

TASMANIAN TOURISM FAST FACTS

TOTAL VISITORS TO TASMANIA

Tasmanian Visitor Survey, year ending March 2026, Tourism Tasmania



SPEND

\$3.791b

+7.8%

Visitors spent a total \$3.791 billion in Tasmania, with an average spend of \$2,700 per person



VISITORS

1.404m

+4.8%

1,404,100 interstate and international people visited Tasmania on scheduled air and sea services. This does not include cruise ship visitors



NIGHTS

12.91m

+1.6%

Visitors spent a total 12.91 million nights in Tasmania, staying for an average of 9.2 nights

MAIN PURPOSE OF VISIT



- HOLIDAY | 726,300 | 52%
- VFR | 392,700 | 28%
- BUSINESS | 197,400 | 14%
- CONFERENCE | 57,400 | 4%

MODE OF DEPARTURE

10%

SEA^



90%

AIR

Hobart Airport | 66%
Launceston Airport | 30%



AIRLINE SEATS*

4.92m

Airline seats on seven major air routes into Tasmania
HBA/LST – MEL, SYD, BNE
DPO – MEL

TOURISM LISTINGS+

2,702

Active ATDW tourism listings this quarter in Tasmania; compared to 2,744 in the last quarter

TOURISM'S CONTRIBUTION TO THE TASMANIAN ECONOMY#

Tourism Satellite Accounts 2023–24, Tourism Research Australia

TOURISM GROSS STATE PRODUCT

\$2.27b

DIRECTLY
5.4% of
TAS GSP



\$4.55b
TOTAL

\$2.28b

INDIRECTLY
5.4% of
TAS GSP

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

22,800

DIRECTLY
7.0% of TAS
filled jobs



50,800
TOTAL

28,000

INDIRECTLY
8.6% of TAS
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.

Find more data and insights on Tasmania's visitor economy at www.tourismtasmania.com.au/research/visitors

% change is from same period previous year. *BITRE Bureau of Infrastructure, Transport and Research Economics 2024-25 at June 2025. ^Sea is the Spirit of Tasmania ferry, excludes cruise or naval ships and private vessels. +ATDW Australian Tourism Data Warehouse at 23 June 2026. *Tourism Tasmania actively encourages tourism businesses to register with ATDW; changes in number reflects ATDW registrations and do not necessarily mean businesses are new or have closed.* Contact atdw@tourism.tas.gov.au to register or update your listing. #The ABS has undertaken a [comprehensive review](#) of the modelling of the Tourism Satellite Accounts, resulting in changes to all economic variables, including contribution to GSP and filled jobs. The time series has been re-cast, meaning current results should not be compared to previously published results.

TASMANIA
COME DOWN FOR AIR

