Launch of cutting-edge tourist tracking tool for Tasmanian operators

The University of Tasmania’s Deputy Vice-Chancellor (Students and Education), Professor David Sadler, and Tasmanian Premier Will Hodgman will today (Wednesday, 24 May 2017) officially launch the new Tourism Tracer Dashboard.

The dashboard is among the first tools of its kind in the world. It is a purpose-built online tool for the tourism industry, bringing together data collected through the University’s landmark Tourist Tracking study, which began in early 2016 with initial funding from the Sense-T program.

It is a collaboration between the University’s Tourist Tracking Project Team and Ionata Digital and has been supported by the Institute for the Study of Social Change, the Tasmanian Government, the Tourism Industry Council Tasmania and the Federal Group.

Throughout 2016 more than 450 groups of visitors to Tasmania were recruited upon arrival in the state and given smartphones with a bespoke app, which recorded their demographic details and tracked their movements during their stay.

Stage two of the study is now underway, with more than 200 tourists recruited since February 1. Throughout 2017 a total of 1,000 new participants will be recruited.

“It is a living dashboard; we will continue to add data to this dashboard as we continue to collect it in in 2017 and beyond,” project leader Dr Anne Hardy said. “We want the data from our Tourist Tracking Project to be available to the tourism industry to support its growth and the management of its infrastructure.”

Professor Sadler said the dashboard was a result of a highly successful collaborative research project between the University, the Tasmanian Government and industry.

“This dashboard brings together, in one place, the stunning results that the University of Tasmania’s Tourist Tracking Team have collected, and are continuing to collect, in their research tracking tourists around Tasmania.

“Furthermore, the dashboard is a wonderful example of collaboration between the University and the Tasmanian tourism industry. It places Tasmania at the forefront of developing new
technologies to understand tourists and importantly puts Tasmania in a privileged position to provide a wonderful visitor experience,” Professor Sadler said.

Stage two of the project is being funded by the Department of State Growth, the University of Tasmania, the Tourism Industry Council Tasmania and the Federal Group.

The University would also like to acknowledge the invaluable in-kind support received from Spirit of Tasmania, Hobart Airport and Launceston Airport.

The dashboard is at [www.tourismtracer.com](http://www.tourismtracer.com)

For a short demonstration video visit: [https://youtu.be/cHk3gVNlLL0](https://youtu.be/cHk3gVNlLL0)

How the Tourism Tracer Dashboard can be used:

The dashboard offers a world-first resource to Tasmanian tourism operators. Information collected so far reveals a number of unique and previously unknown behaviours of tourists to Tasmania. They show when and how certain regions are accessed by different types of tourists. For example, visitors who describe their primary reason for visiting Tasmania as ‘history’ tend to visit the town of Richmond from morning to early afternoon. At lunch time, it tends to be those who prioritise ‘food and wine’. Visitors who arrive in Richmond later in the day tend to be primarily interested in ‘wilderness and wildlife’.

“Information such as this can be particularly useful for the tourism industry as it can assist them in designing the length and time of day that different tourism experiences can be offered,” Dr Hardy said.

“Until now, we have had anecdotal evidence on how tourists move through the state, but this study is a world first because it demonstrates where different types of tourists travel and the factors that may influence their travel.

“Tourist operators can use the dashboard to gain insights into the types of tourists who visit their attraction, and where they travel before and after their visit. This will assist in co-marketing between operators and in doing so will assist in providing optimal information that can be used to enhance the tourist experience.”

**What:** Launch of the Tourism Tracer Dashboard;

**Who:** University of Tasmania Deputy Vice-Chancellor (Students and Education) Professor David Sadler; Premier of Tasmania Will Hodgman; project leader Dr Anne Hardy and Ionata managing director Martin Anderson;

**Where:** Institute for Marine and Antarctic Studies (IMAS), Castray Esplanade, Hobart;

**When:** Wednesday, 24 May, 1:15pm.

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**Information released by:**

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