THE TASMANIAN TOURISM INDUSTRY
AUTUMN 2017 BUSINESS SENTIMENT SURVEY

APRIL 2017

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 and 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 **APRIL 4– APRIL 18 2017**, Tourism Industry Council Tasmania conducted a survey of all Tasmanian tourism operators listed on the 'Tiger Tour' Database.

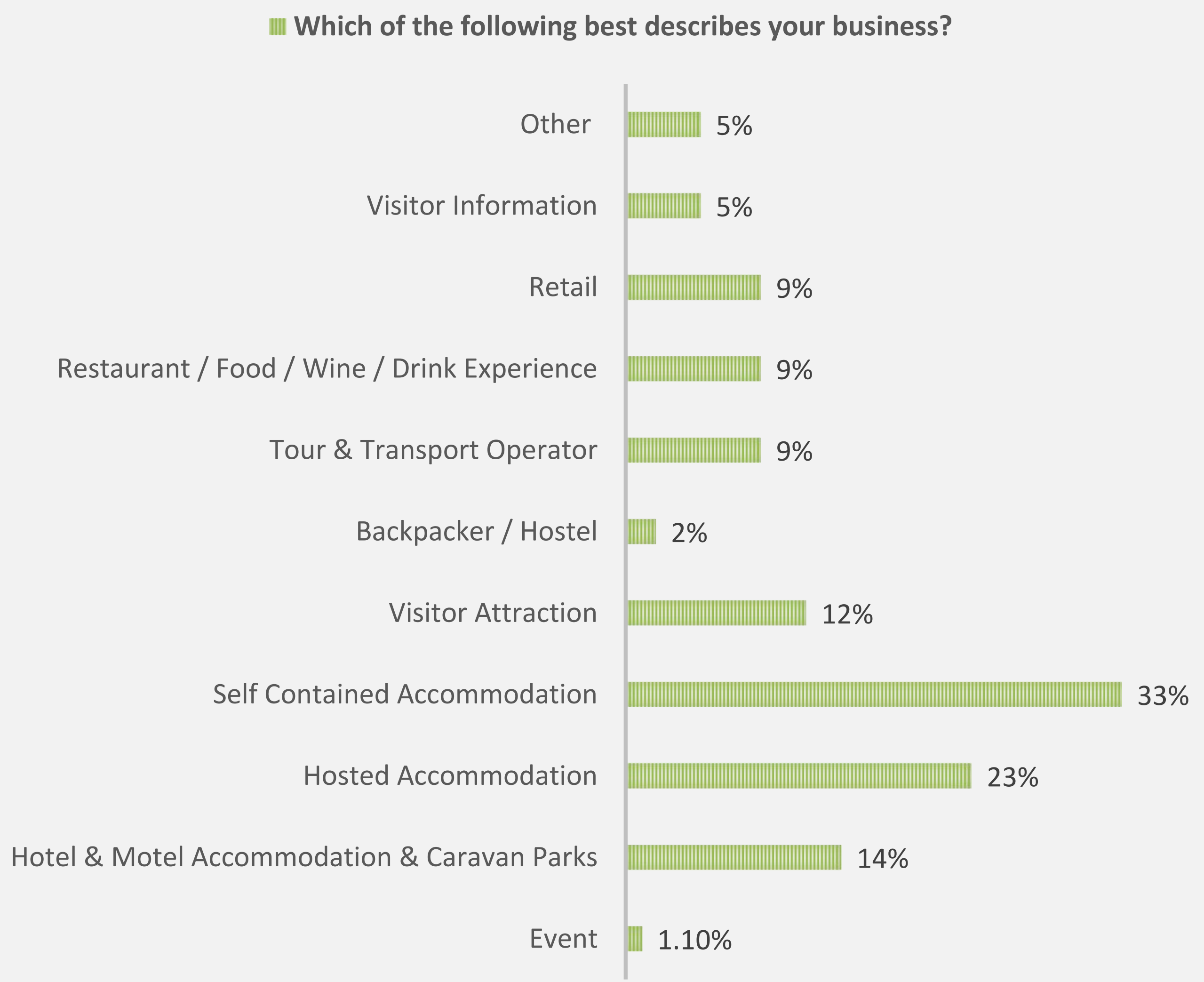
The survey asked operators about their business performance over the past-6 months period, business expectations coming into the business spring and summer period, as well as their general outlook for the Tasmanian tourism industry over the 12 months. This is a widely recognised measure of business confidence.

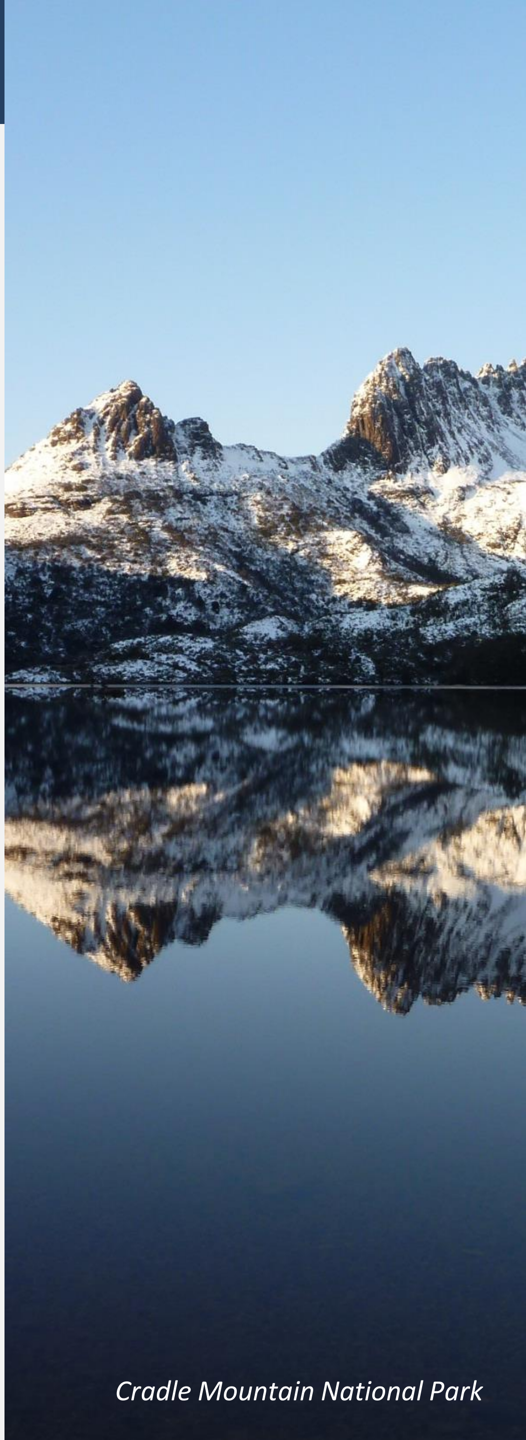
The results are compared across Tasmania's four tourism regions, and with past TICT business confidence survey.

Taste of Tasmania, Hobart

Sample size by business type

208 operators completed the survey covering a broad cross section of the industry. This represents a 16% response rate.



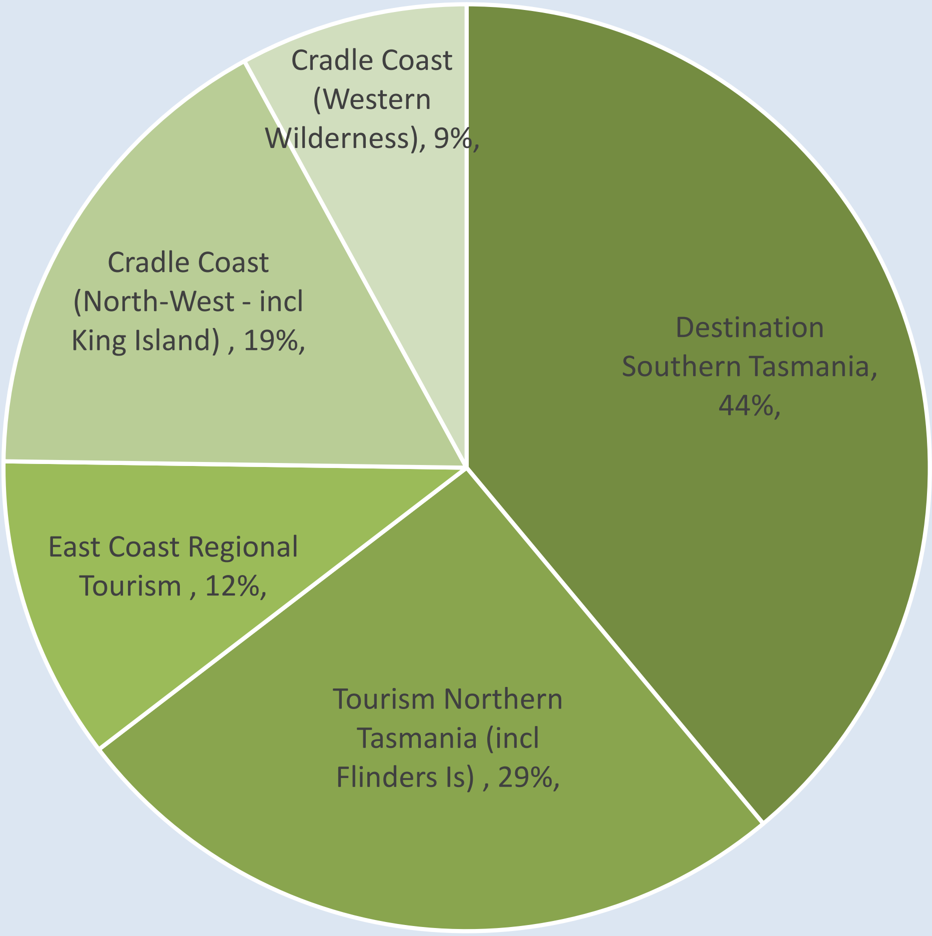


Cradle Mountain National Park

Sample size by region

A strong response rate was achieved from across Tasmania's four tourism regions.

Note; Western Wilderness & North West Coast together make up the Cradle Coast Region.



Boag's Brewery, Launceston

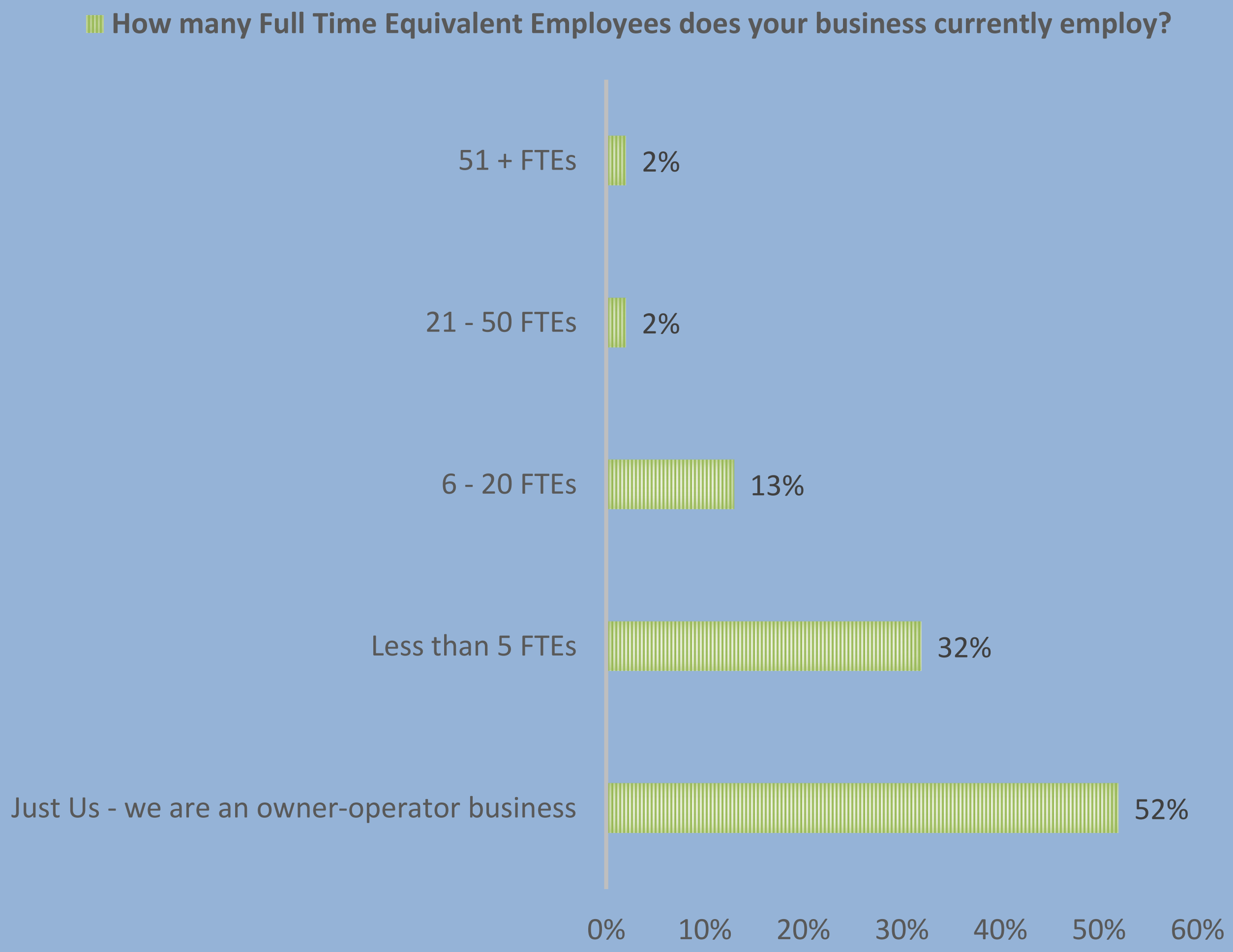
Accreditation

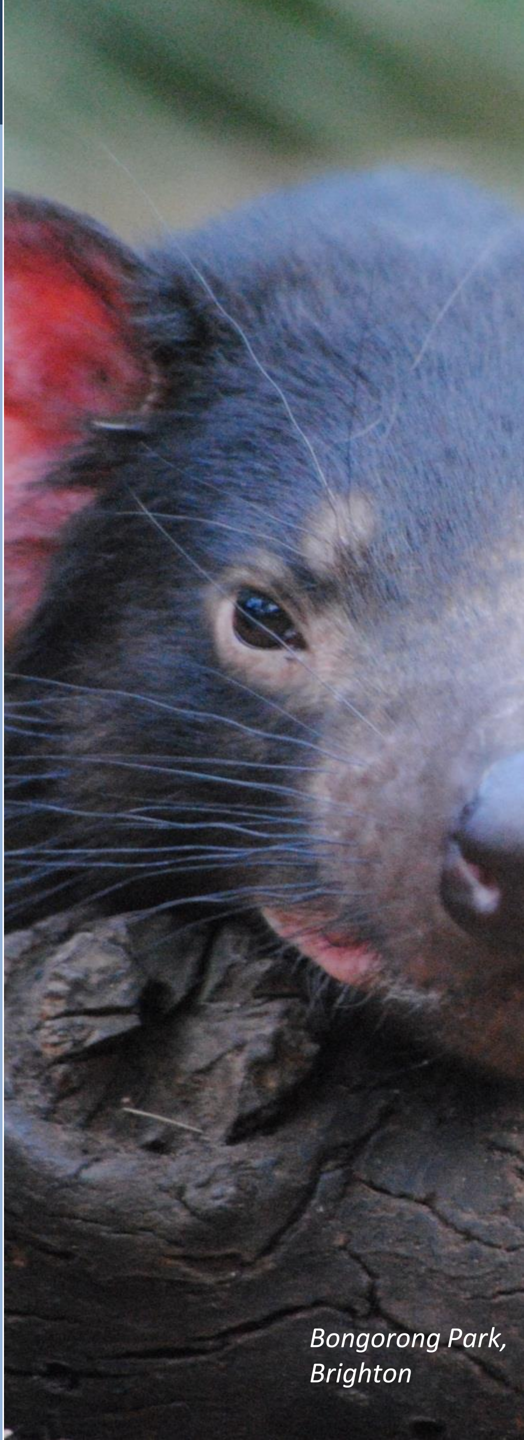
71% of respondents said they were currently accredited with at least one recognised industry quality assurance and accreditation program.

Barnbougle Dunes, Dorset

Sample by business size

85% of respondents were small and micro businesses employing less than 5 Full Time Equivalent Employees. This is broadly representative of the make-up of the Tasmanian tourism industry.





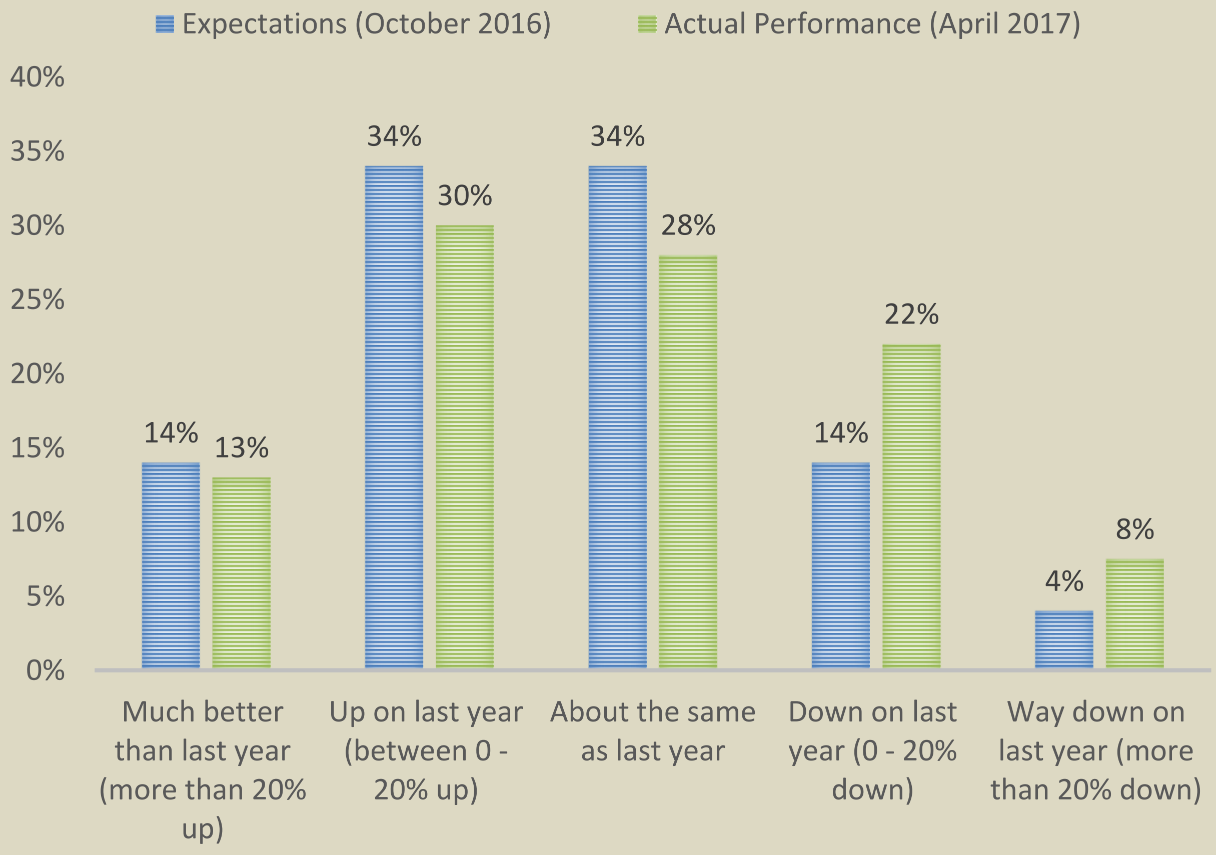
Bongorong Park, Brighton

Business Performance vs Expectations

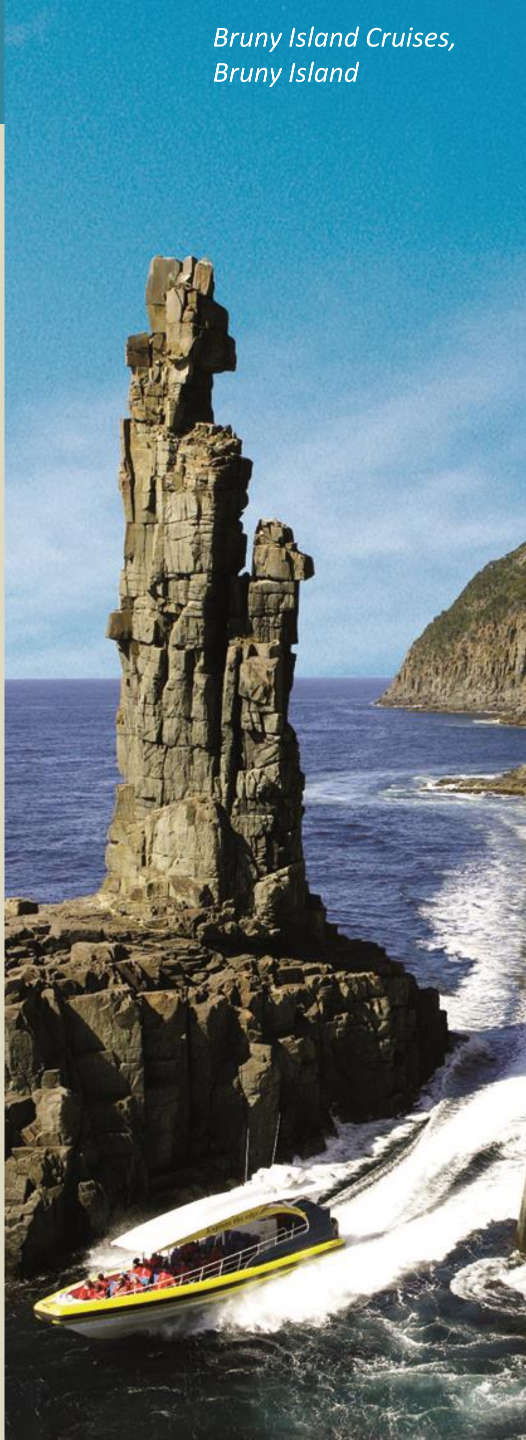
In October 2016, operators were asked to record how they expected their business to perform over the forthcoming 2016/17 Spring/Summer peak visitor season.

48% said they were expecting business to be up on the same time the previous year (2015/6), while 34% expected business to be about the same, and 18% expected business to be down on the corresponding period the previous year.

In this survey, 43% of operators have reported actual business performance over that period to be up on the same time last year, while 28% report similar business performance, and 30% report business being down on the previous year.

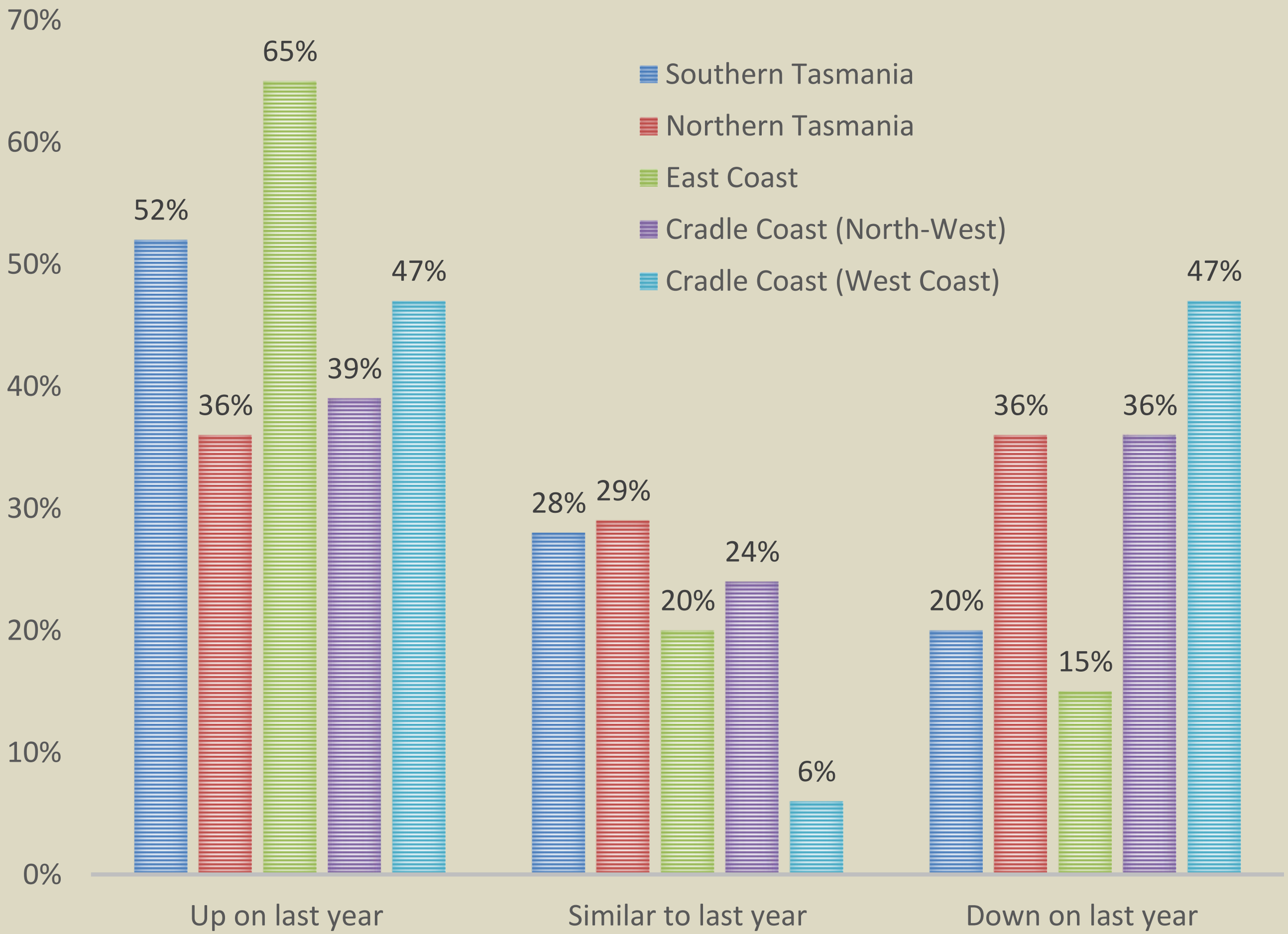


Bruny Island Cruises, Bruny Island



Business Performance across the Regions

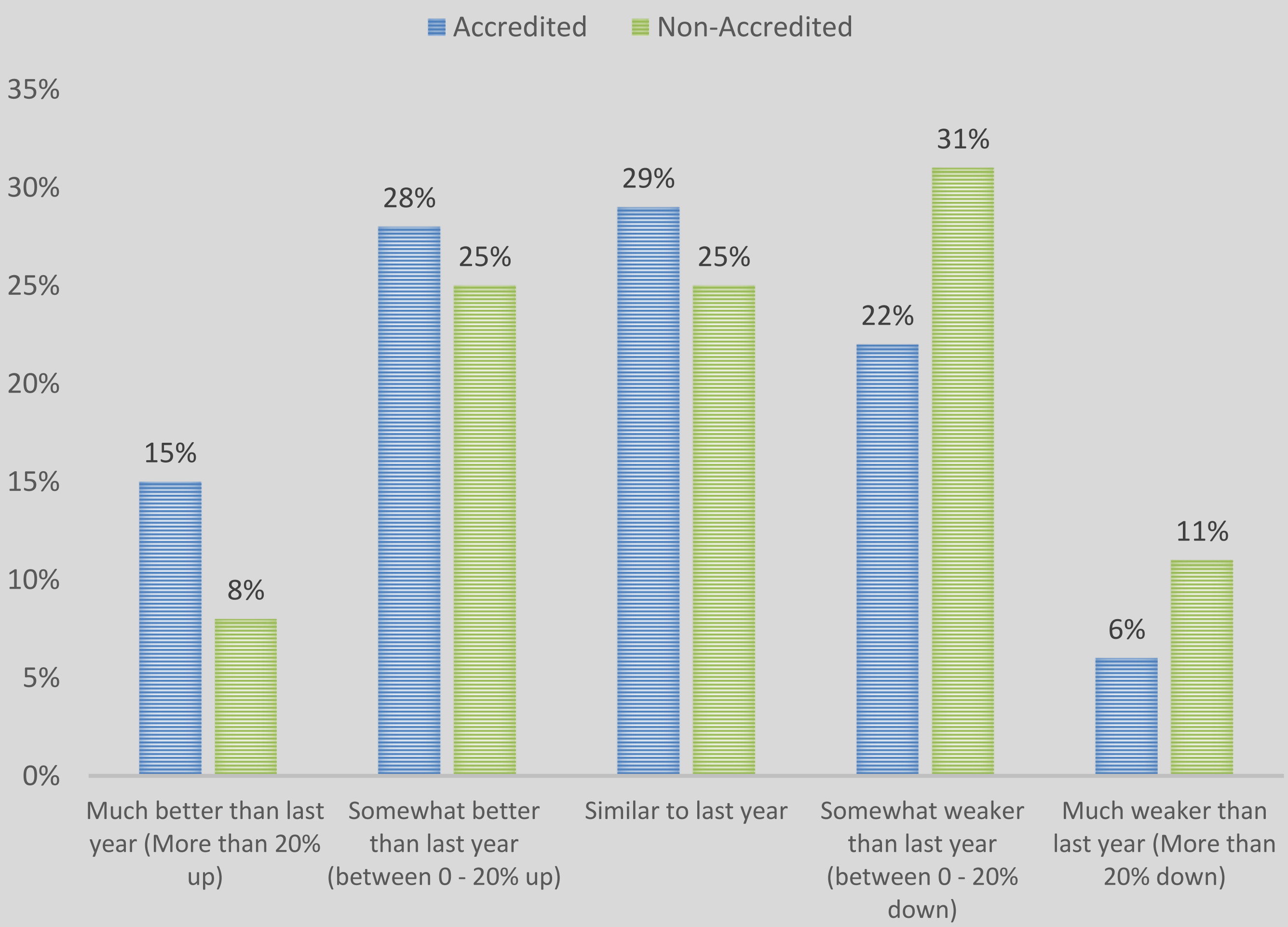
The responses from operators across different regions indicate some variation in industry performance across the State, with operators on the East Coast reporting the strongest growth on the previous year. The results in the North and North-West indicate varying individual performance among different operators in these regions.



Penitentiary Chapel, Port Arthur Historic Site

Accredited / Non-Accredited Operators

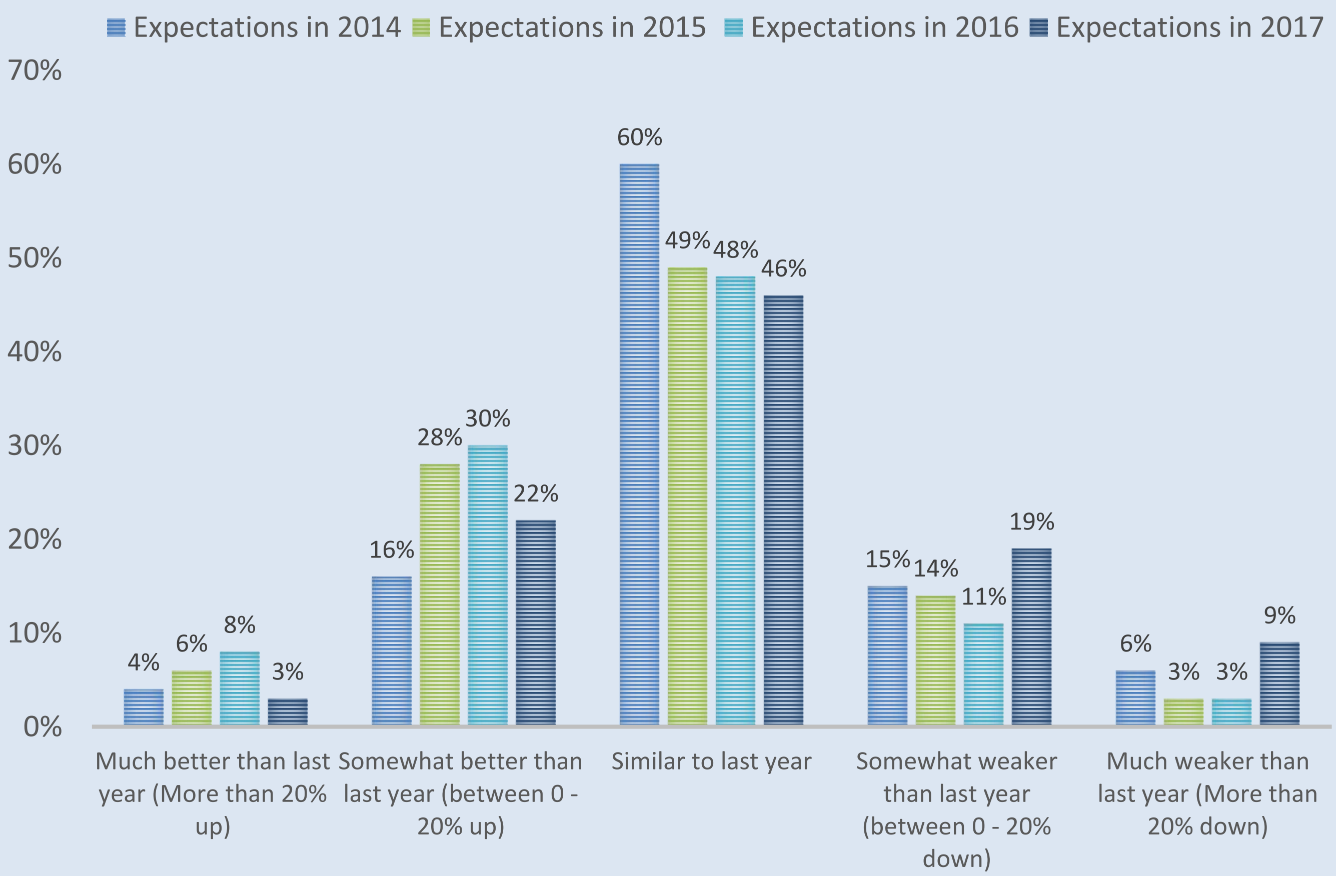
As per all Business Sentiment Surveys, accredited tourism operators reported slightly stronger business performance than operators currently not accredited.

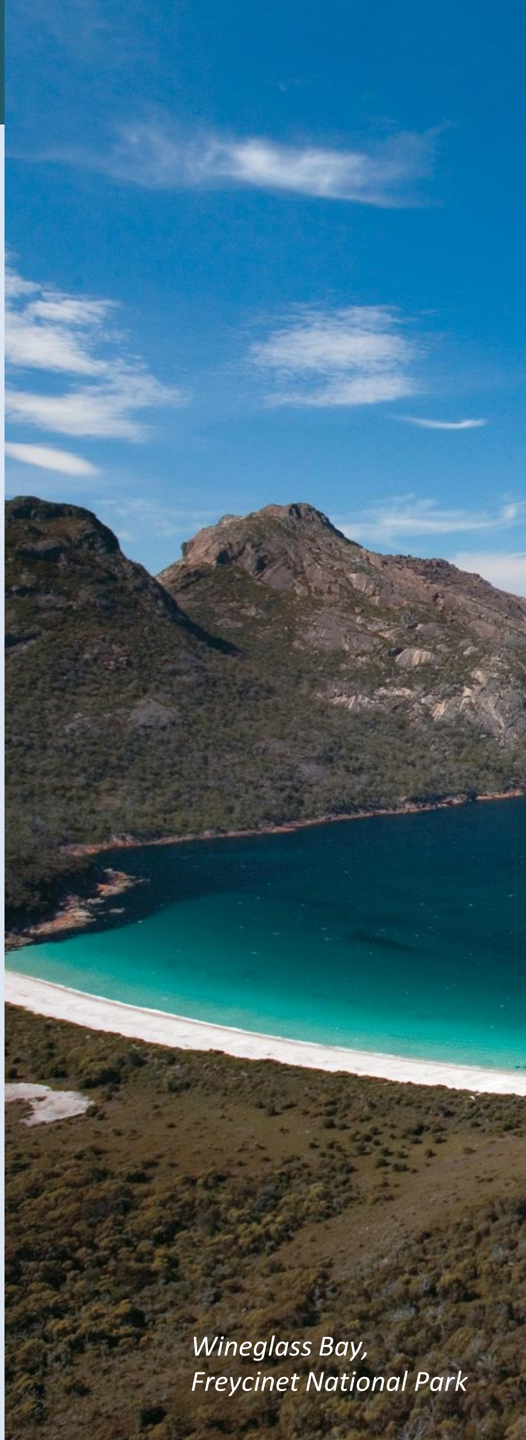


Expectations for Winter

Operators were asked to share their business expectations coming into the Autumn/Winter period, based on forward bookings and inquires.

Around half of operators expect business to be about the same as last year, while 25% expect business to be up, and 25% down. Previous year's responses are shown for comparison.

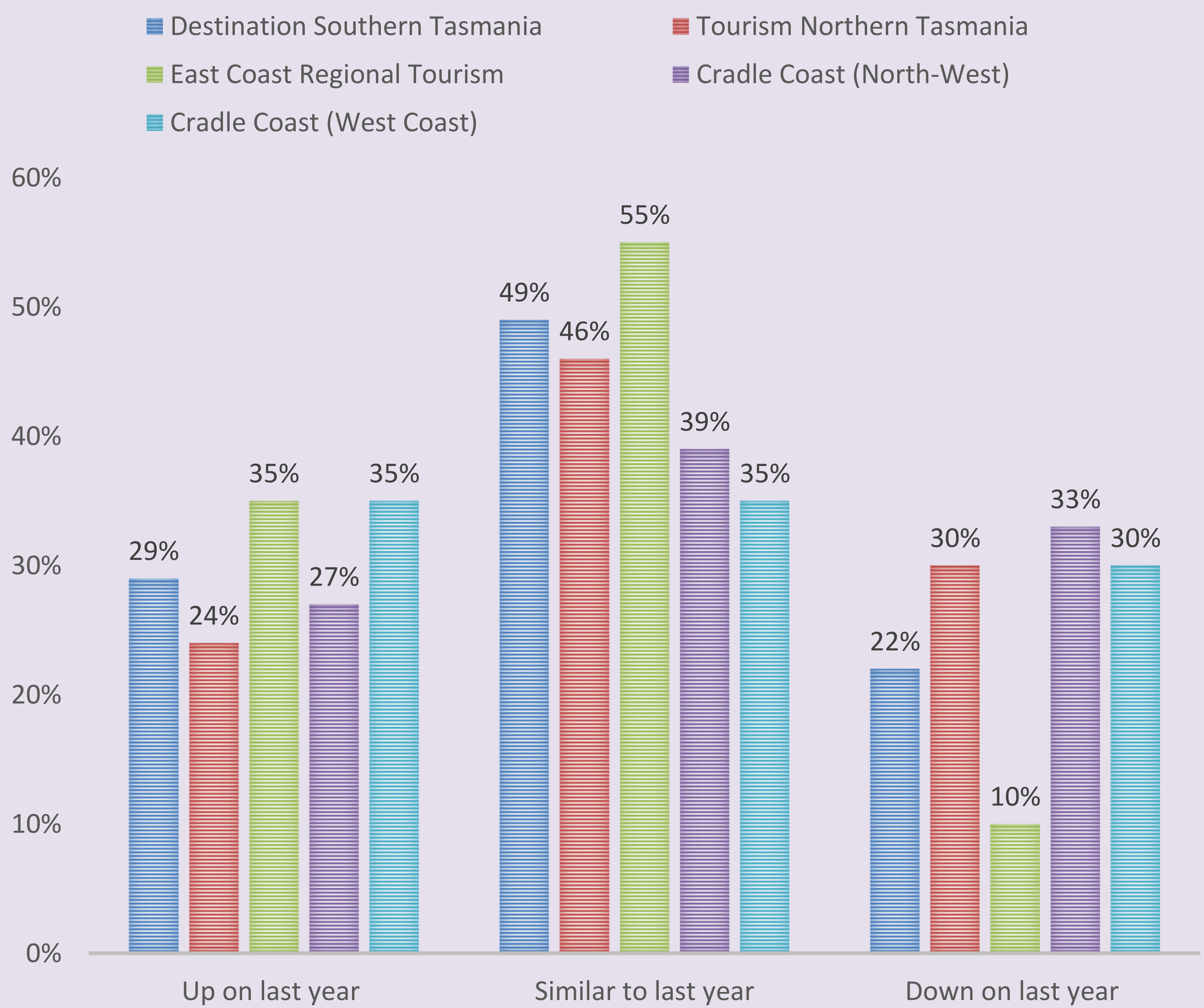


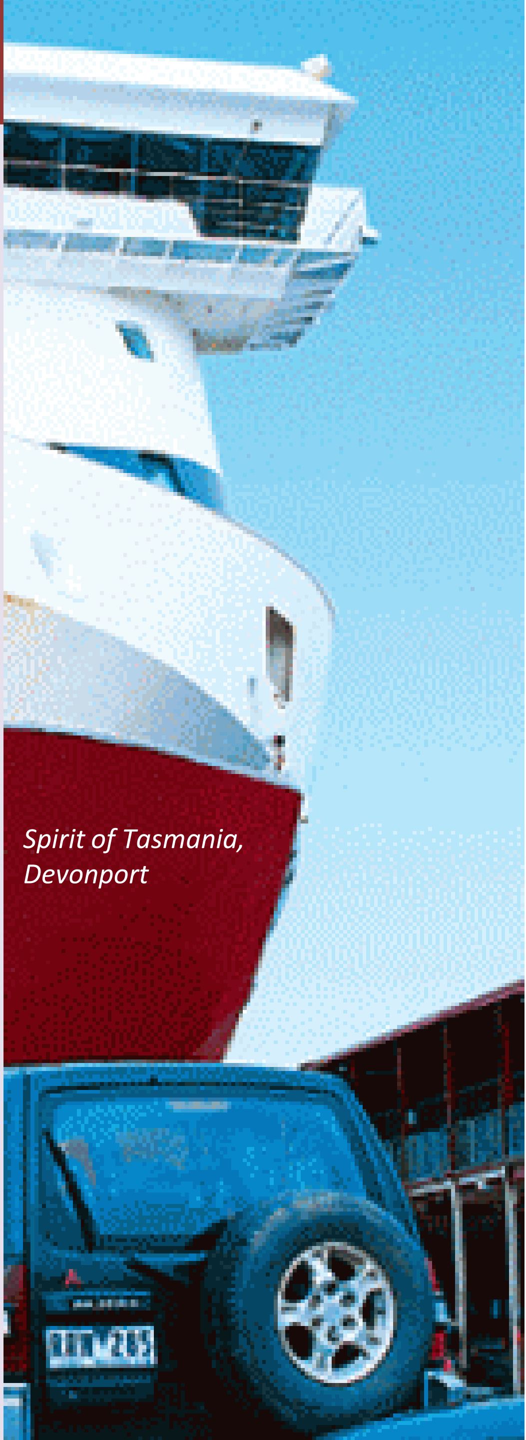


Wineglass Bay, Freycinet National Park

Expectations across the Regions

Business Expectations for the Autumn/Winter season are consistent across the regions.

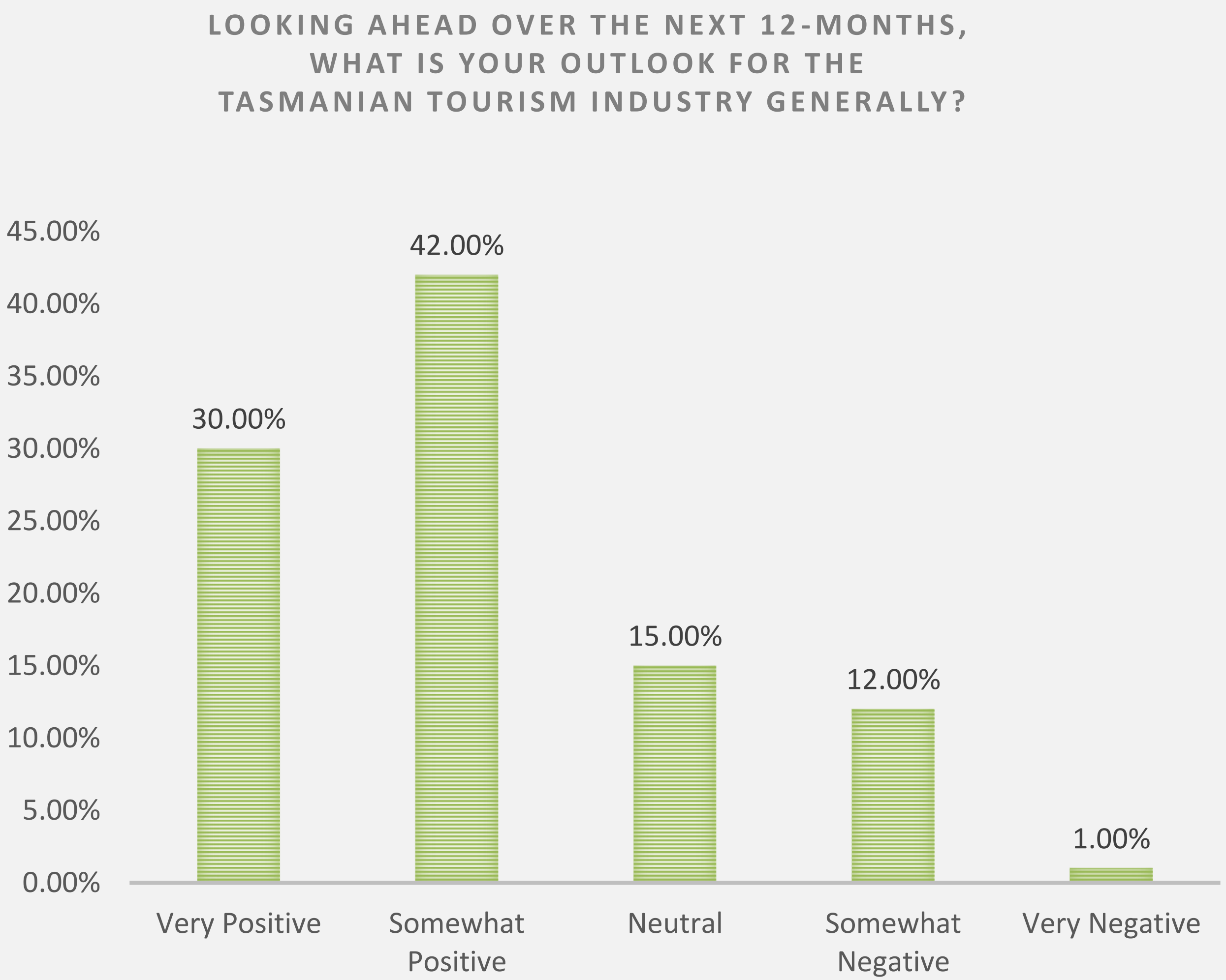


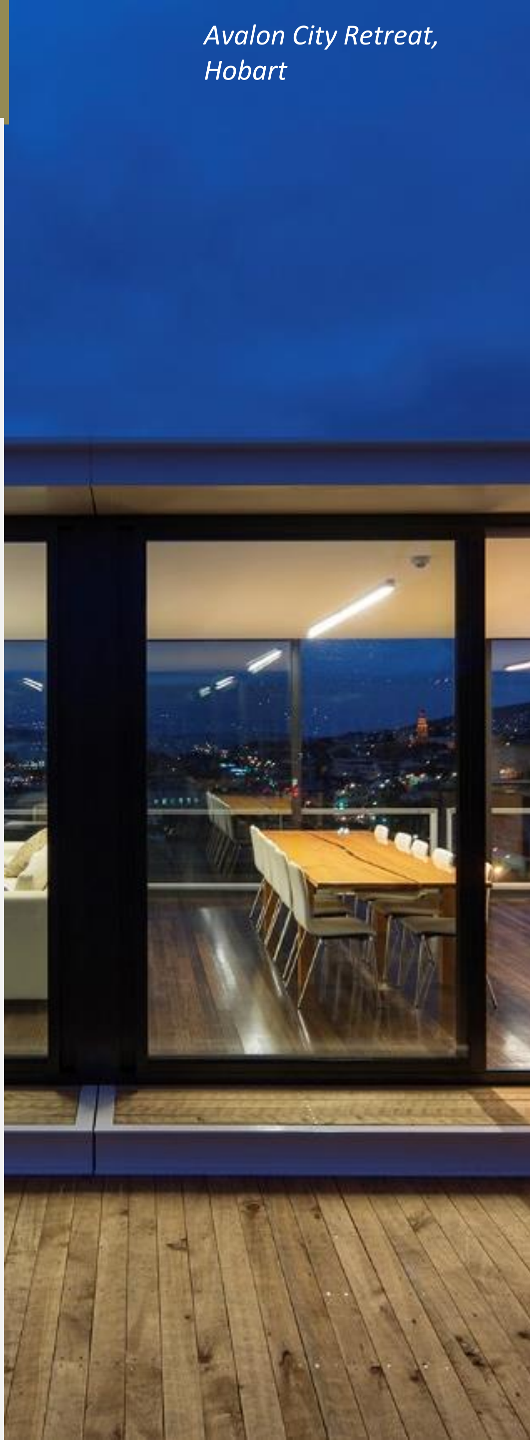


Spirit of Tasmania, Devonport

Short term industry outlook

Industry-wide, operators continue to maintain an extremely positive and optimistic outlook for the Tasmanian tourism industry over the short-term.





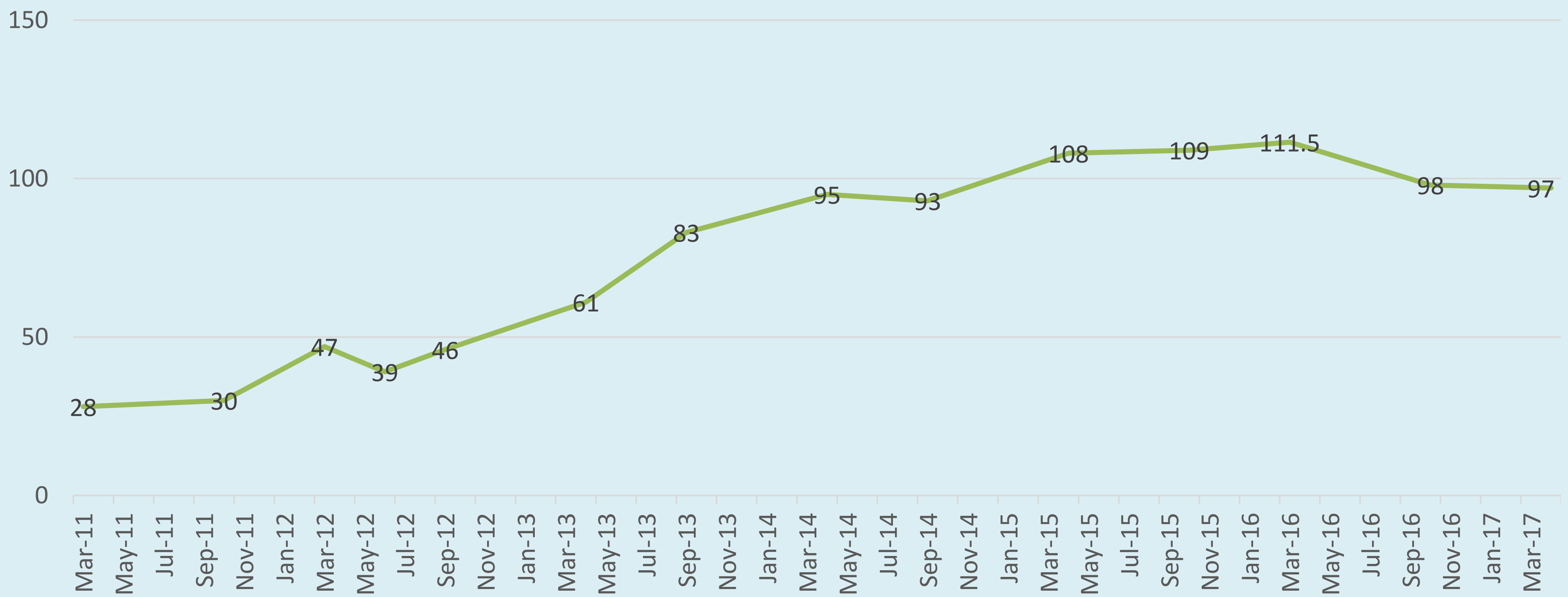
Avalon City Retreat, Hobart

Tourism Industry Business Confidence Index

Based on the Tasmanian Chamber of Commerce and Industry (TCCI) Business Confidence Index, asking the same question and weighting, to achieve an index score between 0 – 100. An index score above 50 Points represents a positive general industry outlook, below 50 Points represents a negative general outlook. A consistent index score above 50 Points represent conditions encouraging sustained business growth and investment.

The Tasmanian Tourism Industry Business Confidence Index for October 2016 is 97 Points. Steady with the previous survey but down from the March 2016 record of 111.5.

This continues a sustained period of very high industry confidence and positivity over the past three years, and represents a dramatic turnaround in the Tasmanian tourism industry's outlook from when this survey first commenced in 2011.



Industry Outlook for the next 5 years

Operators also have a very positive outlook for the industry over the next five-years.