

Visitor numbers to selected parks and reserves ("Reference Sites") – Calendar Year

Visitors to reference sites (rounded to thousands) ¹								
	2007 '000	2014 '000	2015 '000	2016 '000	2017 '000	% change 2016 to 2017	Unit of measure	Notes
Freycinet	212	229	245	286	301	+5%	Visit	
Cradle Mountain (Dove Lake)	176	192	213	239	268	+12%	Visit	
Tasman Arch (Tasman Peninsula)	n.a.	140	150	174	205	+18%	Visit	3
Mount Field	113	145	162	193	188	-2%	Visit	2
Lake St Clair (Cynthia Bay)	94	75	91	92	93	+1%	Visit	
Mole Creek Karst (caves)	47	50	54	44	60	+36%	Visit	4
Narawntapu (western entrance)	41	44	45	46	48	+5%	Entry	5
Hastings Caves and Thermal Springs	38	40	40	47	46	-1%	Visit	
Tamar Island Wetlands	12	29	29	32	37	+16%	Entry	
Maria Island (Darlington)	13	20	22	22	23	+6%	Visit	6,7
Three Capes Track	n.a.	n.a.	0.4	10	12	+23%	Visit	8
Highfield House (Stanley)	11	11	11	12	12	-3%	Visit	
Overland Track	8	8	8	9	9	+3%	Visit	

Notes

1. Visitor numbers are rounded to thousands to make them easier to read in a table; however, the percentage changes are calculated on unrounded numbers.
2. Mt Field – revision to data for 2016. The estimate of 198,000 visitors to Mt Field in 2016 has been revised down to 193,000. The revision is due to a change to a more accurate vehicle counting method at this site. Data for 2016 and 2017 is comparable. The decline in 2017 is mostly attributable to slower visitor numbers in the winter of 2017. However, preliminary (unpublished) data to March 2018 indicates that visitor numbers are rebounding strongly in the summer-Easter period of 2018.
3. Tasman Arch – counter equipment damaged in May 2017. Replacement data imputed from basic counts at this site. Counter restored to full operation in November 2017.
4. Mole Creek Karst (Marakooopa and King Solomon show caves) – the Marakooopa Cave was closed for approximately six months in 2016, before re-opening in late 2016. Visitor numbers went down during the closure, but since re-opening, visitor numbers have rebounded to a new record level in 2017.
5. Narawntapu – counter equipment damaged in July 2017. Replacement data imputed from basic counts at this site. Counter restored to full operation in October 2017.
6. Maria Island – data quality. Data for January, February and March 2017 has been estimated, based on observations by the Parks and Wildlife Service on Maria Island. The PWS make a count of visitor arrivals from the ferry service to Darlington. The PWS staff cannot always observe and count all visitors arriving by ferry to Darlington. An adjustment has been made to account for the probable under-reporting of arrivals.
7. Maria Island – data from April 2017 onwards is the arrivals at Darlington using the scheduled ferry service.
8. Three Capes Track – the Three Capes Track started operations in December 2015.

Source

Parks and Wildlife Service

Unit of measure

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Visit = the act of going to a site; includes the entire time at the site from first entry to final exit. Visitors who enter and re-enter multiple times are only counted once.

Entry = the act of entering a site; may include re-entering a site on multiple occasions during the same trip. Visitors may be counted once or several times.

A "**visitor**" = the general term used in everyday conversation, and is roughly equivalent to a visit or an entry.

Reference site

The Parks and Wildlife Service manage over 800 reserves, including 19 national parks.

The Parks and Wildlife Service cannot count visitors to every national park or reserve. However, the Parks and Wildlife Service take regular counts at selected sites in Tasmania – these are called "**reference sites**". Data for these reference sites is presented in this report.

Disclaimer

This information was created by the Parks and Wildlife Service for its own purposes.

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This information is not a substitute for independent professional advice and users should obtain any appropriate professional advice relevant to their particular circumstances.

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Calendar Year commentary

Introduction

The Parks and Wildlife Service do not count visitors to every national park or reserve. However, the Parks and Wildlife Service take regular counts at selected sites in Tasmania ("**reference sites**"):

1. Freycinet National Park
2. Cradle Mountain (Dove Lake entrance)
3. Mount Field National Park
4. Tasman Arch (Tasman Peninsula)
5. Lake St Clair (Cynthia Bay entrance)
6. Mole Creek Karst National Park (caves)
7. Narawntapu National Park (western entrance – Bakers Beach)
8. Hastings Caves (and Thermal Springs) State Reserve
9. Tamar Island Wetlands
10. Maria Island National Park (arrivals at Darlington by ferry)
11. Overland Track (full traverse of the whole track between Cradle Mountain and Lake St Clair, in either direction)
12. Three Capes Track
13. Highfield House (Stanley)

Summary of trends in the reference sites

In the 2017 Calendar Year, visitor numbers at most reference sites went up.

Visitor numbers have **increased in different regions** across Tasmania. At some sites, the increase was substantial.

The tourism industry in Tasmania – and visitor numbers to parks and reserves – currently is a growth period.

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General visitor trends in Tasmania

Tourism Tasmania produces reports on visitor trends in their *Tasmanian Visitor Survey*. This survey provides information about visitors to Tasmania.¹

Information from the *Tasmanian Visitor Survey* is available for the 12 months ending December 2017:

- In the 12 months ending December 2017, there were over 1.26 million interstate and international visitors arriving on regular air and sea services to Tasmania (up two per cent from 1.24 million visitors in the 12 months ending December 2016);
- Holiday visitors increased by three per cent (from 608,300 to 627,000).

Holiday visitors have increased substantially in each of 2013, 2014, 2015, 2016 and 2017. Holiday visitors are more likely to travel into Tasmania's parks, when compared to visitors travelling for business, education, events, or to visit friends and relatives in Tasmania. Therefore, the current trend of more holiday visitors will affect visitation to national parks and reserves.

Further information and contact details

For more information about general tourism data, refer to the Tourism Tasmania corporate website (research page)².

For further information about visitors to parks and reserves, contact the Visitor Research Officer at the Parks and Wildlife Service.

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¹ The *Tasmanian Visitor Survey* does not report about Tasmanians travelling within Tasmania.

² <http://www.tourismtasmania.com.au/research/visitors>