

VISITOR DATA SNAPSHOT

YEAR ENDING MARCH 2025



The Nut, Stanley
Emilie Ristevski

TASMANIA

COME DOWN FOR AIR



Tourism
Tasmania

TASMANIAN TOURISM SNAPSHOT

KEY INSIGHTS AT QUARTER AND YEAR END MARCH 2025

MARCH QUARTER 2025

- Visitors spent \$1.447b in the state in the March quarter of 2025, up 8% from \$1.341b in the same period in 2024.
- Tasmania welcomed 476k visitors this quarter - the strongest three-month period, ever - 6.6% higher than the same period in 2024, and 5.3% higher than the previous peak (452k) in the March quarter of 2019.
- Visitor nights totalled just shy of 5 million (4.958m), a record for any three-month period, up 3.1% on March quarter 2024 (4.807m - previous record).
- Average spend per visitor (+\$37) and average spend per night (+\$13) both saw year-on-year increases, with a minimal change (-0.3 nights) in their average length of stay.
- The Southern and Northern regions both experienced their strongest quarters of visitation ever; Southern (390k, up 2.6%) and Northern (274k, up 6.1%).

YEAR ENDING MARCH 2025

- Visitors spent \$3.518b in the state in the year ending March 2025, up slightly (0.5%) from \$3.500b in YE March 2024, and over a billion (\$1.024b) more than in 2019 (+41% on YE March 2019).
- Visitors are spending less overall on their trips while maintaining their average length of stay (ALOS) in the state, placing downward pressure on average spend per night (ASPn), which dropped slightly from YE March 2024 (down 2%, or \$5 less).
- Within the year ending March 2025, Tasmania experienced its strongest summer (Dec 24 to Feb 25) for visitation, with records for both visitors (454k, up 6.9% YOY) and nights (4.43m, up 1% YOY).
- Following a softer period through late 2024, summer's strong performance boosted annual visitation to the most visitors seen in a YE March period, 1.34m, up 5% on the same period in 2024, and 1% above pre-COVID levels in YE March 2019.
- Visitors also maintained their average length of stay in the state, leading to total nights reaching the highest for a YE March, at 12.70m.
- International visitation was increased by 6%, to 249.6k, in YE March 2025, on the same period in 2024.
- However, those that are coming continue to spend more each, reaching a record \$613.5m, up 38% (+\$169m) on YE March 2024.

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

March quarter 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

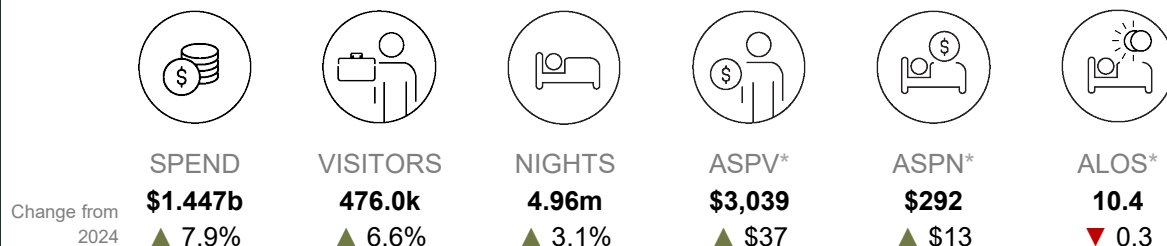
ALL VISITORS

- Visitors spent \$1.447b in the state in the March quarter of 2025, up 7.9% from \$1.341b in the same period in 2024, and only 1.8% below the peak spend in March quarter 2023.
- Compared to the March quarter 2024, Tasmania welcomed more visitors, who spent more per night and stayed longer in the state, with a minimal change in average length of stay.
- Nights set a record for any previous three-month period and just shy of 5 million (4.958m), up 3.1% on March quarter 2024 (4.807m - previous record).
- The state welcomed 476k visitors this quarter, the strongest ever three-month period.

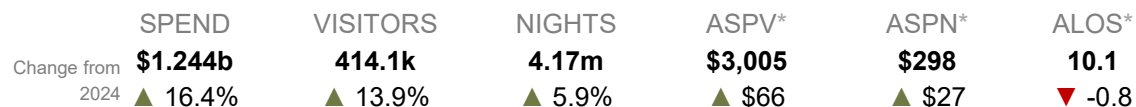
INTERSTATE VISITORS

- Interstate visitors spent a record \$1.244b, just above the same period in 2023 (\$1.238b).
- These visitors spent 10% more per night of their stay, although they shortened their trips slightly by just under a night (0.8) on average.
- Over half (56%) of interstate visitors were in the state for a holiday (230.6k), with 13% more visiting this quarter compared to last year.
- Interstate holiday visitors also spent on average 7.9% more each this quarter (\$4,039), contributing to the lift in spend to \$931.3m, 22.2% higher than March quarter 2024.

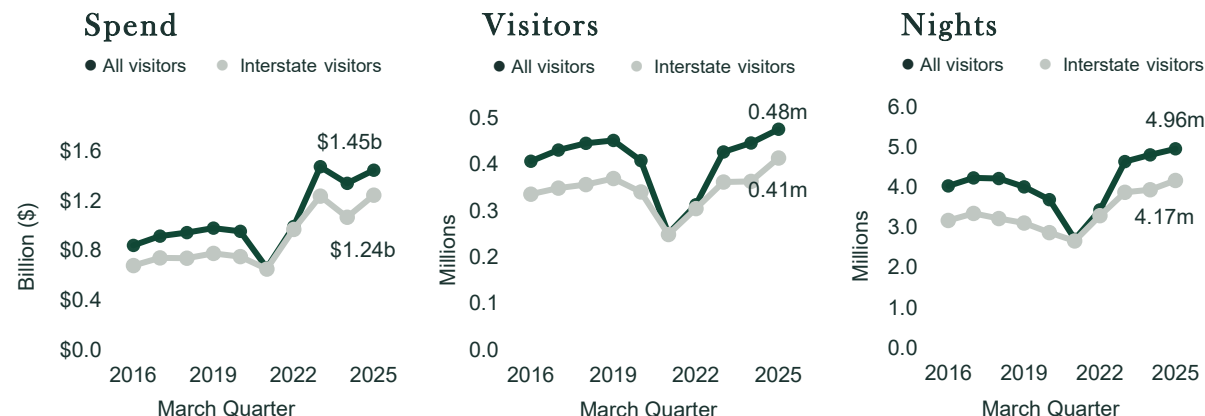
ALL VISITORS (INTERSTATE + INTERNATIONAL)



INTERSTATE VISITORS



MARCH QUARTERLY VISITATION



March quarter 2025

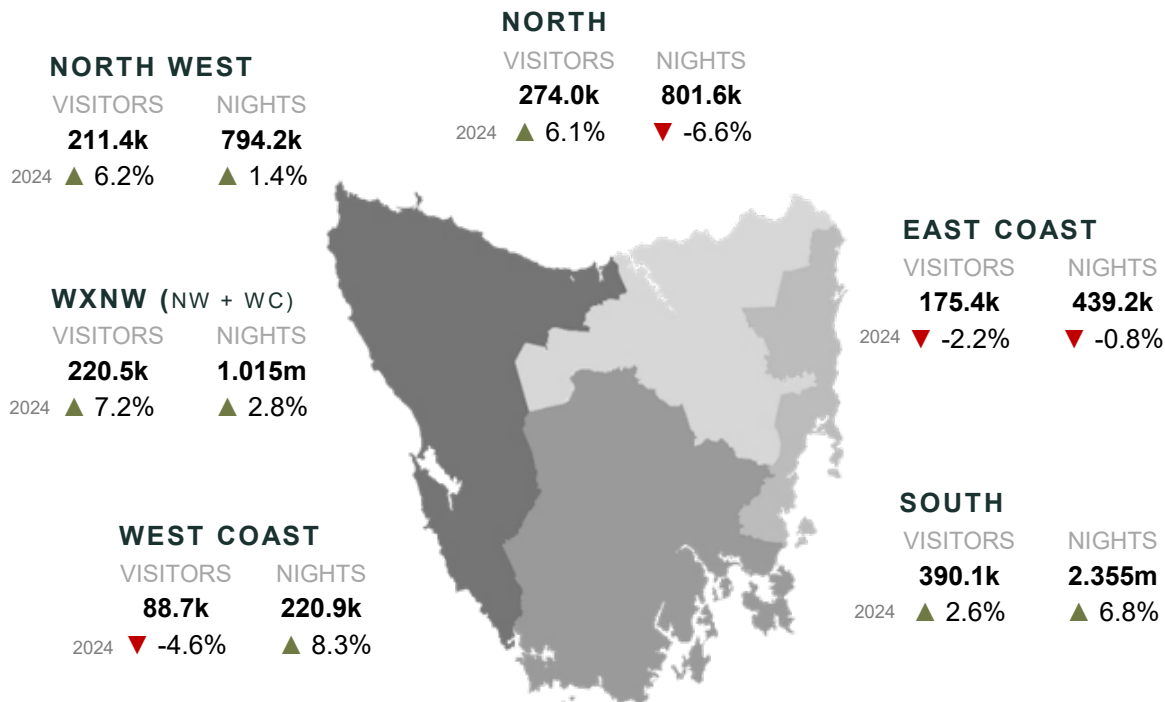
Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

Visitation to the state increased this quarter from last year (+6.6%), with overall positive results across most regions.

REGIONAL VISITATION

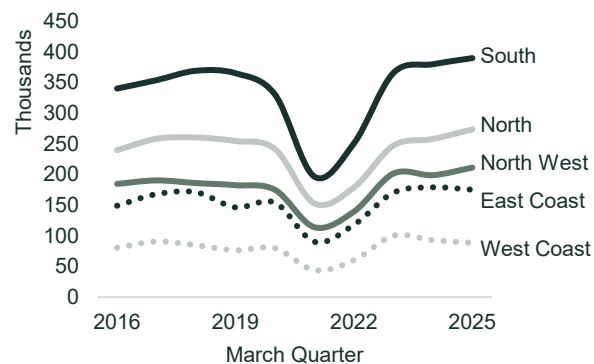
- The **South**, **North** and **North West** saw their highest quarter for visitation ever, up 3%, 6%, and 6% respectively on the same quarter in 2024
- For the **South**, there were fewer visitors on holiday (down 3% YOY) however this was offset by a 12% year-on-year increase in VFR visitors.
- The **North**'s results were led by more holiday and VFR visitors, though saw a decrease in nights.
- The **North West**'s lift came from increases across holiday, VFR and business visitors.
- Visitation for the **East Coast** was the second-strongest March quarter for the region; only slightly down (-2%) on the 2024 March quarter (peak).
- The **West Coast** saw a 5% decline in visitors despite having a strong increase in nights spent in the region, up 8% year-on-year, largely driven by VFR.

REGIONAL VISITATION



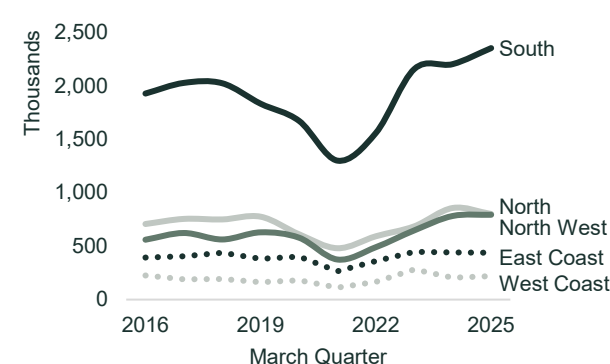
Visitors

10 years – March quarters



Nights

10 years – March quarters



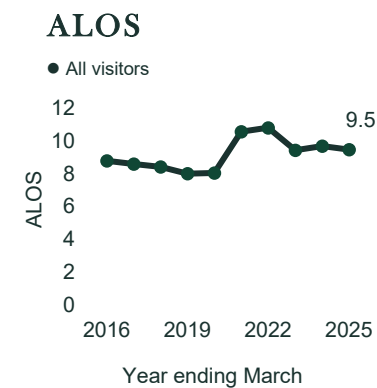
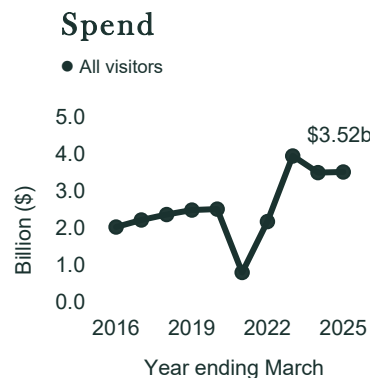
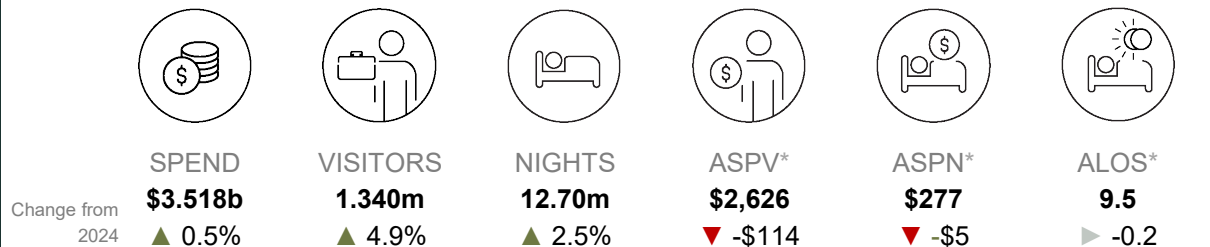
Year ending March 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

ALL VISITORS

- Visitors spent \$3.518b in the year ending March 2025, up 0.5% from \$3.500b in YE March 2024, and 11% down (\$437m) on record spend YE March 2023.
- They are spending less overall on their trips, while maintaining their average length of stay (ALOS) in the state. This places downward pressure on average spend per night (ASPN), which dropped 2% (-\$5) from 2024.
- Average spend per visitor (ASPV) was \$2,626 in YE March 2025, down 4% (-\$114) year-on-year, although up 39% on YE March 2019.
- Tasmania welcomed 1.340m visitors in YE March 2025, up 4.9% year-on-year, up 2.6% on YE March 2023 and 1% above pre-COVID levels in YE March 2019.
- Visitors stayed a total of 12.70m nights in the state, up 2.5% year-on-year, up 2.9% on YE March 2023 and up 20% on YE March 2019.
- Average length of stay has remained relatively stable for the past three years, meaning visitors are still staying around 1.5 nights longer than in 2019.
- At year ending March 2025, 11.9% of visitors were from overseas, below the 15.6% share in YE March 2019.

ALL VISITORS (INTERSTATE + INTERNATIONAL)



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

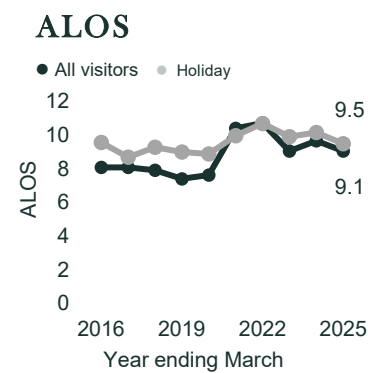
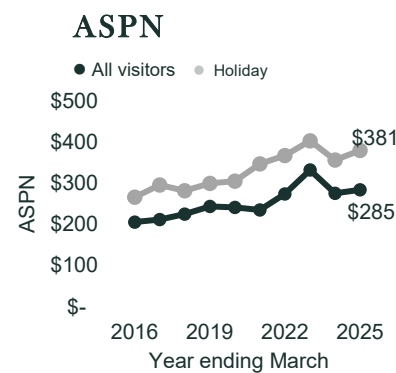
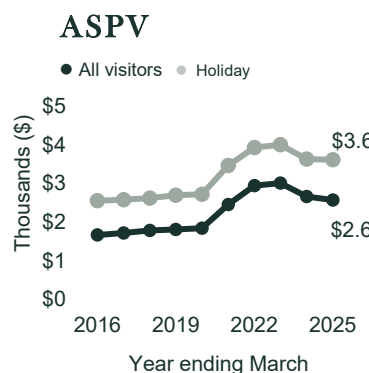
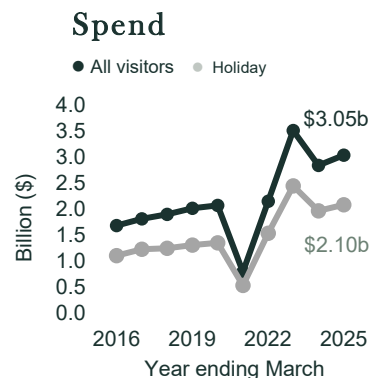
Interstate Visitors

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

INTERSTATE VISITORS

- Visitors from mainland Australia spent \$3.05b in Tasmania in the year ending March 2025, up 6.9% (+\$197m) from YE March 2024 (\$2.85b), and \$1.02b (+50.4%) more than in YE March 2019.
- Tasmania welcomed a record 1.18m interstate visitors in YE March 2025, up 10.7% on the same time last year. Interstate visitation has been steadily increasing over the past year.
- Interstate visitors are spending a little more per night (+\$9), but they are staying on average around half a night less, this has resulted in a decline in their average spend per visit.
- As **holiday** visitors are the largest share of interstate visitation (49%), changes in their behaviours are more likely to affect overall visitation trends.
- This market has increased by 6.6% year-on-year to 579k, and is up 19% on YE March 2019, although each visitor is spending less on average, and staying for shorter trips, than the same period last year.
- **Interstate holiday** metrics are all significantly up compared to YE March 2019, spend (+60%), visitation (+19%) and nights (+26%), highlighting Tasmania's strong appeal in this core market.

INTERSTATE VISITORS

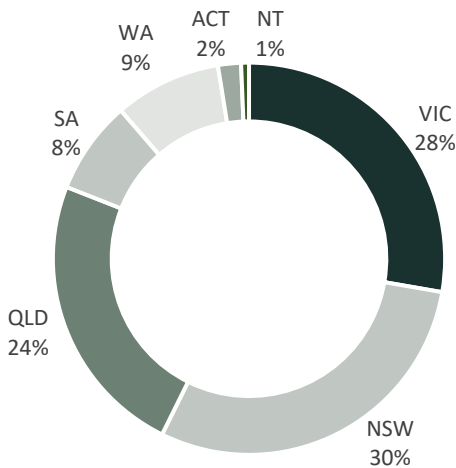


	SPEND	VISITORS	NIGHTS	ASPV	ASPN	ALOS
Interstate	\$3.046b	1.181m	10.70m	\$2,579	\$285	9.1
Change from 2024	▲ 6.9%	▲ 10.7%	▲ 3.7%	▼ -\$90	▲ \$9	▼ -0.6
Interstate holiday	\$2.096b	579k	5.51m	\$3,618	\$381	9.5
Change from 2024	▲ 6.2%	▲ 6.6%	► -0.3%	▼ -\$14	▲ \$23	▼ -0.7

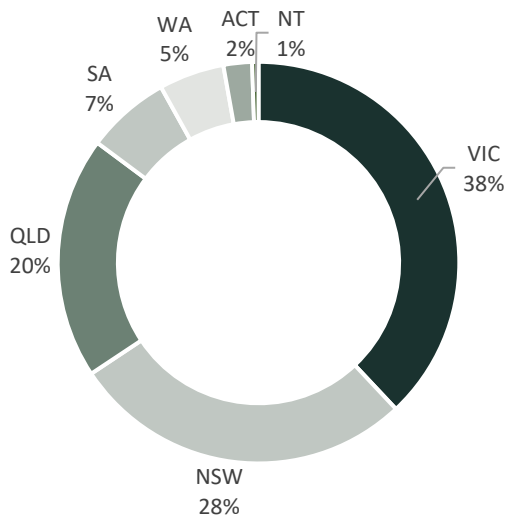
Interstate Visitors

Tasmanian Visitor Survey, YE March 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%	4%	84%
ACT	37%	41%	15%	7%	78%
NT^	49%	41%	13%	5%	82%
AUS	49%	28%	19%	4%	77%

	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	\$844.6	0.0%	448.6	12.6%	3,028	0.0%	\$1,883	-\$236	\$279	-\$0	6.7	-0.8
NSW	\$901.1	8.1%	326.7	11.8%	2,964	6.4%	\$2,758	-\$93	\$304	\$5	9.1	-0.5
QLD	\$720.4	16.5%	230.3	12.8%	2,620	10.4%	\$3,128	\$97	\$275	\$14	11.4	-0.3
SA	\$234.4	2.0%	79.7	-1.1%	831	7.4%	\$2,939	\$88	\$282	-\$15	10.4	0.8
WA	\$267.9	23.0%	62.1	10.8%	971	11.2%	\$4,316	\$427	\$276	\$26	15.7	0.1
ACT	\$57.8	-23.7%	27.2	-3.7%	237	-23.8%	\$2,124	-\$557	\$244	\$0	8.7	-2.3
NT^	\$19.7	-23.6%	6.0	-5.7%	51	-70.7%	\$3,303	-\$774	\$386	\$238	8.6	-19.0
AUS	\$3,046.4	6.9%	1,181.0	10.7%	10,705	3.7%	\$2,579	-\$90	\$285	\$9	9.1	-0.6

Interstate Visitors

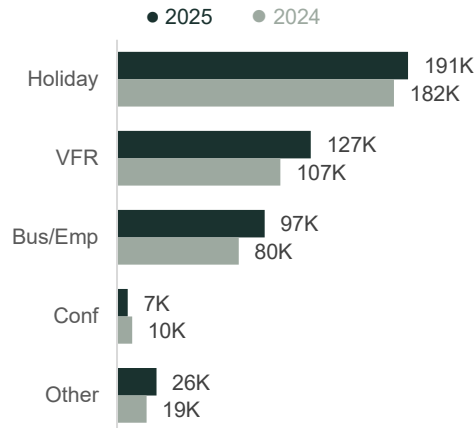
Tasmanian Visitor Survey, YE March 2025
Tourism Tasmania and Roy Morgan

VICTORIA

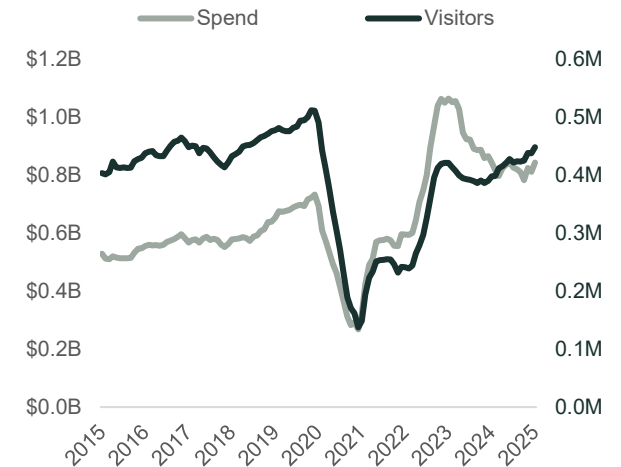
- Total spend (\$845m, YE March 2025) was on par with the same period in 2024, despite Victorians spending around \$236 less each per trip.
- Victorian spending has experienced a rebound in the last three rolling year-end months, bucking the downward trend seen since YE August 2024. This appears to be led by holiday and VFR visitors.
- Victoria is traditionally Tasmania's largest market, though is the only market of the top three markets (VIC, NSW, QLD) to have not yet fully recovered to 2019 levels of visitation, although did see a 12.6% lift in visitation from last year.
- The lag in recovery has been due to fewer visitors coming for business, and to a lesser extent, VFR.
- There has however been a significant rebound year-on-year for visitors coming for business or employment in YE March 2025 (+21.2% on YE March 2024) which has assisted in lifting overall visitation.
- Holiday visitation has increased 5.1% to 191k from the same period in YE March 2024.
- Victorians stayed a total of 3.03 million nights in the state, on par with 2024 levels, and stayed for an average of 6.7 nights, down just under a night.

VICTORIA

Visitors



Rolling YE Spend and Visitation



Summit of Kunanyi / Mount Wellington
Samuel Shelley

Interstate Visitors

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

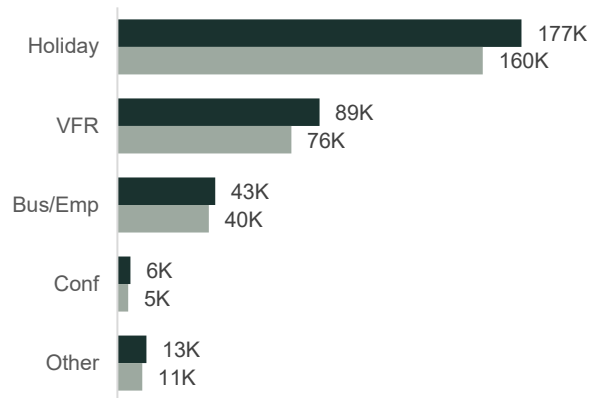
NEW SOUTH WALES

- Visitors from NSW spent \$901m in YE March 2025, up 8.1% year-on-year, and up 42.4% on YE March 2019.
- As visitors spent around half a night less in the state and spent slightly less each (\$93) per visit, their spend per night remained stable.
- Total visitation from NSW reached 327k in YE March 2025, up 11.8% year-on-year, down 4.2% on YE March 2023 and up 6.5% on YE March 2019.
- These visitors spent a total of 2.96 million nights in the state, 6.4% more than in YE March 2024.
- All purposes of visit saw strong increases in visitation, Holiday (+11%), VFR (+16%), Business/Employment (+7%) and Convention/conference (+21%), with VFR sitting at its highest level for a year ending March, and YE February 2025 setting a record surpassing the 90k level for the first time.

NEW SOUTH WALES

Visitors

● 2025 ● 2024



Rolling YE Spend and Visitation



Table Cape Tulip Farm
Tourism Australia

Interstate Visitors

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

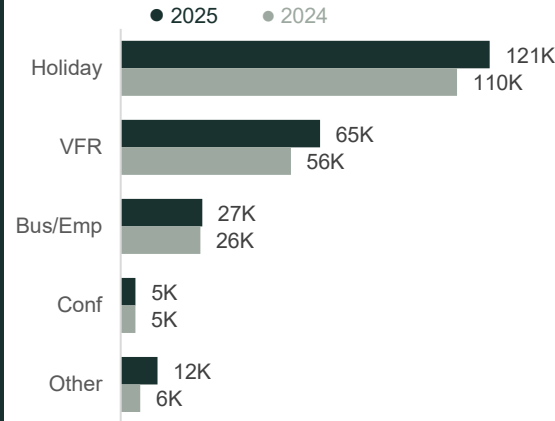
QUEENSLAND

- Compared to VIC and NSW, Queensland had the strongest year-on-year growth across the key measures of spend, visitors and nights from YE March 2024.
- Queenslanders spent \$720m in the state in YE March 2025, up significantly (16.5%) on last year.
- Of the top three Australian states, Queensland visitors have increased spend the most since YE March 2019, contributing an additional \$324m in YE March 2025 compared to the same period in 2019.
- Tasmania welcomed 230k Queenslanders, a 13% increase on YE March 2024, and as with spend, is where the largest increase in visitation has occurred for Tasmania, with 58.7k (+34%) more compared to YE March 2019.
- Queenslanders spent a total of 2.62m nights in the state, a 10% increase year-on-year, and a substantial 51% increase on 2019.
- Average spend per visitor and average spend per night were both up, while average length of stay was marginally down.
- More Queenslanders travelled to visit friends or family (+17%) and for a holiday (+10%) year-on-year.

TASMANIAN TOURISM SNAPSHOT

QUEENSLAND

Visitors



Rolling YE Spend and Visitation



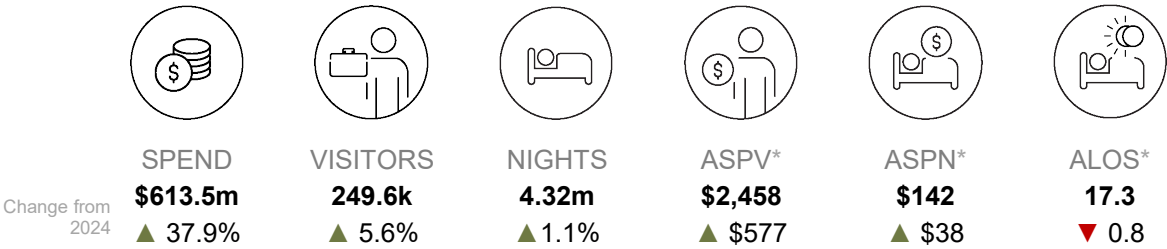
International Visitors

International Visitor Survey, YE March 2025
Tourism Research Australia

International visitation data on this page comes from Tourism Research Australia's International Visitor Survey (IVS).

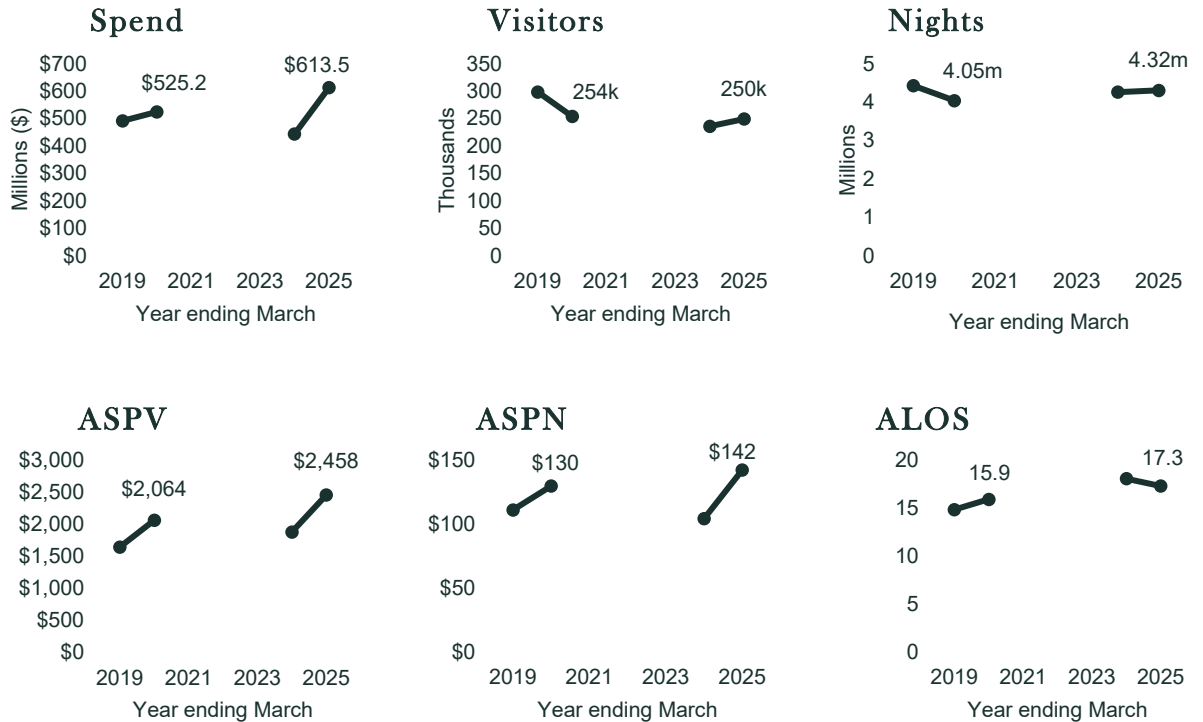
- International visitors spent a record \$613.5m in the state, up 38% (+\$169m) year-on-year driven by each visitor on average spending an additional \$577.
- Tasmania welcomed more international visitors in the year ending March 2025, who spent more per visit and per night of their trip, compared to YE March 2024. Their average length of stay was down almost 1 night on average, meaning the overall increase in spend was due to their extra spend per night outweighing the decrease in length of stay.
- Post-pandemic international travel into Australia continued to improve throughout 2024-25, with Tasmania maintaining its share of all international visitors to Australia at 3.31% in YE March 25 (3.25% in 2019), and 5.02% of holiday visitors (4.81% in 2019).
- Tasmania's international visitor recovery leads the national average for spend (TAS 125%, national average 119%). While Visitors (TAS 83%, national average 90%) and nights (TAS 97%, national average 110%) falls short.
- Tasmania attracts a higher proportion of international holiday visitors compared to other states, and while visitation remains down on 2019 (189.2k in YE March 2025, -21%), they spent \$778 more each, leading to a total spend of \$382.5m (+28% on YE March 2019).

INTERNATIONAL VISITORS



Recovery % rate to YE March 2019

TASMANIA	125%	83%	97%
AUSTRALIA	119%	90%	110%

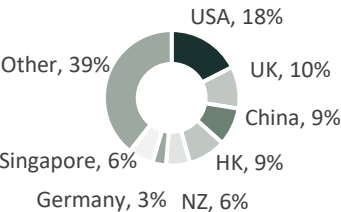


* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)
* Gaps in graphs is due to limited/no sample during COVID disruption (YE March 2021, 22 & 23)

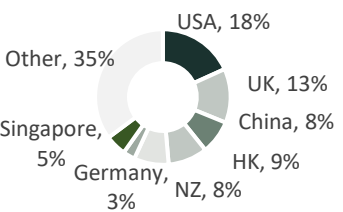
International Visitors

International Visitor Survey, YE March 2025
Tourism Research Australia

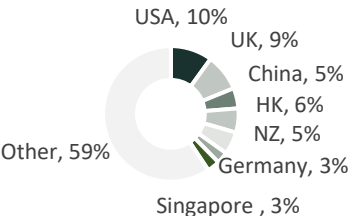
Spend market share



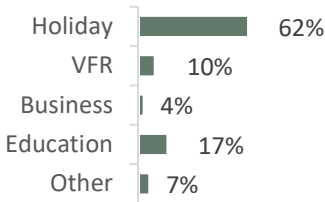
Visitors market share



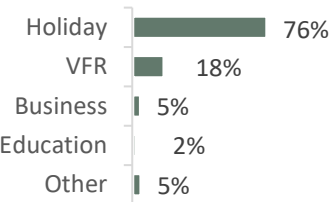
Nights market share



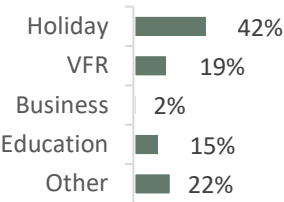
Spend by purpose*



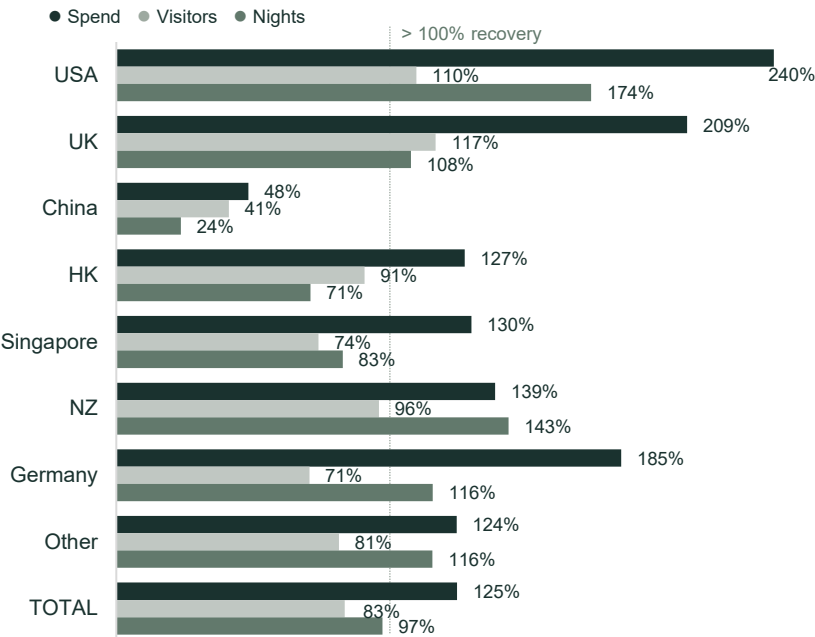
Visitors by purpose



Nights by purpose



Market recovery rate compared to 2019



	SPEND (m)	Change from YE Mar 2024	VISITORS (000)	Change from YE Mar 2024	NIGHTS (000)	Change from YE Mar 2024	ASPV	Change from YE Mar 2024	ASPN	Change from YE Mar 2024	ALOS (nights)	Change from YE Mar 2024
USA	\$107.6	89.1%	45.3	9.2%	430.2	26.1%	\$2,376	\$1,003	\$250	\$83	9.5	1.3
UK	\$61.5	61.1%	32.1	33.3%	383.1	-2.7%	\$1,916	\$330	\$161	\$64	11.9	-4.4
China	\$55.4	76.8%	20.0	-2.8%	209.7	-25.8%	\$2,767	\$1,246	\$264	\$153	10.5	-3.2
HK	\$55.3	13.5%	23.3	28.8%	248.7	25.6%	\$2,371	-\$320	\$222	-\$24	10.7	-0.3
Singapore^	\$37.0		13.3		128.6		\$2,776	\$958	\$288	-\$17	9.7	3.7
NZ	\$35.2	0.7%	20.6	27.4%	233.0	42.9%	\$1,711	-\$453	\$151	-\$63	11.3	1.2
Germany	\$19.9	-3.5%	7.1	-38.3%	120.7	-39.7%	\$2,794	\$1,008	\$165	\$62	17.0	-0.4
Other	\$278.6	30.1%	101.1	-3.2%	2,690.2	0.0%	\$2,754	\$705	\$104	\$24	26.6	0.9
TOTAL	\$613.5	37.9%	249.6	5.6%	4,315.7	1.1%	\$2,458	\$577	\$142	\$38	17.3	-0.8

* 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

^ Percent changes not reportable due to insufficient sample in previous period

Intrastate trips by Tasmanians

National Visitor Survey, March Quarter 2025
Tourism Research Australia

NOTE: Tourism Research Australia's National Visitor Survey (NVS) is being superseded by Domestic Tourism Statistics (DoTS) from January 2025. Previously published NVS data cannot be compared with DoTS. DoTS has significantly improved intrastate data, and more results will be published as the timeseries builds.

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

OVERNIGHT TRIPS

- Tasmanians spent \$238.8m on overnight trips within the state in the March Quarter of 2025.
- 72% of trips to the West Coast were for a holiday, highlighting the important role visitation by Tasmanians plays for the region.
- 86% of visitor nights spent on the East Coast are from Holiday visitors.

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



SPEND
\$238.8m



TRIPS
519.1k



NIGHTS
1.563m



ASPT*
\$460



ASPN*
\$153



ALOT*
3.0

HOLIDAY OVERNIGHT TRIPS

SPEND
\$133.6m

TRIPS
236.9k

NIGHTS
799.8k

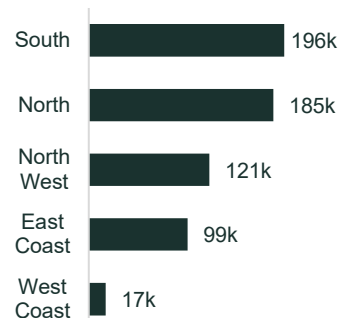
ASPT*
\$564

ASPN*
\$167

ALOT*
3.4

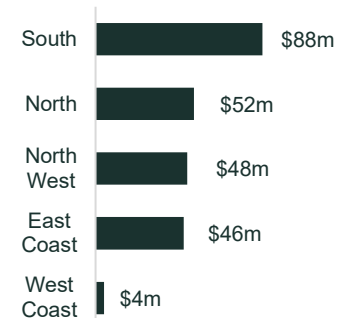
Overnight trips to regions

● March Quarter 2025



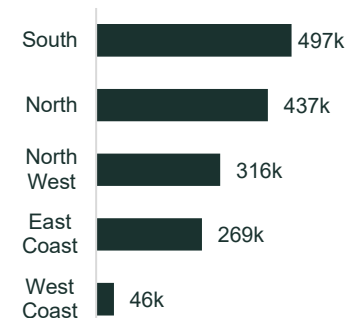
Spend in regions

● March Quarter 2025



Nights in regions

● March Quarter 2025



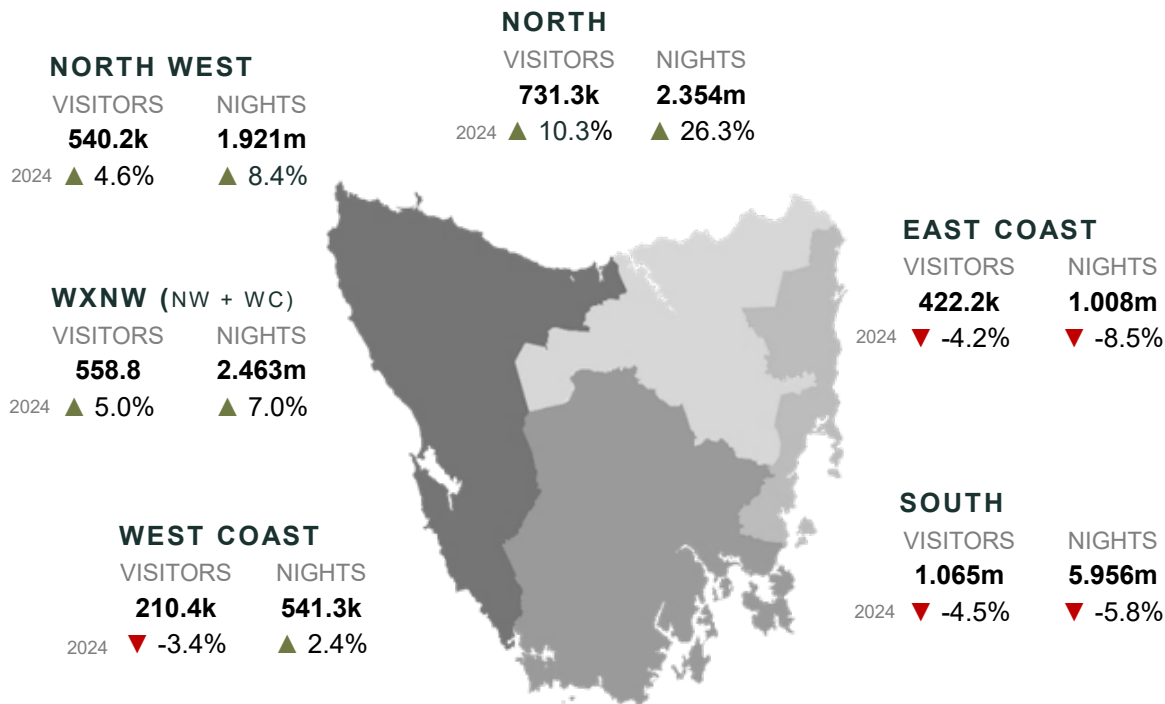
Year ending March 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

Visitation (interstate + international) to the state increased by 4.9% from last year, and nights up 2.5%, though there were mixed results across the regions.

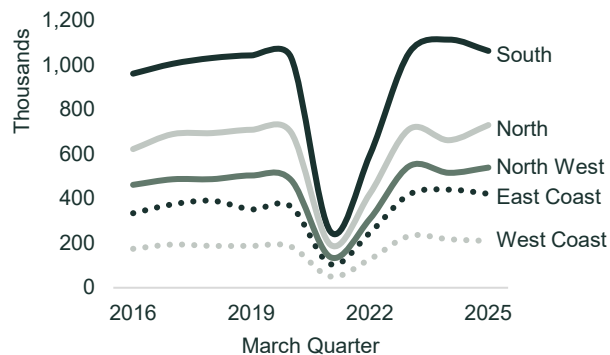
- The **South** saw a decline in visitation in the year ending March 2025 compared to 2024 (a period of record visitation) despite a record summer. This was due to the July-Dec 2024 period being well above the same period in 2023. Holiday* visitation (57% of visitors to the region) was 9% above 2019.
- The **North** experienced record visitation in year ending March 2025 (731.3k), up 10% year-on-year and up 3% on YE March 2019, largely driven by a 34% year-on-year increase in VFR visitors to the state who included the North in their stay. The North also saw a significant 26% increase in nights spent in the region.
- The **East Coast** saw fewer visitors this year, with all four quarters below the same periods in the previous year. Although VFR visitation increased by 10%, this did not offset the loss across other visitor types.
- The **North West** region welcomed more visitors than YE March 2024 and YE March 2019, mainly due to increases in VFR (+15%) and Business or Employment (+20%). YE February 2025 hit a record nights spent in the region of 2.01 million.
- Like the East, the **West Coast** had an overall drop in visitors, following four softer quarters. Visitation is however still 12% above YE March 2019. There was a small increase in nights (+2%) year-on-year.

REGIONAL VISITATION



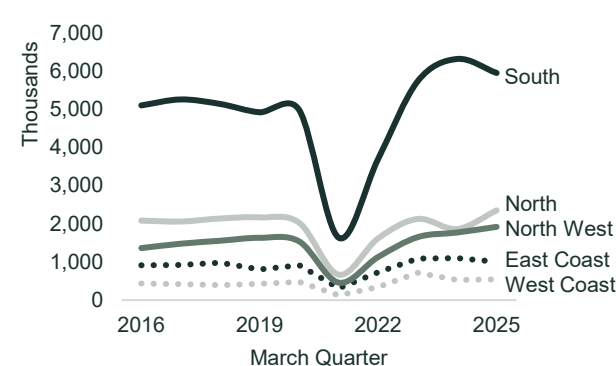
Visitors

10 years – YE March



Nights

10 years – YE March

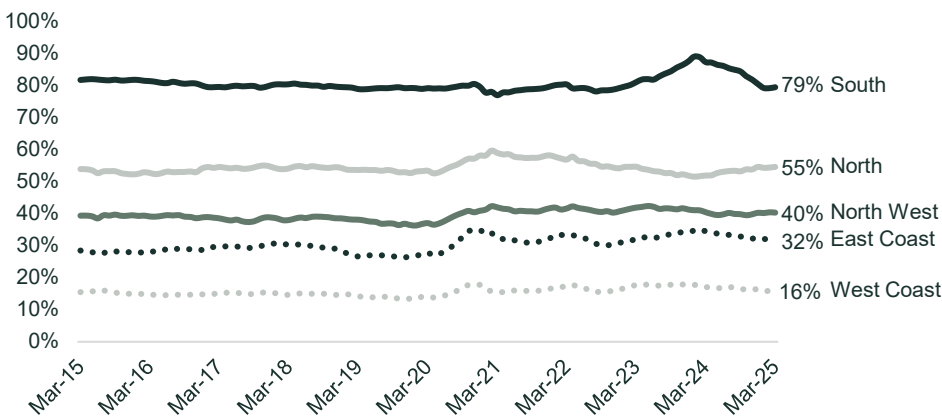


Regional visitation - year ending March 2025

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

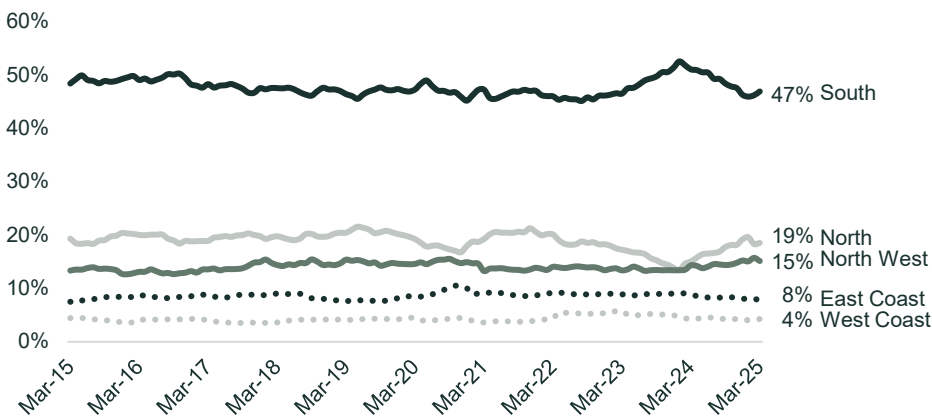
Regional share of visitors

10 years – Rolling year ending monthly



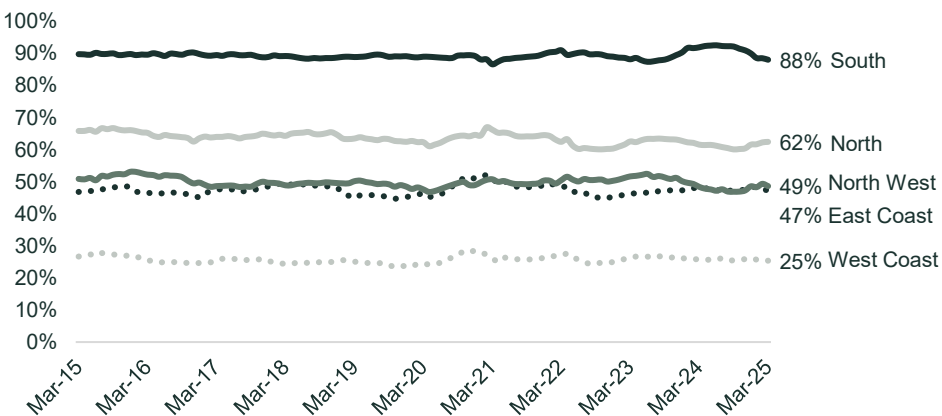
Regional share of nights

10 years – Rolling year ending monthly



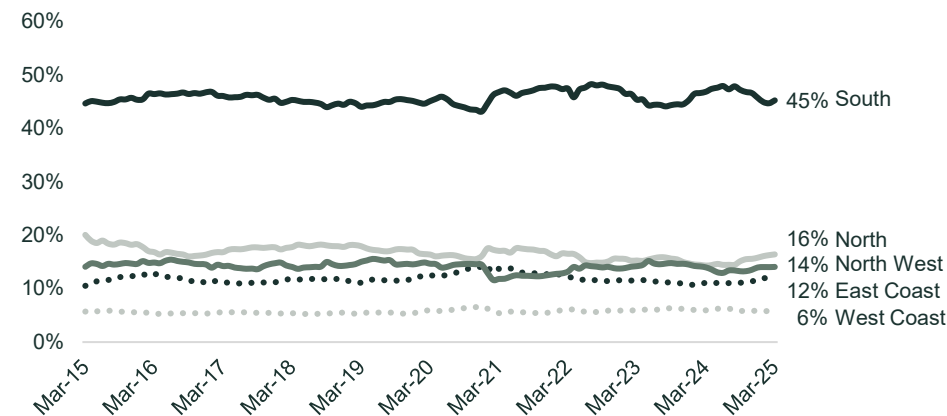
Regional share of holiday* visitors

10 years – Rolling year ending monthly



Regional share of holiday nights

10 years – Rolling year ending monthly



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

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. Prior to COVID-19 the IVS sampled, on average, 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia (not including Hobart). Between April 2020 and December 2022 the IVS utilised incoming passenger cards and algorithms supplemented by surveys. January 2023 saw the full re-introduction of survey-based sampling.
www.tra.gov.au/international

Domestic Travel Statistics (DoTS)

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

A NOTE OF CAUTION

- You are advised to exercise care when interpreting figures contained in this report and the TVS Analyser.
- Figures are an estimate 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.