

# INTRASTATE VISITOR PROFILE

YEAR ENDING MARCH 2026



Bay of Fires  
Stu Gibson

**TASMANIA**

COME DOWN FOR AIR



Tourism  
Tasmania



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**NOTE:** Tourism Research Australia's National Visitor Survey (NVS) has been superseded by Domestic Tourism Statistics (DoTS) from January 2025.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

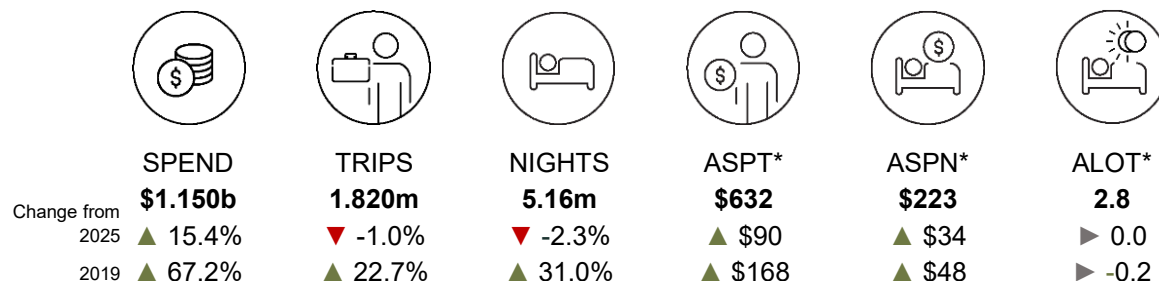
## OVERNIGHT TRIPS

- 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

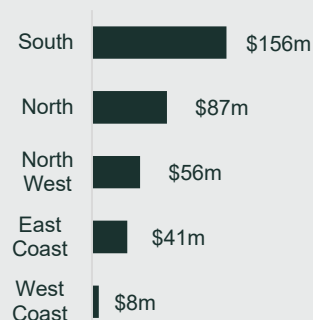
| SPEND    | TRIPS  | NIGHTS | ASPT* | ASPN* | ALOT* |
|----------|--------|--------|-------|-------|-------|
| \$347.1m | 480.4k | 1.500m | \$722 | \$231 | 3.1   |

## 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



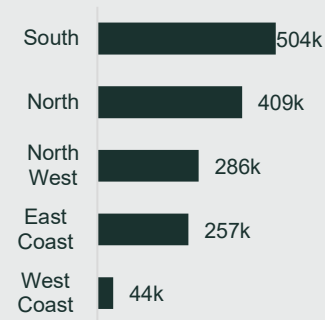
### Overnight trips to regions

● 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

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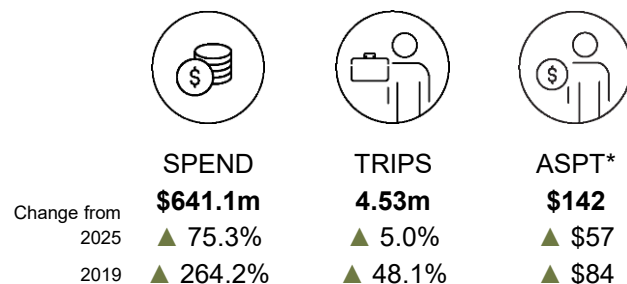
## DAY TRIPS

- 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



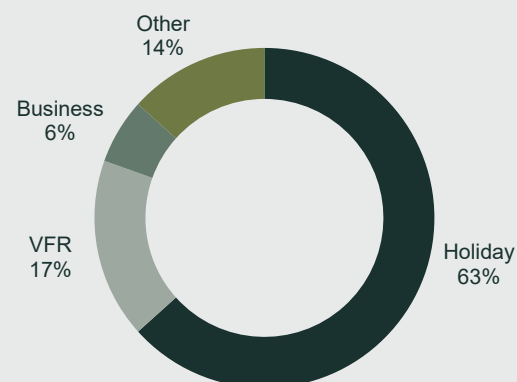
## INTRASTATE DAY TRIPS – March Quarter

| SPEND           | TRIPS        | ASPT*        |
|-----------------|--------------|--------------|
| <b>\$173.4m</b> | <b>1.15m</b> | <b>\$150</b> |

## HOLIDAY DAY TRIPS – March Quarter

| SPEND           | TRIPS         | ASPT*        |
|-----------------|---------------|--------------|
| <b>\$115.9m</b> | <b>680.1k</b> | <b>\$170</b> |

### Day trip spend by purpose



### Day trips by purpose

