

VISITOR DATA SNAPSHOT

YEAR ENDING MARCH 2026



Kunanyi, Events Tasmania
and Alastair Bett

TASMANIA
COME DOWN FOR AIR



TASMANIAN TOURISM SNAPSHOT

KEY INSIGHTS AT QUARTER AND YEAR END MARCH 2026

MARCH QUARTER 2026

- Visitor spend reached \$1.528 billion, the strongest March quarter result ever, and up 5.6% year-on-year. Visitation also set a record in the quarter, hitting 494,300 visitors, up 3.8% on last year.
- Interstate visitation rose to 417,900 (+0.9% YOY), this was the strongest March quarter for interstate visitation ever.
- Tasmania welcomed more visitors, who spent more per visit and per night of their stay, while each staying slightly less nights in the state. The reduction in nights stayed led to a 2.8% decrease in total nights, settling at 4.82 million for the quarter.
- Average spend per visitor was up \$52 to \$3,091 as was spend per night (+\$25) to \$317.
- The west recorded the strongest regional growth year on year (+9.6% visitors) and the north and north west both set new visitation records for March quarters.

YEAR ENDING MARCH 2026

- Visitor spend reached \$3.791 billion, a rise of 7.8% on the previous year. This is the second-strongest year ending March, now 4% below the record spend of year ending March 2023 (\$3.955b).
- A record summer, autumn and winter along with the third strongest spring for visitation lifted annual visitation to a record 1.404 million (+4.8% on YE March 2025), and 6.0% 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 (+\$74 to \$2,700) and per night (+\$17 to \$294), along with a record for a year ending March of 12.91 million nights in the state (+1.6%), despite a marginal shortening in average stay (down 0.3 nights to 9.2 nights).
- This was driven by a record 1.222 million interstate visitors (+3.5%) who collectively spent \$3.172 billion (+4.1%), with all three major mainland markets of Victoria, New South Wales and Queensland recording year-on-year growth in both visitors and spend.
- Queensland visitation has continued to perform strongly with a record 259,600 visitors (+12.7%) spending a record \$834.5 million (+15.8%), the only market of the top three (VIC, NSW and QLD) to surpass their 2023 spend peak. These visitors also spent 2.92 million nights, another record for this market and an 11.3% increase year on year.
- International visitors contributed a record \$758.6 million spend (+36.2% year on year), this is in line with the national trend with all states and territories seeing double-digit growth from 2025. WA has become the first, and only, state to see more international visitors than before the pandemic.

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 2026

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

ALL VISITORS

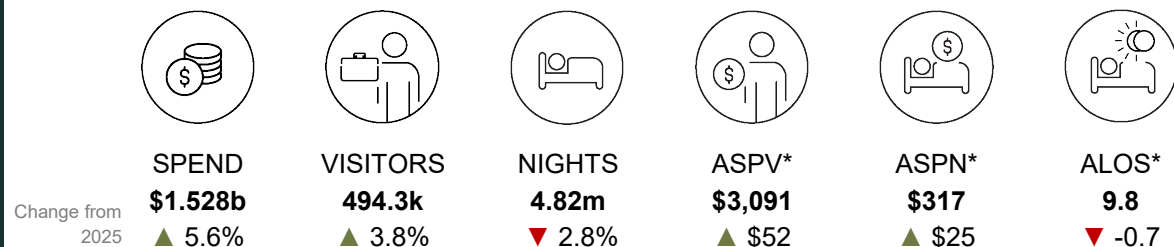
- Visitors spent \$1.528 billion in Tasmania this quarter, the strongest March quarter ever, 5.6% higher than the same period in 2025 and 4% higher than the previous strongest year ending March (\$1.473b) in 2023.
- Visitation hit 494,300, another record for this quarter and 3.8% up on last year. Visitors spent 4.82 million nights in the state, the second-highest level out of any March quarter, down 2.8% on last year's record level of 4.96m nights.
- Compared to the March quarter of 2025, Tasmania welcomed more visitors, who spent more per visit and per night of their stay, while each staying slightly less nights in the state.

INTERSTATE VISITORS

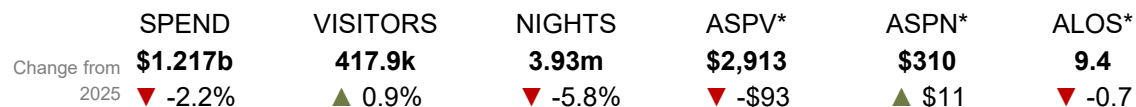
- Interstate visitors contributed \$1.217 billion in spend in the March quarter, down slightly (2.2%) on 2025.
- Visitation rose to 417,900 (+0.9% year-on-year), this was the strongest March quarter for interstate visitation ever.
- VFR travel drove the strong interstate visitation results with a 16% increase on last year, VFR make up 30% of the interstate market (125,600). VFR visitors increased their length of stay by just under a night, while their average spend per visit and per night remained relatively stable on the same time last year.
- There was however a decline in interstate holiday visitors of 4.7% in the 2026 March quarter relative to 2025, this decrease was more than offset by the VFR increase.

VISITOR DATA SNAPSHOT

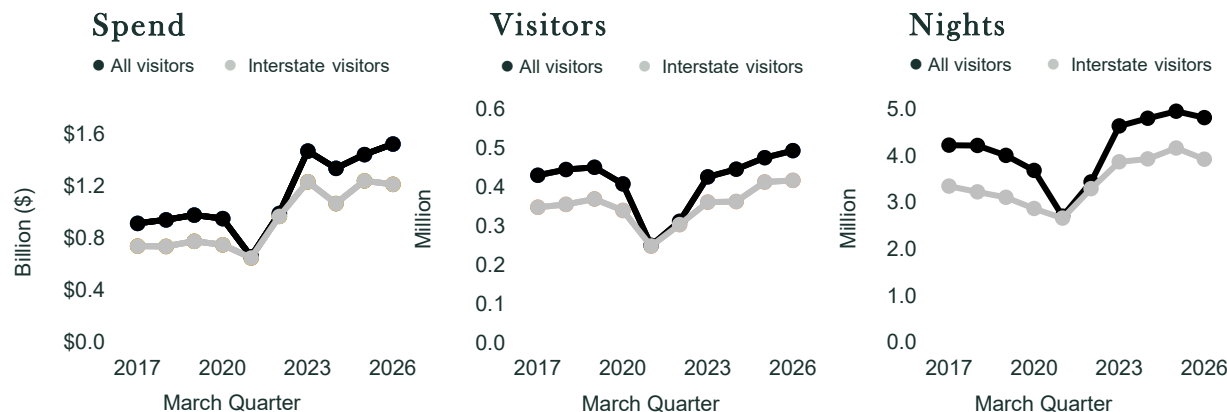
ALL VISITORS (INTERSTATE + INTERNATIONAL)



INTERSTATE VISITORS



MARCH QUARTERLY VISITATION



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

March quarter 2026

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

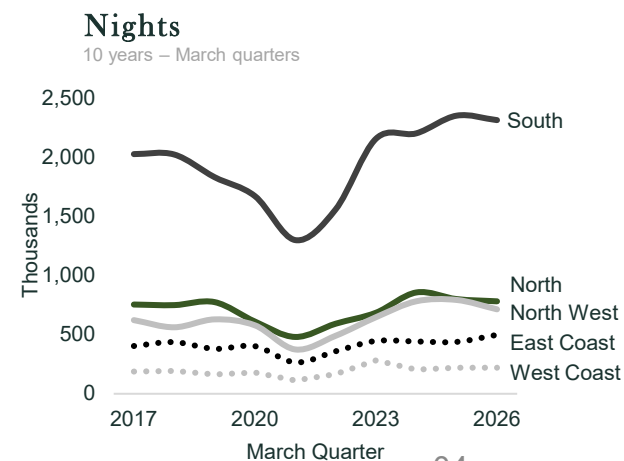
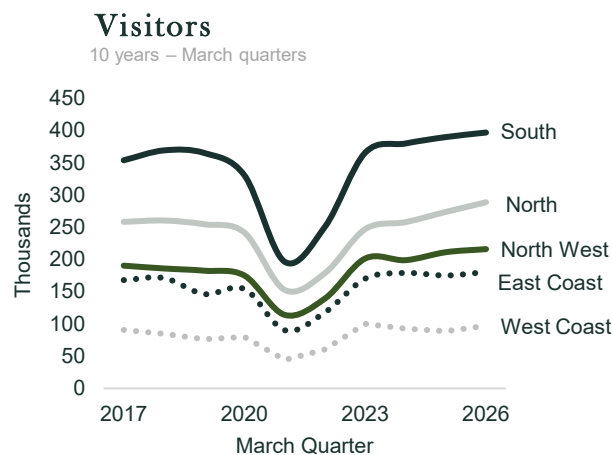
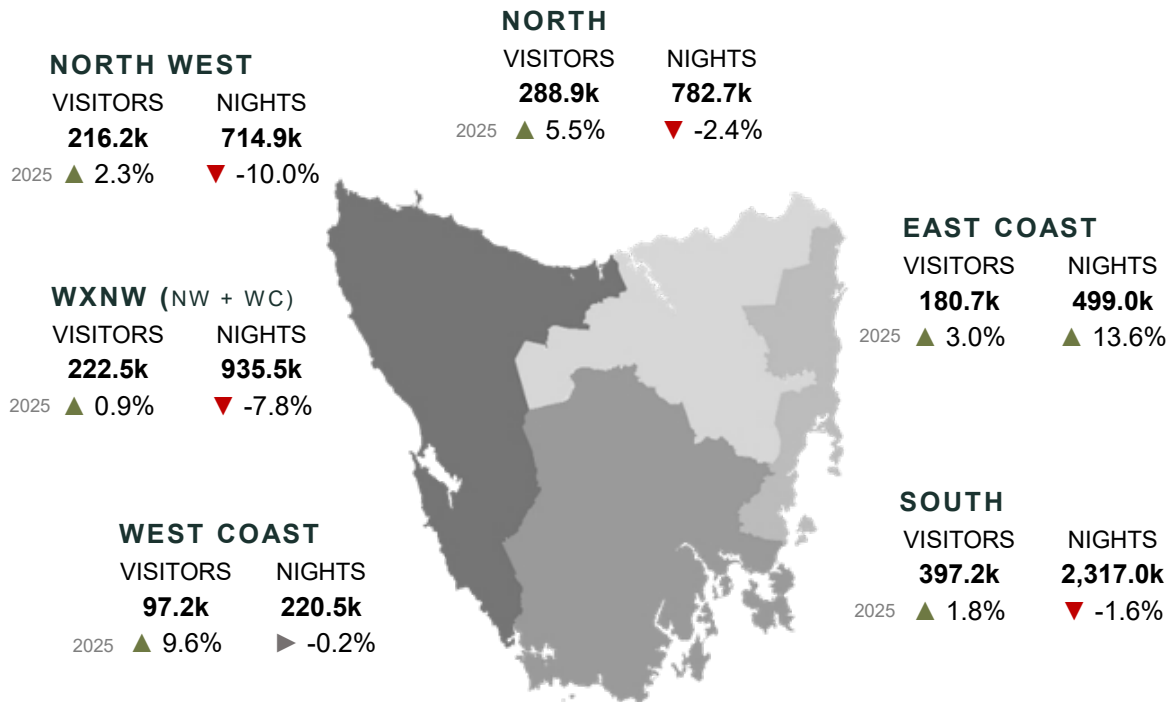
Visitation to the state increased this quarter from last year (+3.8%), with mixed results across the regions, including declines in some visitor segments for the east and west coasts.

REGIONAL VISITATION

- The **north** (+5.5%) and **north west** (+2.3%) set new highs for a March quarter for visitation.
- The **west** saw a 9.6% increase in visitation, most of this is due to a large increase in holidaying international visitors, while interstate visitors had a more modest increase of 2%.
- For the **east**, a 7% decline in interstate visitors was offset by a significant increase in international visitors, leading to an overall visitor increase of 3% to the region for the March quarter.
- The **south** reached its highest visitation level for a March quarter, the 2% increase in visitors was largely due to international visitation increasing to the region while interstate remained stable on the same quarter last year.
- The **north** saw large increases from international and VFR visitors, which more than offset a decline in interstate holiday visitors.
- *Explore more regional data via the interactive [TVS Analyser](#) dashboard.*

VISITOR DATA SNAPSHOT

REGIONAL VISITATION



* VFR – Visiting Friends and Relatives

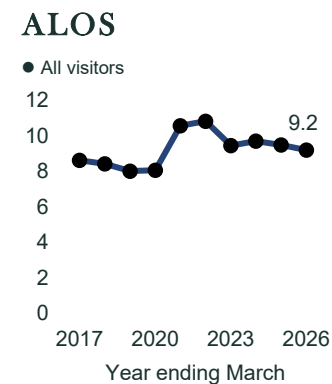
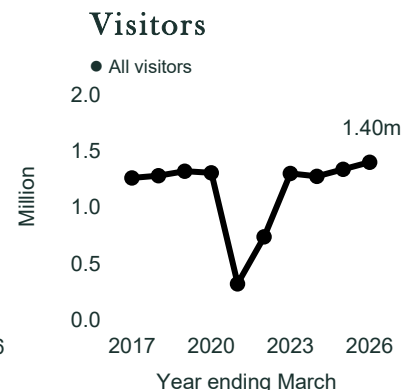
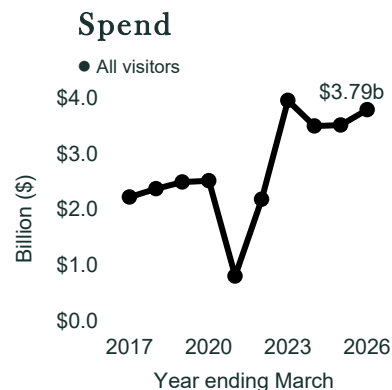
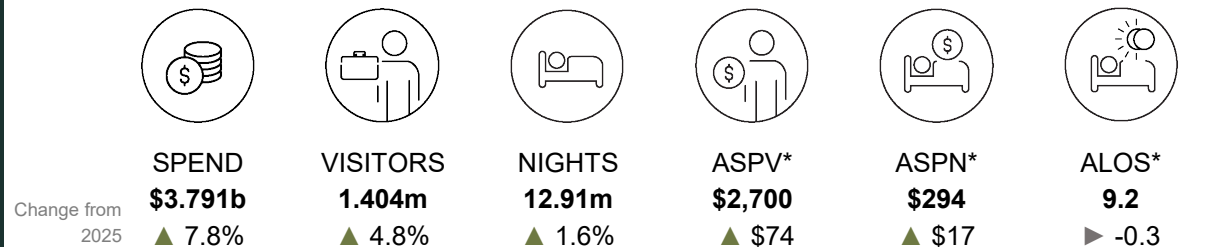
Year ending March 2026

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

ALL VISITORS

- Visitors spent \$3.791 billion in Tasmania, up 7.8% on the previous year (\$3.518b) highlighting the strength of the visitor economy. This is the second-strongest year ending March, now 4% below the record spend of year ending March 2023 (\$3.955b).
- Tasmania welcomed 1.404 million visitors in the year ending 2026, the highest level ever recorded. This represents a 4.8% increase year-on-year and is 6.0% above pre-COVID levels in YE March 2019.
- Tasmania welcomed more visitors this year, who also spent more per trip and per night. Despite a marginal shortening in average length of stay, visitors overall spent 12.91m nights in the state, a record for a year ending March.
- Average spend per visitor rose \$74 to \$2,700 (+2.8%), while average spend per night was up \$17 to \$294 (+6.1%).
- 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 12.9% 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 March 2026

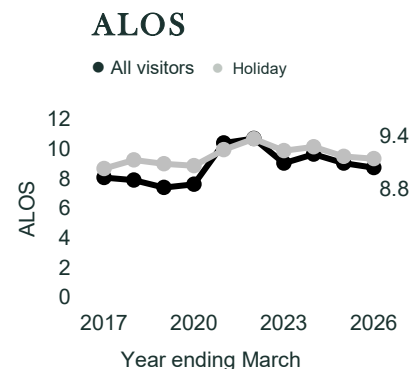
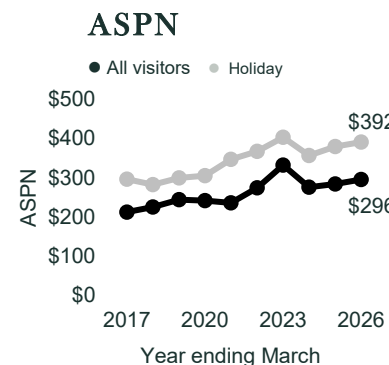
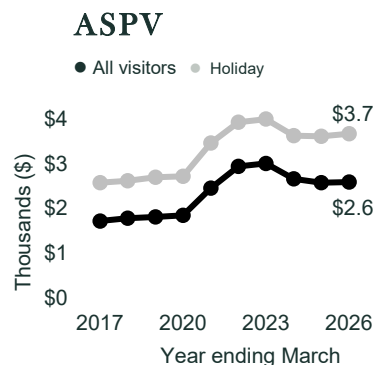
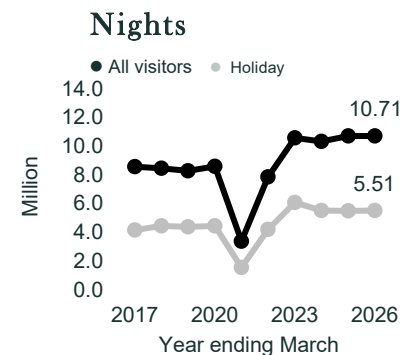
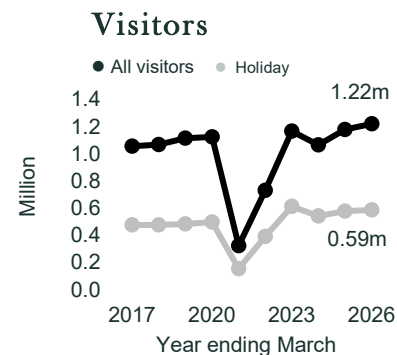
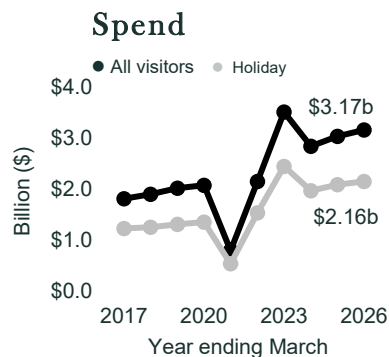
Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

INTERSTATE VISITORS

- Around 87% of Tasmania's visitors come from interstate, meaning their travel behaviours generally drive the overall trends for visitation, nights and spend.
- Mainland visitors spent \$3.172 billion in Tasmania, up 4.1% (+\$125.8m) on 2025 (\$3.046b) and \$1.147b (+57%) more than in 2019 (not adjusted for inflation).
- Tasmania welcomed a record 1.222 million interstate visitors, the highest ever for a 12-month period, up 3.5% year-on-year.
- Interstate travellers are spending more per visit (+\$15) and per night (+\$12), though their average stay shortened by around a third of a night.
- With holiday visitors making up nearly half of interstate travel (48%), shifts in their behaviour strongly influence overall trends.
- The interstate holiday market grew 1.5% to 588,000 visitors, up 21% on 2019. Each visitor spent more on average per night, while their length of stay held steady, leading to a higher spend per visitor.
- The key metrics of spend and visitation rose year-on-year by 3.1% and 1.5% respectively while nights remained stable, this reflects Tasmania's strong appeal in this core market.

INTERSTATE VISITORS

	SPEND	VISITORS	NIGHTS	ASPV	ASPN	ALOS
Interstate	\$3.172b	1.222m	10.71m	\$2,595	\$296	8.8
Change from 2025	▲ 4.1%	▲ 3.5%	► 0.1%	▲ \$15	▲ \$12	► -0.3
Interstate holiday	\$2.161b	588.0k	5.51m	\$3,674	\$392	9.4
Change from 2025	▲ 3.1%	▲ 1.5%	► 0.1%	▲ \$56	▲ \$11	► -0.1



Year ending March 2026

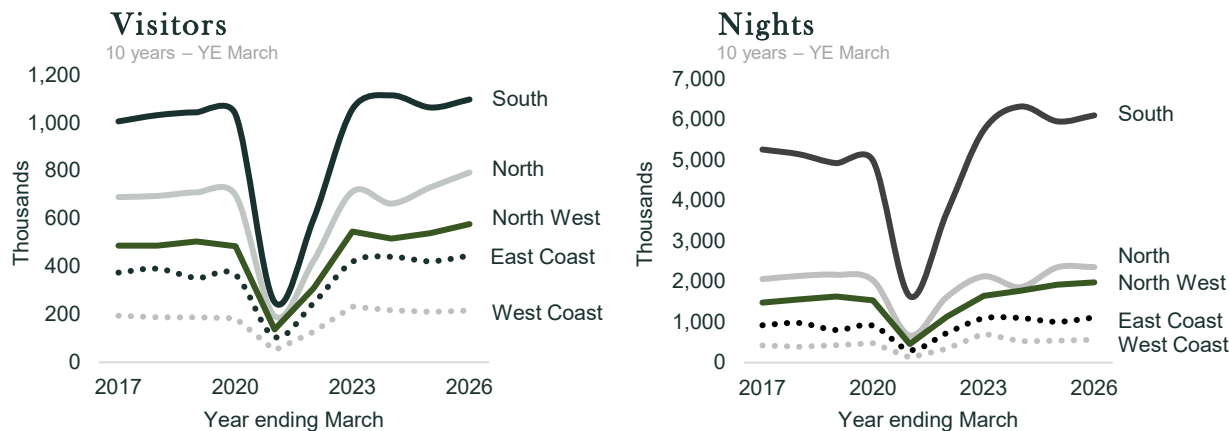
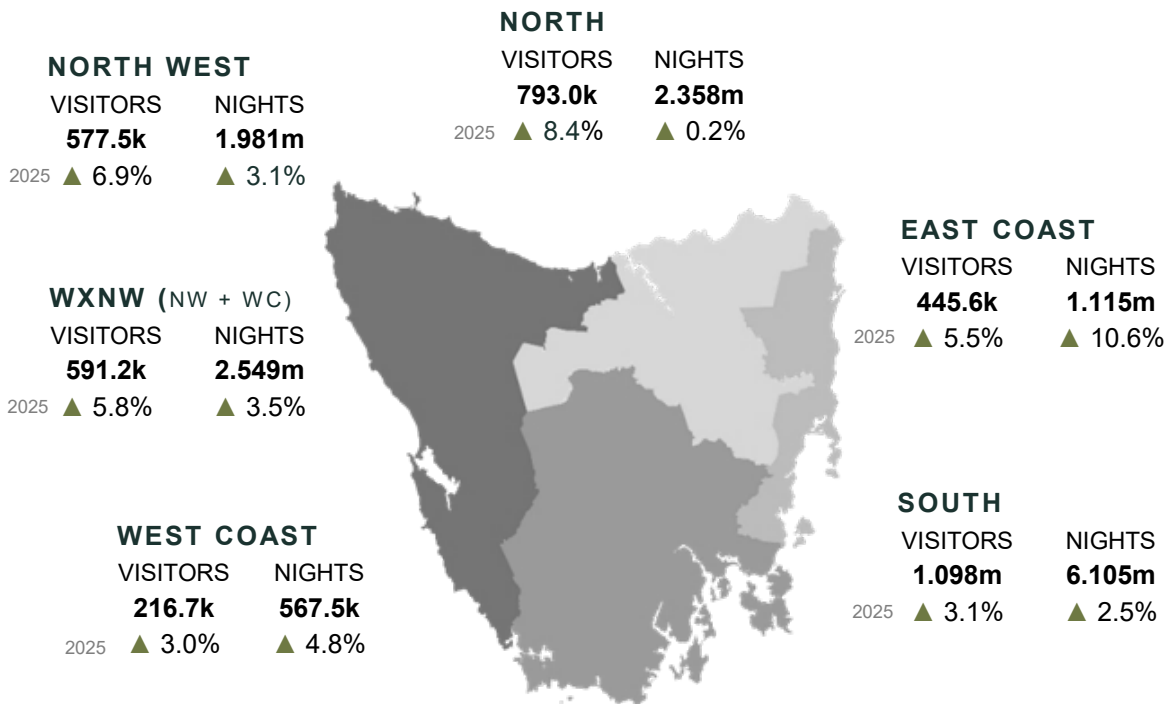
Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

Visitation (interstate + international) to the state increased by 4.8% from last year to the highest level ever recorded, while nights also reached a record 12.91m (+1.6%), with all regions experiencing lifts in visitation and nights.

- The **south** saw more visitors this year compared to last, with increases in holiday makers and conference/convention attendees making up for slight decreases in VFR and Business/Employment visitors. Nights growth was led by holiday, VFR and conference/convention visitors.
- The **north** experienced record visitation in the year ending March 2026 (793k), up 8.4% year-on-year and up 11.7% on YE March 2019, largely driven by increases in holiday and VFR visitors to the state who included the North in their stay. Nights stayed in the North remained stable on the same period in 2025.
- Visitation and nights were up for the **east coast** hitting record levels for both metrics. This was driven by a 7.6% increase in holiday visitors, an increase that offset drops in VFR and business/employment visitors.
- The **north west** region welcomed 577.5k visitors, a visitation record for a year ending March for the region, up 6.9% above 2025. The region also saw a 3.1% increase on last year for nights stayed, hitting a record for a year ending March sitting just below the 2-million-nights level.
- The **west coast** saw increases in visitation (+3%) and nights stayed (+5%). Visitation has remained around the 210k mark throughout 2025, suggesting visitation may be beginning to stabilise.

VISITOR DATA SNAPSHOT

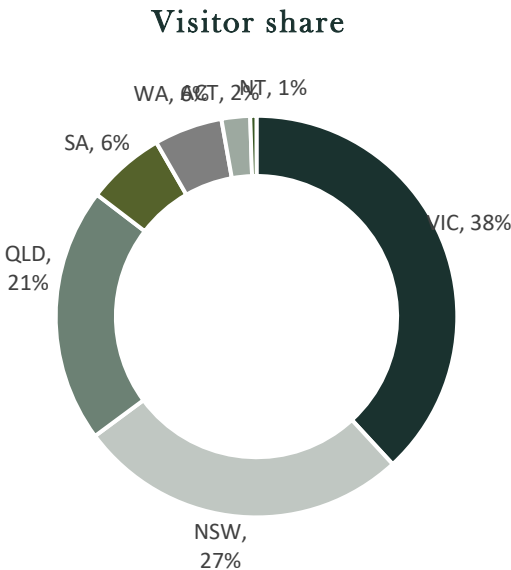
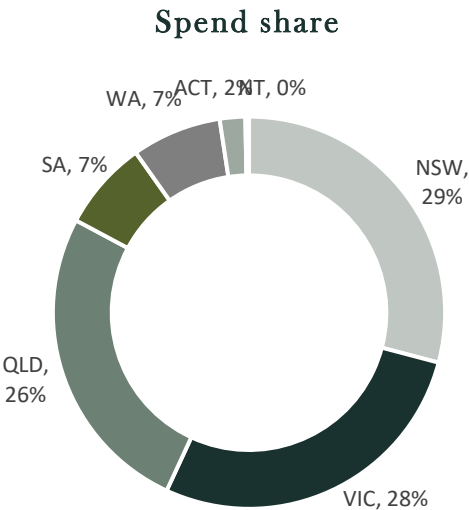
REGIONAL VISITATION



* Purpose of visit refers to main purpose for *visiting the state* and is not asked for each region visited.

Interstate Visitors

Tasmanian Visitor Survey, YE March 2026
Tourism Tasmania and Roy Morgan



Purpose of visit share by state of origin

	HOLIDAY	VFR	BUSINESS /CONF.	OTHER	LEISURE HOL+VFR
VIC	39%	31%	25%	5%	70%
NSW	55%	26%	14%	5%	82%
QLD	51%	32%	13%	4%	83%
SA	58%	22%	16%	4%	80%
WA	55%	34%	8%	3%	88%
ACT	43%	38%	13%	6%	81%
NT^	27%	59%	6%	8%	86%
AUS	48%	30%	18%	5%	78%

- 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)	Ch from YE Mar 2025	VISITORS (000)	Ch from YE Mar 2025	NIGHTS (000)	Ch from YE Mar 2025	ASPV	Ch from YE Mar 2025	ASPN	Ch from YE Mar 2025	ALOS (nights)	Ch from YE Mar 2025
VIC	\$847.2	0.3%	454.0	1.2%	3,004	-0.8%	\$1,866	-\$16	\$282	\$3	6.6	-0.1
NSW	\$913.4	1.4%	328.0	0.4%	2,923	-1.4%	\$2,785	\$27	\$312	\$8	8.9	-0.2
QLD	\$834.5	15.8%	259.6	12.7%	2,916	11.3%	\$3,215	\$88	\$286	\$11	11.2	-0.1
SA	\$228.2	-2.6%	73.8	-7.5%	742	-10.7%	\$3,093	\$153	\$307	\$25	10.1	-0.4
WA	\$244.3	-8.8%	65.7	5.8%	763	-21.5%	\$3,720	-\$596	\$320	\$45	11.6	-4.0
ACT	\$83.5	44.5%	33.2	21.9%	268	13.1%	\$2,517	\$393	\$311	\$68	8.1	-0.6
NT^	\$20.0	1.5%	7.3	22.6%	84	65.5%	\$2,736	-\$567	\$237	-\$149	11.6	3.0
AUS	\$3,172.2	4.1%	1,222.4	3.5%	10,711	0.1%	\$2,595	\$15	\$296	\$12	8.8	-0.3

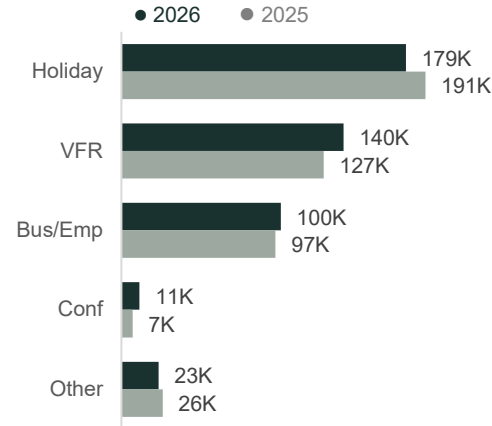
Visitors from Victoria

Tasmanian Visitor Survey, YE March 2026
Tourism Tasmania and Roy Morgan

- Victoria is the largest market for visitors to Tasmania, and second largest for spend, amongst interstate visitors.
- Total spend (\$847.2m) was slightly up (0.3%) on the same period in 2025, while Victorians spent around \$16 less each per trip.
- Victorian spending grew all through 2025 and has since experienced a softening that has left it just slightly above year ending March 2025 levels. This is following a period of recovery after the year ending March 2023 peak and post-peak drop.
- 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 and with a 1.2% modest increase in visitation from last year it may still be some time until we see a full recovery.
- 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 VFR (+9.8%, +12,500 visitors) and Business/Employment (+3.4%, +3,300 visitors) while holiday was down 6.4% (-12,300 visitors).
- Victorians stayed a total of 3.004 million nights in the state, down 0.8% on the same period in 2025, for an average of 6.6 nights, down only marginally on 2024 (-0.1 of a night).

VICTORIA

Visitors

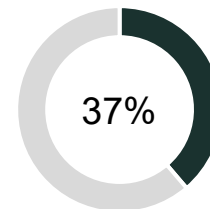


Rolling YE Spend and Visitation

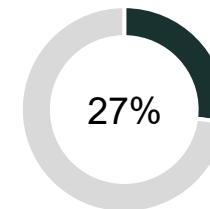


Share of interstate visitation

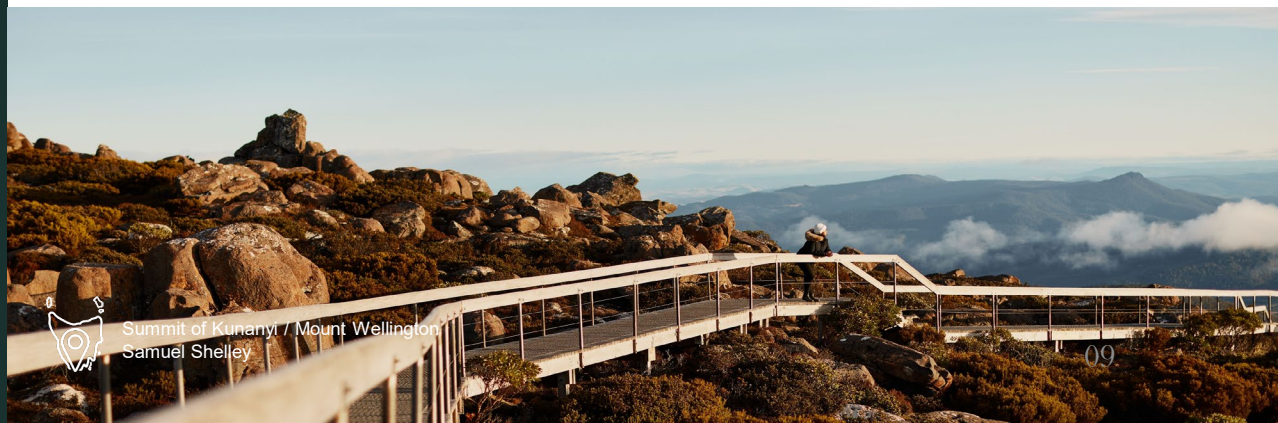
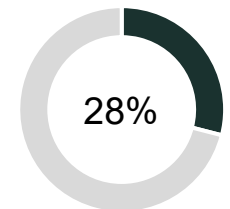
Visitors



Spend



Nights

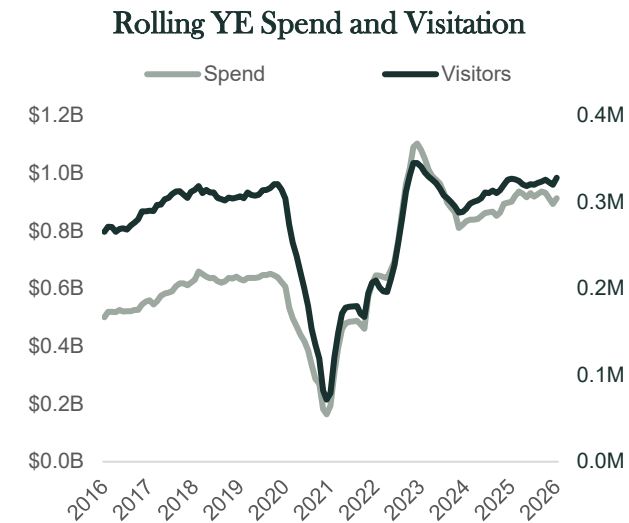
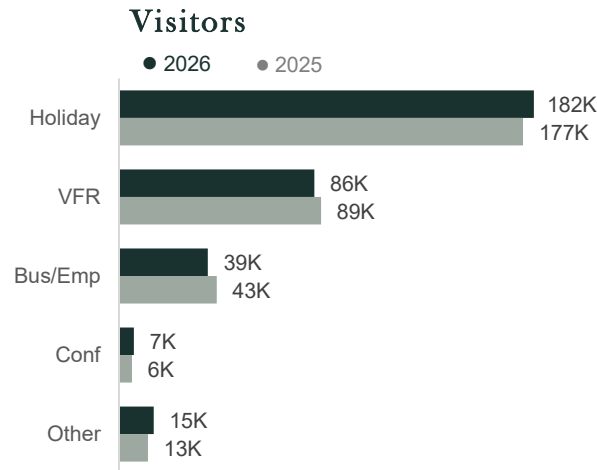


Visitors from New South Wales

Tasmanian Visitor Survey, YE March 2026
Tourism Tasmania and Roy Morgan

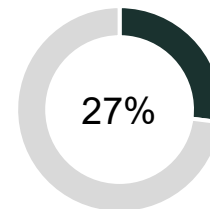
- New South Wales is the second largest market for visitors to Tasmania, though largest for spend, amongst interstate visitors.
- Visitors from NSW spent \$913m in YE March 2026, up 1.4% year-on-year, and up 44% on 2019.
- Their average length of stay was down a marginal 0.2 of a night, however they spent slightly more (\$8 per night), leading to an overall increase in their spend per visit by \$27, to \$2,785.
- Total visitation from NSW was 328k, up 0.4% year-on-year, and up 6.9% on 2019. Holiday visitation saw a 2.7% lift from year ending March 2025, and as they represent 55% of visitors this increase was enough to offset decreases in VFR (-3.3%) and Business/Employment (-9.1%) visitors leading to an overall slight increase in total visitation from NSW.
- These visitors spent a total of 2.92 million nights in the state, a slight decrease of 1.4% on year ending March 2025.

NEW SOUTH WALES

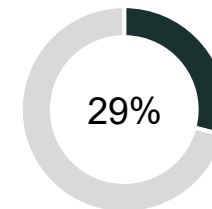


Share of
interstate
visitation

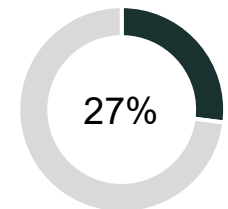
Visitors



Spend



Nights



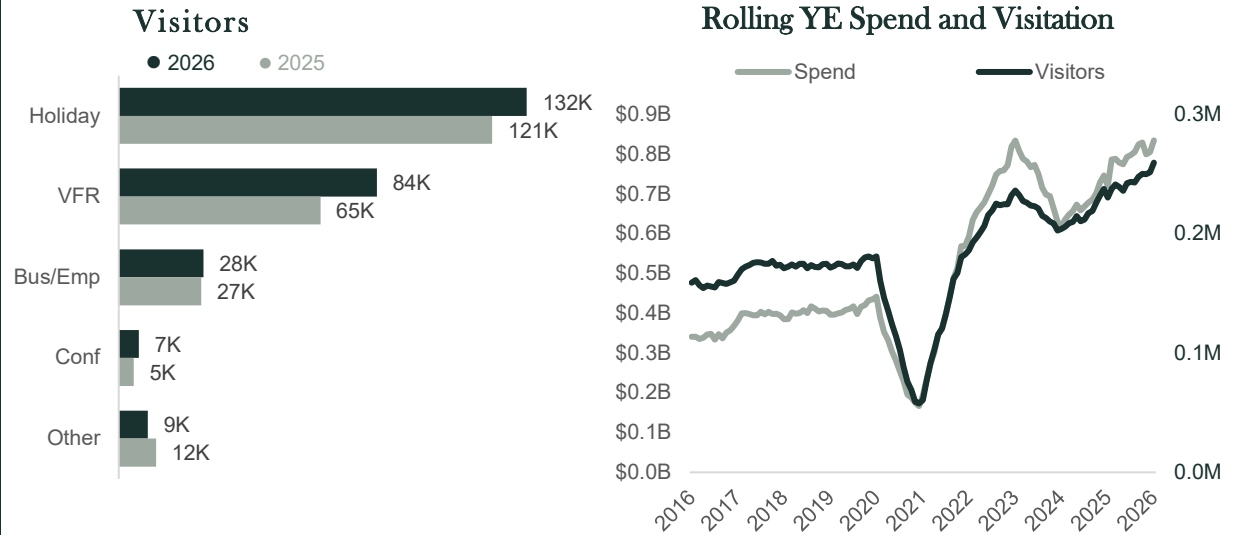
Visitors from Queensland

Tasmanian Visitor Survey, YE March 2026
Tourism Tasmania and Roy Morgan

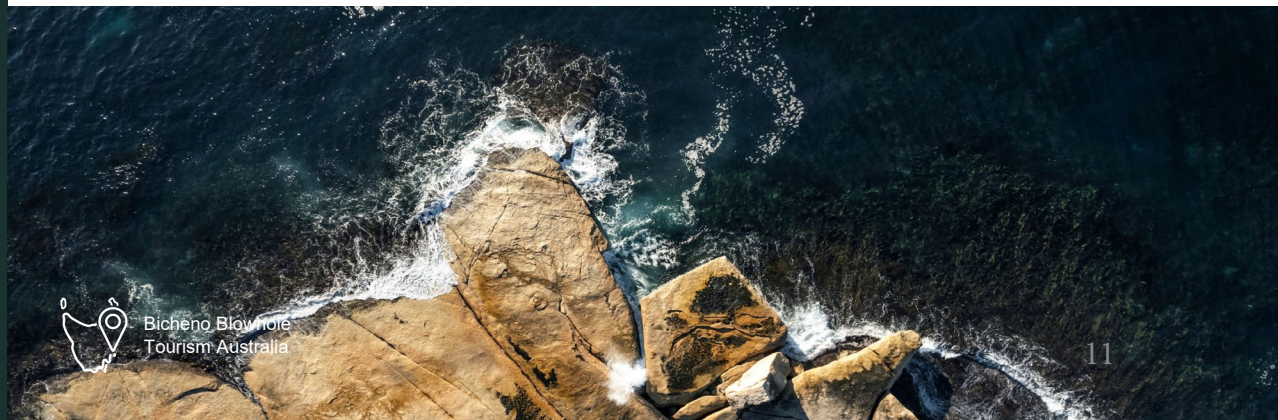
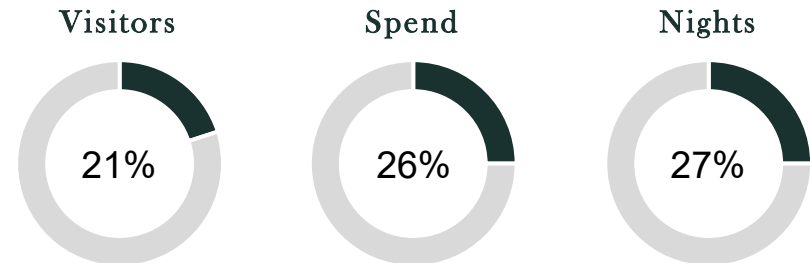
- Queensland is the third largest market for visitors to Tasmania and for spend, amongst interstate visitors.
- Visitation surged 12.7% to a record 259,600 visitors in year ending March 2026. They spent more too, up 15.8% to a record \$834.5m.
- Queensland leads the top three states in growth since year ending March 2019, with an additional \$438m in spend, 88k extra visitors, and 1.177 million more nights stayed in year ending March 2026.
- Queenslanders spent a total of 2.92m nights in the state, another record for this market and an 11.3% increase year-on-year, and a substantial 68% increase on the same period in 2019.
- Average spend per visitor increased by \$88 to \$3,215 due to an extra \$11 spent per night while the average length of stay remained stable.
- More Queenslanders travelled for a holiday (+9.2%), VFR (+27.9%) and for business/employment purposes (+2.9%) than the same period in 2025, 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 March 2026
Tourism Research Australia

INTERNATIONAL VISITORS



\$758.6m
SPEND



274.8k
VISITORS



5.09m
NIGHTS

The USA is the largest international market and has the second largest total spend.



\$108.1m
SPEND



48.6k
VISITORS



326.0k
NIGHTS

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



\$57.6m
SPEND



25.9k
VISITORS



369.2k
NIGHTS

China, our second largest international market and third largest for total spend, has seen recent strong growth, though still below 2019 levels.



\$105.1m
SPEND



31.8k
VISITORS



410.0k
NIGHTS

Hong Kong is our highest spending international market, while ranking third for visitation and is fully recovered to 2019 levels.



\$111.7m
SPEND



28.4k
VISITORS



335.5k
NIGHTS

Singapore, currently Tasmania's smallest international market for visitation and spend. They are the most holiday-centric international market and are yet to recover to pre-COVID levels.



\$28.8m
SPEND



11.9k
VISITORS



119.8k
NIGHTS

Our fifth largest market, **NZ**, is currently the only market with a direct air service. Just over half of these visitors come for a holiday, and out of all markets they are the most likely to be travelling for VFR, business or employment purposes.



\$34.9m
SPEND



19.1k
VISITORS



211.1k
NIGHTS

International Visitors

International Visitor Survey, YE March 2026
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 \$758.6m in the state, up 36.2% (+\$202m) year-on-year, with each visitor spending an additional \$528 on average. This is in line with the national trend, with all states and territories seeing double-digit growth from 2025.
- Tasmania welcomed more international visitors (10.1%), who spent more per visit and per night of their trip, compared to 2025. Total nights increased 17.9% to 5.09m, with average length of stay also lifting by just over a night.
- International travel into Australia continued to improve throughout the year ending March 2026, and Tasmania maintained its share of all international visitors to Australia at 3.29% in year ending March 2026 (3.56% in 2019), and 5.44% of holiday visitors (5.18% in 2019).
- Tasmania's international recovery is behind the national average for spend, visitors and nights. Western Australia is the only state to see more visitors than before the pandemic.

INTERNATIONAL VISITORS



SPEND
\$758.6m
▲ 36.2%



VISITORS
274.8k
▲ 10.1%



NIGHTS
5.09m
▲ 17.9%



ASPV*
\$2,761
▲ \$528



ASPN*
\$149
▲ \$20



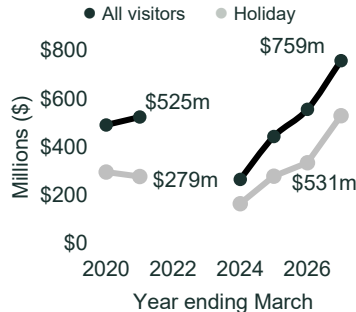
ALOS*
18.5
▲ 1.2

Change from
2025

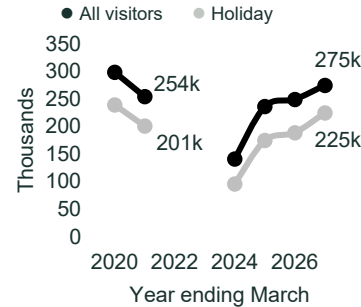
Recovery % rate to 2019

TASMANIA	113%	83%	97%
AUSTRALIA	130%	100%	119%

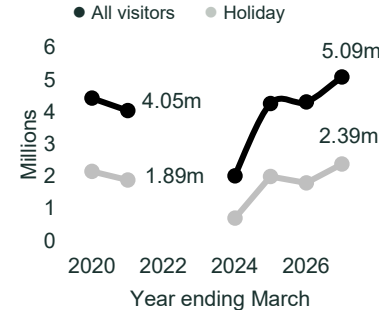
Spend



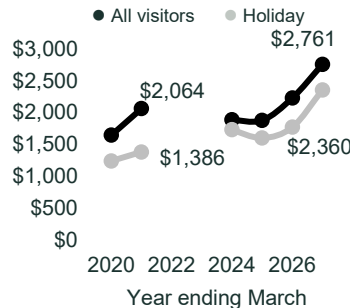
Visitors



Nights



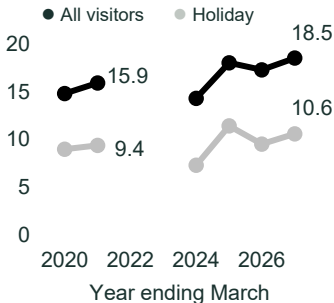
ASPV



ASPN



ALOS

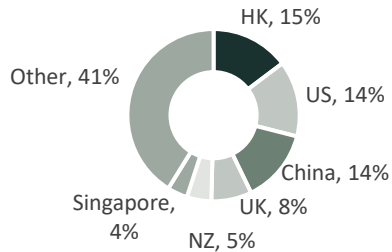


* ASPV – average spend per visitor. ASPN – average spend per night. ALOS – average length of stay (nights)
* Gaps in graphs is due to limited/no sample during COVID disruption (YE September 2021, 22 & 23)

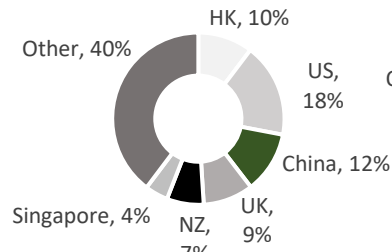
International Visitors

International Visitor Survey, YE March 2026
Tourism Research Australia

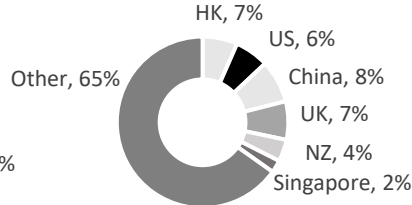
Spend market share



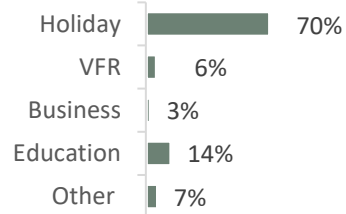
Visitors market share



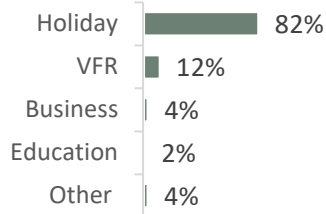
Nights market share



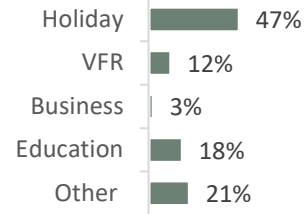
Spend by purpose*



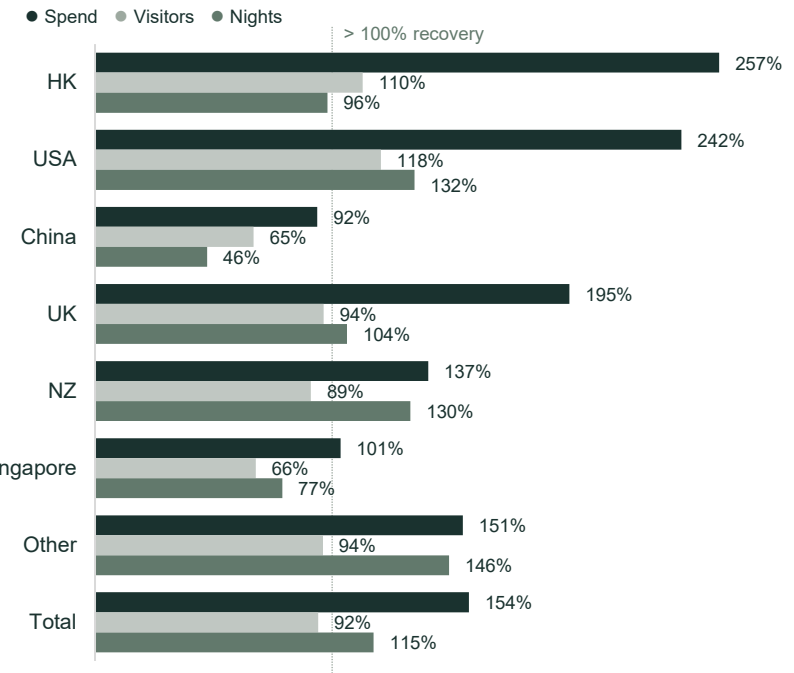
Visitors by purpose



Nights by purpose



Market recovery rate compared to 2019



Ranked by spend	SPEND (m)	Ch from YE Mar 2025	VISITORS (000)	Ch from YE Mar 2025	NIGHTS (000)	Ch from YE Mar 2025	ASPV	Ch from YE Mar 2025	ASPN	Ch from YE Mar 2025	ALOS (nights)	Ch from YE Mar 2025
HK	\$111.7	106.5%	28.4	21.5%	335.5	34.9%	\$3,941	\$1,623	\$333	\$116	11.8	1.2
USA	\$108.1	22.0%	48.6	7.3%	326.0	-24.2%	\$2,225	\$267	\$332	\$126	6.7	-2.8
China	\$105.1	98.7%	31.8	58.9%	410.0	95.5%	\$3,303	\$663	\$256	\$4	12.9	2.4
UK	\$57.6	15.7%	25.9	-19.3%	369.2	-3.6%	\$2,224	\$673	\$156	\$26	14.3	2.3
NZ	\$34.9	15.9%	19.1	-7.4%	211.1	-9.4%	\$1,831	\$368	\$165	\$36	11.1	-0.2
Singapore	\$28.8	-13.1%	11.9	-10.4%	119.8	-6.8%	\$2,414	-\$75	\$240	-\$17	10.0	0.4
Other	\$312.4	25.7%	109.2	15.0%	3,318.7	23.7%	\$2,862	\$245	\$94	\$2	30.4	2.1
Total	\$758.6	36.2%	274.8	10.1%	5,090.3	17.9%	\$2,761	\$528	\$149	\$20	18.5	1.2

* 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 March and March Quarter 2026
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).

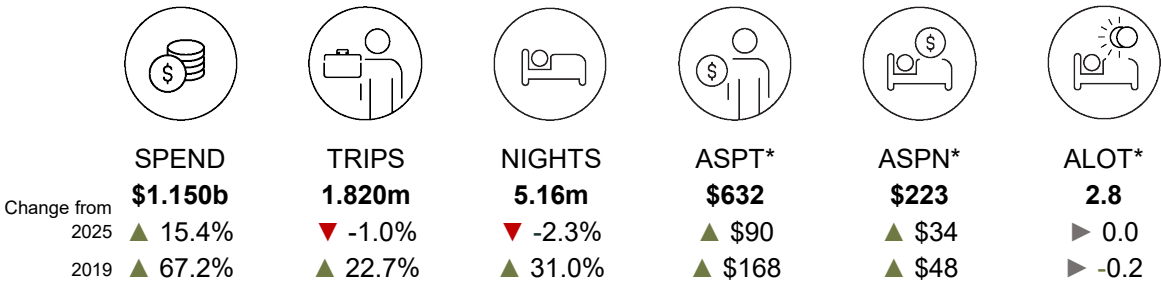
OVERNIGHT TRIPS

- Tasmanians spent \$1.150b on overnight trips within the state in the year ending March 2026, up 15.4% on the same period last year, and up 67.2% on 2019.
- In the March quarter 2026, Tasmanians took fewer overnight trips (-7%), but they spent an extra \$32 per night and an extra \$123 per trip, which led to an 11% increase in total spend compared to the same period in 2025. Their total nights spent decreased by 4% to 1.500 million
- 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 MARCH



INTRASTATE OVERNIGHT TRIPS – March Quarter

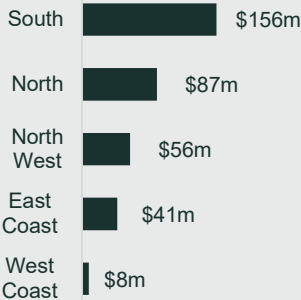
SPEND	TRIPS	NIGHTS	ASPT*	ASPN*	ALOT*
\$347.1m	480.4k	1.500m	\$722	\$231	3.1

HOLIDAY OVERNIGHT TRIPS+ – March Quarter

SPEND	TRIPS	NIGHTS	ASPT*	ASPN*	ALOT*
\$241.7	316.7k	1.079m	\$763	\$224	3.4
Share of total	70%	66%	72%		

Spend in regions

● March Quarter 2026



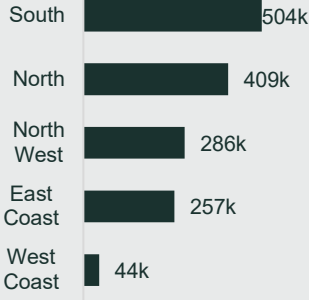
Overnight trips to regions

● March Quarter 2026



Nights in regions

● March Quarter 2026



* ASPT – average spend per trip. ASPN – average spend per night. ALOT – average length of trip (nights)
+ Purpose and regional data from DoTS has not been back cast prior meaning data is only available from 2025 and is not comparable to previously published NVS results.

Intrastate trips by Tasmanians

Domestic Tourism Statistics (DoTS), Year ending March and March Quarter 2026
Tourism Research Australia

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

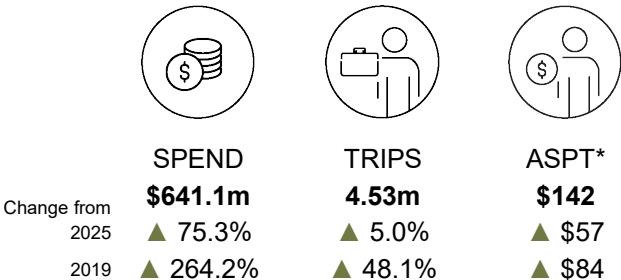
DAY TRIPS

- Tasmanians spent \$641.1m on day trips within the state in the year ending March 2026, up 75.3% on 2025 and over triple 2019 levels. They also took 4.53 million day trips, 5% more than the previous year and 48% more than 2019.
- Tasmanians spent on average \$142 per day trip in the year ending March 2026, \$57 more than the same period in 2025, and \$84 more than in 2019.
- Over half of day trips (55%) are for 'holiday' purposes and represent 65% 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 MARCH



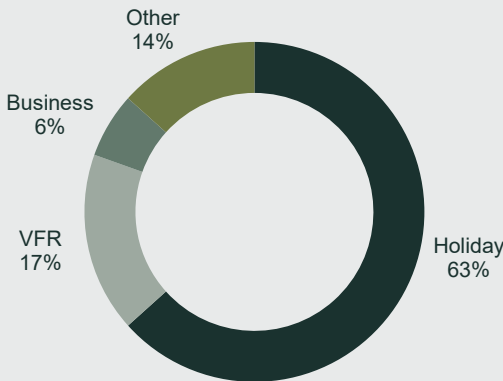
INTRASTATE DAY TRIPS – March Quarter

SPEND	TRIPS	ASPT*
\$173.4m	1.15m	\$150

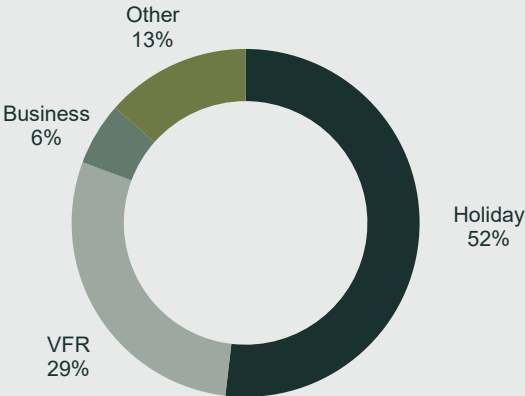
HOLIDAY DAY TRIPS – March Quarter

SPEND	TRIPS	ASPT*
\$115.9m	680.1k	\$170

Day trip spend by purpose



Day trips by purpose

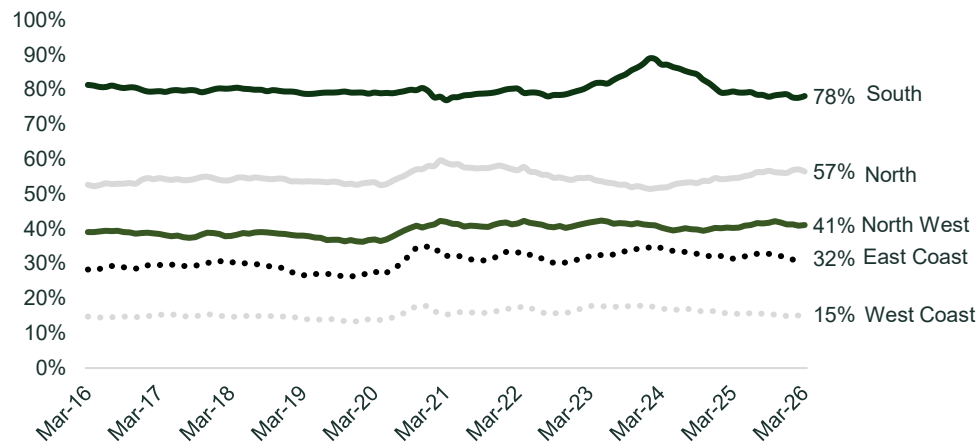


Regional visitation - year ending March 2026

Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

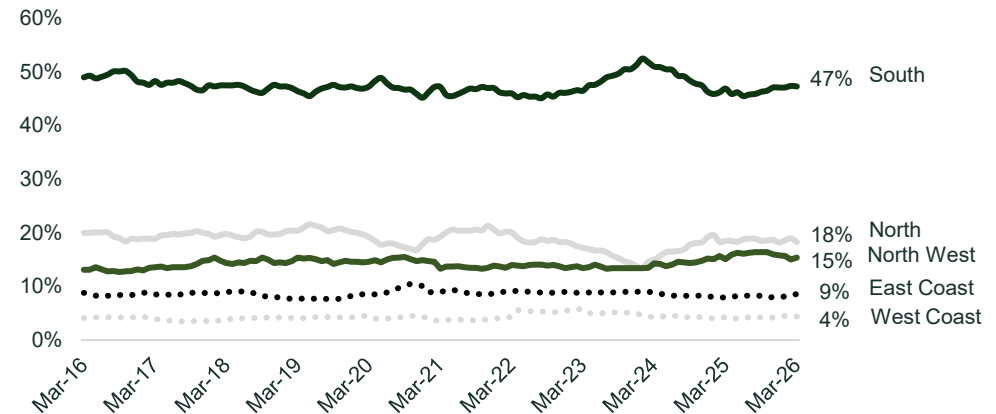
Regional share of visitors

10 years – Rolling year ending monthly



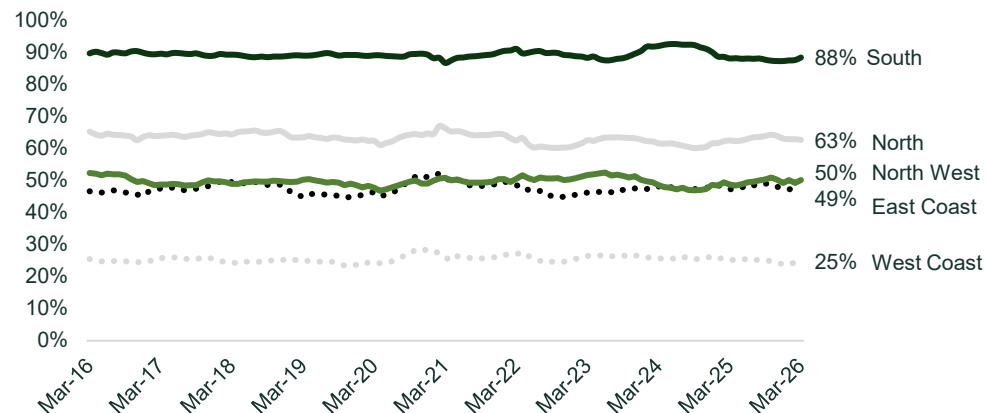
Regional share of nights

10 years – Rolling year ending monthly



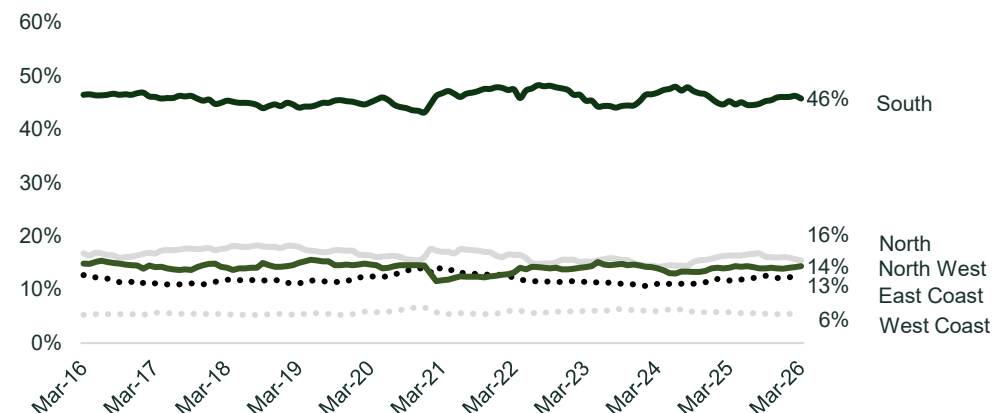
Regional share of holiday* visitors

10 years – Rolling year ending monthly



Regional share of holiday* nights

10 years – Rolling year ending monthly



Accommodation

STR & AirDNA

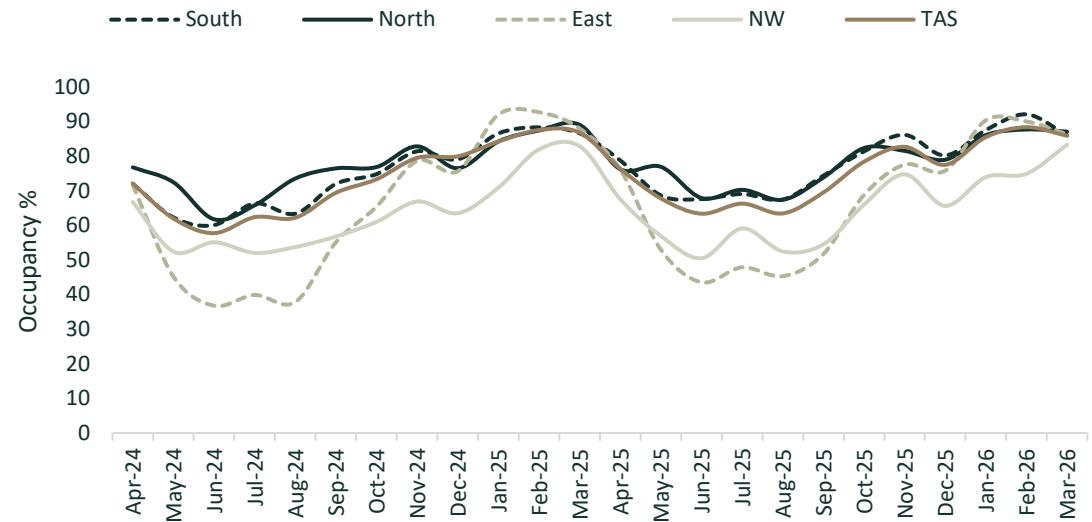
Accommodation reporting contains a summary of commercial and short-stay accommodation results for the state and regions, drawing on data from STR Global (commercial) and AirDNA (short stay).

STATE SUMMARY

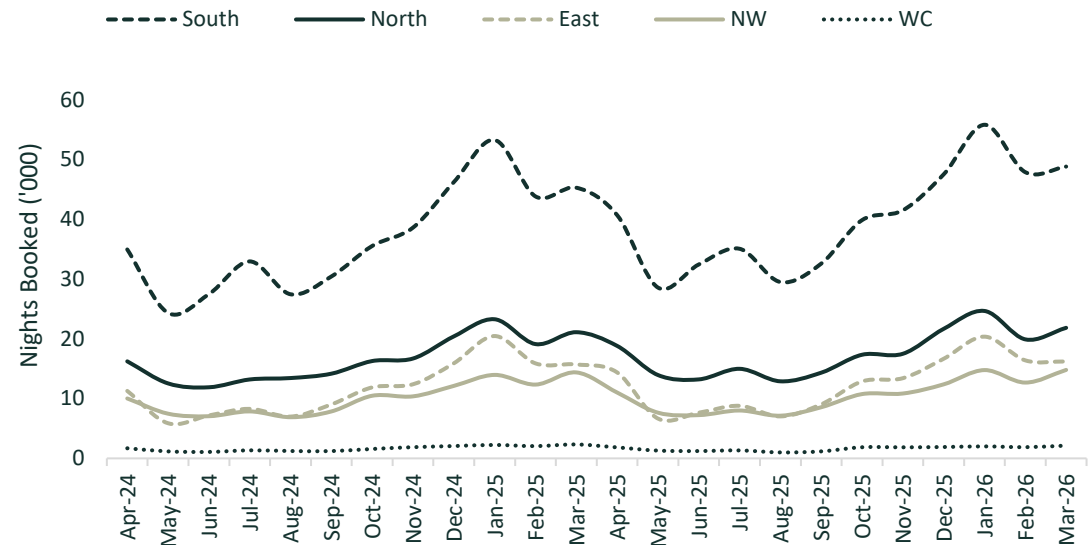
Statewide room-nights booked were up on last year, for the month, quarter and year ending March 2026, continuing the strong accommodation demand and visitation seen in recent seasons.

- Occupancy in the March quarter was up on the December 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, but January and February were both up on the same months in the previous year, while March was down slightly (-0.9ppts).
- All regions were up on or on par with the same time last year for short-stay booked nights and commercial occupancy for the quarter and year ending March 2026, except for the West Coast which saw softer results.

COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



Accommodation – to March 2026

COMMERCIAL OCCUPANCY RATE

Months	January			February			March		
	2025	2026	% pt chg	2025	2026	% pt chg	2025	2026	% pt chg
TASMANIA	83.6%	85.6%	▲ 2.0	87.4%	88.4%	▲ 1.0	86.8%	85.9%	▼ -0.9
Southern	86.6%	87.6%	▲ 1.0	88.2%	92.1%	▲ 3.9	86.6%	86.0%	▼ -0.6
Northern	80.7%	86.1%	▲ 5.4	87.4%	87.7%	► 0.3	89.1%	87.1%	▼ -2.0
East Coast	92.0%	90.4%	▼ -1.6	92.7%	90.1%	▼ -2.7	88.1%	86.4%	▼ -1.7
North West	71.8%	74.0%	▲ 2.2	81.4%	75.0%	▼ -6.4	83.0%	83.4%	► 0.4
West Coast	no data								

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

Quarter		
2025	2026	% pt chg
86%	87%	► 0.4
87%	89%	▲ 1.4
87%	87%	► 0.1
91%	89%	▼ -2.0
79%	77%	▼ -1.2
no data		

Year Ending		
2025	2026	% pt chg
73%	75%	▲ 2.3
74%	78%	▲ 3.9
77%	78%	▲ 1.0
65%	67%	▲ 2.3
64%	65%	▲ 1.3
no data		

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

Months	January			February			March		
	2025	2026	% chg	2025	2026	% chg	2025	2026	% chg
TASMANIA	122.2	127.0	▲ 3.9%	94.2	100.4	▲ 6.5%	99.7	104.7	▲ 5.1%
Southern	57.7	60.4	▲ 4.8%	43.8	48.3	▲ 10.1%	45.3	48.9	▲ 7.8%
Northern	24.8	26.2	▲ 5.5%	19.2	20.1	▲ 4.7%	21.1	21.9	▲ 3.5%
East Coast	20.7	21.1	▲ 1.6%	15.9	16.5	▲ 4.2%	15.7	16.2	▲ 3.1%
North West	15.3	16.0	▲ 4.3%	12.4	12.7	▲ 2.7%	14.4	14.8	▲ 2.9%
West Coast	2.41	2.17	▼ -10%	2.08	1.90	▼ -8.5%	2.33	2.14	▼ -8.2%

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

Quarter		
2025	2026	% chg
308.3	323.2	▲ 4.8%
142.5	152.6	▲ 7.1%
63.6	66.5	▲ 4.6%
52.1	53.0	▲ 1.7%
40.7	42.3	▲ 3.8%
6.6	6.0	▼ -9.2%

Year Ending		
2025	2026	% chg
929.6	995.3	▲ 7.1%
440.7	480.7	▲ 9.1%
198.6	211.3	▲ 6.4%
141.0	149.6	▲ 6.1%
121.0	126.0	▲ 4.2%
19.9	19.5	▼ -1.9%

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 state's 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.