Tourism Industry Council Tasmania

Community Survey 2018

Research Report

May 2018

ENTERPRISE MARKETING AND RESEARCH SERVICES

This report has been prepared by
Enterprise Marketing and Research Services
60 Main Road, Moonah TAS 7009

All enquiries should be addressed to:

Samuel Paske
Chief Operations Director
EMRS
PO Box 402
Moonah TAS 7009

Phone: (03) 6211 1222
Fax: (03) 6211 1219
E-mail: samuel.paske@emrs.com.au

Contents

Section One

Executive Summary

Executive Summary

In 2018, the Tourism Industry Council Tasmania (TICT) commissioned EMRS to undertake a telephone survey of 1,000 Tasmanians to assess community perceptions of the importance of the tourism industry to Tasmania and its economy. Having established baseline data through EMRS' Omnibus research in 2009, and again through this method in 2016, the TICT commissioned a further independent round of community research in April 2018.

EMRS undertook the third tracking research round with 1,000 Tasmanians aged 18 years and over to ascertain current community perceptions and whether any significant changes had occurred since the 2009 baseline research and the subsequent 2016 round.

Contribution of Industries to the Tasmanian Economy

Greatest Contribution in the Last Five Years

Respondents were first asked to nominate the industries they believed had made the greatest contribution to the Tasmanian economy in the *last* 5 years. Tourism was again ranked the highest. The top industries nominated were:

- **Tourism (59% in 2018, compared to 55% in 2016, and 40% in 2009)**
- **Agriculture (26% in 2018, compared to 31% in 2016, and 15% in 2009)**
- **Fisheries (12% in 2018, compared to 10% in 2016, and 5% in 2009)**

Greatest Potential Contribution in the Next Five Years

Respondents were then asked to nominate the industries they believed had the potential to make the greatest contribution to the Tasmanian economy in the *next* 5 years. Tourism was again seen as the industry with the most potential. The two clear frontrunners were:

- **Tourism (56% in 2018, compared to 55% in 2016, and 52% in 2009)**
- **Agriculture (25% in 2018, compared to 33% in 2016, and 20% in 2009)**

Executive Summary

Increased Visitation to Tasmania

Perceived Positive Impacts of the Increase in Visitor Numbers to Tasmania

The predominant positive impact of the increase in visitor numbers to Tasmania cited was:

- **Good for the economy (52%, up from 45% in 2016)**

The next most frequent responses were:

- **Creates employment (25%)**
- **Benefits for small business (17%)**
- **Promotion of Tasmania (14%)**

Perceived Negative Impacts of the Increase in Visitor Numbers to Tasmania

The predominant negative effect of the increase in visitor numbers to Tasmania cited was the impact on:

- **Road infrastructure and increased congestion (19%)**

The next most frequent responses were:

- **Environmental impacts (16%)**
- **Increased prices for locals including housing (15%)**
- **Public infrastructure needs improving (13%)**

It should also be noted that 21% of respondents in 2018 stated there were "no negative impacts", compared to 34% in 2016.

Perception of the Current Growth in Local Visitor Numbers

When asked whether they thought the current growth in visitor numbers in their region was too high, about right, or too low:

- **The clear majority of respondents (66%) stated "about right"**
- **21% stated "too low"**
- **8% stated "too high"**
- **5% were "unsure"**

- Respondents residing in the South were significantly more likely to state that the current growth in visitor numbers in their region was "too high" (12%, compared to 3% in the North West and West).
- Respondents residing in the North West and West were significantly more likely to state that the current growth in visitor numbers in their region was "too low" (32%, compared to 13% in the South).

Section Two

Introduction

Introduction – Background and Purpose of the Research

Background

The Tourism Industry Council Tasmania (TICT) is an independent not-for-profit organisation. The TICT is the peak body promoting the value of tourism to the Tasmanian community and advocating on behalf of the Tasmanian tourism industry. It is governed by a board of voluntary directors nominated by TICT members, bringing together various industry sectors. This includes representatives of the accommodation, hospitality, and transport sectors, and of further key sectors of the state's wide-ranging tourism industry.

The TICT provides a strategic direction and united voice for the sustainable development and growth of the Tasmanian tourism industry. As a part of the TICT's commitment to this role now and into the future, it commissioned the independent market research agency, EMRS, to conduct a survey determining current community perceptions of the importance of the tourism industry to Tasmania and its economy.

Purpose of the Research

The primary purpose of the research was to gather feedback from a representative sample of the Tasmanian community, aged 18 years or over, to assess their views on the importance of the tourism industry to Tasmania and its economy. The current data gathered was also to be compared to the baseline research conducted in March 2009 and to the subsequent tracking round in May 2016, with any significant changes that have occurred to be identified in this latest research report.

In addition, the latest research round was also to determine community perceptions of the growth in visitor numbers to the state in recent years.

Introduction – The Research Objectives and Methodology

Objectives of the Research

The specific objectives of the 2018 research round were to establish:

- Relevant demographic information (for example, gender, age, and place of residence);
- The Tasmanian industries perceived to have made the greatest contribution to the Tasmanian economy in the last 5 years;
- The Tasmanian industries perceived to have the potential to make the greatest contribution to Tasmania's economic development in the next 5 years;
- Perceptions of the positive impacts on Tasmania as a result of the recent increase in visitor numbers to Tasmania;
- Perceptions of the negative impacts on Tasmania as a result of the recent increase in visitor numbers to Tasmania; and
- Whether the growth in visitor numbers is seen as too high, about right, or too low.

Methodology

EMRS used Computer Assisted Telephone Interviewing (CATI) to collect the data. The interviewing was conducted from EMRS' own in-house call centre and entailed the administration of a survey questionnaire of around 10 minutes in length. The survey was administered between the 26th and 30th of April 2018 to a sample of 1,000 Tasmanian adults resident in the three target regions – namely, the South, the North and North East, and the North West and West Coast.

The sample included a broad range of respondents, taking into account their age, gender and suburb. To ensure the sample was representative of the Tasmanian population, and that the data gathered was comparable to the 2009 and 2016 surveys, quotas were put in place for age, gender and region. Where the quotas were not achieved, EMRS weighted the results according to the latest ABS census data to yield results representative of the demographical profile of Tasmania.

Introduction – The Research Results

Confidence in the Results

As with all quantitative research, it must be remembered that sample surveys are subject to sampling variation. The sampling variation depends largely on the number of respondents interviewed and the way the sample is selected. In theory, with a sample size of n=1,000 respondents, in this research we can say with 95% certainty that the results have a statistical accuracy of ± 3.10 percentage points compared to the results that would have been obtained if the whole target population had been interviewed.

Reporting on the Results

- Where percentages do not sum to 100, this may be due to rounding or where respondents were able to give multiple responses. Throughout the report, an asterisk (*) denotes the reason for the results not summing to 100 per cent.
- The following report presents the findings of the research for the 2009, 2016 and 2018 rounds predominantly in charts and tables.

Comparisons across the three rounds, and any statistically significant variations in the results among the demographic subgroups, have been reported on in the accompanying analytical commentary.

Introduction – The People Interviewed

The People Interviewed

From the 26th to the 30th of April 2018, a total of n=1,000 respondents were interviewed.

Table 1 – Gender
(Number and percentage of respondents)†

Gender	Number	Percentage
Total	1,000	100
Male	482	48
Female	518	52

Table 2 – Region
(Number and percentage of respondents)†

Region	Number	Percentage
Total	1,000	100
South	500	50
North and North East	250	25
North West and West	250	25

Table 3 – Age
(Number and percentage of respondents)†

Age	Number	Percentage
Total	1,000	100
18 to 24 years	60	6
25 to 34 years	71	7
35 to 44 years	142	13
45 to 54 years	212	22
55 to 69 years	328	33
70 years or over	187	19

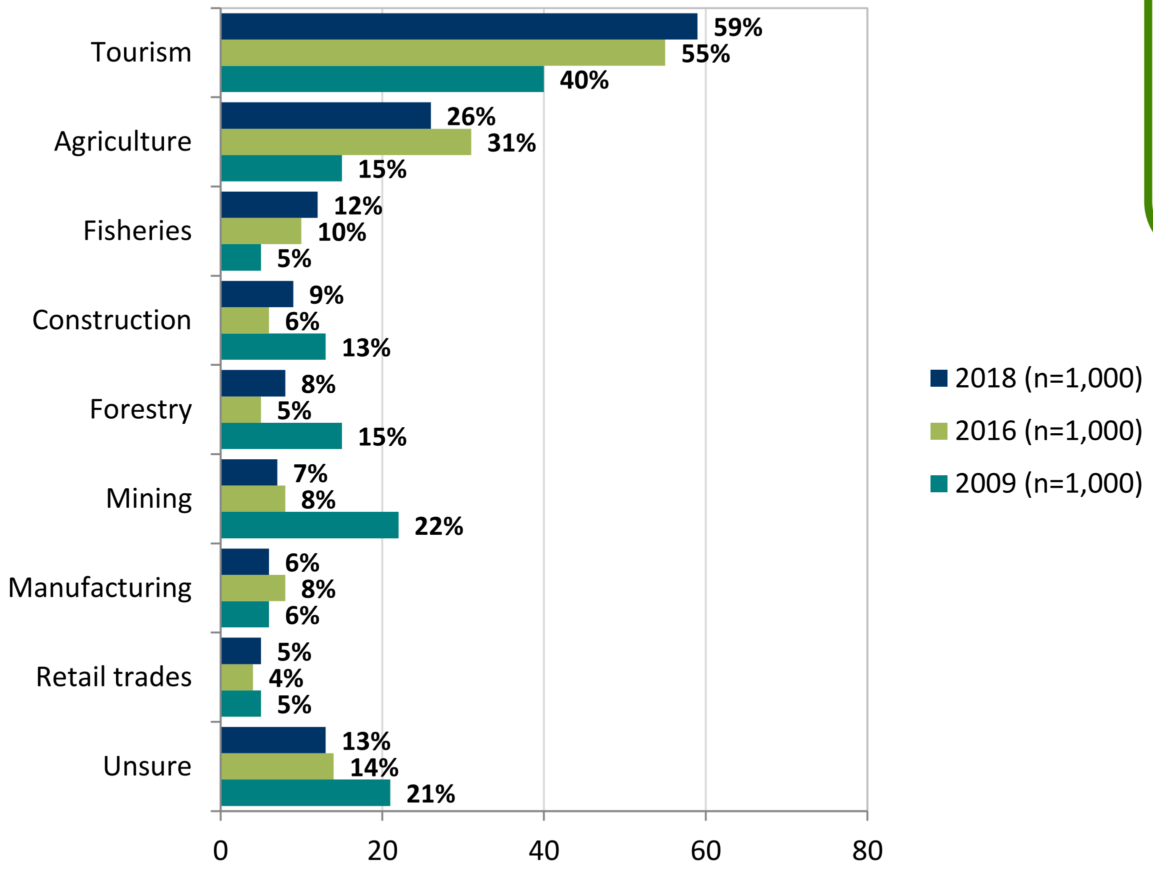
†Number and percentage figures in these tables are unweighted.

Section Three

Contribution of Industries to the Tasmanian Economy

Industries Making the Greatest Contribution to the Tasmanian Economy in the Last 5 Years (1)

Chart 1 – Industries Making the Greatest Contribution to the Tasmanian Economy in the Last 5 Years – 2009, 2016 and 2018 (Percentage of all respondents)*†



*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.

As in the previous research rounds, the highest percentage of respondents by far again nominated tourism as having made the greatest contribution to the Tasmanian economy in the last 5 years (59% in 2018).

The latest result was up from 55% in 2016, and significantly so from the 40% recorded in 2009.

Key Movements since 2009

- ↑ **Tourism (+19 percentage points)**
- ↑ **Agriculture (+11)**
- ↑ **Fisheries (+7)**
- ↓ **Mining (-15 percentage points)**
- ↓ **Forestry (-7)**
- ↓ **Construction (-4)**

Q. Firstly, in your opinion, which industries do you think have made the greatest contribution to the Tasmanian economy in the last 5 years?

Industries Making the Greatest Contribution to the Tasmanian Economy in the Last 5 Years (2)

Demographic Variations

On analysing the results across the key demographic subgroups, the following findings emerged.

Tourism

"Tourism" was significantly more likely to be mentioned by:

- Respondents residing in the South (65%, compared to 47% of respondents in the North West and West)

Fisheries

"Fisheries" was significantly more likely to be mentioned by:

- Respondents residing in the South (17%, compared to 7% in the North and North East)

Mining

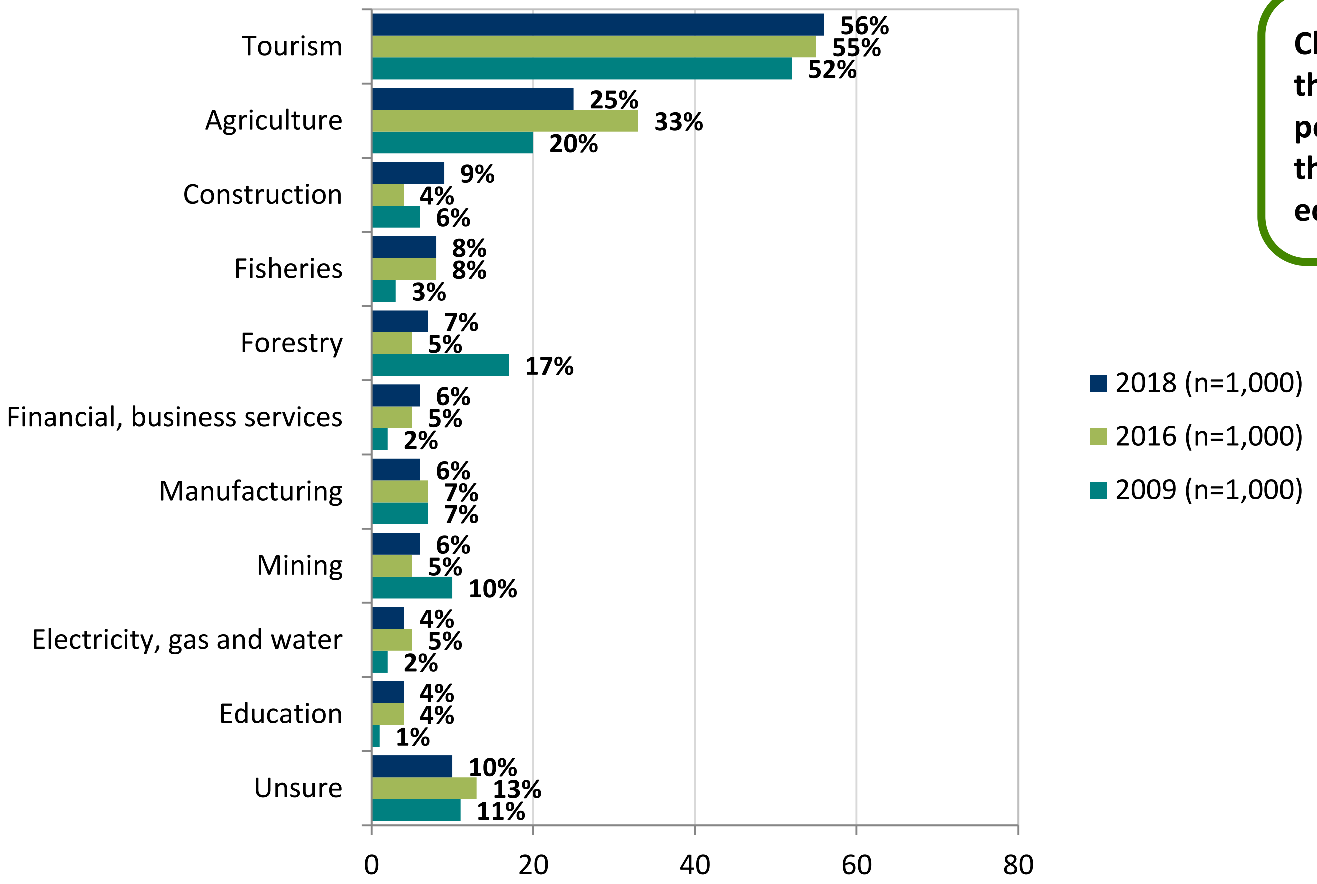
"Mining" was significantly more likely to be mentioned by:

- Respondents residing in the North West and West (15%, compared to 4% in the South)

Q. Firstly, in your opinion, which industries do you think have made the greatest contribution to the Tasmanian economy in the last 5 years?

Industries with the Greatest Potential Contribution to the Tasmanian Economy in the Next 5 Years (1)

Chart 2 – Industries with the Greatest Potential Contribution to the Tasmanian Economy in the Next 5 Years – 2009, 2016 and 2018 (Percentage of all respondents)*†



*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.

Closely reflecting the response to the previous question, and the results in the two previous research rounds, the highest percentage of respondents again regarded tourism as having the potential to make the greatest contribution to Tasmania's economic development in the next 5 years (56% in 2018).

Key Movements since 2009

- ↑ **Fisheries (+5 percentage points)**
- ↑ **Tourism (+4)**
- ↑ **Construction (+3)**
- ↓ **Forestry (-10 percentage points)**
- ↓ **Mining (-4)**

Q. And which industries do you think have the potential to make the greatest contribution to Tasmania's economic development in the next 5 years?

Industries with the Greatest Potential Contribution to the Tasmanian Economy in the Next 5 Years (2)

Demographic Variations

On analysing the responses across the key demographic subgroups, the following findings emerged.

Tourism

There were no statistically significant variation in the responses across the regional locations and other demographic subgroups.

Forestry

"Forestry" was significantly less likely to be mentioned by:

- Respondents residing in the South (4%, compared to 12% in the North and North East)

Mining

"Mining" was significantly more likely to be mentioned by:

- Respondents residing in the North West and West (14%, compared to 3% in the South)

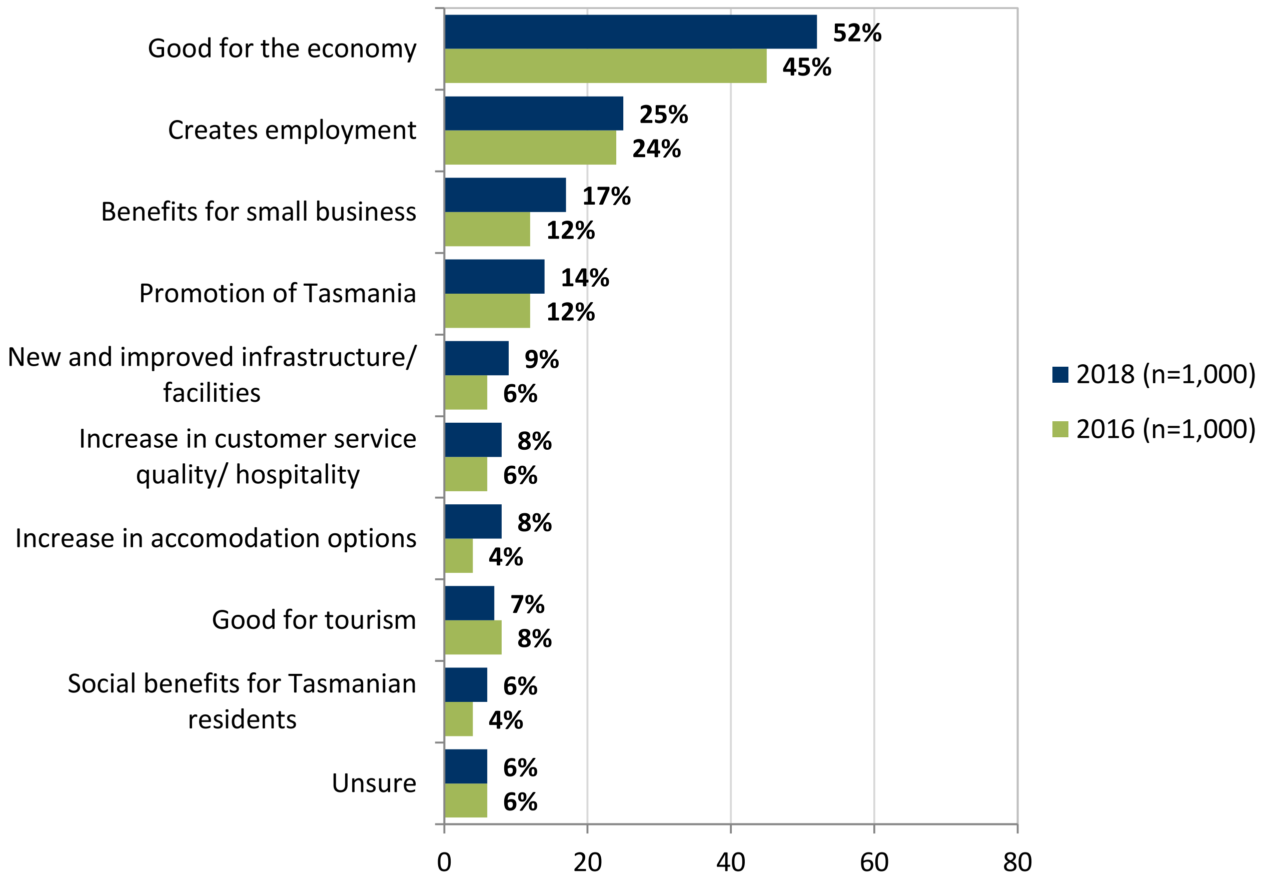
Q. And which industries do you think have the potential to make the greatest contribution to Tasmania's economic development in the next 5 years?

Section Four

Increased Visitation to Tasmania

Perceived Positive Impacts of the Increase in Visitor Numbers

Chart 3 – Perceived Positive Impacts of the Increase in Visitor Numbers to Tasmania (Percentage of all respondents)*†



In 2018, the most frequently mentioned positive impact of an increase in visitor numbers to Tasmania was again that it is "good for the economy" (52%, up from 45% in 2016.

Specific economic positives most commonly mentioned were "creates employment" (25%), and "benefits for small business" (17%).

Variations in the results across the two research rounds tended to be marginal.

"Other" positives mentioned by less than 6% of respondents included:

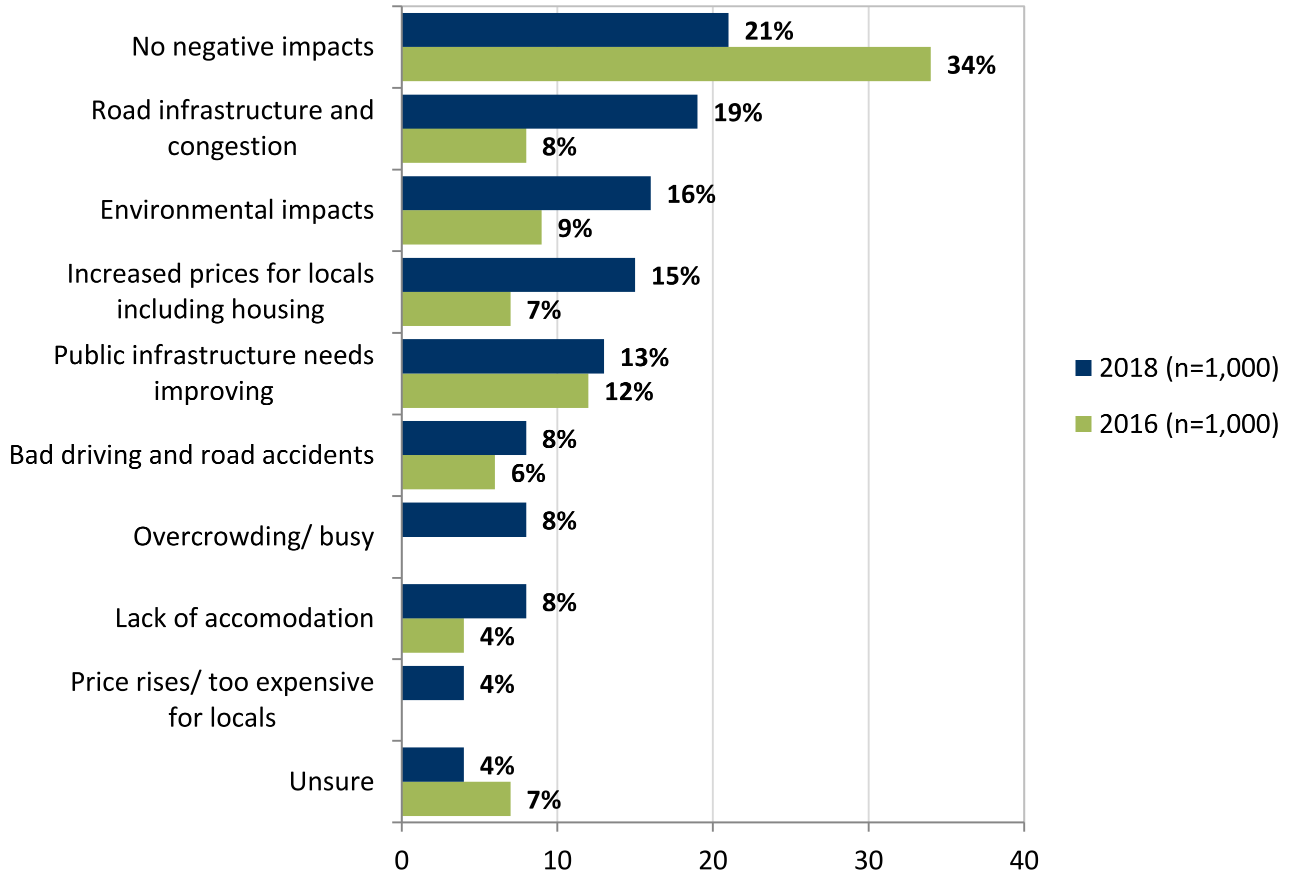
- Attracts people to live here (4%)
- Protection/ recognition of the value of the environment (4%)
- Lots of attractions/ great place to visit (3%)
- Smaller/ regional towns benefit (2%)
- MONA/ importance of MONA (2%)
- Make it more accessible/ more flights/ ferry crossings (1%)

Q. There has been an increase in visitor numbers to Tasmania in recent years. What do you see as the main positive impacts on Tasmania as a result of this increase?

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

Perceived Negative Impacts of the Increase in Visitor Numbers (1)

Chart 4 – Perceived Negative Impacts of the Increase in Visitor Numbers to Tasmania (Percentage of all respondents)*†



In 2018, the most frequently mentioned negative impact of an increase in visitor numbers to Tasmania was "road infrastructure and congestion" (19%), followed by "environmental impacts" (16%), and "increased prices for locals including housing" (15%).

Key Movements since 2016

↓ **No negative impacts (-13 percentage points)**

↑ **Road infrastructure and congestion (+11 percentage points)**

↑ **Increased prices for locals including housing (+8)**

↑ **Environmental impacts (+7)**

"Other" negatives mentioned by less than 4% of respondents included:

- People moving here/ will stay here (3%)
- Too much infrastructure/ development/ hotels (3%)
- Too commercialised/ affecting Tasmania's character (3%)
- Employment/ could affect local employment (3%)
- Bad behaviour of tourists (2%)
- Travel to Tasmania too expensive/ not frequent enough (2%)

Q. And what do you see as the main negative impacts on Tasmania as a result of increased visitor numbers?

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

Perceived Negative Impacts of the Increase in Visitor Numbers (2)

Demographic Variations

On analysing the responses across the key demographic subgroups, the following findings emerged.

Increased Prices for Locals Including Housing

"Increased prices for locals including housing" was significantly more likely to be mentioned by:

- Respondents residing in the South (19%, compared to 10% in the North West and West)

This category included mentions of:

- *Cost of living*
- *Real estate prices*
- *Foreign ownership of houses*
- *Lack of rental accommodation due to AirBnB*

Public Infrastructure Needs Improving

"Public infrastructure needs improving" was significantly more likely to be mentioned by:

- Respondents residing in the South (17%, compared to 9% in the North and North East)

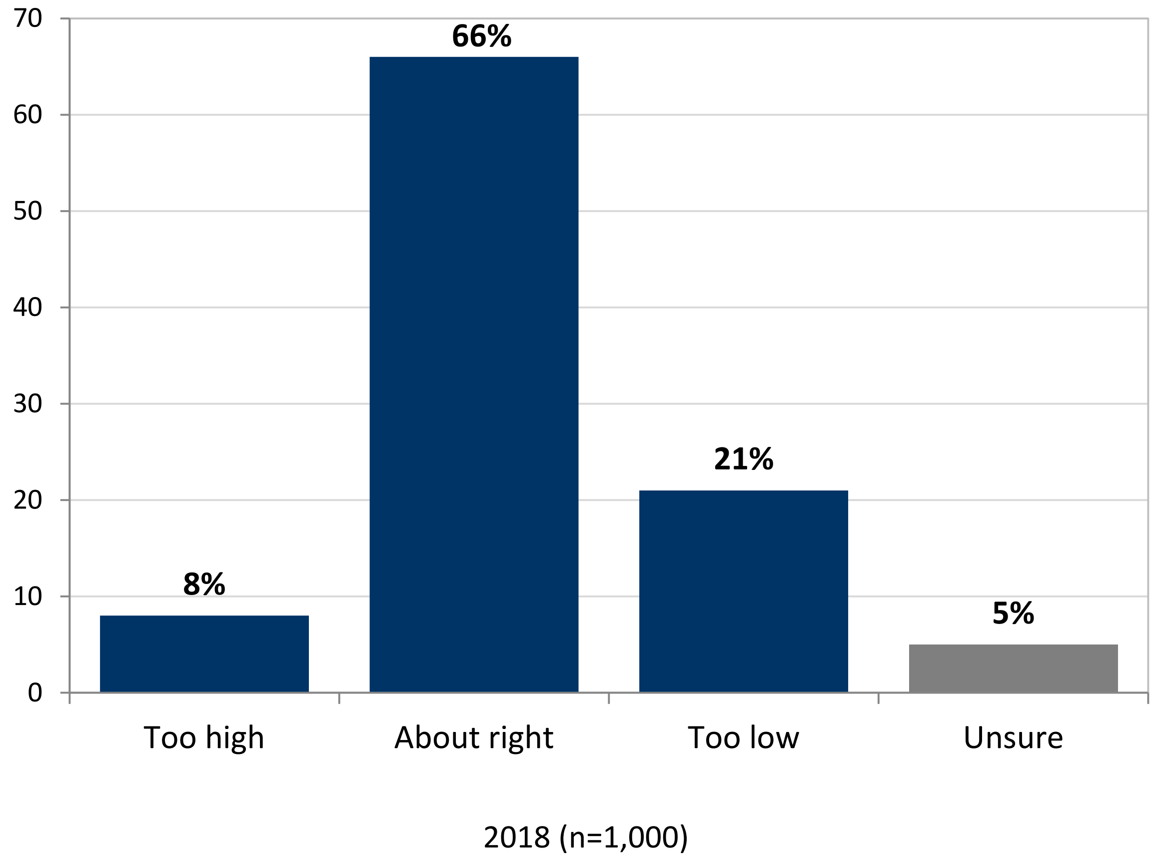
While not statistically significant, respondents residing in the South were also more likely to mention:

- Too much infrastructure/ overdevelopment/ too many hotels (5%)
- Cruise ships (3%)

Q. And what do you see as the main negative impacts on Tasmania as a result of increased visitor numbers?

Perception of the Current Growth in Local Visitor Numbers

Chart 5 – Perception of the Current Growth in Local Visitor Numbers (Percentage of all respondents)



In 2018, this additional question was introduced to the survey.

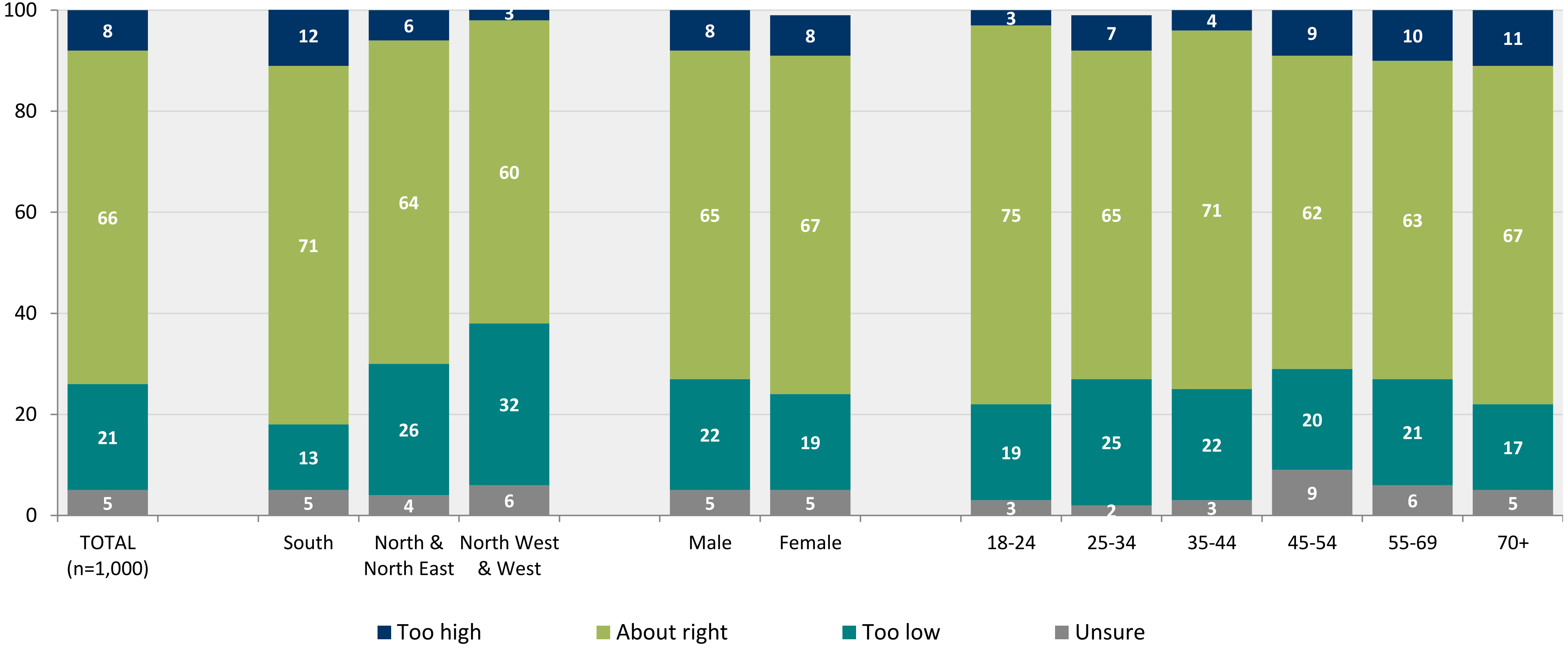
Around two thirds of respondents (66%) felt that the current growth in visitor numbers in their region was "about right", while 21% said it was "too low" and 8% that it was "too high".

5% of respondents were "unsure".

Q. Do you think the current growth in visitor numbers in your region is too high, about right, or too low?

Perception of the Current Growth in Local Visitor Numbers
by Demographic Subgroup

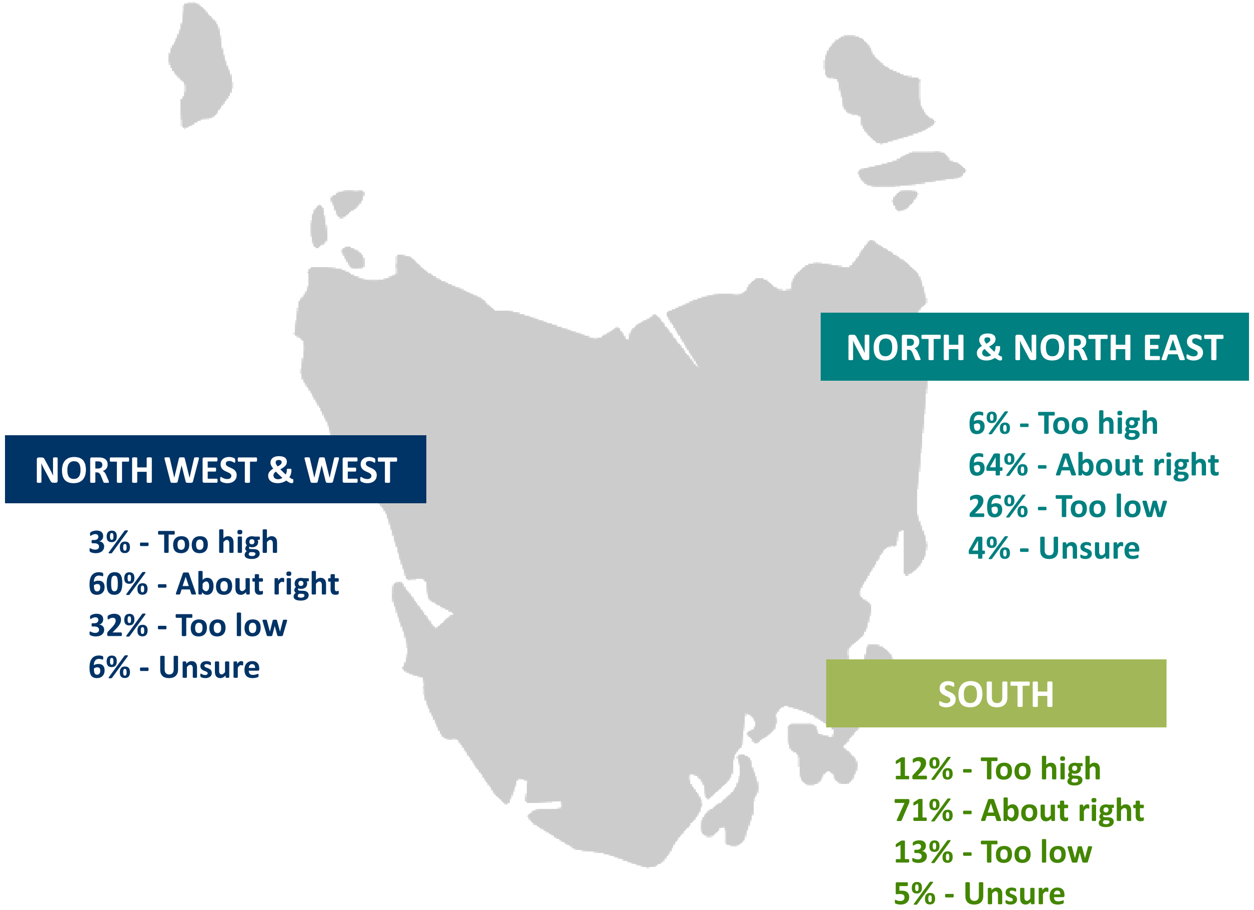
Chart 6 – Perception of the Current Growth in Local Visitor Numbers
(Percentage of respondents by demographic subgroup)*



*Percentages may not sum to 100 due to rounding.

Q. Do you think the current growth in visitor numbers in your region is too high, about right, or too low?

Perception of the Current Growth in Local Visitor Numbers by Region



On analysing the perception of the current growth in local visitor numbers across the regional subgroups, the following findings emerged:

- Respondents residing in the South of the state were significantly more likely to state that the current growth in visitor numbers in their region was “too high” (12%, compared to 3% in the North West and West).
- Respondents in the North West and West were significantly more likely to state that the current growth in visitor numbers in their region was “too low” (32%, compared to 13% in the South).

Q. Do you think the current growth in visitor numbers in your region is too high, about right, or too low?