

INTERNATIONAL VISITOR PROFILE

YEAR ENDING DECEMBER 2025



Bay of Fires
Stu Gibson

TASMANIA

COME DOWN FOR AIR



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.

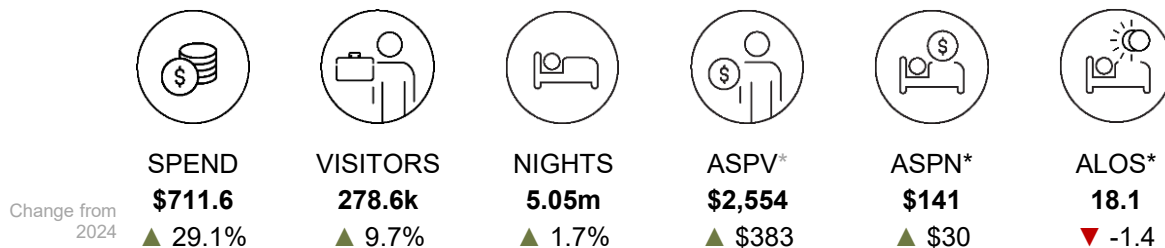
— Tasmania welcomed more international visitors (9.7%), who spent more per visit and slightly more per night of their trip, compared to 2024. Total nights increased 1.7% to 5.05m, although average length of stay was down just over a night.

— 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 only 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



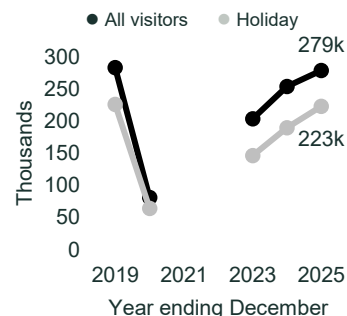
Recovery % rate to YE December 2019

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

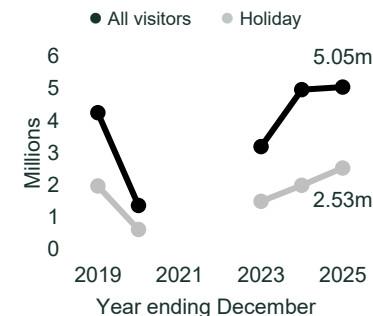
Spend



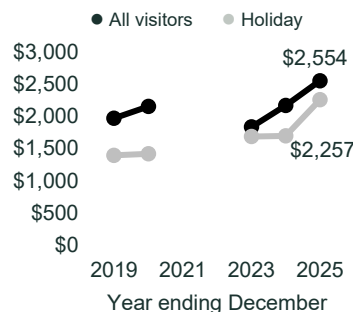
Visitors



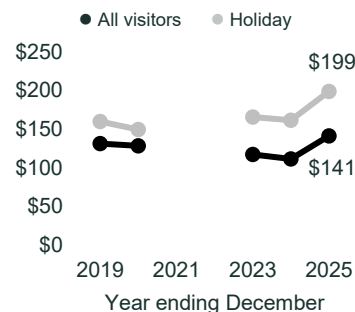
Nights



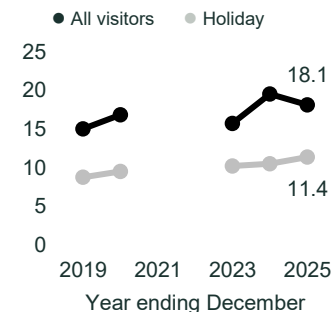
ASPV



ASPN



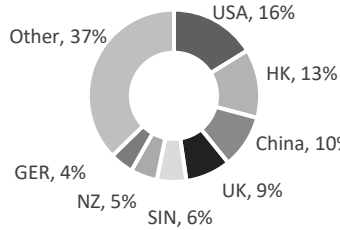
ALOS



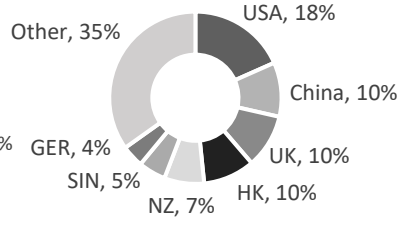
International Visitors

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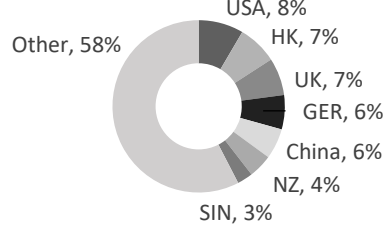
Spend market share



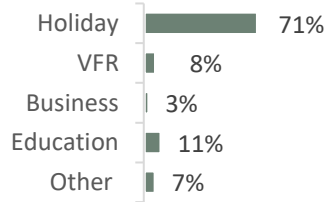
Visitors market share



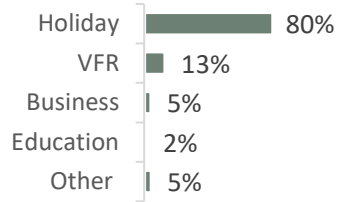
Nights market share



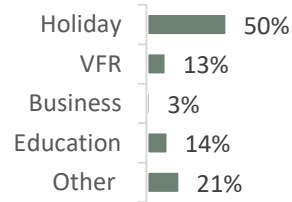
Spend by purpose⁺



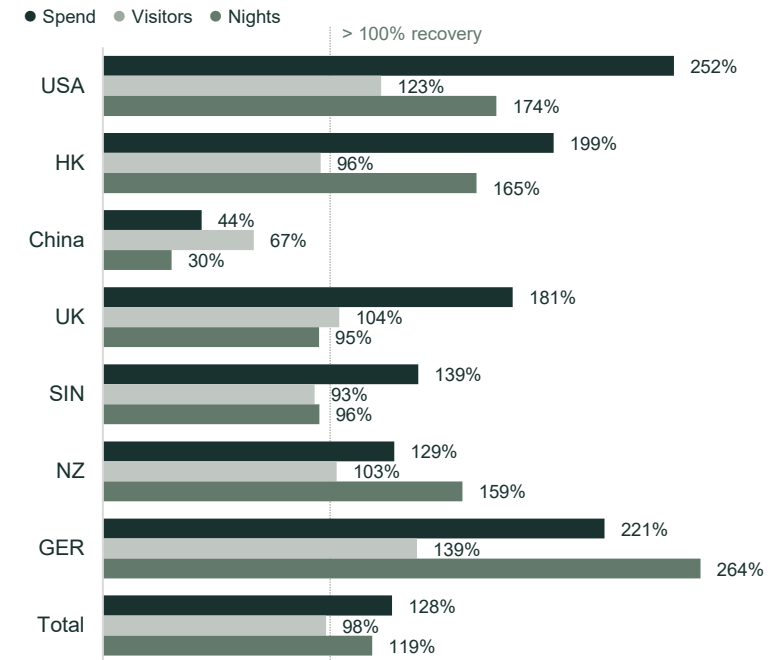
Visitors by purpose



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