

# Tourism Industry Council Tasmania

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## Omnibus Research Report May 2016





**This report has been prepared by  
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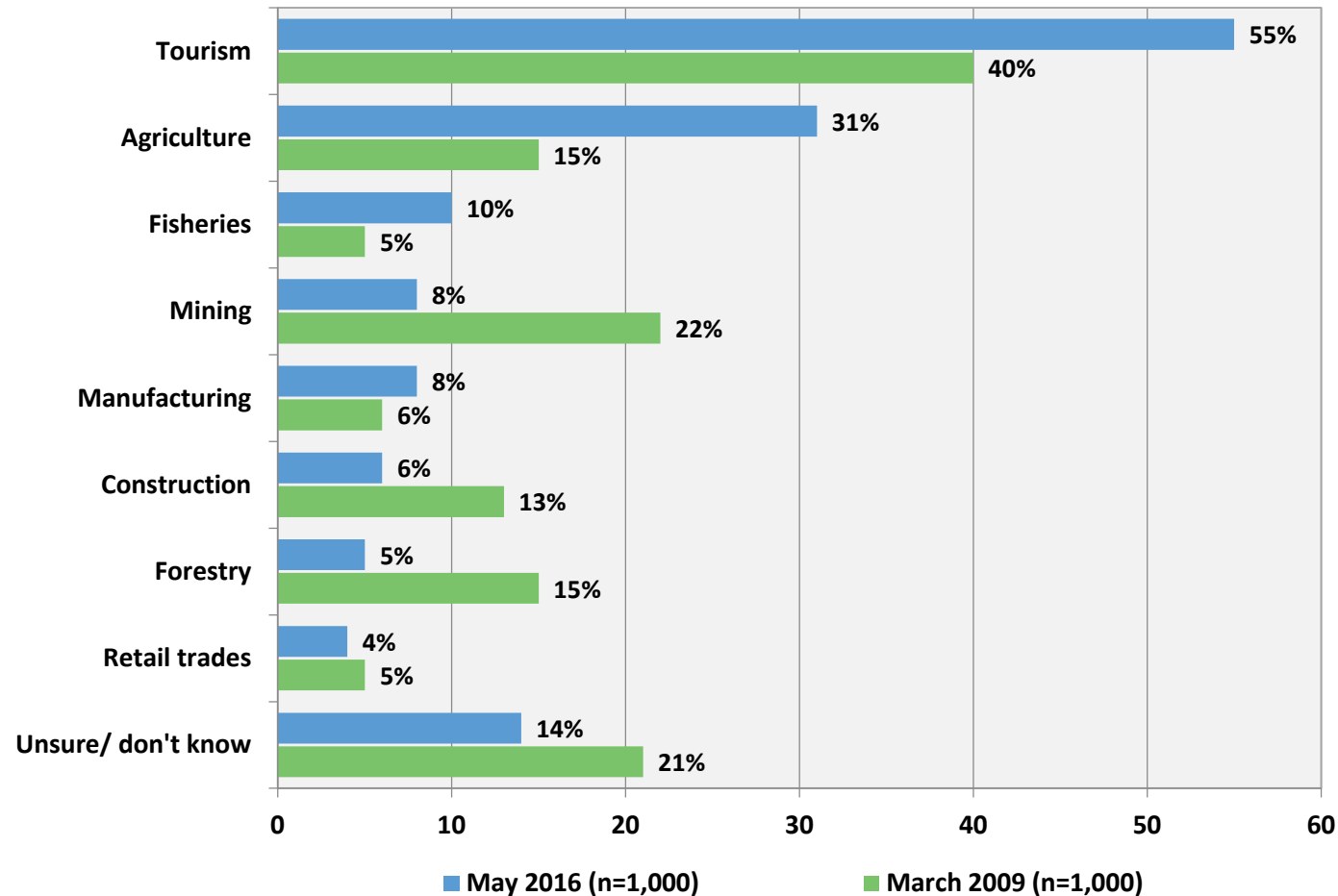
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# Greatest Economic Contribution in Last 5 Years

Chart 1 – Industry which has made the Greatest Contribution to the Tasmanian economy in last 5 years (Percentage of total respondents)\*†



**Key Movements Since 2009**

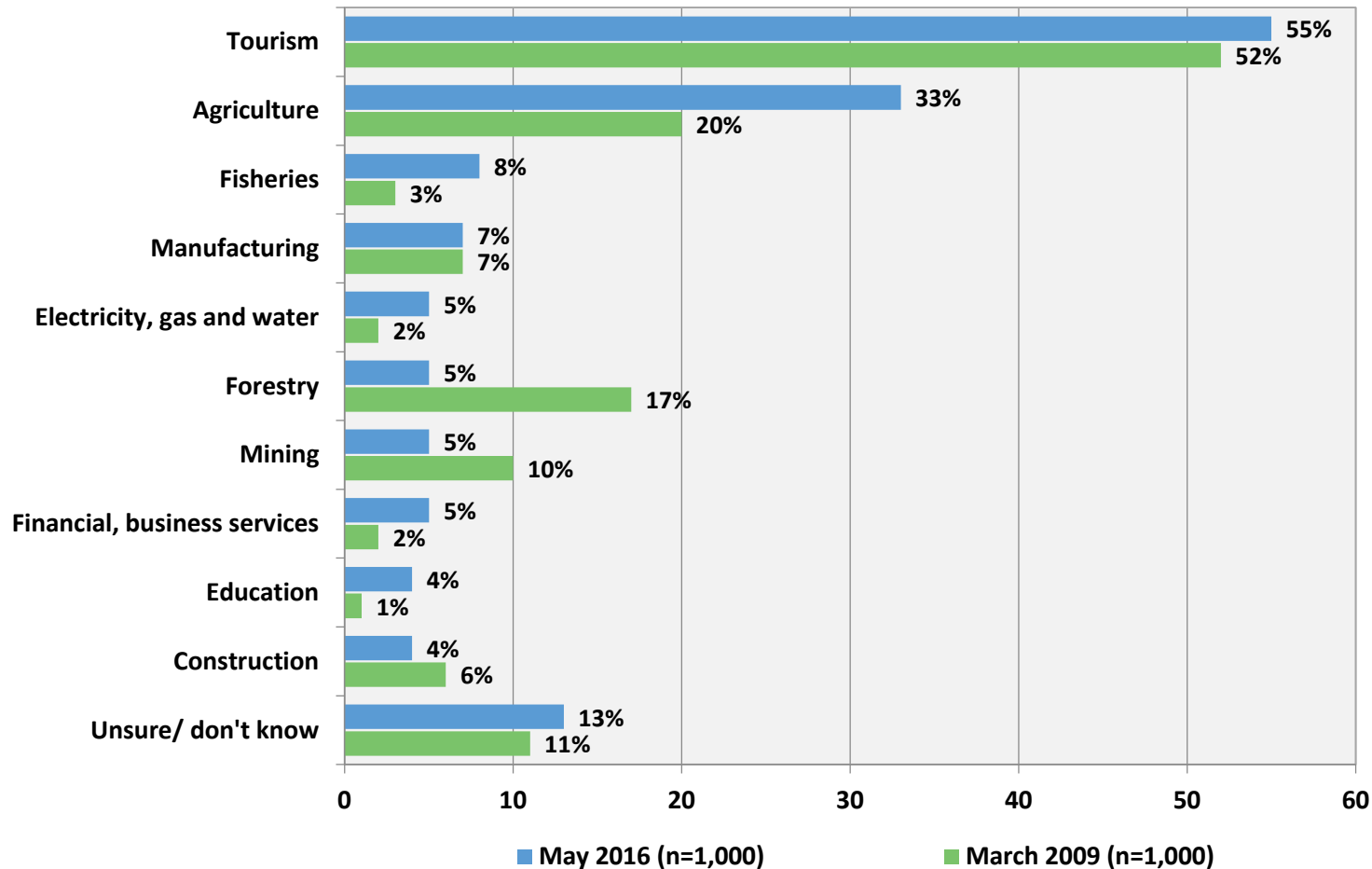
- Tourism (+15 percentage points)
- Agriculture (+16 points)
- Mining (-14 points)
- Forestry (-10 points)

Respondents were asked to specify which industries they believed had made the greatest contribution to the Tasmanian economy in the last 5 years.

\*Percentages do not sum to 100 due to multiple responses being possible.  
†Industries mentioned by less than 4% of respondents have been excluded from this chart.

# Greatest Potential for Economic Contribution in Next 5 Years

Chart 2 – Industry with Greatest Potential for Future Economic Development in next 5 years  
(Percentage of total respondents)\*†



## Key Movements Since 2009

- Agriculture (+13 percentage points)
- Forestry (-12 points)
- Fisheries (+5 points)
- Mining (-5 points)

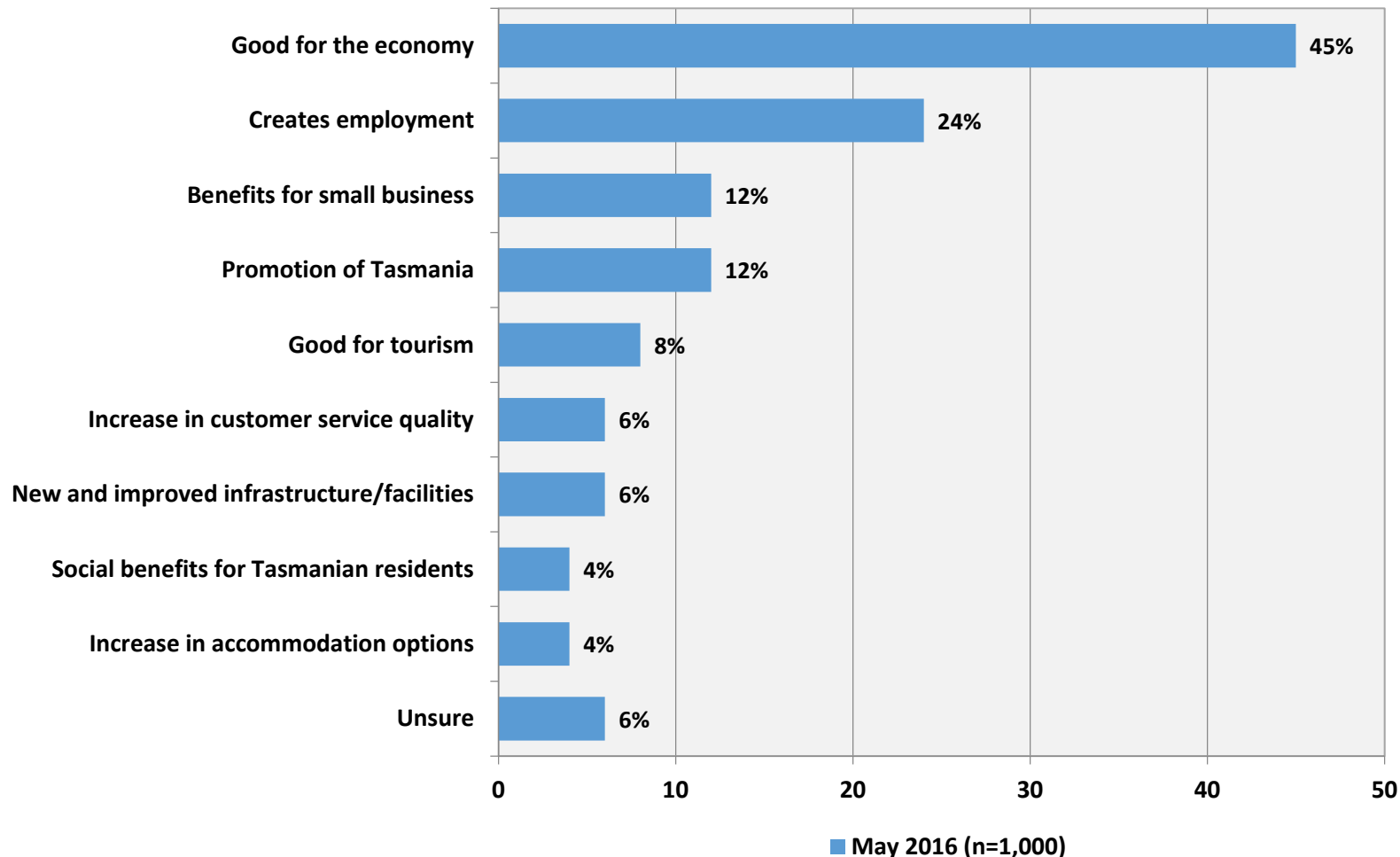
Respondents were asked to specify which industries they believed have the potential to make the greatest contribution to Tasmania's economic development in the next 5 years.

\*Percentages do not sum to 100 due to multiple responses being possible.

†Industries mentioned by less than 4% of respondents have been excluded from this chart.

# Perceived Positive Impacts of Increase in Visitor Numbers

Chart 3 – Positive Impacts of Increase in Visitor Numbers to Tasmania  
(Percentage of total respondents)\*



\*Percentages do not sum to 100 due to multiple responses being possible.

The most common positive impact as a result of increased visitor numbers given was that it was generally “good for the economy” with 45% citing this benefit .

Other impacts mentioned by more than 10% of Tasmanians surveyed were:

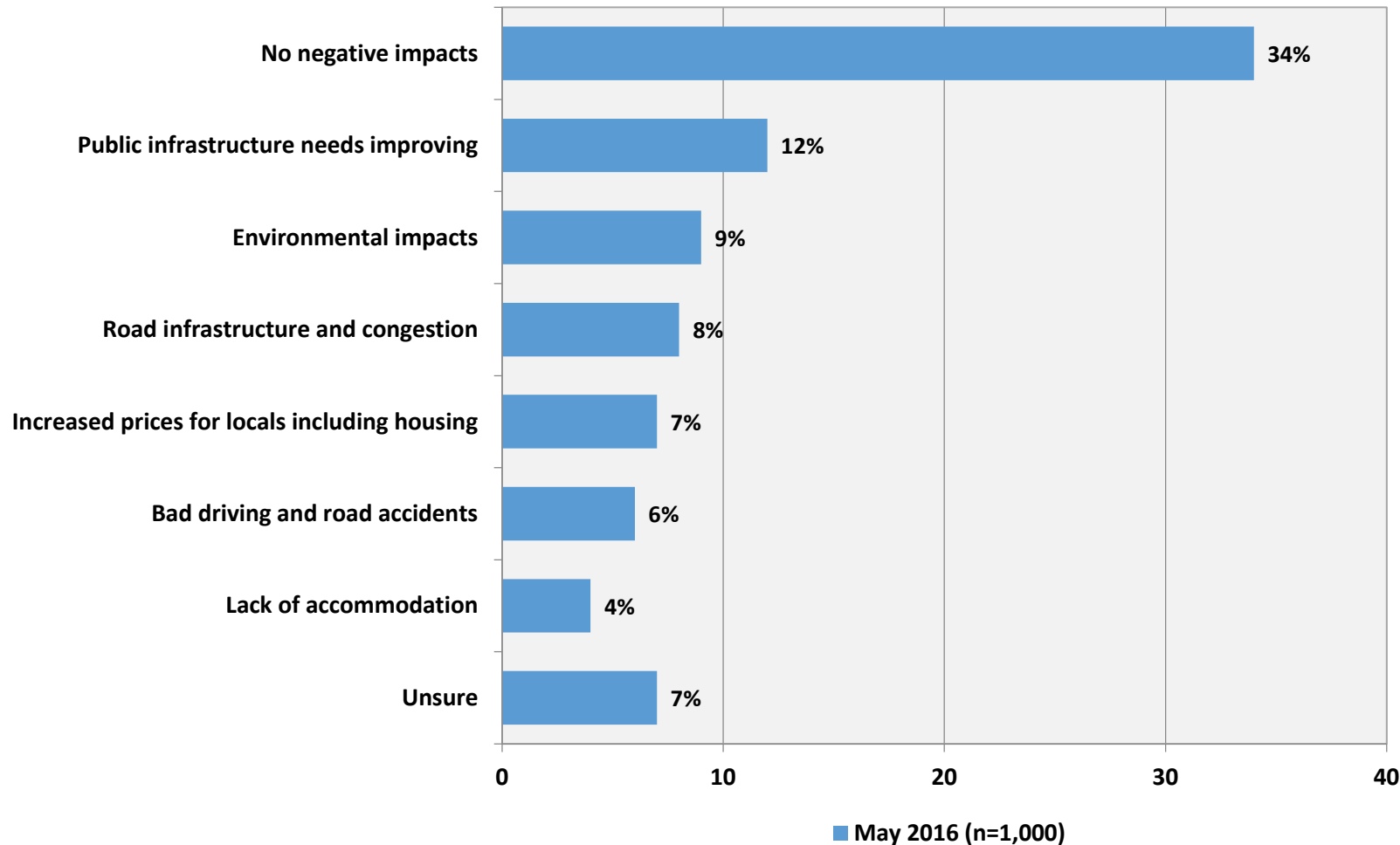
- Creates employment (24%)
- Benefits for small business (12%)
- Promotion of Tasmania (12%)

No significant variations were evident between demographic sub-groups of the population.

Respondents were asked what they saw as the main positive impacts on Tasmania as a result of the increase in visitor numbers.

# Perceived Negative Impacts of Increase in Visitor Numbers

Chart 4 – Negative Impacts of Increase in Visitor Numbers to Tasmania  
(Percentage of total respondents)\*



34% of all respondents surveyed were of the opinion there were “no negative impacts” on Tasmanian as a result of increased visitor numbers.

The most common responses given when asked were:

- Public infrastructure needs improving (12%)
- Environmental impacts (9%)
- Road infrastructure and congestion (8%)

No significant variations were evident between demographic sub-groups of the population.

Respondents were then asked what they saw as the main negative impacts on Tasmania as a result of the increase in visitor numbers.

\*Percentages do not sum to 100 due to multiple responses being possible.