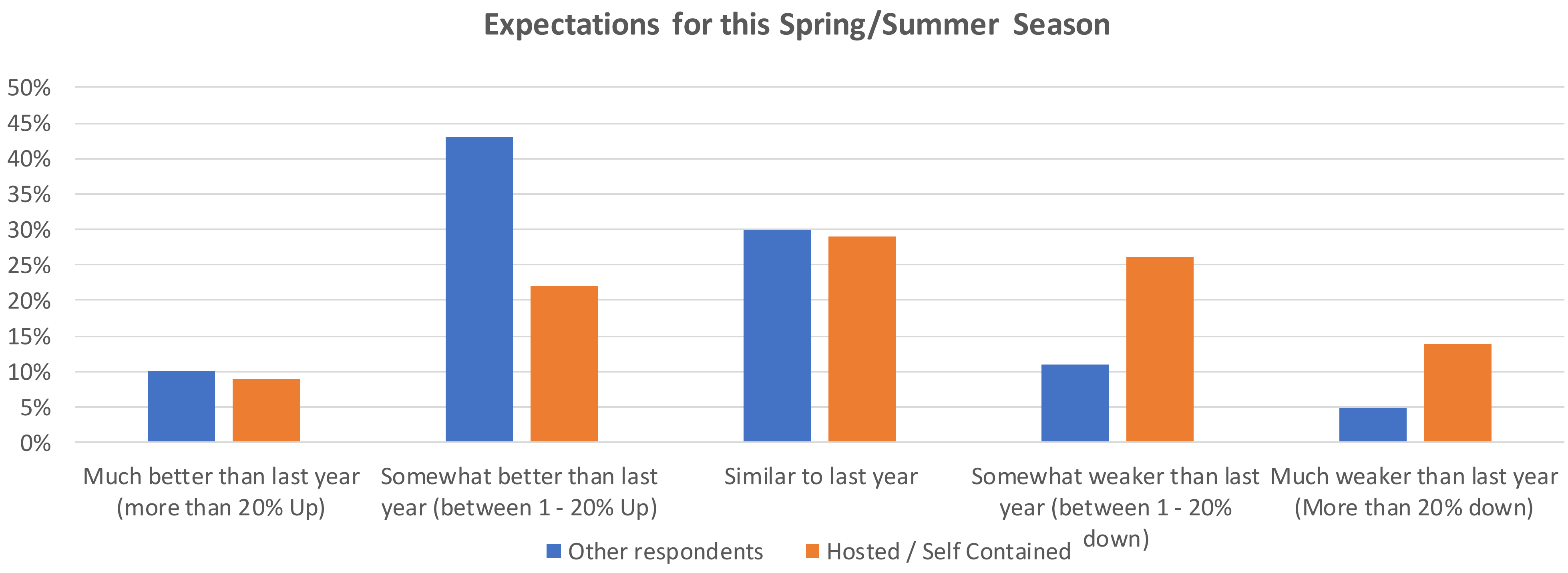
While 33% of these small accommodation operators experienced business being up, compared to 42% of all other survey respondents.



Hosted & Self Contained Accommodation Sector

Whereas 53% of other operators expect business to be up this peak visitor season, only 32% of self contained and hosted accommodation operators expect business to be up on last year.

Conversely, while only 16% of other respondents expect business to be down this peak visitor season, 40% of respondents in the self contained and hosted accommodation sector are expecting their business to be down this peak visitor season.



Hosted & Self Contained Accommodation Sector

The majority of respondents (56%) with self contained and hosted accommodation businesses still have a positive outlook for the industry, however it is notably lower than other survey respondents (77%).