

Heritage Tourism Insights

TASMANIAN COLONIAL AND POST-COLONIAL HERITAGE February 2023

Tasmania has a well-established reputation as a tourism destination offering world-class and bespoke heritage experiences. Tasmanian history and heritage are consistently strong drivers of visitation to the state, with this snapshot highlighting the attraction of history for Tasmania and elements that can be leveraged to strengthen appeal.

What the research says

Tourism Tasmania's Tasmanian Visitor Survey (TVS)¹ indicates:

- Around 1 in 4 visitors to Tasmania (24%) reported **'To experience Tasmania's history/heritage'** influenced their decision to travel to Tasmania (229,700 visitors).²
- The proportion of visitors influenced by 'To experience Tasmania's history/heritage' has remained strong and steady over the past 10 years (21-24% share of total visitors).
- Almost half (47%) of visitors to Tasmania reported that they **visited historic sites/attractions during their trip**. This proportion has remained strong and stable of the past 10 years (36-47% share of visitors).

Influence & Tasmanian history experiences:

- Of the total visitors to Tasmania that were influenced to visit 'To experience Tasmania's history/heritage' (229,700 visitors), almost half (44%) also **reported visiting Port Arthur Historic Site** during their trip (101,300 visitors). Port Arthur Historic Site represents the most visited historic site captured in the TVS.
- **Holiday visitors** represented the vast majority of visitors that reported visiting historic attractions, at generally more than 80% share. This has remained strong and consistent over the past 10 years.

Tasmanian Visitor Survey (TVS) Year ending September 2022	Total visitors to Tasmania (interstate and international)	Visitors whose trips were influenced by 'To experience Tasmania's history/heritage'	Visitors who reported visiting historic sites/attractions
Visitors	966,500	229,700	458,000
% Share of total visitors	100%	24%	47%
Total spend (\$ Million)	\$2,787	\$947	\$1,795
Average spend per visitor (\$)	\$2,884	\$4,121 (+ \$1,2637 more than average visitor)	\$3,921 (+ \$1,037)
Average length of stay	10.1 nights	11.1 nights (+1.0)	12.2 nights (+2.1)

What resonates with visitors

Visitors to Tasmania are invited to recall positive experiences from their trip to Tasmania within the TVS. Many often share fond and memorable experiences of engaging with history and heritage. Themes from visitors include:

- **Appreciation** of how Tasmania has valued its heritage and history
- **Learning** about Tasmania's rich history
- **Self-discovery**, exploration and immersion within historic sites
- **Family history** and connection to history within Tasmania
- **Conservation of history**: preservation and restoration of sites and architecture
- **Engaging storytelling and tours** from guides & information

¹ For results from Tourism Tasmania's Tasmanian Visitor Survey (TVS) see <https://www.tourismtasmania.com.au/research/tvs/>.

² 'Tasmania's history/heritage' does not specify whether this refers to colonial, indigenous or other aspects of heritage.

Interpretation of the TVS questions is dependent upon the respondent.

Brand Strength

- Tourism Tasmania's Tourism Information Monitor (TIM)³ tracks key associations with Tasmania's Brand. Heritage is an area that Tasmania is consistently strongly associated with and has maintained over time.
- Tasmania's key domestic segments, the Raw Urbanite and Erudites, also associate Tasmania strongly with heritage, and this is noted as a key difference for Tasmania as a travel destination.

Perceptions of Heritage Tourism

In 2021, research was commissioned by the Port Arthur Historic Site Management Authority (PAHSMA).⁴ This research provides insights of domestic travellers' thoughts towards history and heritage tourism, including:

- **Perceived factors that make a historic attraction:** Travellers perceive historic sites to be foremost a **place of cultural or social importance**, followed by a **preserved site**, and **reflects development of a settlement**. Other important factors included a place of natural or geographic importance, is special due to who lived or existed in the site previously and is a memorial site.
- **Perceptions of a historic attraction were overwhelmingly educational and engaging:** travellers perceive historic attractions to be educational and informative (74%, over two-thirds of travellers), interesting, experiencing a different time (a by-gone era), and cultural. Overall, 95% of people had positive descriptions associated with historic sites.
- **Looking to the past to inform today's Australia:** Around 8 in 10 travellers claimed to be interested in how Australian culture is influenced by history, and over three-quarters (77%) were interested in learning about Australian history when travelling.
- **Impacts on First Nations** was expressed as an angle travellers wish to know more: Almost six in ten travellers (58%) expressed desire to know about the impact colonisation had on aboriginal peoples and communities.
- **Storytelling is a strong interest:** Travellers also were interested in learning of **stories of settlement, townships, soldiers and free settlers** (58%).
- **Australian travellers already engage strongly with historic attractions**, particularly war memorials, gaols, maritime museums and barracks (especially in Canberra, NSW and VIC).
- **Emotional connection to heritage is a key driver and provider of value** for travellers, mostly associated with the **physical nature of the site** (architecture or ruins), followed by stories of inhabitants. Specifically:
 - Four in ten visitors to specific convict/prison sites indicated that one of the key emotional impacts on them was **the history of the site itself** (40%).
 - Three in ten indicated that the emotional impact was about the **buildings, ruins and equipment used**, while over a quarter nominated the **history of the people imprisoned** at the site (27%).
- **Elements of a site that drives emotion: Exhibits were reported to be the key drivers of emotional connection**, followed by time or places to reflect and remember. *This directly informs sites of the importance of the layout of sites to allow visitors to form emotional connections with historic experiences.*
- **Engagement through guided tours is preferred by travellers (53%)**, followed by talks from experts (34%). *These are both vehicles of conveying education and outreach to visitors and provide a human element to foster greater emotion connection at a heritage site.*

³ For more information and to subscribe to Tourism Tasmania's Tourism Information Monitor, visit our [website](#).

⁴ PAHSMA commissioned research conducted by Roy Morgan Research (2021). Domestic travellers from across Australia were sampled, not specifically travellers to Tasmania or to the PAHS.