

INTERSTATE VISITOR PROFILE

YEAR ENDING MARCH 2025



The Nut, Stanley
Jason Charles Hill

TASMANIA

COME DOWN FOR AIR



Year ending March 2026

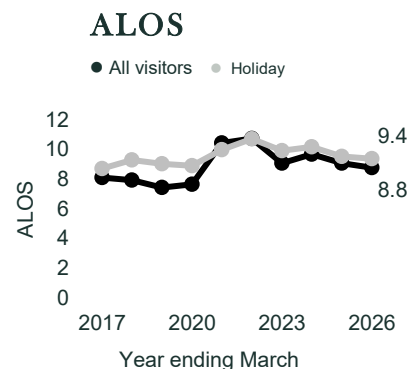
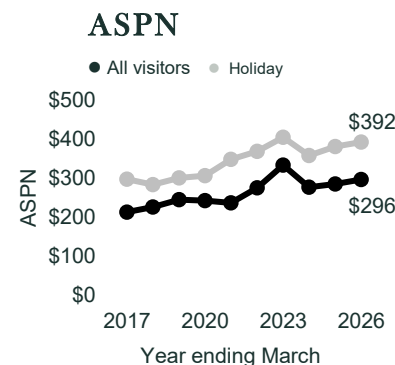
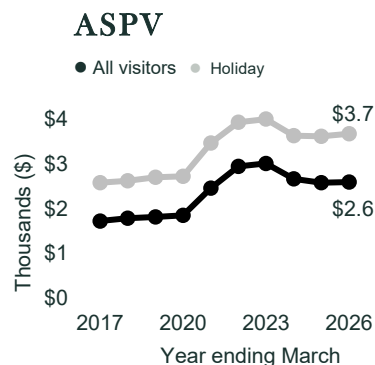
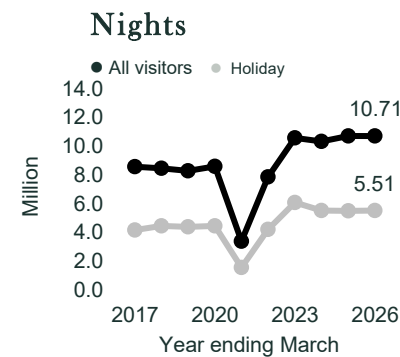
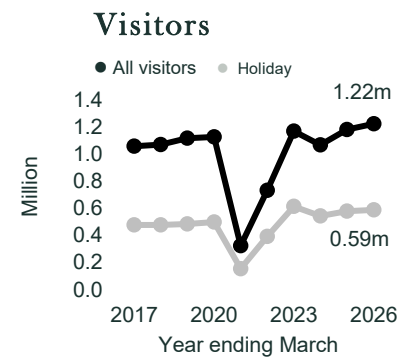
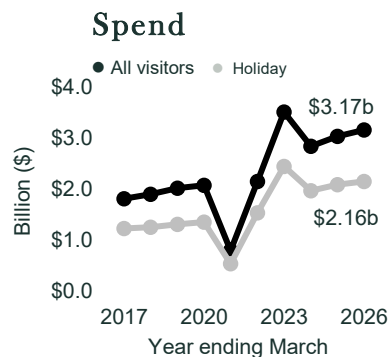
Tasmanian Visitor Survey
Tourism Tasmania and Roy Morgan

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

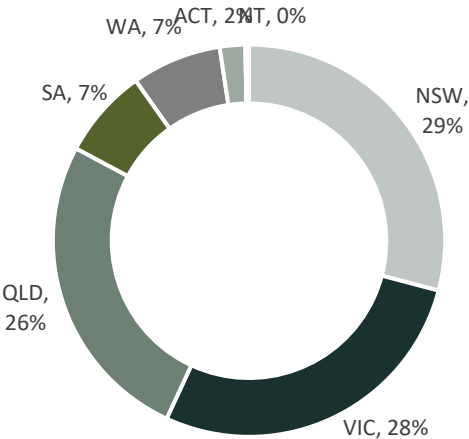
	SPEND	VISITORS	NIGHTS	ASPV	ASPN	ALOS
Interstate	\$3.172b	1.222m	10.71m	\$2,595	\$296	8.8
Change from 2025	▲ 4.1%	▲ 3.5%	► 0.1%	▲ \$15	▲ \$12	► -0.3
Interstate holiday	\$2.161b	588.0k	5.51m	\$3,674	\$392	9.4
Change from 2025	▲ 3.1%	▲ 1.5%	► 0.1%	▲ \$56	▲ \$11	► -0.1



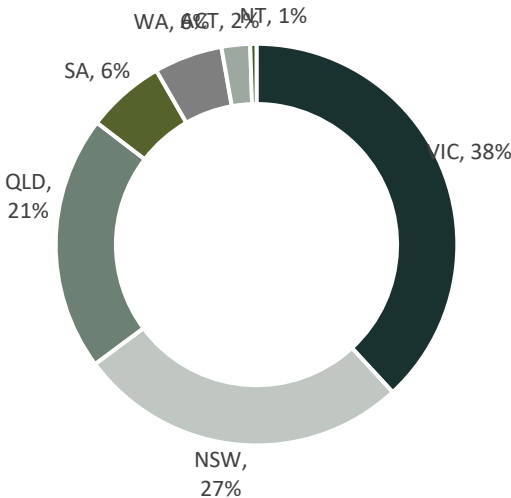
Interstate Visitors

Tasmanian Visitor Survey, YE March 2026
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	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%

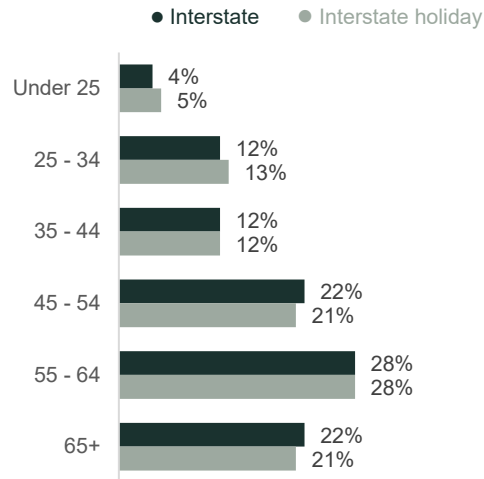
- VIC is our largest domestic market for visitation however compared to NSW and QLD they are more likely to be visiting for business or conferences and less likely to be taking holiday.
- As holiday visitors spend the most per visitor, it means NSW and QLD contribute a higher share to spend than their 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

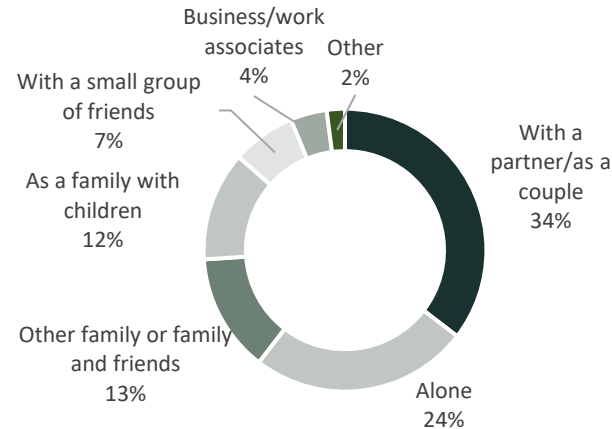
Interstate Visitors

Tasmanian Visitor Survey, YE March 2026
Roy Morgan

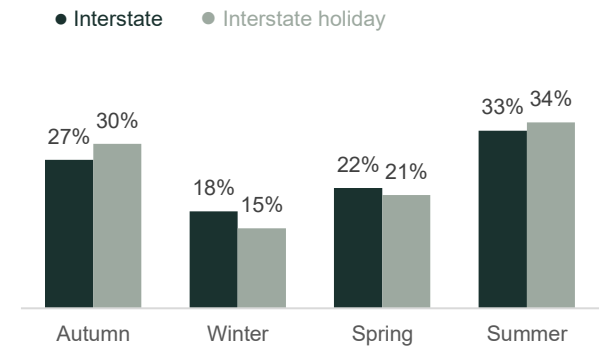
Age group



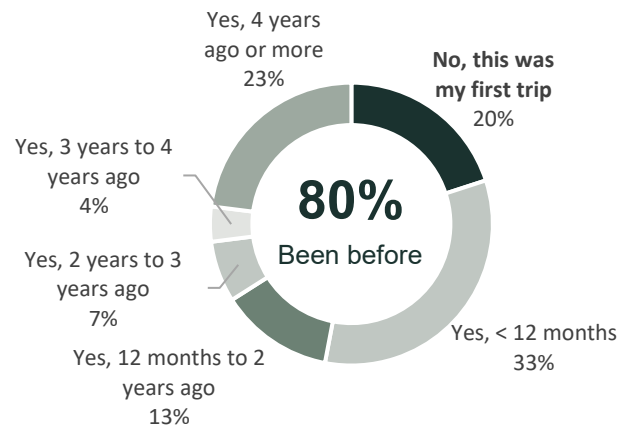
Travel party



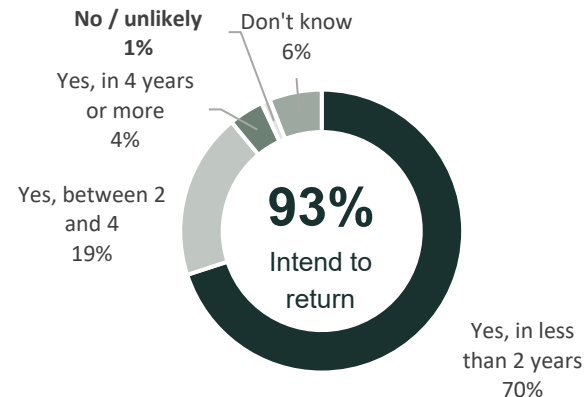
Season of visit



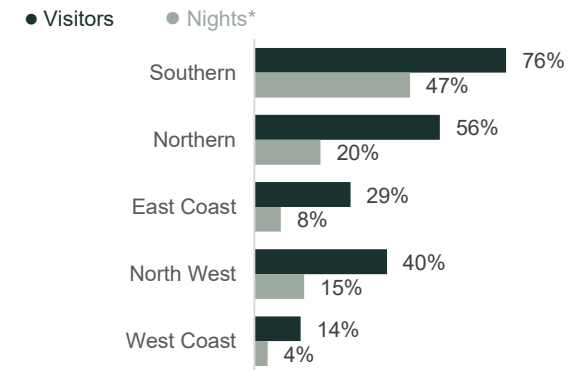
Previously visited Tasmania



Intention to return



Regional share of visitors and nights



67%
Visit Hobart during their trip

70%
Of nights are spent outside Hobart

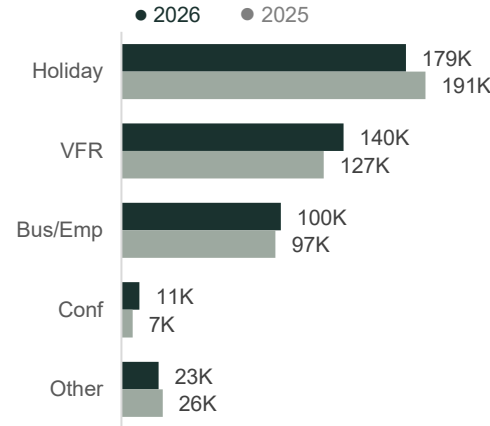
Visitors from Victoria

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

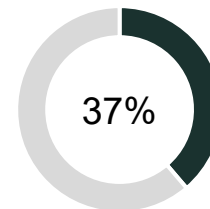


Rolling YE Spend and Visitation

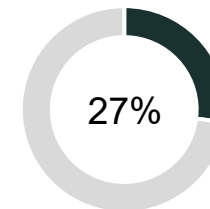


Share of interstate visitation

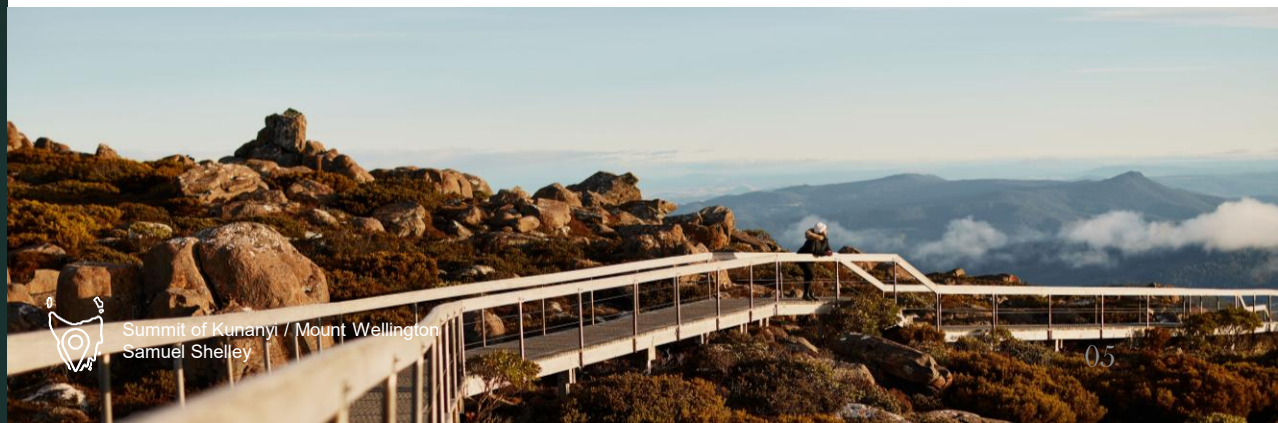
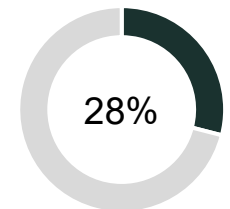
Visitors



Spend



Nights

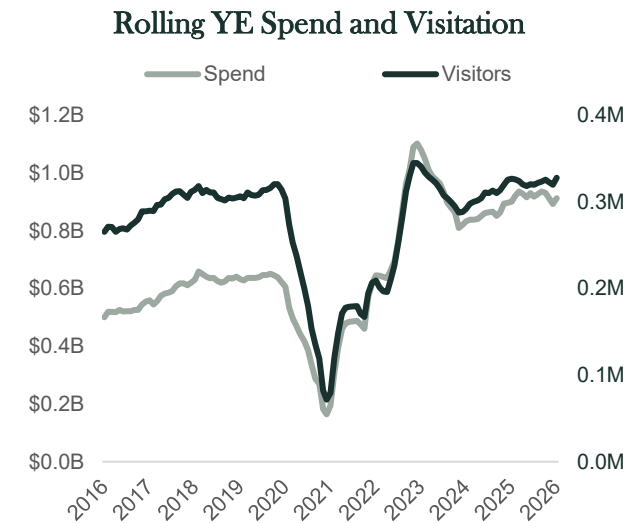
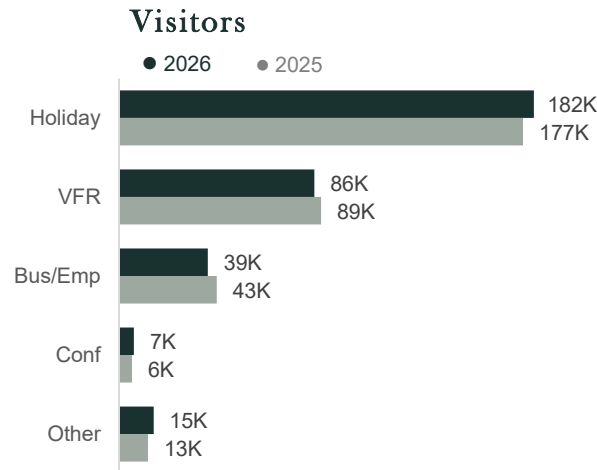


Visitors from New South Wales

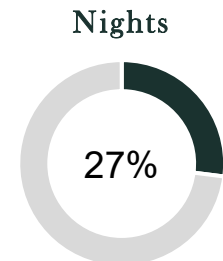
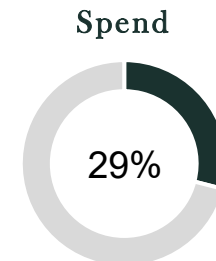
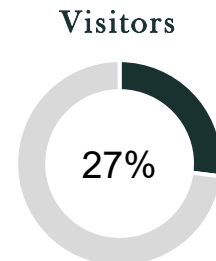
Tasmanian Visitor Survey, YE March 2026
Tourism Tasmania and Roy Morgan

- 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



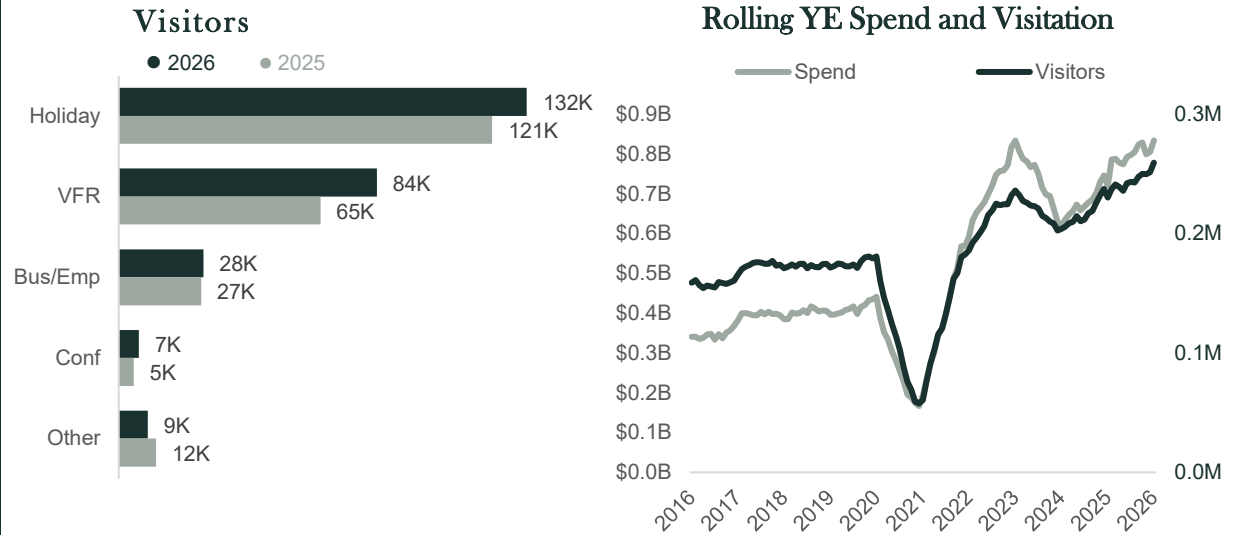
Visitors from Queensland

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

