

INTRASTATE VISITOR PROFILE

YEAR ENDING DECEMBER 2025



Bay of Fires
Stu Gibson

TASMANIA

COME DOWN FOR AIR



Tourism
Tasmania

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NOTE: Tourism Research Australia's National Visitor Survey (NVS) has been superseded by Domestic Tourism Statistics (DoTS) from January 2025.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).

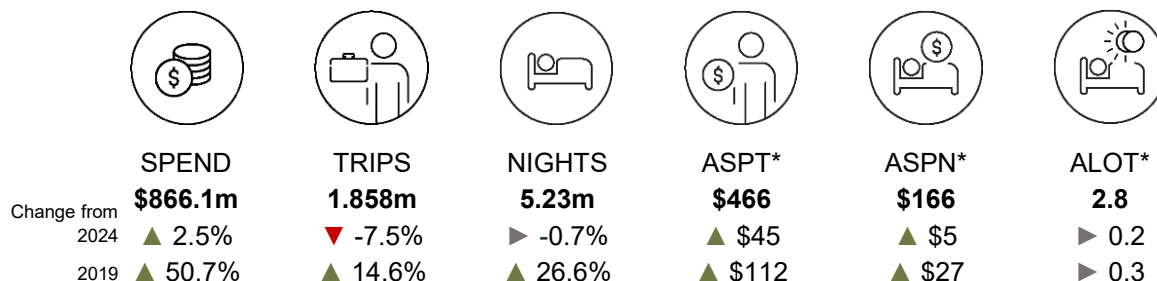
OVERNIGHT TRIPS

- 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.

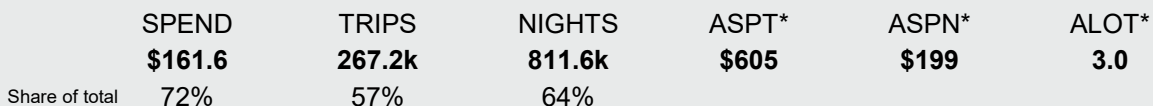
INTRASTATE OVERNIGHT TRIPS – Year ending DECEMBER



INTRASTATE OVERNIGHT TRIPS – December Quarter

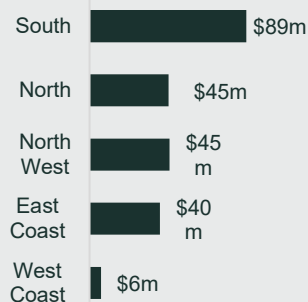


HOLIDAY OVERNIGHT TRIPS+ – December Quarter



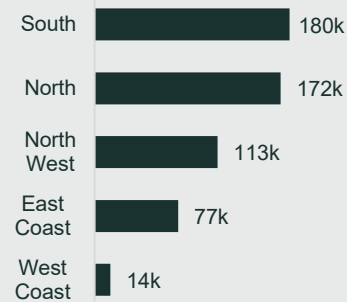
Spend in regions

● December Quarter 2025



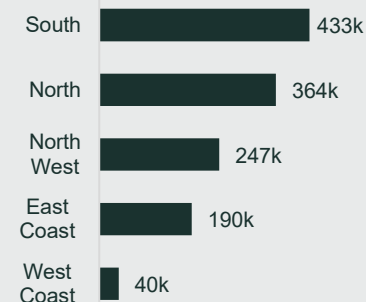
Overnight trips to regions

● 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

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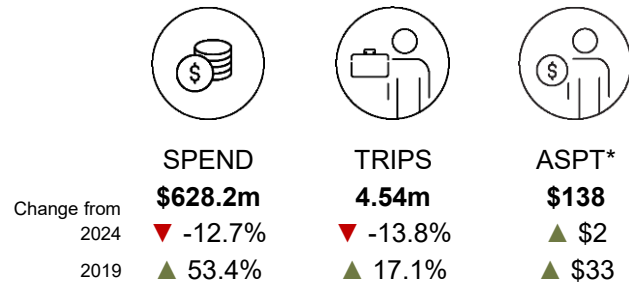
DAY TRIPS

- 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



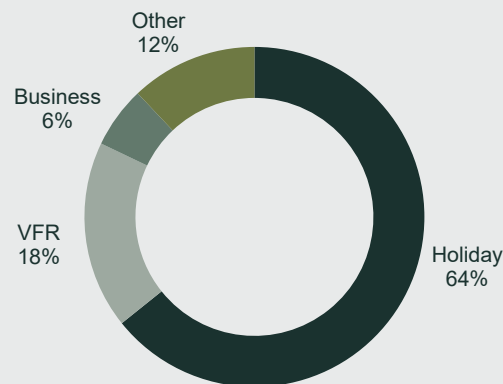
INTRASTATE DAY TRIPS – December Quarter

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

