

VISITOR DATA SNAPSHOT

YEAR ENDING DECEMBER 2025



Pieman River, Stu Gibson
Photography

TASMANIA

COME DOWN FOR AIR



Tourism
Tasmania

TASMANIAN TOURISM SNAPSHOT

KEY INSIGHTS AT QUARTER AND YEAR END DECEMBER 2025

DECEMBER QUARTER 2025

- Visitor spend reached \$904.3 million, the second-strongest December quarter result on record, up 6.0% year-on-year.
- Interstate visitation overall remained strong, with record visitation (311,100, +7.6%) and nights (2.52 million, +13.6%), with an increase in spend to \$770.1 million (+4.9%) from 2024.
- Tasmania welcomed more visitors (+7.9% to 358,600) than the same period last year, who stayed for a record 2.97 million nights (+10.7%), leading to average length of stay (ALOS) remaining stable (+0.2 nights).
- Average spend per visitor was down (-\$46) to \$2,522 as was spend per night (-\$14 to \$305).
- The south recorded the strongest regional growth (+11.7% visitors, +19.2% nights), while the north and north west both set new December quarter records for visitation.

YEAR ENDING DECEMBER 2025

- Visitor spend reached \$3.710 billion, a rise of 5.7% on the previous year (\$3.413b in YE December 2024).
- A record summer, autumn and winter along with the third strongest spring for visitation lifted annual visitation to a record 1.386 million (+5.8% on 2024), 2.5% above 2019. While international visitation remains down, both for Tasmania and nationally, this means our interstate markets have been performing extremely well.
- Visitors spent more per trip (+\$73 to \$2,677) and per night (+\$13 to \$284), along with a record 13.04 million nights in the state (+3.9%), despite a marginal shortening in average stay (down 0.2 nights to 9.4 nights).
- This was driven by a record 1.219 million interstate visitors (+7.8%) who collectively spent \$3.199 billion (+11.4%), with all three major mainland markets of Victoria, New South Wales and Queensland recording year-on-year growth in both visitors and spend.
- Queensland was the standout interstate market, with a record 250,100 visitors (+10.6%) spending \$829.3 million (+18.1%) across 2.86 million nights (+11.3%), showing the strongest growth of the top three markets across all key metrics.
- Record visitation was achieved in both the north (778,300 visitors, +8.7%) and north west (572,700 visitors, +8.5%), with the south welcoming more visitors than last year (+3.4%, +5.8% nights).
- International visitors contributed a record \$712 million (+29.1% on 2024), in line with the national trend with spend across Australia up 19%. All states, except the ACT, saw record spend in 2025. WA has become the first, and only, state to see more visitors than in 2019.

EXPLORE MORE OF THE DATA

The data presented in this report, as well as visitor behaviours and demographics, can be explored in greater detail using the free, online interactive TVS Analyser dashboard www.tvsanalyser.com.au

December quarter 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

ALL VISITORS

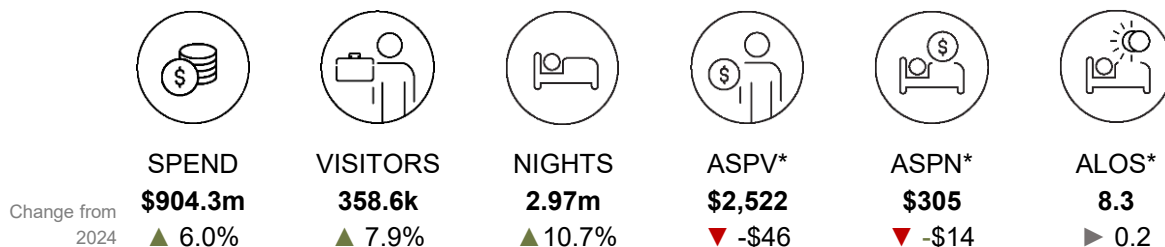
- Visitors spent \$904.3 million in Tasmania this quarter, the second-strongest December quarter after peaking at \$987.5 million in 2022. This represents an 6.0% lift on the same period in 2024 (\$853.2m).
- Visitation reached 358,600 (+7.9%), with visitors spending a record total of 2.97 million nights in the state, up significantly (10.7%) compared to last year.
- Compared to December quarter 2024, Tasmania welcomed more visitors, who overall stayed longer and together spent more overall in the state.

INTERSTATE VISITORS

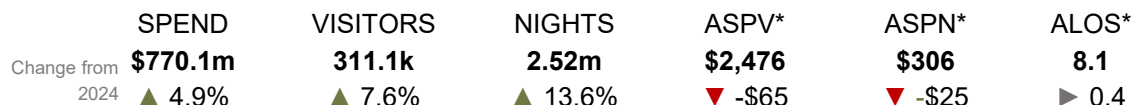
- Interstate visitors contributed \$770.1 million in spend, the second-highest December quarter result, up 4.9% year-on-year.
- Visitation rose to 311,100 (+7.6%), with total nights up 13.6% to a record 2.52 million.
- Holiday travel drove the strong spend results as 48% of interstate visitors (148,200) came for a holiday. Despite spending more each night of their trip on average (+\$33 to \$439), the trip length was also shortened by almost a night (-0.9 of a night to 7.8 nights), leading to an overall decline in spend per visitor (-3.3% to \$3,443). However, there were more of them visiting in this quarter (+7.6%), resulting in an overall increase in total spend (+2.7%) to \$510.3 million.
- There was a corresponding large increase in nights stayed by visitors for visiting friends or relatives (VFR) which off-set the drop in holiday nights and overall stabilised the average length of stay.

VISITOR DATA SNAPSHOT

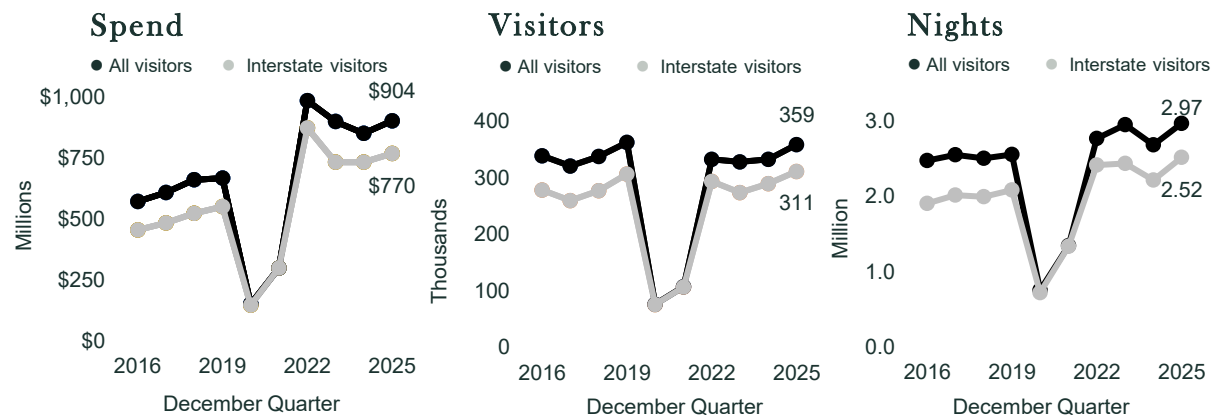
ALL VISITORS (INTERSTATE + INTERNATIONAL)



INTERSTATE VISITORS



DECEMBER QUARTERLY VISITATION



* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)

December quarter 2025

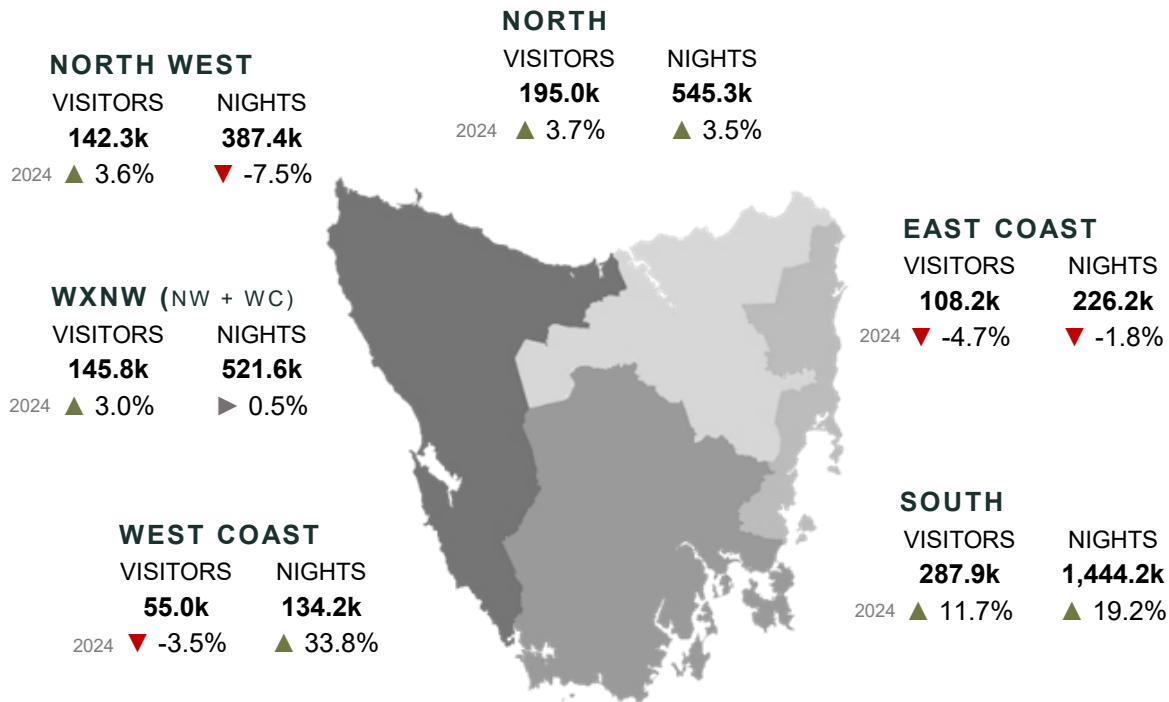
Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

Visitation to the state increased this quarter from last year (+7.9%), with mixed results across the regions, including decreases in visitors for the east and west coasts.

REGIONAL VISITATION

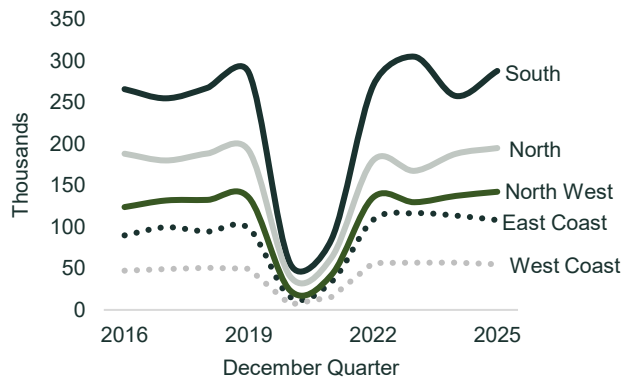
- The **north** (+3.7%) and **north west** (+3.6%) set new highs for a December quarter for visitation.
- For the **west**, a 1% increase in interstate visitation was not enough to counter a fall in international visitors this quarter particularly those on holiday in the state for a holiday, leading to an overall decline from last year.
- The **east**, most of the decline also came from fewer holidaying international visitors, however interstate visitation overall was down for this region with both markets therefore contributing to the fall.
- The **souths'** significant lift in visitation was primarily boosted by more interstate VFR visitors, although the December quarter of 2024 was a particularly soft period for this market, with 2025 being more in line with 2023.
- The north saw increases from interstate holiday, VFR and business visitors, which more than offset a small decline in international visitation.
- *Explore more regional data via the interactive [TVS Analyser dashboard](#).*

REGIONAL VISITATION



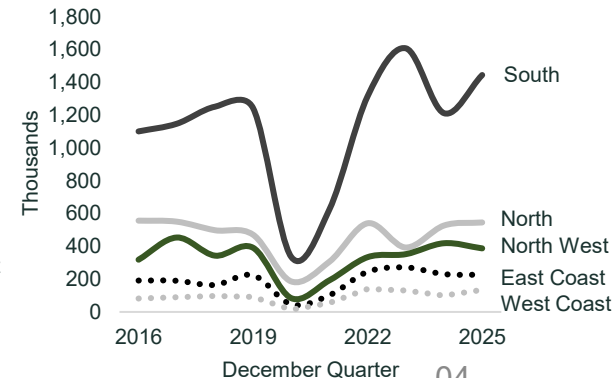
Visitors

10 years – December quarters



Nights

10 years – December quarters



* VFR – Visiting Friends and Relatives

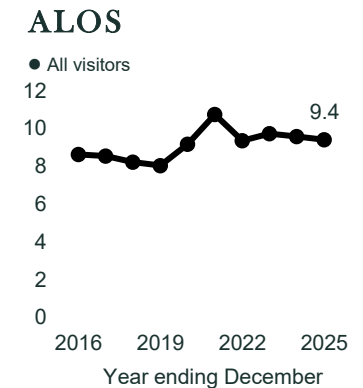
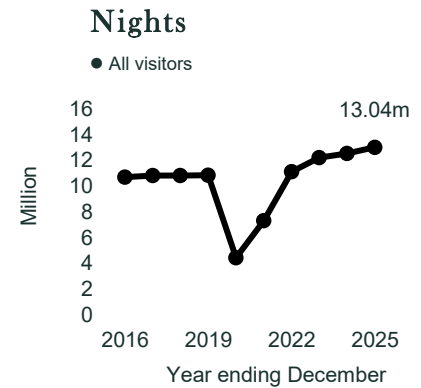
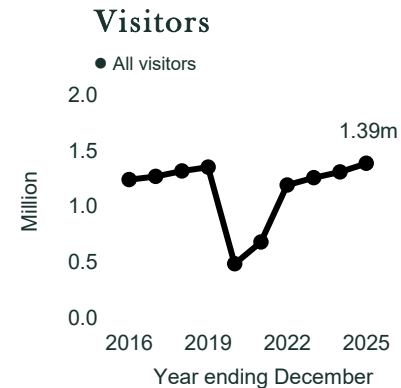
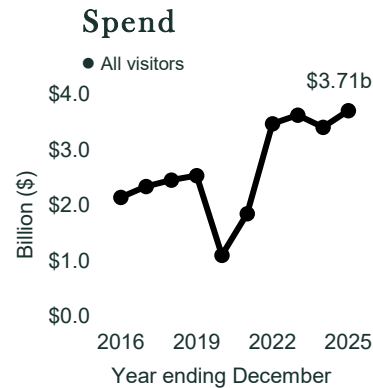
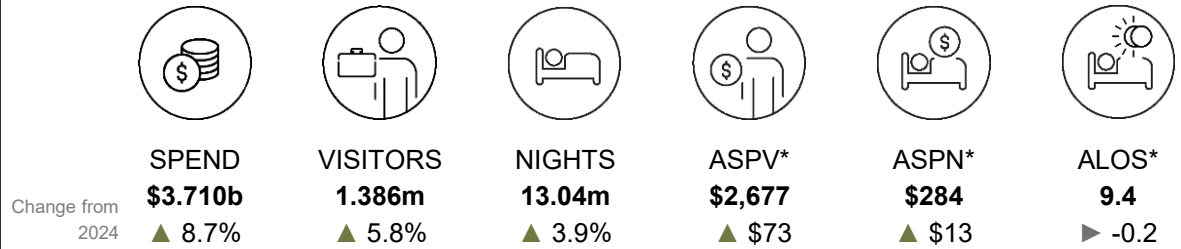
Year ending December 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

ALL VISITORS

- Visitors spent \$3.710 billion in Tasmania, up 8.7% on the previous year (\$3.413b) underscoring the strength of the visitor economy. This is a record for a year-ending December, however is still below the record spend of year ending March 2023 (\$3.955b).
- Tasmania welcomed 1.386 million visitors in 2025, the highest level ever recorded. This represents a 5.8% increase year-on-year and is 2.5% above pre-COVID levels in YE December 2019.
- More visitors came to Tasmania this year, who also spent more per trip and per night. Despite a marginal shortening in average length of stay, visitors overall spent a record 13.04m nights in the state.
- Average spend per visitor rose \$73 to \$2,677 (+2.8%), while average spend per night was up \$13 to \$287 (+4.6%).
- Length of stay has remained steady at around 9.5 nights over the past four years, meaning visitors are still staying about 1.5 nights longer than in 2019.
- International visitors accounted for 12.1% of total visitation, below the 14.5% share recorded in 2019, highlighting ongoing slower recovery in some global travel markets. More information on our international visitors can be found later in this report.

ALL VISITORS (INTERSTATE + INTERNATIONAL)



Year ending December 2025

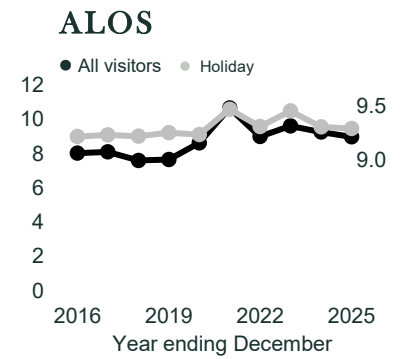
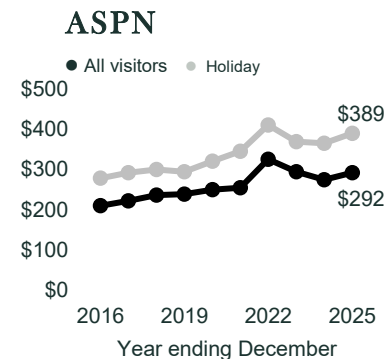
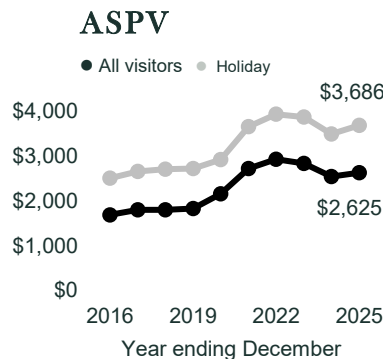
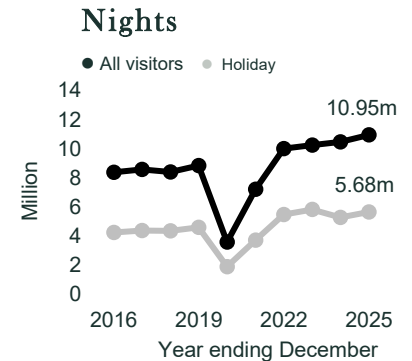
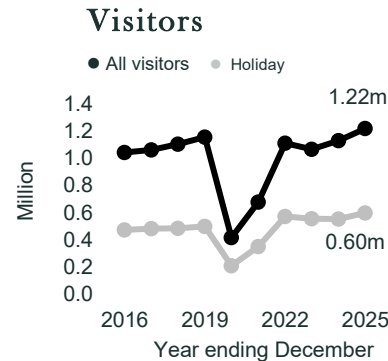
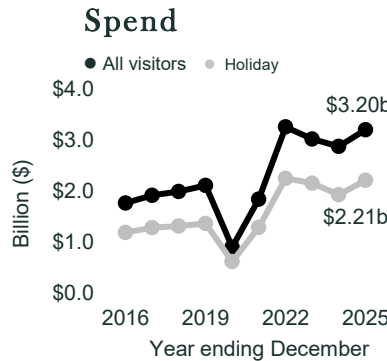
Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

INTERSTATE VISITORS

- Around 88% of Tasmania’s visitors come from interstate, meaning their travel behaviours generally drive the overall trends for visitation, nights and spend.
- Mainland visitors spent \$3.199 billion in Tasmania, up 11.4% (+\$328.6m) on 2024 (\$2.871b) and \$1.09b (+52%) more than in 2019 (not adjusted for inflation).
- Tasmania welcomed a record 1.219 million interstate visitors, the highest ever for a 12-month period, up 7.8% year-on-year.
- Interstate travellers are spending more per visit (+\$86) and per night (+\$18), though their average stay shortened by around a third of a night.
- With holiday visitors making up nearly half of interstate travel (49%), shifts in their behaviour strongly influence overall trends.
- The interstate holiday market grew 8.4% to 598,900 visitors, up 20% on 2019. Each visitor spent more on average, while their length of stay held steady, leading to a higher spend per night.
- All holiday key metrics rose year-on-year: spend +14.6%, visitation +8.4%, and nights +7.5%, underscoring Tasmania’s strong appeal in this core market.

INTERSTATE VISITORS

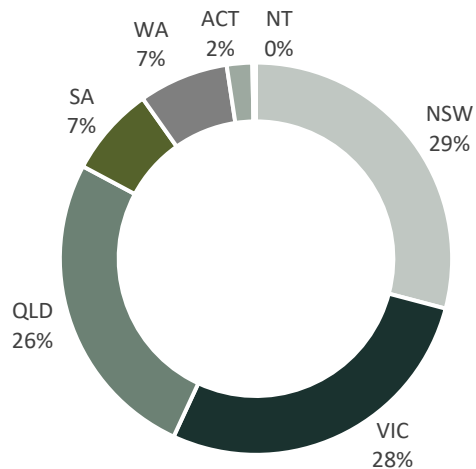
	SPEND	VISITORS	NIGHTS	ASPV	ASPN	ALOS
Interstate	\$3.199b	1.219m	10.95m	\$2,625	\$292	9.0
Change from 2024	▲ 11.4%	▲ 7.8%	► -0.4%	▲ \$86	▲ \$18	► -0.3
Interstate holiday	\$2.208b	598.9k	5.68m	\$3,686	\$389	9.7
Change from 2024	▲ 14.6%	▲ 8.4%	▲ 7.5%	▲ \$198	▲ \$24	► -0.1



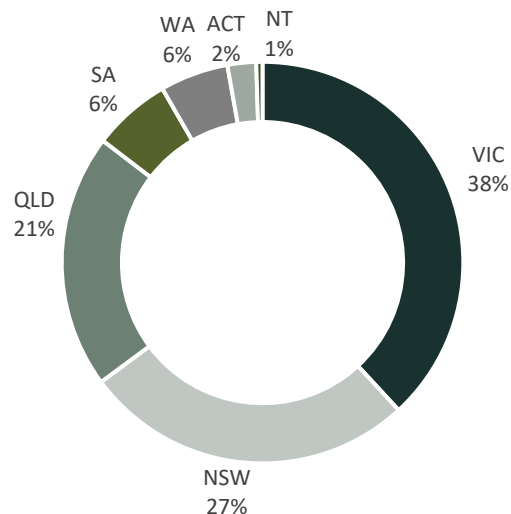
Interstate Visitors

Tasmanian Visitor Survey, YE December 2025
Tourism Tasmania and Roy Morgan

Spend share



Visitor share



Purpose of visit share by state of origin

	HOLIDAY	VFR	BUSINESS /CONF.	OTHER	LEISURE HOL+VFR
VIC	43%	28%	23%	6%	71%
NSW	54%	27%	15%	4%	81%
QLD	53%	28%	14%	5%	81%
SA	53%	24%	20%	4%	77%
WA	56%	29%	11%	5%	85%
ACT	37%	41%	15%	7%	78%
NT^	49%	42%	7%	2%	91%
AUS	49%	28%	18%	5%	77%

- VIC is our largest domestic market for visitation however compared to NSW and QLD they are more likely to be visiting for business or conferences and less likely to be taking holiday.
- As holiday visitors spend the most per visitor, it means NSW and QLD contribute a higher share to spend than their visitor shares.

	SPEND (m)	Change from 2024	VISITORS (000)	Change from 2024	NIGHTS (000)	Change from 2024	ASPV	Change from 2024	ASPN	Change from 2024	ALOS (nights)	Change from 2024
VIC	\$889.7	13.5%	463.7	9.0%	3,081	6.0%	\$1,919	\$77	\$289	\$19	6.6	-0.2
NSW	\$932.1	8.0%	325.7	3.9%	3,027	1.3%	\$2,862	\$108	\$308	\$19	9.3	-0.2
QLD	\$829.3	18.1%	250.1	10.6%	2,858	11.3%	\$3,316	\$209	\$290	\$17	11.4	0.1
SA	\$235.5	19.8%	77.3	6.2%	859	19.3%	\$3,047	\$346	\$274	\$1	11.1	1.2
WA	\$236.8	-1.6%	66.9	18.9%	833	-11.8%	\$3,541	-\$737	\$284	\$30	12.5	-4.3
ACT	\$65.8	5.7%	28.5	-0.9%	233	-7.9%	\$2,306	\$145	\$282	\$36	8.2	-0.6
NT^	\$9.5	-56.4%	5.6	-24.0%	57	-36.1%	\$1,699	-\$1,258	\$168	-\$78	10.1	-1.9
AUS	\$3,199.5	11.4%	1,218.6	7.8%	10,952	4.6%	\$2,625	\$86	\$292	\$18	9.0	-0.3

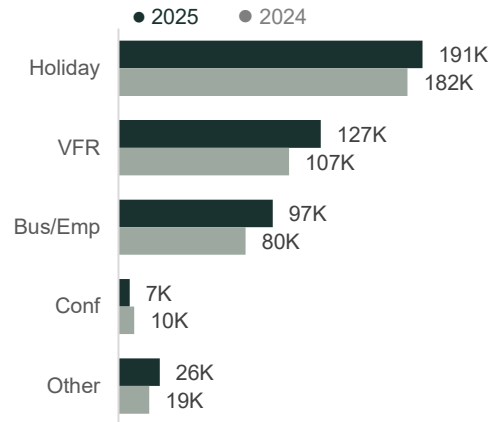
Visitors from Victoria

Tasmanian Visitor Survey, YE December 2025
Tourism Tasmania and Roy Morgan

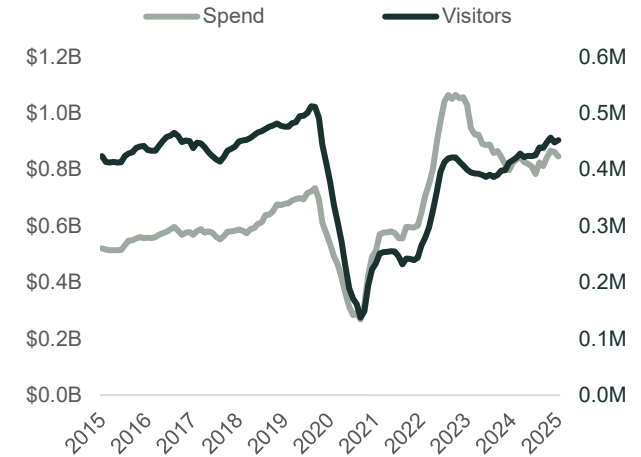
- Victoria is the largest market for visitors to Tasmania, and second largest for spend, amongst interstate visitors.
- Total spend (\$889.7m) was up 13.5% on the same period in 2024, with Victorians spending around \$77 more each per trip.
- Victorian spending has experienced continued growth over the year, reversing the downward trend seen from the peak of visitor spend in 2023 to mid-2024. This recovery is led by holiday and VFR visitors.
- Victoria is traditionally Tasmania's largest market but remains the only one of our top three markets (VIC, NSW, QLD) to have not yet fully recovered to 2019 levels of visitation, despite a 9.0% lift in visitation from last year, which was also the largest increase by volume of visitors of the top three markets.
- The lag in recovery has been due to fewer visitors coming for most purposes of visit, except for VFR which has for the first time now surpassed 2019 levels.
- Year-on-year there was growth in visitation for all purposes of visit, with particularly strong growth for VFR (+18.9%, to 137k).
- Holiday visitation has increased 3.7% to 190k from the same period in YE December 2024.
- Victorians stayed a total of 3.08 million nights in the state, up 6% on 2024, for an average of 6.6 nights, down only marginally on 2024 (-0.2 of a night).

VICTORIA

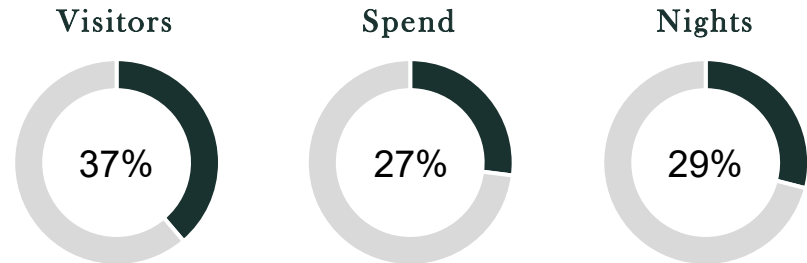
Visitors



Rolling YE Spend and Visitation



Share of interstate visitation



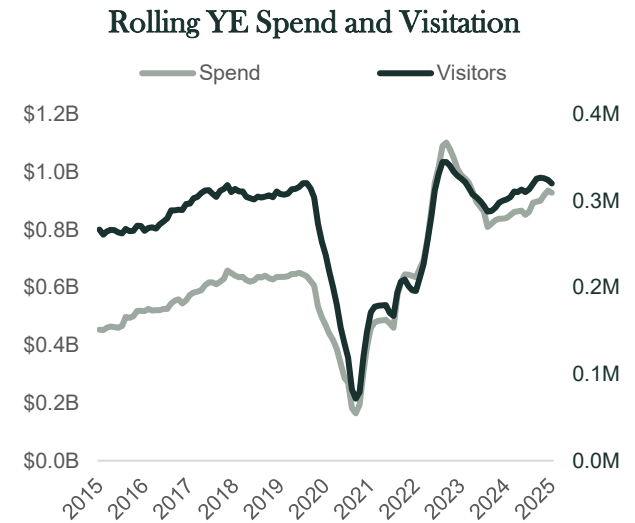
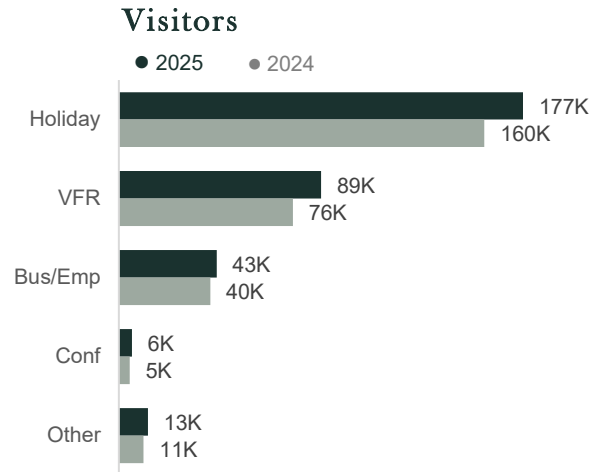
Summit of Kunanyi / Mount Wellington
Samuel Shelley

Visitors from New South Wales

Tasmanian Visitor Survey, YE December 2025
Tourism Tasmania and Roy Morgan

- New South Wales is the second largest market for visitors to Tasmania, though largest for spend, amongst interstate visitors.
- Visitors from NSW spent \$932m in YE December 2025, up 8.0% year-on-year, and up 44% on 2019.
- Their average length of stay was down a marginal 0.2 of a night, however they also spent an extra \$19 per night, leading to an overall increase in spend per visit by \$110, to \$2,860.
- Total visitation from NSW was 325.7k, up 3.9% year-on-year, and up 1.6% on 2019. Holiday visitation saw a surge from 2024, up 10.8%, and as they represent 56% of visitors, drove the overall increase from the state.
- The increase in holiday visitation offsets declines seen for VFR (-1.1%) and business or employment (-6.5%).
- These visitors spent a total of 3.03 million nights in the state, 1.3% more than in 2024.

NEW SOUTH WALES



Share of interstate visitation

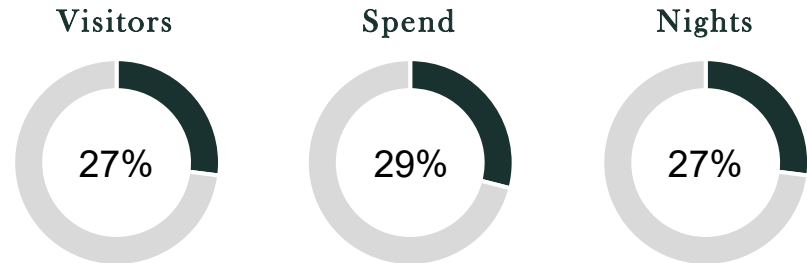


Table Cape Tulip Farm
Tourism Australia

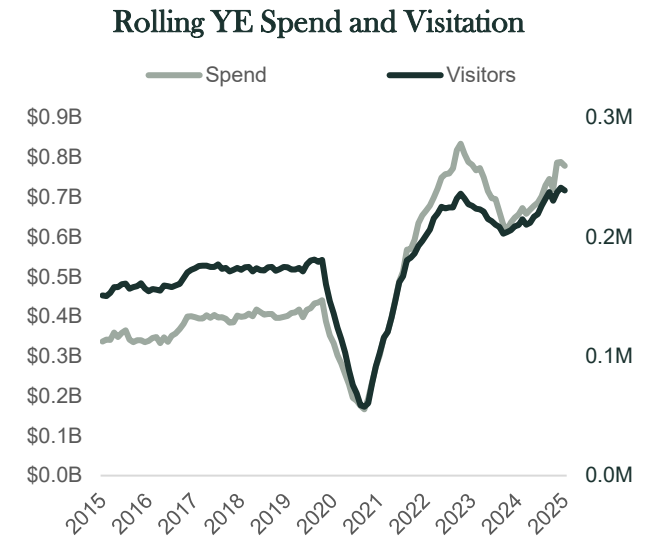
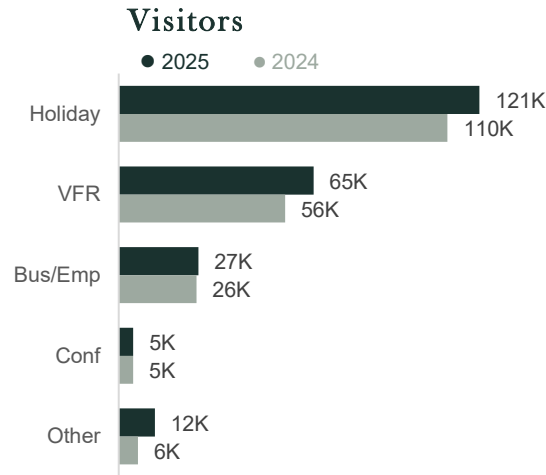
Visitors from Queensland

Tasmanian Visitor Survey, YE December 2025
Tourism Tasmania and Roy Morgan

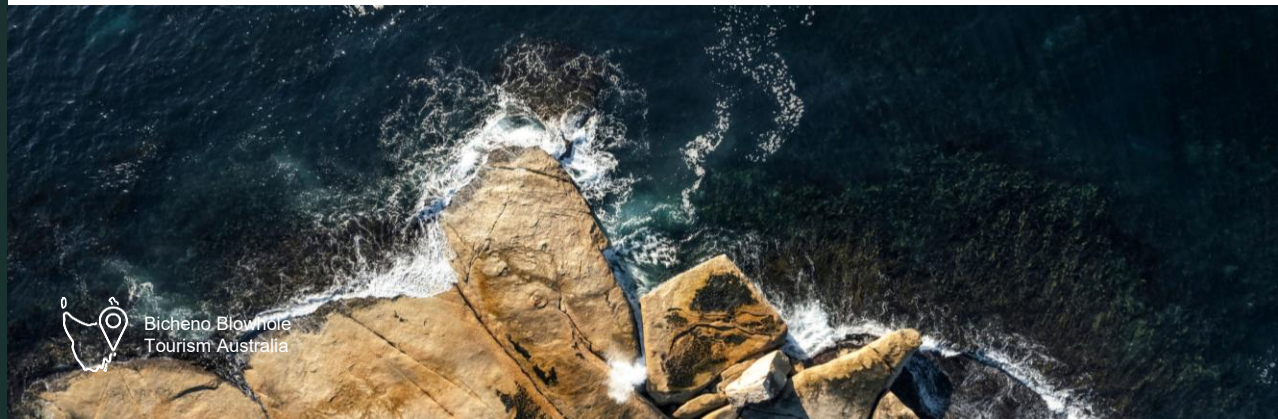
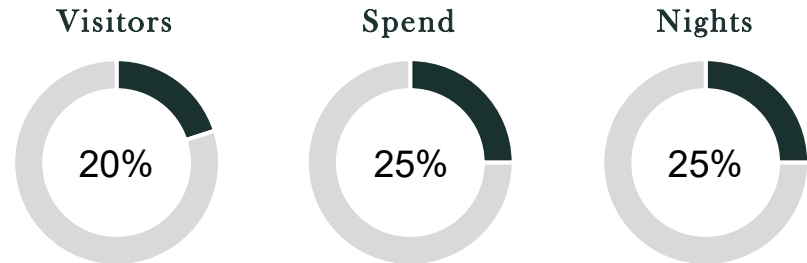
- Queensland is the third largest market for visitors to Tasmania and for spend, amongst interstate visitors.
- Visitation surged 10.6% to a record 250,000 visitors in 2025. They spent more too, up 18.1% to \$829m.
- Queensland leads the top three states in growth since 2019, with an additional \$408m in spend, 69k extra visitors, and 913k more nights stayed in 2025.
- Queenslanders spent a total of 2.86m nights in the state, an 11.3% increase year-on-year, and a substantial 47% increase on 2019.
- Average spend per visitor increased by \$209 to \$3,316 due to an extra \$17 spent per night while the average length of stay did not change.
- More Queenslanders travelled for a holiday (+13.8%) and for business/employment purposes (+18.9%) than the same period in 2024, together boosting overall visitation.

Explore more visitor data, including state of origin and purpose of visit, via the interactive [TVS Analyser](#) dashboard.

QUEENSLAND



Share of interstate visitation



International Visitors – key markets

International Visitor Survey, YE December 2025
Tourism Research Australia

INTERNATIONAL VISITORS



\$711.6m
SPEND



278.6k
VISITORS



5.05m
NIGHTS

The **USA** leads in spend and visitation with these metrics at record levels.



\$115.3m
SPEND



51.1k
VISITORS



426.3k
NIGHTS

The **UK** is the third largest international market. Most are holiday visitors with a relatively high number visiting friends or relatives.



\$60.5m
SPEND



28.2k
VISITORS



354.7k
NIGHTS

China, our second largest international market, has seen recent strong growth, though still below 2019 levels.



\$71.4m
SPEND



28.4k
VISITORS



288.5k
NIGHTS

Hong Kong ranks fourth for visitation and is fully recovered to 2019 levels. They are the most holiday-centric market, ranking second for overall spend.



\$92.1m
SPEND



27.0k
VISITORS



374.0k
NIGHTS

Singapore, almost all holidayers, ranking higher for spend than their visitation. Strong recent growth though yet to full recover.



\$39.4m
SPEND



14.3k
VISITORS



147.4k
NIGHTS

Our fifth largest market, **NZ**, is currently the only market with a direct air service. While just over half come for a holiday, they are least likely of the top markets to be coming for this purpose and the most likely to be travelling for business or employment.



\$35.7m
SPEND



20.9k
VISITORS



225.1k
NIGHTS

International Visitors

International Visitor Survey, YE December 2025
Tourism Research Australia

International visitation data on this page comes from Tourism Research Australia's International Visitor Survey (IVS). *Note that TRA has revised down the previously reported spend results for the March and June quarters due to an over-count of the spend reported by visitors.*

— International visitors spent a record \$712m in the state, up 29.1% (+\$160m) year-on-year, with each visitor spending an additional \$383 on average. This is in line with the national trend, with all but VIC and the ACT seeing double-digit growth from 2024.

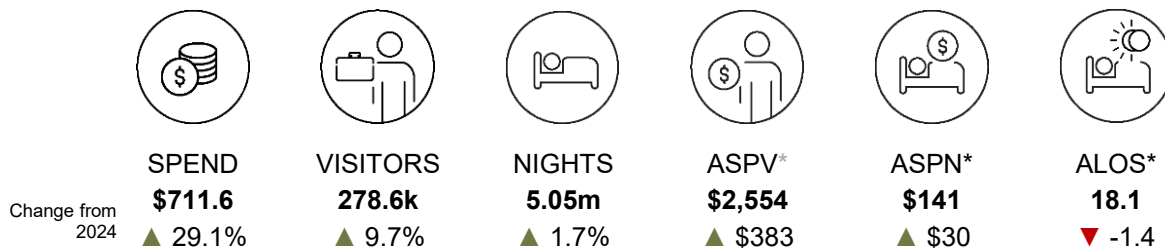
— Tasmania welcomed more international visitors (9.7%), who spent more per visit and slightly more per night of their trip, compared to 2024. Total nights increased 1.7% to 5.05m, although average length of stay was down just over a night.

— Post-pandemic international travel into Australia continued to improve throughout 2024-25, and Tasmania maintained its share of all international visitors to Australia at 3.37% in 2025 (3.25% in 2019), and 5.51% of holiday visitors (4.81% in 2019).

— Tasmania's international recovery is above the national average for spend, visitors and nights, although Western Australia is the first state to see more visitors than before the pandemic.

— Tasmania has a much higher reliance on holiday visitors compared to other states. Nationally, holiday visitor numbers sit at 89% of 2019 levels, while Tasmania has the strongest recovery of this market at 99% of 2019.

INTERNATIONAL VISITORS



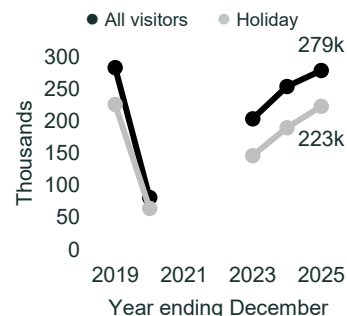
Recovery % rate to YE December 2019

TASMANIA	128%	98%	119%
AUSTRALIA	123%	95%	114%

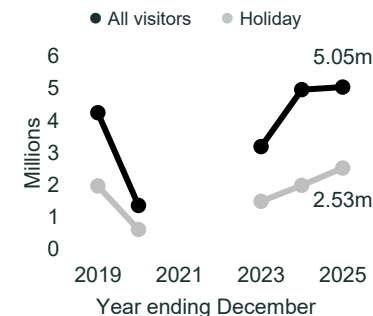
Spend



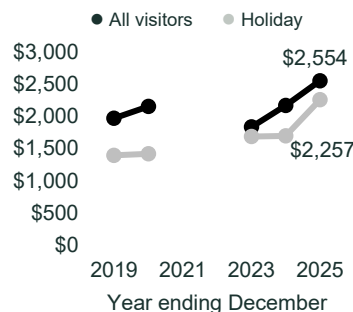
Visitors



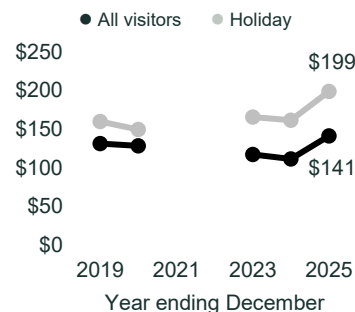
Nights



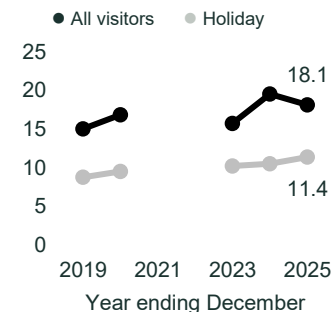
ASPV



ASPN



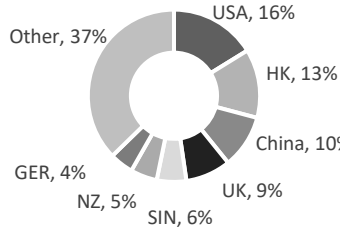
ALOS



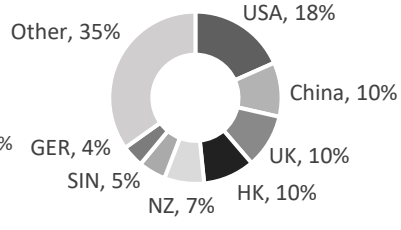
International Visitors

International Visitor Survey, YE December 2025
Tourism Research Australia

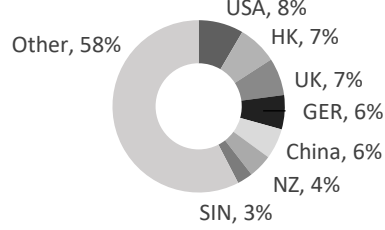
Spend market share



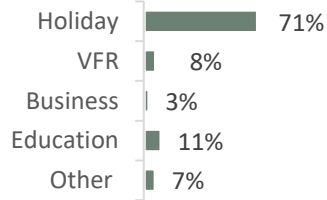
Visitors market share



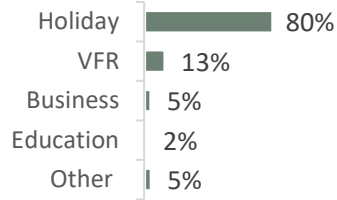
Nights market share



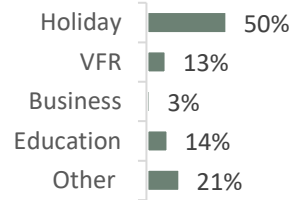
Spend by purpose⁺



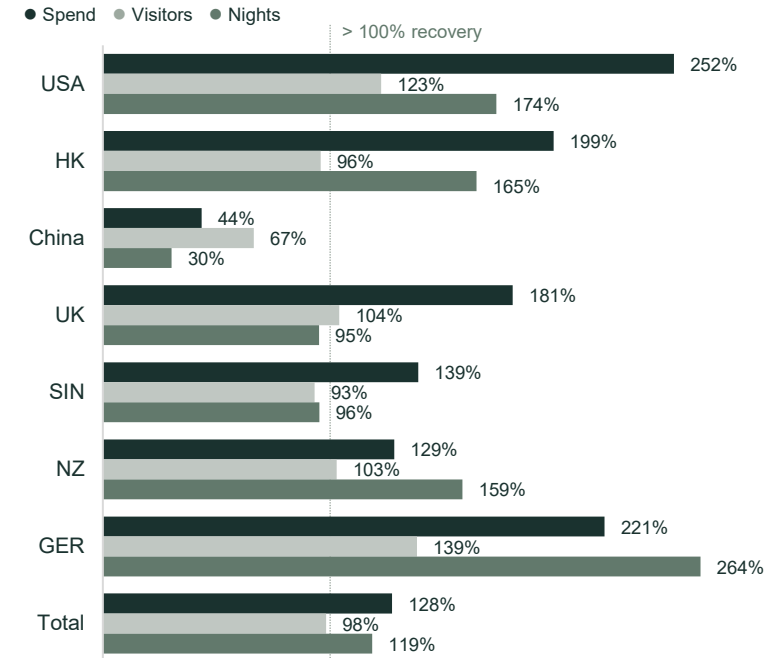
Visitors by purpose



Nights by purpose



Market recovery rate compared to 2019



Ranked by spend	SPEND (m)	Ch from YE Dec 2024	VISITORS (000)	Ch from YE Dec 2024	NIGHTS (000)	Ch from YE Dec 2024	ASPV	Ch from YE Dec 2024	ASPN	Ch from YE Dec 2024	ALOS (nights)	Ch from YE Dec 2024
USA	\$115.3	73.9%	51.1	20.5%	426.3	47.5%	\$2,255	\$693	\$271	\$41	8.3	1.5
HK	\$92.1	63.5%	27.0	20.8%	374.0	100.2%	\$3,413	\$892	\$246	-\$55	13.9	5.5
China	\$71.4	17.1%	28.4	18.5%	288.5	-25.9%	\$2,511	-\$30	\$248	\$91	10.1	-6.1
UK	\$60.5	32.2%	28.2	-10.7%	354.7	-11.3%	\$2,144	\$695	\$171	\$56	12.6	-0.1
Singapore	\$39.4	72.1%	14.3	27.6%	147.4	66.4%	\$2,750	\$711	\$267	\$9	10.3	2.4
NZ	\$35.7	31.2%	20.9	26.2%	225.1	9.4%	\$1,710	\$65	\$159	\$26	10.8	-1.7
Germany	\$31.7	101.2%	11.6	18.9%	324.2	109.4%	\$2,746	\$1,123	\$98	-\$4	28.0	12.1
Other	\$265.4	3.7%	97.1	1.0%	2,905.3	-10.5%	\$2,733	\$71	\$91	\$12	29.9	-3.8
Total	\$711.6	29.1%	278.6	9.7%	5,045.6	1.7%	\$2,554	\$383	\$141	\$30	18.1	-1.4

* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)
+ The IVS allows different purposes by stopover (overnight stays in a place), and therefore values may add to more than 100%
This list is ordered by spend and reflects all markets where there is sufficient survey sample that meets TRA's publishable data threshold

Intrastate trips by Tasmanians

Domestic Tourism Statistics (DoTS), Year ending December and December Quarter 2025
Tourism Research Australia

NOTE: Tourism Research Australia's National Visitor Survey (NVS) has been superseded by Domestic Tourism Statistics (DoTS) from January 2025. Previously published NVS data cannot be compared with DoTS. More results will be published as the time series builds.

Intrastate visitation data on this page comes from Tourism Research Australia's Domestic Tourism Statistics (DoTS).

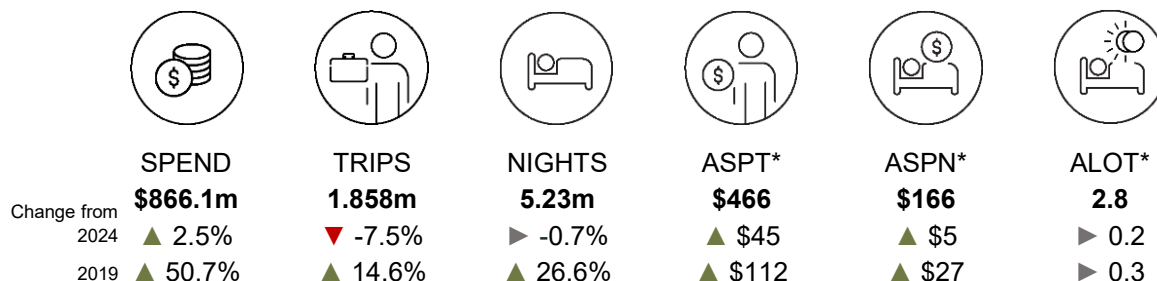
OVERNIGHT TRIPS

- Tasmanians spent \$866.1m on overnight trips within the state in the year ending December 2025, up 2.5% on the same period last year, and up 50.7% on 2019.
- In the December quarter 2025, Tasmanians took fewer overnight trips, as well as spent less per night with slightly shorter trips, leading to overall reduction in spend.
- Regional data is only available from 2025, with no comparison available yet for previous years.

Definition of an overnight trip

- Overnight trips must include at least one night away and be a minimum of 40 kilometres from the respondent's usual place of residence.

INTRASTATE OVERNIGHT TRIPS – Year ending DECEMBER



INTRASTATE OVERNIGHT TRIPS – December Quarter

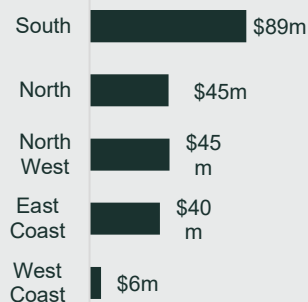
SPEND	TRIPS	NIGHTS	ASPT*	ASPN*	ALOT*
\$224.9m	466.6k	1.274m	\$482	\$177	2.7

HOLIDAY OVERNIGHT TRIPS+ – December Quarter

	SPEND	TRIPS	NIGHTS	ASPT*	ASPN*	ALOT*
Value	\$161.6	267.2k	811.6k	\$605	\$199	3.0
Share of total	72%	57%	64%			

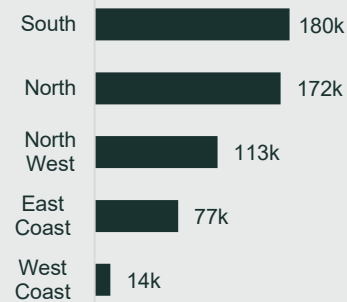
Spend in regions

● December Quarter 2025



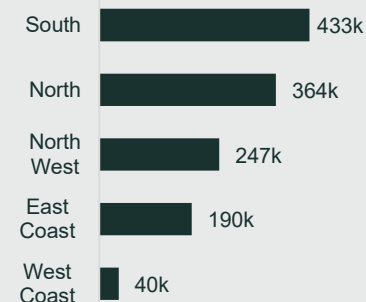
Overnight trips to regions

● December Quarter 2025



Nights in regions

● December Quarter 2025



Intrastate trips by Tasmanians

Domestic Tourism Statistics (DoTS), Year ending December and December Quarter 2025
Tourism Research Australia

Intrastate visitation data on this page comes from Tourism Research Australia's Domestic Tourism Statistics (DoTS).

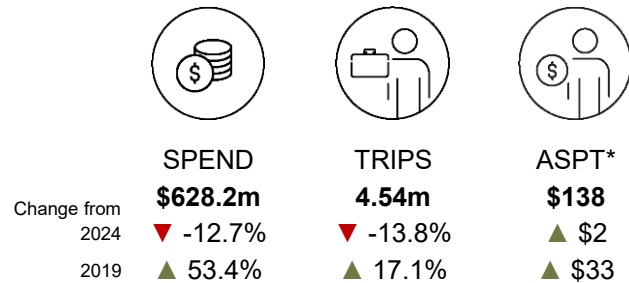
DAY TRIPS

- Tasmanians spent \$628.2m on day trips within the state in 2025, down 12.7% on 2024 though this is still up 53.4% on 2019. While they also took fewer day trips (4.54m, down 13.8%) this was however 17.1% more day trips than taken in 2019.
- Tasmanians spent on average \$138 per day trip in 2025, only \$2 more per trip than the same period in 2024, though \$33 more than in 2019.
- Over half of day trips (56%) are for 'holiday' purposes and represent 64% of total day trip spend in the state.

Definition of a day trip for this data

- A day trip is a trip that involves a round-trip distance of at least 50 kilometres from the respondent's usual place of residence, lasting a minimum of four hours and does not involve an overnight stay.

INTRASTATE DAY TRIPS - Year ending DECEMBER



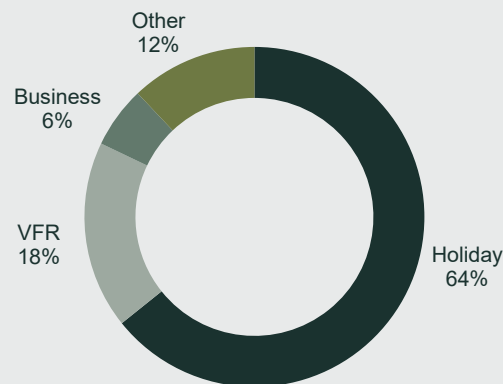
INTRASTATE DAY TRIPS – December Quarter

SPEND	TRIPS	ASPT*
\$173.9m	1.15m	\$151

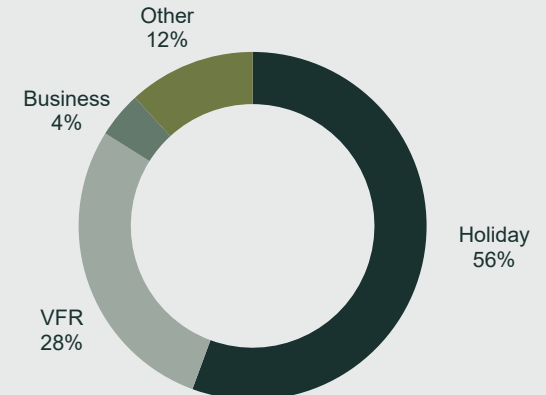
HOLIDAY DAY TRIPS – December Quarter

SPEND	TRIPS	ASPT*
\$111.7m	640.5k	\$174

Day trip spend by purpose



Day trips by purpose



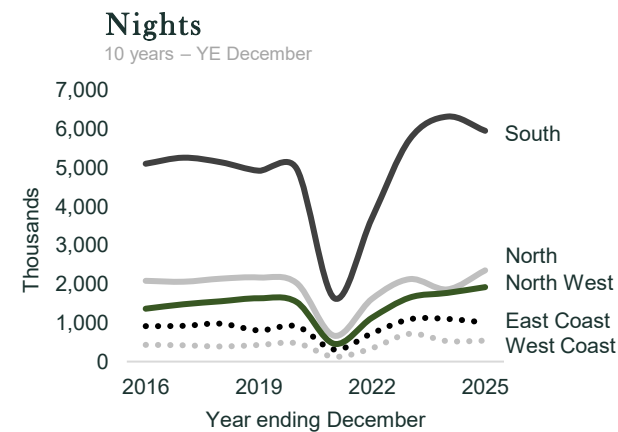
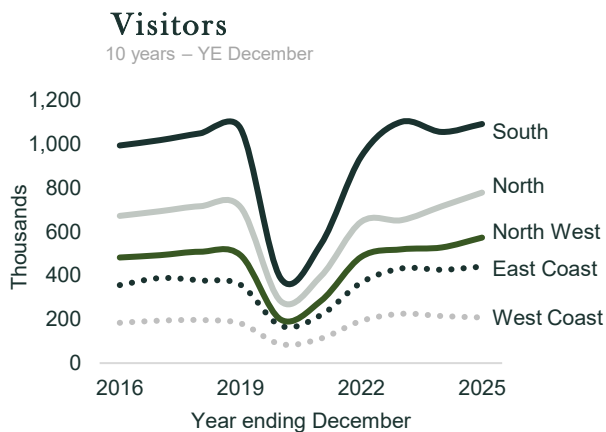
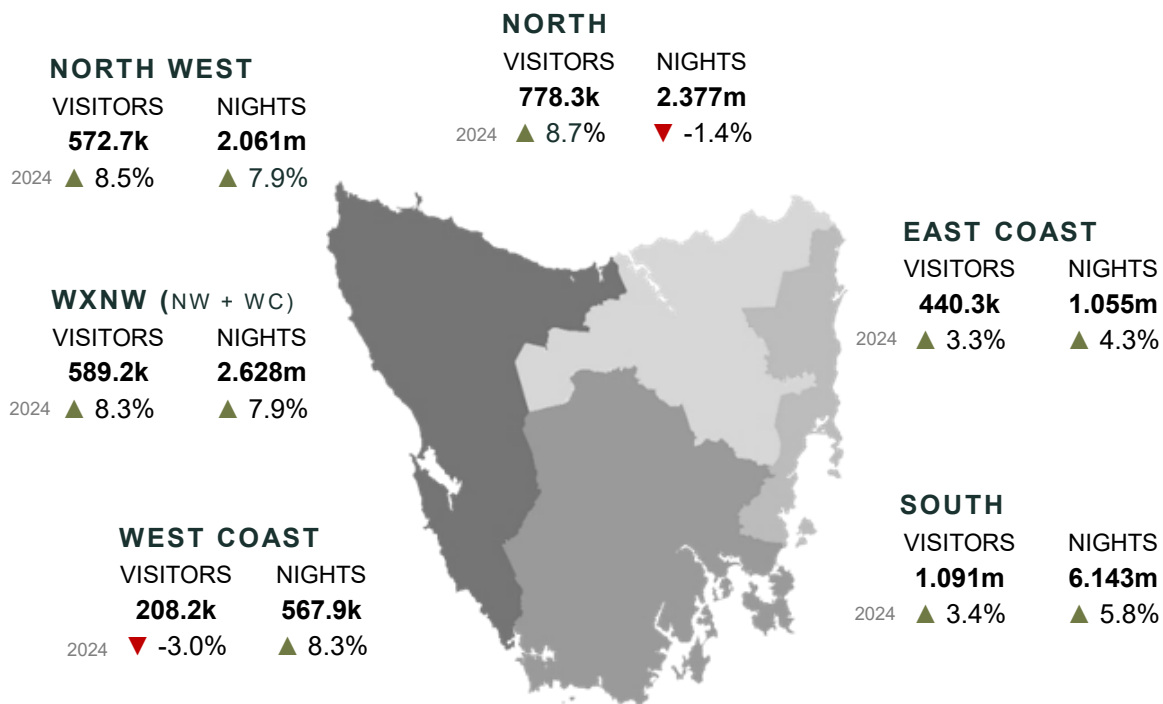
Regional Visitation

Tasmanian Visitor Survey, YE December 2025
Tourism Tasmania and Roy Morgan

Visitation (interstate + international) to the state increased by 5.8% from last year, while nights reached a record 13.04m (+3.0%), with mixed results across the regions.

- The **south** saw more visitors this year compared to last, with increases across all purposes of visit. With the increase in nights led by holiday and VFR.
- The **north** experienced record visitation in year ending December 2025 (778.3k), up 8.7% year-on-year and up 9.3% on YE December 2019, largely driven by increase in holiday and VFR visitors to the state who included the north in their stay. Increases in nights stayed by holiday (6.2%) and VFR visitors (+4.1%) were not enough to offset falls in stays by visitors in the state for business or employment, conventions or some other purpose.
- Visitation and nights were up for the **east coast**, with both remaining close to the annual average levels seen now since early 2023 indicating some plateauing may be emerging for the region.
- The **north west** region welcomed 572.7k visitors, a visitation record for the region, up 8.5% above 2024. The region also saw an increase on last year, maintaining at around the 2-million-nights level since early 2025.
- The **west coast** saw a 3% drop in visitation and a 4% drop in nights stayed, driven by fewer holiday (-4.7%) visitors. Visitation has remained within a +/-1% range of 209k all through 2025, suggesting visitation may be beginning to stabilise.

REGIONAL VISITATION

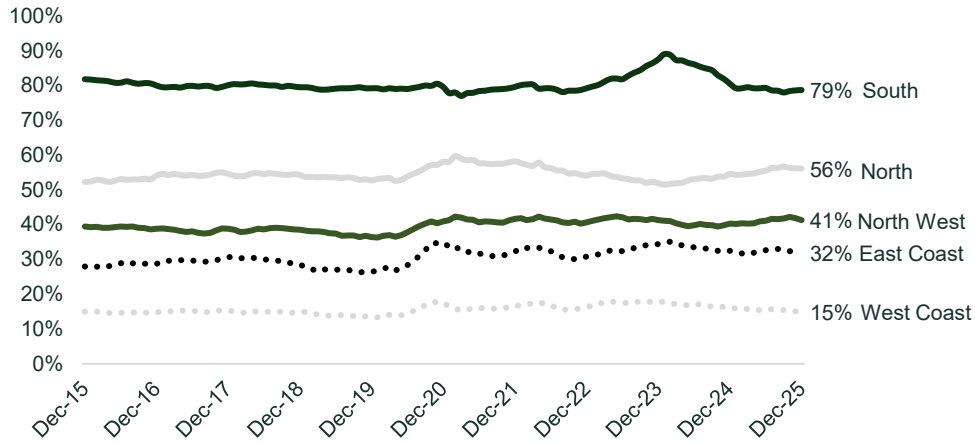


Regional visitation - year ending December 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

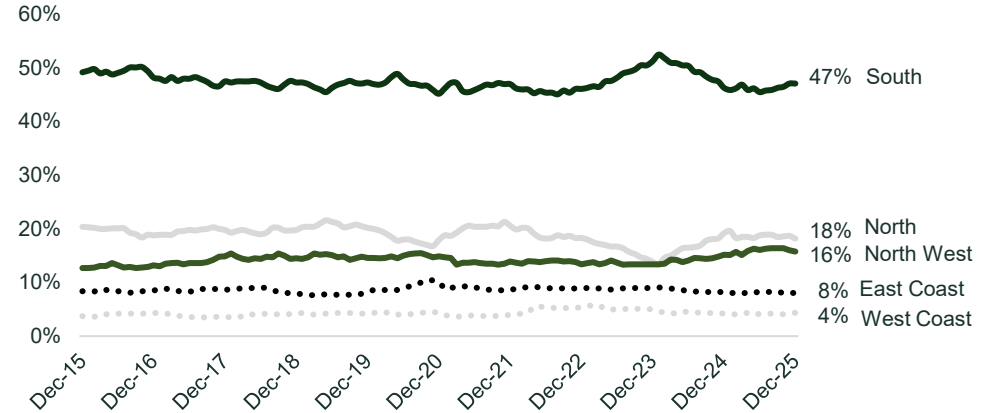
Regional share of visitors

10 years – Rolling year ending monthly



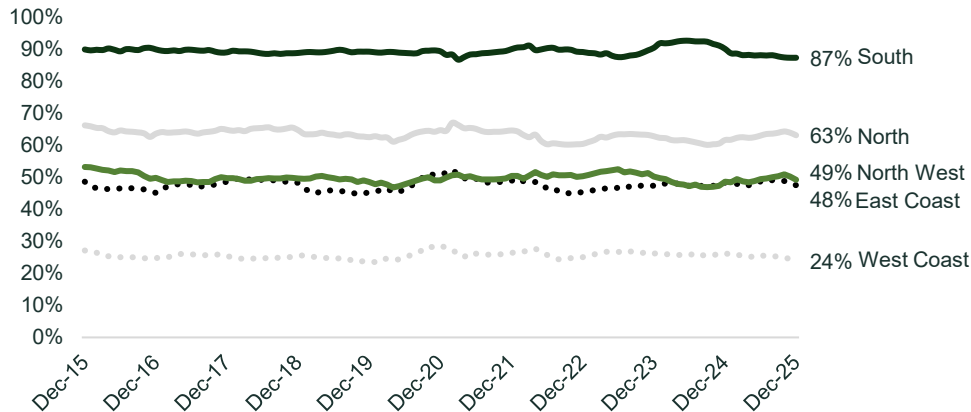
Regional share of nights

10 years – Rolling year ending monthly



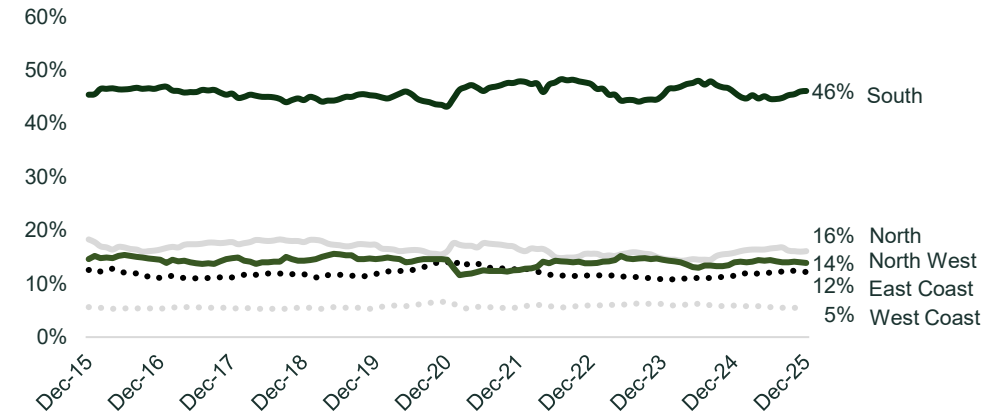
Regional share of holiday* visitors

10 years – Rolling year ending monthly



Regional share of holiday* nights

10 years – Rolling year ending monthly



Accommodation

STR & AirDNA

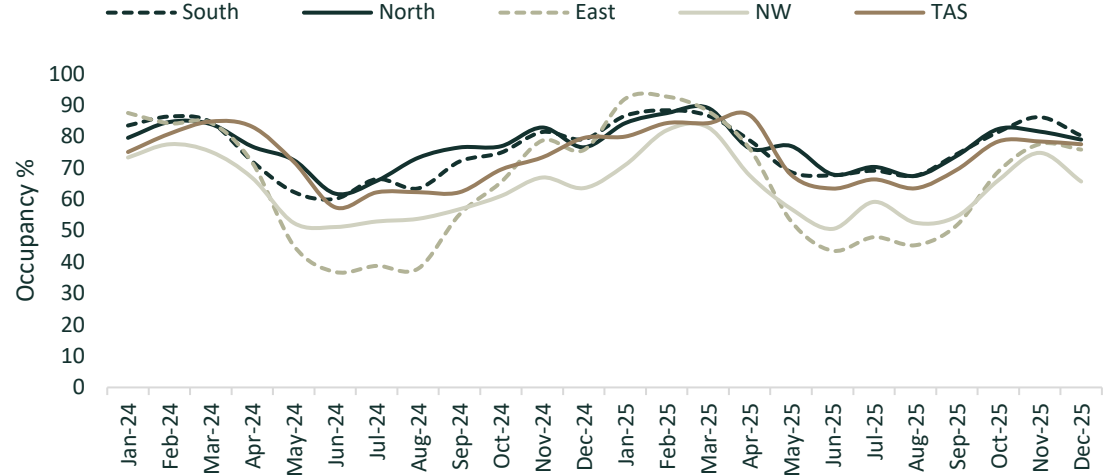
Accommodation reporting contains a summary of commercial and short-stay accommodation results for the state and regions, drawing on data from STR Global (commercial) and AirDNA (short stay).

STATE SUMMARY

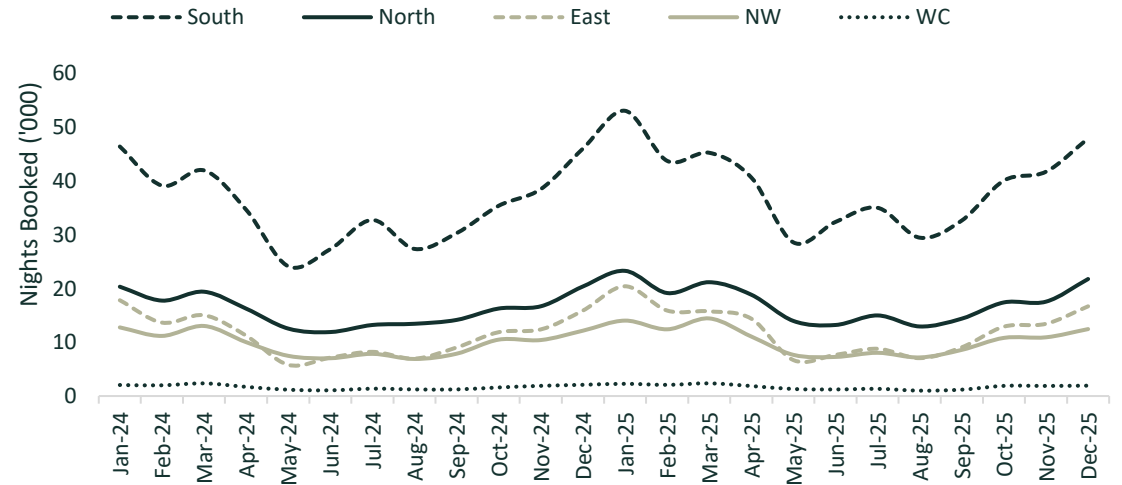
Statewide room-nights booked were up on last year, for the month, quarter and year ending December 2025, continuing from the buoyant spring period for accommodation demand and visitation.

- Occupancy in the December quarter was up on the September quarter, in line with the seasonal trends for the change between these quarters.
- Each month in this quarter recorded records for their respective months for nights booked in short-stay accommodation.
- Occupancy in the commercial sector did not set new records however all were up on the same months in the previous years.
- All regions were up on the same time last year for short-stay booked nights and commercial occupancy for the quarter and year ending December 2025.

COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



Accommodation - to December 2025

COMMERCIAL OCCUPANCY RATE

Months	October			November			December		
	2024	2025	% pt chg	2024	2025	% pt chg	2024	2025	% pt chg
TASMANIA	76.3%	77.5%	▲ 1.3	72.6%	78.4%	▲ 5.8	76.3%	77.5%	▲ 1.3
Southern	79.1%	80.2%	▲ 1.1	81.4%	86.2%	▲ 4.8	79.1%	80.2%	▲ 1.1
Northern	76.6%	79.0%	▲ 2.4	82.9%	81.6%	▼ -1.3	76.6%	79.0%	▲ 2.4
East Coast	75.7%	75.8%	► 0.1	78.7%	77.6%	▼ -1.1	75.7%	75.8%	► 0.1
North West	65.1%	65.7%	► 0.5	66.6%	74.8%	▲ 8.2	65.1%	65.7%	► 0.5
West Coast	no data								

Quarter		
2024	2025	% pt chg
74%	78%	▲ 4.0
78%	83%	▲ 4.1
79%	81%	▲ 2.2
73%	74%	► 0.8
64%	69%	▲ 5.0
no data		

Year Ending		
2024	2025	% pt chg
72%	75%	▲ 3.2
74%	78%	▲ 4.1
76%	78%	▲ 2.1
63%	68%	▲ 4.3
63%	65%	▲ 2.7
no data		

Percentage point change refers to the absolute difference between two percentages and is calculated from the unrounded figures. STR Global

SHORT-STAY DEMAND (LISTING NIGHTS BOOKED – '000s)

Months	October			November			December		
	2024	2025	% pt chg	2024	2025	% pt chg	2024	2025	% pt chg
TASMANIA	76.3%	77.5%	▲ 1.3	72.6%	78.4%	▲ 5.8	76.3%	77.5%	▲ 1.3
Southern	79.1%	80.2%	▲ 1.1	81.4%	86.2%	▲ 4.8	79.1%	80.2%	▲ 1.1
Northern	76.6%	79.0%	▲ 2.4	82.9%	81.6%	▼ -1.3	76.6%	79.0%	▲ 2.4
East Coast	75.7%	75.8%	► 0.1	78.7%	77.6%	▼ -1.1	75.7%	75.8%	► 0.1
North West	65.1%	65.7%	► 0.5	66.6%	74.8%	▲ 8.2	65.1%	65.7%	► 0.5
West Coast	65.1%	65.7%	► 0.5	66.6%	74.8%	▲ 8.2	65.1%	65.7%	► 0.5

Quarter		
2024	2025	% pt chg
74%	78%	▲ 4.0
78%	83%	▲ 4.1
79%	81%	▲ 2.2
73%	74%	► 0.8
65.1%	65.7%	► 0.5
65.1%	65.7%	► 0.5

Year Ending		
2024	2025	% pt chg
72%	75%	▲ 3.2
74%	78%	▲ 4.1
76%	78%	▲ 2.1
63%	68%	▲ 4.3
63%	65%	▲ 2.7
63%	65%	▲ 2.7

Percentage point change refers to the absolute difference between two percentages and is calculated from the unrounded figures. AirDNA

Tourism's economic contribution

Tourism Satellite Accounts 2023-24, Tourism Research Australia

TOURISM GROSS STATE PRODUCT



Tourism contributes \$4.55 billion, or 10.8 per cent share, to Tasmania's GSP.

The direct and indirect contribution of tourism in Tasmania to GSP is the highest in the country.

TOURISM FILLED JOBS



Tourism supports 50,800 filled jobs, or 15.6 per cent share, of filled jobs in Tasmania.

This means around 1 in 6 filled jobs are either directly or indirectly supported by tourism.

Tasmania's direct and indirect contribution of tourism filled jobs is the highest in the country.



ABOUT THIS SNAPSHOT

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey (TVS) and supplementary sources to provide you with an overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians.

- Accommodation data from AirDNA and STR can be found in Tourism Tasmania's [monthly accommodation reports](#).
- More detailed statistics are available at Tourism Tasmania's corporate website at www.tourismtasmania.com.au/research and via the interactive TVS Analyser www.tvsanalyser.com.au

A NOTE OF CAUTION

- You are advised to exercise care when interpreting figures contained in this report and the TVS Analyser.
- Figures are estimates based on a sample of visitors, and may, therefore, be different from the real figure if data from 100% of all visitors could have been collected.
- These estimates may be subject to chance variation or sampling error, and smaller estimates under 5,000 must be treated with greater caution. Figures that show a change ≤ 2 per cent are shown as remaining steady due to sampling variability, please view the Confidence Interval Tables for further information, available at www.tourismtasmania.com.au/research/tvs.
- From time to time, figures may be revised based on new information to improve modelling or due to errors in processing. Figures in the latest Snapshot should be treated as the current and correct data rather than comparing to figures in previously published Snapshots or other reports.

DATA SOURCES

TASMANIAN VISITOR SURVEY (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data on visitors to Tasmania and is based on a sample of more than 9,000 departing visitors per year. Interviews take place at the states' four main airports, as well as the Spirit of Tasmania terminal. www.tourismtasmania.com.au/research/tvs

INTERNATIONAL VISITOR SURVEY (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia. Since 2023 the IVS sampled, on average, 30,000 departing travellers at eight international airports across Australia (not including seasonal flights from Hobart) www.tra.gov.au/international

DOMESTIC TOURISM STATISTICS (DoTS)

From January 2025, a new Domestic Tourism Statistics (DoTS) collection replaced Tourism Research Australia's National Visitor Survey (NVS). The reasons are outlined on [Changes to the Australian resident tourism statistics collection in 2025](#).

COMMERCIAL ACCOMMODATION

Compiled by global research company STR drawing on data provided by operators across multiple accommodation types including hotels, motels, lodges and holiday parks, and primarily properties with more than 10 rooms. Regional data is only provided for a region when the mix of providers is representative across operator size, rating, brand affiliation and rates. The West Coast does not have sufficient operator participation for occupancy reporting.

SHORT-STAY ACCOMMODATION

Compiled by AirDNA from Airbnb and VRBO platforms covering holiday homes, shacks, pods and self-contained apartments, as well as some traditional bed and breakfasts. Tourism Tasmania reporting includes only 'entire places', where a guest has access to their own kitchen, bathroom and bedrooms. Demand (booked nights) is the preferred indicator for the short-stay sector, as it removes any fluctuations from properties going on and off availability, such as properties only listed over peak periods.