Tourism Fast Facts
A quick guide to tourism in Tasmania – updated June 2020

Tourism’s contribution to the Tasmanian economy
(Source: Tourism Satellite Accounts 2018 - 2019, Tourism Research Australia)
- Tourism in Tasmania directly and indirectly contributes about $3.6 billion or 11.1 per cent to Gross State Product (GSP). The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.
- Tourism directly contributes $1.75 billion or about 5.4 per cent to Tasmanian’s Gross State Product.
- It also indirectly contributes a further $1.85 billion or about 5.7 per cent to Gross State Product.
- Tourism directly and indirectly supports around 43,200 jobs in Tasmania or about 17.4 per cent of total Tasmanian employment. This is higher than the national average; the highest in the country.
- It directly supports around 22,300 jobs in Tasmania or about 9.0 per cent of total Tasmanian employment.

Total Visitors to Tasmania
(Source: Tasmanian Visitor Survey for the year ending December 2019, Tourism Tasmania)
- A total of 1.351 million (1,351,500) people visited Tasmania on scheduled air and sea services during the year ending December 2019. This does not include cruise ship visitors.
- These visitors spent a total of 10.87 million nights in Tasmania, at an average length of stay per visitor of 8.0 nights.
- Visitors to Tasmania spent a total of $2.54 billion on accommodation, attractions, tours, transport and other goods and services during this period. This represents an average spend of $1,881 per visitor.
- Out of the total number of visitors, an estimated 63,100 people visited Tasmania for a holiday, 350,400 came to visit friends or relatives, 251,600 were travelling for business, and 35,100 visited Tasmania to attend a conference or convention.
- Twenty seven per cent of all visitors to Tasmania during this period were visiting the state for the first time.

Other:
- Around 89 per cent of all visitors to Tasmania on scheduled air and sea services travelled by air.
  (Source: Tasmanian Visitor Survey for the year ending December 2019)
- Around 67 per cent of air visitors went through Hobart airport, with Launceston airport accounting for a further 30 per cent. (Source: Tasmanian Visitor Survey for the year ending December 2019)
- In the year ending December 2019 a total of 4.81 million airline seats were provided on the five major flight routes to Tasmania i.e. Hobart to/from Melbourne, Sydney and Brisbane, and Launceston to/from Melbourne and Sydney.
  (Source: Bureau of Infrastructure, Transport and Regional Economics, BITRE).
- Tasmania’s tourism industry is made up of around 1644 (was 1599 last quarter) separate businesses. (Source: ATDW National Product Listings as at 16 March 2020)

For more information on visitor statistics, complete reports and survey details, please visit the research section of Tourism Tasmania’s website: www.tourismtasmania.com.au