

Tourism Research

Tasmanian Tourism Snapshot - Year ending December 2017

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS), the International Visitor Survey (IVS) and the National Visitor Survey (NVS) to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Information about these three surveys is at the back of the Snapshot.

While the Tasmanian Tourism Snapshot provides a useful overview of visitors to Tasmania, more detailed statistics are available at Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research/tvs>. The TVS database service provides you with easy online access to a range of other useful statistics and tables about our visitors which you can investigate and print for your own use.

Total Visitation to Tasmania (Tasmanian Visitor Survey results unless otherwise stated)

Key statistics

Total visitors	1.26 million	▲ 2%	For the Year ending December 2017, there were 1.26 million visitors, up 2 per cent from 1.24 million for the previous year.
Total nights	10.78 million	▲ 1%	Total nights spent by visitors in the state increased by 1 per cent to 10.78 million.
Visitor expenditure	\$2.33 billion	▲ 8%	Visitor expenditure increased by 8 per cent to \$2.33 billion.
Interstate visitors	1.05 million	▲ 1%	The number of interstate visitors to Tasmania increased by 1 per cent to 1.05 million (was 1.04 million).
International visitors (Source: IVS)	279,000	▲ 18%	Tasmania received 279,000 international visitors during the year ending December 2017, up 18 per cent from 235,700 the previous year.

Purpose of travel

Holiday visitors	627,000	▲ 3%	The total number of visitors holidaying in Tasmania during the Year ending December 2017 was 627,000, up 3 per cent compared to the previous year (was 608,300).
Holiday nights	5.50 million	□ 0%	The total number of nights spent by holiday visitors to Tasmania for the Year ending December 2017 was 5.50 million, showing no significant change from the previous year (was 5.49 million).
Holiday expenditure	\$1.59 billion	▲ 8%	Holiday visitor expenditure for the year was up 8 per cent to \$1.59 billion (was \$1.47 billion).
Visiting friends and relatives (VFR)	339,000	▲ 4%	Those who came to visit friends and relatives increased by 4 per cent for the year. The number of nights VFR visitors spent in Tasmania increased by 4 per cent while VFR expenditure increased by 4 per cent.
Business travel	188,000	▼ 5%	Of all visitors, 188,000 (down 5 per cent) were on business while 36,800 (up 1 per cent) were travelling to attend a conference or convention.
Conference travel	36,800	▲ 1%	

Regional visitation

South	1,010,700	▲ 2%	For the Year ending December 2017, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 2 per cent; East Coast, up 10 per cent; Northern, up 3 per cent; Cradle Coast, up 1 per cent.
East	386,300	▲ 10%	
North	690,700	▲ 3%	
Cradle Coast	507,300	▲ 1%	

Mode of travel

Air	88%	▲ 2%	For the Year ending December 2017, 88 per cent of all visitors to Tasmania travelled by scheduled air services and 12 per cent travelled on the Spirit of Tasmania. The total number of visitors travelling by scheduled air was up 2 per cent and the Spirit of Tasmania was up 1 per cent from the previous year.
Spirit of Tasmania	12%	▲ 1%	

Interstate Visitation to Tasmania (Tasmanian Visitor Survey results)

Key statistics

Interstate visitors	1.05 million	▲ 1%	The total number of interstate visitors to Tasmania for the Year ending December 2017 was 1.05 million, up 1 per cent from 1.04 million the previous year.
Interstate nights	8.19 million	▲ 2%	The total number of nights spent by interstate visitors to Tasmania for the Year ending December 2017 was 8.19 million, up 2 per cent from the previous year (was 8.04 million).
Interstate expenditure	\$1.89 billion	▲ 8%	Interstate visitor expenditure increased by 8 per cent to \$1.89 billion (was \$1.75 billion in the year ending December 2016).

Purpose of travel

Interstate holiday visitors	479,400	▲ 3%	Of all interstate visitors, 479,400 were on holiday (up 3 per cent), 304,000 were visiting friends or relatives (up 3 per cent), 173,200 were on business (down 5 per cent), and 31,500 were travelling to attend a conference or convention (down 3 per cent).
Interstate VFR	304,000	▲ 3%	
Interstate business travel	173,200	▼ 5%	
Interstate conference travel	31,500	▼ 3%	

Origin of visitors

Victorian visitors	421,900	▼ 8%	In terms of visitation to Tasmania from the key interstate markets, Victoria decreased by 8 per cent to 421,900, NSW increased by 8 per cent to 298,000, and Queensland increased by 11 per cent to 174,300. Together, these markets accounted for 85 per cent of interstate visitation in the Year ending December 2017.
NSW visitors	298,000	▲ 8%	
Queensland visitors	174,300	▲ 11%	

International Visitation (International Visitor Survey results)

Key statistics - Australia

International visitors	8.12 million	▲ 11%	A total of 8.12 million international visitors came to Australia in the year ending December 2017, up 6 per cent from the year ending December 2016.
International visitor nights	265 million	▲ 5%	International visitor nights spent in Australia increased by 5 per cent to 265 million.
International visitor expenditure	\$28 billion	▲ 8%	Total expenditure by international visitors in Australia for the year ending December 2017 increased by 8 per cent to \$28 billion ¹ (including package expenditure).

Purpose of travel - Australia

International holiday visitors	3.89 million	▲ 2%	Holiday visitors to Australia increased by 2 per cent to 3.89 million, while VFR visitors increased by 17 per cent to 2.23 million.
International VFR	2.23 million	▲ 17%	
International holiday expenditure	\$10 billion	▲ 4%	Holiday spend was \$10 billion (including package expenditure) for the year, increased by 4 per cent from the year ending December 2016.

Origin of visitors - Australia

USA visitors	729,000	▲ 9%	For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 1 per cent; China, up 12 per cent; United Kingdom, up 2 per cent and the USA, up 9 per cent.
China visitors	1,251,100	▲ 12%	
UK visitors	689,100	▲ 2%	
NZ visitors	1,231,100	▲ 1%	
HK visitors	258,300	▲ 14%	

Key statistics - Tasmania

International visitors	279,000	▲ 18%	Tasmania received 279,000 international visitors during the year ending December 2017, up 18 per cent from 235,700 the previous year.
International visitor nights	4.75 million	▲ 39%	The number of nights international visitors spent in Tasmania increased by 39 per cent to 4.75 million, and the average length of stay increased by 17 per cent to 17 nights.
International average length of stay	17 nights	▲ 17%	
International visitor expenditure	\$497 million	▲ 32%	Expenditure by international visitors increased by 32 per cent to \$497 million ² .

¹ Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory

² Modelled expenditure (includes package expenditure)

Purpose of travel - Tasmania

International holiday visitors	223,500	▲ 19%	Holiday visitors to Tasmania increased by 19 per cent to 223,500, while VFR visitors increased by 17 per cent to 41,200.
International VFR	41,200	▲ 17%	
International holiday nights	2.24 million	▲ 26%	Holiday nights increased by 26 per cent to 2.24 million, while the average length of stay for holiday visitors increased by 6 per cent to 10 nights.
International holiday expenditure	\$291 million	▲ 21%	Total expenditure by international holiday visitors increased by 21 per cent to \$291 million.

Origin of visitors - Tasmania

USA visitors	42,200	▲ 33%	For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 60 per cent; United Kingdom, down 11 per cent; the USA, up 33 per cent; New Zealand, up 15 per cent; Hong Kong, up 6 per cent.
China visitors	38,500	▲ 60%	
HK visitors	24,700	▲ 6%	
UK visitors	22,200	▼ 11%	
NZ visitors	17,700	▲ 15%	
Market share of international visitors		▲ 26%	Tasmania's share of all international visitors to Australia for the year ending December 2017 was 3.4 per cent, showing no significant change compared with 3.1 per cent for the year ending December 2016.

Intrastate Visitation³ (National Visitor Survey results)

Purpose of travel - Intrastate

Intrastate holiday visitors	660,000	▲ 9%	The number of overnight intrastate holiday trips in Tasmania increased by 9 per cent, VFR decreased by 3 per cent, and overnight business trips increased by 41 per cent in the year ending December 2017.
Intrastate VFR	400,000	▼ 3%	
Intrastate business	298,000	▲ 41%	

Day and overnight trips - Intrastate

Intrastate day trips	5.53 million	▼ 4%	In the year ending December 2017, the number of intrastate day trips in Tasmania decreased by 4 per cent whilst intrastate overnight trips increased by 10 per cent to 1.43 million compared to the year ending December 2016.
Intrastate overnight trips	1.43 million	▲ 10%	

Expenditure - Intrastate

Intrastate expenditure	\$419 million	▲ 1%	Total spend by overnight intrastate visitors in Tasmania increased by 19 per cent to \$419 million for the year ending December 2017.
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³ Travel undertaken by a visitor in their home state

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Total Visitors to Tasmania

	YE Dec 2016	YE Dec 2017	% change
<i>Visitors</i>			
Visitors on scheduled air and sea services	1,236,400	1,261,700	↑ 2%

	YE Dec 2016	YE Dec 2017	% change
<i>Visitors</i>			
Day visitors	31,800	28,700	↓ -10%
Overnight visitors	1,204,500	1,233,000	↑ 2%
Total visitors	1,236,400	1,261,700	↑ 2%
<i>Nights</i>			
Nights (million)	10.66	10.78	↑ 1%
Average length of stay (nights)	8.6	8.5	↓ -1%
<i>Expenditure</i>			
Expenditure (\$million)	\$2,145	\$2,326	↑ 8%
Average spend per visitor	\$1,734	\$1,844	↑ 6%
Average spend per night	\$201	\$216	↑ 7%
Holiday spend (\$million)	\$1,469	\$1,590	↑ 8%
<i>Purpose of Visit</i>			
Holiday	608,300	627,000	↑ 3%
Visit friends or relatives (VFR)	327,300	339,400	↑ 4%
Total leisure (Holiday+VFR)	935,700	966,500	↑ 3%
Business or employment	198,600	188,000	↓ -5%
Convention/conference/seminar	36,500	36,800	↑ 1%
<i>Regions Visited</i>			
Southern	987,700	1,010,700	↑ 2%
East Coast	352,700	386,300	↑ 10%
Northern	668,900	690,700	↑ 3%
Cradle Coast	502,100	507,300	↑ 1%
<i>Mode of departure</i>			
Air visitors	1,092,800	1,116,500	↑ 2%
Sea visitors	143,600	145,200	↑ 1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services			
	YE Dec 2016	YE Dec 2017	% change
<i>Visitors</i>			
Day visitors	30,200	27,900	↓ -8%
Overnight visitors	1,009,300	1,024,100	↑ 1%
Total visitors	1,039,500	1,052,000	↑ 1%
<i>Nights</i>			
Nights (million)	8.04	8.19	↑ 2%
Average length of stay (nights)	7.7	7.8	↑ 1%
<i>Expenditure</i>			
Expenditure (\$million)	\$1,750	\$1,892	↑ 8%
Average spend per visitor	\$1,684	\$1,798	↑ 7%
Average spend per night	\$218	\$231	↑ 6%
Holiday spend (\$million)	\$1,175	\$1,264	↑ 8%
<i>Purpose of Visit</i>			
Holiday	467,500	479,400	↑ 3%
Visit friends or relatives (VFR)	295,300	304,000	↑ 3%
Total leisure (Holiday+VFR)	762,800	783,400	↑ 3%
Business or employment	182,200	173,200	↓ -5%
Convention/conference/seminar	32,400	31,500	↓ -3%
<i>Regions Visited</i>			
Southern	815,900	818,500	→ 0%
East Coast	261,100	282,200	↑ 8%
Northern	546,500	563,900	↑ 3%
Cradle Coast	404,200	413,000	↑ 2%
<i>Mode of departure</i>			
Air visitors	908,300	915,000	↑ 1%
Sea visitors	131,100	137,000	↑ 4%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

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Table 4. Origin of interstate visitors to Tasmania

	YE Dec 2016	YE Dec 2017	% change	
Victoria	457,100	421,900	↓	-8%
N.S.W.	277,000	298,000	↑	8%
Queensland	156,500	174,300	↑	11%
South Australia	51,800	58,100	↑	12%
Western Australia	53,600	51,300	↓	-4%
A.C.T.	26,600	32,600	↑	22%
N.T.	10,600	7,900	↓	-25%
Total interstate visitors	1,039,500	1,052,000	↑	1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

Table 5. International visitors

	to Tasmania			to Australia		
	YE Dec 2016	YE Dec 2017	% Change	YE Dec 2016	YE Dec 2017	% Change
Visitors						
International visitors	235,700	279,000	↑ 18%	7,624,700	8,118,800	↑ 6%
Nights						
Nights ('000s)	3,418	4,750	↑ 39%	252,969	265,224	↑ 5%
Ave Length of stay (nights)	14.5	17.0	↑ 17%	33.2	32.7	↓ -2%
Expenditure						
Expenditure (\$million)	\$378	\$497	↑ 32%	\$26,217	\$28,364	↑ 8%
Average spend per visitor	\$1,604	\$1,783	↑ 11%	\$3,438	\$3,494	↑ 2%
Average spend per night	\$111	\$105	↓ -5%	\$104	\$107	↑ 3%
Holiday spend (\$million)	\$240	\$291	↑ 21%	\$9,628	\$9,979	↑ 4%
Purpose						
Holiday	188,200	223,500	↑ 19%	3,821,000	3,887,800	↑ 2%
Visit friends & relatives (VFR)	35,400	41,200	↑ 17%	1,902,000	2,228,000	↑ 17%
Business	13,400	15,900	↑ 19%	813,700	928,400	↑ 14%
Education	6,600	7,000	↑ 5%	495,200	552,700	↑ 12%
Employment	5,600	4,700	↓ -16%	278,800	254,400	↓ -9%
Other Reason	200	300	↑ 89%	314,000	267,400	↓ -15%
Total	235,700	279,000	↑ 18%	7,624,700	8,118,800	↑ 6%

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

* Modelled expenditure including package expenditure. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular purpose.

** 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.

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Table 6. International visitors to States/Territories

	YE Dec 2016	YE Dec 2017	% Change	YE Dec 2016	YE Dec 2017	% Point difference
<i>State/territory visited</i>	<i>Visitors</i>			<i>Market Share</i>		
New South Wales	3,872,000	4,158,300	↑ 7%	50.8%	51.2%	↑ 0.4%
Victoria	2,673,900	2,891,400	↑ 8%	35.1%	35.6%	↑ 0.5%
Queensland	2,574,400	2,684,500	↑ 4%	33.8%	33.1%	↓ -0.7%
South Australia	432,000	461,600	↑ 7%	5.7%	5.7%	→ 0.0%
Western Australia	954,000	946,100	↓ -1%	12.5%	11.7%	↓ -0.9%
Tasmania	235,700	279,000	↑ 18%	3.1%	3.4%	↑ 0.3%
Northern Territory	287,200	293,400	↑ 2%	3.8%	3.6%	↓ -0.2%
ACT	207,900	243,000	↑ 17%	2.7%	3.0%	↑ 0.3%
Total visitors to Australia	7,624,700	8,118,800	↑ 6%	100.0%	100.0%	→ 0.0%

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

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Table 7. Origin of international visitors to Tasmania

	YE Dec 2016	YE Dec 2017	% Change	YE Dec 2016	YE Dec 2017	% Point difference
<i>Country of origin</i>	<i>Visitors to Tasmania</i>			<i>National Market Share</i>		
New Zealand	15,400	17,700	↑ 15%	1.3%	1.4%	↑ 0.2%
Japan	8,600	5,900	↓ -31%	2.2%	1.5%	↓ -0.8%
Hong Kong	23,300	24,700	↑ 6%	10.3%	9.6%	↓ -0.7%
Singapore	13,700	16,100	↑ 17%	3.6%	4.2%	↑ 0.6%
Malaysia	13,400	12,700	↓ -5%	3.9%	3.6%	↓ -0.3%
Indonesia	2,900	2,100	↓ -30%	1.9%	1.2%	↓ -0.7%
Taiwan	5,300	5,000	↓ -7%	3.4%	3.0%	↓ -0.5%
Thailand	2,800	4,400	↑ 57%	3.3%	4.8%	↑ 1.6%
Korea	3,900	2,400	↓ -39%	1.5%	0.9%	↓ -0.6%
China	24,000	38,500	↑ 60%	2.2%	3.1%	↑ 0.9%
India	6,000	6,800	↑ 13%	2.5%	2.4%	↓ -0.1%
Other Asia	4,100	8,200	↑ 100%	1.5%	2.4%	↑ 1.0%
United States of America	31,700	42,200	↑ 33%	4.7%	5.8%	↑ 1.0%
Canada	7,000	10,700	↑ 53%	4.9%	6.8%	↑ 1.9%
United Kingdom	25,000	22,200	↓ -11%	3.7%	3.2%	↓ -0.5%
Germany	9,700	14,100	↑ 45%	5.0%	7.0%	↑ 2.1%
Scandinavia	4,300	5,100	↑ 17%	4.3%	4.8%	↑ 0.6%
France	7,400	9,400	↑ 28%	6.3%	7.8%	↑ 1.5%
Italy	3,700	2,500	↓ -33%	5.1%	3.5%	↓ -1.6%
Netherlands	3,500	3,800	↑ 7%	7.1%	7.2%	↑ 0.1%
Switzerland	3,700	4,100	↑ 11%	7.2%	7.7%	↑ 0.5%
Other Europe	9,300	9,300	↑ 1%	4.1%	4.0%	↓ -0.1%
Other Countries	6,800	11,200	↑ 63%	1.5%	2.2%	↑ 0.8%
Total	235,700	279,000	↑ 18%	3.1%	3.4%	↑ 0.3%

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

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Intrastate Visitors

Table 8. Intrastate OVERNIGHT Travel

	Tasmania			Australia		
	YE Dec 2016	YE Dec 2017	% change	YE Dec 2016	YE Dec 2017	% change
Visitors						
Overnight visitors ('000s)	1,296	1,431	↑ 10%	61,154	65,332	↑ 7%
Nights						
Nights ('000s)	3,300	3,547	↑ 7%	187,525	198,709	↑ 6%
Average length of stay (nights)	2.5	2.5	↓ -3%	3.1	3.0	↓ -1%
Expenditure						
Expenditure (\$million)	\$352	\$419	↑ 19%	\$25,170	\$26,803	↑ 6%
Spend per visitor	\$271	\$293	↑ 8%	\$412	\$410	↔ 0%
Spend per night	\$107	\$118	↑ 11%	\$134	\$135	↔ 0%
Purpose('000s)						
Holiday	604	660	↑ 9%	26,008	27,789	↑ 7%
Visit friends &/or relatives (VFR)	411	400	↓ -3%	21,534	22,447	↑ 4%
Business	212	298	↑ 41%	10,370	11,479	↑ 11%
Other reason	77	62	↓ -19%	3,772	4,167	↑ 10%
Total overnight intrastate visitors	1,296	1,431	↑ 10%	61,154	65,332	↑ 7%

Source: National Visitor Survey (NVS), Tourism Research Australia

Table 9. Intrastate DAY Travel

	Tasmania			Australia		
	YE Dec 2016	YE Dec 2017	% change	YE Dec 2016	YE Dec 2017	% change
Visitor						
Day visitors ('000s)	5,759	5,536	↓ -4%	179,988	181,999	↑ 1%
Total intrastate Day+Overnight visitors ('000s)	7,055	6,967	↓ -1%	241,142	247,331	↑ 3%
Expenditure						
Expenditure (\$million)	\$655	\$613	↓ -6%	\$19,763	\$20,650	↑ 4%
Spend per visitor	\$114	\$111	↓ -3%	\$110	\$113	↑ 3%
Purpose('000s)						
Holiday	3,278	2,940	↓ -10%	88,454	89,914	↑ 2%
Visit friends &/or relatives (VFR)	1,190	1,269	↑ 7%	49,258	51,992	↑ 6%
Business	521	378	↓ -27%	17,693	16,044	↓ -9%
Other reason	770	950	↑ 23%	24,584	24,048	↓ -2%
Total day intrastate visitors	5,759	5,536	↓ -4%	179,988	181,999	↑ 1%

Source: National Visitor Survey (NVS), Tourism Research Australia

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Tasmanian Tourism Snapshot - Quarter ending December 2017

The TVS reports the following key findings for visitors during the October - December 2017 quarter.

Key statistics – Quarter 4 2017

Q4 Total visitors	315,400	▼ 6%	The total number of visitors to Tasmania for the December quarter 2017 was 315,400, down 6 per cent from 337,200 the previous year (Fig. 1). The total number of nights spent by visitors to Tasmania for the December quarter 2017 increased by 2 per cent to 2.52 million (was 2.47 million) (Fig. 2). Visitor expenditure was \$597 million, up 5 per cent from the same quarter of the previous year (was \$570 million) (Fig. 3). Of all visitors for the quarter, 162,800 (down 1 per cent) were on holiday, 79,600 (down 15 per cent) were visiting friends or relatives, 46,100 (down 9 per cent) were on business, and 12,600 (down 7 per cent) were travelling to attend a conference or convention (Fig. 4).
Q4 Total nights	2.52 million	▲ 2%	
Q4 Visitor expenditure	\$597 million	▲ 5%	
Q4 Holiday visitors	162,800	▼ 1%	
Q4 VFR	79,600	▼ 15%	
Q4 Business	46,100	▼ 9%	
Q4 Conference	12,600	▼ 7%	

Fig. 1. Total Visitors to Tasmania by Quarter



Fig. 2. Total Nights by Quarter

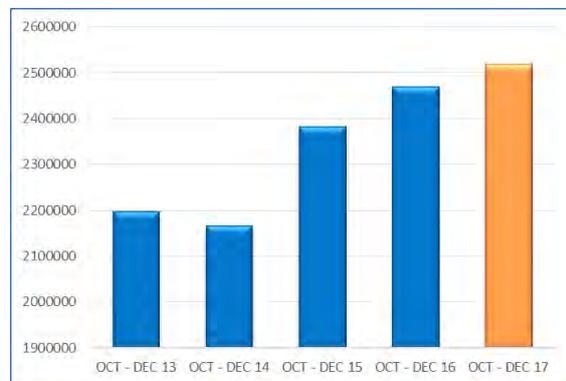


Fig. 3. Total Expenditure by Quarter

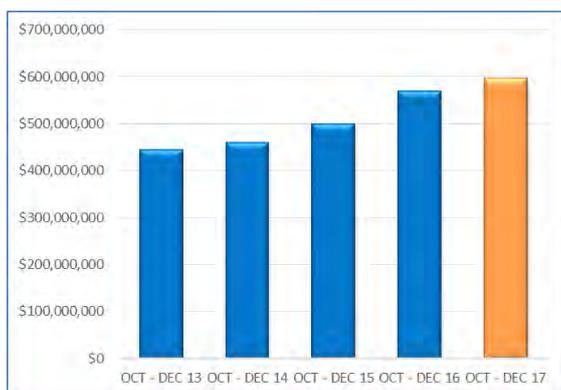
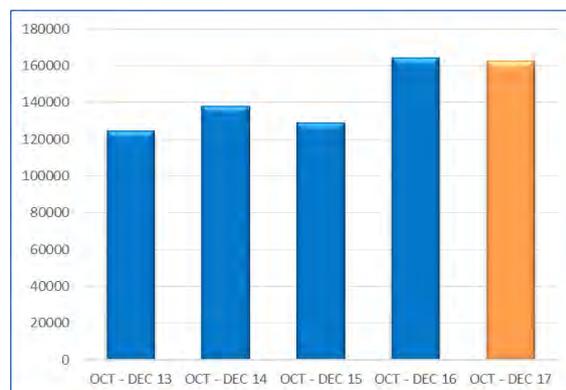


Fig. 4. Total Holiday Visitors by Quarter



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Where do the statistics come from?

Tasmanian Visitor Survey (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data about visitors to Tasmania, being based on a sample of more than 9,000 visitors per year. As an island, Tasmania has a natural advantage over other destinations when it comes to surveys of this type, because visitors can be more accurately counted as they depart via air and sea ports.

More detailed statistics from the TVS are also available through Tourism Tasmania's corporate website at www.tvsanalyser.com.au. The TVS Analyser service provides you with easy online access to a range of other useful visitor statistics and tables from the TVS which you can investigate and print for your own use.

International Visitor Survey (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia. The survey gathers information from visitors about, among other things; the number of nights they stayed in Australia, travel arrangements, reasons for visiting, places visited, information sources they used to find out about Australia prior to leaving home, impressions of aspects of Australia, income earned and expenditure on the trip. The IVS samples 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia - Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia. The NVS measures the characteristics and travel patterns of domestic tourists within Australia, including intrastate day and overnight travel. The survey results come from telephone interviews conducted with an annual sample of 120,000 Australian residents. The survey collects details about their recent travel for day trips, trips involving overnight stays and overseas travel. The NVS provides the only source of information about day and overnight travel by Tasmanians in their own state.

Why the TVS and IVS figures don't match up

Each survey is conducted by a different organisation which uses different sampling and 'weighting' methods to determine total numbers. As a result, the statistics from each survey will give differing results for identical subjects and are unlikely to tally if added together

Caution

You are advised to exercise care when interpreting figures contained in this report or TVS Analyser. These figures are collected from a sample of visitors. They may be different from the real figure if data from 100% of all visitors could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error. Smaller estimates under 1000 must be treated with greater caution.