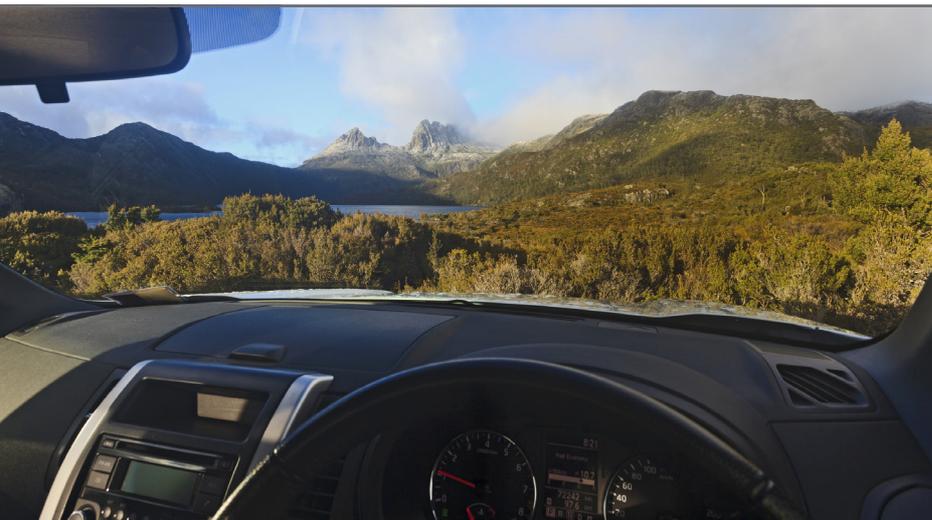




Sensing Tourist Travel in Tasmania



Sensing technology is an exciting new tool which the tourism industry and government can use to improve marketing, investment and infrastructure decisions. The Sense-T Sensing Tourist Travel Project will use real-time sensor-generated data to answer key questions about where different cohorts of tourists travel and how they make spontaneous travel decisions. These unprecedented insights into tourists' travel behaviour and decision-making will create value for the tourism industry and the Tasmanian community, and will help to ensure the tourism sector continues to grow.

Who we are

Sense-T is a partnership between the University of Tasmania, the Tasmanian Government and CSIRO, and is funded by the Australian Government to use sensors and data to support industry growth through projects such as this. Led by researchers from the University of Tasmania, an international multi-disciplinary research team has been assembled for this innovative project, including specialists in GIS tracking and analysis, digital media marketing and decision-making, governance and evaluation, digital media use and economic valuation. The project proposal was designed in conjunction with the TICT, Federal Hotels and Tourism Tasmania, and a wider range of industry stakeholders will be able to contribute to the project's design.

www.sense-t.org.au/tourism

How we'll work

Six hundred tourists will be strategically recruited at the three major entry points to Tasmania: Hobart and Launceston Airports, and at the Spirit of Tasmania disembarkation point. The cohorts specifically targeted will be interstate visitors and Chinese independent travellers who are spending a minimum of a week in Tasmania. Tourists will be surveyed to establish socio-demographic status, knowledge of Tasmania, and cultural background. Then the movement of the tourists will be tracked via a bespoke app that has been loaded onto a mobile phone handset provided to each tourist. Mid-trip, a sample of tourists will be surveyed regarding their use of social media and the reasons for any spontaneous decisions they made. On completing their journey, the app will ask respondents a small number of questions regarding their travel behaviour and experiences.

The benefits

Real-time sensor data of where tourists travel will provide the industry, regional tourism authorities and government with new intelligence to:

- improve marketing and infrastructure investment decisions;
- identify emerging market trends;
- inform strategies designed to increase the duration (and spending during) visits; and
- improve the visitor experience to Tasmania by allowing the provision of more timely and relevant tourist information.

The project is at the cutting edge of international tourism research. GPS tracking of tourists has only been applied to small geographical areas and has only tracked movement for a limited time period, such as one day. This project will help establish UTAS as a global leader in sensing-based tourism research. The project also aims to provide the foundations for a more comprehensive 'visit Tasmania' app which provides relevant, high quality visitor information while systematically capturing visitor travel data.

Project leads

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sense-t
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Based in Tasmania, Sense-T uses sensors, data and research to solve practical problems and help people to make better decisions in industry, government and the community. We collect and analyse data from a range of different public and private sources, and use real-time sensing data to support real-time decision making. The insights and solutions we provide help to improve efficiency, productivity and sustainability across the Tasmanian economy. The lessons learned can be applied around Australia and the world. After initially focusing on agriculture, Sense-T has expanded its work to include research in health, tourism, and infrastructure, freight and logistics. Sense-T was established in mid-2012 as a partnership between the University of Tasmania, CSIRO and the Tasmanian Government, and is also funded by the Australian Government.



Stage 1 Projects

Sense-T's four Stage 1 Projects were carried out between July 2012 and March 2015. Using sensors and data analysis, researchers from the University of Tasmania and CSIRO joined industry partners to develop solutions and new ways of working in agriculture and aquaculture. Funding was provided by the Australian and Tasmanian governments, the University of Tasmania, CSIRO, and industry partners.

Sense-T consulted widely with farmers, industry and government to identify the problems and challenges they wanted to address. This 'participatory design' approach ensured that the research was relevant and would deliver practical outcomes. The major achievements of Stage 1 include:

- an online pasture growth prediction tool, which tells farmers how much their pasture will grow in the coming weeks;
- helping irrigators in the Ringarooma and South Esk river catchments to better manage their water use, benefitting farmers, regulators and the environment;
- giving regulators and producers real time data about environmental conditions around shellfish farms; and
- developing tools to help vineyards avoid disease and make better management decisions.

Stage 2 Projects

New Sense-T Stage 2 Projects commenced in April 2015, with work in health, tourism, and infrastructure, freight and logistics added to our ongoing agricultural research. These Industry Research Projects are funded by the Australian Government through the Tasmanian Jobs and Growth Plan and will share funding of \$11 million from Sense-T and its project partners to develop practical solutions to industry challenges across Tasmania.

Stage 2 will also include ongoing work through:

- *Pathways to Market, which is working with Tasmanian producers to improve food distribution and consumer information; and*
- *the Sense-T NICTA Logistics Lab, which is working with industry to identify ways of improving efficiency and productivity in transport logistics and freight.*

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